



Product Introduction

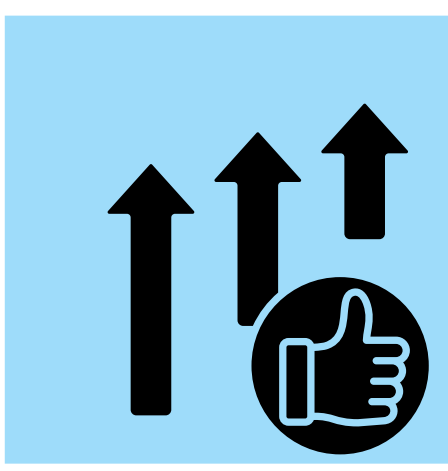
iPhone is a line of smartphones produced by Apple Inc. that use Apple's own iOSmobile operating system. The first-generation iPhone was announced by then-Apple CEO Steve Jobs on January 9, 2007. Since then, Apple has annually released new iPhone models and iOS updates. As of November 1, 2018, more than 2.2 billion iPhones had been sold. As of 2022, the iPhone accounts for 15.6% of global smartphone market share.

August 2008: iPhone 3G made its debut in India minus the mass hysteria and winding queues that had marked its launch in the U.S., Europe and parts of Asia.

January 2016: Apple files an application with India's government to set up its own stores in India.

September 2020: Apple Inc launched its first online store in India, coinciding with the country's holiday season

October 2020: To boost smartphone production under a federal plan, the government approved incentives to 16 companies (including Apple), Reuters reports. This was followed by plant inauguration in Tamilnadu (September 2022) by Pegatron to assemble iPhones. The report adds. Amid all these happenings, the recent one includes the inauguration of the first Apple store in India at BKC Mumbai by Tim Cook on April 18.



Advantages of the Product

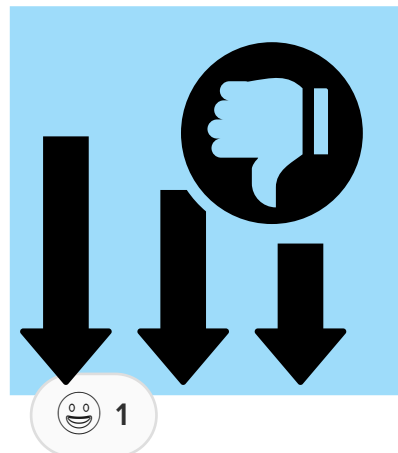
User-Friendly Interface: The iPhone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.



Why isn't Apple talking about AI?

Apple has been innovating with AI for a long time, but it focuses on the magic of the user experience, not the tech. There's a lesson here, especially since GenAI isn't always the right tool.

Disadvantages of the Product



Cost: The iPhone is one of the most expensive smartphones on the market. High-end models can cost over \$1000, which makes it a luxury item for many people.



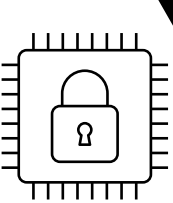
Apple i Phone

IRevolution: A Data-Driven Exploration Of Apple's iPhone Impact In India



Security of the product

Hardware security



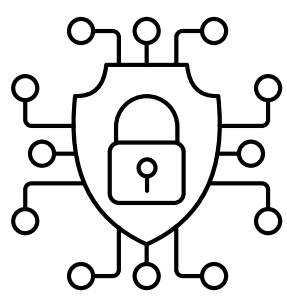
Secure software requires a foundation of security built into hardware. That's why Apple devices – using iOS, iPadOS, macOS, tvOS or watchOS – have security capabilities designed into silicon.



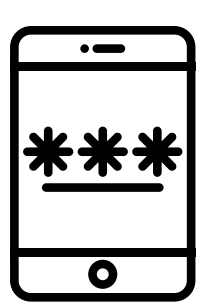
System Security

Building on the unique capabilities of Apple hardware, system security is designed to maximise the security of the operating systems on Apple devices without compromising usability. System security encompasses the startup process, software updates and the ongoing operation of the operating system.

Encryption and Data Protection



Apple devices have encryption features to safeguard user data and enable remote wipe in the case of device theft or loss.



App security

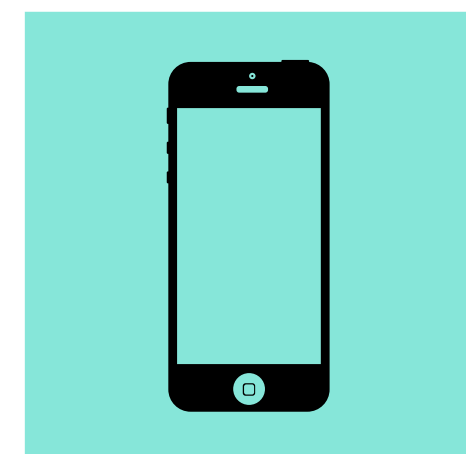
Apple provides layers of protection designed to ensure that apps are free of known malware and haven't been tampered with. Other protections help ensure that access from apps to user data is carefully mediated.

Services Security



Apple has built a robust set of services to help users get even more utility and productivity out of their devices. These services include Apple ID, iCloud, Sign in with Apple, Apple Pay, iMessage, FaceTime and Find My.

Needs of the Products



Made-in-India units will meet 85% of the local demand for iPhone, touching record highs in 2022, against just 10-15% last year.

Further, Indian factories are expected to make 5-7% of all iPhones sold globally this year. In 2021, India's contribution stood at a little over 3% and the number was less than 1.5% in 2020.