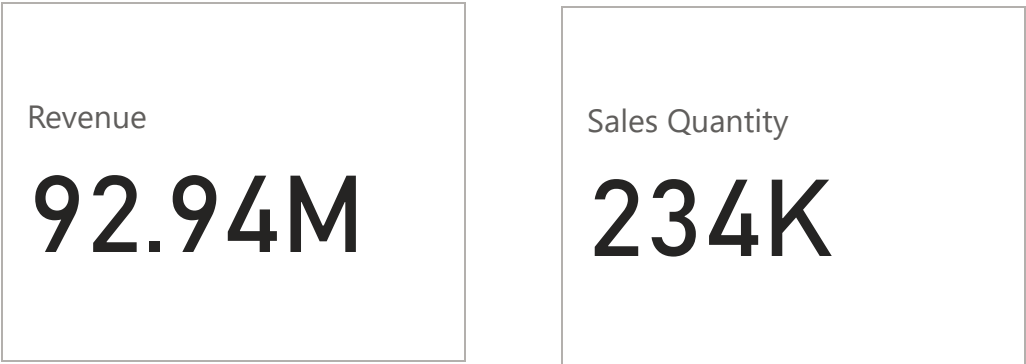
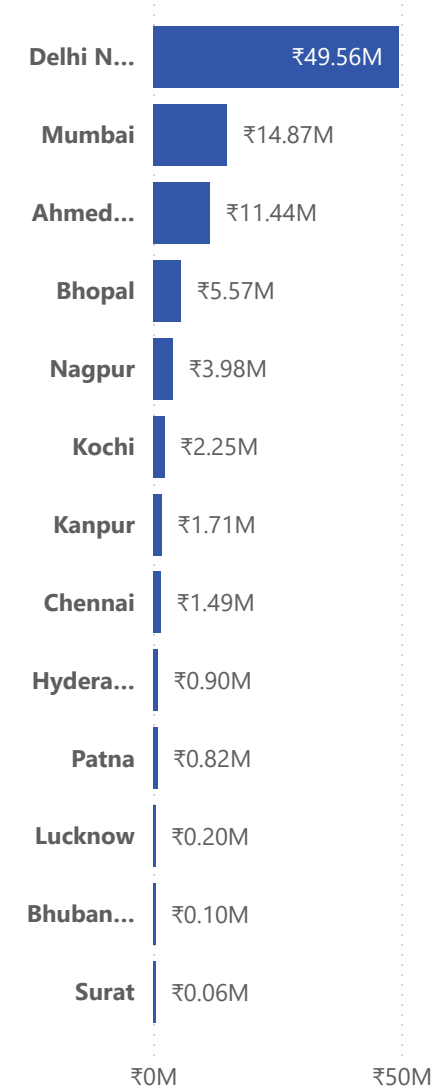


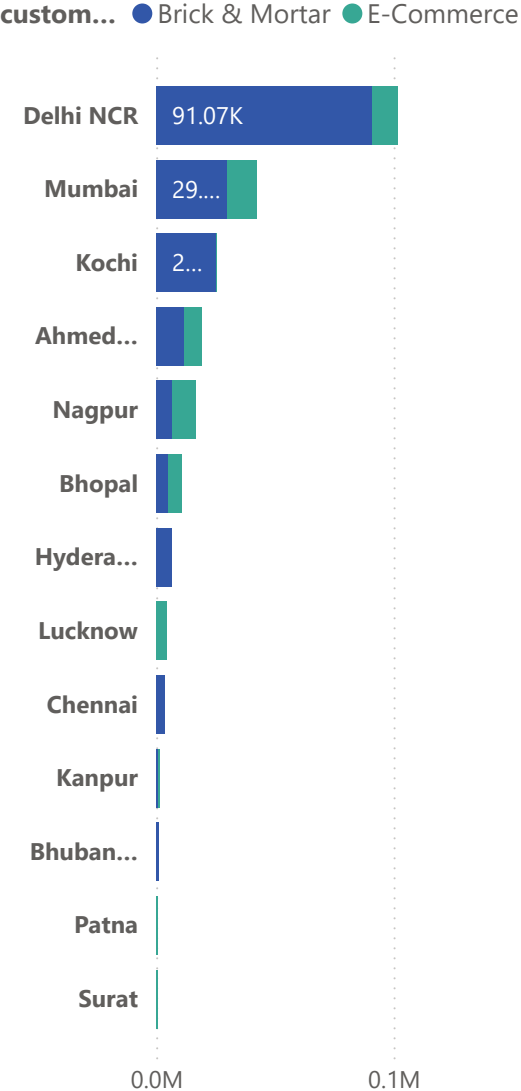
AtliQ Hardware Sales Key Insights



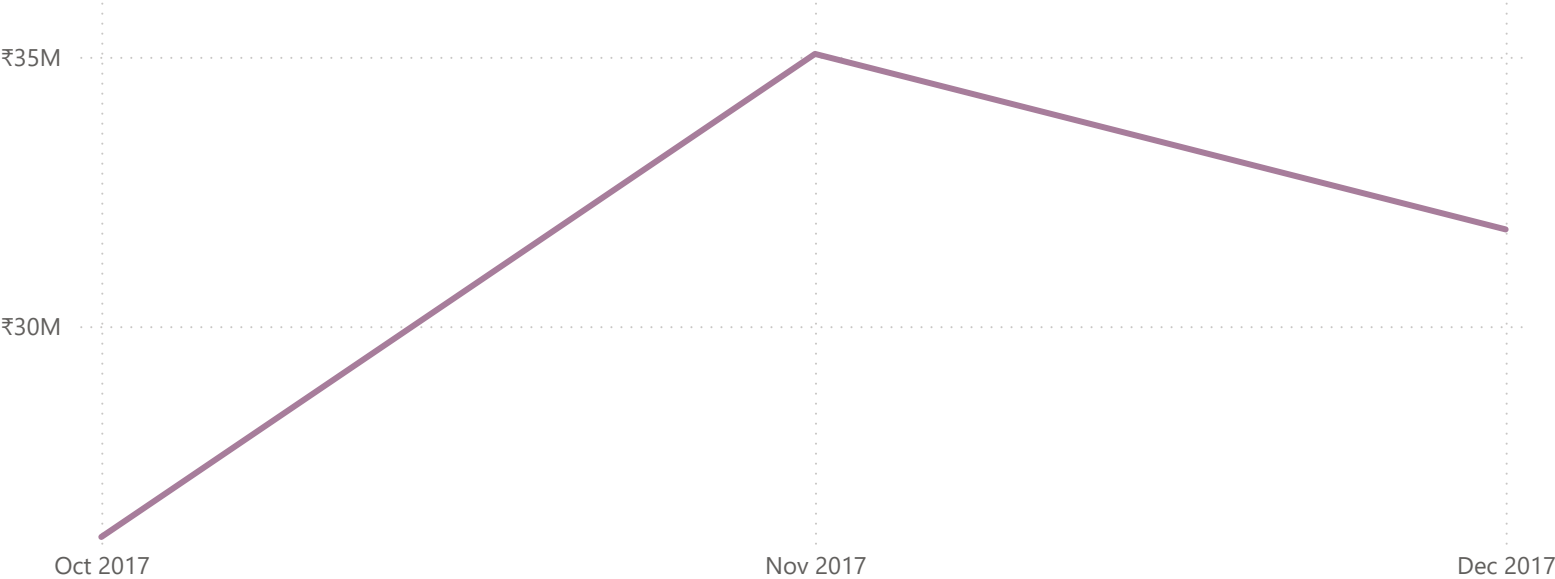
Revenue by Markets



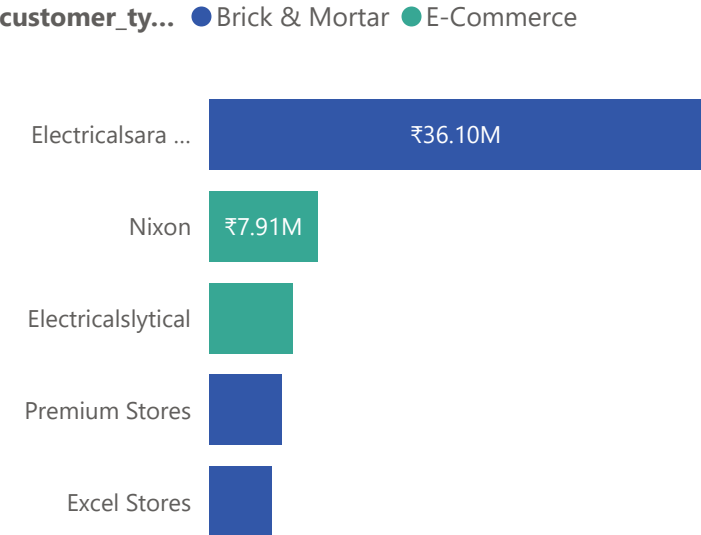
Sales Quantity by Markets



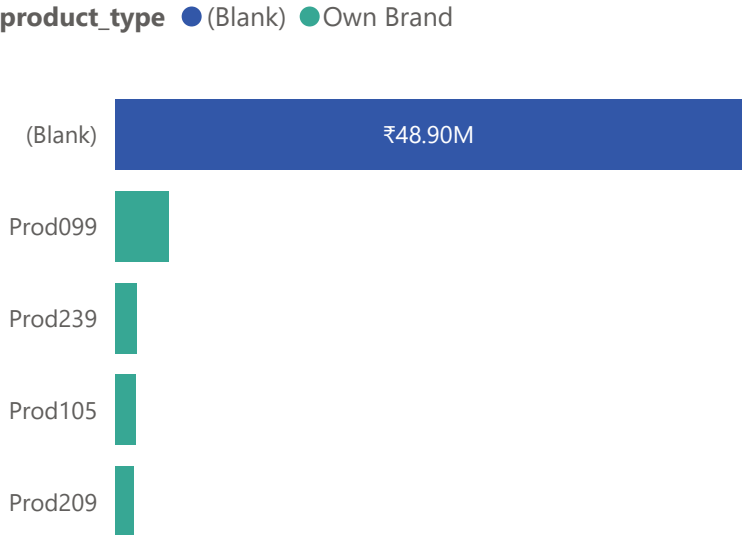
Revenue Trend



Top 5 Customers



Top 5 Products



AtliQ Hardware Sales Profit Analysis

Revenue

142.22M

Sales Quantity

350K

Total Profit Margin

2.06M

2017

2018

2019

2020

Jan 20

Feb 20

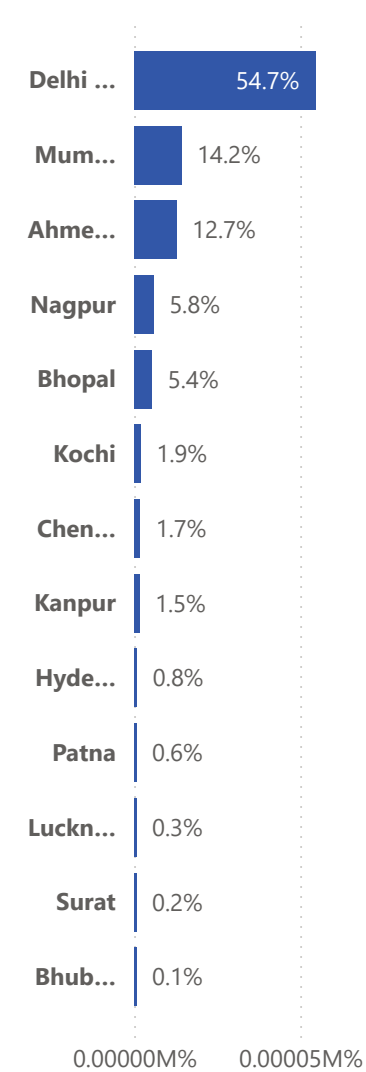
Mar 20

Apr 20

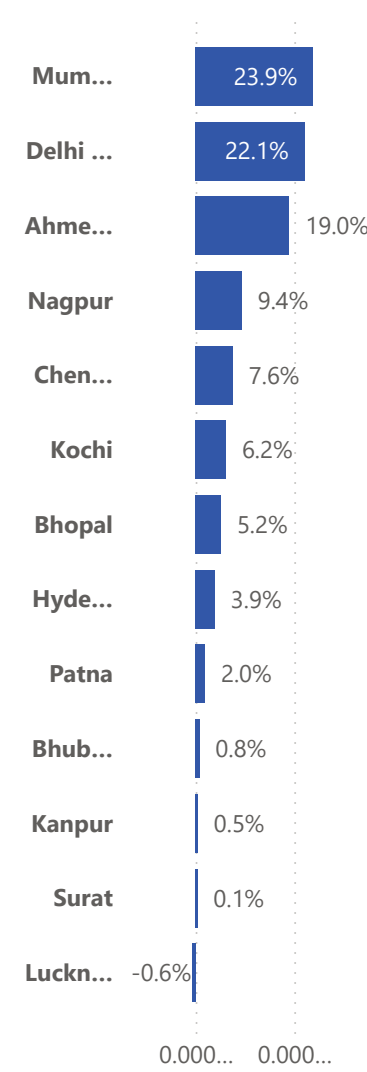
May 20

Jun 20

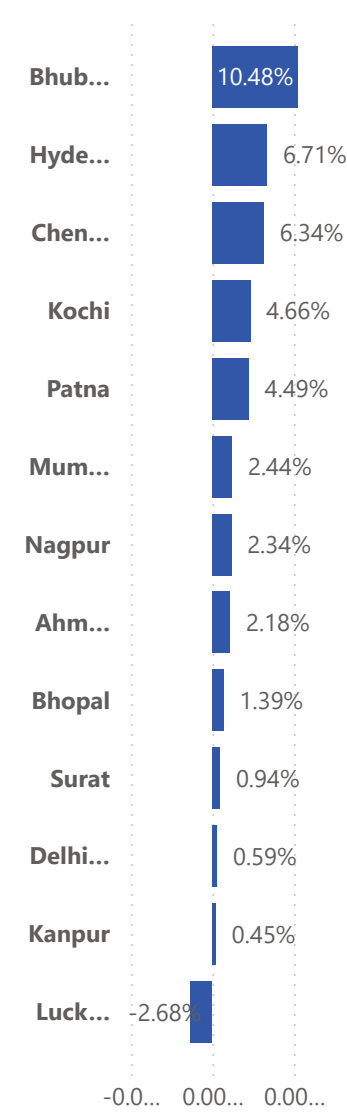
Revenue Contribution % by Market



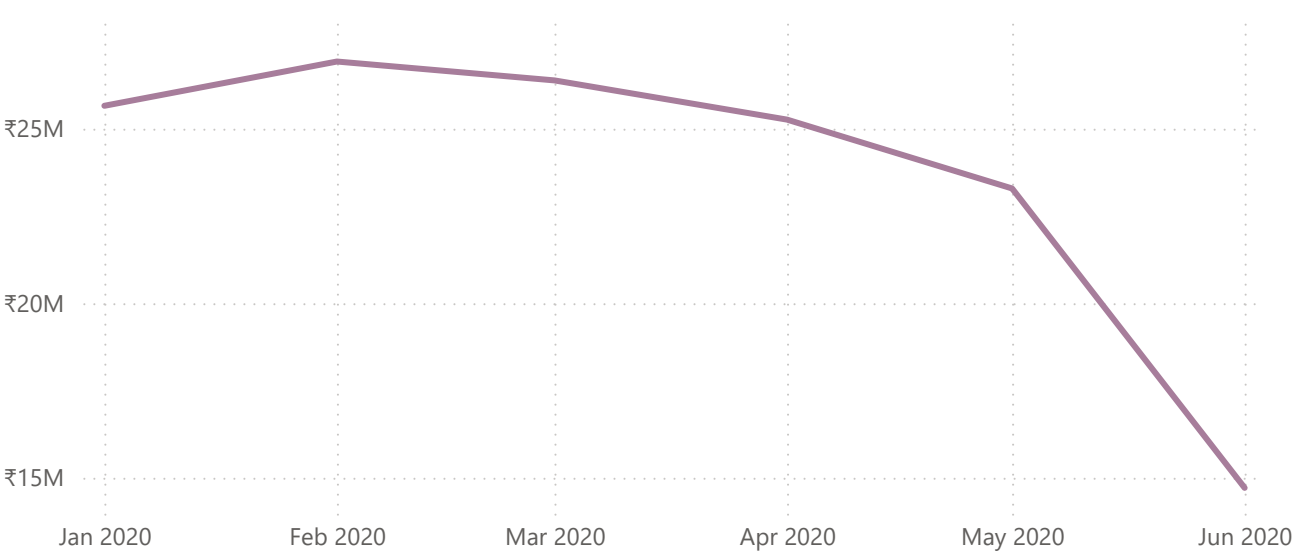
Profit Contribution % by Market



Profit % by Market



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsbea Stores	₹50,940	0.0%	0.4%	15.6%
Power	₹1,098,552	0.8%	3.7%	6.9%
Surge Stores	₹3,953,600	2.8%	11.9%	6.2%
Leader	₹1,671,901	1.2%	4.9%	6.0%
Electricalsopedia Stores	₹995,764	0.7%	2.9%	5.9%
Elite	₹1,247,785	0.9%	3.2%	5.3%
All-Out	₹713,953	0.5%	1.6%	4.5%
Forward Stores	₹2,560,961	1.8%	5.4%	4.3%
Modular	₹2,453,519	1.7%	5.0%	4.2%
Nomad Stores	₹1,978,550	1.4%	4.0%	4.1%
Acclaimed Stores	₹3,116,384	2.2%	6.1%	4.0%
Unity Stores	₹1,748,166	1.2%	3.3%	3.9%
Electricalslance Stores	₹142,742	0.1%	0.2%	3.5%
Sage	₹96,950	0.1%	0.2%	3.5%
Total	₹142,224,545	100.0%	100.0%	1.4%

AtliQ Sales Performance Insights

Revenue

92.94M

Sales Quantity

234K

Total Profit Margin

2.77M

Profit Target

2.00%

2017

2018

2019

2020

Jun 17

Jul 17

Aug 17

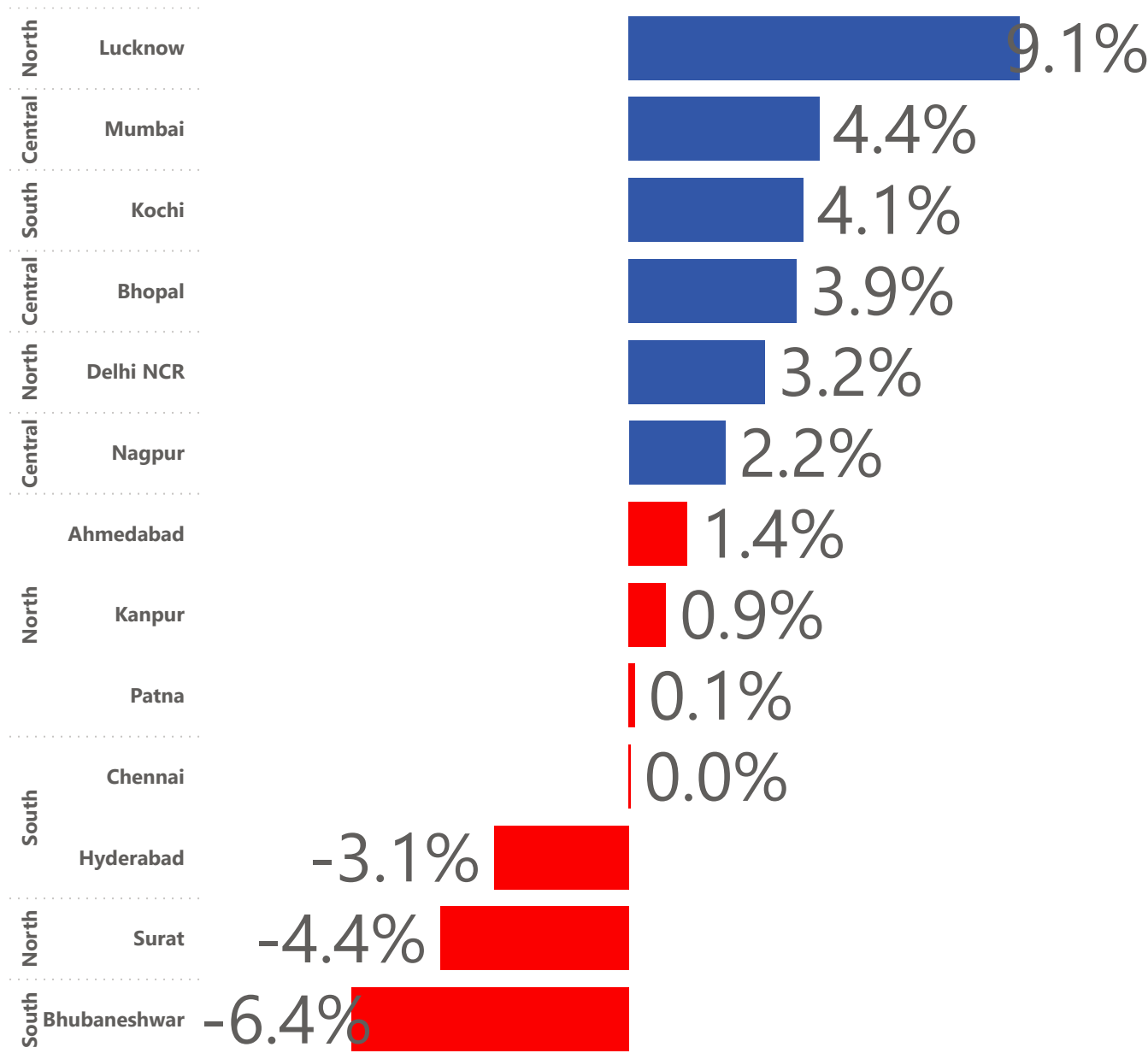
Sep 17

Oct 17

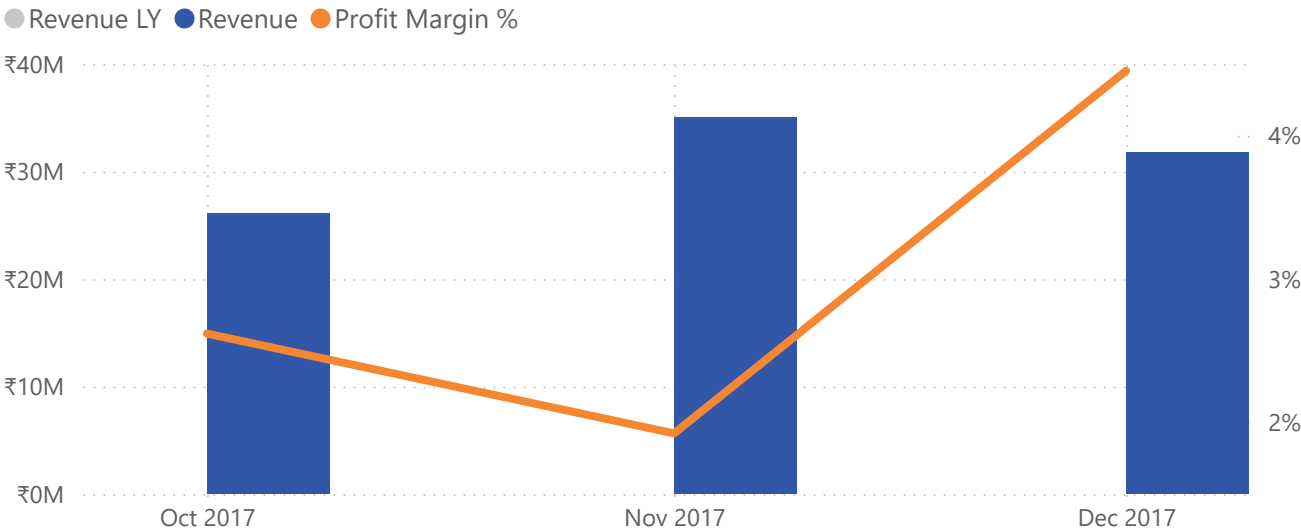
Nov 17

Dec 17

Profit Margin % by Zone/Customer Name/Market



Revenue Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹36,098,419	38.8%	37.0%	2.8%
Nixon	₹7,914,695	8.5%	14.0%	4.9%
Electricalslytical	₹6,135,803	6.6%	20.4%	9.2%
Premium Stores	₹5,293,635	5.7%	-0.0%	-0.0%
Excel Stores	₹4,600,061	4.9%	0.9%	0.5%
Surge Stores	₹2,982,217	3.2%	1.3%	1.2%
Control	₹2,581,726	2.8%	1.9%	2.1%
Info Stores	₹2,424,940	2.6%	-0.2%	-0.2%
Atlas Stores	₹1,759,730	1.9%	-1.7%	-2.7%
Acclaimed Stores	₹1,701,927	1.8%	4.0%	6.5%
Forward Stores	₹1,618,773	1.7%	1.5%	2.6%
Nomad Stores	₹1,616,177	1.7%	1.8%	3.1%
Epic Stores	₹1,396,555	1.5%	1.3%	2.7%
Total	₹92,938,626	100.0%	100.0%	3.0%