

# AtliQ

## Hardwares



### Customer Performance Report - 2021

\*All values are in USD

#### FILTERS

region	All
market	India
division	All

Customer	2019	2020	2021	2021 vs 2020
Amazon	4.6M	9.8M	23.0M	234.9%
AtliQ e Store	1.6M	3.5M	8.7M	249.1%
AtliQ Exclusive	3.4M	4.7M	18.4M	392.6%
Croma	1.7M	2.5M	7.5M	305.1%
Ebay	1.7M	3.6M	8.5M	235.9%
Electricalslytical	1.6M	2.0M	8.4M	431.1%
Electricalsocity	1.8M	2.3M	9.4M	415.1%
Expression	1.5M	2.2M	8.8M	391.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flipkart	1.9M	4.3M	9.9M	231.8%
Girias	1.5M	2.1M	8.7M	419.3%
Lotus	1.5M	2.1M	8.1M	382.6%
Propel	1.6M	2.2M	9.1M	413.7%
Reliance Digital	1.6M	2.2M	8.5M	387.2%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
<b>Grand Total</b>	<b>30.8M</b>	<b>49.8M</b>	<b>161.3M</b>	<b>324.0%</b>

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### Market Performance Report - 2021

\*All values are in USD

#### FILTERS

region	All
division	All

Customer	2019	2020	2021	Actual - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
New Zealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
<b>Grand Total</b>	<b>87M</b>	<b>197M</b>	<b>599M</b>	<b>-55M</b>	<b>-9.2%</b>

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## Hardwares



### Top 10 Products

\*All values are in USD

#### FILTERS

region	All
division	All
customer	All

Products	20	21	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>808.0%</b>

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## Hardwares



### Divison Level Report

\*All values are in USD

#### FILTERS

region	All
customer	All

Divison	20	21	21 vs 20
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
<b>Grand Total</b>	<b>197M</b>	<b>599M</b>	<b>304%</b>

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### Top 5 Products

#### FILTERS

region	All
division	All
customer	All

Products	Qty
AQ Gamers	2.0M
AQ Gamers Ms	2.3M
AQ Master wired x1 Ms	2.5M
AQ Master wireless x1	2.0M
AQ Master wireless x1 Ms	2.5M
<b>Grand Total</b>	<b>11.3M</b>

### Bottom 5 Products

#### FILTERS

region	All
division	All
customer	All

Products	Qty
AQ Gamer 1	31.5K
AQ GEN Z	37.9K
AQ Home Allin1	9.2K
AQ HOME Allin1 Gen 2	5.1K
AQ Smash 2	21.4K
<b>Grand Total</b>	<b>105.2K</b>

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## Hardwares



### New Product - 2021

\*All values are in USD

#### FILTERS

region	All
division	All
customer	All

Product	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		14.2M
AQ Gen Y		19.5M
AQ GEN Z		11.7M
AQ HOME Allin1 Gen 2		3.5M
AQ Lumina Ms		4.2M
AQ Marquee P3		4.9M
AQ Marquee P4		1.7M
AQ Maxima Ms		13.7M
AQ MB Lito		2.8M
AQ MB Lito 2		2.3M
AQ Qwerty		22.0M
AQ Qwerty Ms		15.4M
AQ Trigger		20.7M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M
<b>Grand Total</b>		<b>176.2M</b>

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### Top 5 Country - 2021

\*All values are in USD

#### FILTERS

region	All
division	All
customer	All

Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
<b>Grand Total</b>	<b>367.2M</b>