₹985M **2M** Revenue Trend Revenue Sales Qty ₹40M Sales Qty by Markets Revenue by Markets **custo...** • Brick & Mortar • E-Commerce Delhi N... ₹30M Delhi N... ₹483M Mumbai 0M Mumbai Nagpur 0M Ahmed.. Kochi Bhopal Ahmed.. Jan 2018 Jul 2018 Jan 2019 Jul 2019 Jan 2020 Nagpur Bhopal Kochi Hydera... Chennai Top 5 Customers Top 5 Products Chennai Kanpur **customer_type** ● Brick & Mortar ● E-Commerce Lucknow (Blank) ₹469M Hydera... Electricalsara Stores 0M Surat Prod040 Patna Electricalslytical Kanpur Lucknow **Excel Stores** Bhuban... Surat **Premium Stores** Patna 0M Bhuban... Nixon 0M Bengal.. Bengal...

2017

2018

2019

2020

Jul

17

Jun

17

Aug

17

Sep

17

Oct

17

Nov

17

Dec

17

Jan

18

Feb

18

Mar

18

₹142M

Revenue

350K

₹2.1M

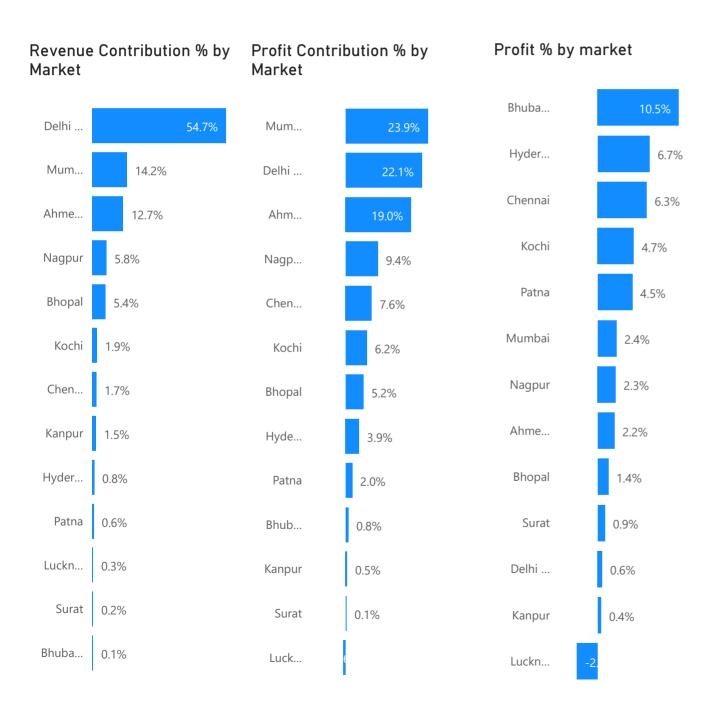
Sales Qty

Total Profit Margin

Ecommerce Vs B&M

₹29M (20.45%)

customer_ty... ● Brick & Mortar ● E-Commerce



| | | | | ₹113M |
|--------------------------|--------------|------------------------------|---------------------------------|-----------------|
| custmer_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% |
| Flawless Stores | ₹1,126,976 | 0.8% | 1.8% | 3.3% |
| Excel Stores | ₹7,928,385 | 5.6% | 12.5% | 3.3% |
| Total | ₹142,224,545 | 100.0% | 100.0% | 1.4% |

₹142M

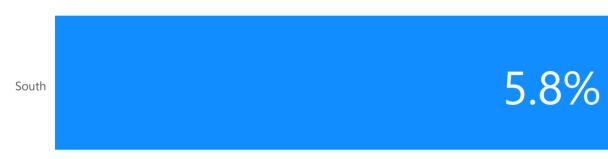
350K

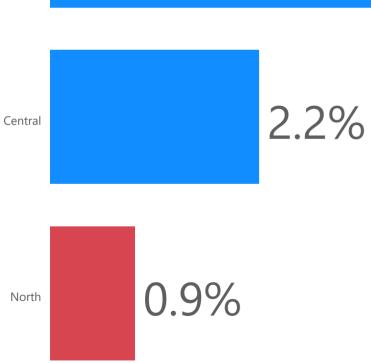
₹2.1M

Sales Qty

Total Profit Margin

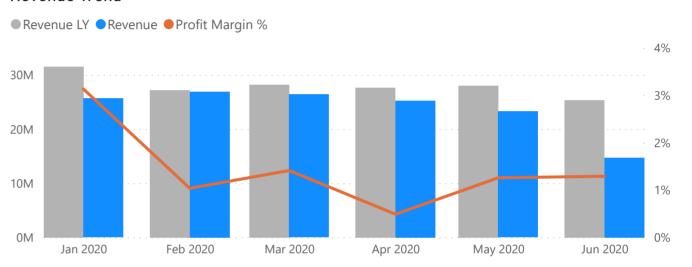
Revenue Contribution % by Zones



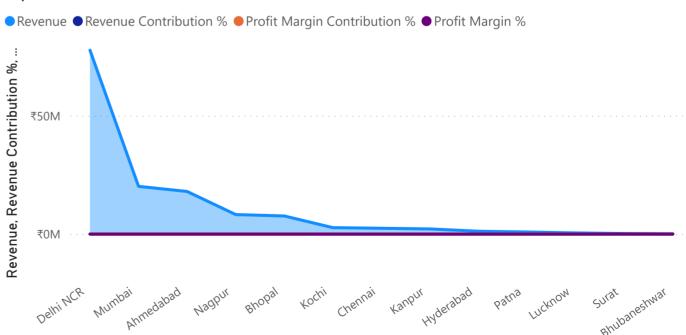




Revenue Trend



Top 5 Customers



markets_name