

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 by ap..

More than 1 billion consumers currently use iphone. Since its initial launch, more than 1.9 billion phones 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

Comparative analysis amongst various other leading brands in the smartphone industry sho..



iRevolution- standard decides

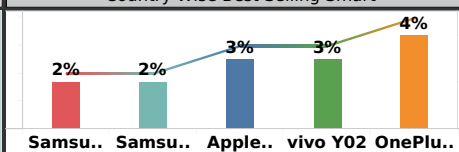
Country India

Brand APPLE

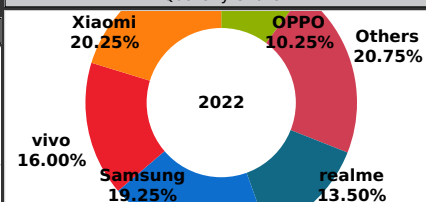
Global Market Share



Country Wise Best Selling Smart



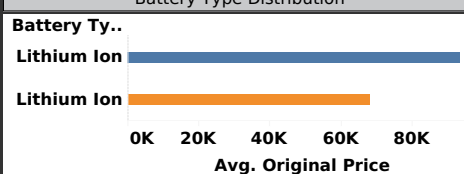
Quarterly-Share



Brand Price Comparison

APPLE 0GB 89,900	GOOGLE 2GB 51,999			OPPO 4GB	IQOO 3GB		I
	NOTHING 1GB	ONEPLUS 2GB	VIVO 5GB			TECNO	LAVA

Battery Type Distribution



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iRevloution

Year

2022

Brand

APPLE

KPI

Units sold (mm)

Revenue Generated

Active Users (mm)

Brand

Mrp

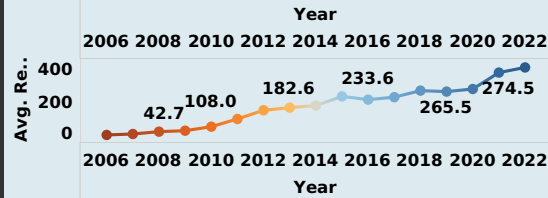
Sale Price

Star Rating

Discount Percentage

Number Of Reviews

Annual Revenue

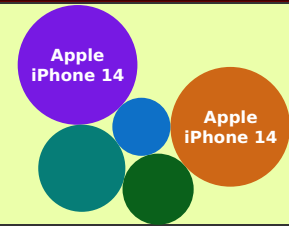


iRevloution- Standard Decideds

Model Specification

Model	Processor	Front C..	Colour	Rear Camera	
APPLE IPHONE 11	A Bionic Chip	12MP	White	12MP + 12..	92.800
			Black	12MP + 12..	92.800
			Red	12MP + 12..	92.800
			Yellow	12MP + 12..	43.900
APPLE IPHO..	A Bionic Chip with ..	12MP	Black	12MP + 12..	199.700
			Red	12MP + 12..	74.900
			Green	12MP + 12..	134.800
APPLE IPHO..	A Bionic C..	12MP	Black	12MP + 12..	74.900
			Red	12MP + 12..	74.900

Model Wise Share



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

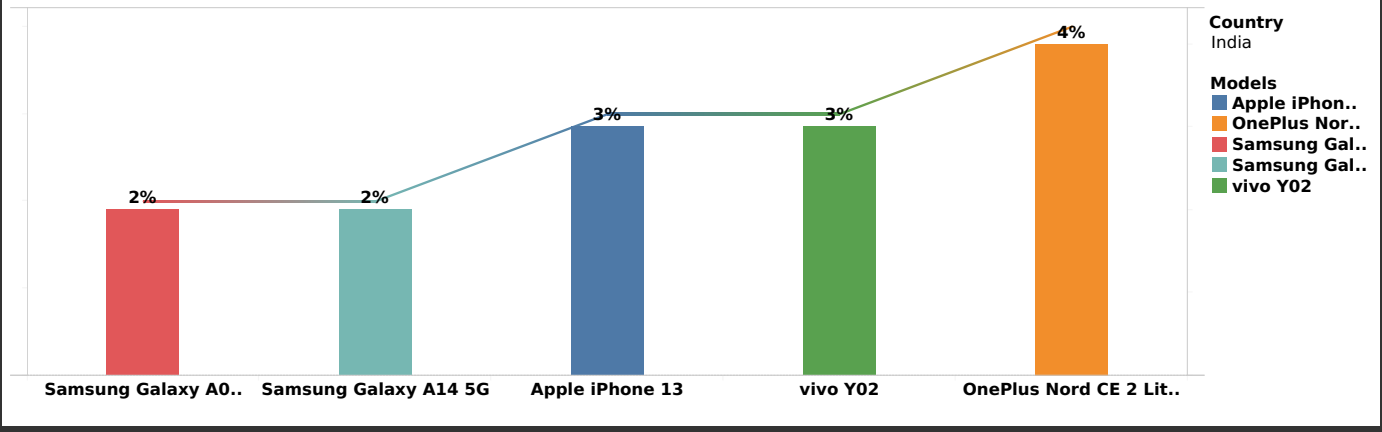


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Although the iphone isn't far behind in the competition , it is yet to scale-up it's marketing startegies and policy formulations for Indian audience



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