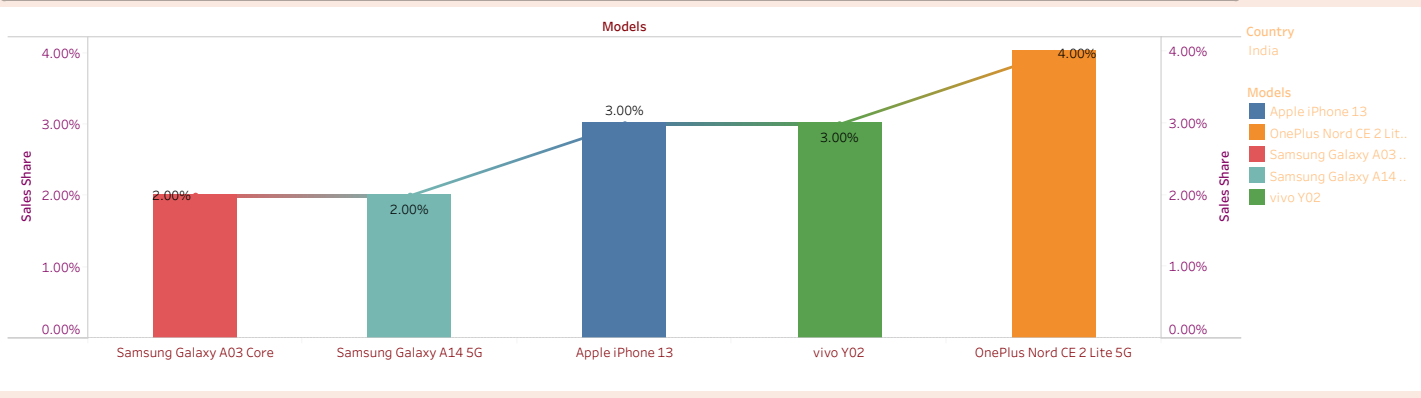


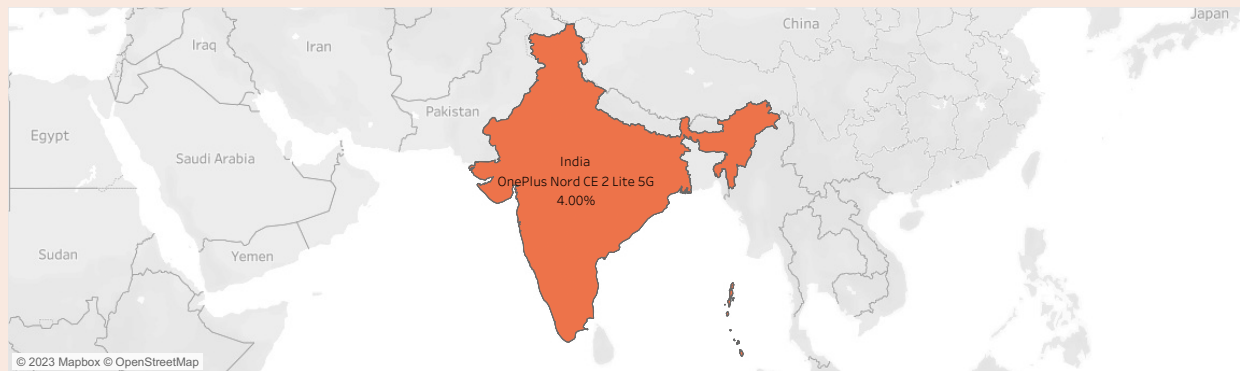
STORY

Comparitive analysis various other leadind brands in the smartphone industry shows that iPhone is yet to make it's impact in India. It's 3% market share in the global market is depicted in the line-bar graph.	Although the iPhone isn't far behind in the competiton, it is yet scale-up it's marketing stargies and policy formulations for Indianaudience.	Since it's initiation in 2006 it has seent he tremendous increase in sale and revenue generation over the years, though a slight bump in being observed 2016 but ever since it has increased to \$394.3bn in 2022.	Apple continues to strenghten it's standing in the smartphone market. The brand has risen to a poistionof particular dominance in US.6 of the top 10 most sold smartphone models in January 2021 were designed by Apple	M0re than 1 billion consumers currently use iPhones. since i..
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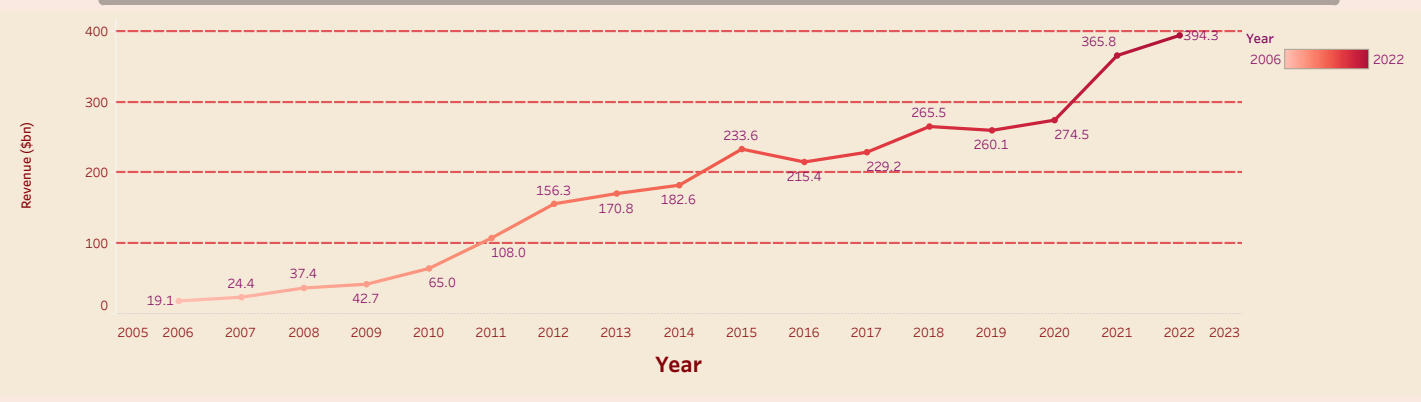
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