



region, market

All

customer

All

segment, category, pro...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

₹ 823.85M✓
BM: 267.98M (+207.43%)
Net Sales

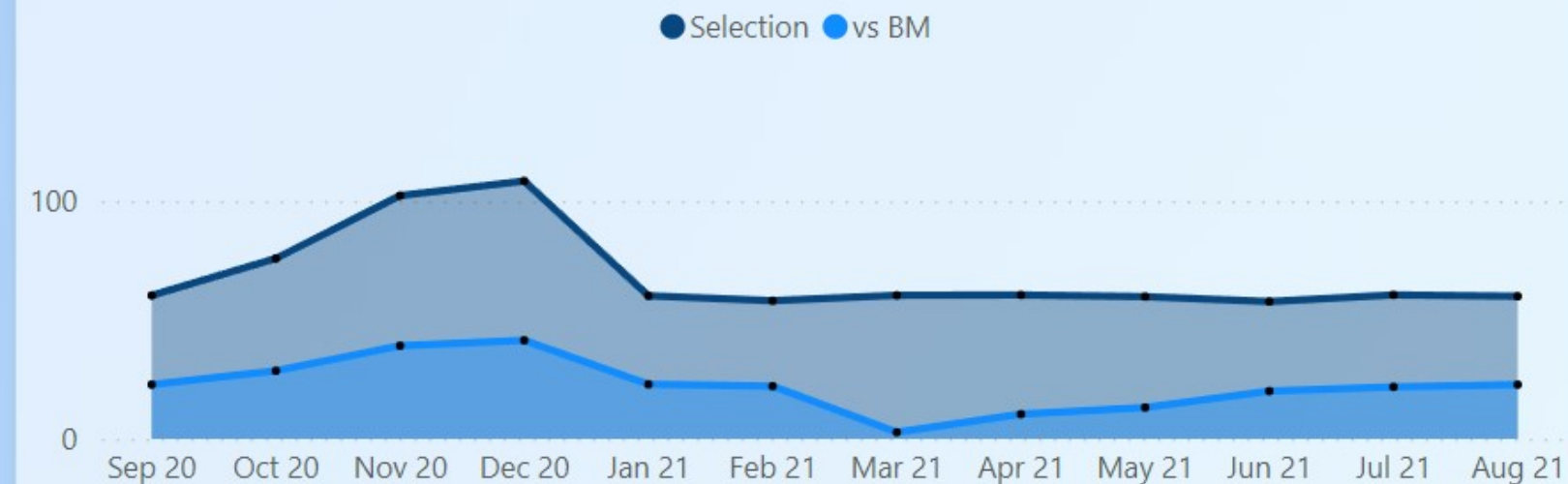
36.5%!
BM: 37.10% (-1.65%)
GM %

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

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
⊕ APAC	441.98	198.67
⊕ EU	200.77	259.88
⊕ LATAM	3.16	58.40
⊕ NA	177.94	186.03
Total	823.85	207.43

segment	P & L values	P & L Chg %
⊕ Accessories	244.85	269.67
⊕ Desktop	46.43	4,791.34
⊕ Networking	45.16	72.26
⊕ Notebook	266.49	208.45
⊕ Peripherals	166.51	174.64
⊕ Storage	54.42	97.48
Total	823.85	207.43

BM = Benchmark, LY = Last Year