

₹984.87M

Revenue

2M

Sales Qty

2017

2018

2019

2020

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

Dec 17

Jan 18

Feb 18

Mar 18

Apr 18

>

Revenue by Markets

Delhi NCR	₹519.57M
Mumbai	₹150.08M
Ahmedabad	₹132.31M
Bhopal	₹58.61M
Nagpur	₹55.03M
Kochi	₹18.81M
Chennai	₹18.04M
Kanpur	₹13.58M
Hyderabad	₹7.44M
Patna	₹4.43M
Lucknow	₹3.09M
Surat	₹2.61M
Bhubaneshw...	₹0.89M
Bengaluru	₹0.37M

Sales Qty by Markets

Delhi NCR	988K
Mumbai	384K
Nagpur	262K
Kochi	255K
Ahmedabad	207K
Bhopal	113K
Hyderabad	78K
Chennai	50K
Lucknow	37K
Surat	17K
Kanpur	17K
Bhubaneshw...	15K
Patna	6K
Bengaluru	0K

Revenue Trend



Top Product

(Blank)	₹468.96M
Prod040	₹23.58M
Prod159	₹17.66M
Prod065	₹16.26M
Prod018	₹15.60M

Top customers

Electricalsara Stores	₹413.33M
Electricalslytical	₹49.64M
Excel Stores	₹49.12M
Premium Stores	₹44.96M
Nixon	₹43.89M

₹142.22M

Revenue

350K

Sales Qty

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

Revenue by Markets



Sales Qty by Markets



Revenue Trend



Top Product



Top customers



₹26.92M

Revenue

73K

Sales Qty

2020



Jan 20

Feb 20

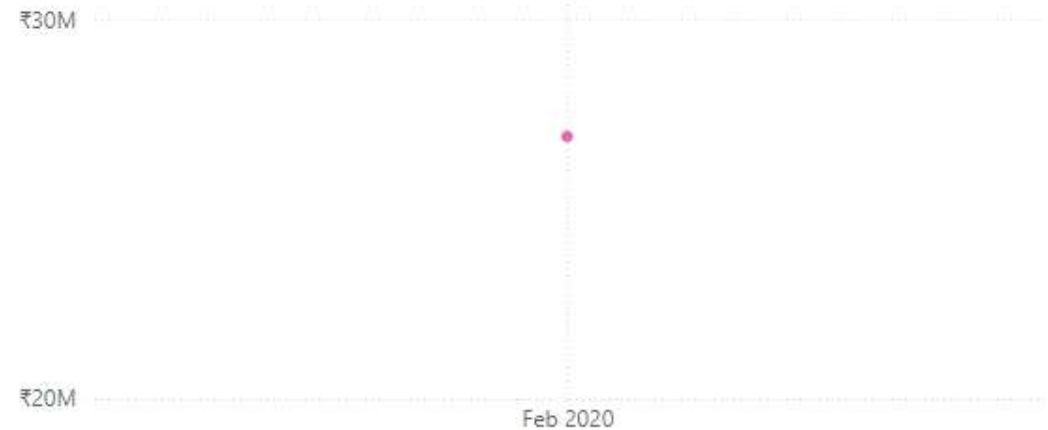
Mar 20

Apr 20

May 20

Jun 20

Revenue Trend



Revenue by Markets



Sales Qty by Markets



Top Product



Top customers



₹77.73M

Revenue

143K

Sales Qty

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

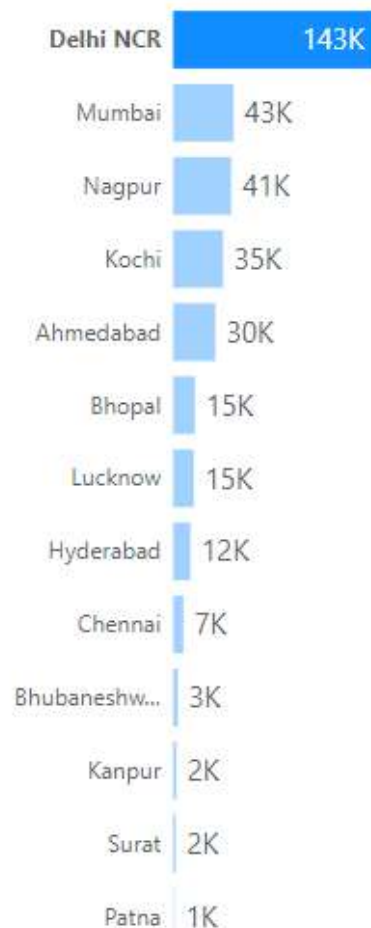
May 20

Jun 20

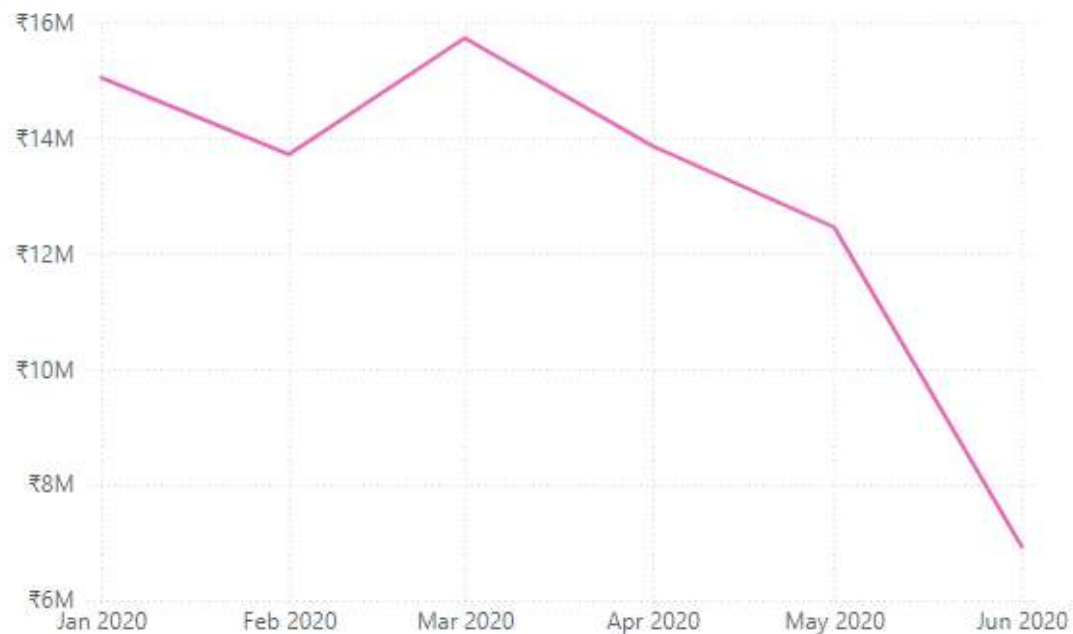
Revenue by Markets



Sales Qty by Markets



Revenue Trend



Top Product



Top customers



₹77.73M

Revenue

143K

Sales Qty



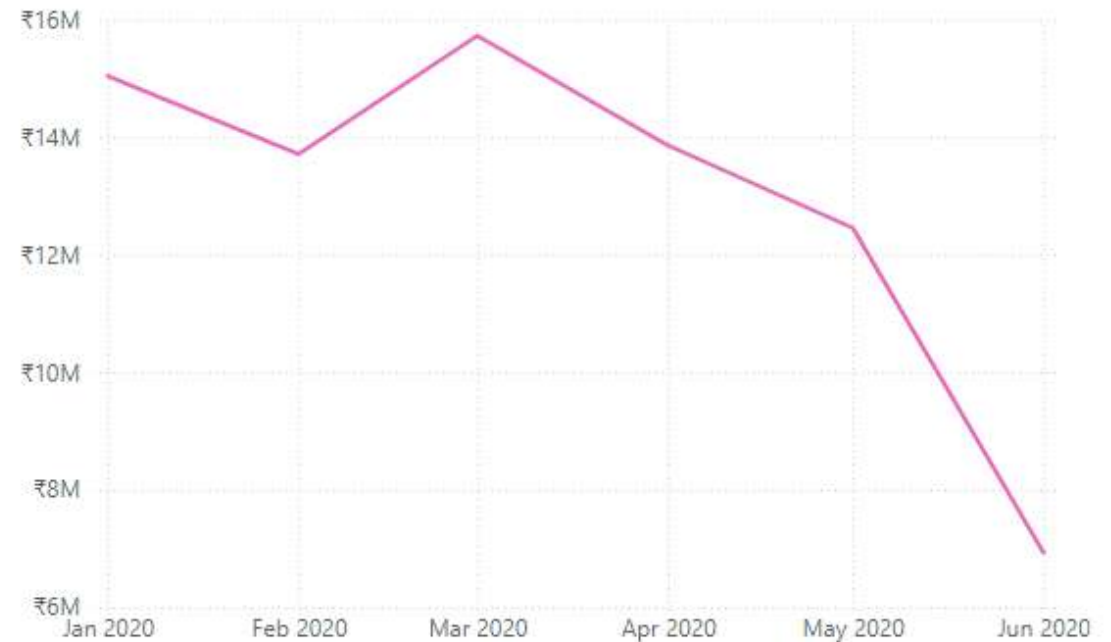
Revenue by Markets



Sales Qty by Markets



Revenue Trend



Top Product



Top customers



₹64.83M

Revenue

59K

Sales Qty

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

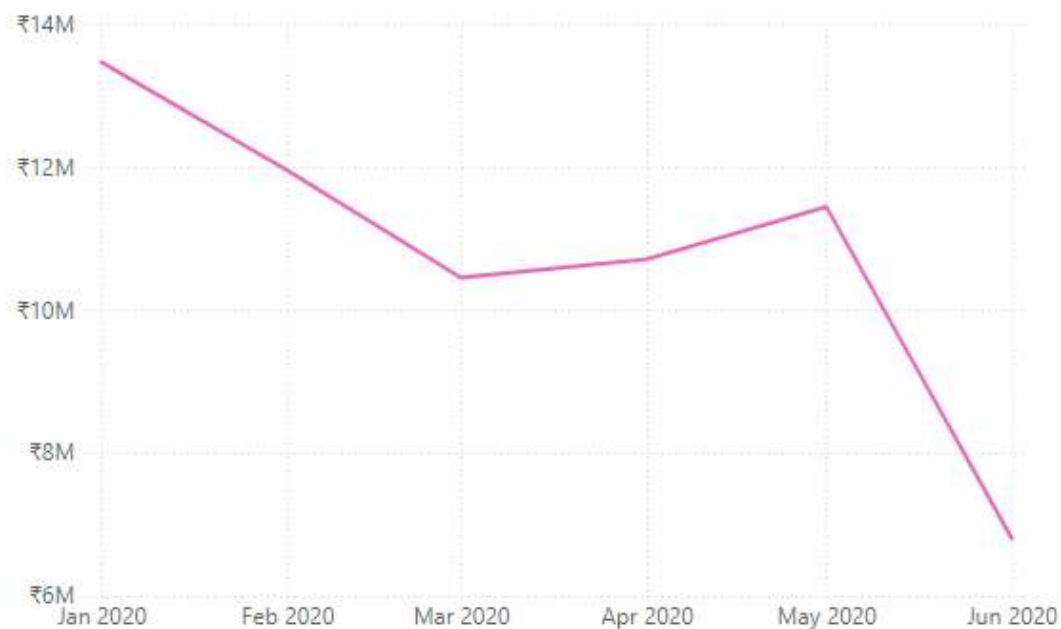
Revenue by Markets



Sales Qty by Markets



Revenue Trend



Top Product



Top customers



₹65.64M

Revenue

100K

Sales Qty

2017

2018

2019

2020

Jan 20

Feb 20

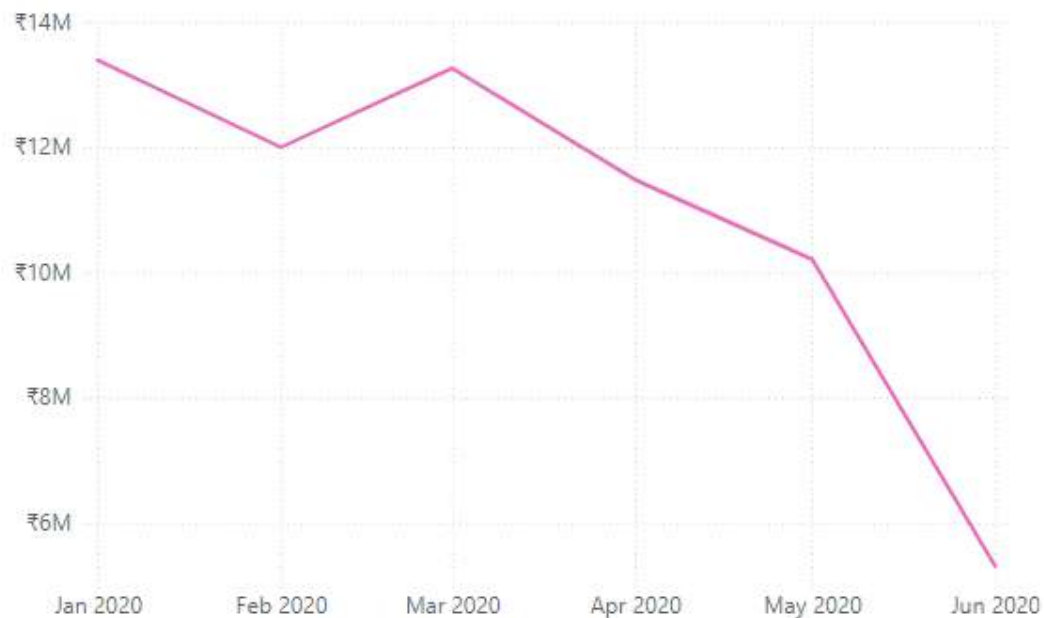
Mar 20

Apr 20

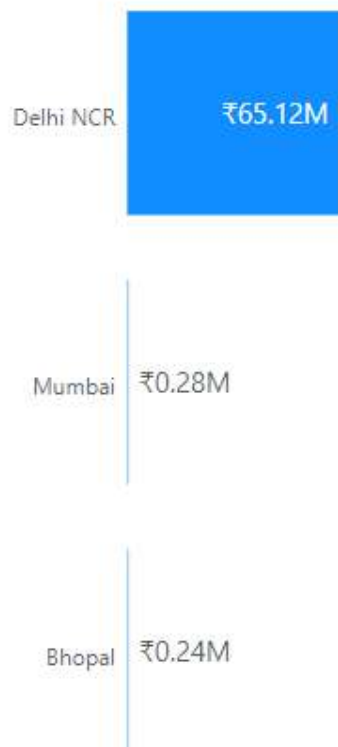
May 20

Jun 20

Revenue Trend



Revenue by Markets



Sales Qty by Markets



Top Product



Top customers



₹12.00M

Revenue

18K

Sales Qty

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

Revenue Trend

₹15M

₹10M

Feb 2020

Revenue by Markets

Delhi NCR

₹11.91M

Mumbai

₹0.05M

Bhopal

₹0.04M

Sales Qty by Markets

Delhi NCR

17K

Mumbai

0K

Bhopal

0K

Top Product

(Blank)

₹6.80M

Prod084

₹0.67M

Prod083

₹0.56M

Prod237

₹0.35M

Prod071

₹0.30M

Top customers

Electricalsara Stores

₹12.00M

Excel Stores

₹2.70M

Electricalslytical

₹1.01M

Epic Stores

₹0.90M

Info Stores

₹0.83M

2017	2018	2019	2020
------	------	------	------

Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	>
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Revenue Trend

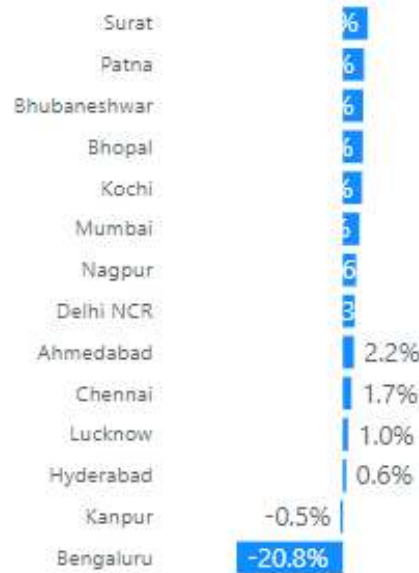


Top customers

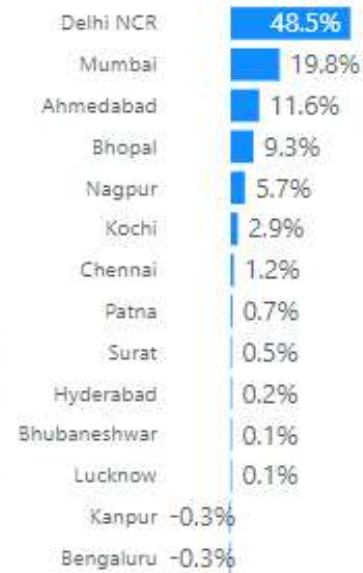
customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹413,333,588.00	37.75%	2.25%	41.97
Electricalslytical	₹49,644,189.00	6.85%	3.40%	5.04
Excel Stores	₹49,115,620.00	2.76%	1.38%	4.99
Premium Stores	₹44,962,166.00	4.27%	2.34%	4.57
Nixon	₹43,893,083.00	7.24%	4.07%	4.46
Info Stores	₹35,100,033.00	1.28%	0.90%	3.56
Control	₹31,771,997.00	3.35%	2.60%	3.23
Surme Stores	₹28,648,916.00	2.66%	2.29%	2.91
Total	₹984,868,963.00	100.00%	2.50%	100.00



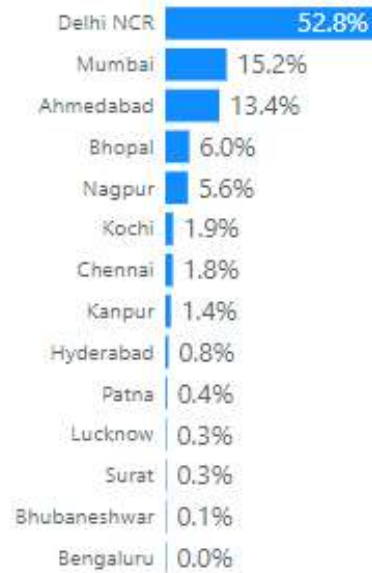
Profit % by Markets



Profit Contribution % by Markets



Revenue Contribution % by Markets



24.7M

Total Profit Margin

₹984.87M

Revenue

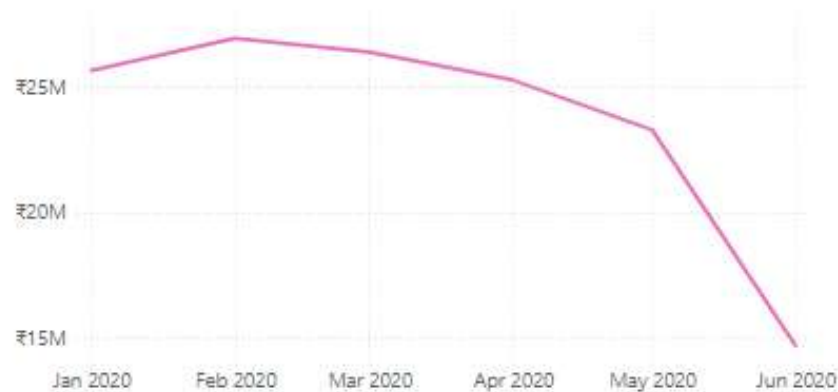
2M

Sales Qty

2017	2018	2019	2020
------	------	------	------

Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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Revenue Trend



Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹65,641,977.00	11.92%	0.37%	46.15
Excel Stores	₹7,928,385.00	12.54%	3.26%	5.57
Premium Stores	₹5,899,748.00	1.40%	0.49%	4.15
Electricalslytical	₹5,537,904.00	1.31%	0.49%	3.85
Info Stores	₹5,064,374.00	7.82%	3.18%	3.56
Control	₹4,182,662.00	2.52%	1.24%	2.94
Surge Stores	₹3,953,600.00	11.95%	6.23%	2.78
Logic Stores	₹3,319,243.00	0.61%	0.38%	2.33
Total	₹142,224,545.00	100.00%	1.45%	100.00

Profit % by Markets

Bhubaneshwar	10.5%
Hyderabad	6.7%
Chennai	6.3%
Kochi	4.7%
Patna	4.5%
Mumbai	2.4%
Nagpur	2.3%
Ahmedabad	2.2%
Bhopal	1.4%
Surat	0.9%
Delhi NCR	0.6%
Kanpur	0.4%
Lucknow	-0.2%

Profit Contribution % by Markets

Mumbai	23.9%
Delhi NCR	22.1%
Ahmedabad	19.0%
Nagpur	9.4%
Chennai	7.6%
Kochi	6.2%
Bhopal	5.2%
Hyderabad	3.9%
Patna	2.0%
Bhubaneshwar	0.8%
Kanpur	0.5%
Surat	0.1%
Lucknow	0.0%

Revenue Contribution % by Markets

Delhi NCR	54.7%
Mumbai	14.2%
Ahmedabad	12.7%
Nagpur	5.8%
Bhopal	5.4%
Kochi	1.9%
Chennai	1.7%
Kanpur	1.5%
Hyderabad	0.8%
Patna	0.6%
Lucknow	0.3%
Surat	0.2%
Bhubaneshwar	0.1%

2.1M
Total Profit Margin

₹142.22M
Revenue

350K
Sales Qty

2020

Jan 20

Feb 20

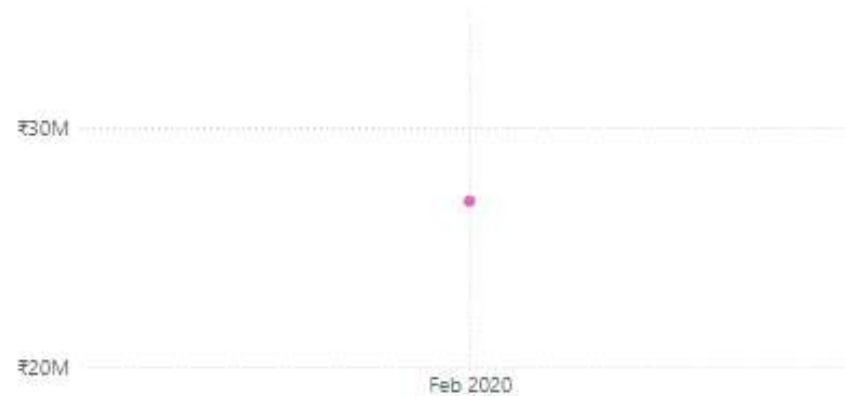
Mar 20

Apr 20

May 20

Jun 20

Revenue Trend



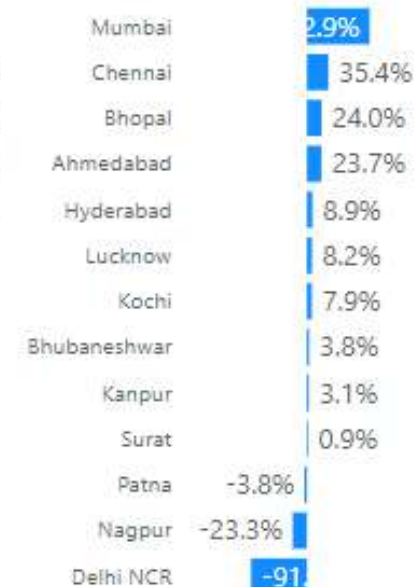
Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹11,998,520.00	-108.57%	-2.52%	44.56
Excel Stores	₹2,699,808.00	71.67%	7.41%	10.03
Electricalslytical	₹1,012,542.00	9.60%	2.64%	3.76
Epic Stores	₹904,293.00	-46.39%	-14.31%	3.36
Info Stores	₹826,052.00	-1.63%	-0.55%	3.07
Surge Stores	₹812,396.00	42.56%	14.61%	3.02
Electricalsociety	₹811,995.00	35.86%	12.32%	3.02
Premium Stores	₹803,779.00	17.70%	4.74%	2.96
Total	₹26,924,799.00	100.00%	1.04%	100.00

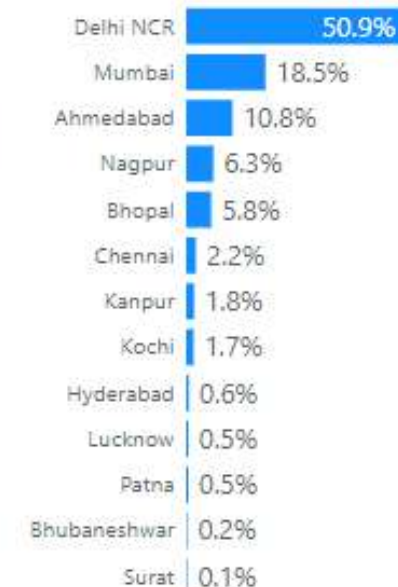
Profit % by Markets



Profit Contribution % by Markets



Revenue Contribution % by Markets



279.0K

Total Profit Margin

₹26.92M

Revenue

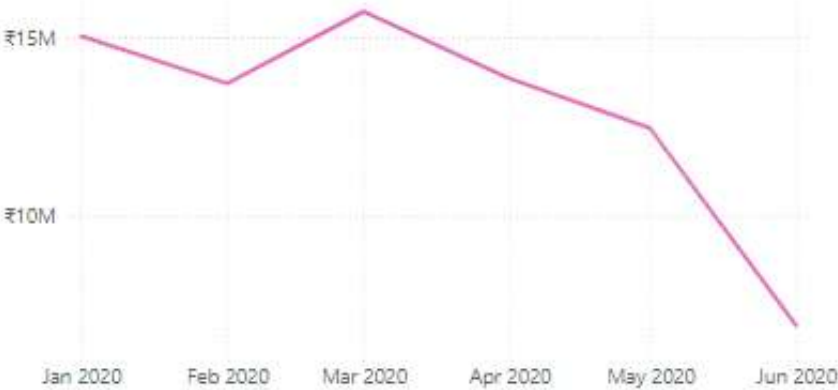
73K

Sales Qty

2017	2018	2019	2020
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Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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Revenue Trend



Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹65,121,286.00	11.05%	0.35%	45.79%
Premium Stores	₹5,854,726.00	1.50%	0.53%	4.12%
Info Stores	₹4,492,145.00	6.16%	2.83%	3.16%
Nixon	₹2,264,445.00	3.41%	3.11%	1.59%
Total	₹77,732,602.00	22.13%	0.59%	54.65%

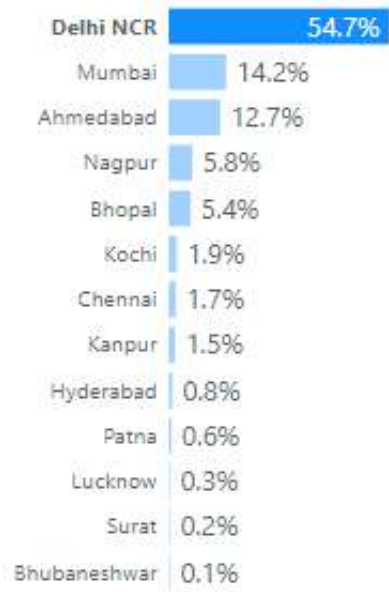
Profit % by Markets



Profit Contribution % by Markets



Revenue Contribution % by Markets



455.9K
Total Profit Margin

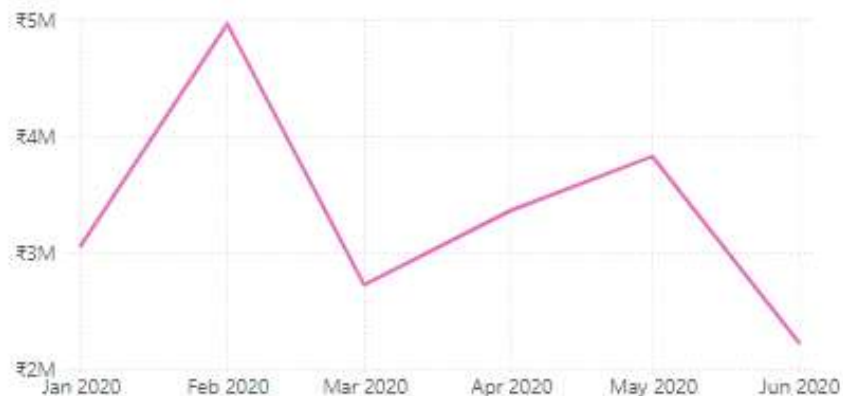
₹77.73M
Revenue

143K
Sales Qty

2017	2018	2019	2020
------	------	------	------

Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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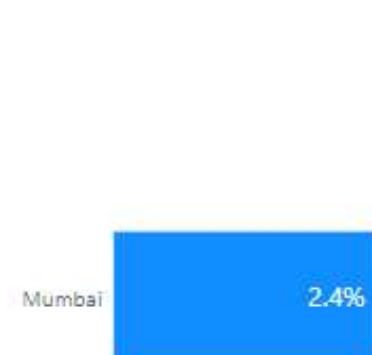
Revenue Trend



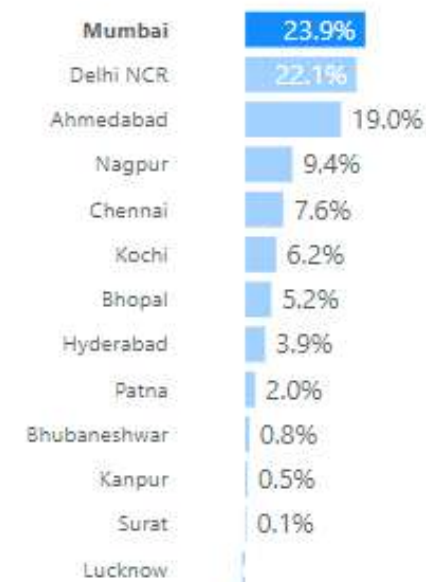
Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalslytical	₹5,281,283.00	1.01%	0.39%	3.71
Logic Stores	₹3,312,476.00	0.59%	0.37%	2.33
Electricalsociety	₹2,454,393.00	3.38%	2.84%	1.73
Excel Stores	₹2,208,899.00	4.42%	4.12%	1.55
Path	₹1,674,348.00	0.90%	1.11%	1.18
Acclaimed Stores	₹1,586,602.00	6.06%	7.87%	1.12
Power	₹643,040.00	2.52%	8.07%	0.45
Nomad Stores	₹601,448.00	2.06%	7.06%	0.42
Total	₹20,181,535.00	23.89%	2.44%	14.19

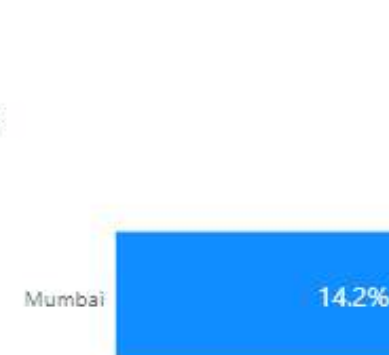
Profit % by Markets



Profit Contribution % by Markets



Revenue Contribution % by Markets



492.1K

Total Profit Margin

₹20.18M

Revenue

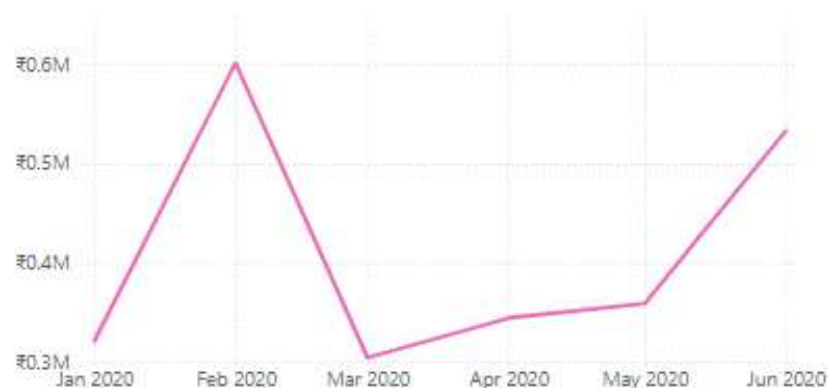
43K

Sales Qty

2017	2018	2019	2020
------	------	------	------

Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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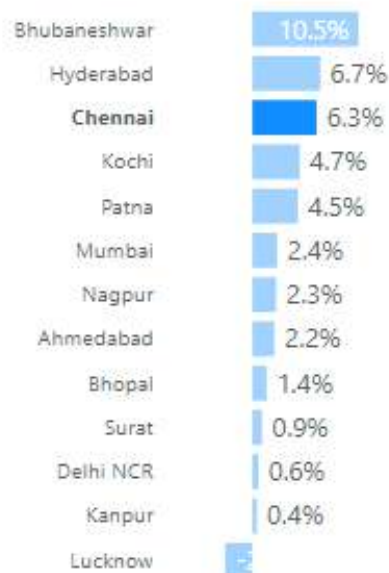
Revenue Trend



Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Surge Stores	₹2,463,024.00	7.58%	6.34%	1.73%
Total	₹2,463,024.00	7.58%	6.34%	1.73%

Profit % by Markets



Profit Contribution % by Markets



Revenue Contribution % by Markets



156.1K

Total Profit Margin

₹2.46M

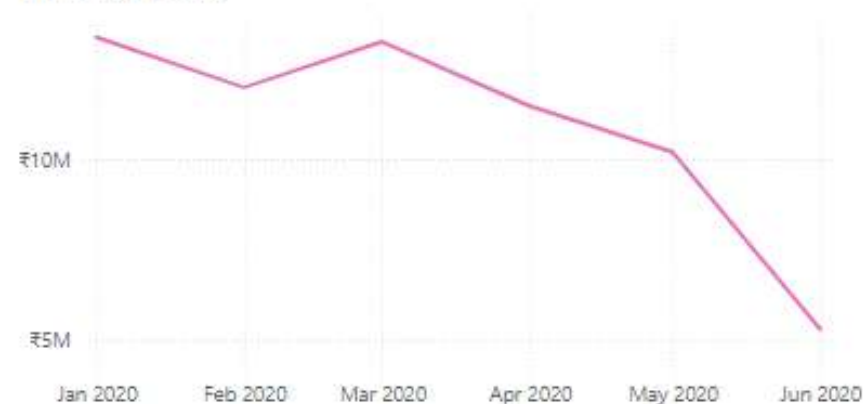
Revenue

7262

Sales Qty



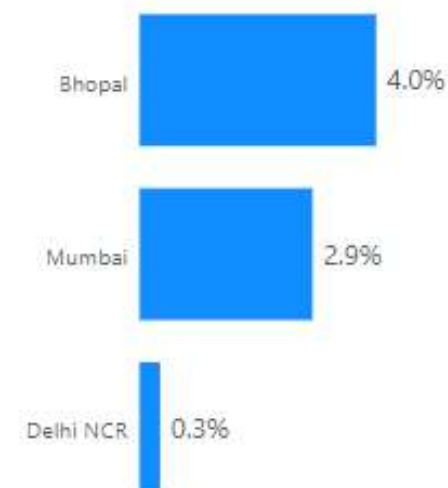
Revenue Trend



Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹65,641,977.00	11.92%	0.37%	46.15
Excel Stores	₹7,928,385.00	12.54%	3.26%	5.57
Premium Stores	₹5,899,748.00	1.40%	0.49%	4.15
Electricalslytical	₹5,537,904.00	1.31%	0.49%	3.89
Info Stores	₹5,064,374.00	7.82%	3.18%	3.56
Control	₹4,182,662.00	2.52%	1.24%	2.94
Surge Stores	₹3,953,600.00	11.95%	6.23%	2.78
Ionic Stores	₹3,319,243.00	0.61%	0.38%	2.33
Total	₹142,224,545.00	100.00%	1.45%	100.00

Profit % by Markets



Profit Contribution % by Markets



Revenue Contribution % by Markets



245.6K
Total Profit Margin

₹65.64M
Revenue

100K
Sales Qty

2017	2018	2019	2020
------	------	------	------

Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	>
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Profit Target

-5%



24.7M

Total Profit Margin

₹984.87M

Revenue

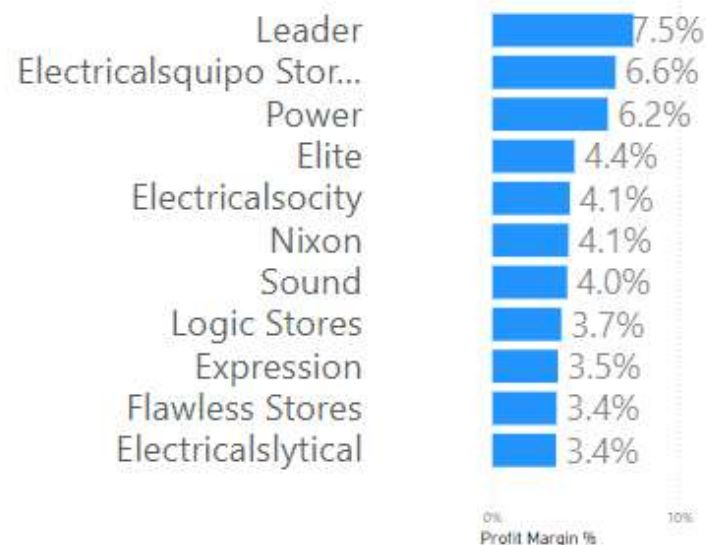
2M

Sales Qty

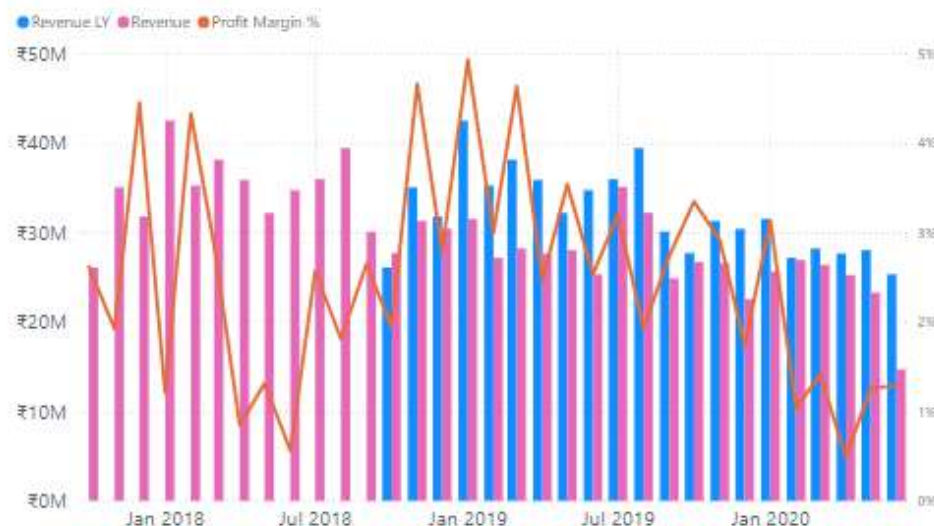
Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹413,333,588.00	37.75%	2.25%	41.97
Electricalslytical	₹49,644,189.00	6.85%	3.40%	5.04
Excel Stores	₹49,115,620.00	2.76%	1.38%	4.99
Premium Stores	₹44,962,166.00	4.27%	2.34%	4.57
Nixon	₹43,893,083.00	7.24%	4.07%	4.46
Info Stores	₹35,100,033.00	1.28%	0.90%	3.56
Control	₹31,771,997.00	3.35%	2.60%	3.23
Surge Stores	₹28,648,916.00	2.66%	2.20%	2.91
Total	₹984,868,963.00	100.00%	2.50%	100.00

Profit Margin % by zone



Revenue Trend





Profit Target

8%



2.1M

Total Profit Margin

₹142.22M

Revenue

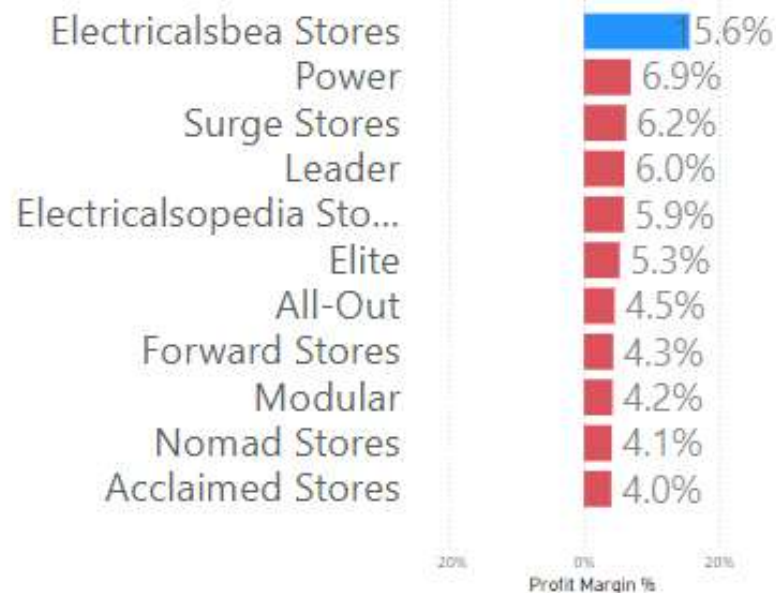
350K

Sales Qty

Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹65,641,977.00	11.92%	0.37%	46.15
Excel Stores	₹7,928,385.00	12.54%	3.26%	5.57
Premium Stores	₹5,899,748.00	1.40%	0.49%	4.15
Electricalslytical	₹5,537,904.00	1.31%	0.49%	3.89
Info Stores	₹5,064,374.00	7.82%	3.18%	3.56
Control	₹4,182,662.00	2.52%	1.24%	2.94
Surge Stores	₹3,953,600.00	11.95%	6.23%	2.78
Logic Stores	₹3,319,243.00	0.61%	0.38%	2.33
Total	₹142,224,545.00	100.00%	1.45%	100.00

Profit Margin % by zone



Revenue Trend





Profit Target

8%



7961.5

Total Profit Margin

Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsbea Stores	₹50,940.00	0.39%	15.63%	0.04%
Total	₹50,940.00	0.39%	15.63%	0.04%

₹50.94K

Revenue

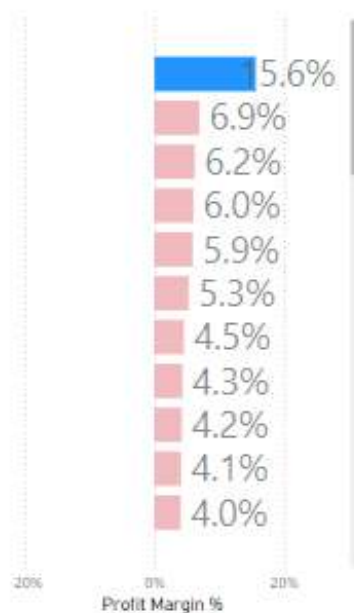
90

Sales Qty

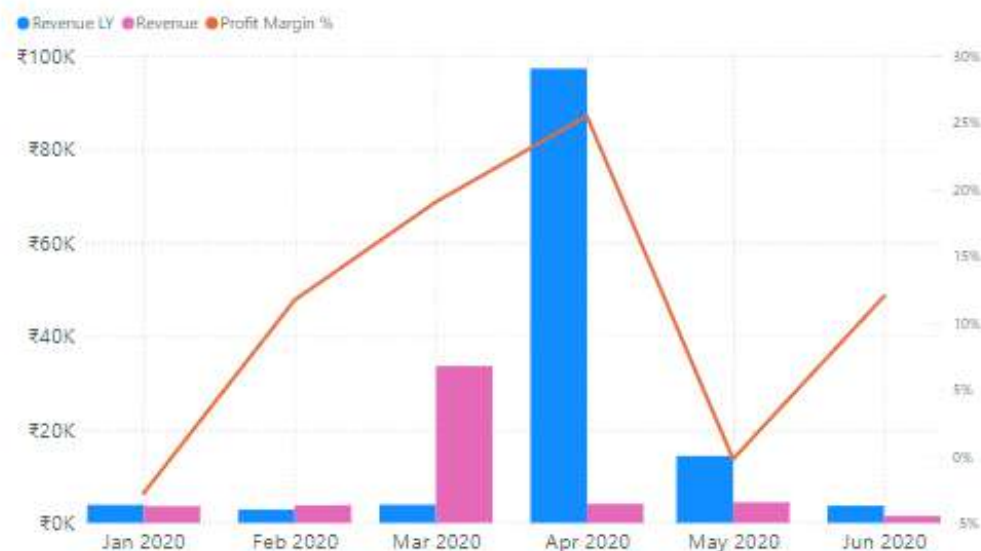
Profit Margin % by zone

Electricalsbea Stores

Power
Surge Stores
Leader
Electricalsopedia Sto...
Elite
All-Out
Forward Stores
Modular
Nomad Stores
Acclaimed Stores



Revenue Trend



2020

Jan 20 Feb 20 Mar 20 Apr 20 May 20 Jun 20

Profit Target

8%



443.2

Total Profit Margin

₹3.78K

Revenue

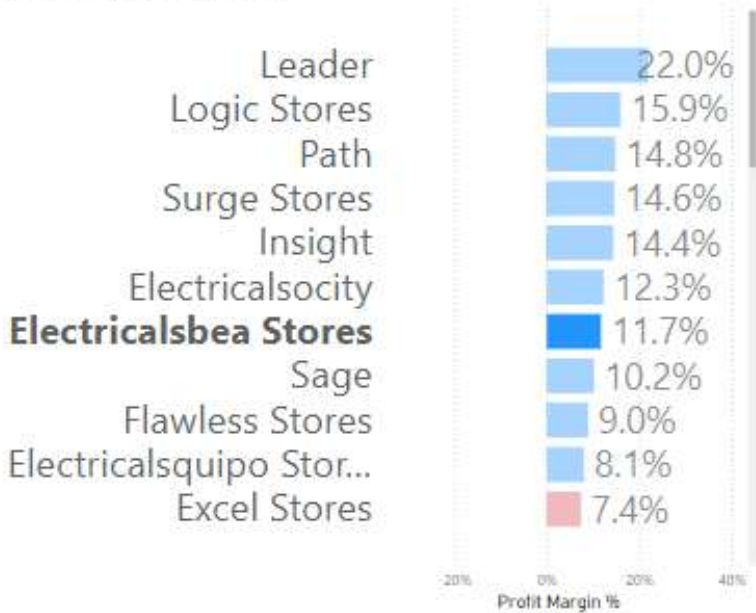
5

Sales Qty

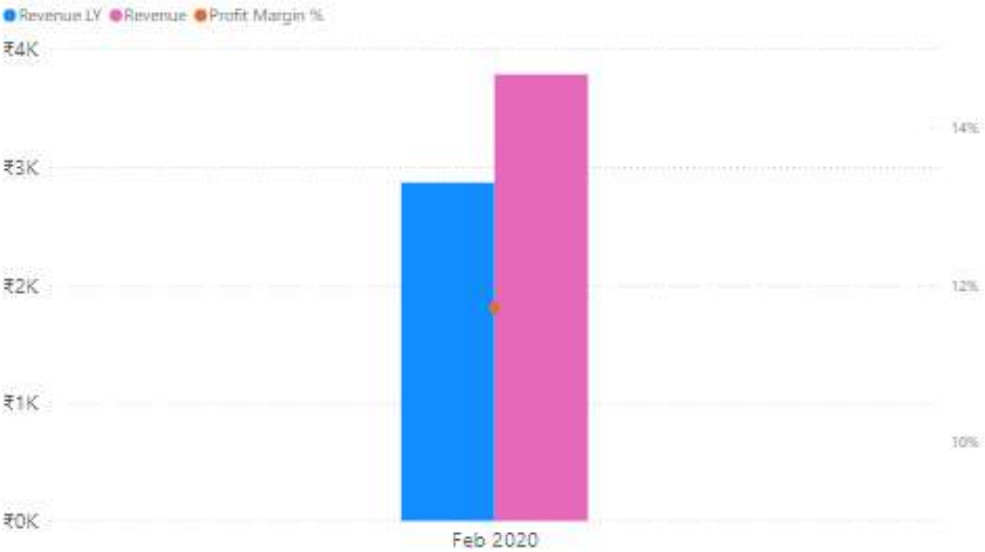
Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsbea Stores	₹3,783.00	0.16%	11.71%	0.01%
Total	₹3,783.00	0.16%	11.71%	0.01%

Profit Margin % by zone



Revenue Trend



2020

Jan 20 Feb 20 Mar 20 Apr 20 May 20 Jun 20

Profit Target

8%



372.2K

Total Profit Margin

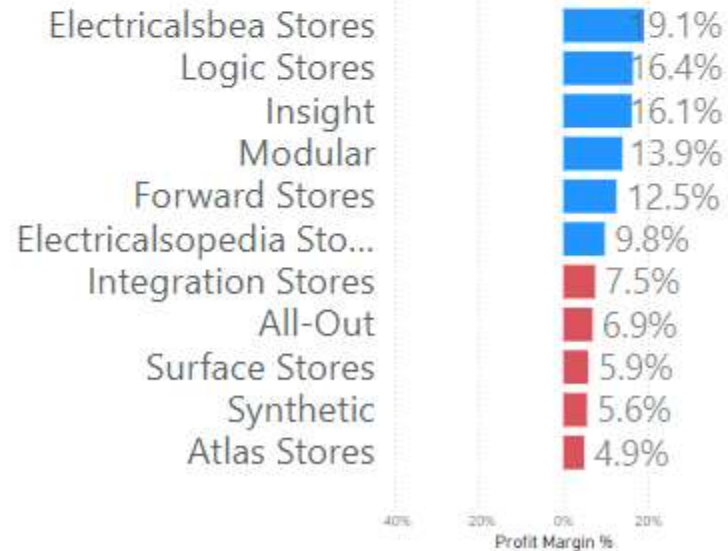
₹26.38M

Revenue

73K

Sales Qty

Profit Margin % by zone



Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹13,258,956.00	11.25%	0.32%	50.25
Excel Stores	₹1,452,836.00	14.59%	3.74%	5.51
Premium Stores	₹1,161,158.00	2.61%	0.84%	4.40
Electricalslytical	₹997,874.00	8.82%	3.29%	3.78
Info Stores	₹913,647.00	5.97%	2.43%	3.46
Epic Stores	₹679,840.00	-10.51%	-5.75%	2.58
Control	₹659,153.00	-1.40%	-0.79%	2.50
Nivon	₹644,780.00	-1.47%	-0.85%	2.44
Total	₹26,383,977.00	100.00%	1.41%	100.00

Revenue Trend

