Executive View

region, market	customer	segment, category, pr...		2019	2020	2021	2022 Est		Q1	Q2	Q3	Q4		vs LY	vs Target
All	All	All								YTD		YTG			

$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
BM: 38.34% (-0.66%)
GM %

-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

81.17% ✓
BM: 80.21% (+1.2%)
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %		Net Profit %	AtliQ MS %	Net Error %	Risk
NA	$1,022.1M	27.4%	45.0%	↓	-14.2%	4.9%	14.4%	EI
India	$945.3M	25.3%	35.8%		-23.0%	13.3%	-24.4%	OOS
ROA	$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6%	OOS
NE	$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6%	OOS
SE	$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5%	OOS
ANZ	$189.8M	5.1%	43.5%	↓	-7.4%	1.4%	-37.6%	OOS
LATAM	$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4%	EI
Total	**$3,736.2M**	**100.0%**	**38.1%**	↓	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

Revenue by Division
● PC ● P & A ● N & S
36.18%
61.33%

Revenue by Channel
● Retailer ● Direct ● Distributor
10.67%
17.8%
71.53%

Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %
● NS $ ● GM % ● Net Profit % ● AtliQ MS %
$4bn — 50%
$2bn
$0bn — 0%
2018 2019 2020 2021 2022 Est

PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022 Est
				9.6%	9.9%
					7.9%
	8.7%	8.1%	7.6%	7.7%	7.6%
	7.8%	7.8%	7.0%	7.6%	5.9%

Top 5 Customers by Revenue

customer	RC %	GM %	
Sage	3.4%	31.53%	↓
Flipkart	3.7%	42.14%	
AtliQ Exclusive	9.7%	46.01%	
Atliq e Store	8.1%	36.88%	↓
Amazon	13.3%	36.78%	↓
Total	**38.2%**	**39.19%**	

Top 5 Products by Revenue

product	RC %	GM %	
AQ BZ Allin1 Gen 2	5.4%	38.51%	
AQ Home Allin1	4.1%	38.71%	
AQ HOME Allin1 Gen 2	5.7%	38.08%	↓
AQ Smash 1	3.8%	37.43%	↓
AQ Smash 2	4.1%	37.40%	↓
Total	**23.2%**	**38.06%**	

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock