



## FILTER

region	All	Customer			
division	All	Net Sales Performance			
market	All	All Values in INR			

Row Labels	Net Sales	2019	2020	2021	21 vs 20
Acclaimed Stores	15.2 M	1.4 M	2.9 M	10.9 M	378.08%
All-Out	1.0 M		0.2 M	0.8 M	495.70%
Amazon	131.8 M	12.2 M	37.5 M	82.1 M	218.87%
Argos (Sainsbury's)	3.4 M	0.4 M	0.7 M	2.3 M	305.98%
Atlas Stores	4.0 M	0.2 M	0.7 M	3.2 M	470.34%
AtliQ e Store	83.8 M	7.2 M	23.7 M	53.0 M	223.83%
AtliQ Exclusive	88.4 M	9.6 M	17.7 M	61.1 M	345.77%
BestBuy	8.9 M	0.9 M	1.8 M	6.3 M	356.08%
Boulanger	5.1 M	0.2 M	0.8 M	4.1 M	492.93%
Chip 7	7.4 M	0.6 M	1.3 M	5.5 M	416.07%
Chiptec	3.4 M		0.4 M	3.0 M	722.03%
Control	10.8 M	0.9 M	2.2 M	7.7 M	349.23%
Coolblue	5.9 M	0.5 M	1.2 M	4.2 M	360.00%
Costco	13.2 M	1.1 M	2.8 M	9.3 M	337.37%
Croma	11.7 M	1.7 M	2.5 M	7.5 M	305.11%
Currys (Dixons Carphone)	2.9 M	0.3 M	0.8 M	1.9 M	246.94%
Digimarket	6.7 M	0.8 M	1.7 M	4.1 M	241.05%
Ebay	24.0 M	2.6 M	6.3 M	15.2 M	242.16%
Electricalsara Stores	2.6 M	0.1 M	0.6 M	1.9 M	285.96%
Electricalsbea Stores	0.9 M		0.1 M	0.7 M	504.64%
Electricalslance Stores	3.2 M	0.1 M	0.7 M	2.3 M	313.34%
Electricalslytical	16.4 M	1.8 M	2.6 M	11.9 M	457.50%
Electricalsociety	18.2 M	2.3 M	3.5 M	12.4 M	358.75%
Electricalsquipo Stores	4.5 M	0.2 M	0.7 M	3.6 M	535.32%
Elite	5.4 M	0.4 M	0.8 M	4.1 M	495.52%
Elkjøp	6.9 M	0.5 M	1.3 M	5.2 M	391.90%
Epic Stores	5.5 M	0.4 M	0.9 M	4.2 M	446.06%
Euronics	5.1 M	0.4 M	0.9 M	3.9 M	444.67%
Expert	9.0 M	0.8 M	1.8 M	6.4 M	363.98%
Expression	14.5 M	1.7 M	3.0 M	9.8 M	328.24%
Ezone	11.5 M	1.5 M	2.0 M	7.9 M	391.62%
Flawless Stores	2.3 M	0.1 M	0.5 M	1.8 M	396.28%
Flipkart	30.6 M	2.9 M	8.3 M	19.3 M	231.03%
Fnac-Darty	4.2 M	0.5 M	0.8 M	2.9 M	349.77%
Forward Stores	6.1 M	0.6 M	1.5 M	4.1 M	271.97%
Girias	12.3 M	1.5 M	2.1 M	8.7 M	419.29%
Info Stores	2.4 M	0.1 M	0.5 M	1.8 M	384.09%
Insight	4.2 M	0.4 M	1.0 M	2.8 M	271.84%
Integration Stores	1.6 M		0.2 M	1.4 M	887.19%
Leader	29.5 M	4.7 M	6.0 M	18.8 M	314.81%
Logic Stores	5.9 M	0.2 M	0.9 M	4.8 M	515.17%
Lotus	11.7 M	1.5 M	2.1 M	8.1 M	382.61%
Neptune	20.5 M	1.0 M	3.4 M	16.1 M	471.50%
Nomad Stores	6.2 M	0.5 M	1.6 M	4.0 M	246.89%
Notebillig	1.8 M	0.2 M	0.4 M	1.1 M	287.39%
Nova	0.4 M		0.0 M	0.4 M	#####
Novus	15.4 M	1.9 M	3.7 M	9.9 M	264.20%
Otto	1.9 M	0.3 M	0.4 M	1.2 M	298.58%
Premium Stores	5.4 M	0.5 M	1.1 M	3.9 M	353.09%
Propel	14.9 M	1.6 M	2.5 M	10.8 M	440.64%
Radio Popular	7.2 M	0.5 M	1.5 M	5.3 M	362.56%
Radio Shack	8.0 M	0.8 M	1.7 M	5.4 M	311.51%
Reliance Digital	13.9 M	1.6 M	2.6 M	9.7 M	377.90%
Relief	5.5 M	0.4 M	1.0 M	4.1 M	403.57%
Sage	32.0 M	4.8 M	6.4 M	20.7 M	321.52%
Saturn	1.8 M	0.2 M	0.4 M	1.2 M	310.46%
Sorefoz	6.3 M	0.6 M	1.1 M	4.7 M	433.63%
Sound	6.6 M	0.6 M	1.7 M	4.4 M	260.26%
Staples	12.8 M	1.2 M	2.9 M	8.8 M	306.95%
Surface Stores	2.7 M	0.1 M	0.5 M	2.1 M	398.80%
Synthetic	18.5 M	1.9 M	4.4 M	12.2 M	275.98%
Taobao	4.8 M	0.2 M	1.3 M	3.3 M	248.66%
UniEuro	9.6 M	0.6 M	1.6 M	7.3 M	457.03%
Vijay Sales	12.4 M	1.7 M	2.1 M	8.5 M	397.78%
Viveks	11.6 M	1.6 M	2.2 M	7.8 M	348.10%
walmart	13.6 M	1.3 M	2.6 M	9.7 M	370.45%
Zone	7.2 M	0.3 M	1.6 M	5.3 M	336.20%
<b>Grand Total</b>	<b>883.0 M</b>	<b>87.5 M</b>	<b>196.7 M</b>	<b>598.9 M</b>	<b>304.48%</b>



## FILTER

region	All	Market wise			
division	All	2021 vs Target Comparison			

All Values in INR

Country	2019	2020	2021	2021 - Target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-9.54%
Austria		0.1 M	2.8 M	-0.3 M	-10.50%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-9.35%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-12.63%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-8.28%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-7.78%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-11.29%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.59%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-11.45%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-8.22%
Japan		1.9 M	7.9 M	-0.3 M	-3.96%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-7.59%
Newzealand		2.0 M	11.4 M	-1.4 M	-10.95%
Norway		2.5 M	13.7 M	-1.4 M	-9.50%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-8.48%
Philiphines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.27%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-15.35%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.12%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.18%
Spain		1.8 M	12.6 M	-1.8 M	-12.39%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-10.00%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.02%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-10.44%
<b>Grand Total</b>	<b>87.5 M</b>	<b>196.7 M</b>	<b>598.9 M</b>	<b>-54.9 M</b>	<b>-8.40%</b>



## FILTER

region	All
division	All
customer	All
market	All

## P & L By Fiscal Year

All Values in INR

Note: 21 vs 20 is not part of pivot table

### Fiscal Years

Metrics	2019	2020	2021	21 vs 20
Net Sales	87.5 M	196.7 M	598.9 M	204%
COGS	51.2 M	123.4 M	380.7 M	209%
Gross Margin	36.2 M	73.3 M	218.2 M	198%
GM %	41.43%	37.28%	36.43%	-2%

**FILTER**

region	All	<b>P &amp; L</b>
division	All	<b>By Fiscal Year</b>
customer	All	All Values in INR
market	All	
FY	<b>2019</b>	

## Fiscal Years

<b>Metrics</b>	<b>Q1</b>		<b>Q2</b>		<b>Q3</b>		<b>Q4</b>				<b>Grand Total</b>		
	Septemb	October	Novemb	Decemb	January	February	March	April	May	June	July	August	
Net Sales	6.5 M	8.0 M	10.7 M	11.4 M	6.5 M	6.1 M	6.4 M	6.3 M	6.5 M	6.2 M	6.5 M	6.3 M	87.5 M
COGS	3.8 M	4.7 M	6.3 M	6.7 M	3.9 M	3.5 M	3.8 M	3.7 M	3.8 M	3.6 M	3.8 M	3.7 M	51.2 M
Gross Margin	2.6 M	3.4 M	4.5 M	4.7 M	2.7 M	2.6 M	2.7 M	2.6 M	2.6 M	2.6 M	2.7 M	2.6 M	36.2 M
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

**FILTER**

region	All	<b>P &amp; L</b>
division	All	<b>By Fiscal Year</b>
customer	All	All Values in INR
market	All	
FY	<b>2020</b>	

## Fiscal Years

<b>Metrics</b>	<b>Q1</b>		<b>Q2</b>		<b>Q3</b>		<b>Q4</b>				<b>Grand Total</b>		
	Septemb	October	Novemb	Decemb	January	February	March	April	May	June	July	August	
Net Sales	17.1 M	20.6 M	28.7 M	29.9 M	17.1 M	15.9 M	2.1 M	7.8 M	9.9 M	14.9 M	16.1 M	16.5 M	196.7 M
COGS	10.6 M	12.8 M	18.1 M	18.9 M	10.7 M	9.9 M	1.3 M	4.8 M	6.2 M	9.3 M	10.2 M	10.5 M	123.4 M
Gross Margin	6.5 M	7.8 M	10.6 M	11.0 M	6.5 M	6.0 M	0.8 M	2.9 M	3.7 M	5.5 M	5.9 M	6.1 M	73.3 M
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

**FILTER**

region	All	<b>P &amp; L</b>
division	All	<b>By Fiscal Year</b>
customer	All	All Values in INR
market	All	
FY	<b>2021</b>	

## Fiscal Years

<b>Metrics</b>	<b>Q1</b>		<b>Q2</b>		<b>Q3</b>		<b>Q4</b>				<b>Grand Total</b>		
	Septemb	October	Novemb	Decemb	January	February	March	April	May	June	July	August	
Net Sales	44.8 M	54.6 M	74.3 M	78.1 M	44.8 M	41.8 M	44.0 M	43.5 M	44.4 M	41.5 M	44.0 M	43.0 M	598.9 M
COGS	28.4 M	34.7 M	47.4 M	49.8 M	28.4 M	26.5 M	28.0 M	27.7 M	28.1 M	26.4 M	28.0 M	27.4 M	380.7 M
Gross Margin	16.4 M	19.9 M	27.0 M	28.3 M	16.4 M	15.3 M	16.0 M	15.8 M	16.3 M	15.1 M	16.0 M	15.6 M	218.2 M
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

**Net Sales Comparison**

<b>21 Vs 20</b>	162.06%	164.68%	159.10%	161.05%	161.40%	162.49%	#####	461.21%	347.02%	178.64%	173.93%	160.31%	204.48%
<b>20 VS 19</b>	164.63%	156.58%	167.27%	161.45%	162.75%	162.02%	-67.07%	22.73%	53.05%	140.65%	148.00%	162.03%	124.85%