

Insights of Business



Intelligence-360

AtliQ hardware is growing rapidly

In 2020, gross sales & gross margin increased by **156% & 117%** more than the previous year.

In 2021, gross sales & gross margin increased by **211% & 202%** more than the previous year.

Market Share Analysis

In 2022, AtliQ achieved market share of **5.9%** of total market share among competitors.

In India, AtliQ achieved market share of **13.3%** which is highest among all subzones.

AtliQ hardware is facing issue in maintaining net profit %

In 2022, Net profit % is declined by approx. 50 %, in 2021 it is **-6.63%** & in 2022 it is **-13.98%**.

Revenue contribution Analysis

Retailer channel contributed **72.97%** of total revenue among all channels.

PC Division contributed **6.63%** of total revenue among all divisions.

LATAM is lowest in revenue contribution with **0.4 %**.

INDIA is highest in revenue contribution with **25.3 %**.