



region, m...  
All

customer  
All

segment, category, ...  
All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs TARGET

**₹ 3.74bn !**  
BM: 3.81bn (-1.86%)  
**NS \$**

**38.1% !**  
BM: 38.34%  
(-0.66%)  
**GM %**

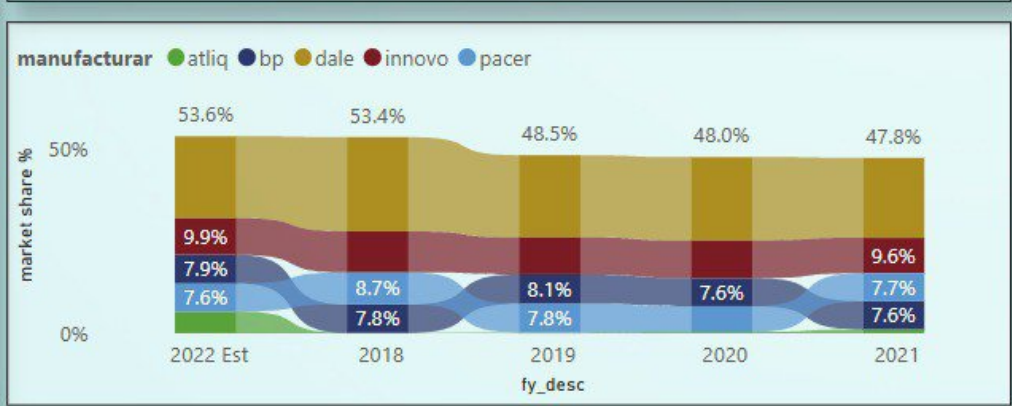
**-14.0% ✓**  
BM: -14.19%  
(+1.47%)  
**NP %**

**81.17% ✓**  
BM: 80.21%  
(+1.2%)  
**forecast accuracy**

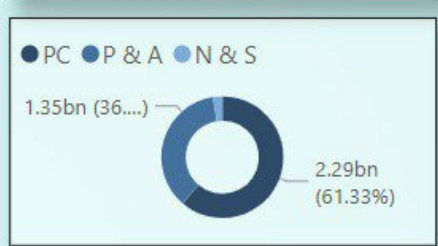
### KEY INSIGHTS BY SUB ZONE

sub_zone	NS \$	RC %	GM %	net profit %	Atliq MS%	net error %	risk
ANZ	₹ 189.78M	5.1%	43.5%	↓	-7.4%	1.4%	-37.6% OOS
India	₹ 945.34M	25.3%	35.8%		-23.0%	13.3%	-24.4% OOS
LATA M	₹ 14.82M	0.4%	35.0%	↓	-2.9%	0.3%	3.4% EI
<b>Total</b>	<b>₹ 100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.5%</b>	<b>OOS</b>	

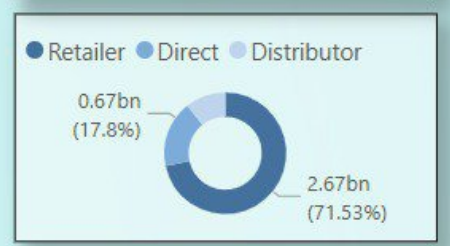
### PC MARKET SHARE TREND - ATLIQ & COMPITORS



### REVENUE BY DIVISION



### REVENUE BY CHANNEL



### YEARLY TREND by REVENUE, GM%, Net Profit %, PC MARKET SHARE %



### TOP 5 CUSTOMERS BY REVENUE

customer	RC %	GM %
Amazon	13.3%	36.8%
Atliq e Store	8.1%	36.9%
Atliq	9.7%	46.0%
<b>Total</b>	<b>38.2%</b>	<b>39.2%</b>

### TOP 5 PRODUCT BY CUSTOMERS

product	RC %	GM %
AQ Smash 2	4.1%	37.4%
AQ Smash 1	3.8%	37.4%
AQ HOME All in 1	5.7%	38.1%
<b>Total</b>	<b>23.2%</b>	<b>38.1%</b>

BM= benchark , LY= lastyear , RC% = revenue contribution ,OSS = out of stock, EL= excess inventory