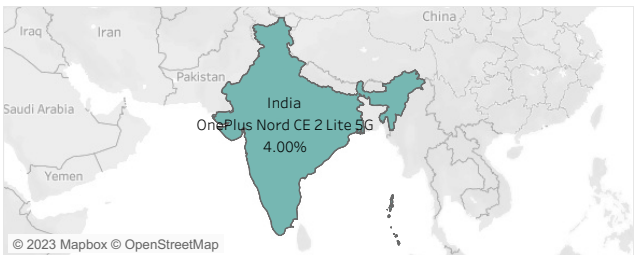


# Story 1

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2020 were \$136.5 billion, up from \$119.5 billion in 2019.

Gobal market share



country wise selling smartphone

Country

India

Country

India

Year

2020

Quick share



# Story 1

Apple continues to strengthen its standing in the smartphone ..

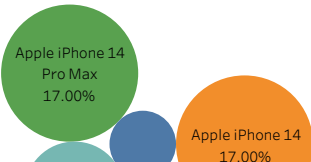
More than 1 billion consumers currently use iphones. since its initial launch, more than 1.9 billion iphone have been sold. iphone sales in 2021 surpassed the 2015 peak,but declined in 2022 to 232.2 million units.

iphone generate \$2.5 billion revenue for apple in 2022,microso..

KPI

Brand	Discoun..	Mrp	Number..	Sale Pri..
Apple	0	77,000	794	77,000

model-share



Upc

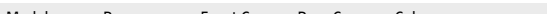
MOBEXRGVMZWUHCBA

Colour  
All

Brand  
APPLE



model specification

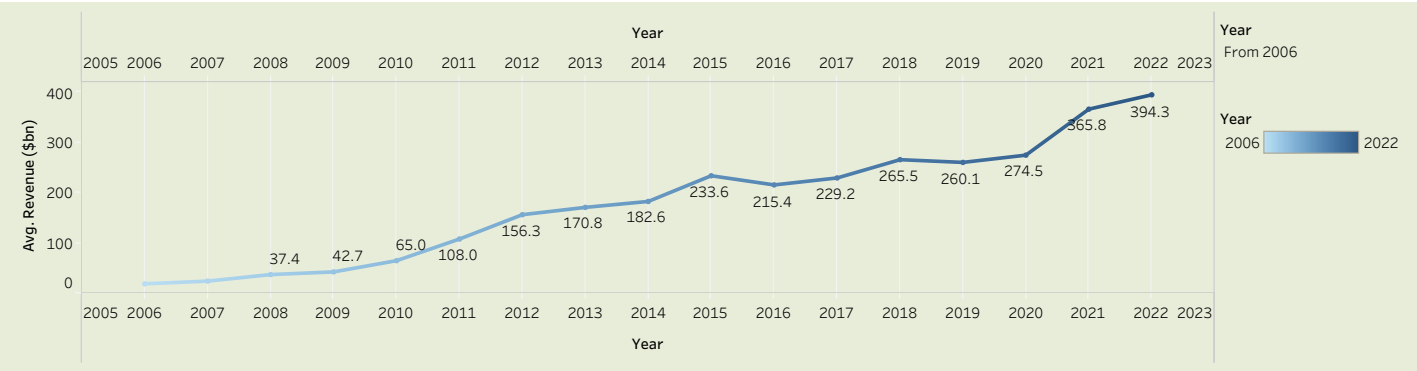


# Story 1

More than 1 billion consumers currently use iphones. since its ..

iphone generate \$2.5 billion revenue for apple in 2022,microsoft's total revenue, is sold 232 milloin iphone units that year

compartive analysis amongst various other loading band the sm..

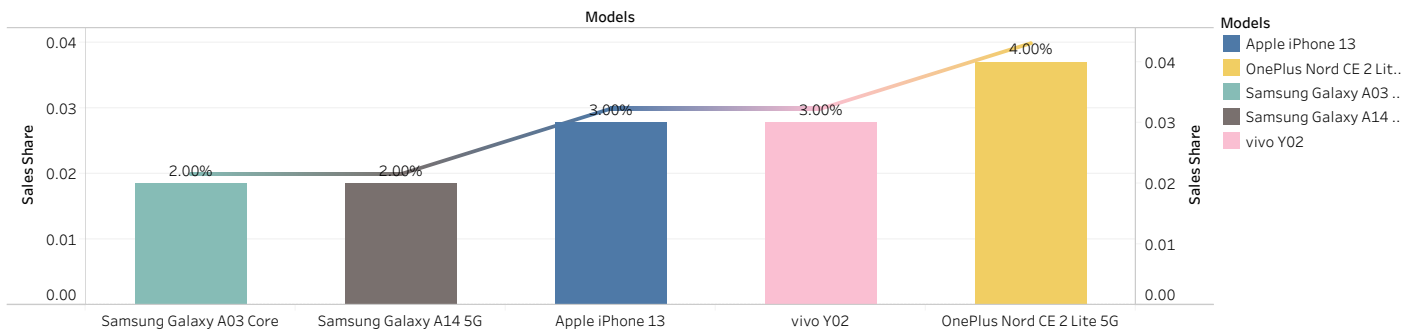


# Story 1

iphone generate \$2.5 billion revenue for apple in 2022,micro...

compartive analysis amongst various other loading band the smartphone industry so that iphone is yet to make it impact in india

Although the iphone isn't far behind in the compation,it's yet to scale...



# Story 1

compartive analysis amongst various other loading band the  
smartphone industry so that iphone is yet to make it impact in india

Although the iphone isn't far behind in the compatition,it's yet to scale-up it's marketing stratgies and policy formulation for  
indan audiences.

