

₹ 77.39M

Total Revenue

291K

sales Qty

2017

2018

2019

2020

January
2020

February
2020

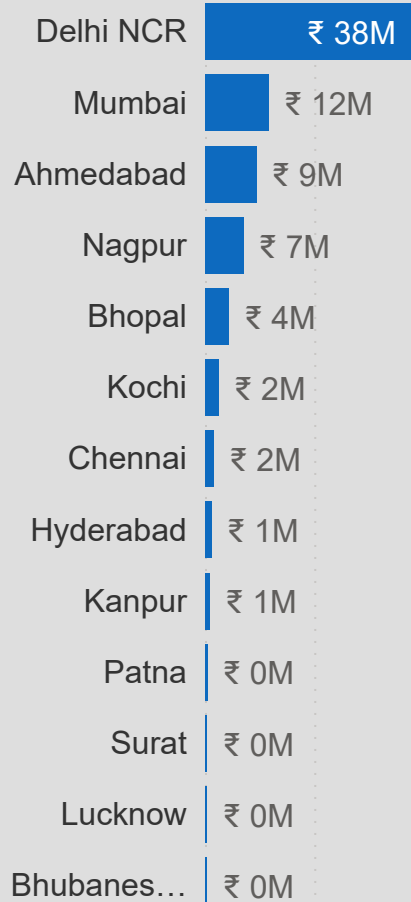
March
2020

April 2020



Total Revenue by Markets

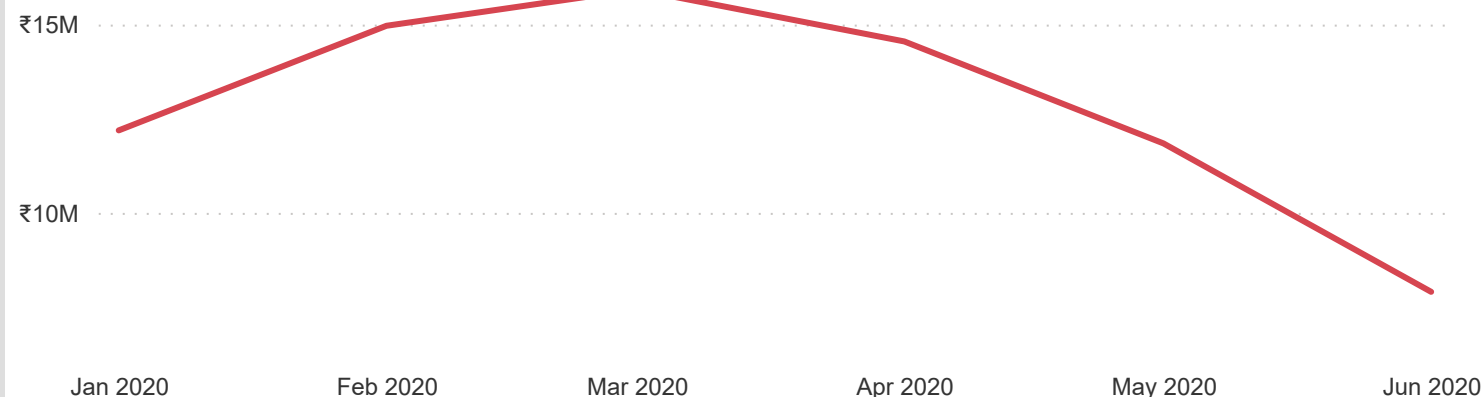
sales Qty by Markets



₹ 0M ₹ 20M ₹ 40M

0K 100K

Revenue Trend



Top 5 Customers

Electricalsara S...

Excel Stores

Premium Stores

Surge Stores

Electricalslytical

₹ 0M

₹ 20M

₹ 40M

Top 5 Product

Prod047

Prod061

Prod071

Prod065

Prod237

₹ 0M

₹ 2M

₹ 4M

₹ 142.22M

Total Revenue

350.2K

sales Qty

₹ 2.06M

Total Profit Margin

2017

2019

2018

2020

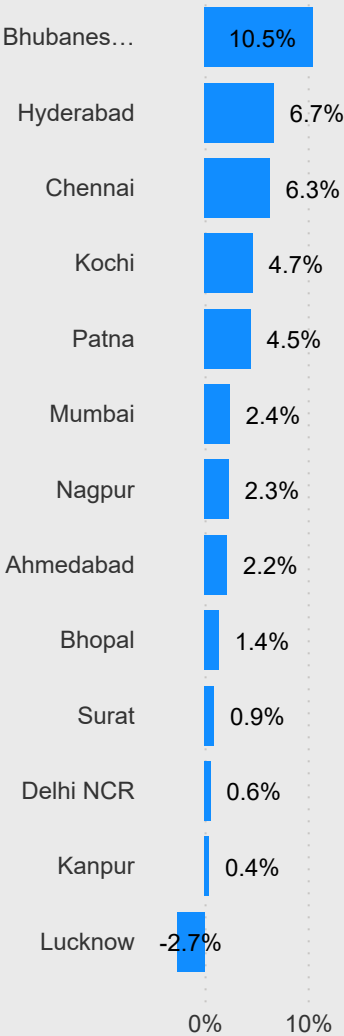
January
2020

February
2020

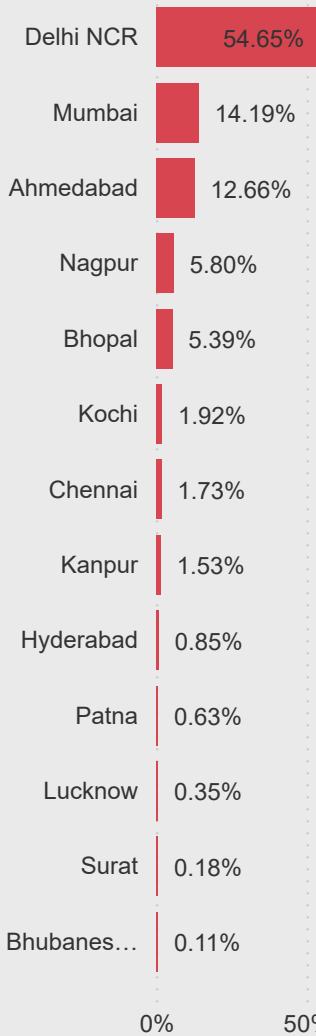
March 2020

PerformanceTrend

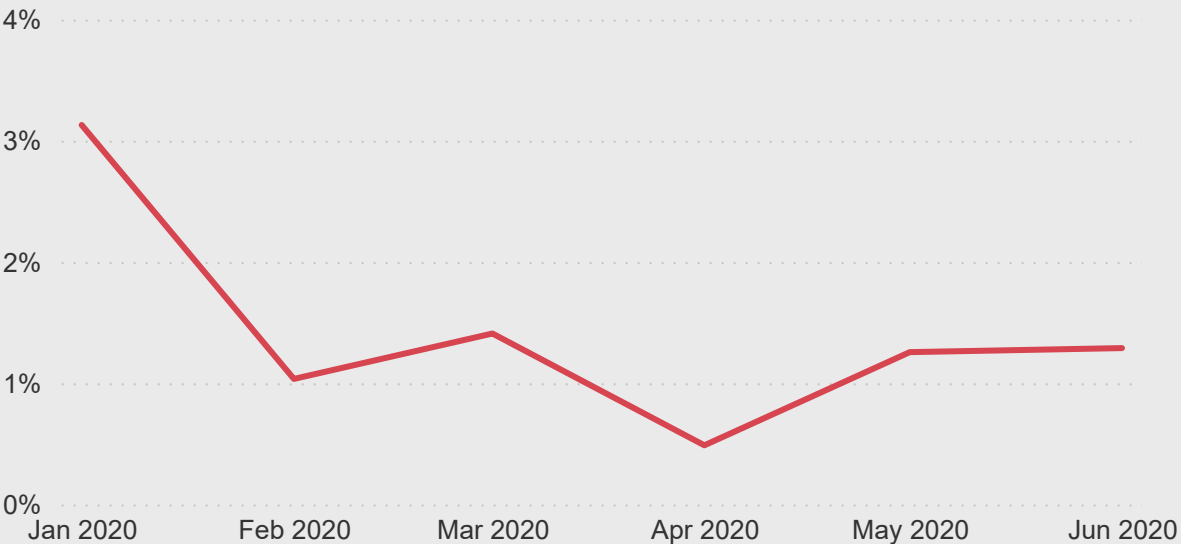
Profit Margin % by
markets



Revenue Contribution %
by markets



Profit Margin Contribution
%



Customer	Total Revenue	Profit Margin Contribution	Revenue Contribution %
Acclaimed Stores	₹ 3,116,384	6.12%	
All-Out	₹ 713,953	1.57%	
Atlas Stores	₹ 2,189,613	2.10%	
Control	₹ 4,182,662	2.52%	
Electricalsara Stores	₹ 65,641,977	11.92%	
Electricalsbea Stores	₹ 50,940	0.39%	
Electricalslance Stores	₹ 142,742	0.25%	
Electricalslytical	₹ 5,537,904	1.31%	
Electricalsociety	₹ 2,520,938	3.29%	
Electricalsopedia Stores	₹ 995,764	2.86%	
Electricalsquipo Stores	₹ 86,908	-0.48%	
Elite	₹ 1,247,785	3.19%	
Total	₹ 142,224,545	100.00%	

2017
 2018

11.90

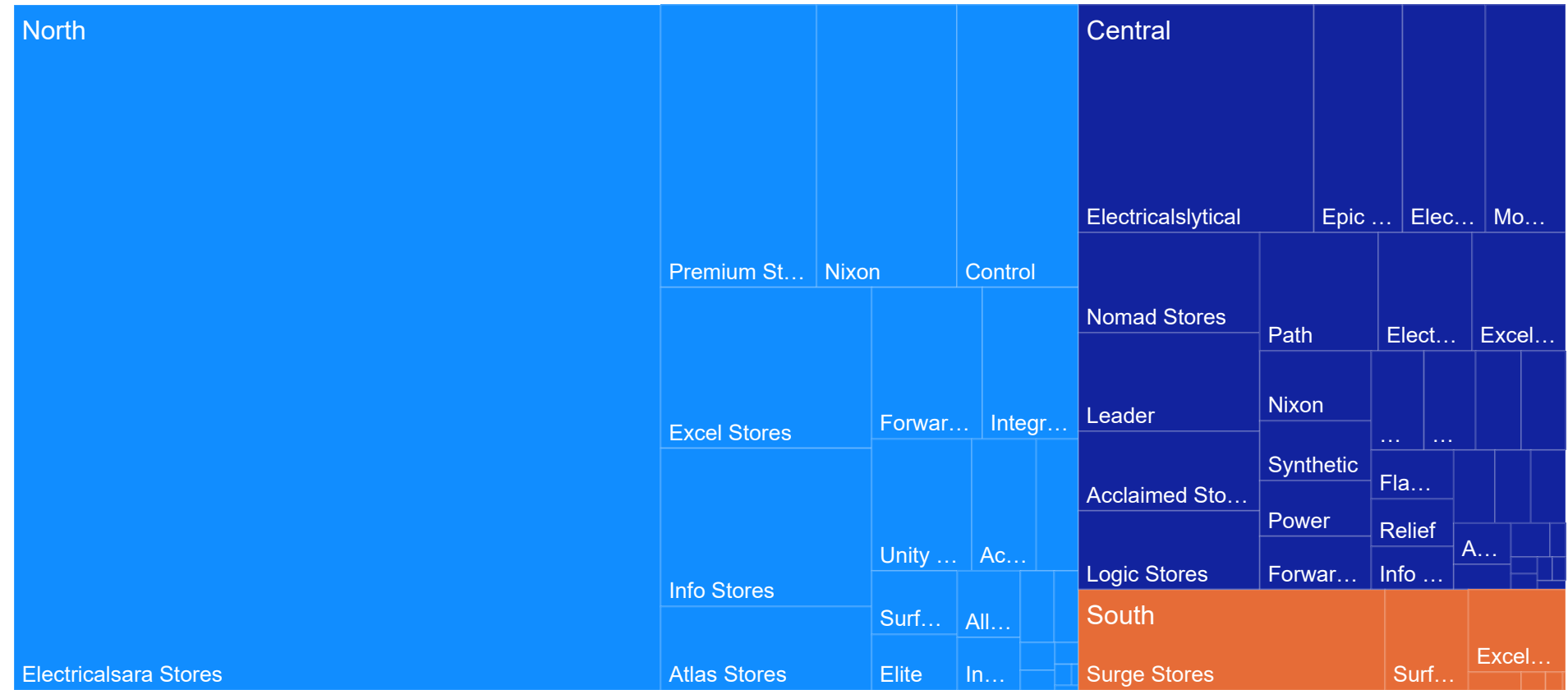
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Distribution

Own Brand

product_code	customer_type	Profit Margin %
Prod001	Brick & Mortar	39.0%
Prod002	Brick & Mortar	-8.9%
Prod003	Brick & Mortar	0.1%
Prod004	Brick & Mortar	-11.4%
Prod005	Brick & Mortar	2.8%
Prod006	Brick & Mortar	6.9%
Prod007	Brick & Mortar	31.0%
Prod008	Brick & Mortar	-3.5%
Prod009	Brick & Mortar	1.0%
Prod010	Brick & Mortar	11.4%
Prod011	Brick & Mortar	-3.3%
Prod012	Brick & Mortar	25.0%
Prod013	Brick & Mortar	-2.3%
Prod013	E-Commerce	15.9%
Prod014	Brick & Mortar	-9.4%
Prod015	Brick & Mortar	-1.0%
Prod016	Brick & Mortar	-8.6%
Prod016	E-Commerce	-2.4%
Prod017	Brick & Mortar	2.2%
Prod017	E-Commerce	-0.7%
Prod018	Brick & Mortar	6.6%
Prod018	E-Commerce	2.3%
Prod019	Brick & Mortar	6.7%
Total		2.4%

Total Revenue by zone and Customers



zone	sales Qty	Total Revenue	Profit Margin %	Revenue Contribution %	Profit Margin Contribution
South	399248	₹ 45,559,963	2.2%	4.63%	4.09%
North	1271557	₹ 675,588,017	2.2%	68.60%	61.14%
Central	758477	₹ 263,720,983	3.3%	26.78%	34.76%
Total	2429282	₹ 984,868,963	2.5%	100.00%	100.00%