



## FILTERS

region All  
division All  
market All

**Customer**  
**Net Sales Performance**  
**All values are in USD**

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.42M	2.89M	10.92M	278.1%
All-Out		0.16M	0.81M	395.7%
Amazon	12.17M	37.51M	82.09M	118.9%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	206.0%
Atlas Stores	0.18M	0.67M	3.17M	370.3%
AtliQ e Store	7.18M	23.67M	52.98M	123.8%
AtliQ Exclusive	9.58M	17.68M	61.12M	245.8%
BestBuy	0.85M	1.77M	6.31M	256.1%
Boulanger	0.24M	0.83M	4.07M	392.9%
Chip 7	0.60M	1.32M	5.51M	316.1%
Chiptec		0.42M	3.02M	622.0%
Control	0.91M	2.20M	7.67M	249.2%
Coolblue	0.46M	1.18M	4.25M	260.0%
Costco	1.14M	2.75M	9.29M	237.4%
Croma	1.67M	2.47M	7.55M	205.1%
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	146.9%
Digimarket	0.80M	1.72M	4.14M	141.1%
Ebay	2.61M	6.27M	15.17M	142.2%
Electricalsara Stores	0.12M	0.65M	1.85M	186.0%
Electricalsbea Stores		0.14M	0.72M	404.6%
Electricalslance Stores	0.10M	0.75M	2.35M	213.3%
Electricalslytical	1.80M	2.61M	11.94M	357.5%
Electricalsocity	2.34M	3.46M	12.42M	258.8%
Electricalsquipo Stores	0.18M	0.68M	3.64M	435.3%
Elite	0.42M	0.83M	4.13M	395.5%
Elkj�p	0.46M	1.32M	5.16M	291.9%
Epic Stores	0.41M	0.94M	4.19M	346.1%
Euronics	0.36M	0.88M	3.90M	344.7%
Expert	0.79M	1.77M	6.43M	264.0%
Expression	1.65M	2.99M	9.82M	228.2%
Ezone	1.53M	2.02M	7.92M	291.6%
Flawless Stores	0.07M	0.46M	1.81M	296.3%
Flipkart	2.94M	8.35M	19.29M	131.0%
Fnac-Darty	0.54M	0.82M	2.87M	249.8%
Forward Stores	0.56M	1.50M	4.07M	172.0%
Girias	1.55M	2.07M	8.67M	319.3%
Info Stores	0.07M	0.48M	1.84M	284.1%
Insight	0.42M	1.01M	2.76M	171.8%
Integration Stores		0.16M	1.44M	787.2%
Leader	4.68M	5.97M	18.80M	214.8%
Logic Stores	0.17M	0.93M	4.81M	415.2%
Lotus	1.48M	2.11M	8.09M	282.6%
Neptune	0.99M	3.42M	16.11M	371.5%
Nomad Stores	0.53M	1.63M	4.02M	146.9%

## Atliq Hardwares



Notebillig	0.25M	0.39M	1.12M	187.4%
Nova		0.01M	0.35M	2564.9%
Novus	1.87M	3.73M	9.85M	164.2%
Otto	0.26M	0.40M	1.20M	198.6%
Premium Stores	0.46M	1.10M	3.88M	253.1%
Propel	1.59M	2.46M	10.83M	340.6%
Radio Popular	0.51M	1.45M	5.27M	262.6%
Radio Shack	0.81M	1.75M	5.44M	211.5%
Reliance Digital	1.62M	2.57M	9.73M	277.9%
Relief	0.39M	1.01M	4.06M	303.6%
Sage	4.83M	6.44M	20.70M	221.5%
Saturn	0.23M	0.38M	1.19M	210.5%
Sorefoz	0.55M	1.07M	4.66M	333.6%
Sound	0.56M	1.67M	4.36M	160.3%
Staples	1.24M	2.85M	8.75M	207.0%
Surface Stores	0.09M	0.53M	2.12M	298.8%
Synthetic	1.89M	4.42M	12.19M	176.0%
Taobao	0.22M	1.33M	3.30M	148.7%
UniEuro	0.60M	1.61M	7.35M	357.0%
Vijay Sales	1.73M	2.15M	8.53M	297.8%
Viveks	1.55M	2.24M	7.78M	248.1%
walmart	1.26M	2.63M	9.73M	270.4%
Zone	0.34M	1.56M	5.26M	236.2%
<b>Grand Total</b>	<b>87.48M</b>	<b>196.69M</b>	<b>598.88M</b>	<b>204.5%</b>

File Home Design Advanced

Paste Append Paste Replace Copy

From Database From Data Service From Other Sources Existing Connections Refresh PivotTable

Get External Data

Data Type : Format : \$ % , .00 .00

Formatting

Sort Oldest to Newest Sort Newest to Oldest Clear Sort

Sort and Filter

Clear All Filters Sort by Column

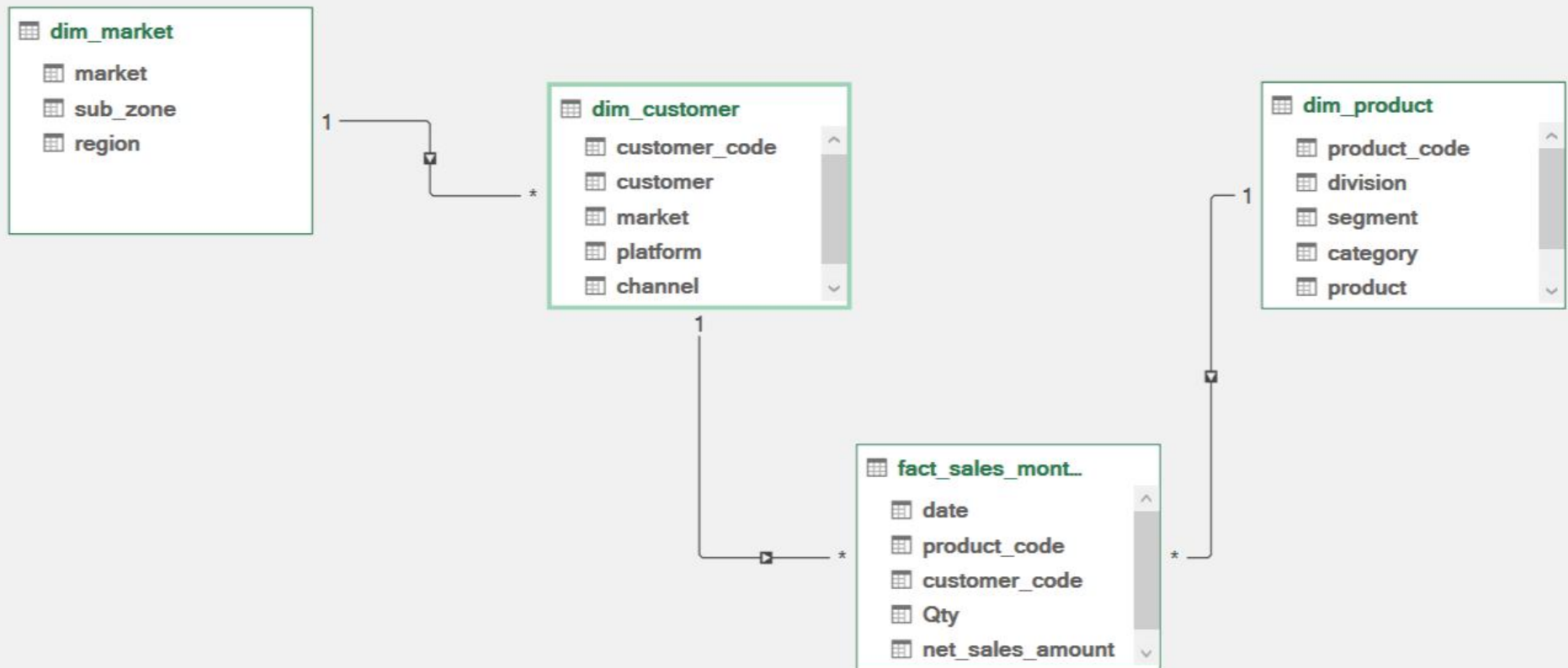
Find Find

AutoSum Create KPI

Calculations

Data View Diagram View Show Hidden Calculation Area

View





## FILTERS

region All  
division All  
market India

**Customer**  
**Net Sales Performance**  
**All values are in USD**

Customer	2019	2020	2021	21 vs 20
Amazon	4.59M	9.78M	22.96M	134.9%
AtliQ e Store	1.57M	3.51M	8.74M	149.1%
AtliQ Exclusive	3.42M	4.68M	18.39M	292.6%
Croma	1.67M	2.47M	7.55M	205.1%
Ebay	1.69M	3.61M	8.52M	135.9%
Electricalslytical	1.61M	1.96M	8.45M	331.1%
Electricalsociety	1.77M	2.27M	9.42M	315.1%
Expression	1.53M	2.25M	8.79M	291.2%
Ezone	1.53M	2.02M	7.92M	291.6%
Flipkart	1.95M	4.28M	9.91M	131.8%
Girias	1.55M	2.07M	8.67M	319.3%
Lotus	1.48M	2.11M	8.09M	282.6%
Propel	1.59M	2.20M	9.08M	313.7%
Reliance Digital	1.59M	2.19M	8.48M	287.2%
Vijay Sales	1.73M	2.15M	8.53M	297.8%
Viveks	1.55M	2.24M	7.78M	248.1%
<b>Grand Total</b>	<b>30.82M</b>	<b>49.77M</b>	<b>161.26M</b>	<b>224.0%</b>



FILTERS

region All  
customer All

Division level report  
All values are in INR

Division	2020	2021	21 vs 20	
N & S	51.38M	94.73M	<div></div>	84.4%
P & A	105.24M	338.38M	<div></div>	221.5%
PC	40.07M	165.76M	<div></div>	313.7%
Grand Total	196.69M	598.88M		204.5%



## FILTERS

region All  
division All

## Market

### Performance vs Target

All the values are in USD

Country	2019	2020	2021	2021-Target	%
Australia	3.88M	10.70M	20.99M	-2.21M	-9.54%
Austria		0.12M	2.84M	-0.33M	-10.50%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-9.35%
Canada	4.76M	12.17M	35.06M	-5.07M	-12.63%
China	1.43M	5.42M	22.89M	-2.07M	-8.28%
France	4.04M	7.47M	25.94M	-2.19M	-7.78%
Germany	2.56M	4.69M	12.01M	-1.53M	-11.29%
India	30.82M	49.77M	161.26M	-9.55M	-5.59%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-11.45%
Italy	2.90M	4.46M	11.72M	-1.05M	-8.22%
Japan		1.88M	7.92M	-0.33M	-3.96%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-7.59%
Newzealand		1.99M	11.40M	-1.40M	-10.95%
Norway		2.48M	13.68M	-1.44M	-9.50%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-8.48%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.27%
Poland	0.41M	2.79M	5.19M	-0.94M	-15.35%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.12%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.18%
Spain		1.77M	12.62M	-1.79M	-12.39%
Sweden	0.05M	0.23M	1.77M	-0.20M	-10.00%
United Kingdom	2.00M	8.08M	34.15M	-2.98M	-8.02%
USA	11.53M	31.92M	87.78M	-10.24M	-10.44%
<b>Grand Total</b>	<b>87.48M</b>	<b>196.69M</b>	<b>598.88M</b>	<b>-54.94M</b>	<b>-8.40%</b>



## FILTERS

region	All
division	All
market	All

## New Products - 2021

All values are in USD

Customer	2021
AQ Clx3	4.39M
AQ Electron 3 3600	
Desktop Processor	14.21M
AQ Gen Y	19.52M
AQ GEN Z	11.70M
AQ HOME Allin1 Gen 2	3.51M
AQ Lumina Ms	4.21M
AQ Marquee P3	4.86M
AQ Marquee P4	1.68M
AQ Maxima Ms	13.66M
AQ MB Lito	2.85M
AQ MB Lito 2	2.29M
AQ Qwerty	21.98M
AQ Qwerty Ms	15.41M
AQ Trigger	20.74M
AQ Trigger Ms	17.90M
AQ Wi Power Dx3	17.25M
<b>Grand Total</b>	<b>176.16M</b>



## FILTERS

region All  
sub\_zone All  
FY 2021

## P & L

### For Markets

All the values are in USD

Market	Net sales	COGS	Gross Margin	GM %
Australia	20.99M	14.08M	6.91M	32.92%
Austria	2.84M	1.98M	0.86M	30.11%
Bangladesh	6.95M	4.55M	2.40M	34.54%
Canada	35.06M	21.66M	13.39M	38.21%
China	22.89M	13.49M	9.40M	41.07%
France	25.94M	14.73M	11.22M	43.24%
Germany	12.01M	8.86M	3.14M	26.18%
India	161.26M	109.65M	51.61M	32.00%
Indonesia	18.41M	11.34M	7.07M	38.41%
Italy	11.72M	8.19M	3.53M	30.13%
Japan	7.92M	4.24M	3.69M	46.52%
Netherlands	7.98M	4.63M	3.36M	42.03%
Newzealand	11.40M	5.90M	5.50M	48.23%
Norway	13.68M	9.65M	4.03M	29.48%
Pakistan	5.66M	3.61M	2.05M	36.18%
Philippines	31.86M	19.40M	12.45M	39.09%
Poland	5.19M	2.98M	2.21M	42.56%
Portugal	11.83M	6.85M	4.98M	42.13%
South Korea	48.97M	31.38M	17.59M	35.92%
Spain	12.62M	8.44M	4.18M	33.13%
Sweden	1.77M	1.06M	0.71M	40.22%
United Kingdom	34.15M	18.74M	15.41M	45.13%
USA	87.78M	55.31M	32.47M	36.99%





FILTERS

region	All
customer	All

Top 5 country - 2021

All values are in USD

Customer	2021
Canada	35.06M
India	161.26M
South Korea	48.97M
United Kingdom	34.15M
USA	87.78M
Grand Total	367.22M



FILTERS

region	All
division	All
customer	All

Top 5 Products

All values are in USD

Products	Qty
AQ Gamers	3 M.
AQ Gamers Ms	4 M.
AQ Master wired x1 Ms	4 M.
AQ Master wireless x1	3 M.
AQ Master wireless x1 Ms	4 M.
Grand Total	19 M.



FILTERS

region	All
division	All
customer	All

Bottom 5 Products

All values are in USD

Products	Qty
AQ Gamer 1	52k
AQ GEN Z	63k
AQ Home Allin1	15k
AQ HOME Allin1 Gen 2	9k
AQ Smash 2	36k
<b>Grand Total</b>	<b>175k</b>



## FILTERS

region	All
division	All
customer	All

## Top 10 Products

All values are in USD

Products	2020	2021	21 vs 20
AQ 5000 Series Electron 8 5900X Desktop Processor	7.80M	15.06M	93.0%
AQ 5000 Series Electron 9 5900X Desktop Processor	7.19M	13.73M	90.9%
AQ 5000 Series Ultron 8 5900X Desktop Processor	8.34M	16.31M	95.5%
AQ Electron 5 3600 Desktop Processor	9.25M	17.66M	91.0%
AQ Elite	7.97M	15.86M	99.1%
AQ Gamers	7.39M	13.21M	78.6%
AQ Lite	9.20M	15.39M	67.3%
AQ Neuer SSD	7.48M	10.64M	42.3%
AQ Wi Power Dx1	11.33M	11.83M	4.4%
AQ Wi Power Dx2	13.73M	13.92M	1.4%
<b>Grand Total</b>	<b>89.69M</b>	<b>143.62M</b>	<b>60.1%</b>



FILTERS

region	All
market	All
customer	All
division	All

P & L  
By Fiscal Years  
All values are in USD

Note : 21 vs 20 is not a part of table

	Fiscal Years			
Metrics	2019	2020	2021	21 vs 20
Net sales	87.48M	196.69M	598.88M	204.5%
COGS	51.24M	123.37M	380.71M	208.6%
Gross Margin	36.24M	73.32M	218.16M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%











## FILTERS

## GM% by Quarters

Note : Do not modify the pivot table

FY | **2019**

GM %	Quarters				
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Grand Total</b>
Sub zone					
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

FY | **2020**

GM %	Quarters				
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Grand Total</b>
Sub zone					
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

FY | **2021**

GM %	Quarters				
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Grand Total</b>
Sub zone					
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%





