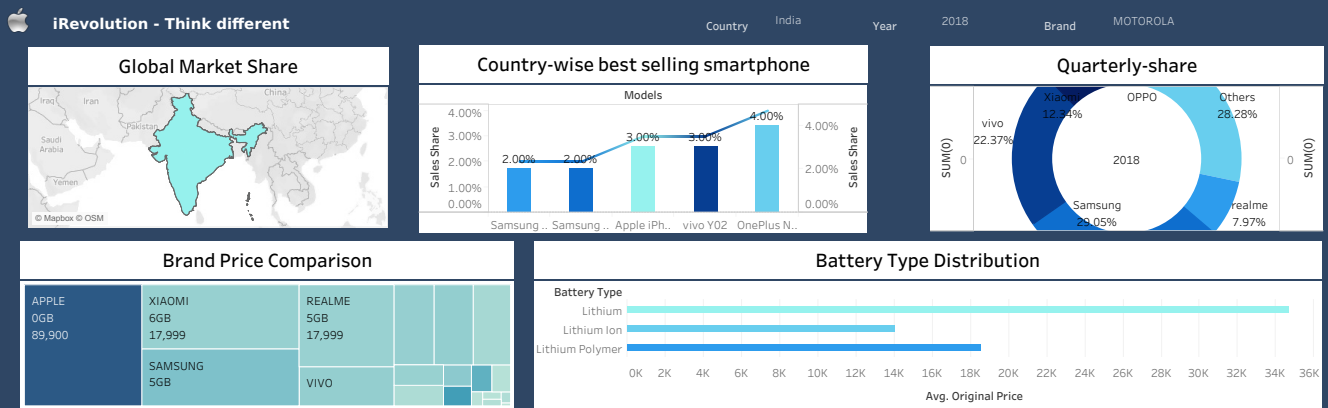


Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed ny Apple.

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

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

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iRevolution

Year

2022

Colour

All

Brand

APPLE

KPI

Revenue Generated

Units sold (mm)

Active Users (mm)

Brand

Discount Percentage

Mrp

Star Rating

Sale Price

Sales difference

Annual Revenue (2006 - 2022)

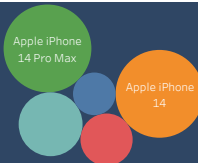


iRevolution - Think different

Model Specification

Model	Processor	Front Came..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
				Red	92,800
				White	92,800
				Yellow	43,900
APPLE IPHONE 12	A Bionic Chip with Next Generation	12MP	12MP + 12MP	Black	199,700
				Blue	est price

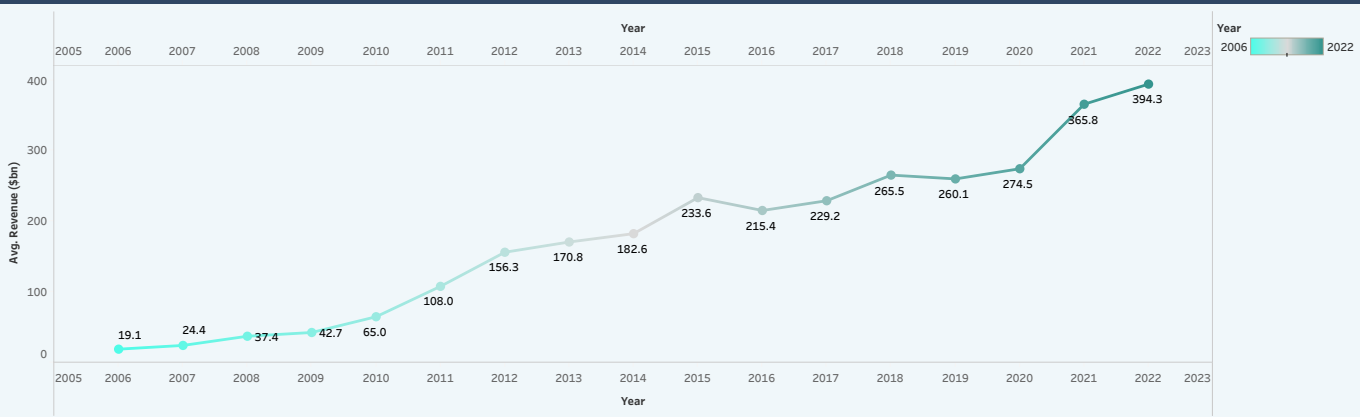
Model-Share



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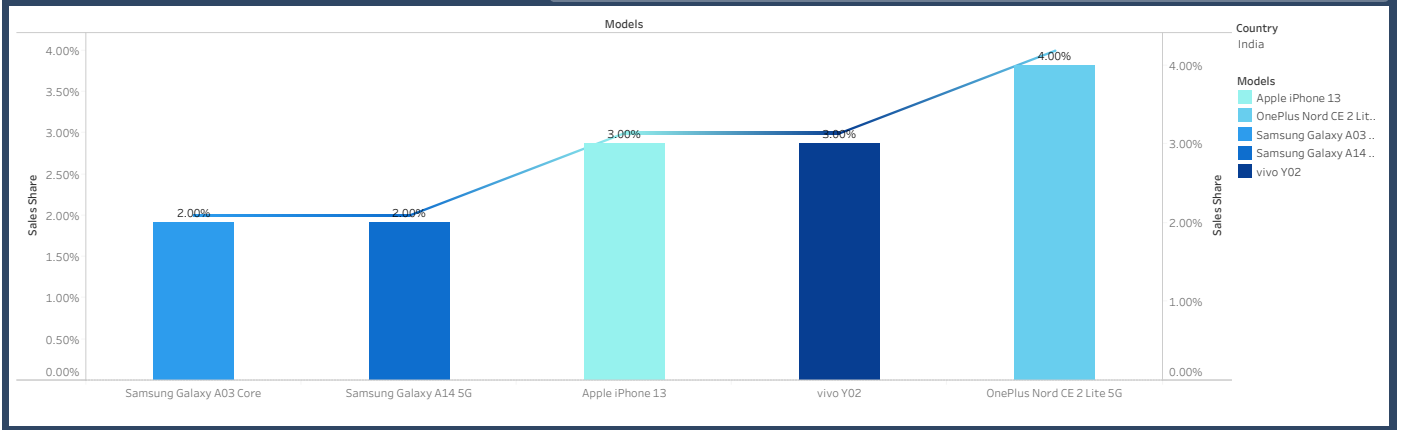
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India.



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Although the iphone isn't far behind in the competition.



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