region, market: All

customer: All

segment, category, product: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

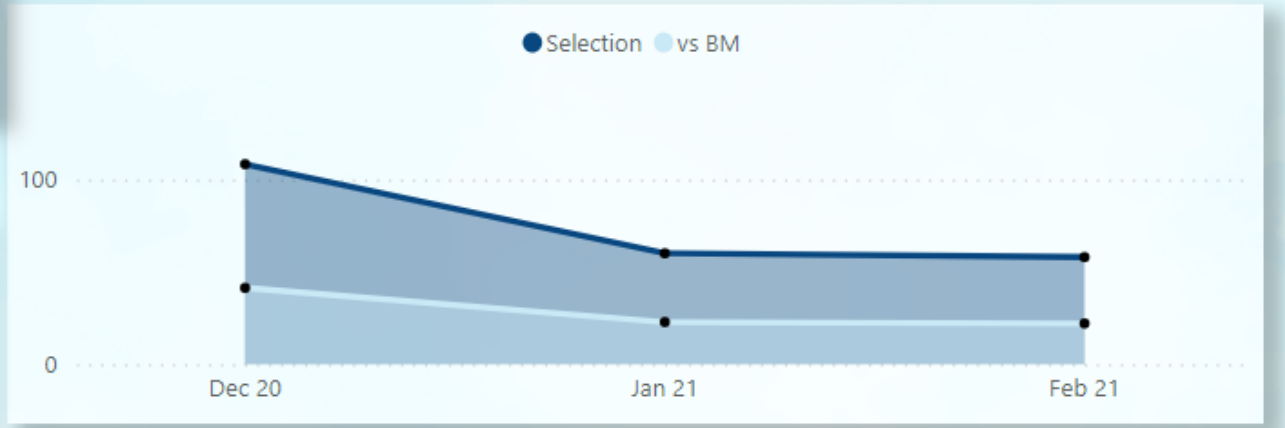
₹ 226.62M ✓
BM: 86.47M (+162.09%)
Net Sales

36.51% !
BM: 37.13% (-1.65%)
GM %

-6.51% !
BM: -0.68% (-859.25%)
Net Profit %

Net Sales Performance Over Time

vs LY | vs Target



Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	457.74	172.88	284.86	164.77
Pre Invoice Deduction	107.90	40.30	67.60	167.73
Net Invoice Sales	349.84	132.58	217.26	163.87
- Post Discounts	77.38	30.76	46.62	151.54
- Post Deductions	45.84	15.35	30.49	198.67
Total Post Invoice Deduction	123.22	46.11	77.11	167.23
Net Sales	226.62	86.47	140.15	162.09
- Manufacturing Cost	136.87	51.70	85.17	164.72
- Freight Cost	6.06	2.31	3.76	162.90
- Other Cost	0.93	0.35	0.58	163.62
Total COGS	143.87	54.37	89.51	164.64
Gross Margin	82.75	32.10	50.65	157.76
Gross Margin %	36.51	37.13	-0.61	-1.65
GM / Unit	5.99	4.83	1.16	24.09
Operational Expense	-97.51	-32.69	-64.82	198.29
Net Profit	-14.76	-0.59	-14.18	2,414.07
Net Profit %	-6.51	-0.68	-5.84	859.25

Top/ Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %
APAC	121.40	153.66
EU	55.94	197.12
LATAM	0.84	67.68
NA	48.44	151.26
Total	**226.62**	**162.09**

segment	P & L Values	P & L Chg %
Accessories	67.55	218.15
Desktop	12.66	3,834.77
Networking	12.39	46.71
Notebook	73.51	162.32
Peripherals	45.59	132.65
Storage	14.92	68.59
Total	**226.62**	**162.09**

BM = Benchmark, LY = Last Year

region, market: All

customer: All

segment, category, product: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

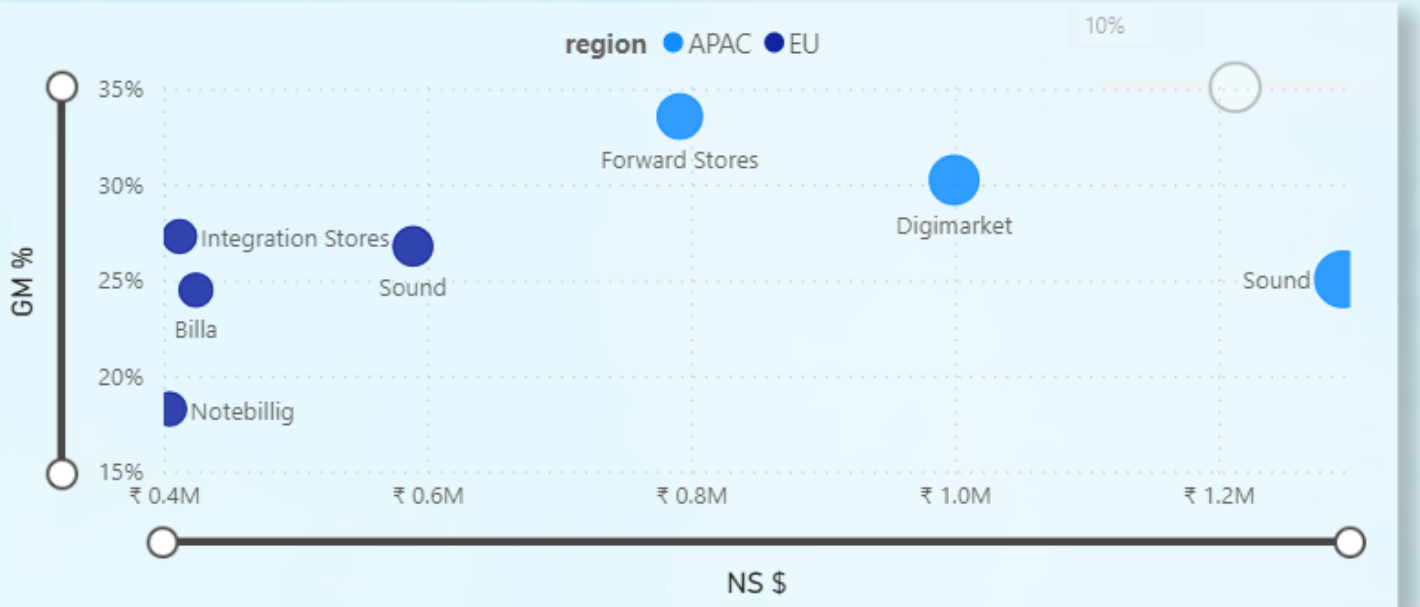
YTD | YTG

vs LY | vs Target

Customer Performance

customer	NS $	GM $	GM %
Amazon	₹ 29.27M	10.40M	35.53%
Atliq e Store	₹ 21.76M	8.16M	37.52%
AtliQ Exclusive	₹ 19.86M	8.65M	43.53%
Flipkart	₹ 7.21M	2.28M	31.57%
Sage	₹ 7.11M	2.51M	35.23%
Ebay	₹ 6.53M	2.32M	35.52%
Leader	₹ 6.31M	2.14M	33.86%
Synthetic	₹ 5.86M	2.35M	40.06%
Neptune	₹ 5.48M	2.25M	41.03%
Expression	₹ 4.70M	1.62M	34.59%
Costco	₹ 4.22M	1.58M	37.47%
Electricalsocity	₹ 4.21M	1.46M	34.69%
Acclaimed Stores	₹ 3.89M	1.40M	36.10%
Total	**₹ 226.62M**	**82.75M**	**36.51%**

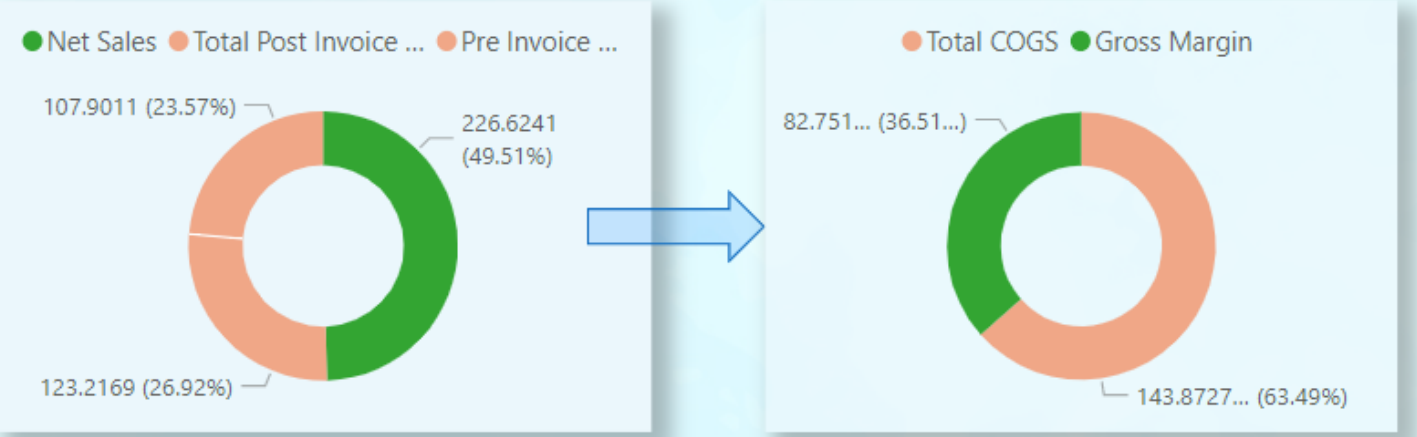
Performance Matrix



Product Performance

segment	NS $	GM $	GM %
Desktop	₹ 12.66M	4.59M	36.24%
Notebook	₹ 73.51M	26.79M	36.45%
Accessories	₹ 67.55M	24.65M	36.49%
Peripherals	₹ 45.59M	16.67M	36.55%
Networking	₹ 12.39M	4.56M	36.79%
Storage	₹ 14.92M	5.50M	36.84%
Total	**₹ 226.62M**	**82.75M**	**36.51%**

Unit Economics



region, market

All

customer

All

segment, category, product

All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

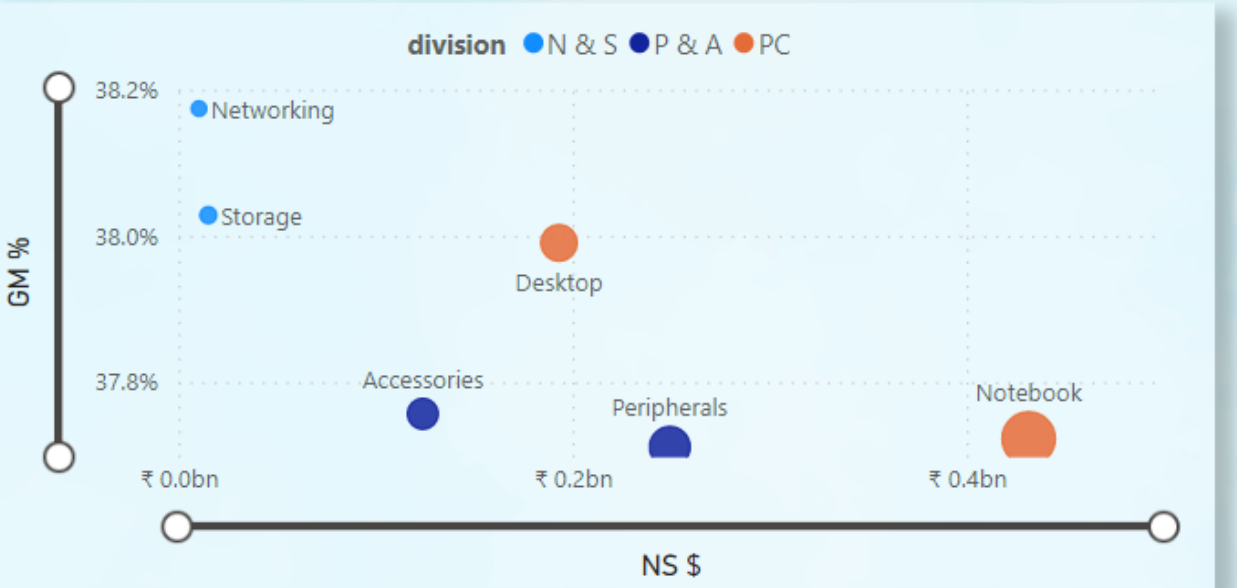
YTD | YTG

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Networking	₹ 10.38M	3.96M	38.17%	-1.44M	-13.89%
Storage	₹ 15.13M	5.75M	38.03%	-2.13M	-14.09%
Desktop	₹ 193.10M	73.36M	37.99%	-27.20M	-14.09%
Accessories	₹ 123.98M	46.81M	37.76%	-17.78M	-14.34%
Notebook	₹ 431.43M	162.75M	37.72%	-61.90M	-14.35%
Peripherals	₹ 249.33M	94.03M	37.71%	-35.48M	-14.23%
Total	₹ 1,023.36M	386.66M	37.78%	-145.93M	-14.26%

Show NP%

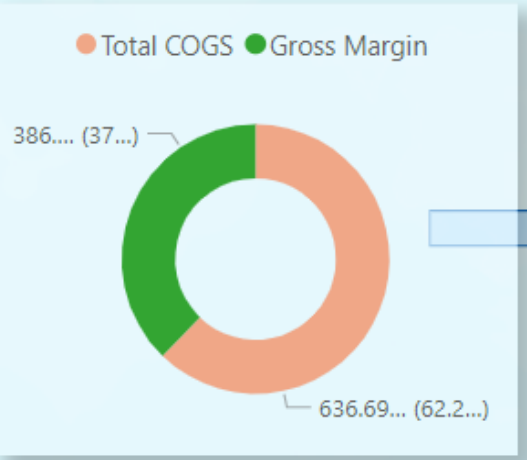
Performance Matrix

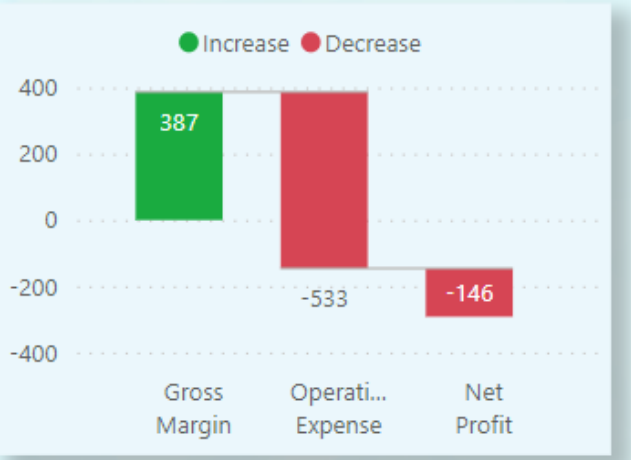


Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
EU	₹ 216.20M	74.29M	34.36%	-27.17M	-12.57%
APAC	₹ 529.08M	187.85M	35.51%	-79.24M	-14.98%
LATAM	₹ 4.00M	1.43M	35.73%	-0.09M	-2.30%
NA	₹ 274.09M	123.09M	44.91%	-39.43M	-14.39%
Total	₹ 1,023.36M	386.66M	37.78%	-145.93M	-14.26%

Unit Economics





region, market: All

customer: All

segment, category, product: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

81.53% ✓
LY: 80.73% (+0.99%)
Forecast Accuracy

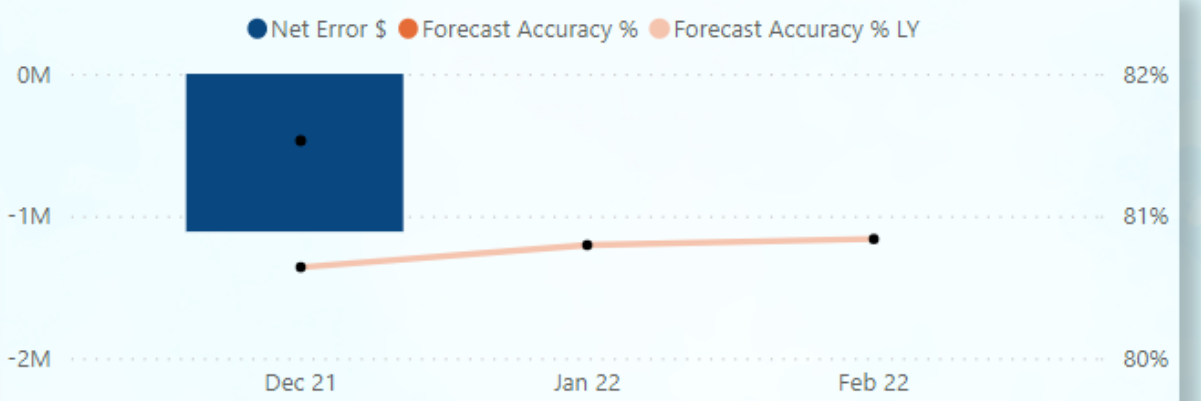
-1109.4K ✓
LY: -273.0K (-306.35%)
Net Error

2.12M ✓
LY: 2.61M (-18.58%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error $	Net Error %	Risk
Atliq e Store	75.52%	74.34%	-144854	-13.32%	OOS
Amazon	74.00%	74.56%	-240722	-15.54%	OOS
AtliQ Exclusive	70.16%	71.35%	8810	1.18%	EI
Argos (Sainsbury's)	61.51%	57.02%	-7452	-13.76%	OOS
Acclaimed Stores	59.53%	49.77%	41575	13.44%	EI
walmart	59.17%	46.40%	41311	14.88%	EI
Nomad Stores	59.11%	53.74%	6734	6.20%	EI
Surface Stores	59.02%	52.26%	-685	-1.34%	OOS
Expert	58.90%	60.94%	-11136	-8.41%	OOS
Currys (Dixons Carphone)	57.79%	44.26%	774	1.42%	EI
Radio Popular	57.36%	59.40%	-17902	-15.46%	OOS
Costco	57.09%	49.67%	42636	15.50%	EI
Power	56.76%	58.62%	-2708	-6.45%	OOS
Mbit	56.55%	61.93%	-18707	-21.76%	OOS
Boulanger	56.43%	60.17%	-5284	-6.81%	OOS
Ebay	55.90%	53.96%	-26798	-6.92%	OOS
Relief	55.48%	54.33%	-885	-0.82%	OOS
Total	**81.53%**	**80.73%**	**-1109365**	**-9.65%**	**OOS**

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error $	Net Error %	Risk
Accessories	88.43%	78.26%	82127	1.32%	EI
Desktop	87.23%	81.95%	24609	10.18%	EI
Networking	93.43%	90.53%	7715	3.15%	EI
Notebook	87.21%	79.60%	-7053	-0.80%	OOS
Peripherals	67.87%	82.87%	-1018063	-32.13%	OOS
Storage	70.01%	84.68%	-198700	-26.00%	OOS
Total	**81.53%**	**80.73%**	**-1109365**	**-9.65%**	**OOS**

LY = Last Year

region, market: All

customer: All

segment, category, product: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4 | YTD | YTG

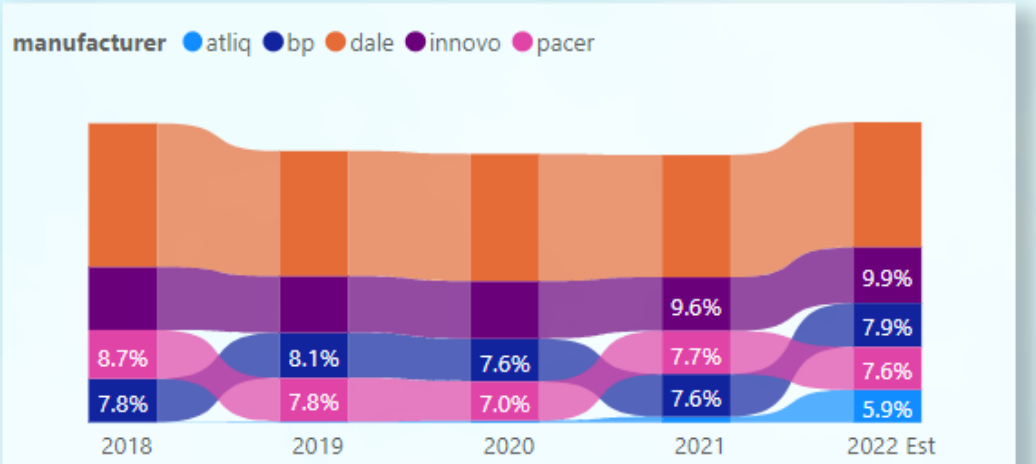
vs LY | vs Target

₹ 1.02bn✓	37.78%✓	-14.26% !	81.53%✓
BM: 226.62M	BM: 36.51% (+3.48%)	BM: -6.51%	BM: 80.73% (+0.99%)
Net Sales	GM %	Net Profit %	Forecast Accuracy

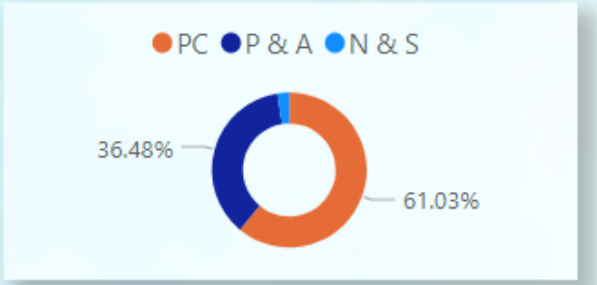
Key Insights By Subzone

Sub Zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	₹ 274.1M	26.8%	44.9%	-14.4%	4.9%	13.88%	EI
ANZ	₹ 52.3M	5.1%	42.9%	-8.0%	1.4%	-35.97%	OOS
SE	₹ 88.7M	8.7%	36.5% ↓	-4.5%	16.4%	-53.63%	OOS
LATAM	₹ 4.0M	0.4%	35.7% ↓	-2.3%	0.3%	1.03%	EI
India	₹ 260.9M	25.5%	35.2%	-23.5%	13.3%	-25.69%	OOS
ROA	₹ 215.8M	21.1%	34.0% ↓	-6.4%	8.3%	-4.88%	OOS
NE	₹ 127.5M	12.5%	32.8% ↓	-18.2%	6.8%	-5.06%	OOS
Total	**₹ 1,023.4M**	**100.0%**	**37.8%**	**-14.3%**	**5.9%**	**-9.65%**	**OOS**

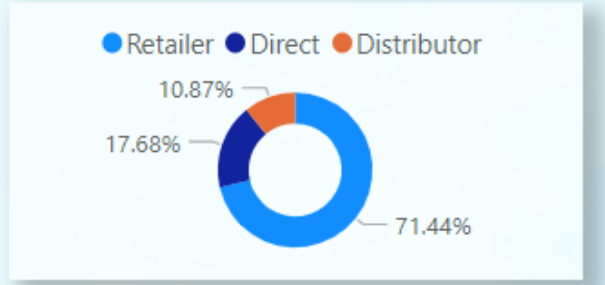
PC Market Share Trend - AtliQ & Competitors



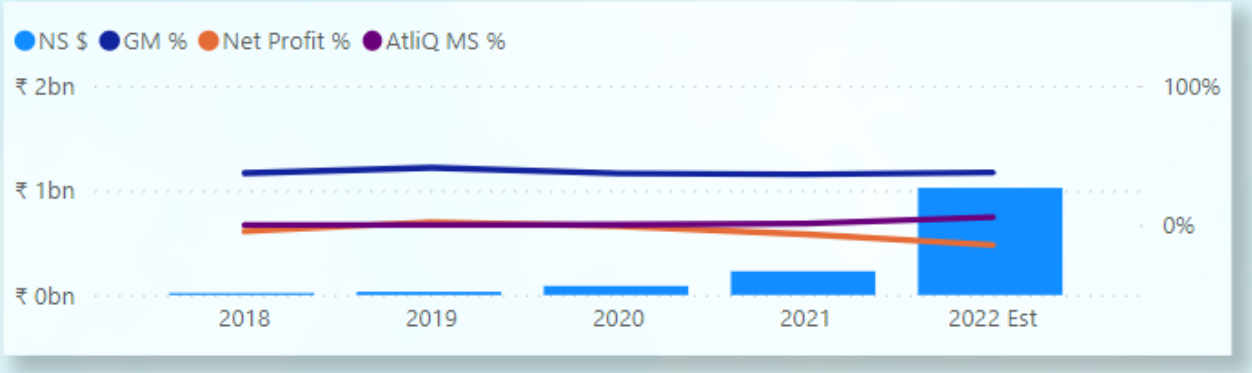
Revenue By Division



Revenue By Channel



Yearly Trend By Revenue, GM%, Net Profit %, PC Market Share %



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.2%	31.30% ↓
Flipkart	3.8%	43.00%
AtliQ Exclusive	8.5%	45.69%
Atliq e Store	9.2%	36.13% ↓
Amazon	13.4%	37.23%
Total	**38.2%**	**38.93%**

Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 1	3.8%	36.94% ↓
AQ Home Allin1	4.1%	38.50%
AQ Smash 2	4.2%	36.86% ↓
AQ BZ Allin1 Gen 2	5.4%	38.11%
AQ HOME Allin1 Gen 2	5.6%	37.80%
Total	**23.1%**	**37.68%**

BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out of Stock