



Year

2025

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

Total SKU Code

4205

Total Revenue

₹ 57M

Total Gross Profit

₹ 17M

EBITDA

₹ 9.6M

Total Profit

₹ 6.4M

Total Volume

27.48K

YTD NR

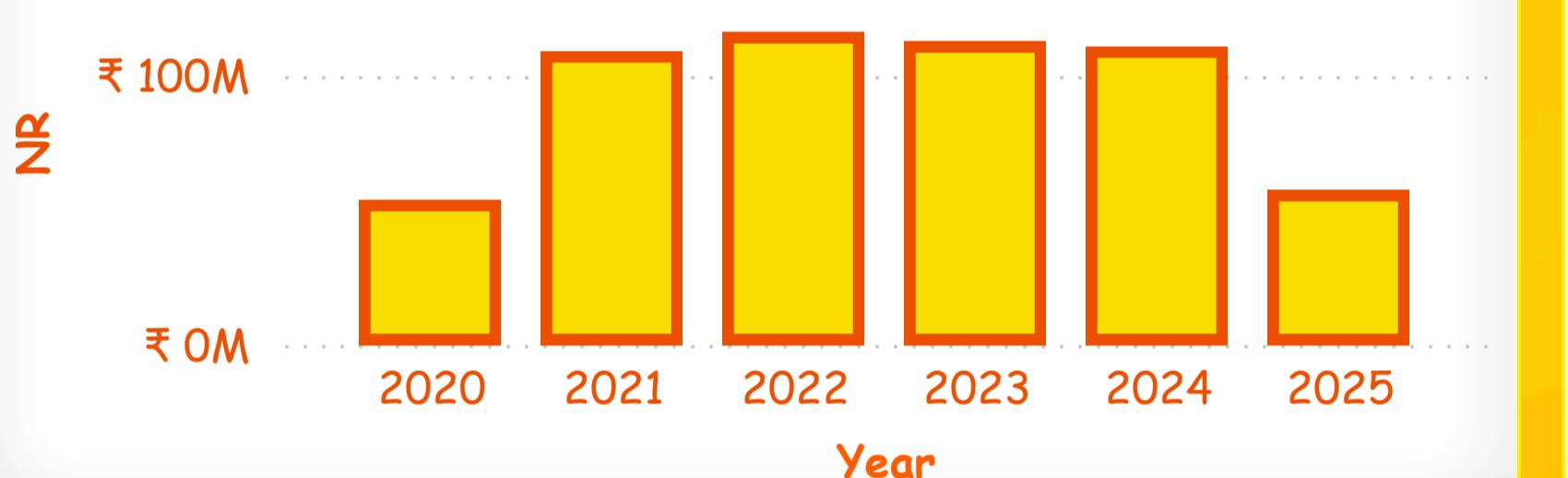
₹ 57M

YoY NR

-48.16%

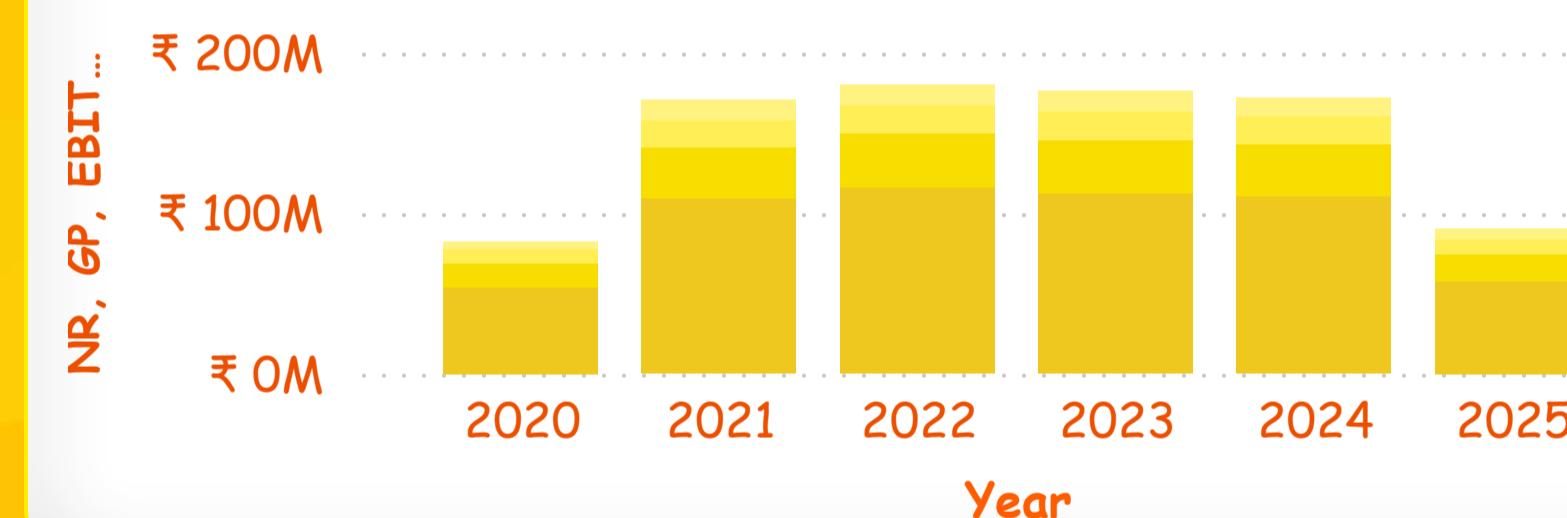
Last Year NR  
₹ 111M

NR by Year



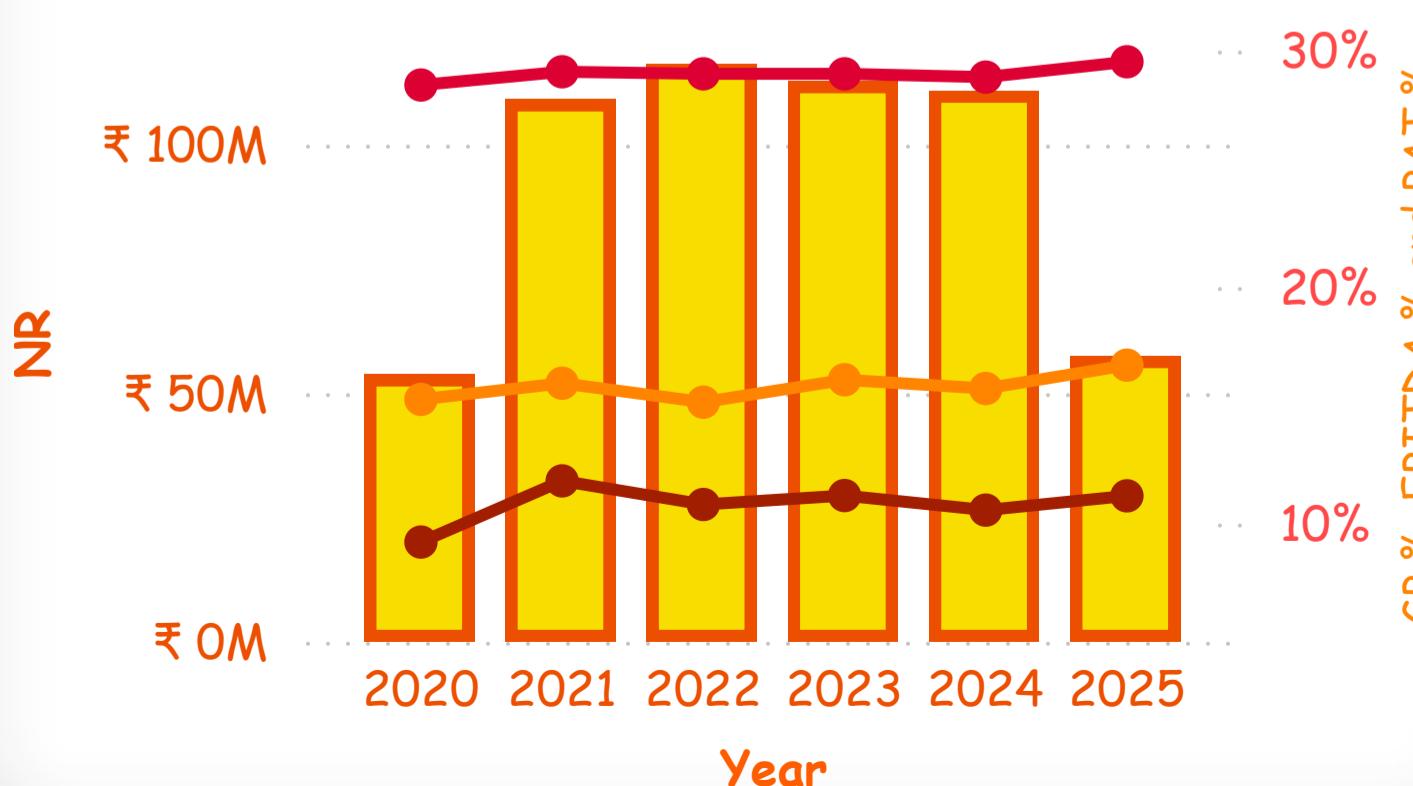
NR, GP, EBITDA A and PAT by Year

NR ● GP ● EBITDA A ● PAT

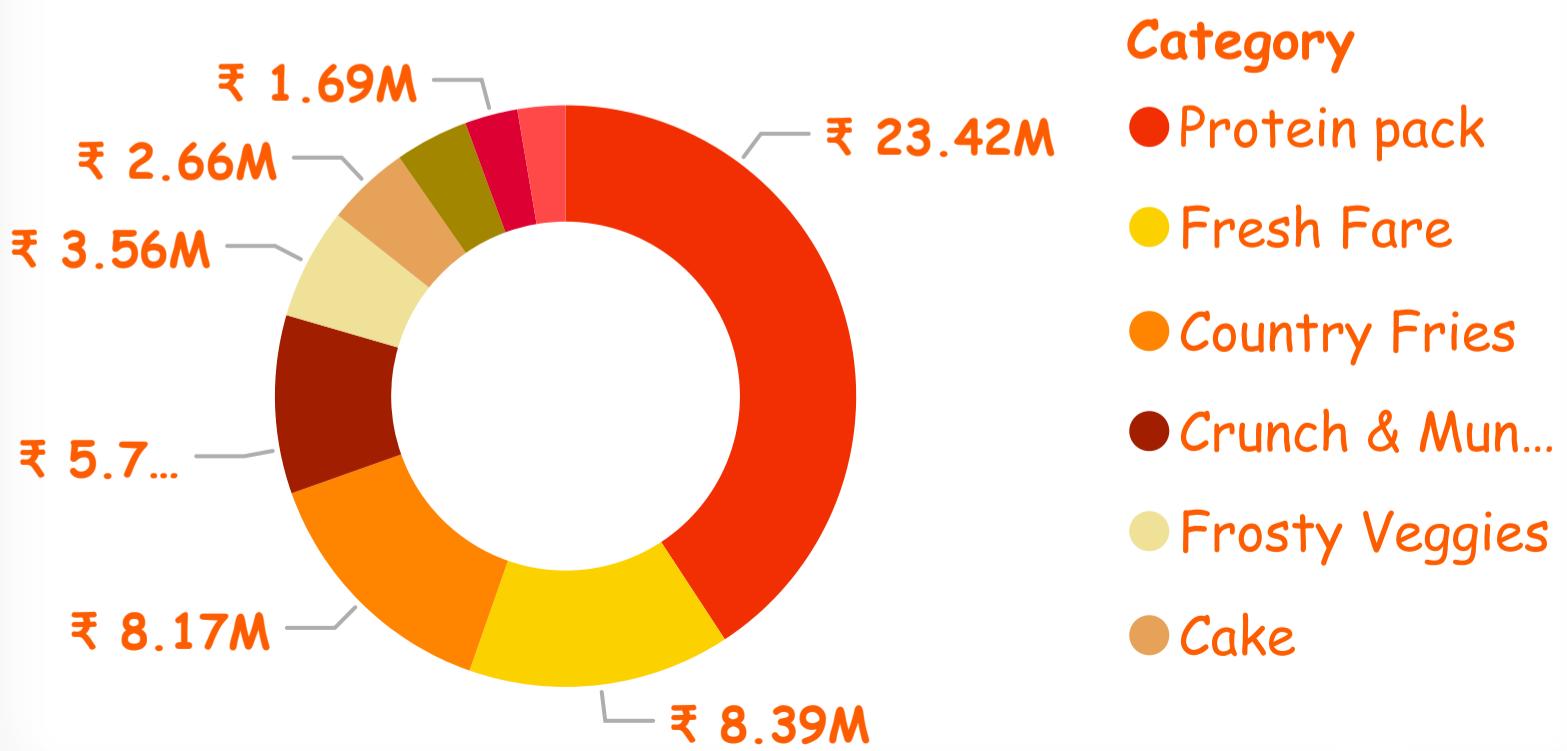


NR, GP %, EBITDA % and PAT % by Year

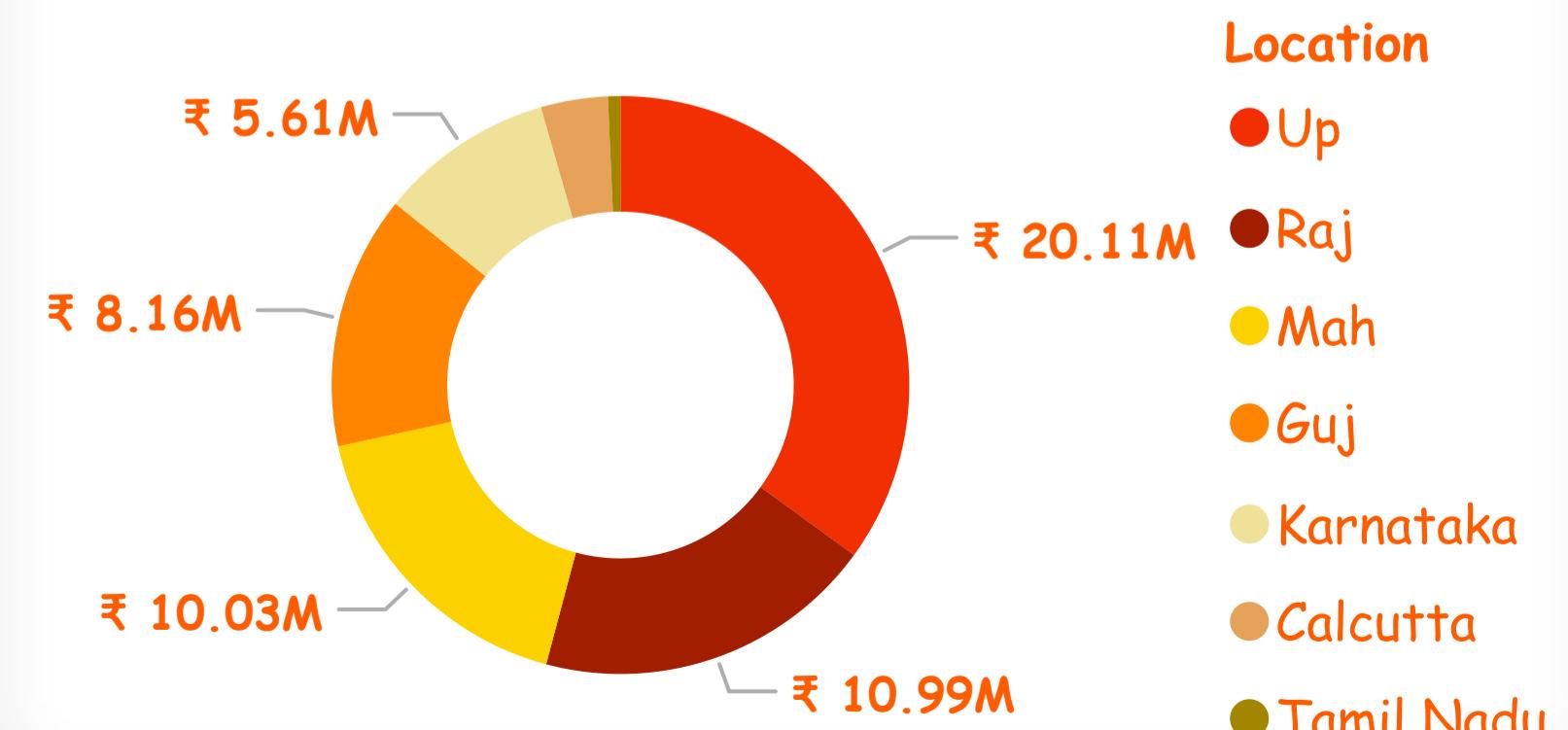
NR ● GP % ● EBITDA % ● PAT %



NR by Category



NR by Location





Year

All

Month

All

Cluster Head

All

Category

All

Channel

All

Location

All

Total SKU Code

4205

Total Revenue

₹ 560M

Total Gross Profit

₹ 162M

EBITDA

₹ 88.3M

Total Profit

₹ 61.1M

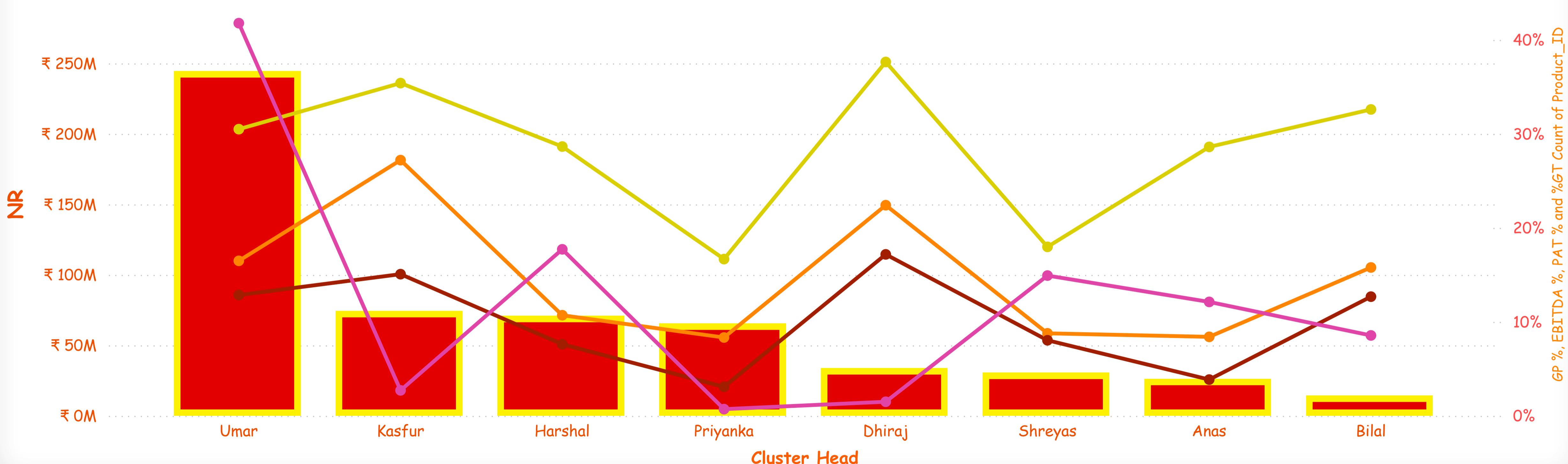
Total Volume

264.95K

NR, GP %, EBITDA %, PAT % and %GT Count of Product\_ID by Cluster Head

● NR ● GP % ● EBITDA % ● PAT % ● %GT Count of Product\_ID

₹ 300M





Year

All ▾

Month

All ▾

Cluster Head

All ▾

Category

All ▾

Channel

All ▾

Location

All ▾

Raw Material Cost

279M

Marketing Cost

7.98M

Trade &amp; Discount

113.68M

Fixed &amp; Variable

64.26M

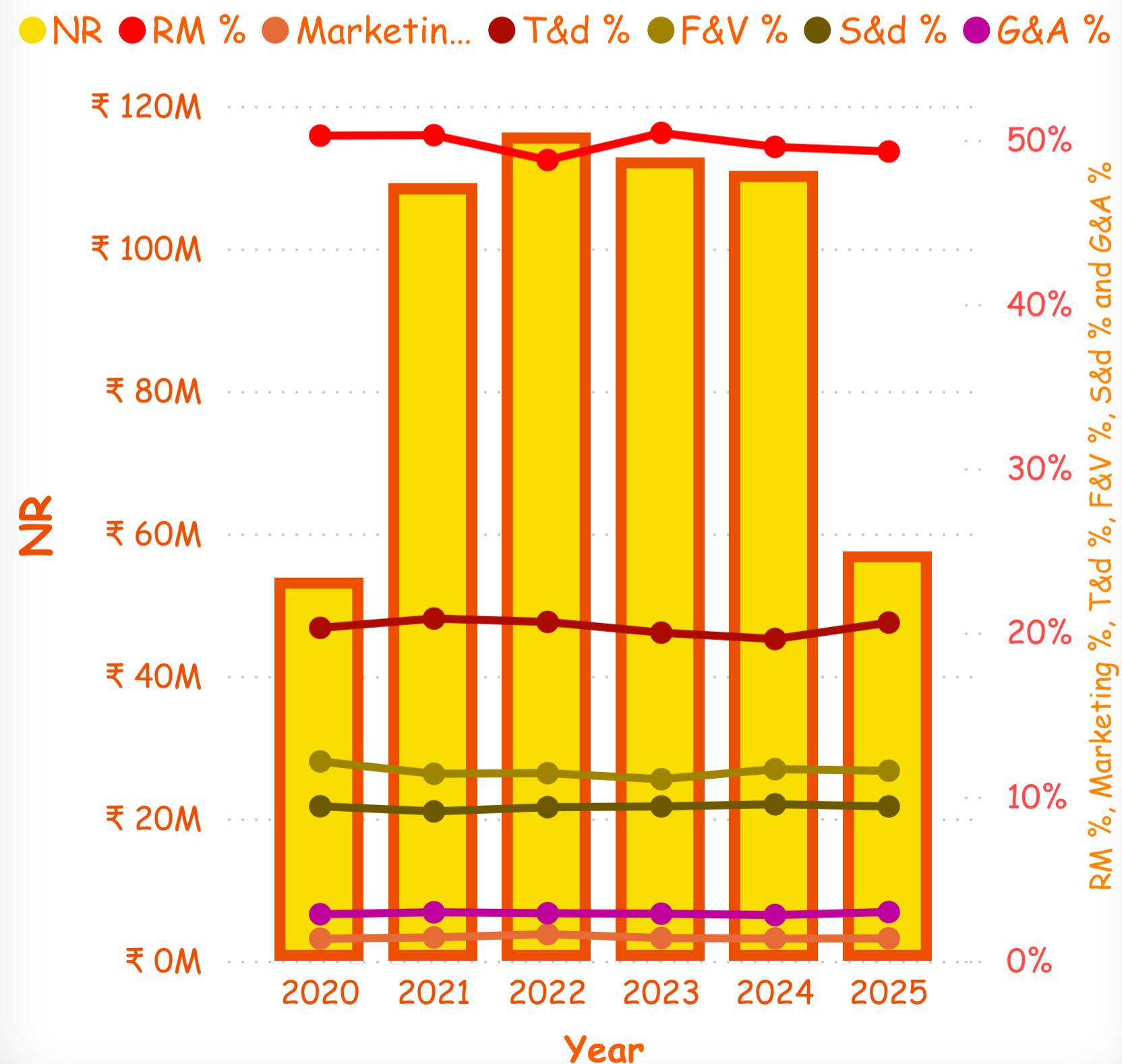
S&amp;D Cost

52.39M

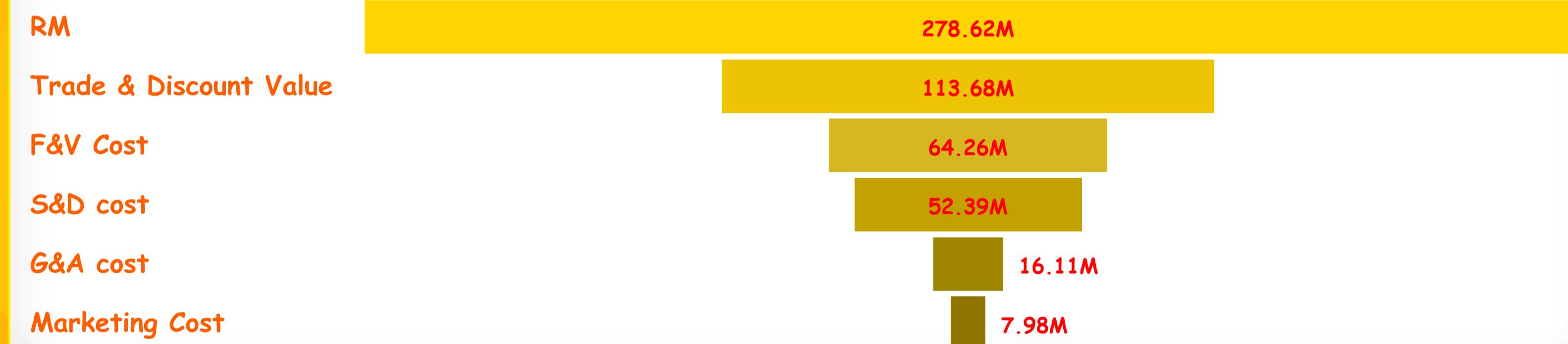
G&amp;A Cost

16.11M

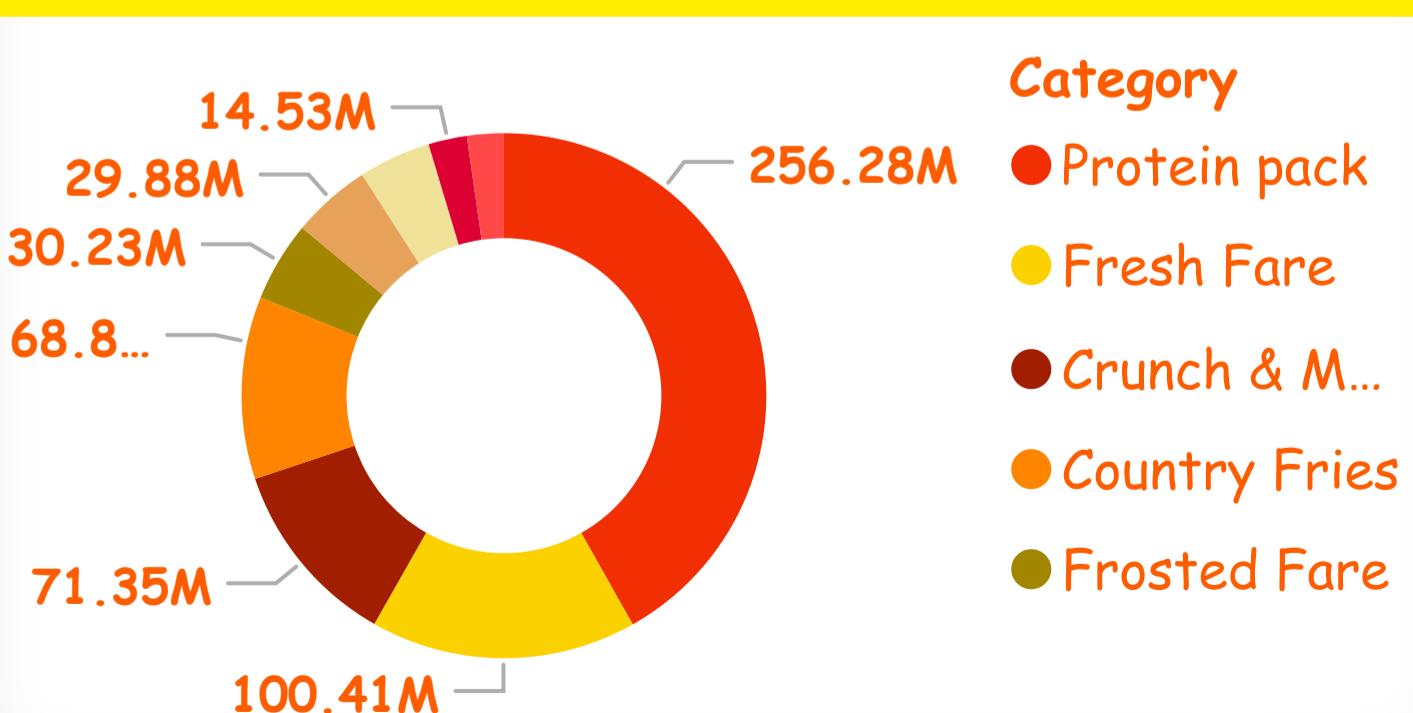
NR, RM %, Marketing %, T&d %, F&V %, S&d % and G&A % by Year



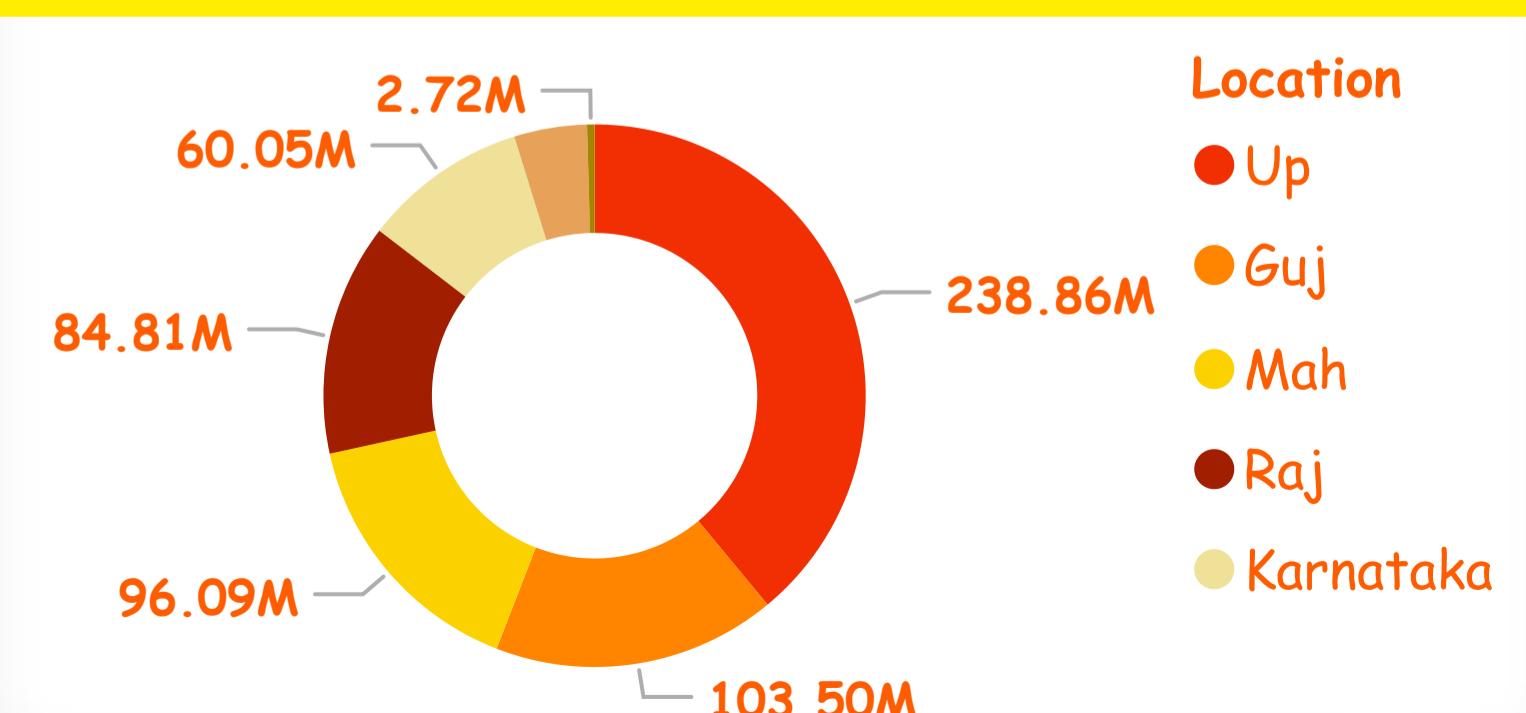
RM, Trade & Discount Value, F&V Cost, S&D cost, G&A cost and Marketing Cost



Total Expense by Category



Total Expense by Location





Year

All

Month

All

Cluster Head

All

Category

All

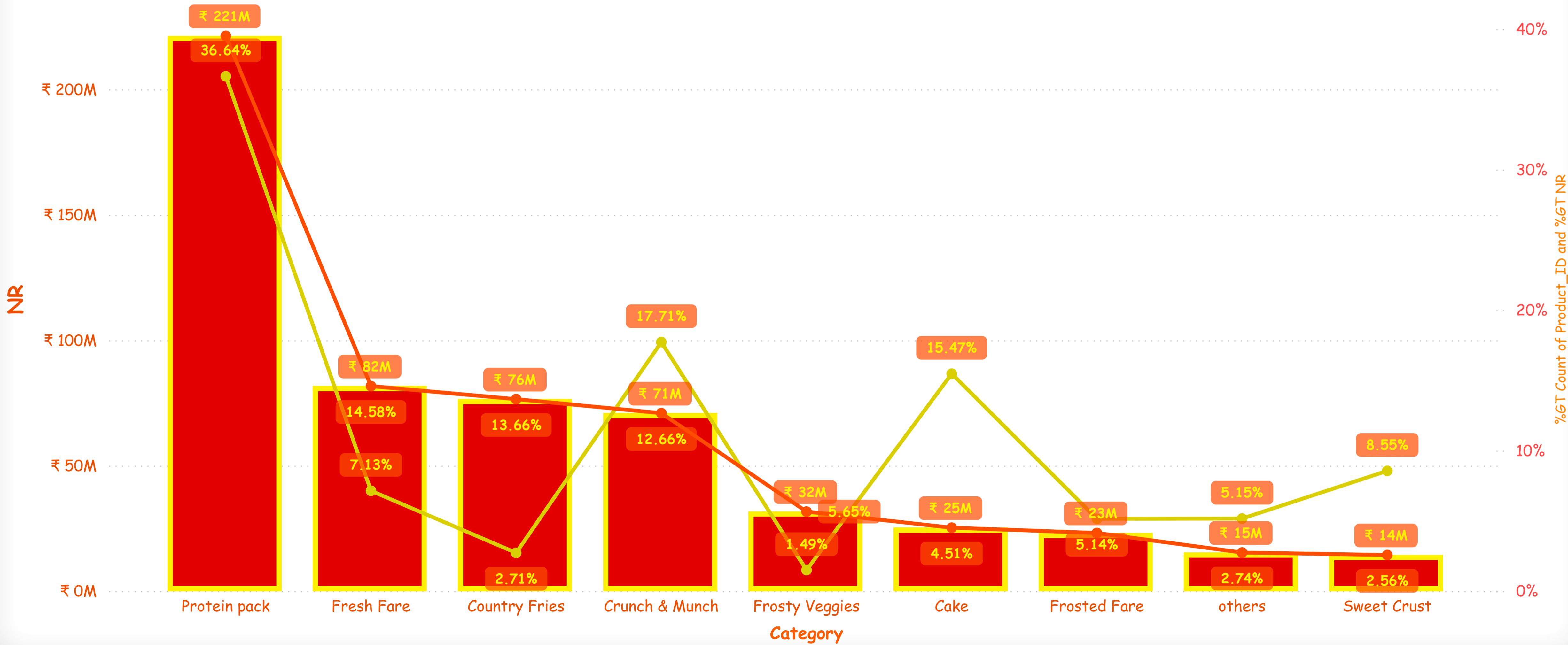
Channel

All

Location

All

## NR, %GT Count of Product\_ID and %GT NR by Category

● NR ● %GT Count of Product\_ID ● %GT NR



Year

All ▾

Month

All ▾

Cluster Head

All ▾

Category

All ▾

Channel

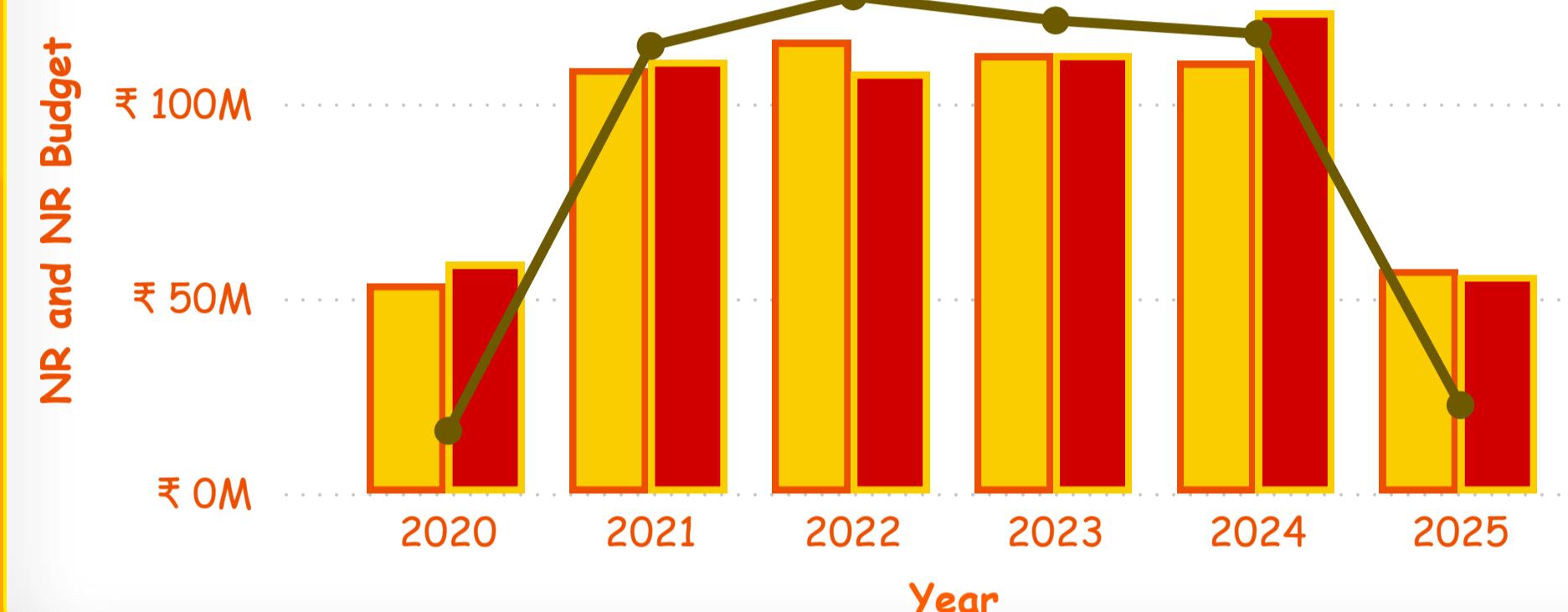
All ▾

Location

All ▾

## NR, NR Budget and %GT YoY NR B % by Year

NR ● NR Budget ● %GT YoY NR B %



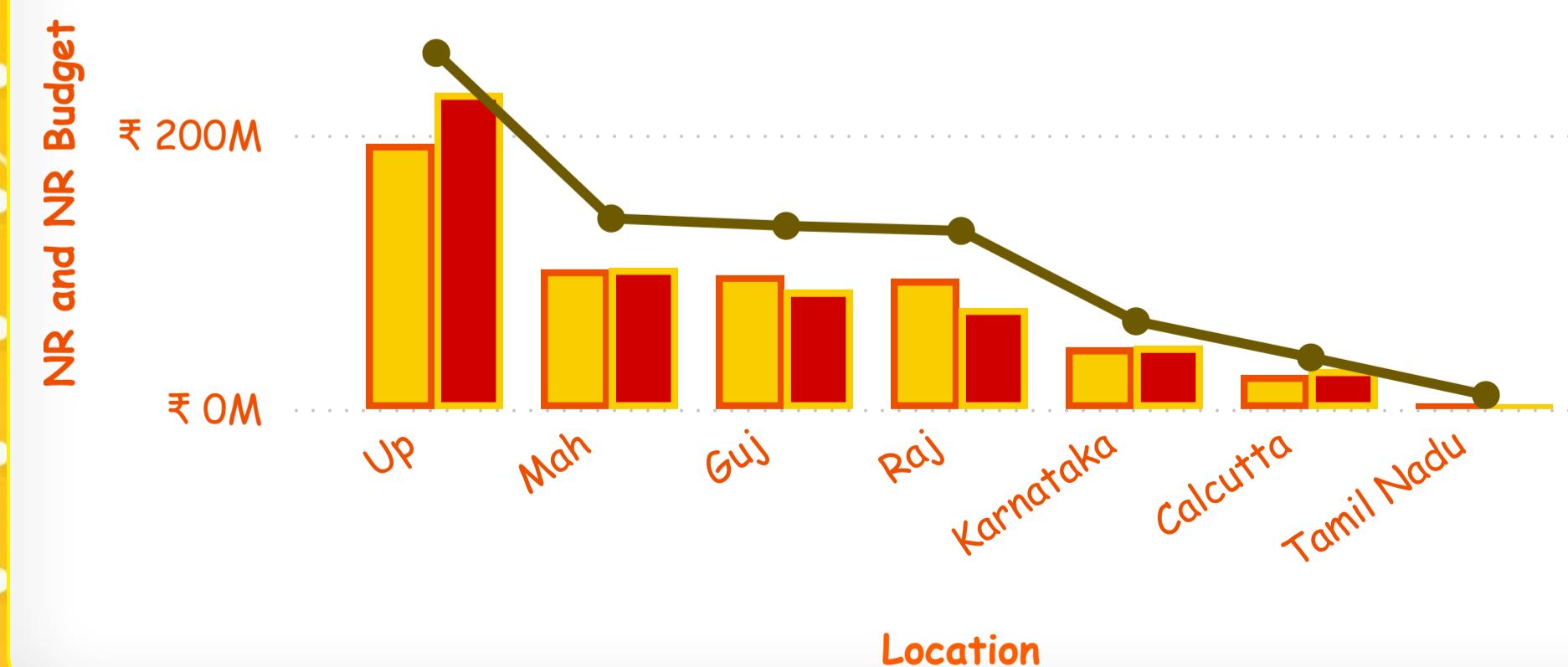
YTD NR

₹ 57M

YTD NR Budget

## NR, NR Budget and %GT YoY NR B % by Location

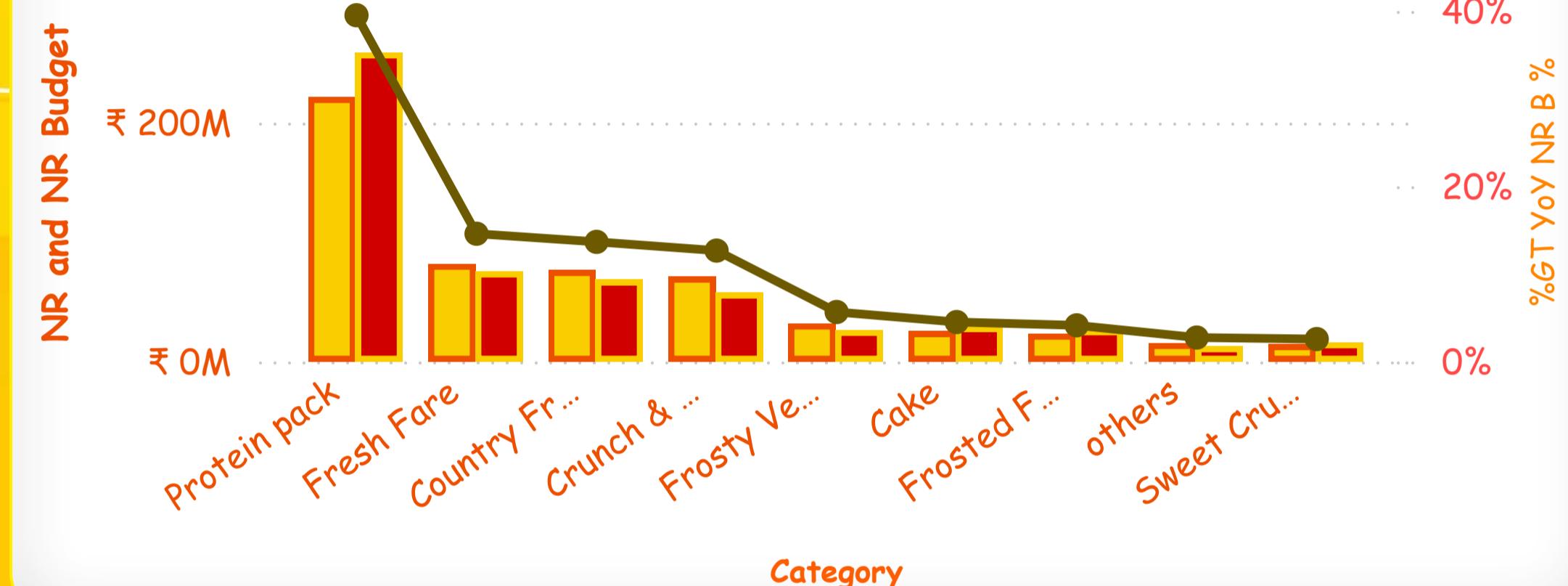
NR ● NR Budget ● %GT YoY NR B %



₹ 56M

## NR, NR Budget and %GT YoY NR B % by Category

NR ● NR Budget ● %GT YoY NR B %



## NR, NR Budget and %GT YoY NR B % by Cluster Head

NR ● NR Budget ● %GT YoY NR B %





Year

All

Month

All

Cluster Head

All

Category

All

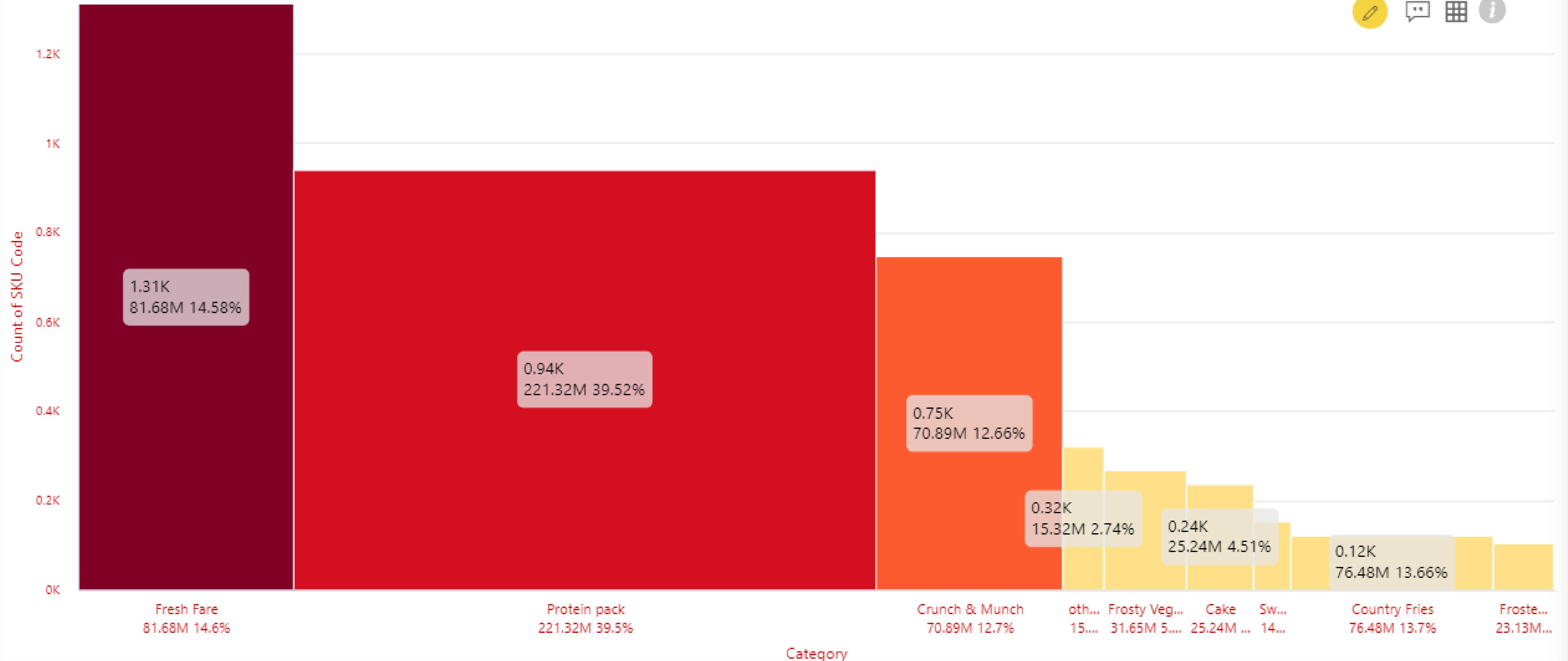
Channel

All

Location

All

## Count of SKU Code and NR by Category





Year

All ▾

Month

All ▾

Cluster Head

All ▾

Category

All ▾

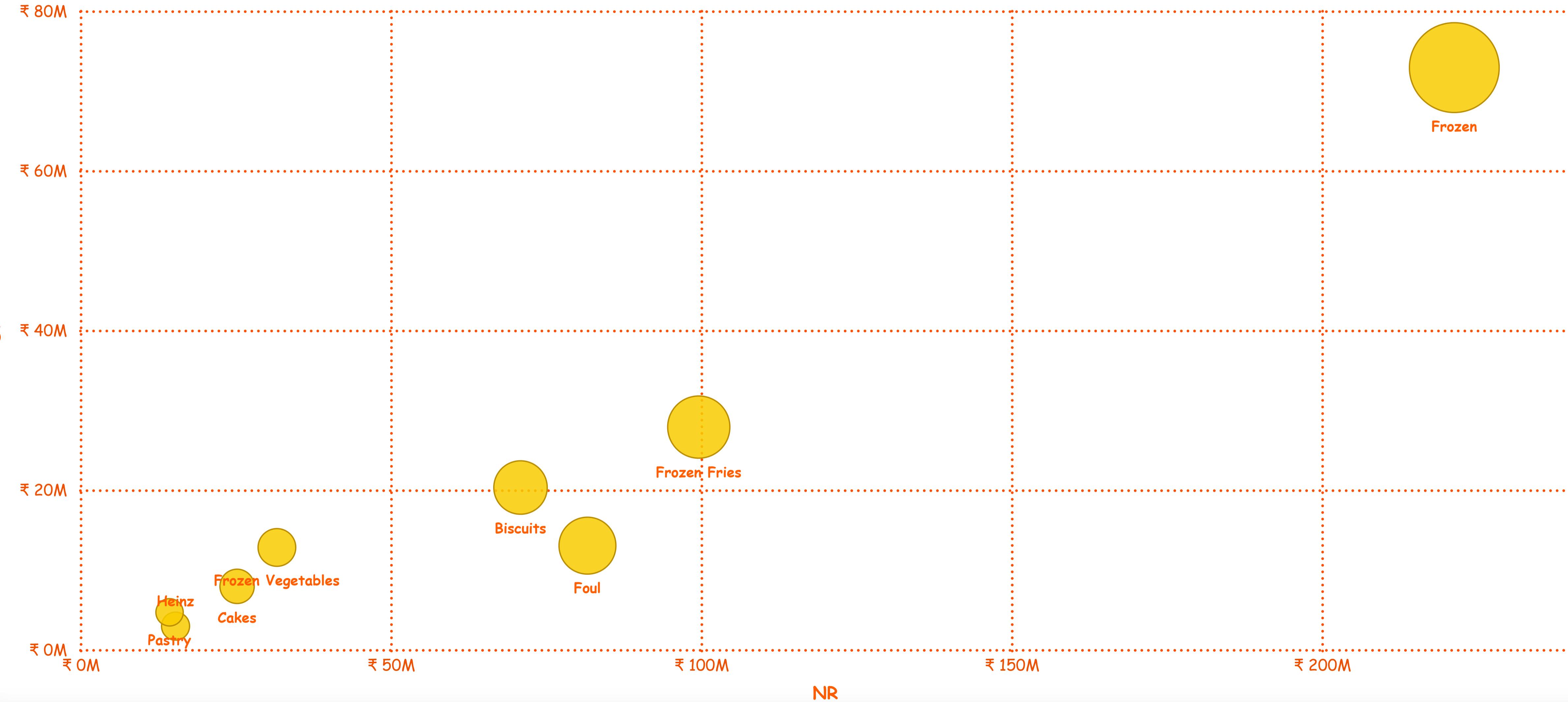
Channel

All ▾

Location

All ▾

## NR, GP and %GT NR by Sub Category





Year	Month	Cluster Head	Category	Channel	Location
All	All	All	All	All	All

SKU Description	NR	Rank	Cumulative NR	Total SKU NR	Cumulative SKU NR %	sku count	Cumulative SKU	Cumulative SKU %
3 WAY MIX VEG BKT 20*400 GM	₹ 1,524	3213	₹ 560,145,853.27	560,069,128.78	100.01%	1	3305	78.560%
4 Way potatoes Crunchy 20*400 gm 1 Arabic local color P15/B20/C40/PT25	₹ 23,202	1912	₹ 547,695,892.59	560,069,128.78	97.79%	1	1988	47.255%
4*12 . Vanilla Wafer Bar	67 -₹	3826	₹ 560,272,054.94	560,069,128.78	100.04%	1	3929	93.392%
555 FRID SARD HOT&SPCY100*155G	200 -₹	3958	₹ 560,256,571.41	560,069,128.78	100.03%	1	4064	96.601%
555 TUNA FLAK AFRITADA 50*155G	77 -₹	3839	₹ 560,271,133.70	560,069,128.78	100.04%	1	3943	93.725%
555 TUNA FLAKES ADOBO 50*155G	2 -₹	3518	₹ 560,279,176.63	560,069,128.78	100.04%	1	3613	85.881%
7 Way Mix Crunchy 400 gm local 8 -Retail- new	₹ 13,764	2273	₹ 554,263,776.29	560,069,128.78	98.96%	1	2357	56.026%
7 Way Mix Crunchy 2.5 kg wholesale	₹ 12,882	2316	₹ 554,836,678.17	560,069,128.78	99.07%	1	2401	57.072%
7 Way Mix Crunchy 900 gm * 10 Retail, local, 18 Arab months	₹ 9,102	2488	₹ 556,729,285.94	560,069,128.78	99.40%	1	2574	61.184%
A.M.R. 400g 24P Plain Foul EOE (EGY)	₹ 57,404	1281	₹ 523,975,293.49	560,069,128.78	93.56%	1	1330	31.614%
ABS SCHOOL MEAL	₹ 367	3347	₹ 560,269,878.76	560,069,128.78	100.04%	1	3442	81.816%
ACE P. Allumettes BGrade 2.5Kg 4Bag	₹ 654,025	154	₹ 303,753,248.57	560,069,128.78	54.23%	1	166	3.946%
ACE P. Frites BGrade 2.5Kg 4Bags	₹ 982,406	101	₹ 260,663,613.35	560,069,128.78	46.54%	1	111	2.638%
ADNOC CAT BEEF HOT DOG 870G 18 CM (11*6*96.6GM)	₹ 413,630	298	₹ 376,387,545.68	560,069,128.78	67.20%	1	320	7.606%
AIR FRYER CHICKEN NUGGET 350 GM(350*1*18)	₹ 19,480	2043	₹ 550,465,077.16	560,069,128.78	98.29%	1	2124	50.487%
AIR FRYER CHICKEN NUGGET(700*1*10)	₹ 4,351	2867	₹ 559,149,338.44	560,069,128.78	99.84%	1	2956	70.264%
AIR FRYER REGULAR STRIPS(700*1*10)	₹ 36,345	1598	₹ 538,492,193.45	560,069,128.78	96.15%	1	1661	39.482%
ATD FDVFD SDT/V STDTDS/700*1*10)	₹ 33,658	1650	₹ 540,308,001.19	560,069,128.78	96.47%	1	1714	40.742%
<b>Total</b>	<b>₹ 560,069,129</b>	<b>1</b>	<b>₹ 12,287,808.63</b>	<b>560,069,128.78</b>	<b>2.19%</b>	<b>4207</b>	<b>1</b>	<b>0.024%</b>



Year

All ▾

Month

All ▾

Cluster Head

All ▾

Category

All ▾

Channel

All ▾

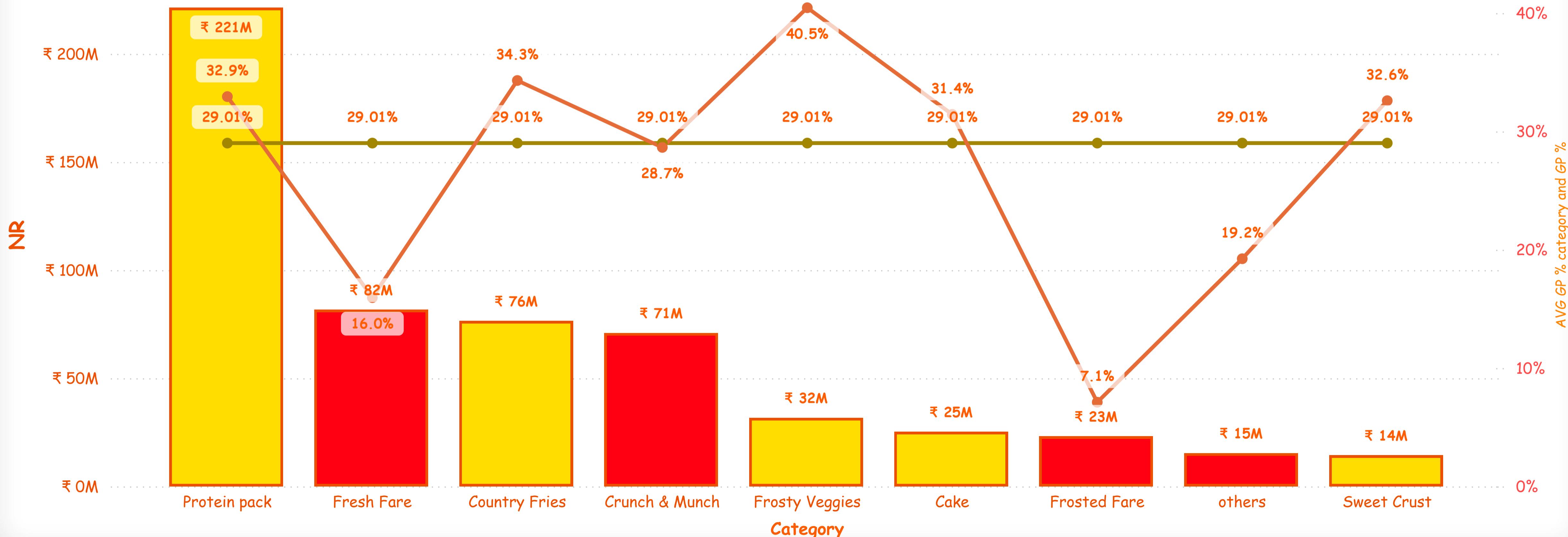
Location

All ▾

NR

GP

## NR, AVG GP % category and GP % by Category

● NR ● AVG GP % category ● GP %



Year

All ▾

Month

All ▾

Cluster Head

All ▾

Category

All ▾

Channel

All ▾

Location

All ▾

## NR PVM by Factors

● Favourable ● Adverse

700M

650M

600M

550M

500M

450M

400M

64M

44M

571M

-5M

560M

Budget NR

Mix

Volume

Price

Actual NR



Year

All 

Month

All 

Cluster Head

All 

Category

All 

Channel

All 

Location

All 

GP % Parameter

-2.00



GP Variance Parameter

1.50



## GP % and GP Variance % by Category

60%

More

Meets

Miss

GP Variance %

40%

20%

0%

-20%

-40%

-60%

-80%

10%

20%

30%

40%

GP %

Frosted Fare

Fresh Fare

others

Crunch &amp; Munch

Country Fries

Frosty Veggies

Cake

Sweet Crust

Protein pack

GP % Parameter

-2.00



GP Variance Parameter

1.50

