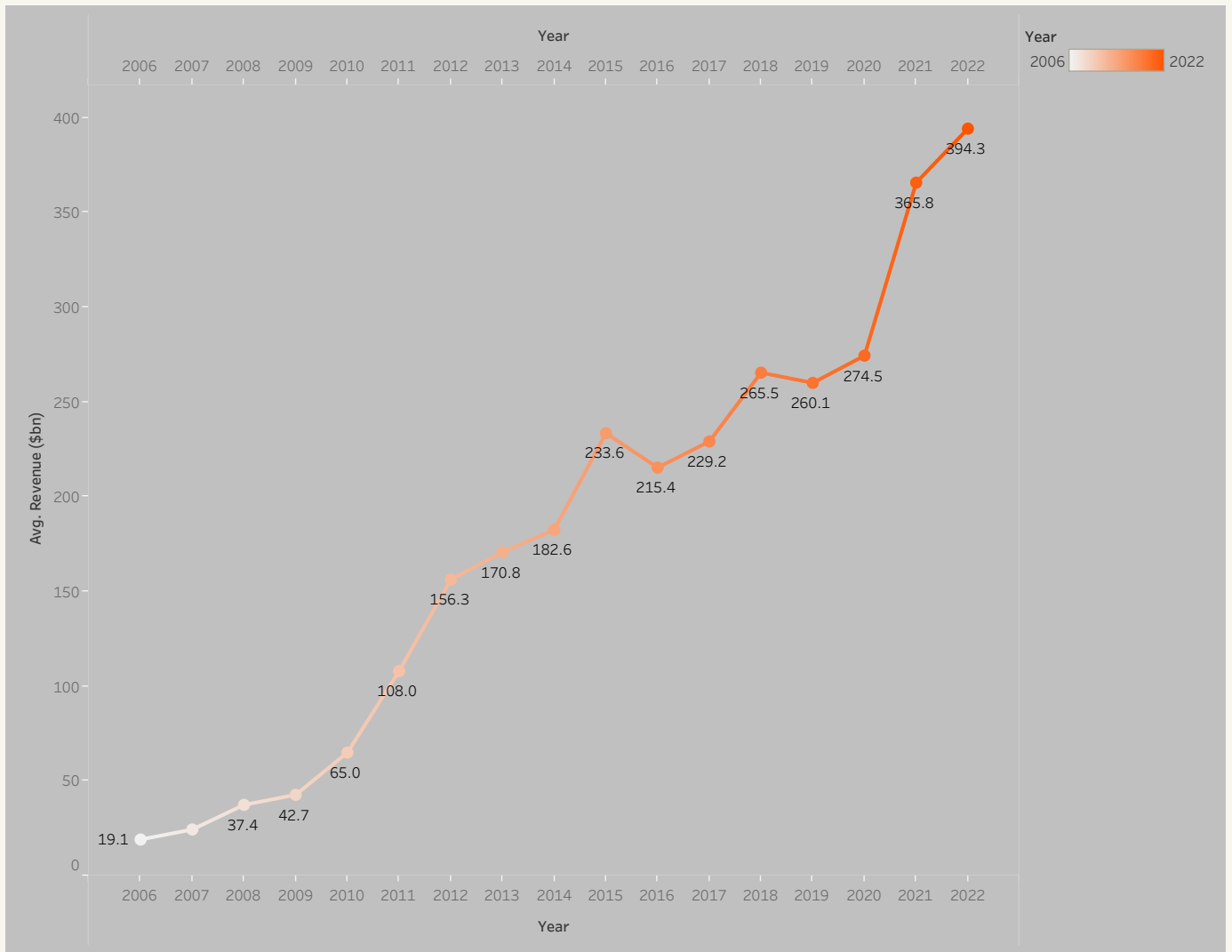


# Story 1

Iphone sales generated \$205 billion revenue for apple in 2022 more than microsoft total revenue.it sold 232 million iphone units that year

Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make its impact in india

Although the iphone isnt far behind in the competition, it is yet to scale-up its marketing startegies and policy formulations for indian audienc

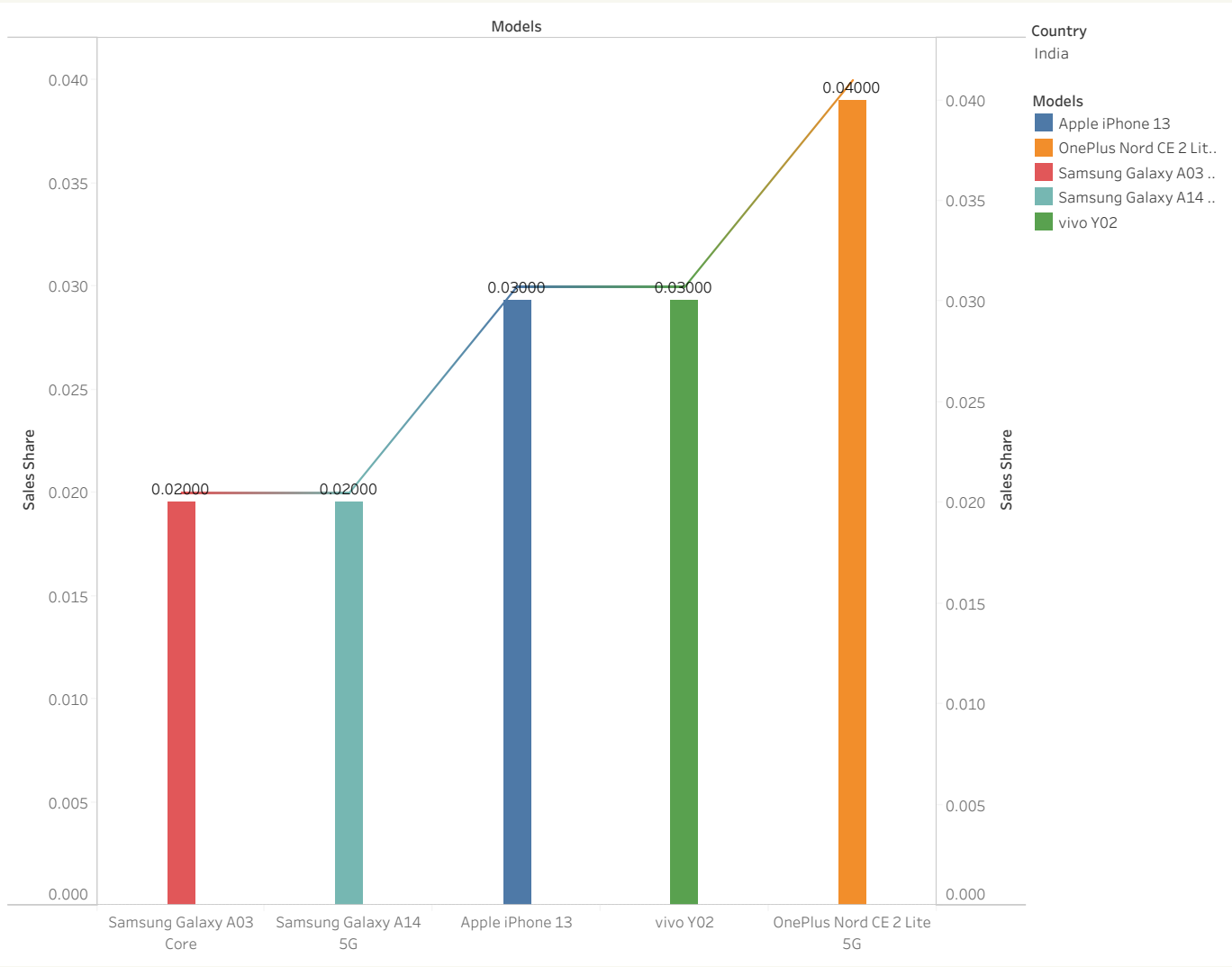


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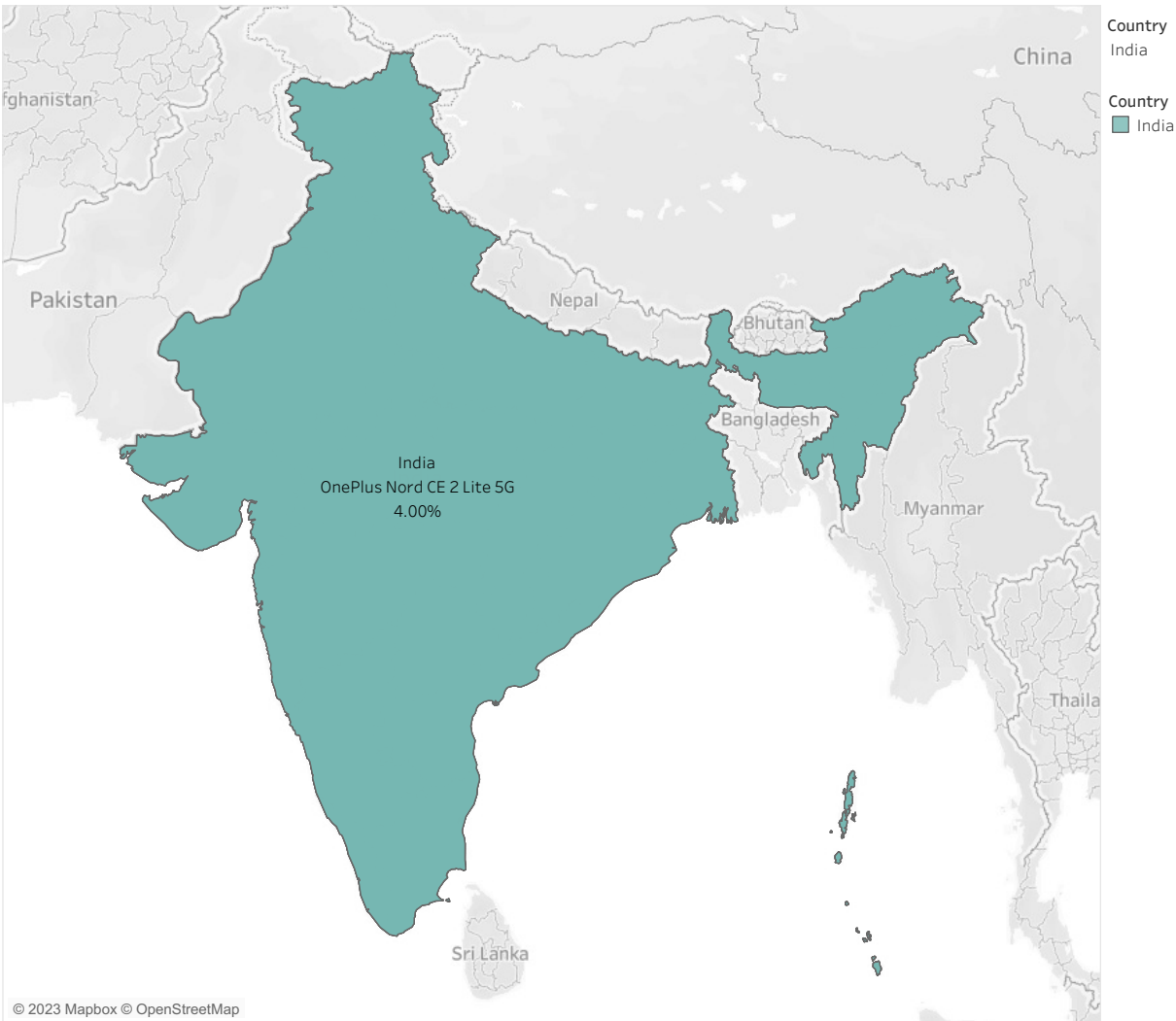


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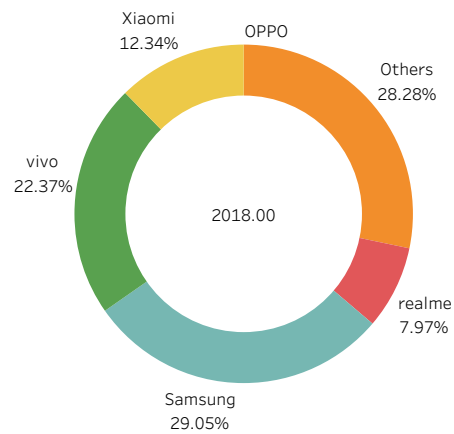


## Story 1

Although the iPhone isn't far behind in the competition, it is yet to scale-up its marketing strategies and policy formulations for Indian audiences.

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 10 most sold smartphone models in January 2021 were designed by Apple.

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



Year

- ☐ 2017
- ☒ 2018
- ☐ 2019
- ☐ 2020
- ☐ 2021
- ☐ 2022

Brand

- ☒ OPPO
- ☐ Others
- ☐ realme
- ☐ Samsung
- ☐ vivo
- ☐ Xiaomi

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