

region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

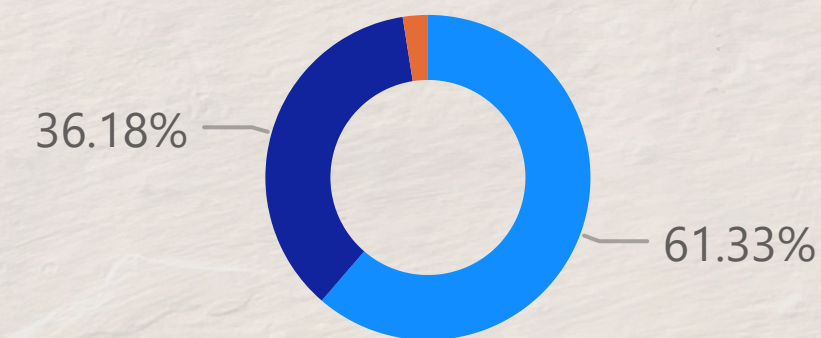
YTG

vs LY

vs Target

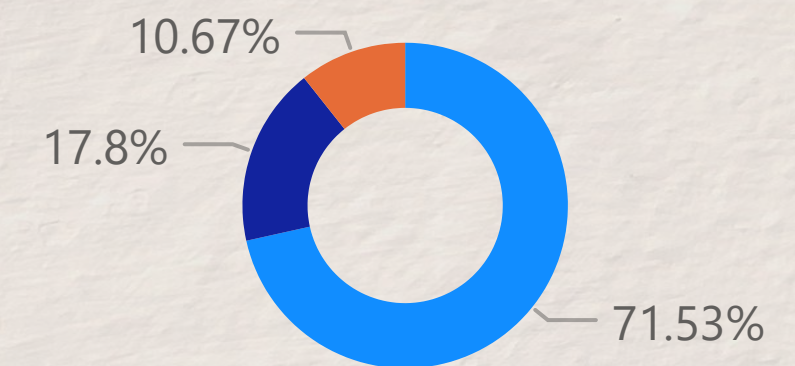
Revenue by Division

PC P & A N & S



Revenue by Channel

Retailer Direct Distributor

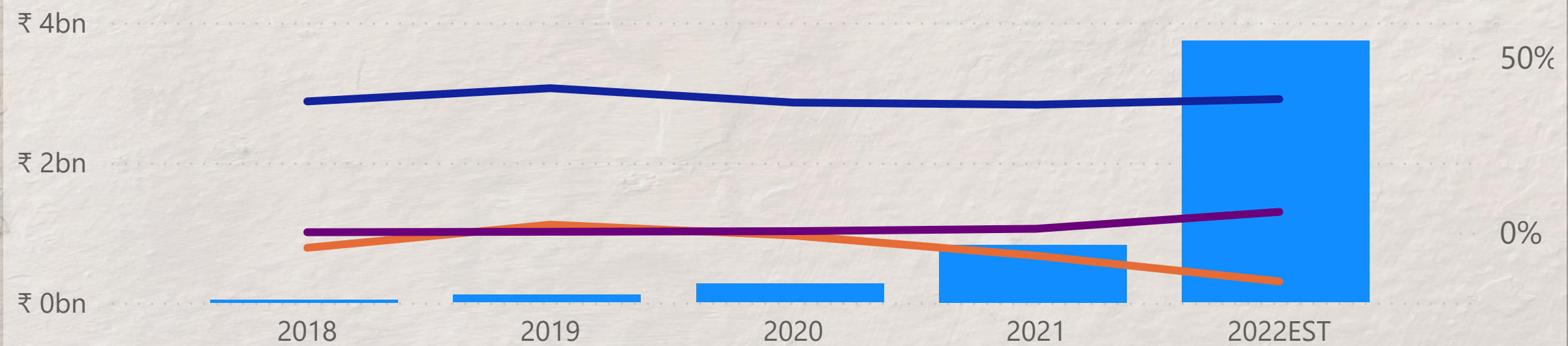


Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net profit %	Atliq MS %	net error %	Risk
LATAM	₹ 14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.4%	EI
NA	₹ 1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
ANZ	₹ 189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
India	₹ 945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
NE	₹ 457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.6%	OOS
ROA	₹ 788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.6%	OOS
SE	₹ 317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.5%	OOS
Total	₹ 3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

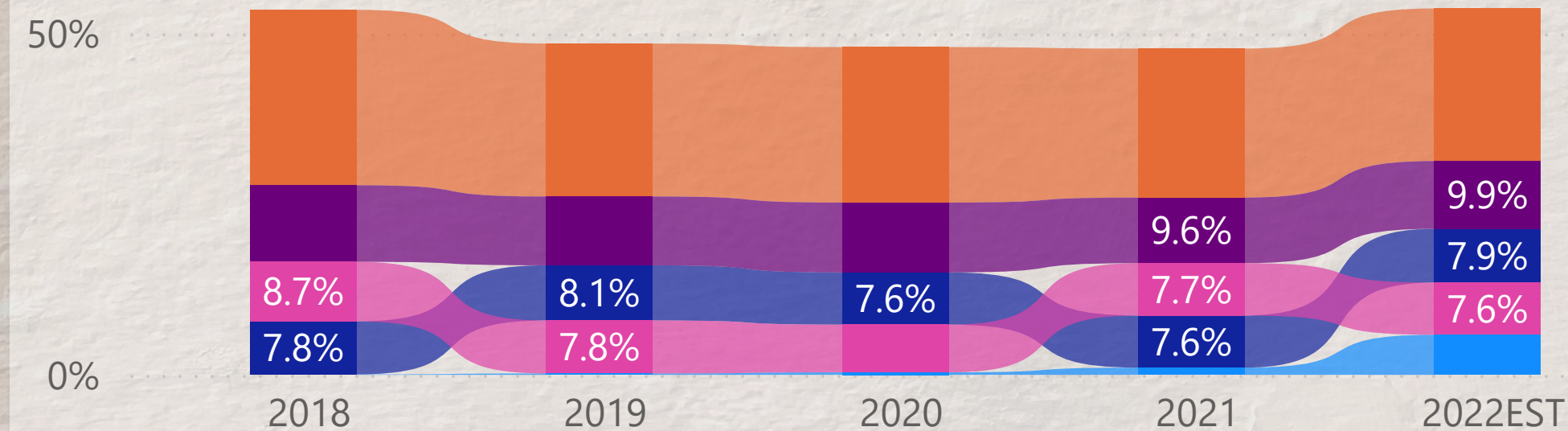
Yearly Trend by Revenue, GM %, Net Profit %, Market Shares %

NS \$ GM % Net profit % Marketshares %



PC Market Share Trend - Atliq & Competitors

manufacturer atliq bp dale innovo pacer



Top 5 Customer by Revenue

customer

RC %

GM %

Sage	3.4%	31.53%	↓
Flipkart	3.7%	42.14%	
AtliQ Exclusive	9.7%	46.01%	
Atliq e Store	8.1%	36.88%	↓
Amazon	13.3%	36.78%	
Total	38.2%	39.19%	

Top 5 Customer by Revenue

product

RC %

GM %

AQ Smash 1	3.8%	37.43%	↓
AQ Home Allin1	4.1%	38.71%	
AQ Smash 2	4.1%	37.40%	
AQ BZ Allin1 Gen 2	5.4%	38.51%	
AQ HOME Allin1 Gen 2	5.7%	38.08%	
Total	23.2%	38.06%	