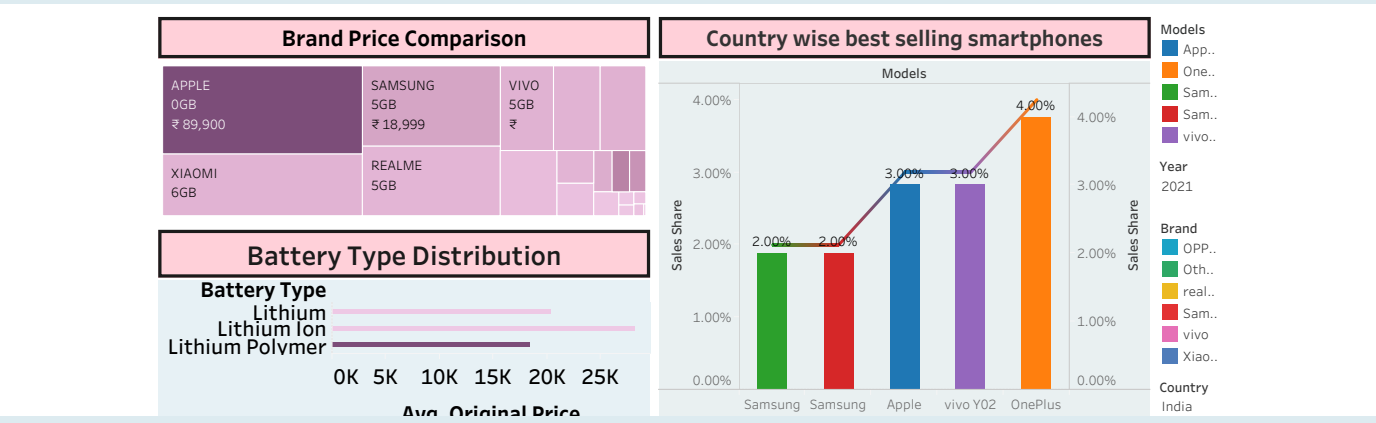


Story 1

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

More than 1 billion consumers currently use iPhones. 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.

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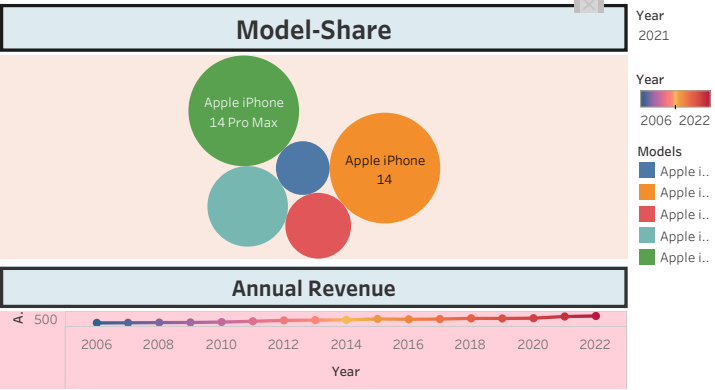
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KPI					
Brand	Discount P..	Mrp	Sale Price	Star Rating	sales diffe..
Apple	0	84,900	84,900	5	0

KPI-2		
Revenue Generated	Units sold (mm)	Active Users (mm)
192	242	1,231

Model specification					
Model	Process..	Front C..	Rear Camera	Colour	
APPLE	A Bionic	12MP	12MP + 12MP	Yellow	43,900
				Black	82,800



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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...

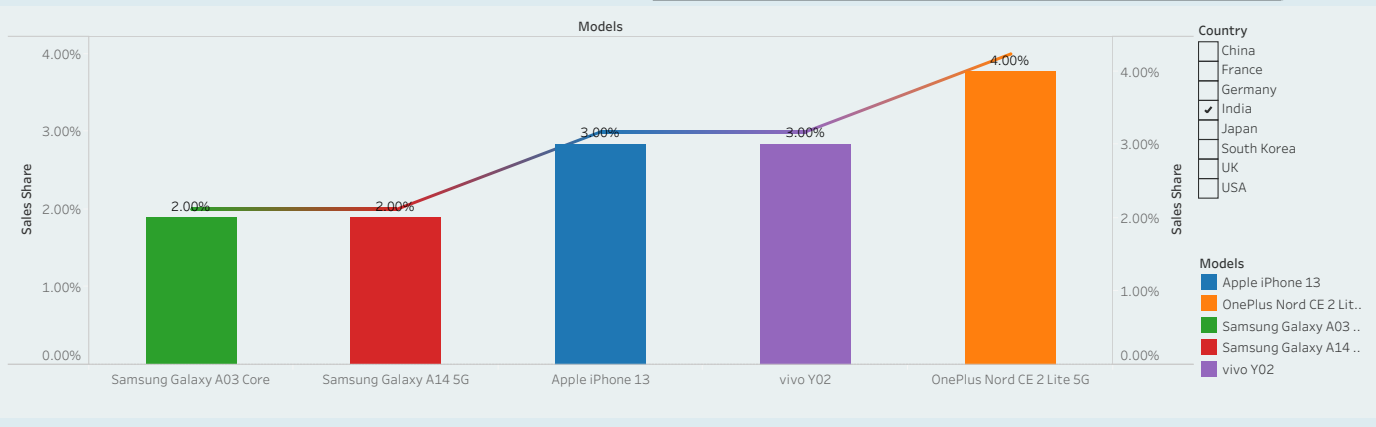


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