



#### Key Insight by Sub Zone

sub zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	₹ 294.68M	26.7%	50.4%	-6.24%	2.5%	3.90%	EI
LATAM	₹ 4.11M	0.4%	51.2%	19.83%	0.0%	5.32%	EI
NE	₹ 144.31M	13.1%	↓ 52.3%	14.26%	1.2%	11.27%	EI
SE	₹ 123.05M	11.1%	↓ 53.7%	19.41%	3.6%	10.56%	EI
ANZ	₹ 60.65M	5.5%	↓ 54.1%	22.31%	0.3%	-5.19%	OOS
NA	₹ 235.54M	21.3%	51.8%	0.94%	0.8%	-7.06%	OOS
ROA	₹ 243.14M	22.0%	52.0%	22.02%	1.5%	-21.55%	OOS
Total	₹ 1,105.49M	100.0%	51.9%	8.70%	1.1%	-1.52%	OOS

#### Top 5 Customer by Revenue

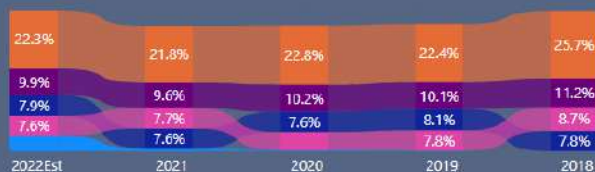
customer	RC %	GM %
AtliQ Exclusive	100.0%	59.4%
Amazon	100.0%	51.3%
AtliQ e Store	100.0%	↓ 52.8%
Flipkart	100.0%	48.1%
Sage	100.0%	↓ 52.9%
Total	100.0%	53.4%

#### Top 5 Product by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	↓ 51.5%
AQ Gen Y	2.9%	↓ 51.6%
AQ Maxima	2.7%	52.0%
AQ Qwerty	3.4%	↓ 52.3%
AQ Trigger	3.3%	↓ 52.2%
Total	16.3%	51.9%

#### PC Market Share Trend AtliQ & Competitor

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



₹ 1.11bn ✓

BM: 0.36bn (+203.85%)

Net Sales

51.9% ↓

BM: 52.86% (-1.84%)

Gross Margin %

8.70% ↓

BM: 14.54% (-40.15%)

Net Profit %

80.21% ✓

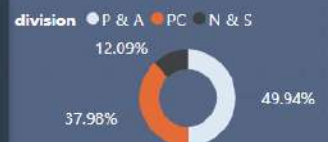
BM: 72.99% (+9.88%)

Forecast Accuracy

#### Revenue by Channel

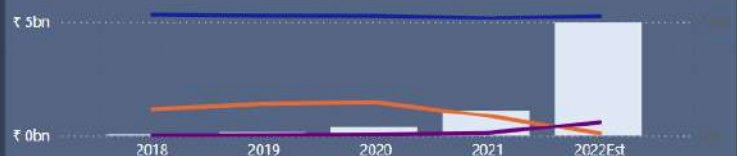


#### Revenue by Product



#### yearly Trend By Revenue GM%, Net Profit%, PC Market Share%

● NS \$ ● GM % ● Net Profit % ● Market Share %



#### Filter Panel

region, market

All

customer

All

segment, category, product

All

2019 2020 2021 2022Est

Q1 Q2 Q3 Q4

vs LY vs Target

YTD YTG

BM=Bench Mark, LY=Last Year, EI=Excess Inventory, OOS=Out of Stock