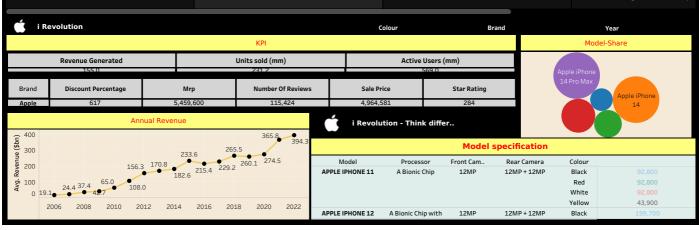


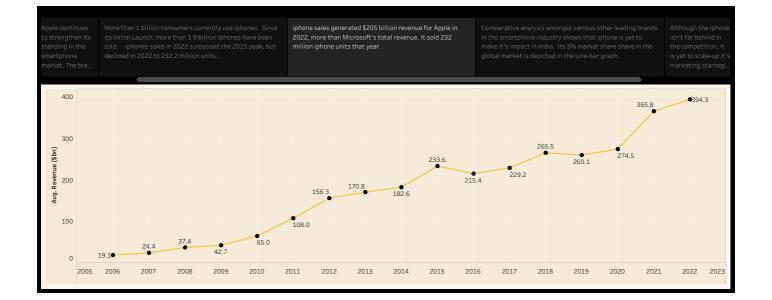
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US

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Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in India. Its 3% market share share in the global market is deo..





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Although the iphone isn't far behind in the competition, it is yet to scale-up it's marketing startegies and policy formulations for Indian audience

