

AtliQ Hardwares



































Customer Performance Report

division	All
market	All

*all values in US\$

Customers	FY19-Sales	FY20-Sales	FY21-Sales	FY21 vs FY20 %growth
Acclaimed Stores	1.42M	2.89M	10.92M	378.08%
All-Out		0.16M	0.81M	495.70%
Amazon	12.17M	37.51M	82.09M	218.87%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	305.98%
Atlas Stores	0.18M	0.67M	3.17M	470.34%
Atliq e Store	7.18M	23.67M	52.98M	223.83%
AtliQ Exclusive	9.58M	17.68M	61.12M	345.77%
BestBuy	0.85M	1.77M	6.31M	356.08%
Boulanger	0.24M	0.83M	4.07M	492.93%
Chip 7	0.60M	1.32M	5.51M	416.07%
Chiptec		0.42M	3.02M	722.03%
Control	0.91M	2.20M	7.67M	349.23%
Coolblue	0.46M	1.18M	4.25M	360.00%
Costco	1.14M	2.75M	9.29M	337.37%
Croma	1.67M	2.47M	7.55M	305.11%
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	246.94%
Digimarket	0.80M	1.72M	4.14M	241.05%
Ebay	2.61M	6.27M	15.17M	242.16%
Electricalsara Stores	0.12M	0.65M	1.85M	285.96%
Electricalsbea Stores		0.14M	0.72M	504.64%
Electricalslance Stores	0.10M	0.75M	2.35M	313.34%
Electricalslytical	1.80M	2.61M	11.94M	457.50%
Electricalsocity	2.34M	3.46M	12.42M	358.75%
Electricalsquipo Stores	0.18M	0.68M	3.64M	535.32%
Elite	0.42M	0.83M	4.13M	495.52%
Elkjøp	0.46M	1.32M	5.16M	391.90%
Epic Stores	0.41M	0.94M	4.19M	446.06%
Euronics	0.36M	0.88M	3.90M	444.67%
Expert	0.79M	1.77M	6.43M	363.98%
Expression	1.65M	2.99M	9.82M	328.24%
Ezone	1.53M	2.02M	7.92M	391.62%
Flawless Stores	0.07M	0.46M	1.81M	396.28%
Flipkart	2.94M	8.35M	19.29M	231.03%
Fnac-Darty	0.54M	0.82M	2.87M	349.77%
Forward Stores	0.56M	1.50M	4.07M	271.97%

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Girias	1.55M	2.07M	8.67M		419.29%
Info Stores	0.07M	0.48M	1.84M		384.09%
Insight	0.42M	1.01M	2.76M		271.84%
Integration Stores		0.16M	1.44M		887.19%
Leader	4.68M	5.97M	18.80M		314.81%
Logic Stores	0.17M	0.93M	4.81M		515.17%
Lotus	1.48M	2.11M	8.09M		382.61%
Neptune	0.99M	3.42M	16.11M		471.50%
Nomad Stores	0.53M	1.63M	4.02M		246.89%
Notebillig	0.25M	0.39M	1.12M		287.39%
Nova		0.01M	0.35M		2664.92%
Novus	1.87M	3.73M	9.85M		264.20%
Otto	0.26M	0.40M	1.20M		298.58%
Premium Stores	0.46M	1.10M	3.88M		353.09%
Propel	1.59M	2.46M	10.83M		440.64%
Radio Popular	0.51M	1.45M	5.27M		362.56%
Radio Shack	0.81M	1.75M	5.44M		311.51%
Reliance Digital	1.62M	2.57M	9.73M		377.90%
Relief	0.39M	1.01M	4.06M		403.57%
Sage	4.83M	6.44M	20.70M		321.52%
Saturn	0.23M	0.38M	1.19M		310.46%
Sorefoz	0.55M	1.07M	4.66M		433.63%
Sound	0.56M	1.67M	4.36M		260.26%
Staples	1.24M	2.85M	8.75M		306.95%
Surface Stores	0.09M	0.53M	2.12M		398.80%
Synthetic	1.89M	4.42M	12.19M		275.98%
Taobao	0.22M	1.33M	3.30M		248.66%
UniEuro	0.60M	1.61M	7.35M		457.03%
Vijay Sales	1.73M	2.15M	8.53M		397.78%
Viveks	1.55M	2.24M	7.78M		348.10%
walmart	1.26M	2.63M	9.73M		370.45%
Zone	0.34M	1.56M	5.26M		336.20%
Grand Total	87.48M	196.69M	598.88M		304.48%

AtliQ Hardwares



Market performance v/s Target Sales Report

region All
division All

*all values in US\$

Country	FY19-Sales	FY20-Sales	FY21-Sales	Targets-FY21	% Targets lead/lag
Australia	3.88M	10.70M	20.99M	-2.21M	-9.54%
Austria		0.12M	2.84M	-0.33M	-10.50%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-9.35%
Canada	4.76M	12.17M	35.06M	-5.07M	-12.63%
China	1.43M	5.42M	22.89M	-2.07M	-8.28%
France	4.04M	7.47M	25.94M	-2.19M	-7.78%
Germany	2.56M	4.69M	12.01M	-1.53M	-11.29%
India	30.82M	49.77M	161.26M	-9.55M	-5.59%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-11.45%
Italy	2.90M	4.46M	11.72M	-1.05M	-8.22%
Japan		1.88M	7.92M	-0.33M	-3.96%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-7.59%
Newzealand		1.99M	11.40M	-1.40M	-10.95%
Norway		2.48M	13.68M	-1.44M	-9.50%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-8.48%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.27%
Poland	0.41M	2.79M	5.19M	-0.94M	-15.35%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.12%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.18%
Spain		1.77M	12.62M	-1.79M	-12.39%
Sweden	0.05M	0.23M	1.77M	-0.20M	-10.00%
United Kingdom	2.00M	8.08M	34.15M	-2.98M	-8.02%
USA	11.53M	31.92M	87.78M	-10.24M	-10.44%
Grand Total	87.48M	196.69M	598.88M	-54.94M	-8.40%

AtliQ Hardwares



Top-selling Products by FY Report

region	All
customer	All
division	All

*all values in US\$

Products	FY20-Sales	FY21-Sales	FY21 vs FY20 %growth
AQ Electron 4 3600 Desk	3.02M	19.35M	641.26%
AQ GT 21	0.78M	4.38M	561.14%
AQ Home Allin1	0.67M	5.16M	768.99%
AQ LION x1	0.05M	0.84M	1719.49%
AQ LION x2	0.05M	0.94M	1768.87%
AQ LION x3	0.07M	1.23M	1792.25%
AQ Mx NB	0.03M	1.44M	5723.52%
AQ Pen Drive DRC	0.65M	3.81M	587.66%
AQ Smash 2	0.43M	11.21M	2589.49%
AQ Zion Saga	0.69M	3.64M	528.55%
Grand Total	6.43M	51.99M	808.04%

AtliQ Hardwares

Product Division-level Report



region All
customer All

*all values are in US\$

Product Division	FY20-Sales	FY21-Sales	FY21 vs FY20 %growth
N & S	51.38M	94.73M	184.38%
P & A	105.24M	338.38M	321.53%
PC	40.07M	165.76M	413.70%
Grand Total	196.69M	598.88M	304.48%

AtliQ Hardwares



Top-5 Products sold

region	All
customer	All
division	All

*all values in US\$

Products	Qty sold
AQ Gamers	3.38M
AQ Gamers Ms	3.98M
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1	3.37M
AQ Master wireless x1 Ms	4.13M
Grand Total	19.00M

Bottom-5 Products sold

region	All
customer	All
division	All

*all values in US\$

Products	Qty sold
AQ Gamer 1	0.05M
AQ GEN Z	0.06M
AQ Home Allin1	0.02M
AQ HOME Allin1 Gen 2	0.01M
AQ Smash 2	0.04M
Grand Total	0.17M

AtliQ Hardwares



New products sales Report

region	All
customer	All
division	All

*all values in US\$

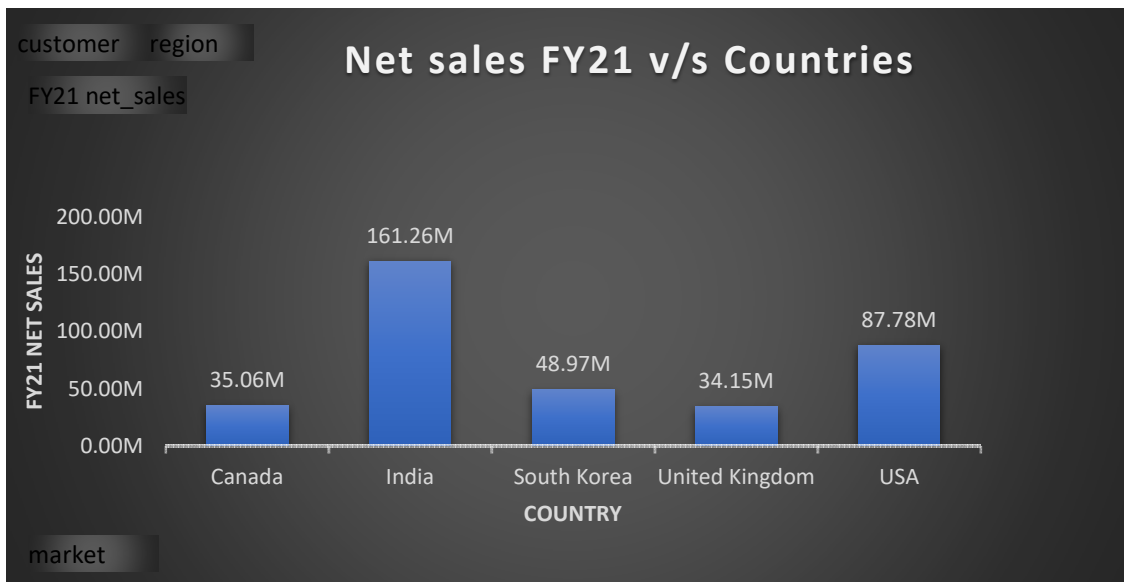
Newly introduced Products	FY21-Sales	FY21 vs FY20 %growth
AQ Clx3	4.39M	0.00%
AQ Electron 3 3600 Desktop Processor	14.21M	0.00%
AQ Gen Y	19.52M	0.00%
AQ GEN Z	11.70M	0.00%
AQ HOME Allin1 Gen 2	3.51M	0.00%
AQ Lumina Ms	4.21M	0.00%
AQ Marquee P3	4.86M	0.00%
AQ Marquee P4	1.68M	0.00%
AQ Maxima Ms	13.66M	0.00%
AQ MB Lito	2.85M	0.00%
AQ MB Lito 2	2.29M	0.00%
AQ Qwerty	21.98M	0.00%
AQ Qwerty Ms	15.41M	0.00%
AQ Trigger	20.74M	0.00%
AQ Trigger Ms	17.90M	0.00%
AQ Wi Power Dx3	17.25M	0.00%
Grand Total	176.16M	0.00%

Top-5 Sales generating Countries



customer	All
region	All

Country	FY21 net_sales
Canada	35.06M
India	161.26M
South Korea	48.97M
United Kingdom	34.15M
USA	87.78M
Grand Total	367.22M



AtliQ Hardwares

Overall P & L Report



region All

market All

division All

customer All

*all values in US\$

*FY21 vs FY20 not in Pivot table

	Fiscal Years			
Values	2019	2020	2021	FY21 vs FY20
Overall_net_sales	87.48M	196.69M	598.88M	204.48%
COGS	51.24M	123.37M	380.71M	208.59%
Gross_margin	36.24M	73.32M	218.16M	197.55%
GrossMargin%	41.43%	37.28%	36.43%	-2.27%

AtliQ Hardwares P and L Report



region	All
market	All
division	All
customer	All
FY	2019

P & L Statement for FY-2019

*all values are in USD

*FY21 vs FY20 not in Pivot table

Quarters													
	Q1		Q2		Q3		Q4				Grand Total		
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Overall_net_sales	6.46M	8.04M	10.74M	11.44M	6.52M	6.08M	6.41M	6.32M	6.49M	6.18M	6.48M	6.31M	87.48M
COGS	3.82M	4.66M	6.28M	6.70M	3.86M	3.53M	3.75M	3.71M	3.84M	3.59M	3.79M	3.70M	51.24M
Gross_margin	2.64M	3.37M	4.45M	4.73M	2.67M	2.55M	2.66M	2.62M	2.65M	2.60M	2.69M	2.61M	36.24M
GrossMargin%	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

region	All
market	All
division	All
customer	All
FY	2020

P & L Statement for FY-2020

Quarters													
	Q1		Q2		Q3		Q4				Grand Total		
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Overall_net_sales	17.10M	20.63M	28.69M	29.90M	17.13M	15.93M	2.11M	7.76M	9.93M	14.88M	16.08M	16.54M	196.69M
COGS	10.64M	12.83M	18.07M	18.89M	10.67M	9.92M	1.34M	4.83M	6.21M	9.34M	10.18M	10.45M	123.37M
Gross_margin	6.46M	7.79M	10.63M	11.01M	6.47M	6.01M	0.77M	2.93M	3.72M	5.55M	5.90M	6.08M	73.32M
GrossMargin%	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

AtliQ Hardwares P and L Report

region	All
market	All
division	All
customer	All
FY	2021

P & L Statement for FY-2021

Quarters													Grand Total
Metrics	Q1		Q2		Q3		Q4						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Overall_net_sales	44.82M	54.59M	74.34M	78.06M	44.79M	41.82M	43.95M	43.54M	44.40M	41.47M	44.05M	43.05M	598.88M
COGS	28.39M	34.65M	47.36M	49.76M	28.36M	26.54M	27.97M	27.72M	28.13M	26.35M	28.03M	27.44M	380.71M
Gross_margin	16.43M	19.94M	26.98M	28.30M	16.43M	15.28M	15.98M	15.82M	16.27M	15.11M	16.02M	15.61M	218.16M
GrossMargin%	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

Net Sales comparison

FY21 vs FY20 % sales growth

FY20 vs FY19 % sales growth

262.06%	264.68%	259.10%	261.05%	261.40%	262.49%	2081.59%	561.21%	447.02%	278.64%	273.93%	260.31%	304.48%
264.63%	256.58%	267.27%	261.45%	262.75%	262.02%	32.93%	122.73%	153.05%	240.65%	248.00%	262.03%	224.85%

This means that for AtliQ, the revenue grew by 262.06% for Sep-21 when compared to Sep-20

To measure the overall company's growth:

FY21 vs FY20 company growth %

FY20 vs FY19 company growth %

162.06%	164.68%	159.10%	161.05%	161.40%	162.49%	1981.59%	461.21%	347.02%	178.64%	173.93%	160.31%	204.48%
164.63%	156.58%	167.27%	161.45%	162.75%	162.02%	-67.07%	22.73%	53.05%	140.65%	148.00%	162.03%	124.85%

The above metric shows that, the AtliQ Hardwares as a business org grew by 162.06% for Sep-21 when compared to Sep-20

AtliQ Hardwares



Profit & Loss statement by Markets

region All
sub_zone All
FY All

*all values in US\$

Market	Overall_net_sales	COGS	Gross_margin	GrossMargin%
Australia	35.57M	22.10M	13.47M	37.87%
Austria	2.96M	2.07M	0.89M	29.96%
Bangladesh	9.69M	6.26M	3.43M	35.43%
Canada	51.99M	31.51M	20.48M	39.39%
China	29.74M	17.60M	12.14M	40.82%
France	37.45M	21.23M	16.22M	43.31%
Germany	19.26M	13.50M	5.76M	29.91%
India	241.85M	161.16M	80.69M	33.36%
Indonesia	27.15M	16.35M	10.80M	39.77%
Italy	19.09M	12.86M	6.23M	32.62%
Japan	9.80M	5.42M	4.38M	44.68%
Netherlands	11.57M	6.52M	5.04M	43.59%
Newzealand	13.39M	7.37M	6.02M	44.98%
Norway	16.16M	11.19M	4.97M	30.75%
Pakistan	10.98M	6.67M	4.30M	39.19%
Philippines	50.92M	30.16M	20.76M	40.77%
Poland	8.39M	4.91M	3.48M	41.52%
Portugal	16.16M	9.59M	6.57M	40.66%
South Korea	79.05M	50.22M	28.83M	36.47%
Spain	14.39M	9.54M	4.85M	33.69%
Sweden	2.05M	1.22M	0.83M	40.59%
United Kingdom	44.23M	25.34M	18.89M	42.72%
USA	131.23M	82.54M	48.69M	37.10%
Grand Total	883.05M	555.32M	327.72M	37.11%

AtliQ Hardwares



Gross Margin% by Sub-Zone

FILTERS

FY 2019

GrossMargin% Quarters

Sub-Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

FILTERS

FY 2020

GrossMargin% Quarters

Sub-Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

FILTERS

FY 2021

GrossMargin% Quarters

Sub-Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%