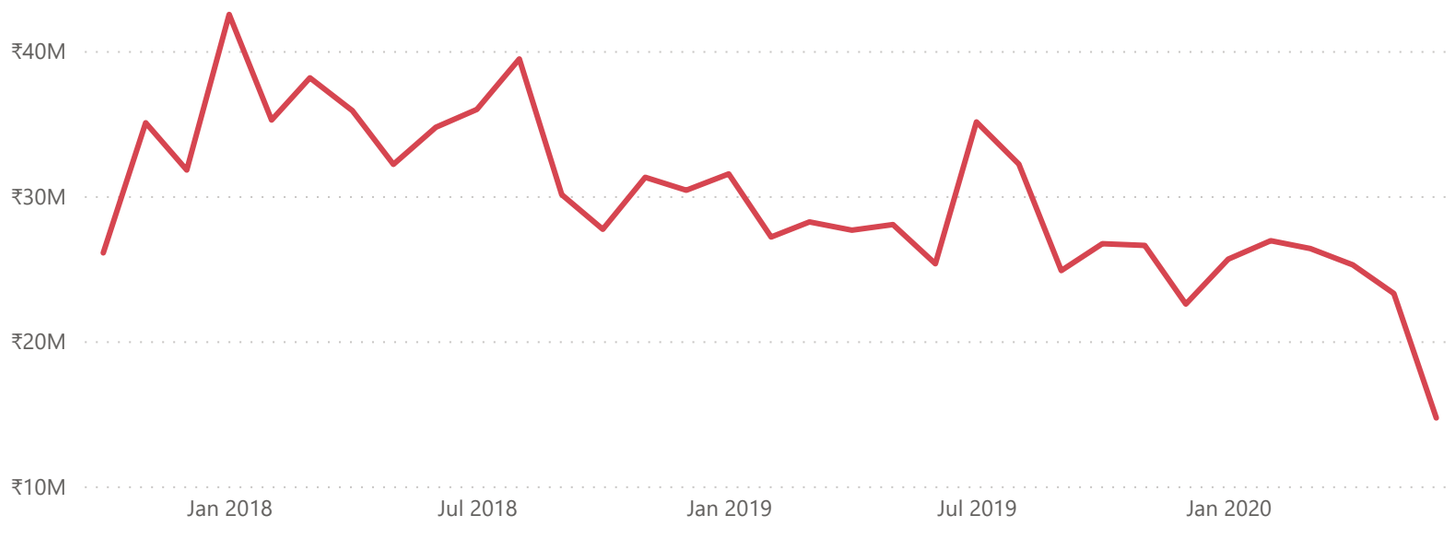
2017	2018	2019	2020

Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18

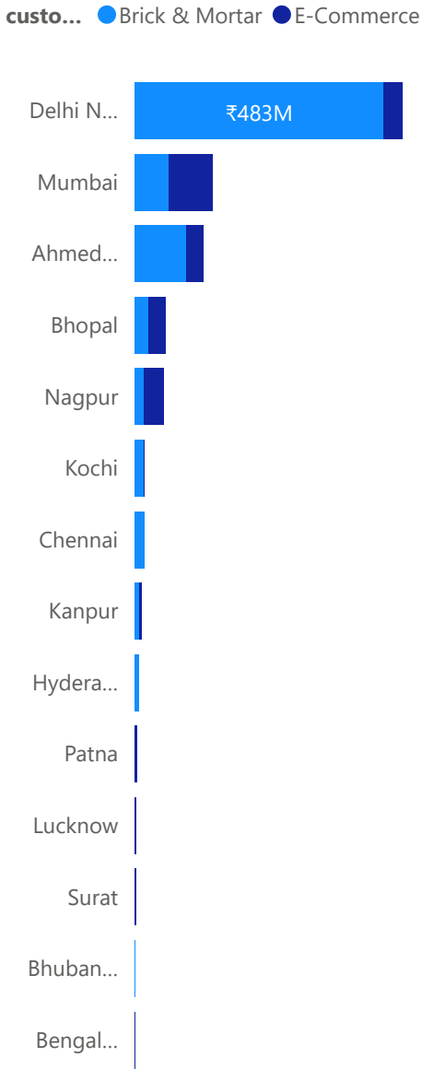
₹985M
Revenue

2M
Sales Qty

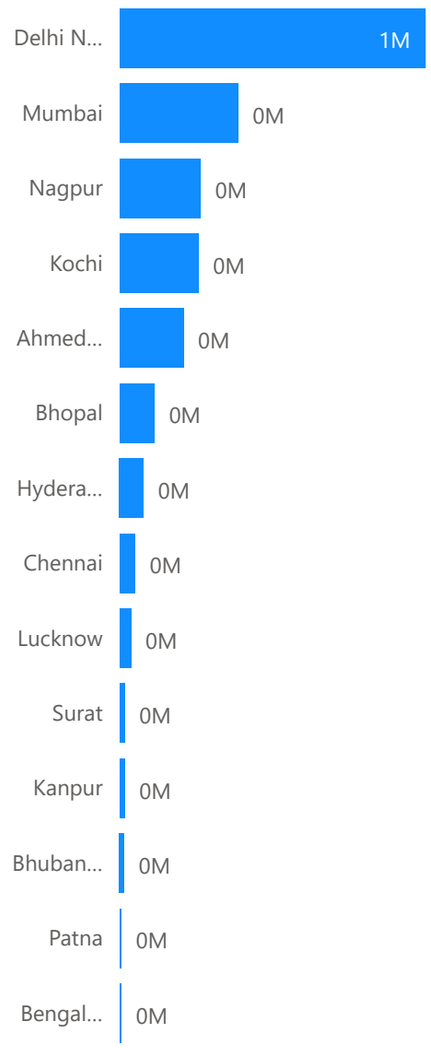
Revenue Trend



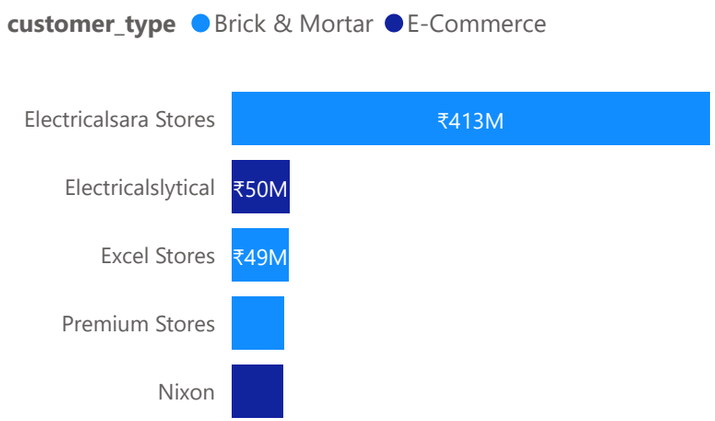
Revenue by Markets



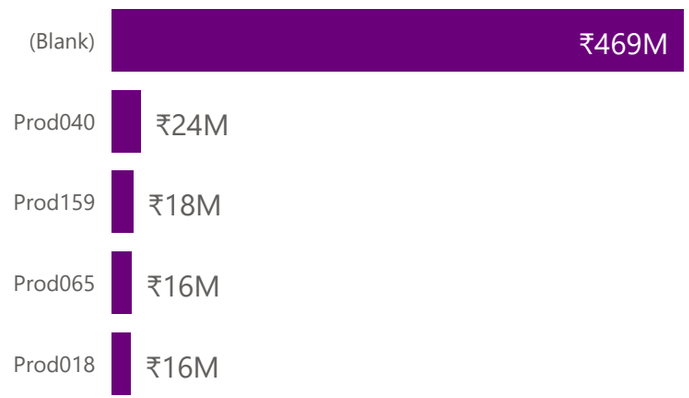
Sales Qty by Markets



Top 5 Customers



Top 5 Products



2017 | 2018 | 2019 | 2020

Jan 20 | Feb 20 | Mar 20 | Apr 20 | May 20 | Jun 20

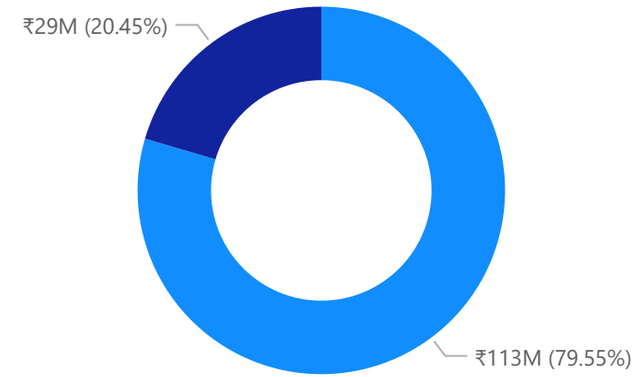
₹142M
Revenue

350K
Sales Qty

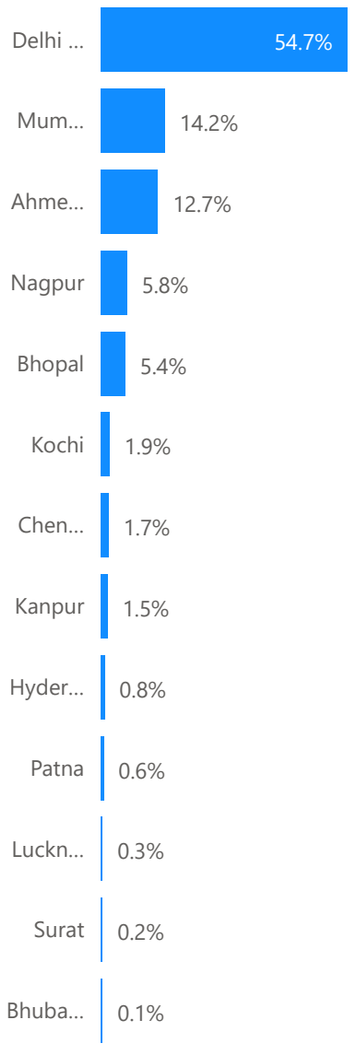
₹2.1M
Total Profit Margin

Ecommerce Vs B&M

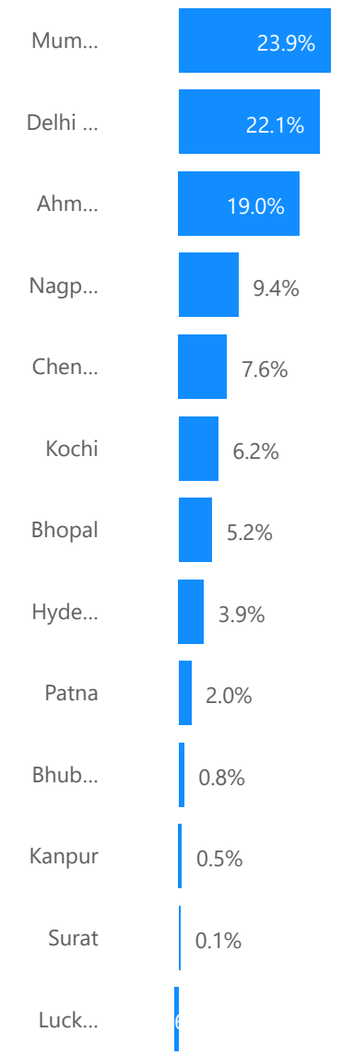
customer_ty... Brick & Mortar E-Commerce



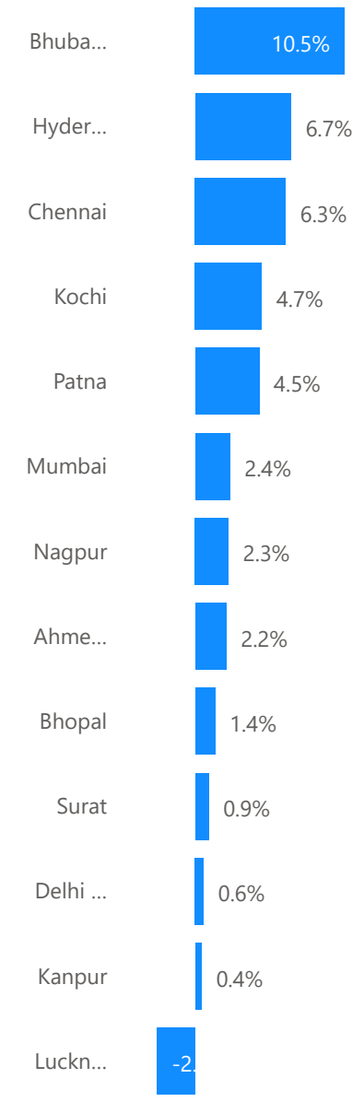
Revenue Contribution % by Market



Profit Contribution % by Market



Profit % by market



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
Revenue

350K
Sales Qty

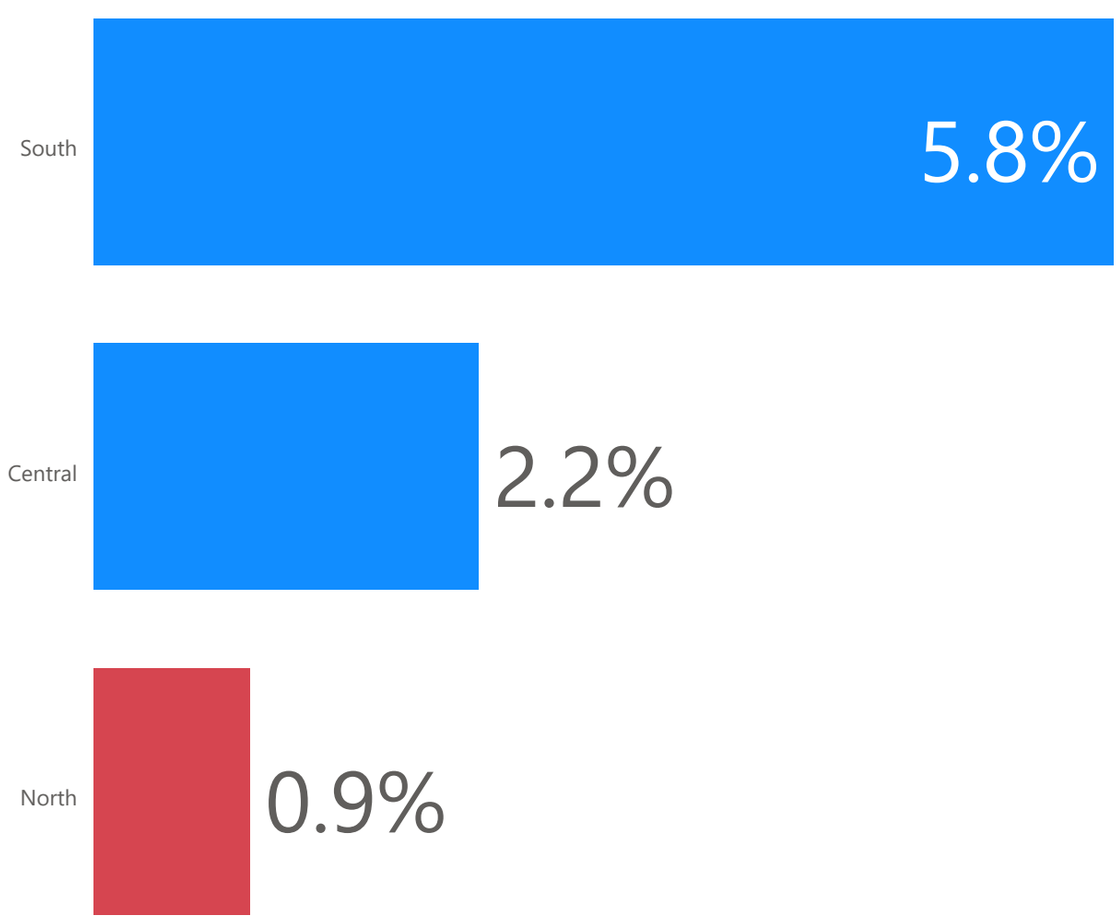
₹2.1M
Total Profit Margin

Profit Target
2%

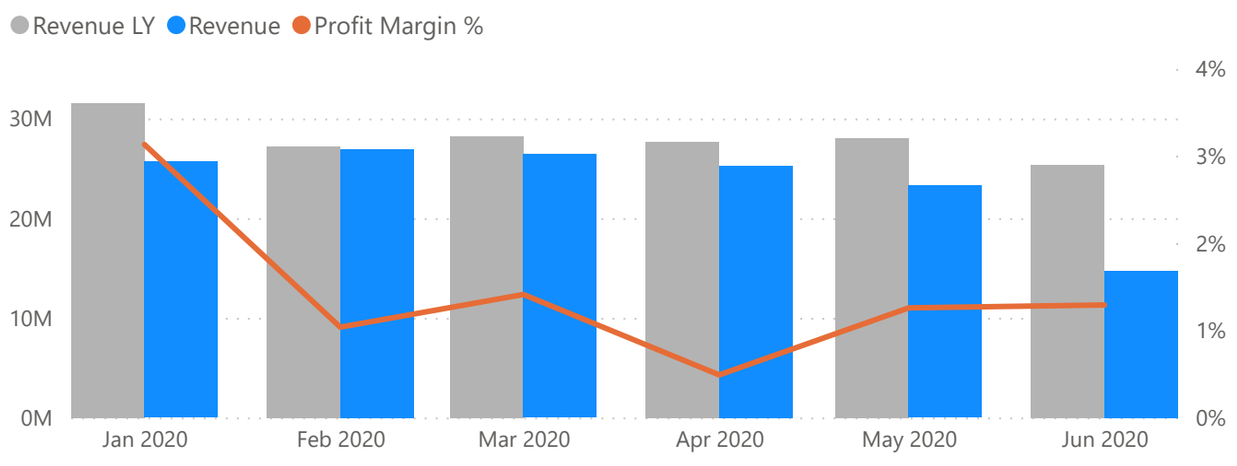
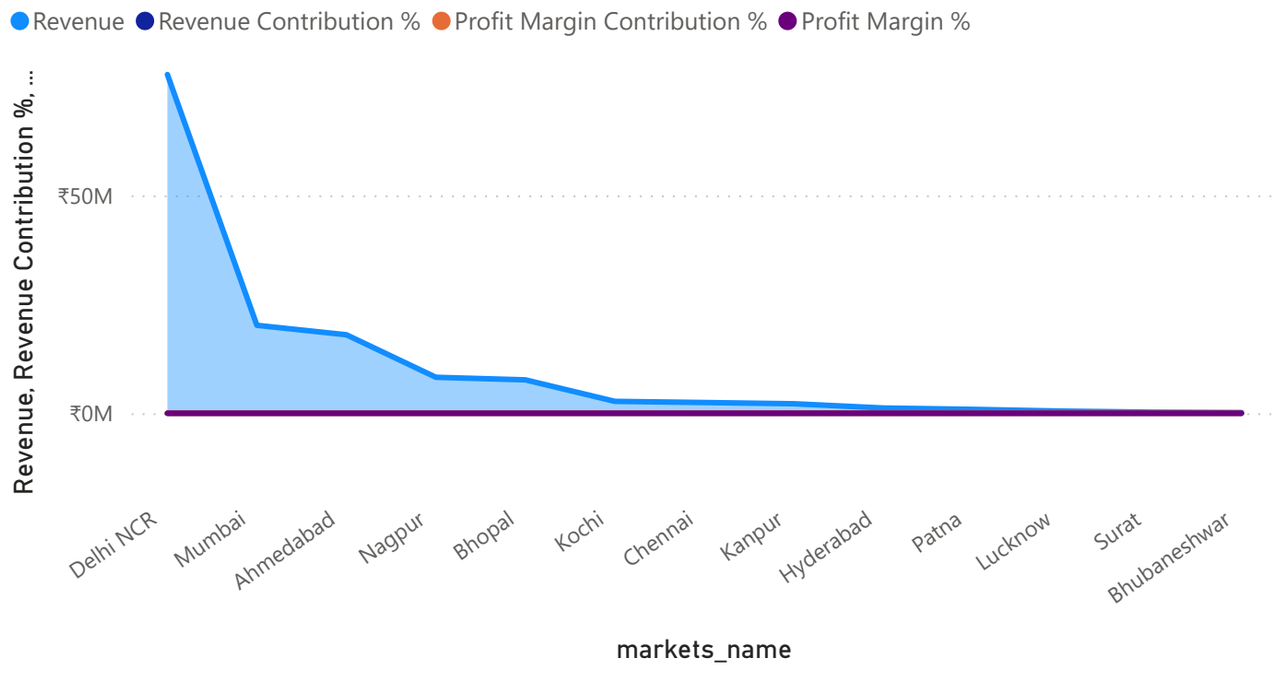
2017 | 2018 | 2019 | 2020

Jan 20 | Feb 20 | Mar 20 | Apr 20 | May 20 | Jun 20

Revenue Contribution % by Zones



Revenue Trend



Top 5 Customers