

# **APPLE'S IPHONE IMPACTS IN INDIA**

## **INTRODUCTION:**

Apple has been selling iPhones in India since 2008, but it is only in recent years that the company has shifted strategy to make iPhones more accessible through various offers and promotions which has contributed significantly to the increase in market share.

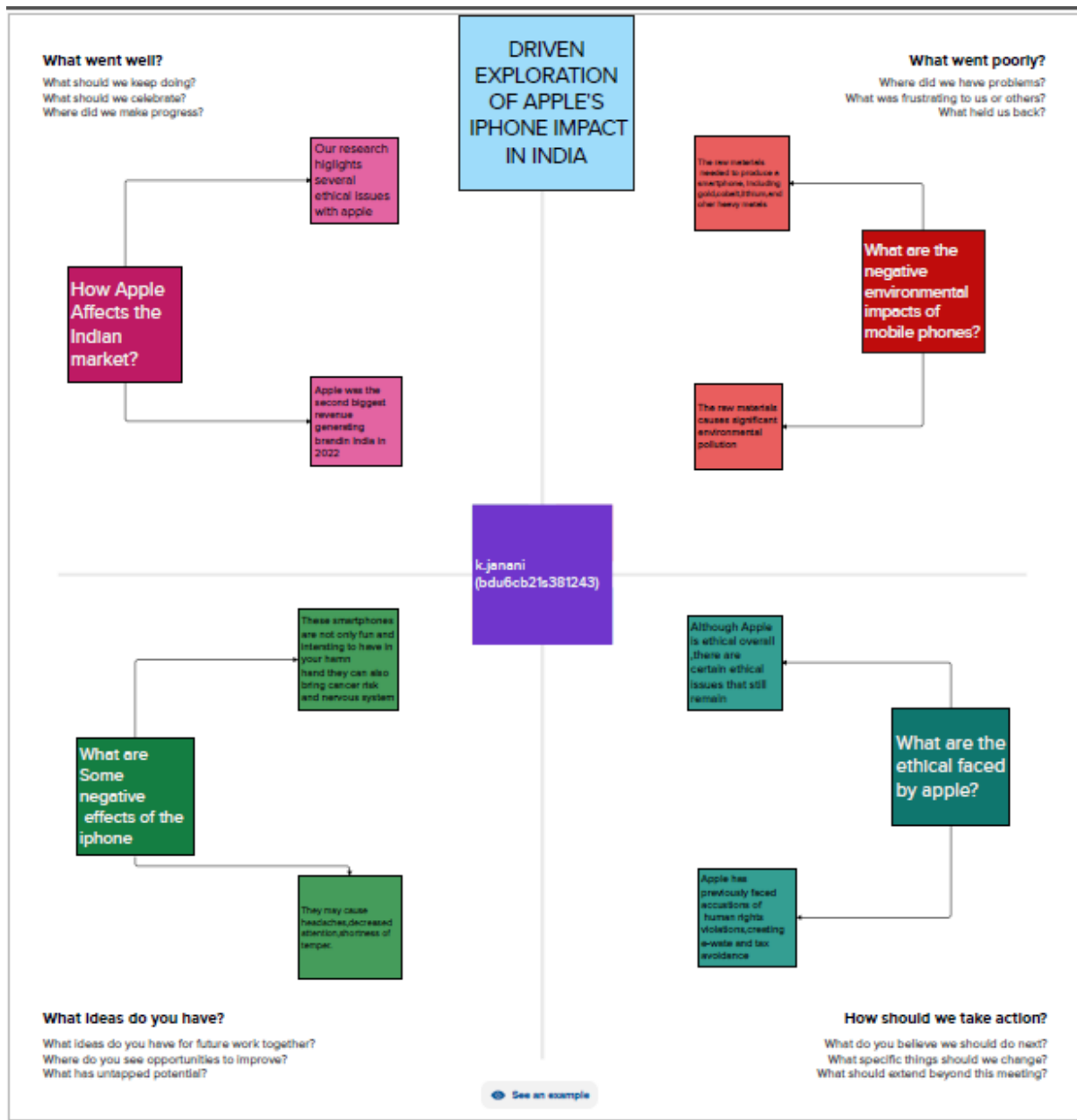
Apple's sales in India hit a new high of about \$6 billion in the fiscal year, up nearly 50% from a year earlier, showcasing the increasing importance of iPhones in a country that emerged to be the fastest growing major economy.

iPhone has a 52% market share in the US smartphone industry as of 2023. iPhone has a 20% market share in China as of 2023. iPhone has a 3.55% market share in India as of 2023.

iPhone manufacturing in India allows Apple to bypass hefty import duties, thereby reducing the cost of the product for the Indian consumer. This move makes the brand more accessible to a broader demographic within the country, where price sensitivity is a key factor in consumer decisions.

In 2023, Delhi topped in iPhone purchases, surpassing Mumbai by a substantial 182 per cent. Delhi's iPhone sales saw a 47 per cent increase from 2020 to 2021 and a 106 per cent growth from 2021 to 2022. Mumbai is the second-ranking city in iPhone purchases, experiencing a remarkable 10x surge in iPhone sales in 2022.

# EMPATHY MAPPING



## BRAIN STORMING

The image displays a digital workspace for collaborative brainstorming and idea prioritization. On the left, a sidebar titled "Brainstorm & idea prioritization" contains a search bar and a list of slides. The main workspace is divided into several slides, each with a unique background and content. The slides include:

- Slide 1:** A slide titled "Before you collaborate" with a list of instructions for collaboration.
- Slide 2:** A slide titled "Define your problem statement" with a text box containing a problem statement about India's economic growth and a list of questions to consider.
- Slide 3:** A slide titled "Brainstorm" with a list of questions to consider and a list of ideas generated during the brainstorming session.
- Slide 4:** A slide titled "Group ideas" with a list of ideas generated during the brainstorming session and a list of questions to consider.
- Slide 5:** A slide titled "Prioritize" with a list of ideas generated during the brainstorming session and a list of questions to consider.
- Slide 6:** A slide titled "After you collaborate" with a list of instructions for collaboration.

The slides are interconnected by a central flowchart that shows the progression of the brainstorming session. The flowchart starts with a central box labeled "Define your problem statement" and branches out into several boxes labeled "Brainstorm", "Group ideas", and "Prioritize". Each box contains a list of questions to consider and a list of ideas generated during the brainstorming session. The flowchart ends with a box labeled "After you collaborate".

The workspace also includes a toolbar at the top with icons for selection, erasing, and adding elements. The sidebar on the left contains a list of slides and a search bar. The overall design is clean and modern, with a focus on collaboration and idea generation.



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Janani K

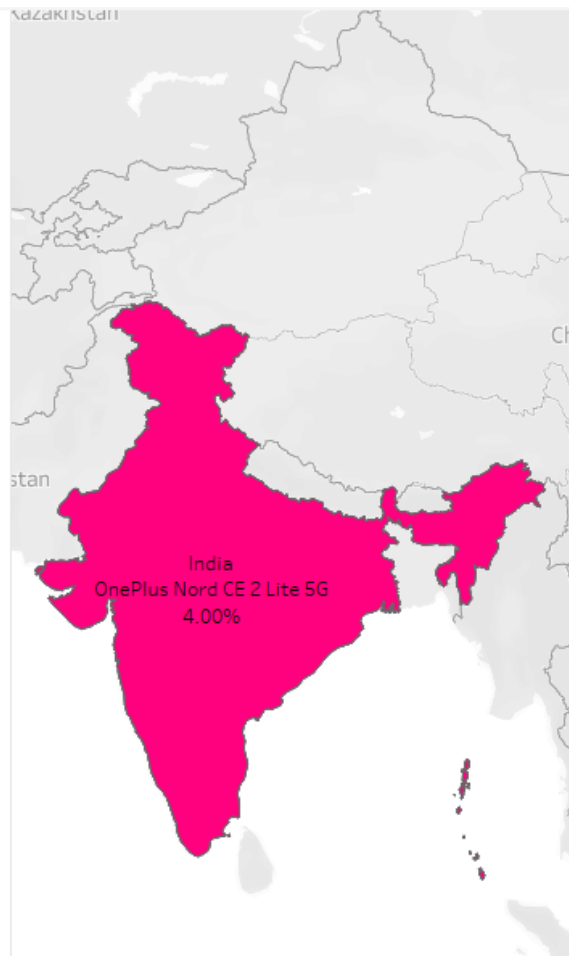
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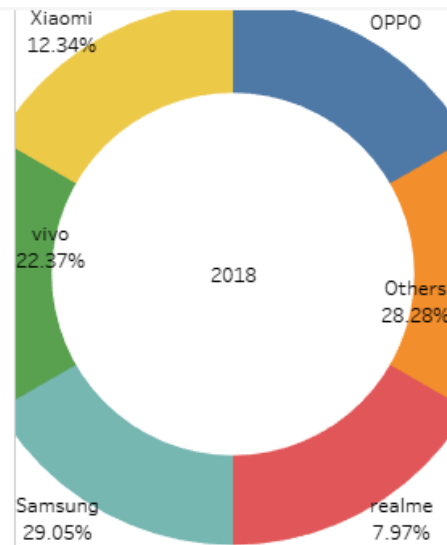
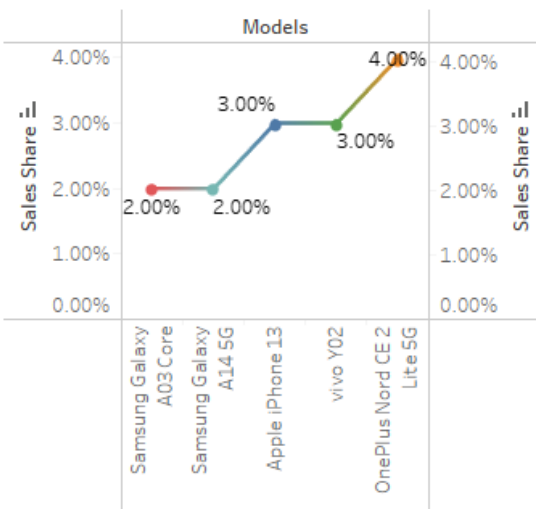
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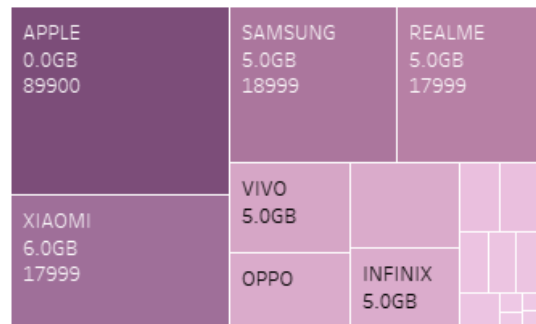


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## Smartphones



## Brand Price Comparison

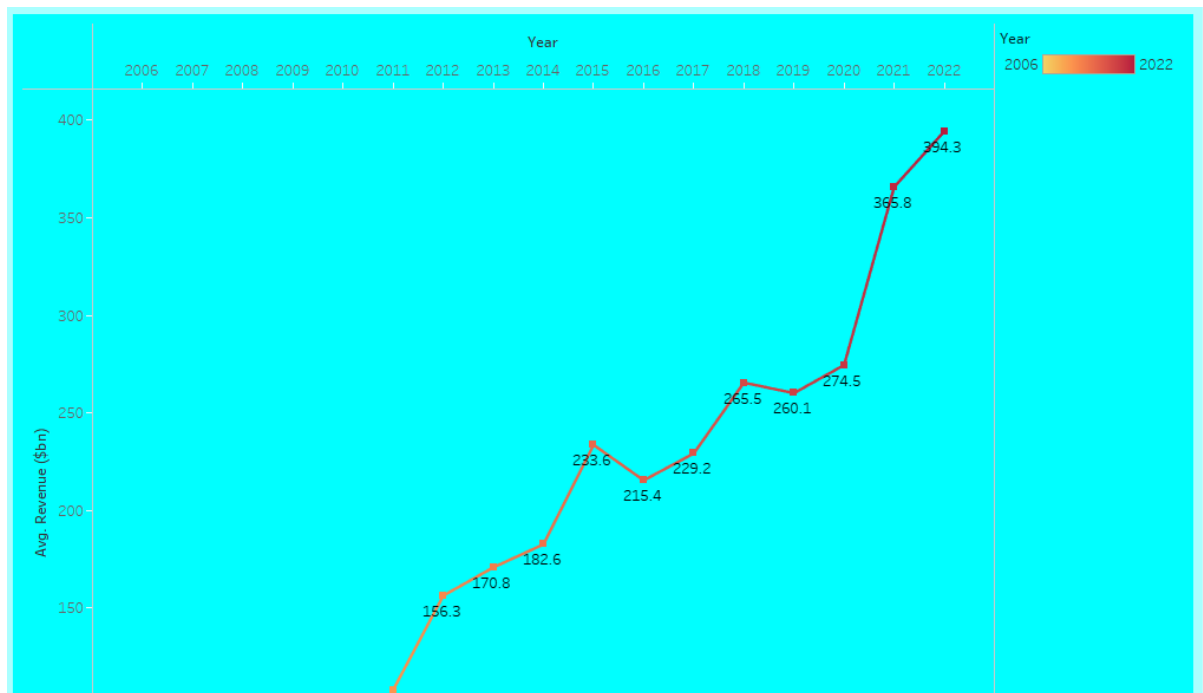


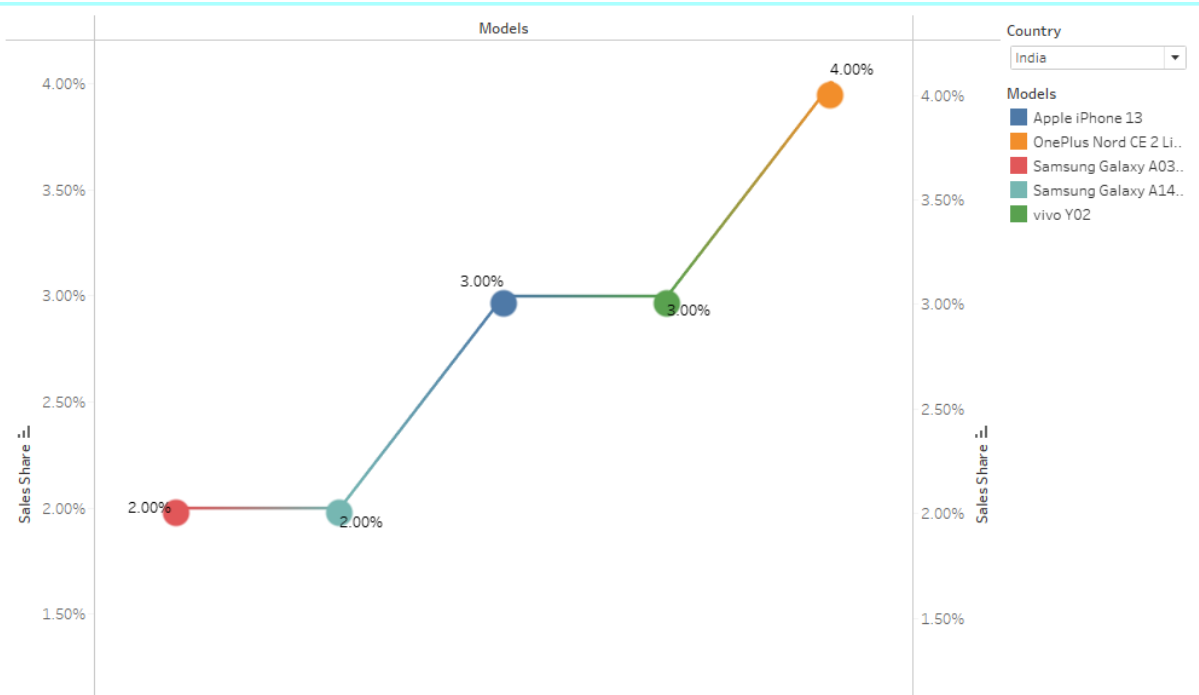
## Battery Type Distribution

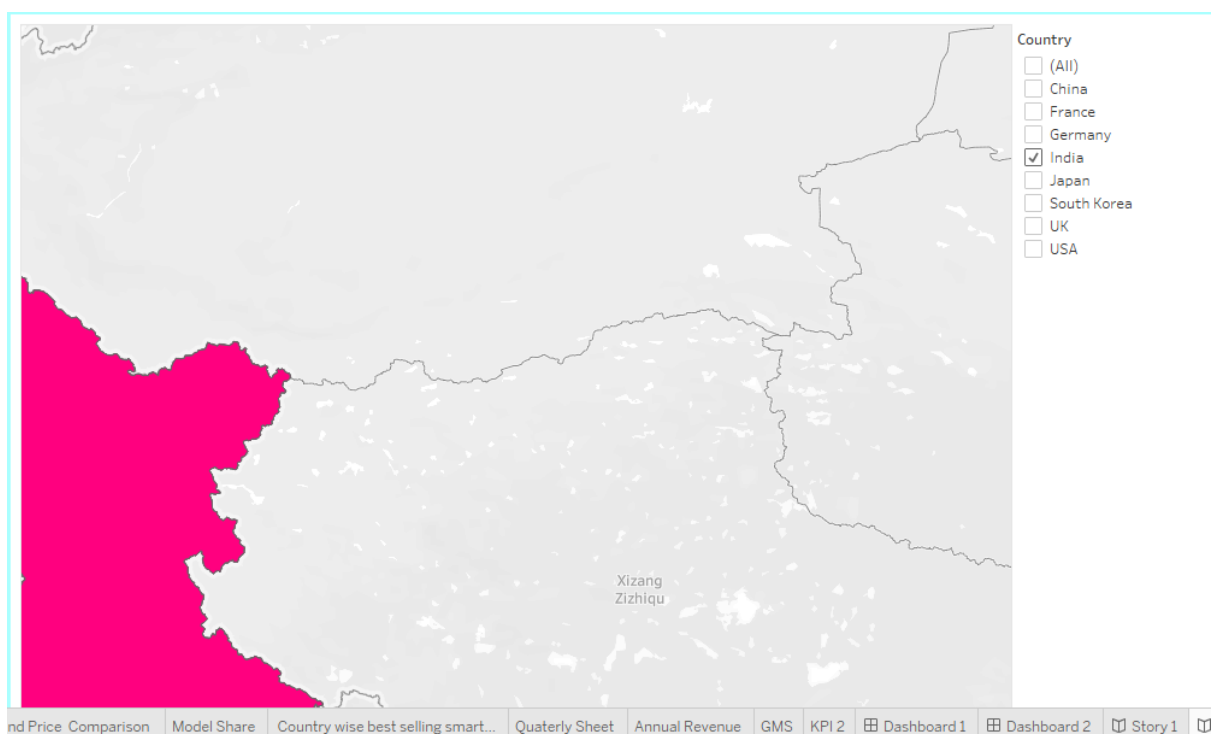
### Battery Type

Lithium

Lithium Ion









## ADVANTAGE AND DISADVANTAGE OF I PHONE:

User - friendly Interface: The iphone has an intuitive user interface that makes it easy to navigate.

- High - Quality Display: The iphone Retina display is one of the best the market.
- Advanced Camera: iphone devices have some of the cameras in the market.

## IPHONE IS EXPENSIVE:

Iphone are built with high – quality materials and superior hardware components.

## FEATURES OF IPHONE:

- Iphone reveals the data collection...
- Iphone restricts online activities storage...
- Apple App store offers secure apps...
- Malware activities...

## APPLICATION OF APPLE IPHONE IMPACT IN INDIA:

A software application that runs under which is the operating system that powers Apple's mobile devices.

## CONCLUSION:

Apple and the Iphone is a great example of a corporation making what the consumer wants in a global market. With limited companies competing , competition for the best phone on the market is at an all-time high. It is apparent that the iphone was, and

still, a remarkable invention of technological advancement. The iphone provided a new way of mobile phone communication and usability.

#### APPENDIX:

Story board 1:

<https://public.tableau.com/app/profile/janani.k6343/viz/iphoneimpactinindia/Story1?publish=yes>

Story board2:

<https://public.tableau.com/app/profile/janani.k6343/viz/iphoneimpactinindia/Story2?publish=yes>

Google Drive video link:

[https://drive.google.com/file/d/17Kh\\_Jyj8YmMizdNbTsdO1CJ1YuHsMZ54/view?usp=drivesdk](https://drive.google.com/file/d/17Kh_Jyj8YmMizdNbTsdO1CJ1YuHsMZ54/view?usp=drivesdk)



