



region, market  
All

customer  
All

segment, category, pro...  
All

2019202020212022 Est

Q1Q2Q3Q4

YTDYTG

vs LYvs Target

**₹ 823.85M** ✓  
BM: 267.98M  
**Net Sales**  
(+207.15%)

**36.5% !**  
BM: 37.10%  
(-1.65%)  
**GM %**

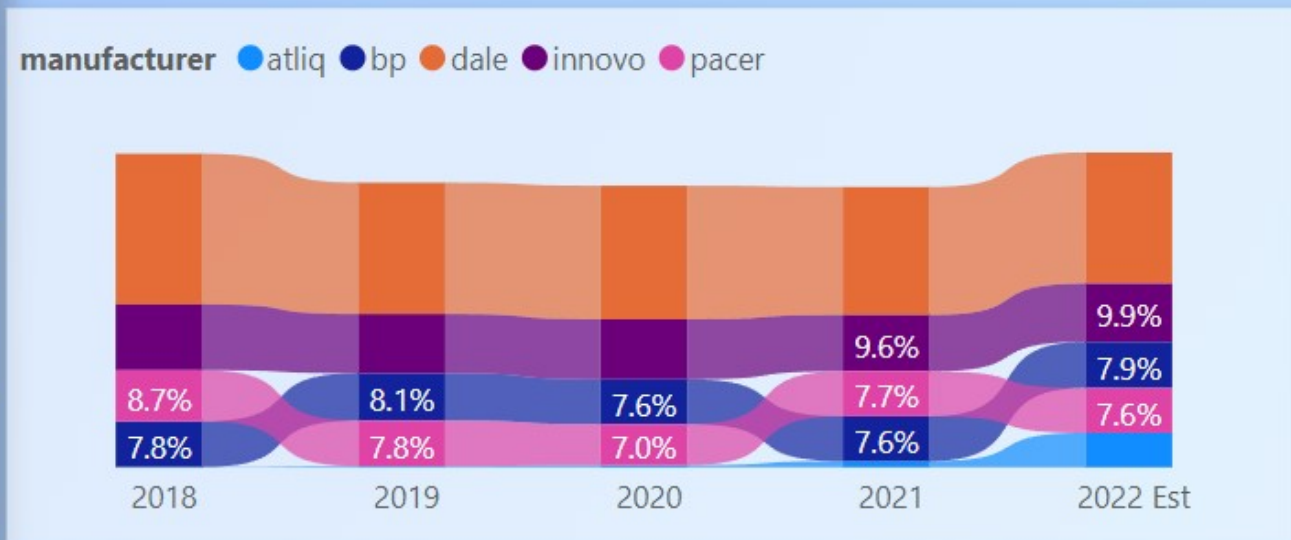
**-6.63% !**  
BM: -0.85%  
(-676.38%)  
**Net Profit %**

**80.21% ✓**  
BM: 72.99%  
(+9.88%)  
**Forecast Accuracy**

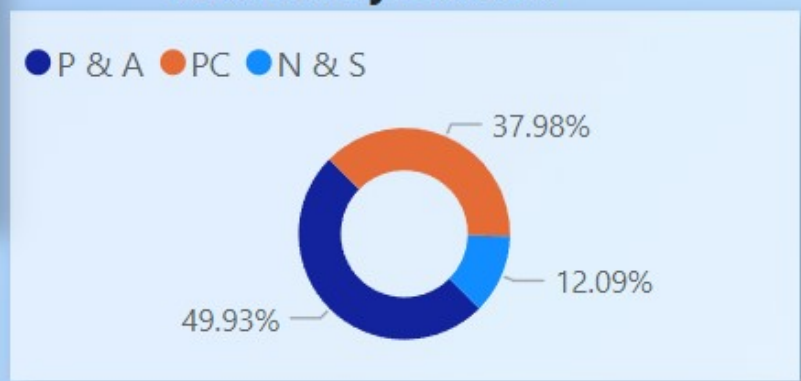
### Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	₹ 210.7M	25.6%	32.0%	↓ -24.7%	2.5%	3.90%	EI
ROA	₹ 186.9M	22.7%	38.3%	8.2%	1.5%	-21.55%	OOS
NA	₹ 177.9M	21.6%	37.2%	↓ -13.7%	0.8%	-7.06%	OOS
NE	₹ 109.3M	13.3%	38.0%	-1.1%	1.2%	11.27%	EI
SE	₹ 91.5M	11.1%	38.7%	4.4%	3.6%	10.56%	EI
ANZ	₹ 44.4M	5.4%	38.5%	↓ 7.3%	0.3%	-5.19%	OOS
LATAM	₹ 3.2M	0.4%	37.5%	6.2%	0.0%	5.32%	EI
Total	₹ 823.8M	100.0%	36.5%	↓ -6.6%	1.1%	-1.52%	OOS

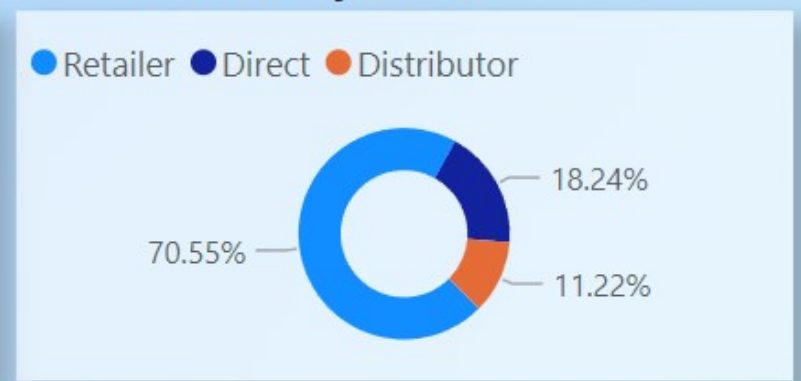
### PC market Share Trend - AtliQ & Competitors



### Revenue by Division



### Revenue by Division



### Yearly Trends Revenue, GM%, Net Profit%, PC Market Share %



### Top 5 Customer By Revenue

customer	RC %	GM %	GM % BM
Amazon	13.2%	35.4%	↓ 37.96%
AtliQ e Store	8.5%	37.5%	37.47%
AtliQ Exclusive	9.7%	43.7%	↓ 45.79%
Flipkart	3.1%	30.2%	↓ 33.54%
Sage	3.3%	35.2%	31.22%
Total	37.8%	37.6%	38.44%

### Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Gen Y	2.9%	36.1%
AQ Maxima	2.7%	36.7%
AQ Qwerty	3.4%	37.1%
AQ Trigger	3.3%	36.9%
Total	16.3%	36.5%

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