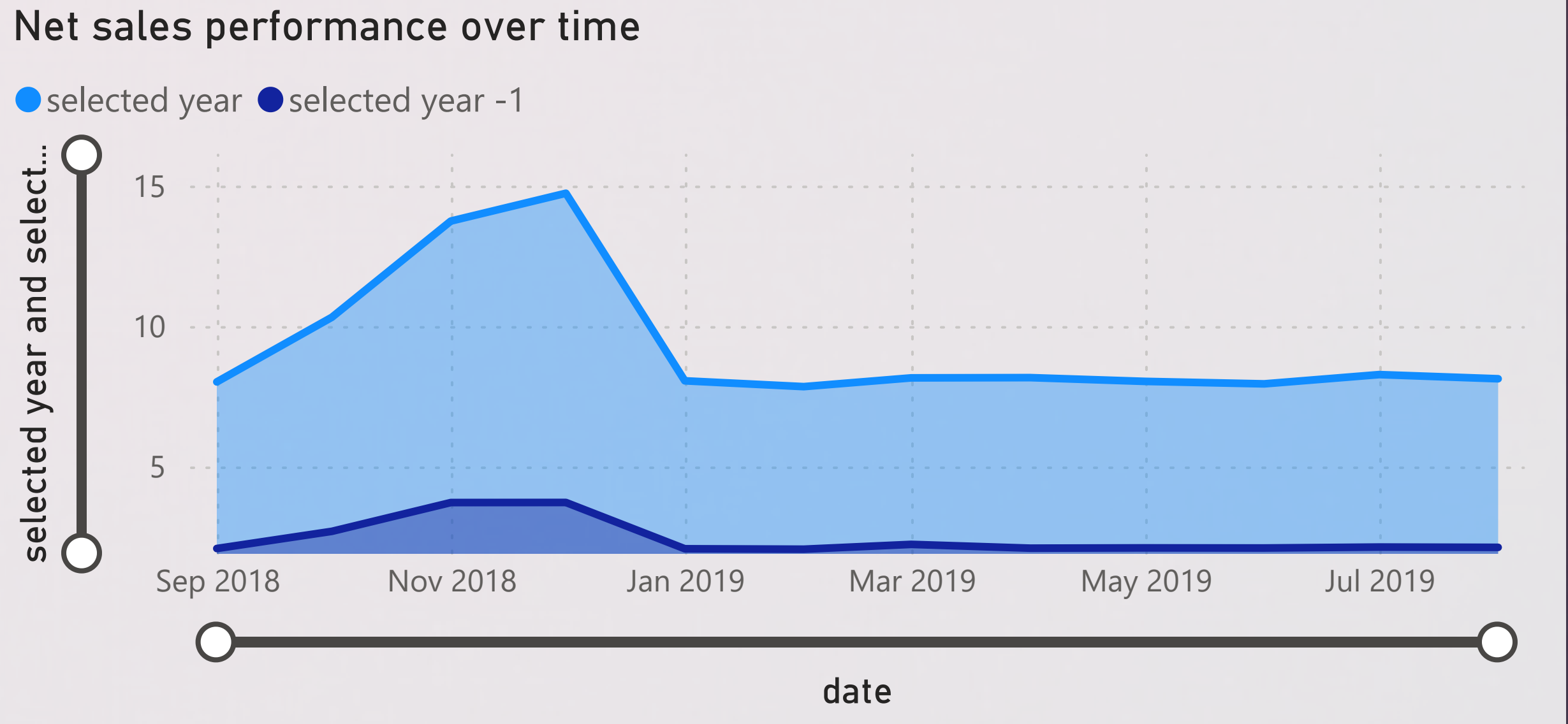


Line Item	P & L values	P&L LY	P&L YOY chg	P&L YOY chg %
- Other Cost	0.51	0.09	0.42	449.41%
- Post Deductions	20.53	4.63	15.90	343.68%
Gross Margin	45.89	10.90	34.99	321.12%
Net Sales	111.37	29.11	82.26	282.57%
Net Invoice Sales	161.62	44.40	117.22	263.99%
- Freight Cost	2.64	0.73	1.91	262.83%
Total COGS	65.49	18.22	47.27	259.51%
Gross Sales	209.06	58.32	150.74	258.47%
- Manufacturing Cost	62.34	17.40	44.94	258.35%
operational expenses	43.43	12.17	31.26	256.76%
Pre Invoice Deduction	47.44	13.92	33.52	240.83%
Total Post Invoice Deduction	50.25	15.29	34.96	228.63%
- Post Discounts	29.72	10.66	19.06	178.70%
GM / Unit	4.25	3.15	1.10	34.88%
Gross Margin %	41.20	37.43	3.77	10.08%
Net profit %	2.21	-4.38	6.59	-150.38%
Net profit	2.46	-1.28	3.74	-292.73%



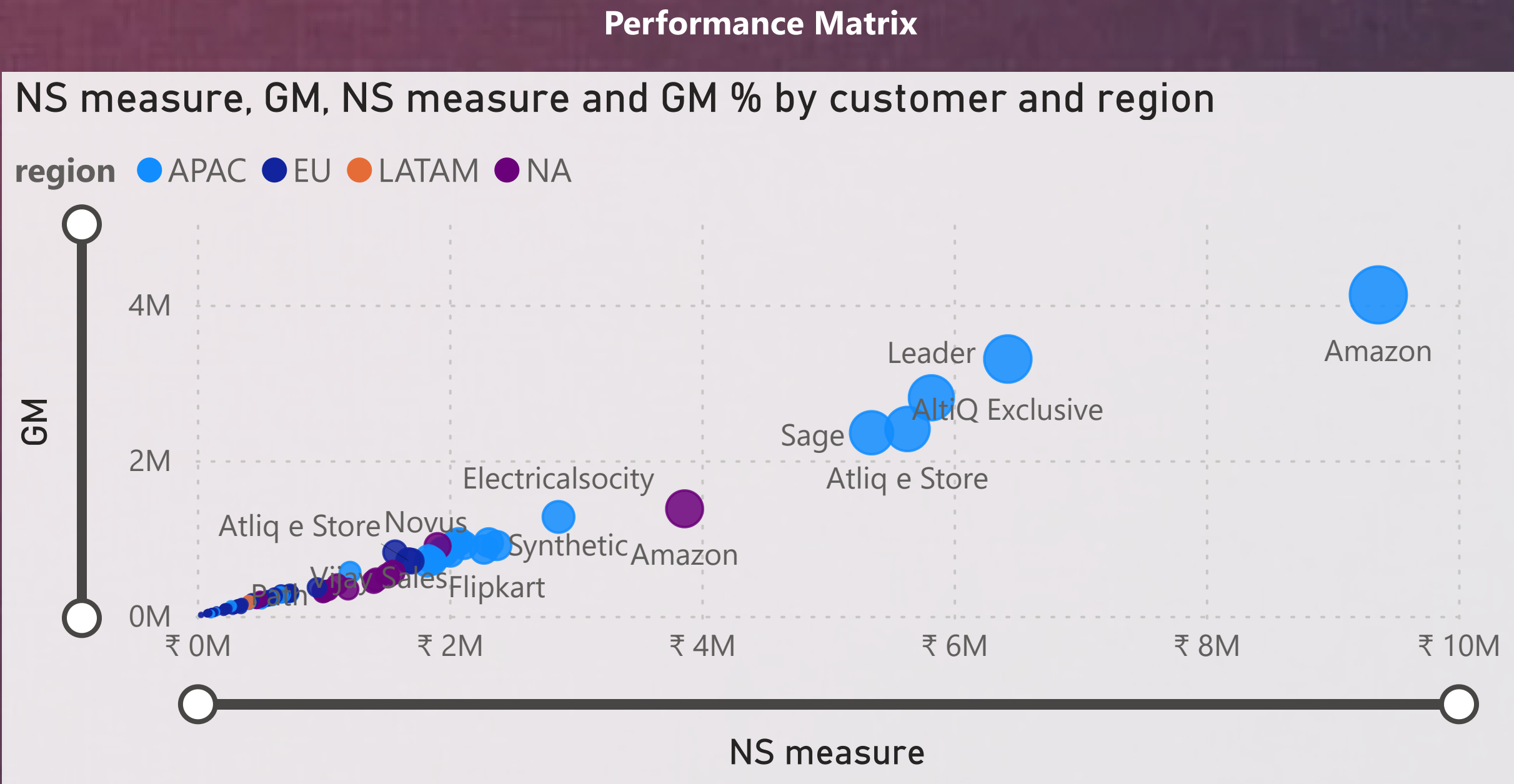
market	P & L values	P&L YOY chg %
USA	16.16	172.06%
United Kingdom	2.45	0.00%
Sweden	0.06	0.00%
South Korea	15.69	255.16%
Portugal	1.05	0.00%
Poland	0.53	493.89%
Total	111.37	282.57%

segment	NS measure	GM	GM %
Accessories	₹ 28.0M	11.6M	41.3%
Networking	₹ 17.4M	7.0M	40.1%
Notebook	₹ 32.4M	13.4M	41.3%
Peripherals	₹ 19.7M	8.3M	42.0%
Storage	₹ 13.8M	5.7M	41.0%



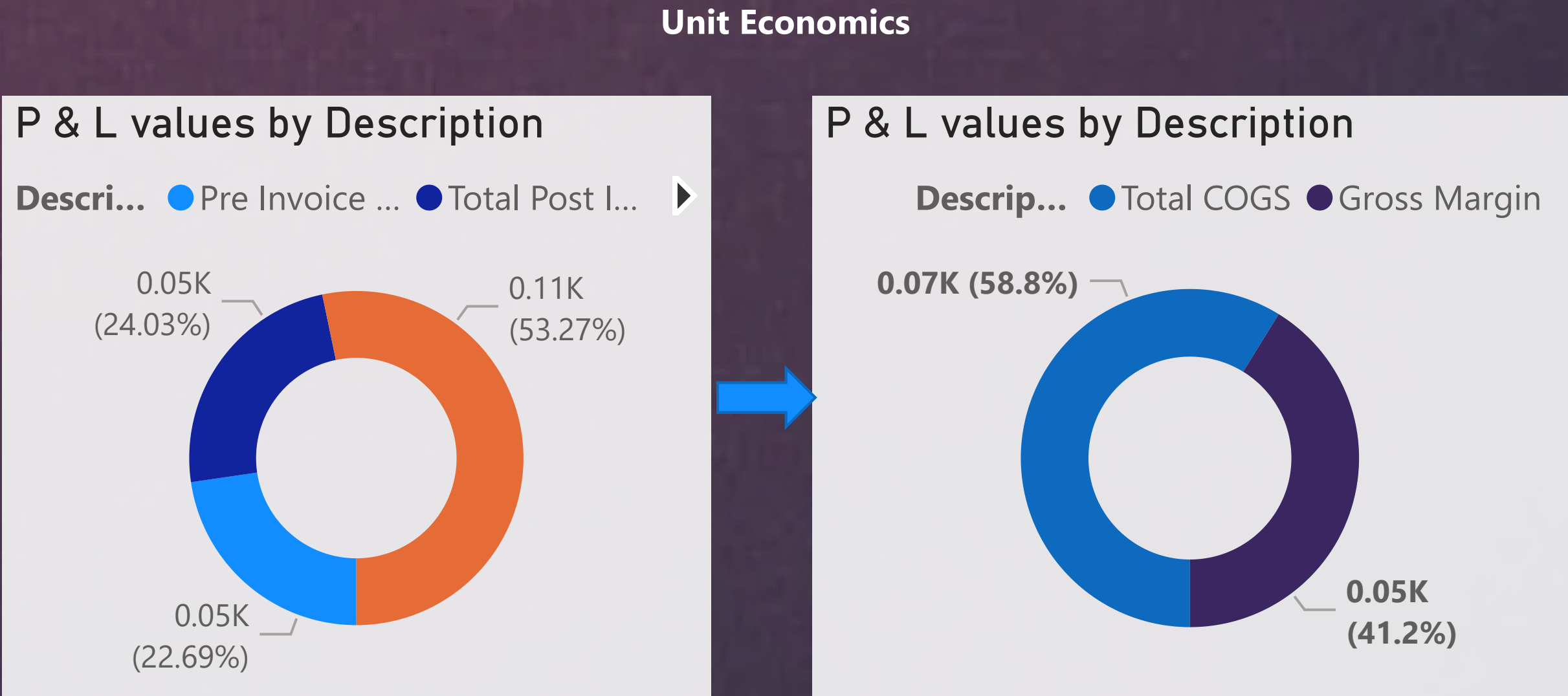
Customer Performance

customer	NS measure	GM	GM %
Acclaimed Stores	₹ 1.7M	0.6M	33.5%
AltiQ Exclusive	₹ 9.9M	5.0M	50.6%
Amazon	₹ 15.3M	6.4M	41.6%
Argos (Sainsbury's)	₹ 0.4M	0.2M	43.0%
Atlas Stores	₹ 0.2M	0.1M	39.8%
Atliq e Store	₹ 9.1M	3.7M	41.0%
Atliq Exclusive	₹ 1.8M	0.7M	36.6%
BestBuy	₹ 1.0M	0.3M	31.5%
Billa	₹ 0.4M	0.1M	40.5%
Boulangier	₹ 0.3M	0.1M	38.5%
Chip 7	₹ 0.7M	0.3M	38.6%



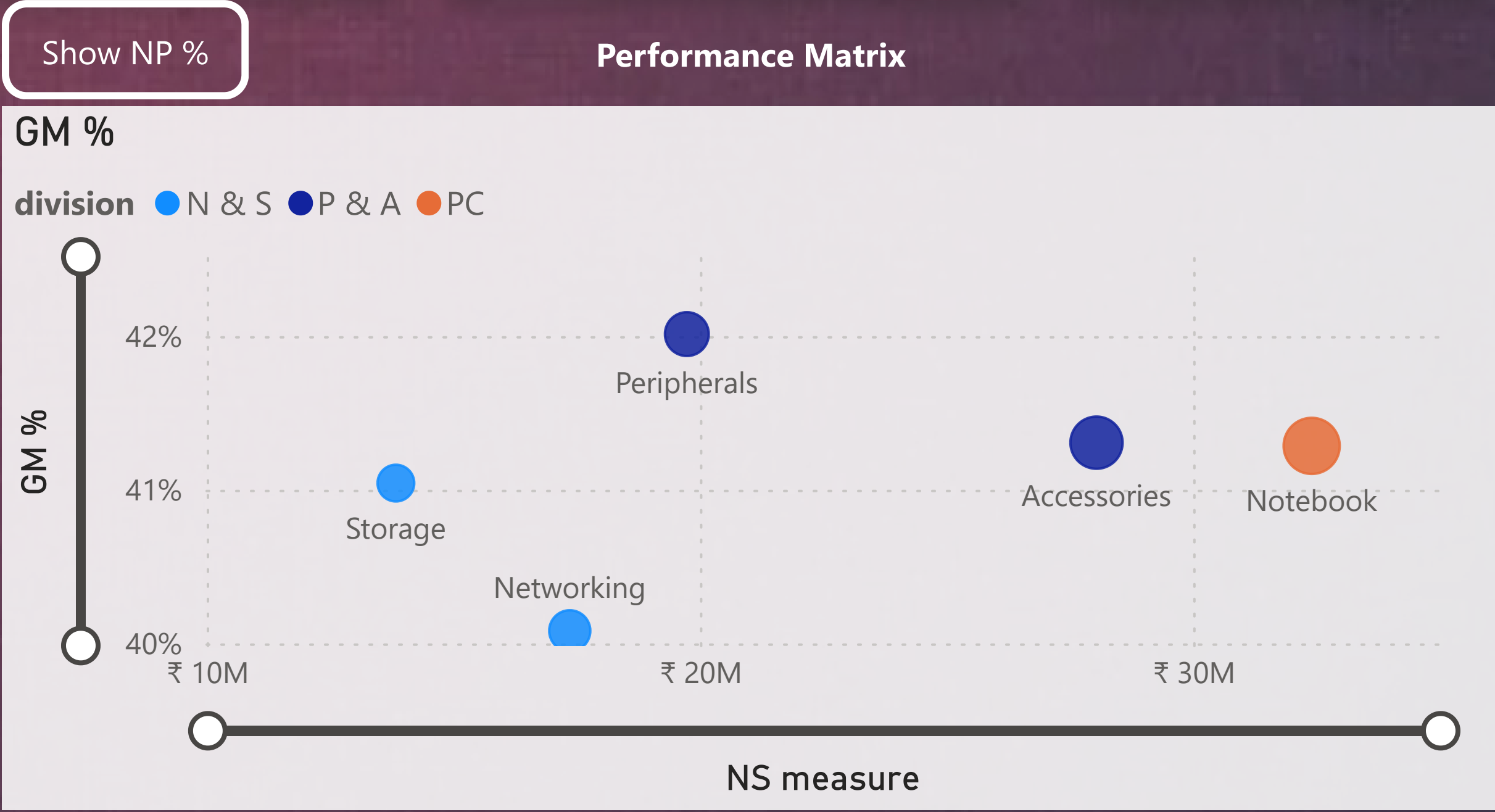
Product Performance

segment	NS measure	GM	GM %
Accessories	₹ 28.0M	11.6M	41.3%
Networking	₹ 17.4M	7.0M	40.1%
Notebook	₹ 32.4M	13.4M	41.3%
Peripherals	₹ 19.7M	8.3M	42.0%
Storage	₹ 13.8M	5.7M	41.0%



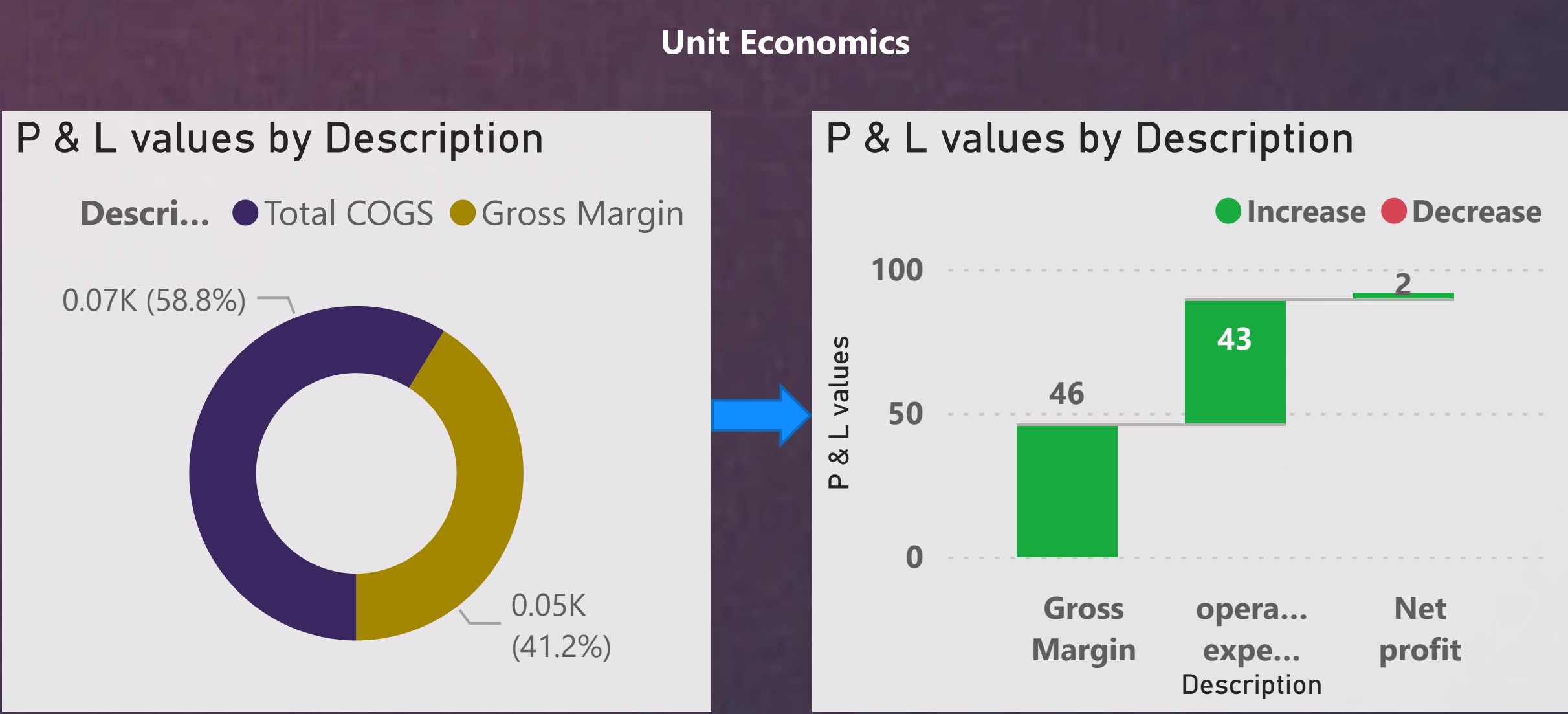
Product Performance

segment	NS measure	GM	GM %	Net_profit	Net_profit %
Notebook					
Personal Laptop	₹ 12.6M	5.2M	41.0%	0.25M	2.02%
Business Laptop	₹ 11.4M	4.8M	41.6%	0.29M	2.52%
Gaming Laptop	₹ 8.4M	3.4M	41.3%	0.20M	2.35%
Accessories					
Keyboard	₹ 17.5M	7.2M	41.4%	0.42M	2.42%
Mouse	₹ 10.6M	4.4M	41.2%	0.23M	2.22%
Peripherals					
Processors	₹ 11.2M	4.8M	42.4%	0.39M	3.45%



Region/Market/Customer Performance

region	NS measure	GM	GM %	Net_profit	Net_profit %
APAC	₹ 71.3257253511M	30.79M	43.17%	4.35M	6.10%
EU	₹ 17.2166546171M	7.05M	40.97%	0.04M	0.23%
LATAM	₹ 0.8258103557M	0.35M	42.32%	0.06M	7.53%
NA	₹ 22.0059803047M	7.69M	34.97%	-1.99M	-9.05%





All

All

All

2019

2021

**EST**

## Q2

**Q3**

**Q4**

**ytg**

ytg



ABS error

segment	Forecast accuracy %	Net error	Risk
⊕ Accessories	90.20%	-56895	Out of stock
⊕ Networking	81.50%	305573	Excess inventory
⊕ Notebook	83.02%	-29145	Out of stock
⊕ Peripherals	85.06%	-14576	Out of stock
⊕ Storage	80.25%	432521	Excess inventory