

Revenue

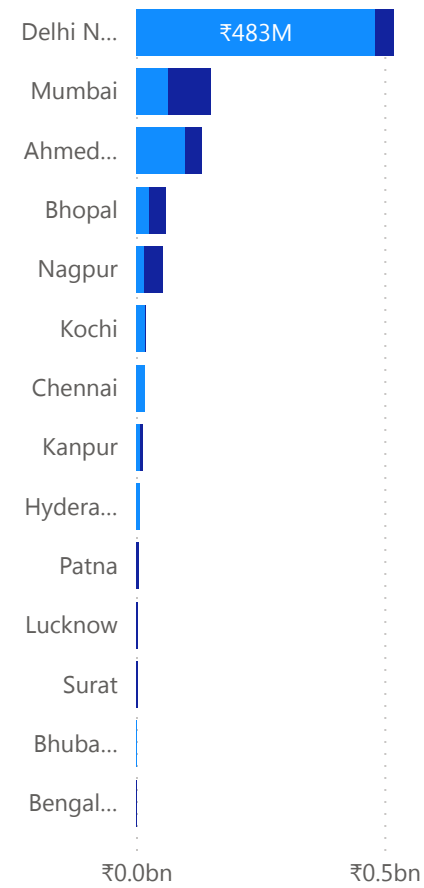
₹985M

Sales Qty

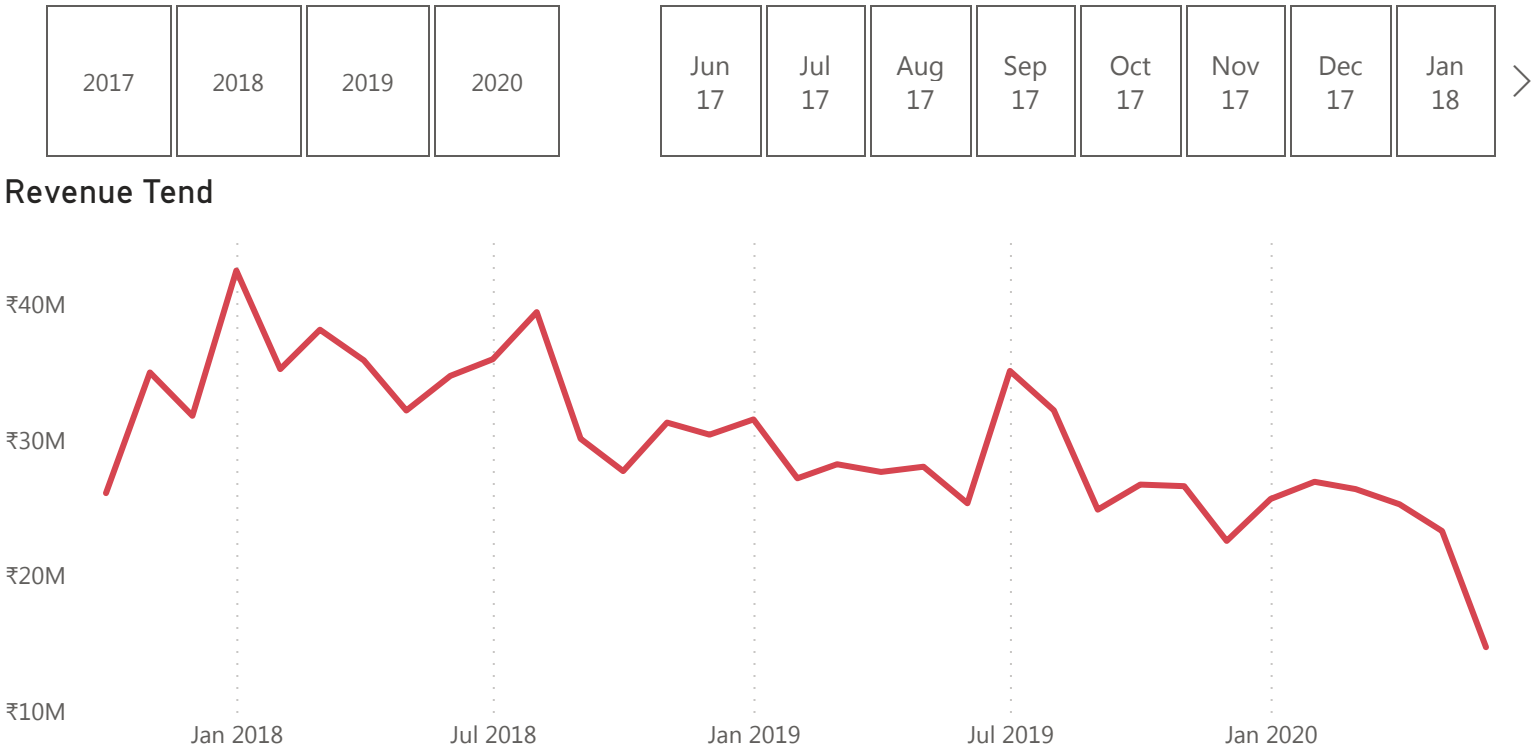
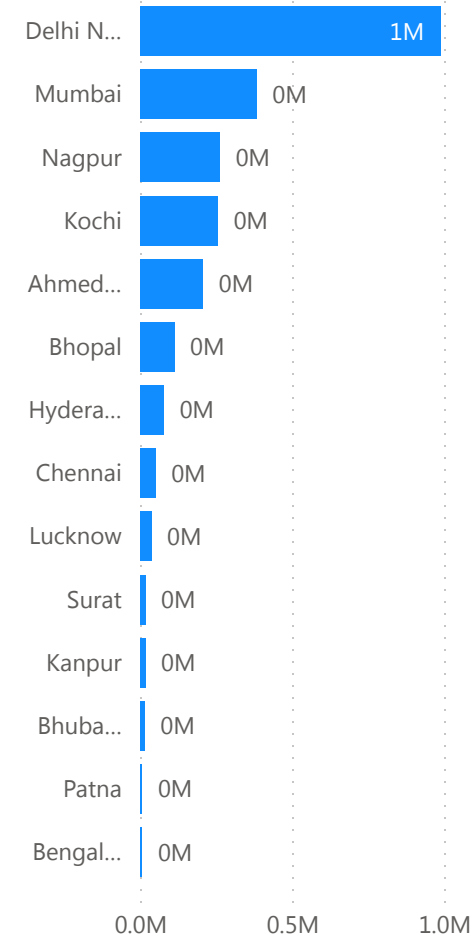
2M

Revenue by Markets

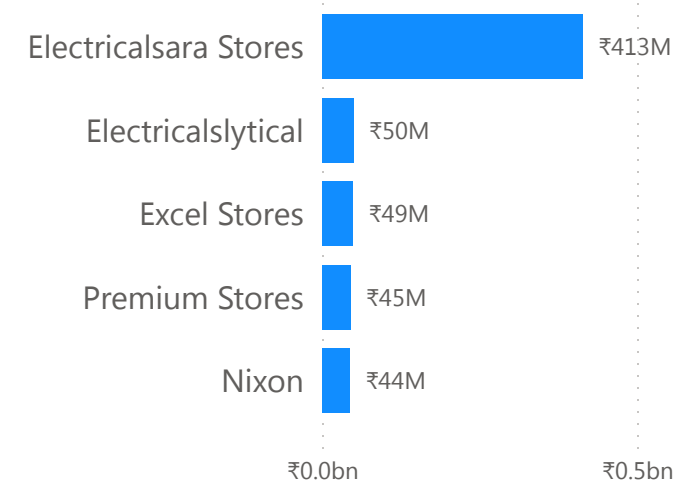
custo... Brick & Mortar E-Commerce



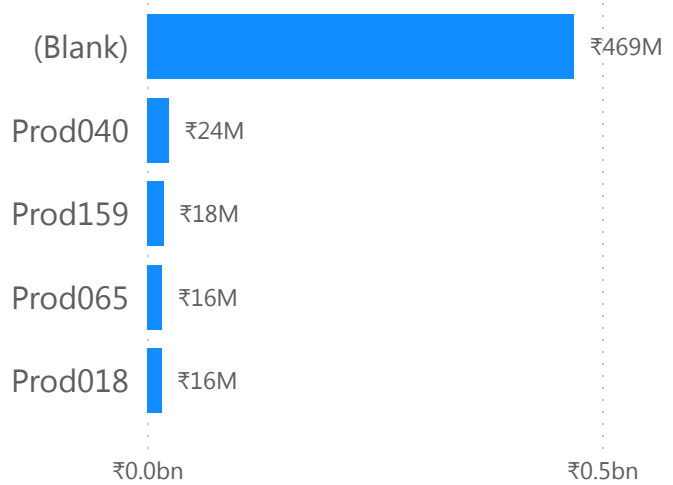
Sales Qty by Markets



Top 5 Customers by Revenue



Top 5 Product by Revenue



Revenue

₹985M

Sales Qty

2M

Total Profit Margin

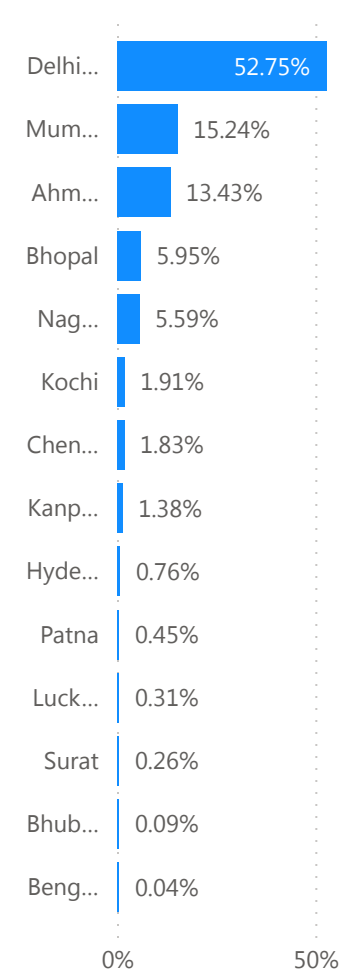
₹24.7M

2017	2018	2019	2020
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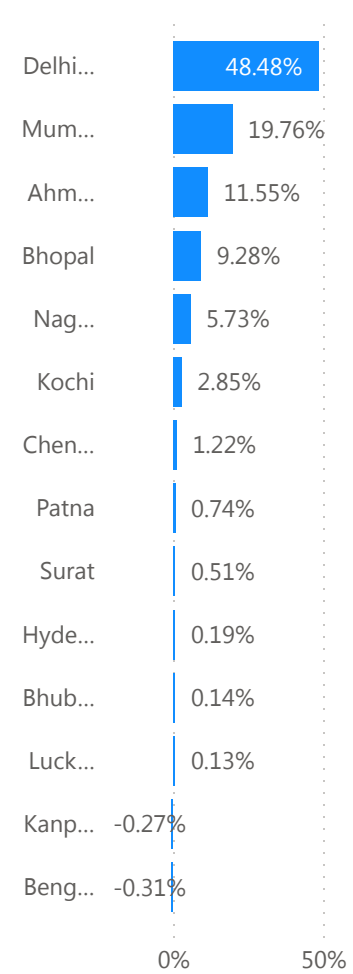
Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17
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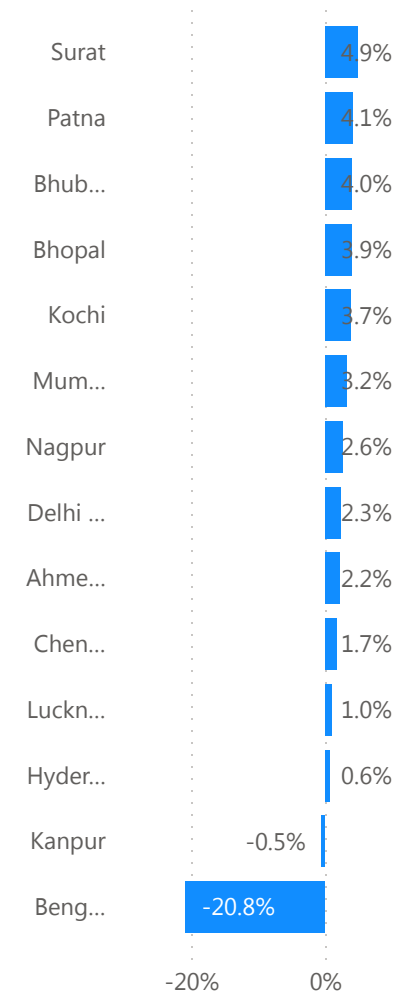
Revenue Contribution % by Market



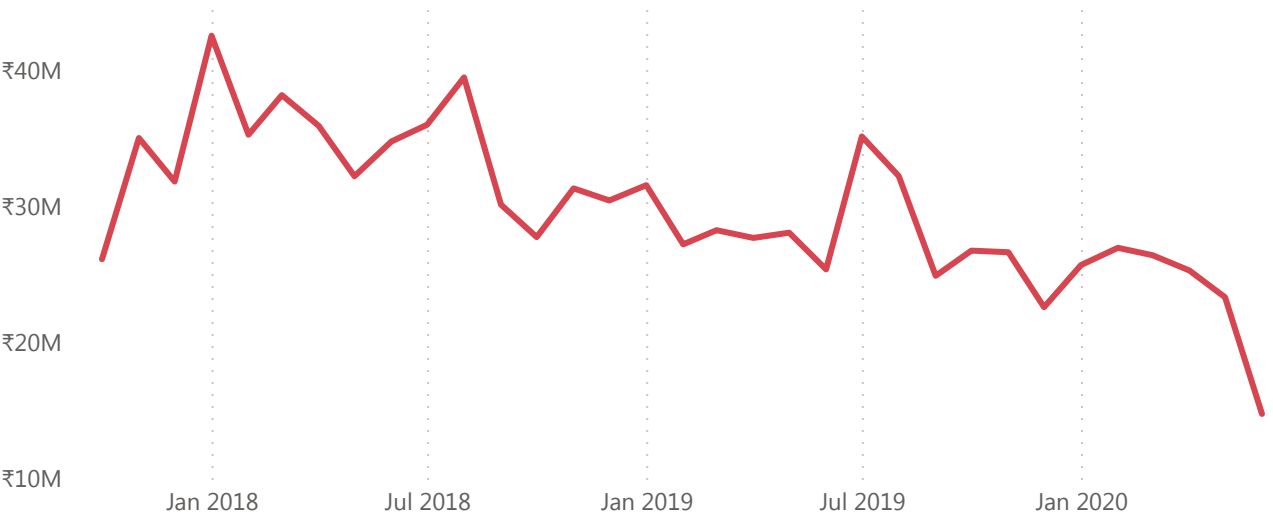
Profit Contribution % by Market



Profit % by Markets



Revenue Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Leader	₹16,529,970	1.68%	5.06%	7.54%
Electricalsquipo	₹1,330,361	0.14%	0.36%	6.59%
Stores				
Power	₹5,727,123	0.58%	1.43%	6.18%
Elite	₹4,837,239	0.49%	0.86%	4.39%
Electricalsociety	₹17,489,935	1.78%	2.94%	4.14%
Nixon	₹43,893,083	4.46%	7.24%	4.07%
Sound	₹4,966,707	0.50%	0.81%	4.00%
Logic Stores	₹13,201,366	1.34%	1.97%	3.69%
Expression	₹430,368	0.04%	0.06%	3.51%
Flawless Stores	₹9,156,412	0.93%	1.27%	3.43%
Electricalslytical	₹49,644,189	5.04%	6.85%	3.40%
Propel	₹4,183,862	0.42%	0.56%	3.33%
Relief	₹5,230,158	0.53%	0.69%	3.27%
Surface Stores	₹15,242,562	1.55%	1.00%	3.22%
Total	₹984,813,463	100.00%	100.00%	2.50%

Revenue

₹985M

Sales Qty

2M

Total Profit Margin

₹24.7M

Profit Target

-5%

2017

2018

2019

2020

Jun 17

Jul 17

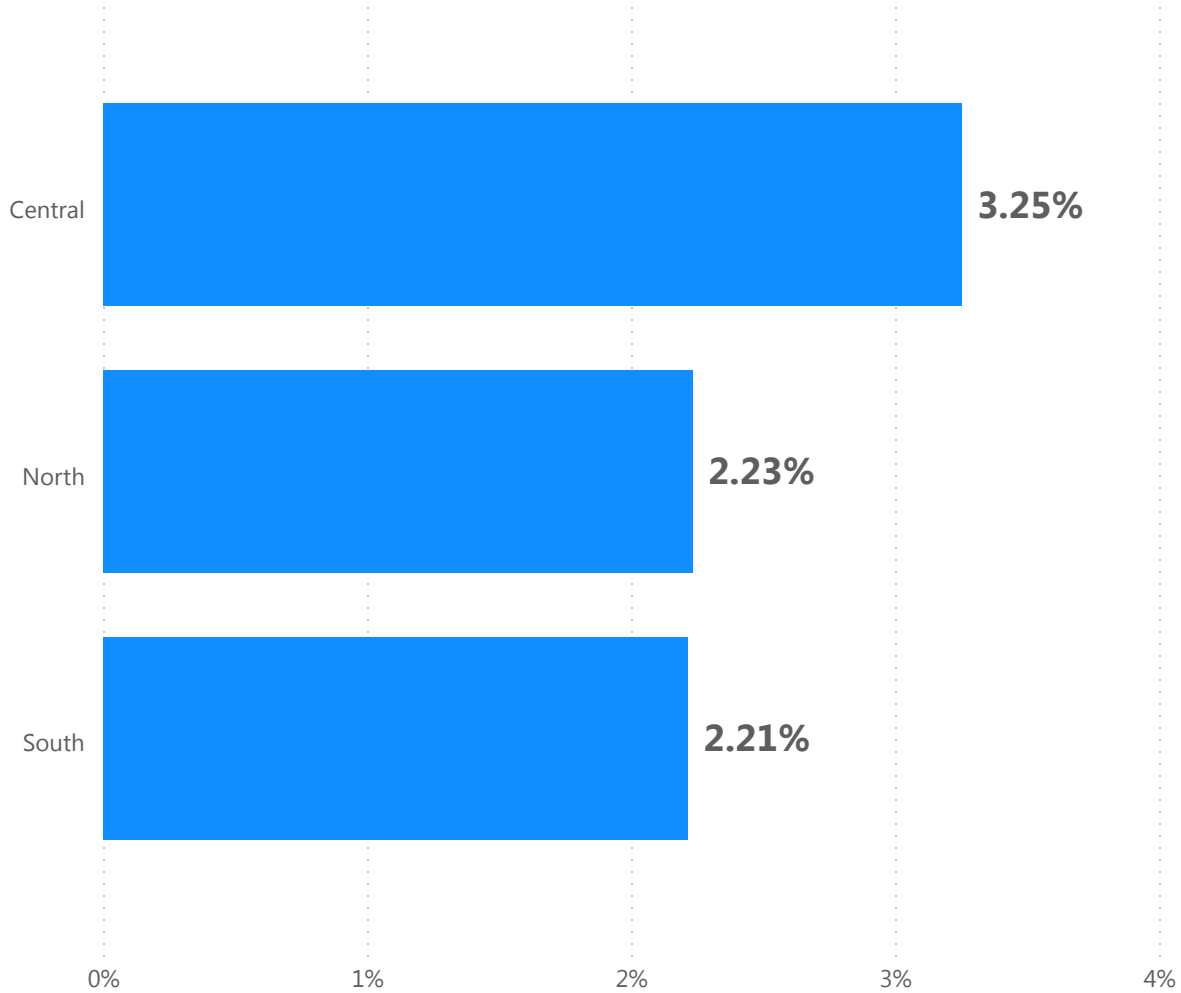
Aug 17

Sep 17

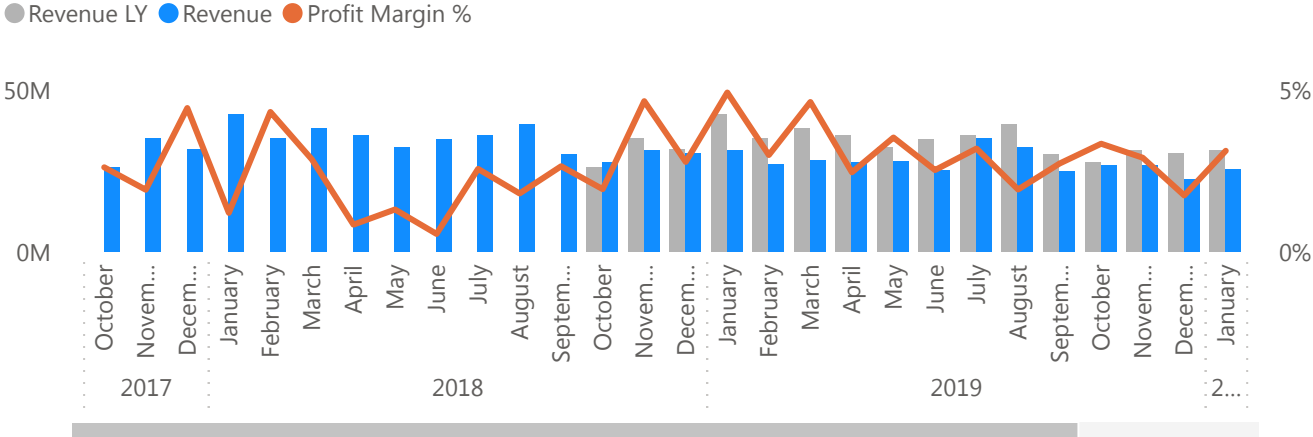
Oct 17

Nov 17

Revenue Contribution % by Market



Revenue Tend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
ElectricalsIance Stores	₹1,868,461	0.19%	-0.15%	-2.01%
Electricalsbea Stores	₹336,367	0.03%	0.01%	0.82%
Info Stores	₹35,100,033	3.56%	1.28%	0.90%
Insight	₹3,342,051	0.34%	0.14%	1.04%
Zone	₹5,067,349	0.51%	0.25%	1.20%
Excel Stores	₹49,115,620	4.99%	2.76%	1.38%
Synthetic	₹6,173,068	0.63%	0.36%	1.42%
Acclaimed Stores	₹21,196,727	2.15%	1.30%	1.51%
Sage	₹2,252,506	0.23%	0.14%	1.53%
Path	₹12,995,938	1.32%	0.87%	1.65%
Epic Stores	₹18,750,440	1.90%	1.33%	1.76%
Integration Stores	₹13,979,716	1.42%	1.00%	1.76%
Atlas Stores	₹16,666,712	1.68%	1.20%	1.78%
Total	₹984,813,463	100.00%	100.00%	2.50%