

Story 1

More than 1 billion consumers currently use iphones .  
Since its initial launch, more than 1.9 billion iphones have been sold...

Apple continues to strengthen its  
standing in the smartphone marke..

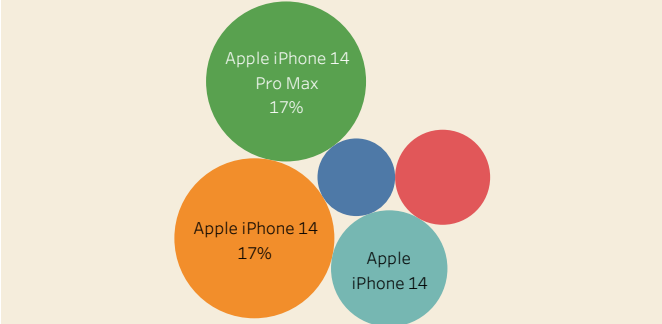
KPI

Brand	Discount Percentage	Mrp	Number Of Ratings	Sale Price
Apple	0	77,000	11,202	77,000

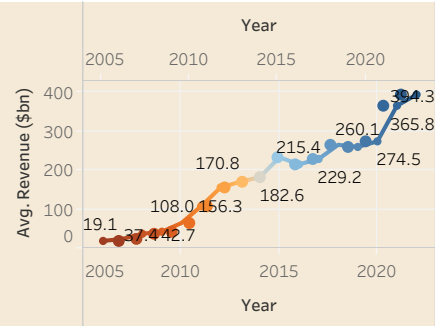
KPI2

Active Users (.. Revenue Gene.. Units sold (mm)		
1,334	205	232

Model Share



Annual Revenue



Model Specification

Model	Processor	Front Came..	Rear Camera	Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black, White, Yellow, Red, Green, Blue, Purple, Pink, Gold, Silver, Space Black
APPLE IPHONE 12	A Bionic Chip with ..	12MP	12MP + 12MP	Black, White, Blue, Green, Red, Purple, Pink, Gold, Silver, Space Black
APPLE IPHONE 12 MINI	A Bionic Chip with ..	12MP	12MP + 12MP	Black, White, Blue, Green, Red, Purple, Pink, Gold, Silver, Space Black
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Black, White, Blue, Green, Red, Purple, Pink, Gold, Silver, Space Black
APPLE IPHONE 13 PRO	A Bionic Chip	12MP	12MP + 12MP + 12MP	Black, White, Blue, Green, Red, Purple, Pink, Gold, Silver, Space Black
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Black, White, Blue, Green, Red, Purple, Pink, Gold, Silver, Space Black
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Black, White, Blue, Green, Red, Purple, Pink, Gold, Silver, Space Black
APPLE IPHONE 14 PRO	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP ..	Black, White, Blue, Green, Red, Purple, Pink, Gold, Silver, Space Black
APPLE IPHONE 14 PRO..	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP ..	Black, White, Blue, Green, Red, Purple, Pink, Gold, Silver, Space Black

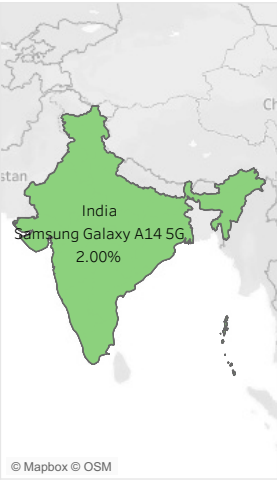
Story 1

More than 1 billion consum...

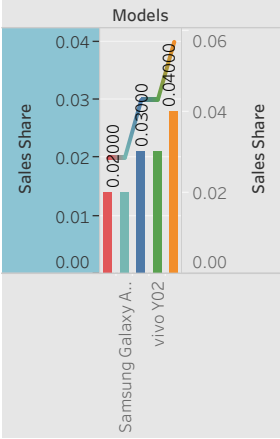
Apple continuos to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. ..

Since it's initiation in 2006..

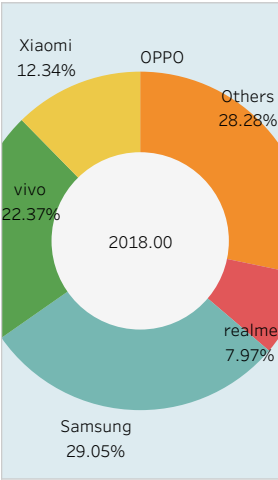
Global Market Share



Country Wise Best Selling SmartPhone



Quarterly Share



Brand

MOTOROLA

Battery Type

☐ Null  
☒ Lithium  
☒ Lithium Ion  
☒ Lithium Polymer

Battery Type

☒ Lithium  
☒ Lithium Ion  
☒ Lithium Polymer

Brand

OPPO

Others

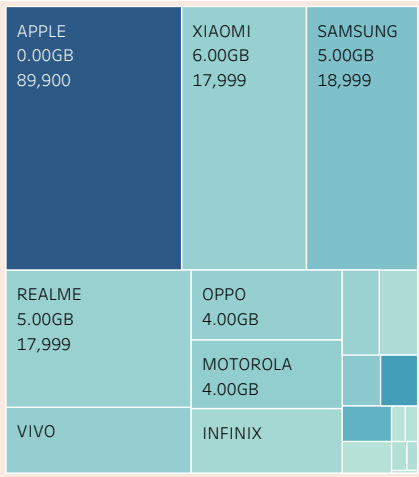
realme

Samsung

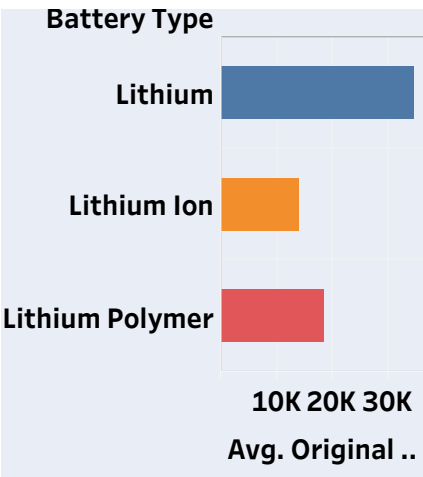
vivo

Xiaomi

Brand Price Comparision



Battery Type Distribution



Avg. Original Price

7,999

90,900

Country

India

Models

Apple iPhone 13

OnePlus Nord C..

Samsung Galax..

vivo Y02

Samsung Galax..

Country

India

Models

Apple iPhone 13

OnePlus Nord ..

Samsung Gala..

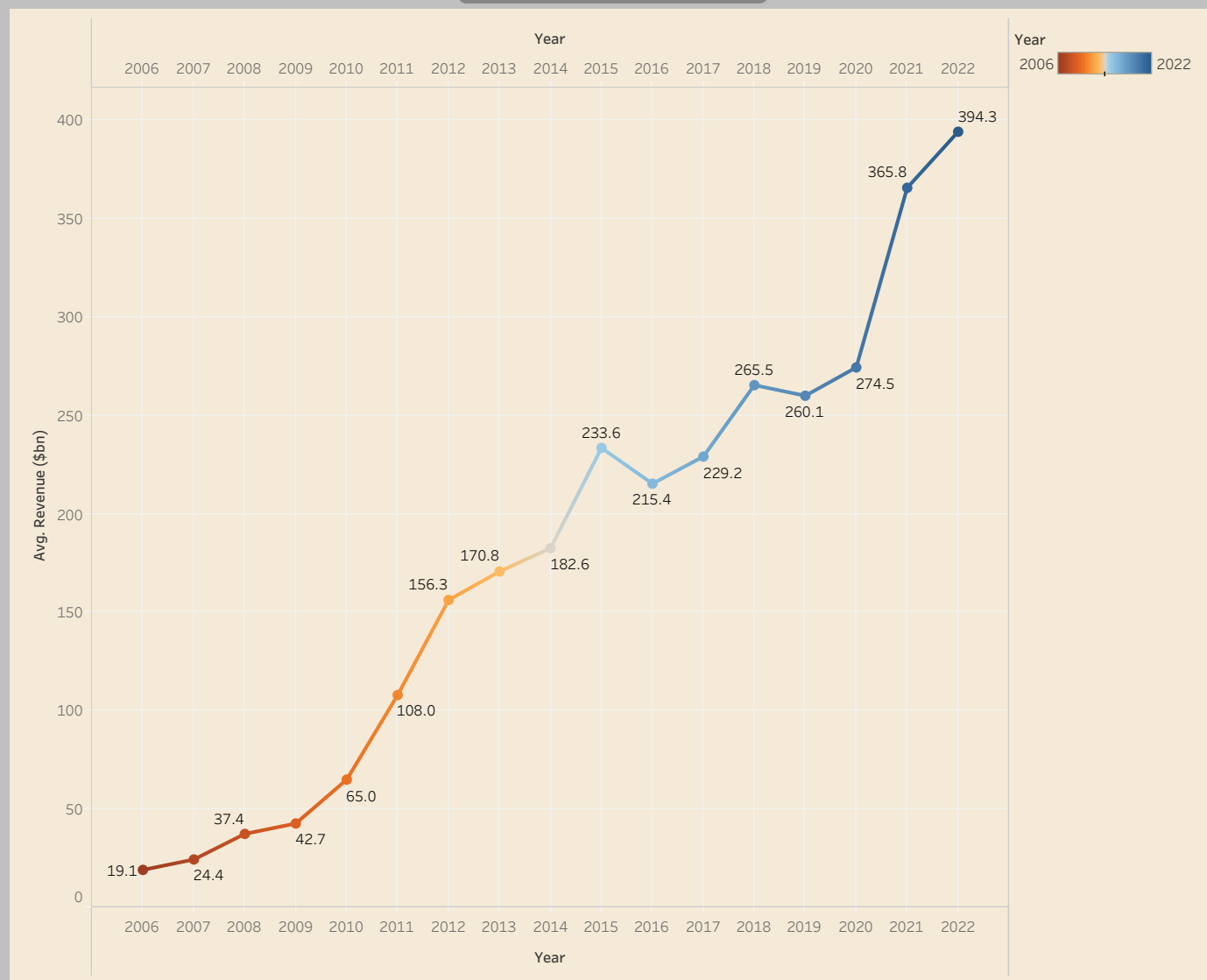
Samsung Gala..

# Story 1

Apple  
continuos to s..

Since it's initiation in 2006 it has seent out tremendous increase in sales and revenue generation over the years, though a slight bump is being observed 2016 but ever since it has increased to \$394.3bn in 2022

Comparative  
analysis amongs..

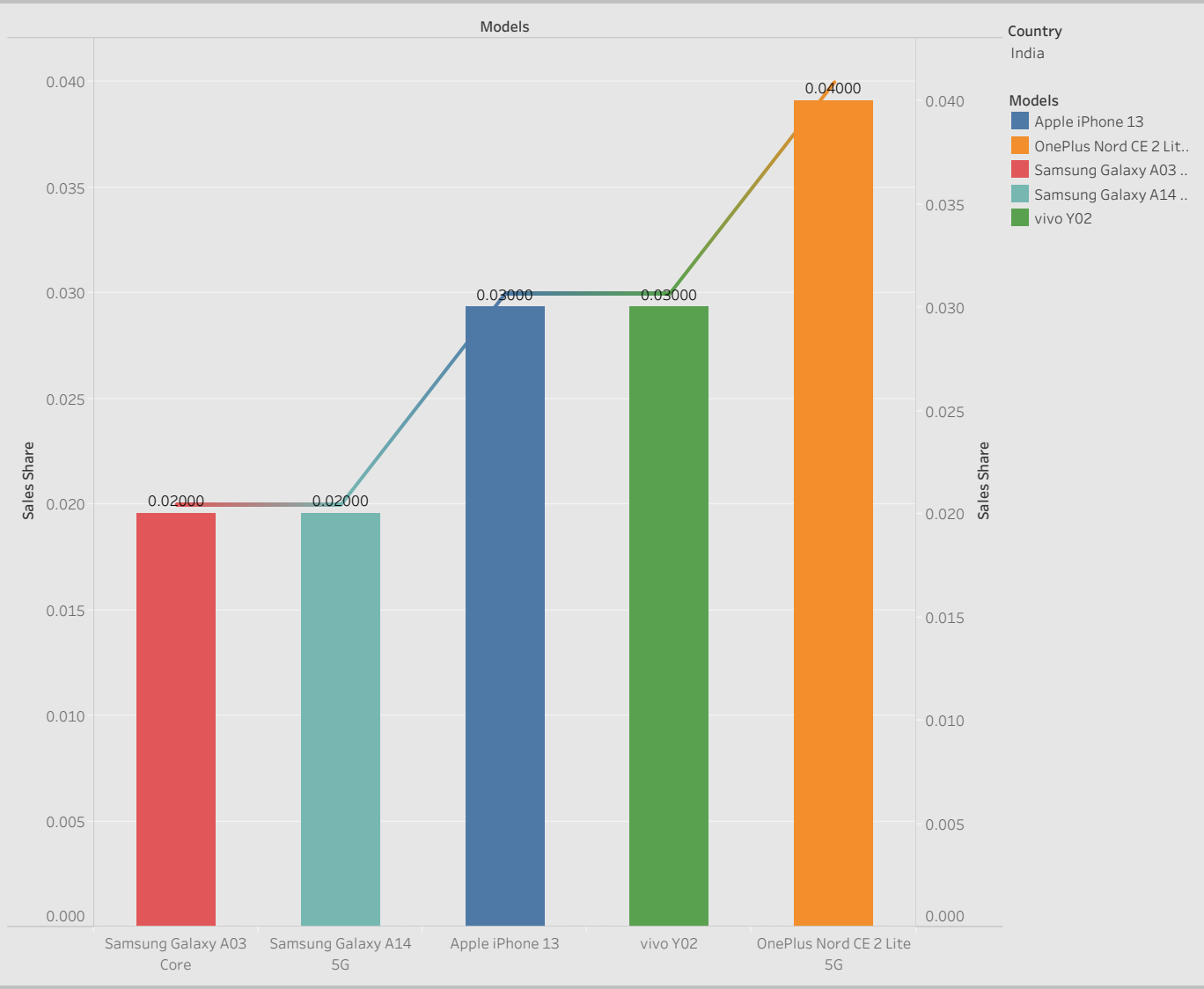


# Story 1

Since it's initiation in 2..

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 in the global market is depicted in the line bar graph.

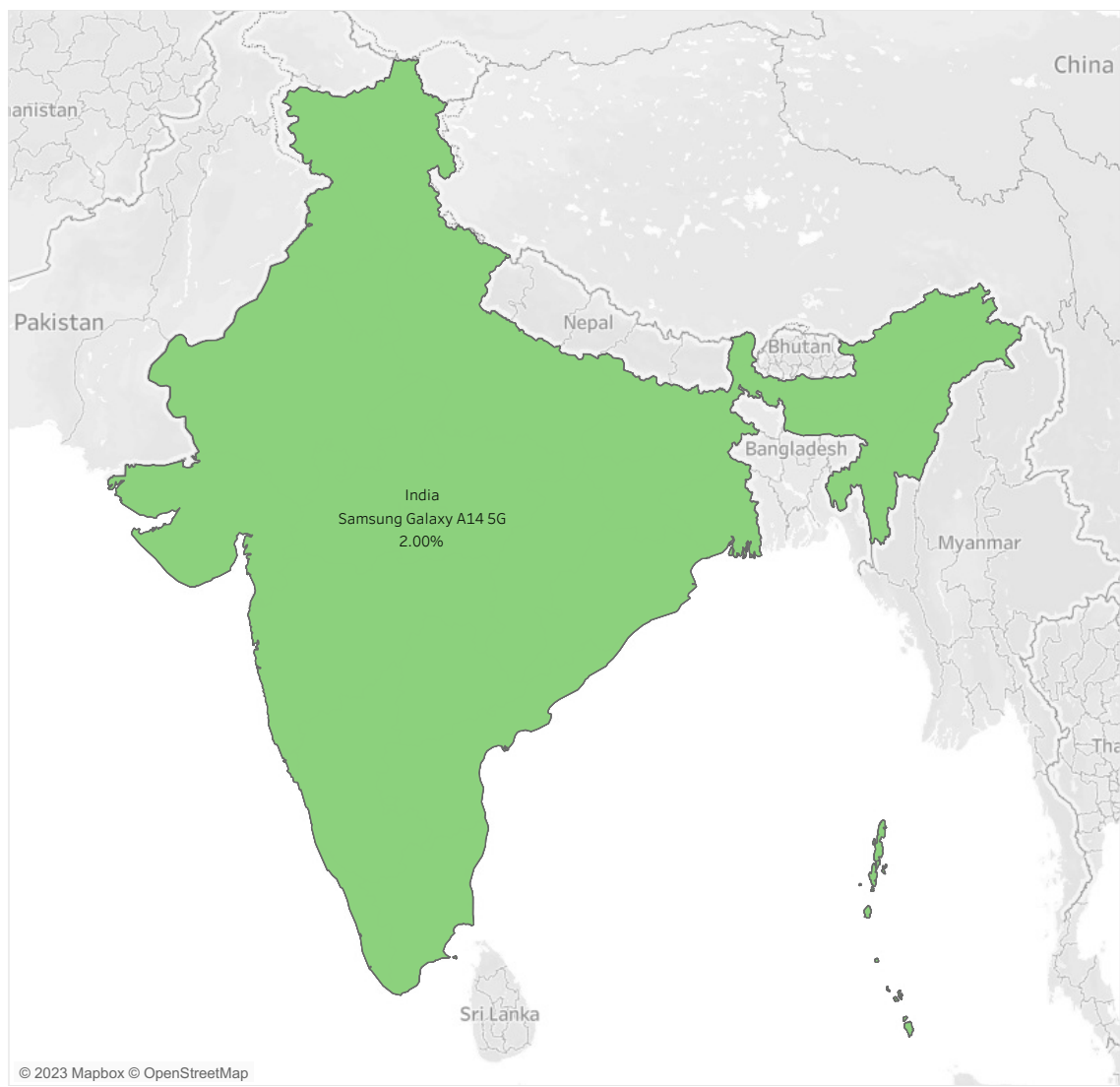
Although the iphone isn't far b..



# Story 1

Comparative analysis amongst various other leading brands in the..

Although the iphone isn't far behind in the competition. It is yet to scale-up its marketing strategies and policy formulations for Indian audience.



- Country
- India
- Models
- Abc Apple iPhone 13
- Abc OnePlus Nord CE 2 L..
- Abc Samsung Galaxy A0..
- Abc Samsung Galaxy A1..
- Abc vivo Y02