


























Catalogue Distribution Priority-Wise for Each Phase				
Phase	Priority	SKU Count		Share %
Phase - 1	Low	190		18.38
Phase - 1	Mid	42		4.06
Phase - 1	High	16		1.55
Phase - 1	Dead	614		59.38
Phase - 1	New Launches	172		16.63
Total		1034		
Phase - 2	Low	164		15.86
Phase - 2	Mid	18		1.74
Phase - 2	High	22		2.13
Phase - 2	Dead	734		70.99
Phase - 2	New Launches	96		9.28
Total		1034		
Phase - 3	Low	107		10.35
Phase - 3	Mid	35		3.38
Phase - 3	High	17		1.64
Phase - 3	Dead	787		76.11
Phase - 3	New Launches	88		8.51
Total		1034		
Phase - 4	Low	106		10.25
Phase - 4	Mid	36		3.48
Phase - 4	High	17		1.64
Phase - 4	Dead	787		76.11
Phase - 4	New Launches	88		8.51
Total		1034		
Phase - 5	Low	136		13.15
Phase - 5	Mid	32		3.09
Phase - 5	High	18		1.74
Phase - 5	Dead	800		77.37
Phase - 5	New Launches	48		4.64
Total		1034		