

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position dominance in the U.S. 6 of the top 10 most sold smartphone model..

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion have been sold. iPhone sales in 2021 surpassed the 2015 peak but decline..

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

IRevolution-THINK DIFFERENT

Country India



Brand



Year

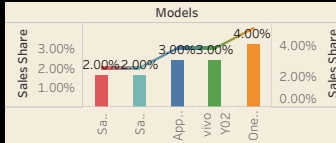
2017

Country India

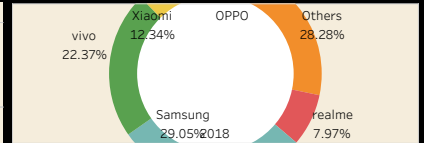
Global Market Share



COUNTRY WISE BEST SELLING SMARTPHONE



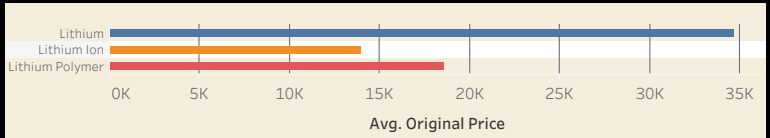
Quartely Share



Brand Price Comparison

APPLE 0GB 89900	XIAOMI 6GB	REALME 5GB 17999	OPPO
			MOTOROLA
	SAMSUNG 5GB	VIVO	INFINIX

Battery type distribution



Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position dominance in the U.S. 6 of t..

More than 1 billion consumers currently use iphones. Since its initial launch, more than 1.9 billion have been sold. iphone sales in 2021 surpassed the 2015 peak but decline..

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

IRevolution-THINK DIFFERENT

Colour

All

Year

2022

Brand

APPLE

KPI_2

Revenue Generated	Units sold (mm)	Active Users (mm)
205	232	1.334

KPI

Brand	Discount Pe..	Mrp	Star Rating	Sale Price	sales differe..
Apple	0	77,000	5	77,000	0



Model Share



Annual Revenue



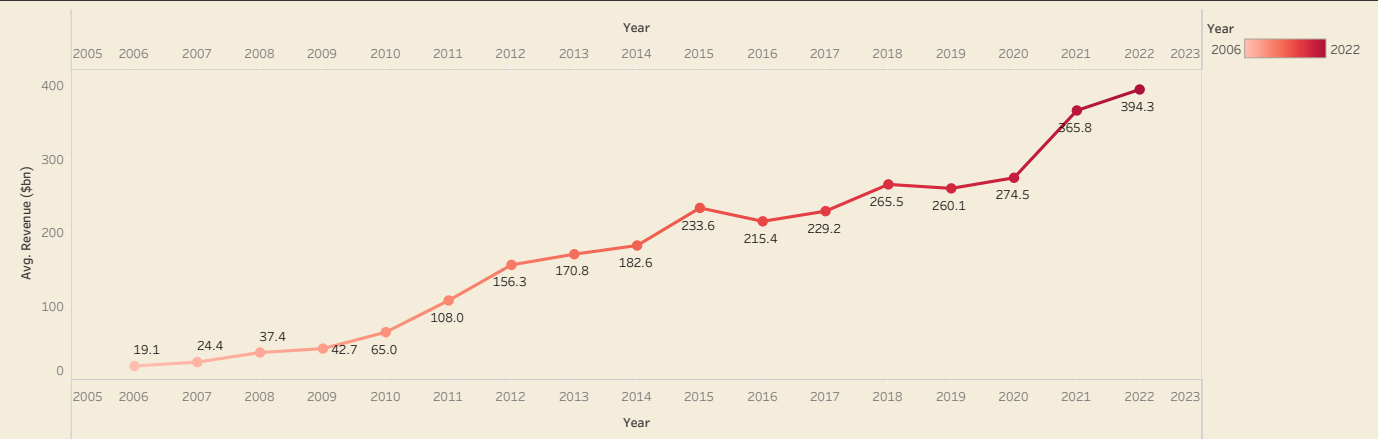
MODEL SPECIFICATION

Model	Processor	Front Came..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Yellow	43,900
				White	92,800
				Red	92,800
				Black	92,800
APPLE IPHONE 12	A Bionic Chip with New Generation	12MP	12MP + 12MP	Green	74,900
				Red	92,800

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion have been sold. iPhone sales in 2021 su..

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

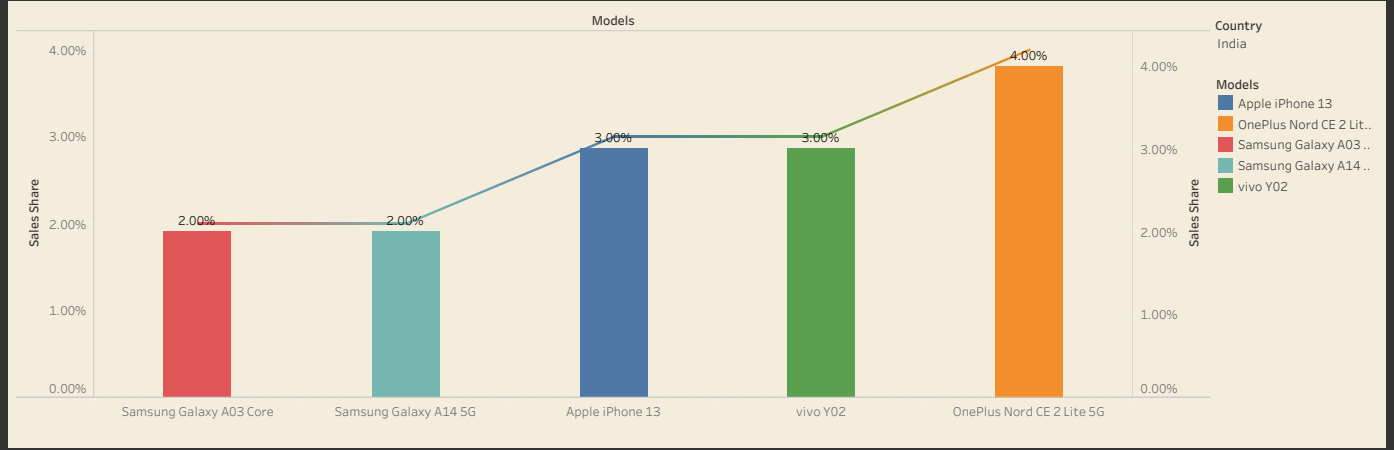
Comparative analysis among various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in in..



iphone sales generated \$205 billion revenue for apple in 2022, more than microsoft's total revenue. It sold 232 million iphone units that ..

Comparative analysis among various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in india. It 3% market is depicated in the ..

Although the iphone isn't far behind competition. It is yet to scale up its marketing startegies and policy formulation for indian audience.



iphone sales generated \$205 billion revenue for apple in 2022, more than microsoft's total revenue. It sold ..

Comparative analysis among various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in india.It 3% market is depicated in the ..

Although the iphone isn't far behind competition ,It is yet to scale up its marketing stratgies and policy formulation for indian audience.

