

revolutionized communication, playing games, watching movies, listening to music, and more.

production-linked incentive scheme introduced by the Modi government in 2020.

The iPhone made mobile web browsing useful for the first time

gave rise to whole new industries, laid waste to others and forced new business models.



Sugumar

a young population, education, a growing middle class and consumer market, and relatively low employment costs

India's large population and maturing economy is ideally situated for Apple to make inroads by increasing marketing efforts and offering retail in the country

weak infrastructure, logistics, and poor yield.

Apple's ability to tightly integrate its and services has been a significant advantage

hardware, software, source of competitive

**Feels** 



