$\label{lem:poles} \mbox{Apple contains to strengthen its standing in the smartphone market.}$ 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 Apple.

More than 1 billion consumers currently use iPhones. Since it 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.

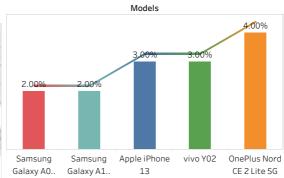
iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft 's total revenue.

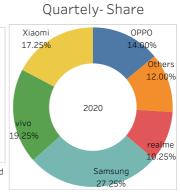


Year Country Brand 2020 India OPPO

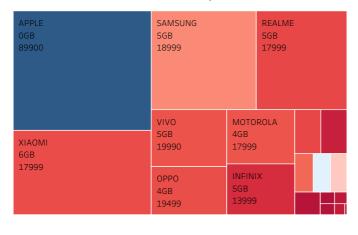
#### Country wise best selling smartphone

# Global Market Share India OnePlus Nord CE 2 Lite 4.00% © Mapbox © OSM

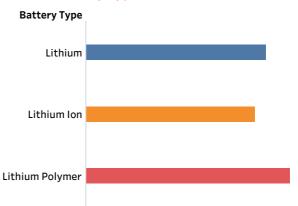




#### Brand Price Comparison



### **Battery Type Distribution**



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i revolution - Think different

Colour Multiple values Brand APPLE

#### Model share

**KPI** 

 Brand
 Discoun..
 Mrp
 Sale Pri..
 Star Rat..
 sales dif..

 Apple
 0
 77,000
 77,000
 5
 0

Active Users (mm) Revenue Generated Units sold (mm)

1,334 205

Year

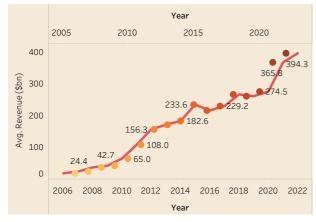
2022

Apple iPhone 14
Pro Max

Apple iPhone 14
17.00%

Apple iPhone 14
232

#### Annual Revenue





i Revolution-Think different

#### Model specification

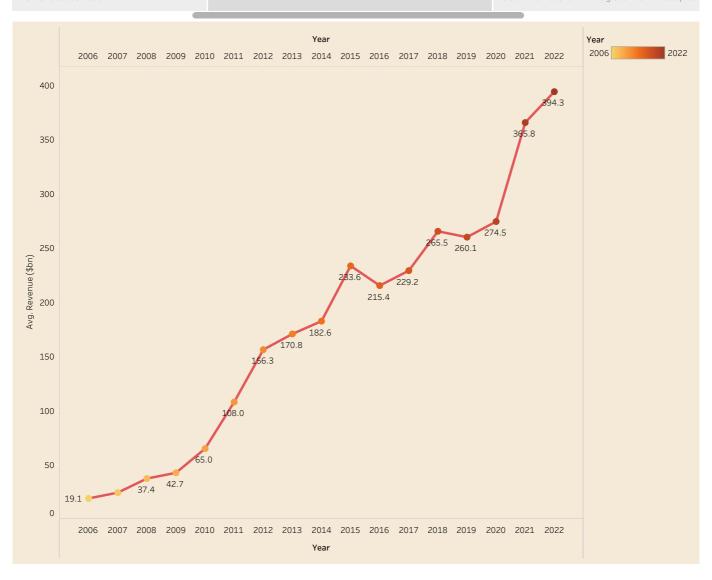
Model	Processor	Front Cam	Rear Came	Colour	
APPLE IPH	A Bionic C	12MP	12MP + 12	Black	
APPLE	A Bionic	12MP	12MP+	Black	
IPHONE 12	Chip with		12MP	Blue	59,900
APPLE	A Bionic	12MP	12MP+	Black	
IPHONE 1	Chip with		12MP	Blue	74,900
APPLE IPH	A Bionic C	12MP	12MP + 12	Blue	149,800
APPLE IPH	A Bionic C	12MP	12MP + 12	Blue	189,800
APPLE IPH	A Bionic C	12MP	12MP + 12	Blue	99,900

More than 1 billion consumers currently use iPhones

Since it initial launch, more than 1.9 billion iPhones have been sold ..

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

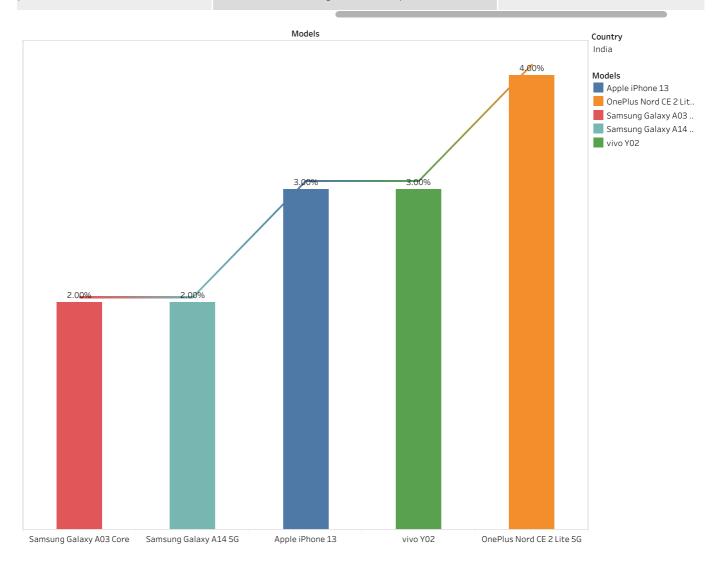
Comparative analysis among various other leading brands in the smartphone industry shows that iPhone is yet to make it's impact in India. It's 3% market share in the global market is depict..



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It's 3% market share in the global market is depicted in the line-bar  $\ldots$ 

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



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