

KPI

Brand	Discount Percentage	Mrp
Apple	0	

KPI

Brand	Mrp	Number Of Ratings	Star Rating
Apple	77,000	11,202	

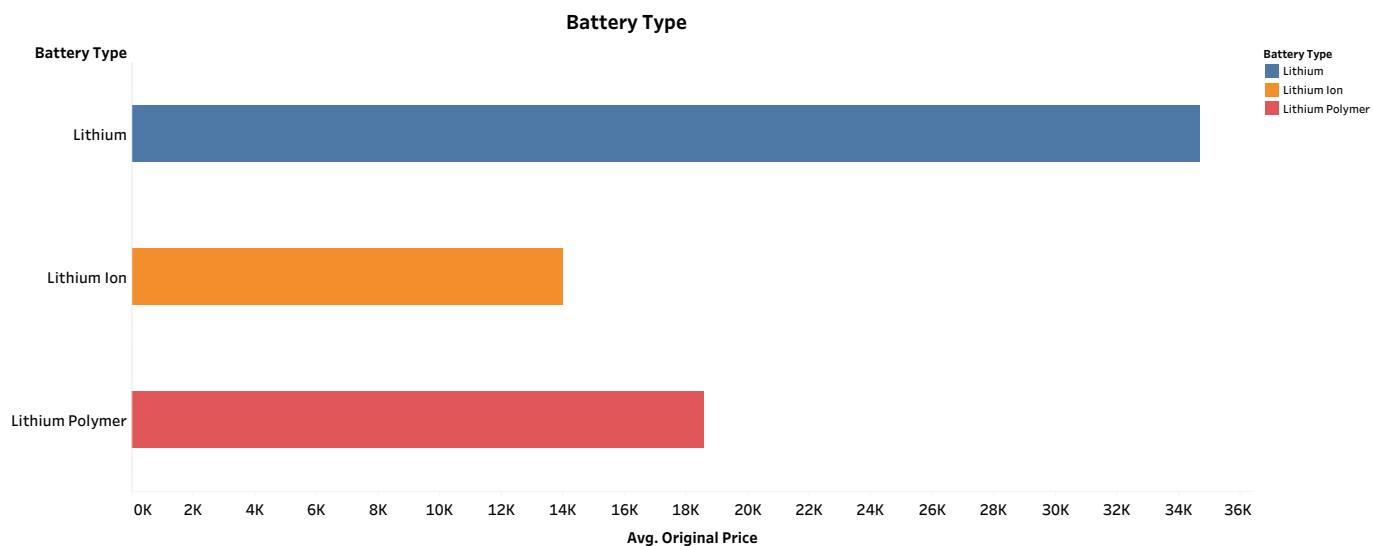
KPI

Brand	Star Rating
Apple	5

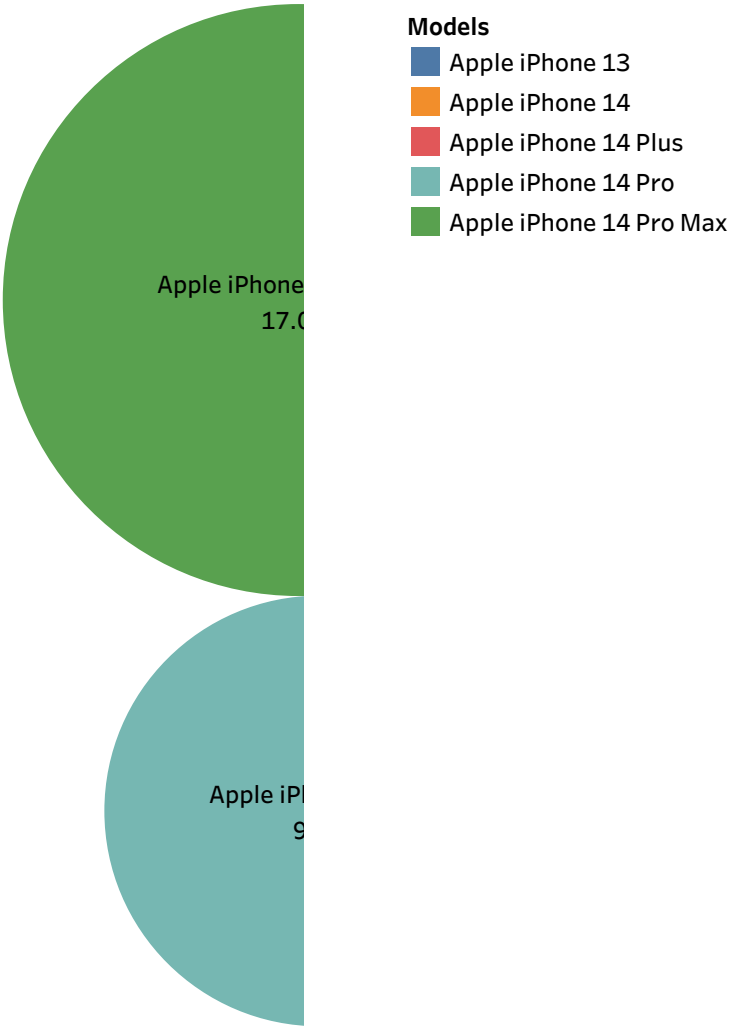
Model Specification					
Model	Processor	Front Came..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	<div><div></div> Black</div> <div><div></div> Blue</div>
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	
				Blue	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	
				Black	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	

Model Specification					
Model	Processor	Front Came..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	<div><div></div> Black</div> <div><div></div> Blue</div>
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	
				Blue	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	
				Black	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	

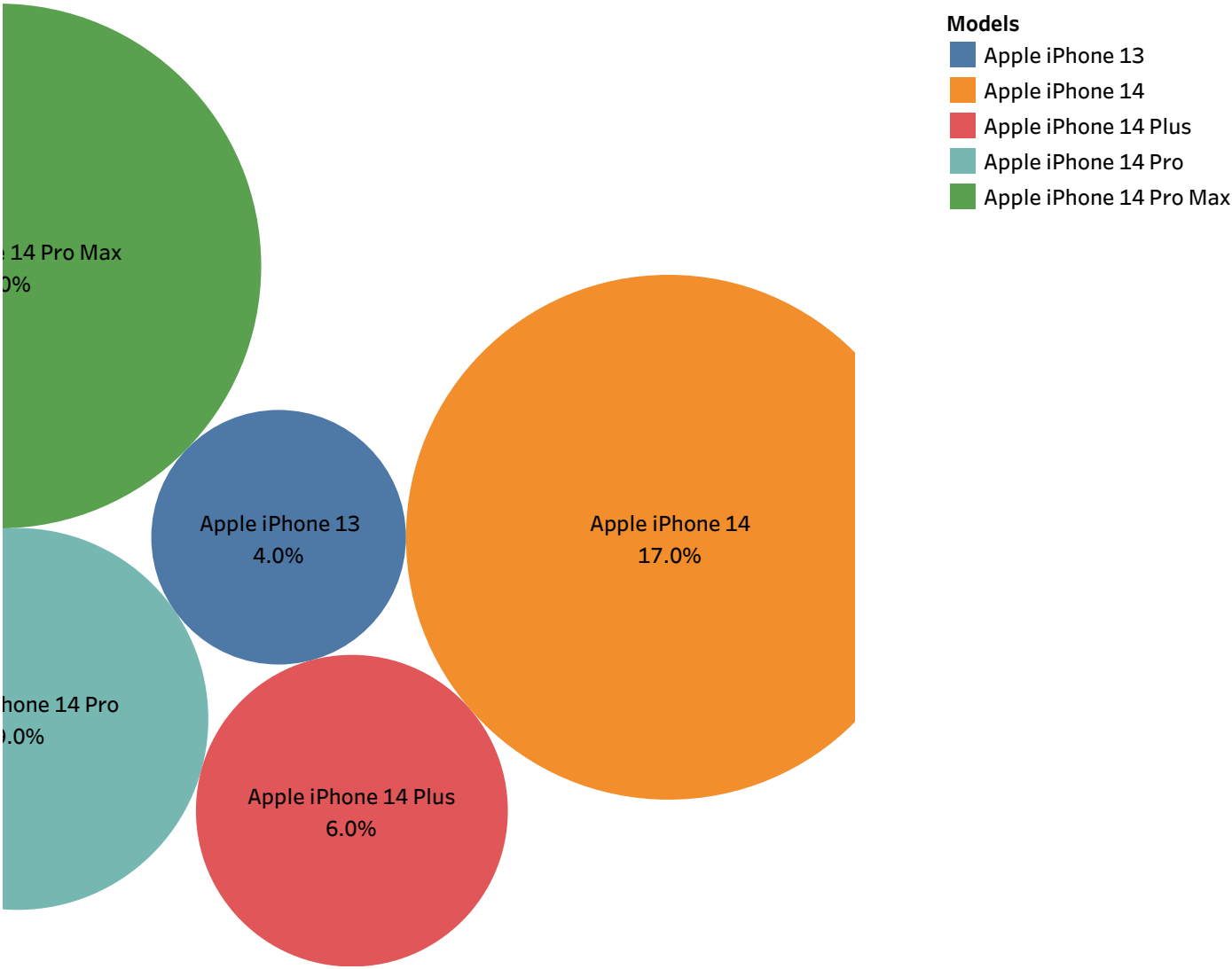
Model Specification					
Model	Processor	Front Came..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	74,900
				Black	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900



Model Share



Model Share

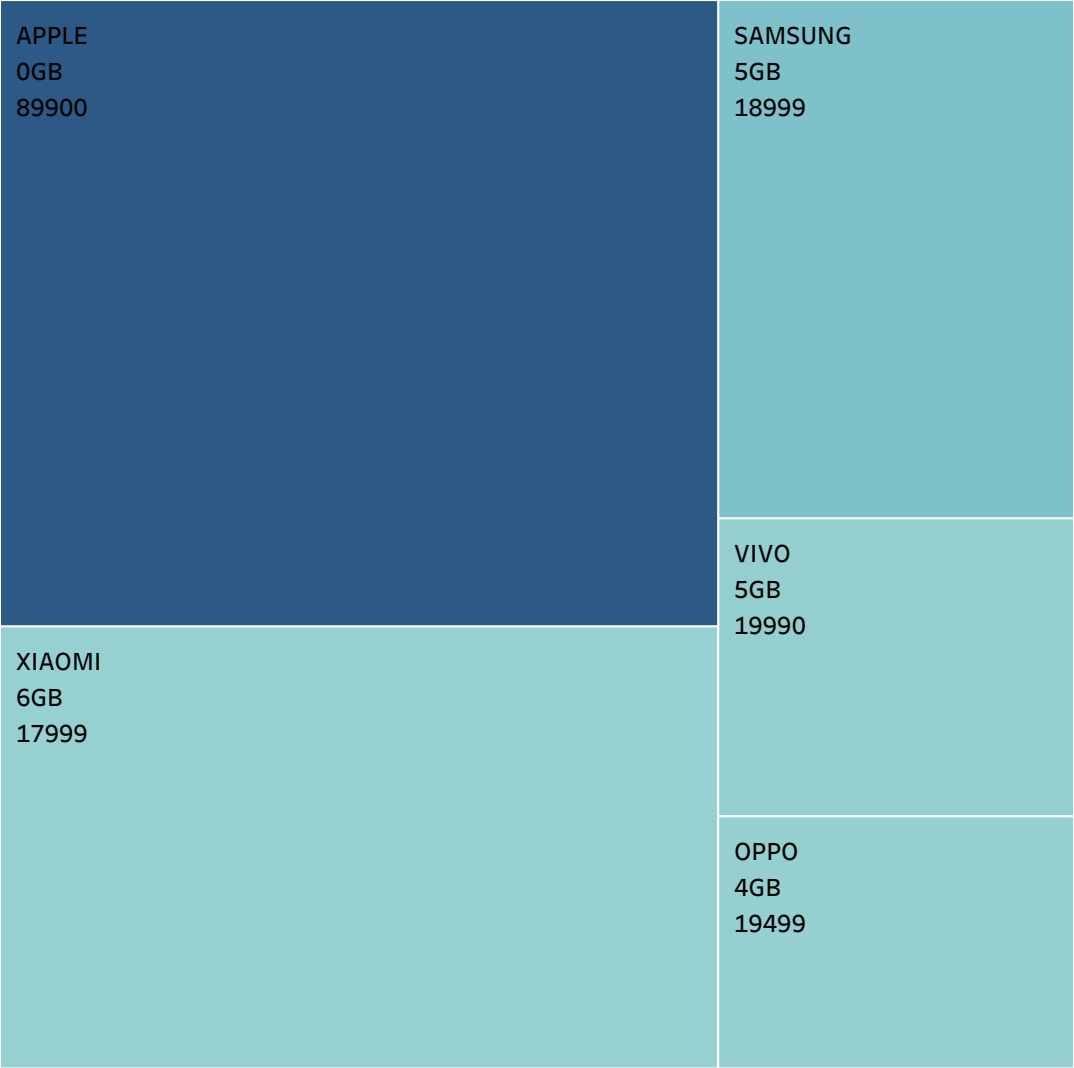


Model Share

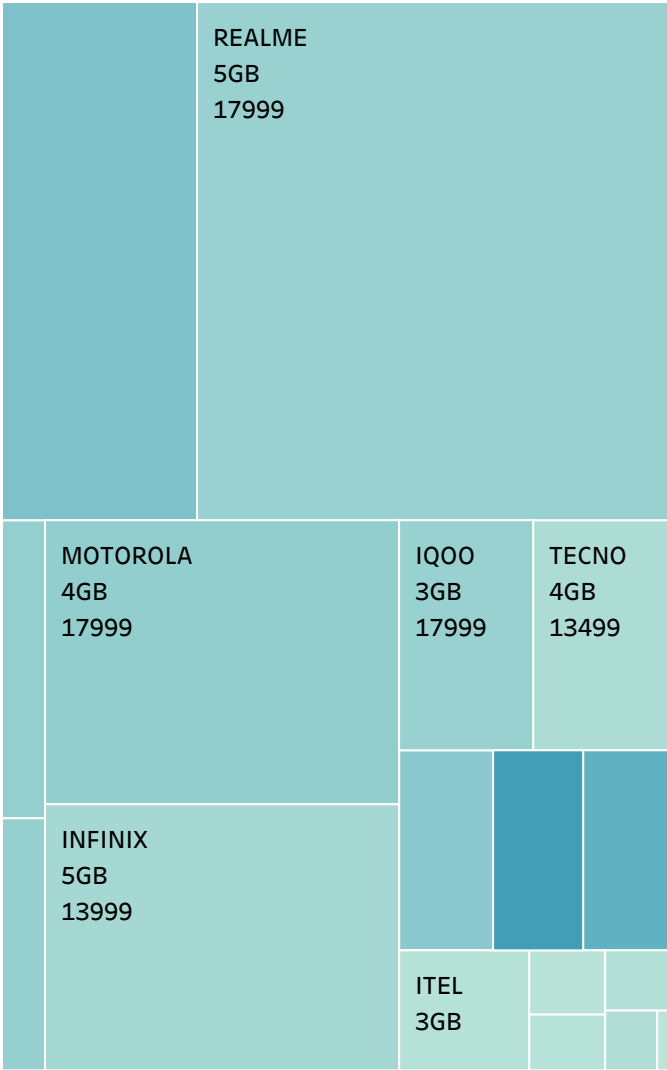
- Models**
- Apple iPhone 13
 - Apple iPhone 14
 - Apple iPhone 14 Plus
 - Apple iPhone 14 Pro
 - Apple iPhone 14 Pro Max



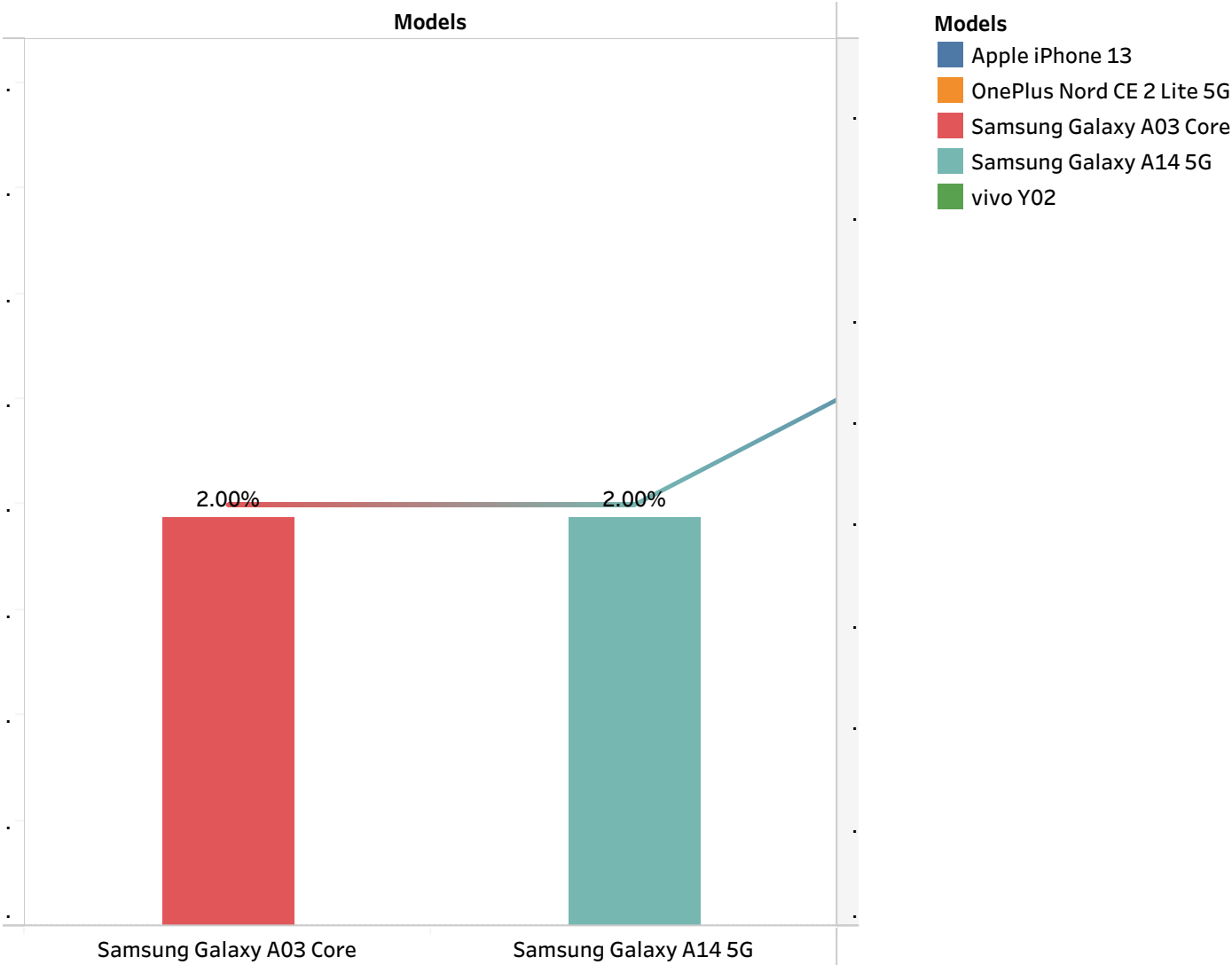
Brand Price Comparison



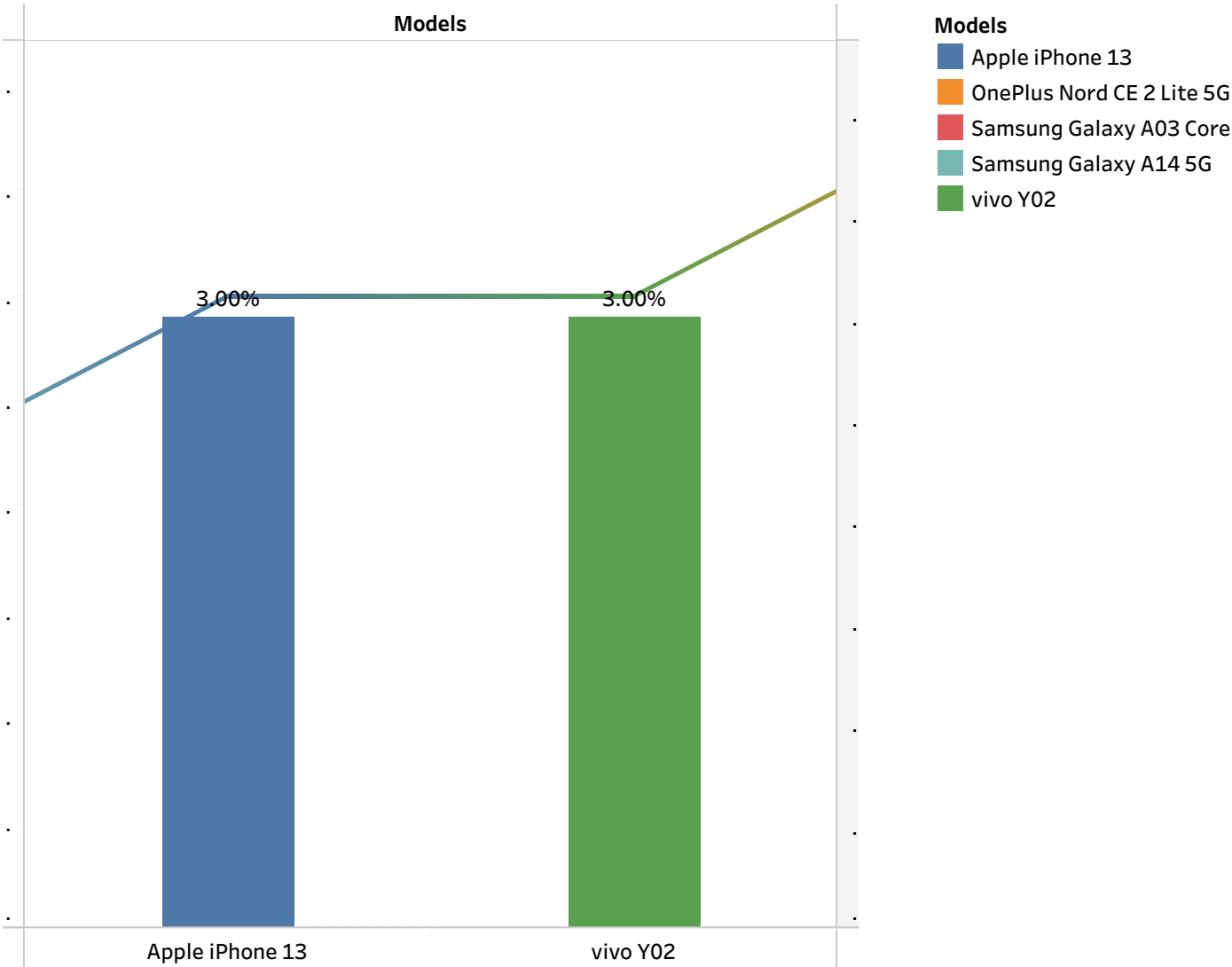
Brand Price Comparison



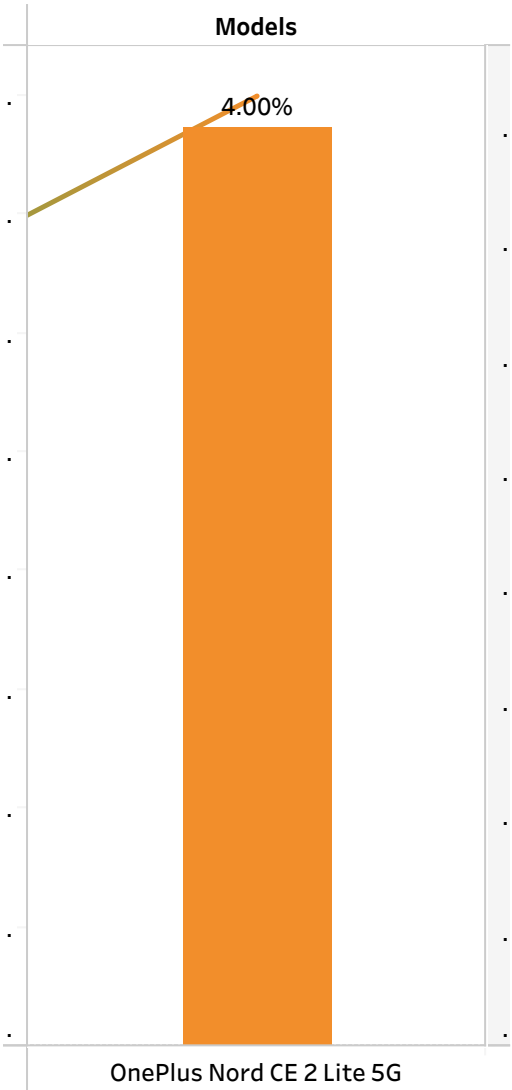
Country wise best selling smartphones



Country wise best selling smartphones



Country wise best selling smartphones



- Models
- Apple iPhone 13
 - OnePlus Nord CE 2 Lite 5G
 - Samsung Galaxy A03 Core
 - Samsung Galaxy A14 5G
 - vivo Y02

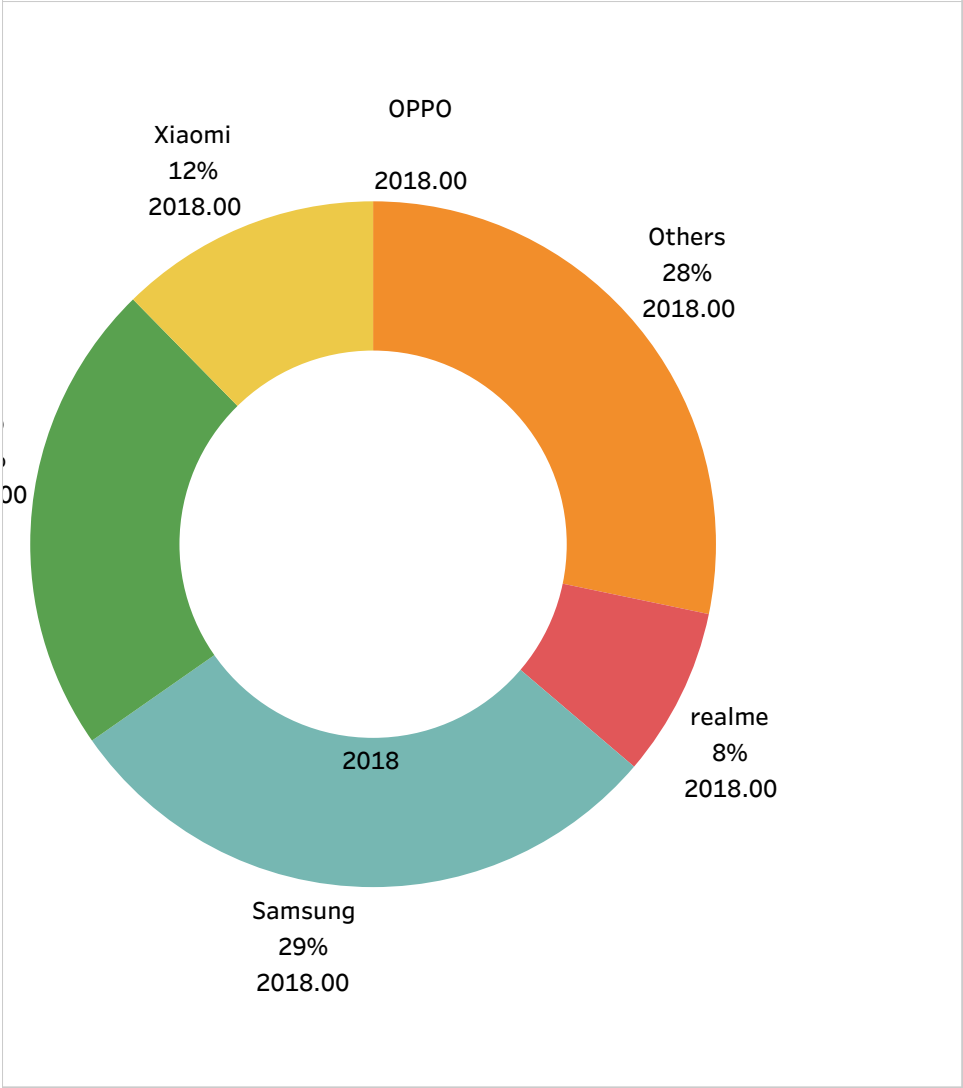
Quarterly share



- Brand**
- OPPO
 - Others
 - realme
 - Samsung
 - vivo
 - Xiaomi

vivo
22%
2018.

Quarterly share

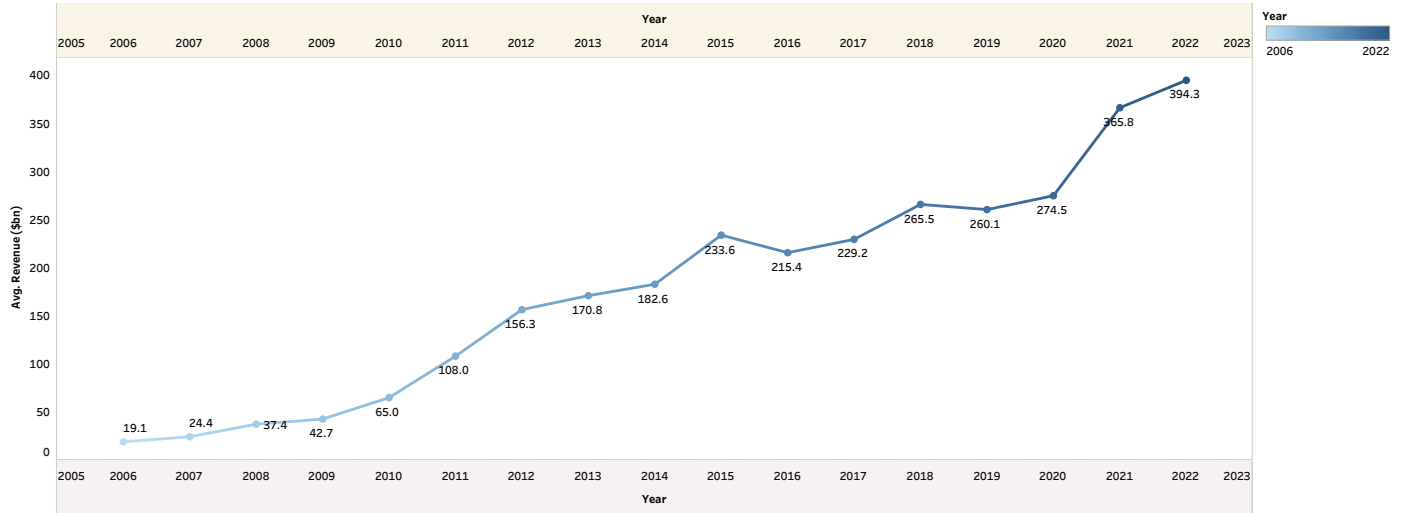


Quarterly share



- Brand**
- OPPO
 - Others
 - realme
 - Samsung
 - vivo
 - Xiaomi

Annual revenue



KPI 2

Revenue Generated	Units sold (mm)
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13.00

KPI 2

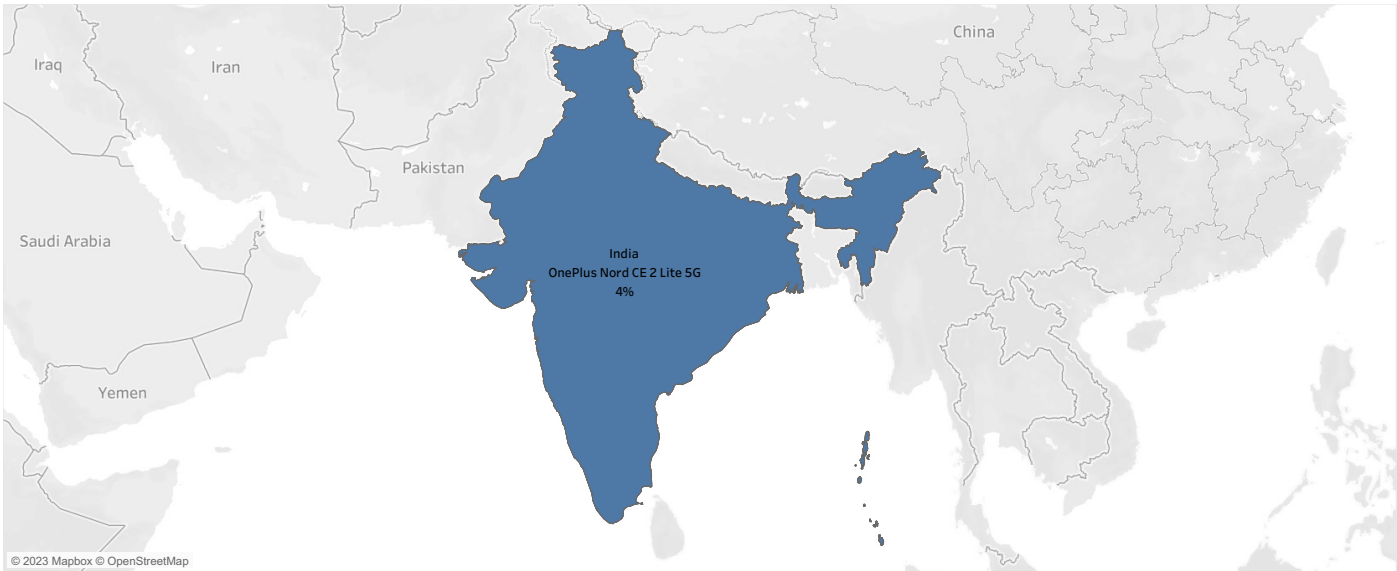
Units sold (mm)

Active Users (mm)

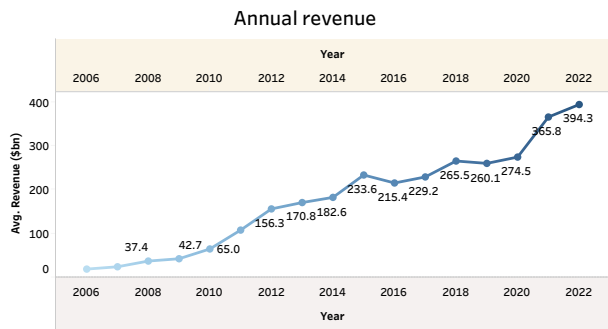
20.70

25.00

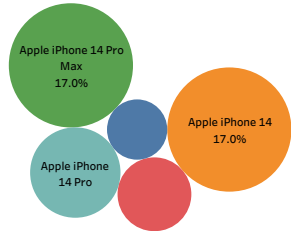
Global Market Share



KPI		Upc	MOBEXRGV..	
Brand	Discount Percentage	Mrp	Number Of Ratings	Star Rating
Apple	0	77,000	11,202	5
Revenue Generated		Units sold (mm)	Active Users (mm)	
13.00		20.70	25.00	



Model Share

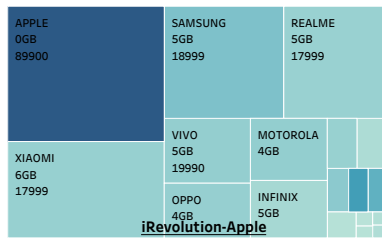


iRevolution-Apple

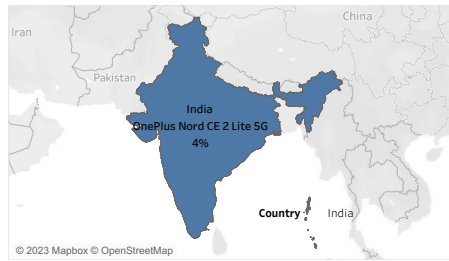
Model Specification

Model	Processor	Front Came..	Rear Camera	Colour	
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				Black	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12..	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12..	Blue	189,800
APPLE IPHONE 15	A Bionic Chip, Core	12MP	12MP + 12..	Blue	99,900

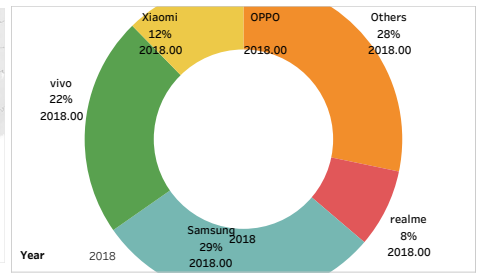
Brand Price Comparison



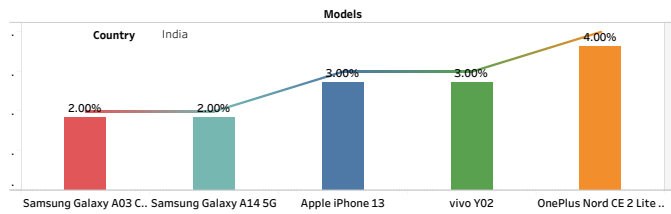
Global Market Share



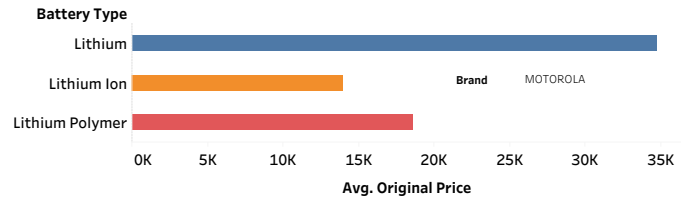
Quarterly share



Country wise best selling smartphones



Battery Type



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 10 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

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

Dashboard 1

KPI

Up

MORE▼

Brand

Discount Percenta..

Mrp

Number Of Ratings

Star Rating

Apple

0

77,000

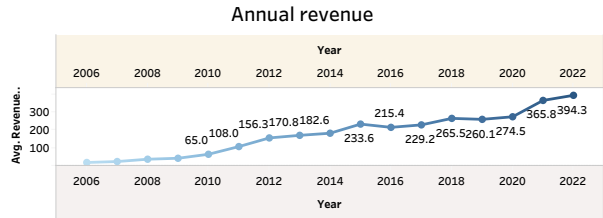
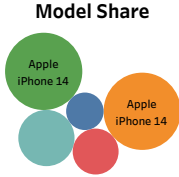
Year 11,262

5

Revenue Generated

Units sold (mm)

Active Users (mm)



iRevolution-Apple

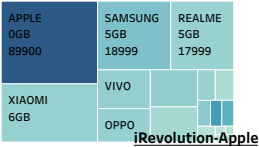
Model Specification

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APPLE IPHONE 12	A Bionic Chip with ..	12MP	12MP + 12..	Black	199,700
				Blue	59,900
APPLE IPHONE 1..	A Bionic Chip with ..	12MP	12MP + 12..	Blue	74,900
				Black	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12..	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12..	Blue	189,800
APPLE IPHONE 1	A Bionic Chip, Core	12MP	12MP + 12..	Blue	99,900

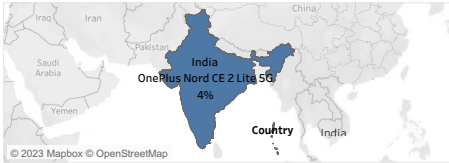
Story 1

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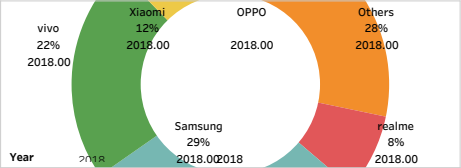
Brand Price Comparison



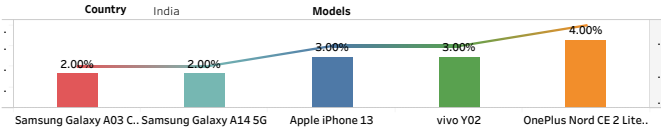
Global Market Share



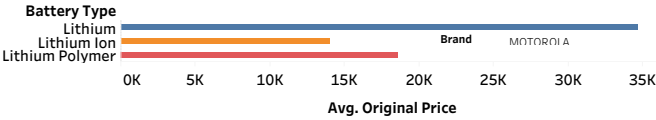
Quarterly share



Country wise best selling smartphones



Battery Type

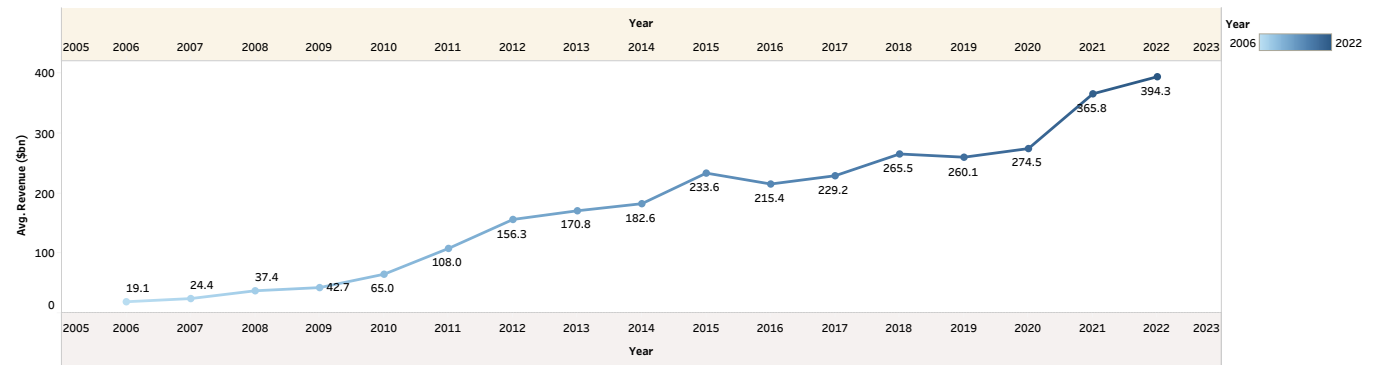


Story 1

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

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 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

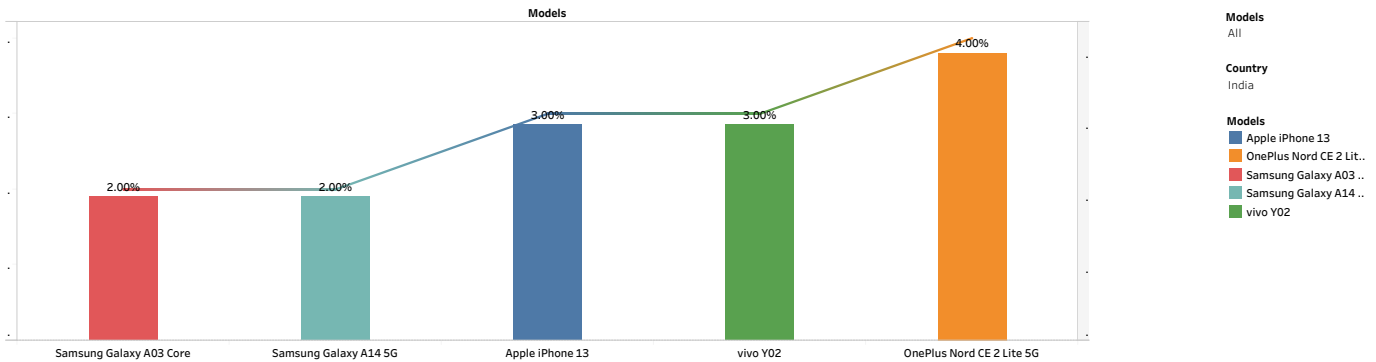


Story 1

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

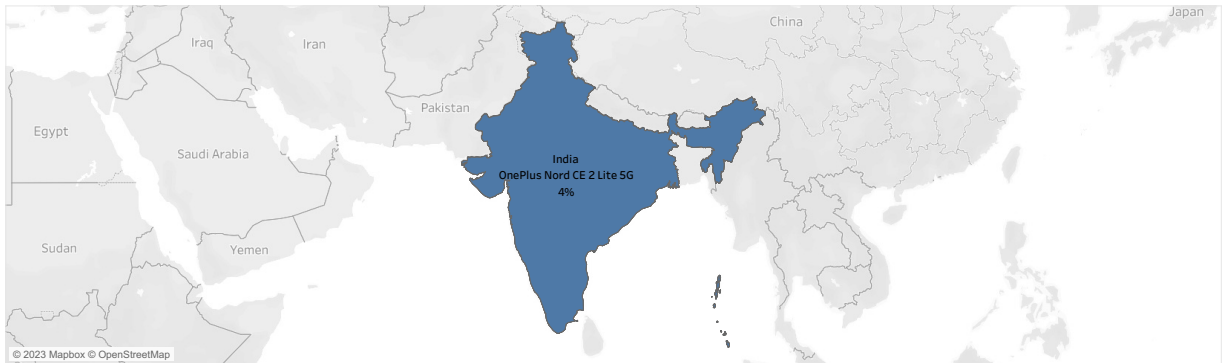
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make it's impact in India. Its 3% market share in the global market is depicted in the line-bar graph

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



Story 1

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 shows that iPhone is yet to make its impact in India. Its 3% market share in the global market is depicted in the line-bar graph	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.
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Country
India