



region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

₹ 3,736.17M✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM%

-13.98%!

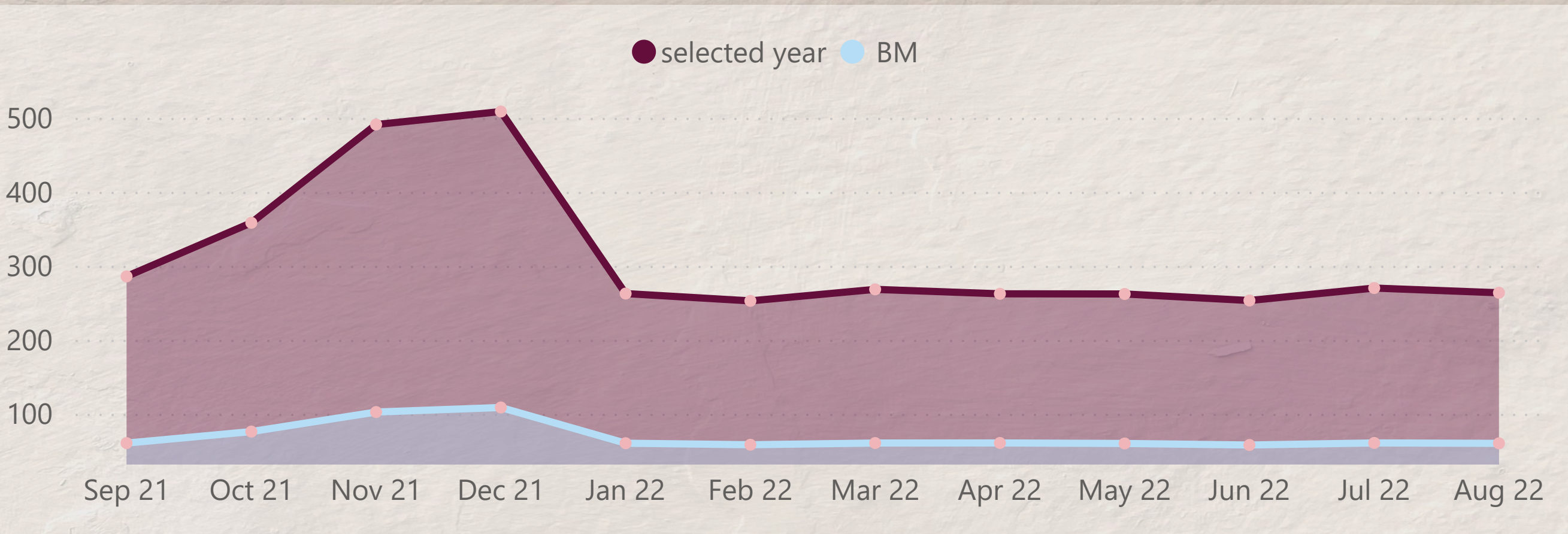
BM: -0.07 (-110.79%)

Net Profit %

Profit & Loss Statement

Line Item	2022EST	BM	chg	chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
operational expenses	-1,945.30	-355.28	-1,590.02	447.54
Net profit	-522.42	-54.65	-467.77	855.93
Net profit %	-13.98	-6.63	-7.35	110.79

Net sales Performance over time



Top/Bottom Products & Customers by Net sales

region	P&L values	YOY chg %
EU	775	286.26
APAC	1924	335.27
LATAM	15	368.40
NA	1022	474.40
Total	3736	353.50

segment	P&L values	YOY chg %
Accessories	454	85.46
Desktop	711	1431.55
Networking	38	-14.89
Notebook	1580	493.06
Peripherals	898	439.03
Storage	55	0.32
Total	3736	353.50