



Crunchy Corner Insights | Performance Analysis

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LinkedIn

No. of SKU's

0.00%

4207

vs PY

Net Revenue

▲ 24.46%

\$560.07M

vs PY

Gross Profit

▲ 24.08%

\$162.5M

vs PY

EBITDA

▲ 24.44%

\$88.3M

vs PY

PAT

▲ 24.10%

\$61.13M

vs PY

Volume

▲ 24.00%

264.95K

vs PY

Year-wise Net Revenue | YOY %



Year-wise Net Revenue | YOY %



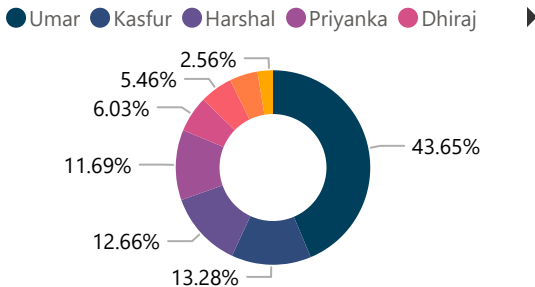
Year-wise Net Revenue | YOY %



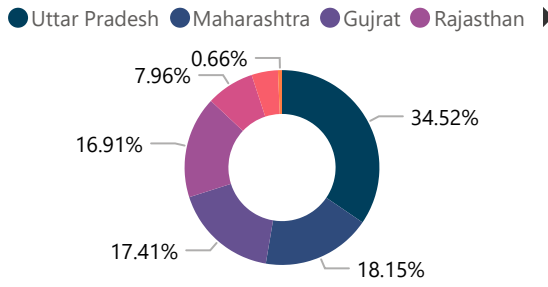
Year-wise Net Revenue | YOY %



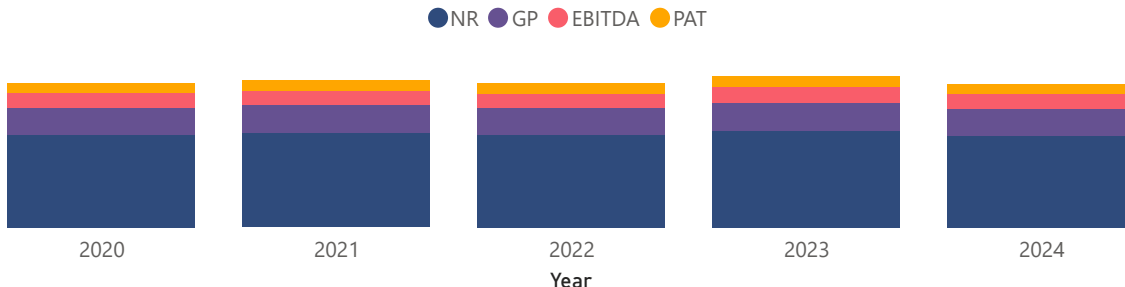
Net Revenue by Cluster Head



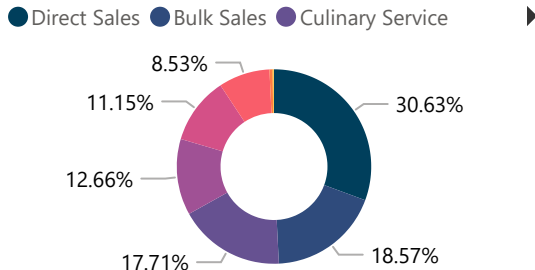
Net Revenue by Location



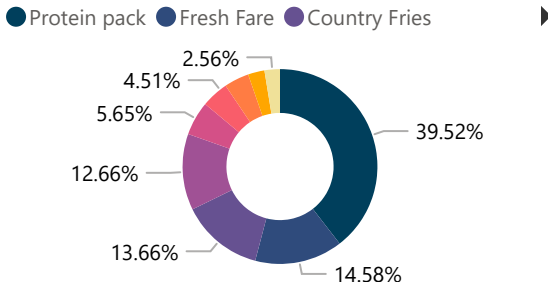
NR, GP, EBITDA, PAT by Year



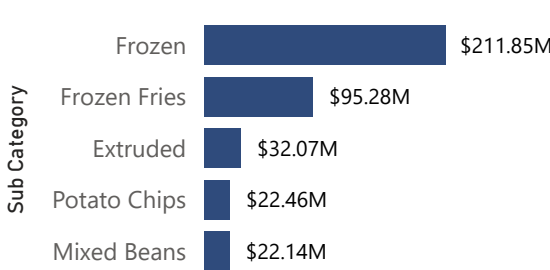
Net Revenue by Channel



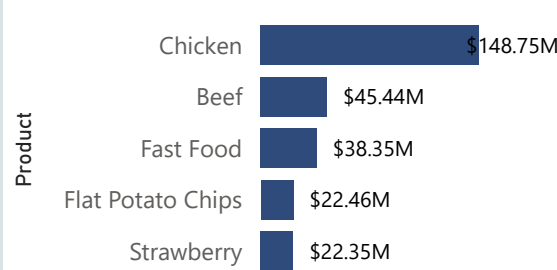
Net Revenue by Category



Top 5 Sub Categories by Net Revenue



Top 5 Products by Net Revenue





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Raw Material Cost

▲ 24.72%

278.62M

vs PY

Trade & Discount

▲ 24.97%

113.68M

vs PY

Marketing Cost

▲ 23.19%

7.98M

vs PY

Fix & Variable Cost

▲ 24.78%

64.26M

vs PY

G & A Cost

▲ 24.49%

16.11M

vs PY

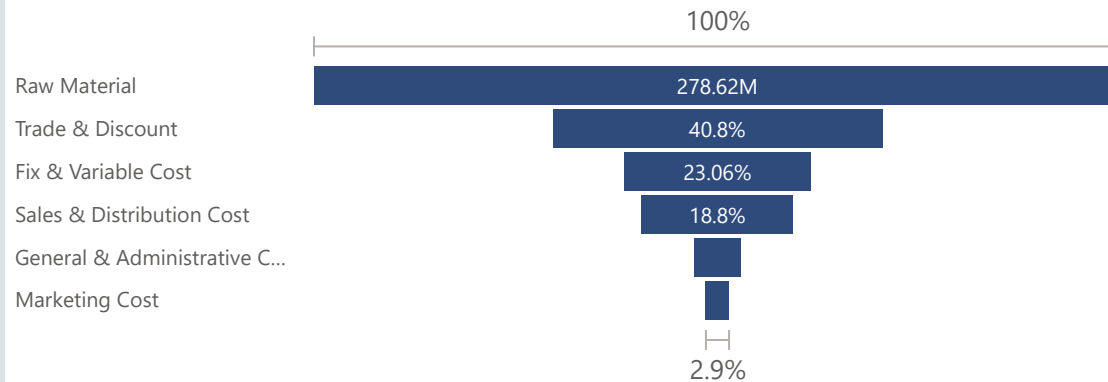
Sales & Dist Cost

▲ 24.45%

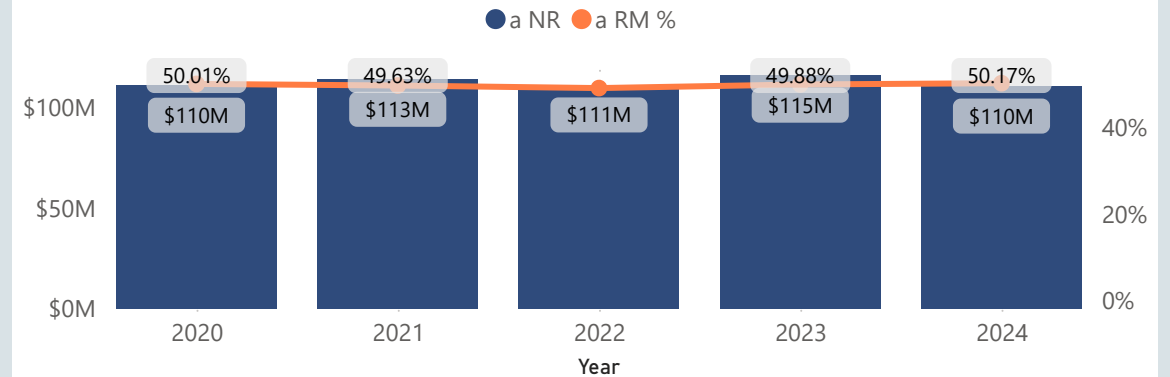
52.39M

vs PY

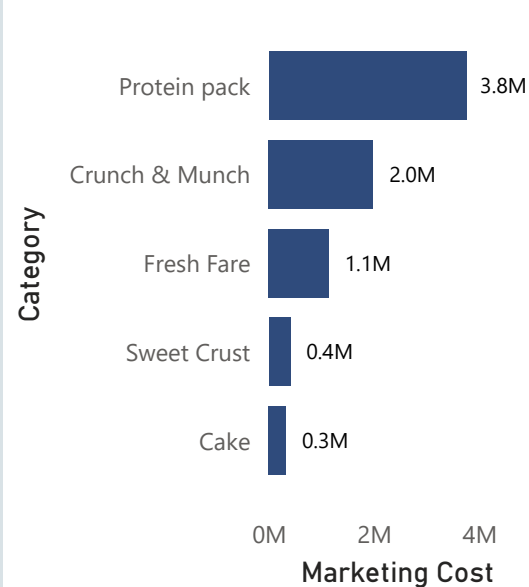
Cost Analysis Funnel



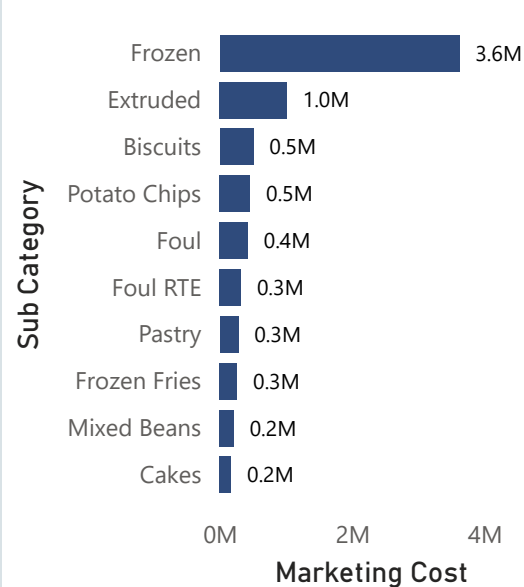
NR and RM% by Year



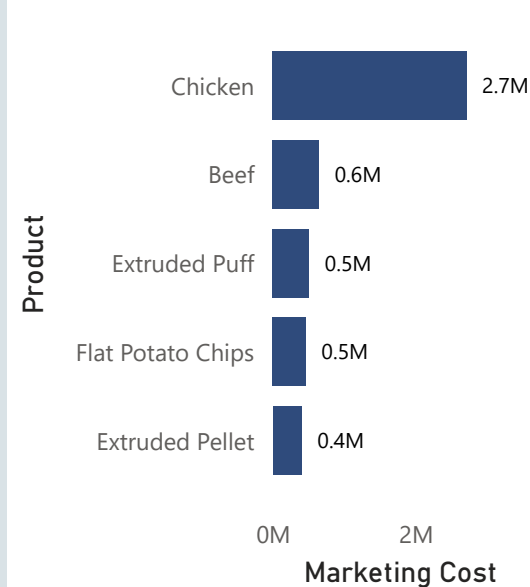
Top 5 Categories by Marketing Cost



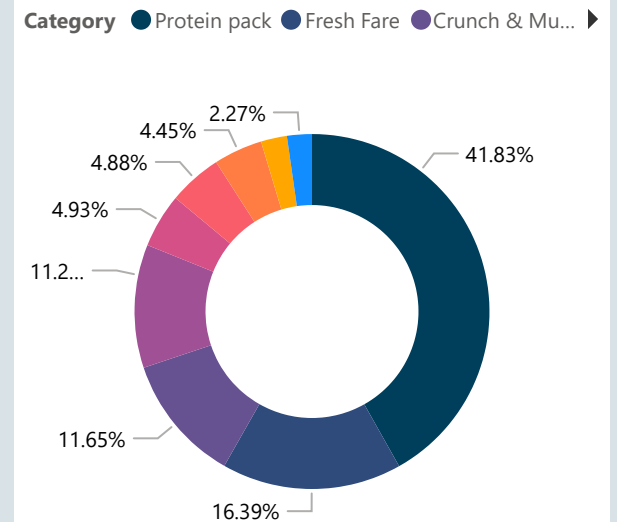
Top 10 Sub Categories by Marketing Cost



Top 5 Products by Marketing Cost



Total Expense by Category





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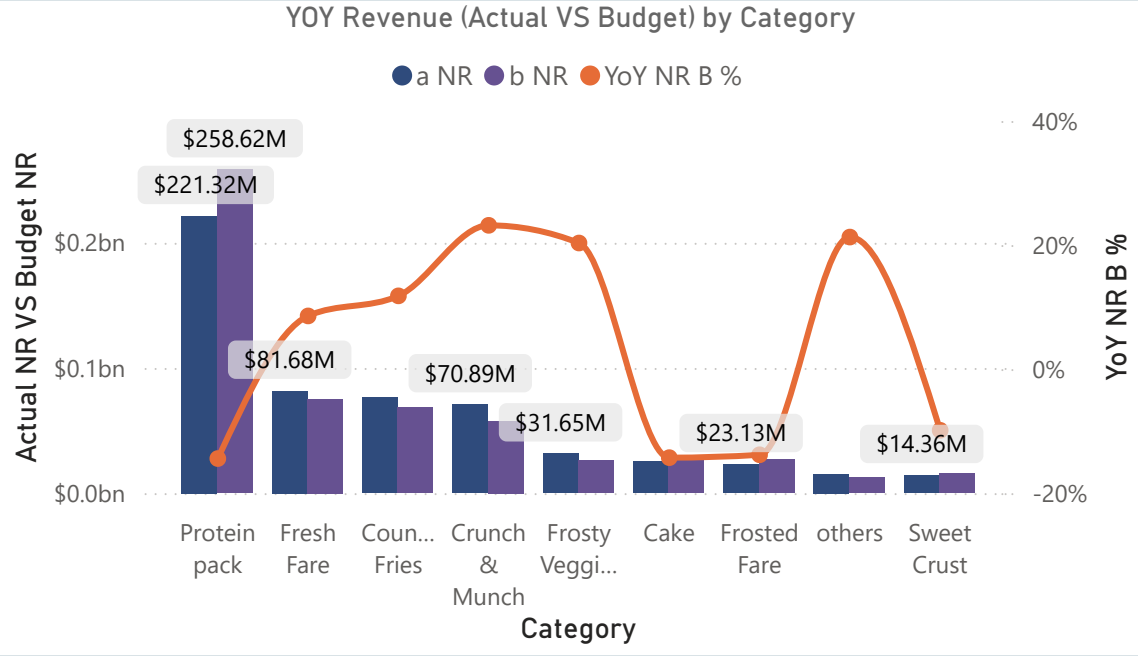
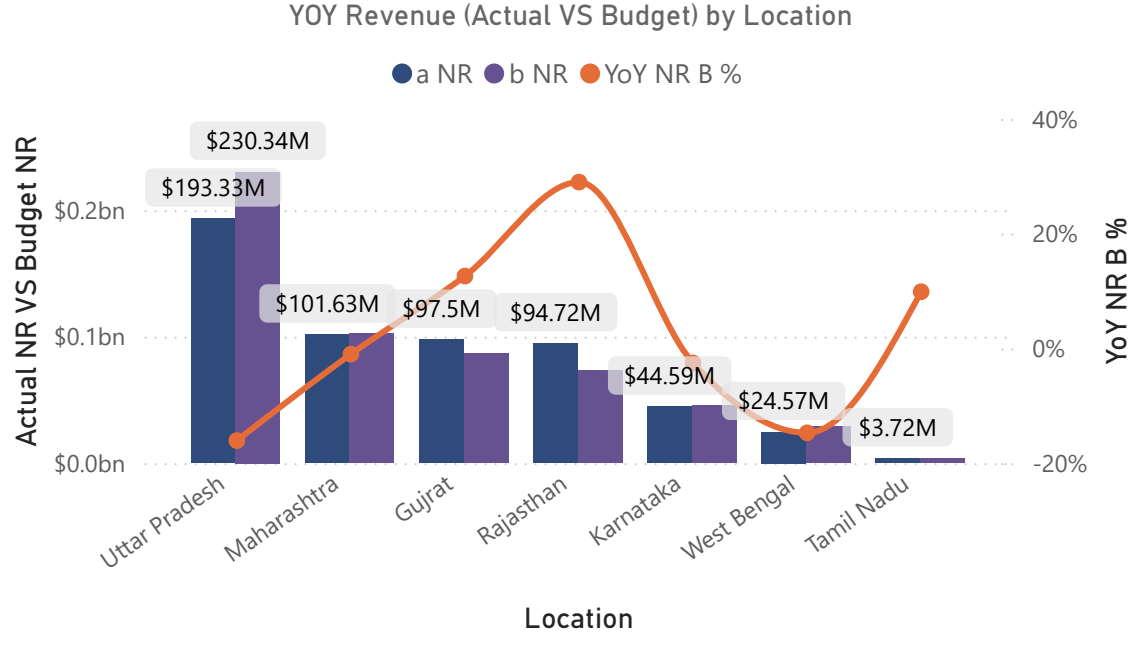
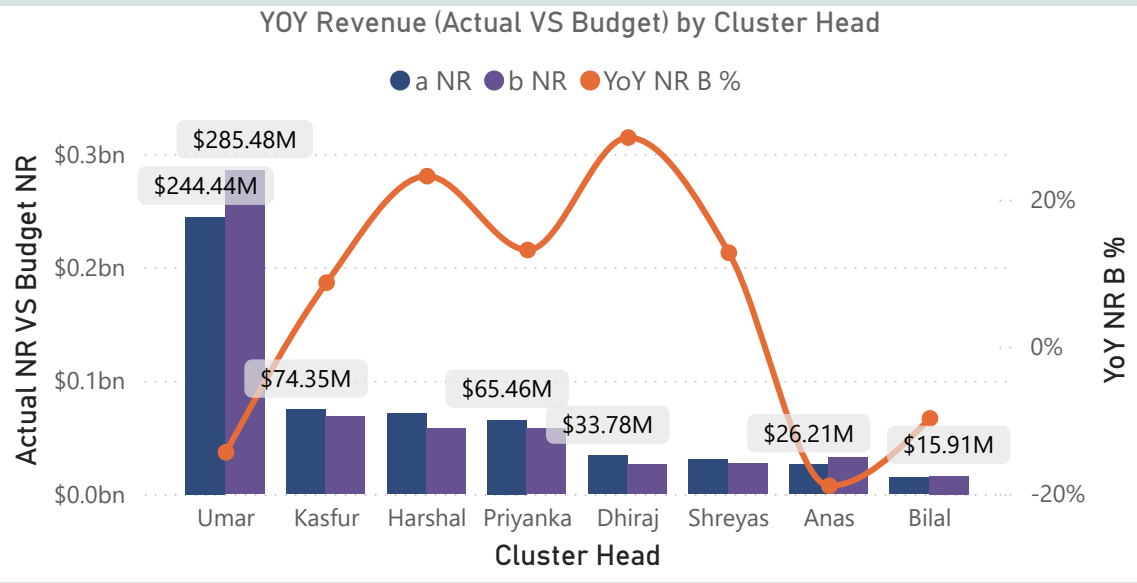
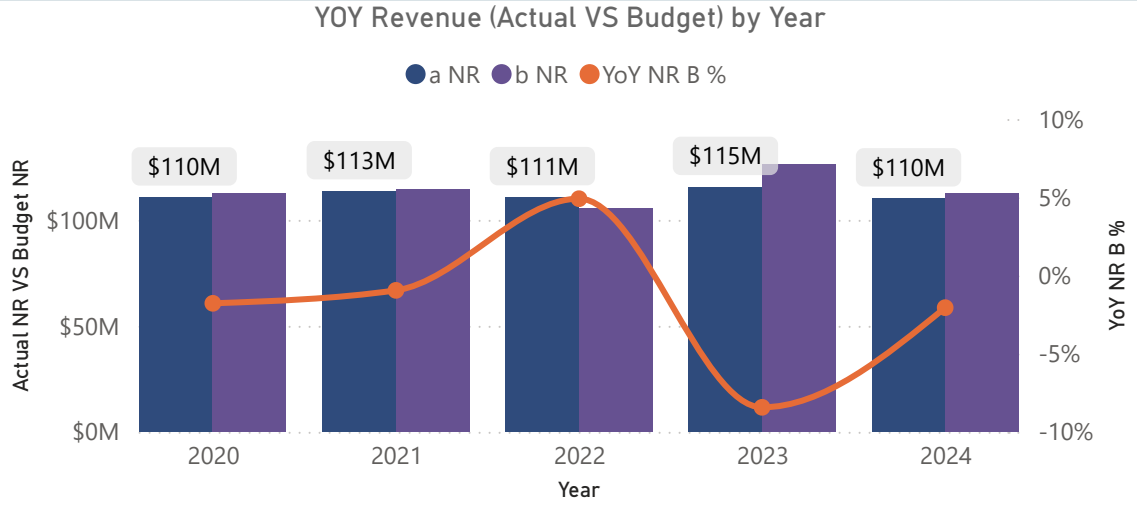
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Actual Net Revenue YTD	Budget Net Revenue YTD	YOY NR B %
110.06M	112.38M	-1.9%





Uttar Pradesh

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Net Revenue	Net Revenue	Gross Profit	EBITDA	PAT	Volume
0.00%	▲ 24.58%	▲ 24.22%	▲ 23.56%	▲ 22.85%	▲ 22.36%
4207	\$193.33M	\$56.83M	\$30.21M	\$23.43M	66.33K
vs PY	vs PY	vs PY	vs PY	vs PY	vs PY

Year	Net Revenue	Gross Profit	EBITDA	PAT	Raw Material	Trade & Discount	Marketing Cost	Fixed & Variable Cost	General & Administration Cost	Sales & Distribution Cost
2021	\$40.19M	\$12.08M	\$6.57M	\$5.23M	20.67M	14.26M	0.72M	4.67M	995.42K	3.84M
2022	\$39.94M	\$11.94M	\$6.56M	\$5.10M	20.90M	13.46M	0.66M	4.59M	976.38K	4.01M
2020	\$38.73M	\$11.14M	\$5.79M	\$4.43M	20.21M	13.72M	0.69M	4.76M	953.66K	3.78M
2024	\$38.14M	\$11.08M	\$5.76M	\$4.36M	20.83M	13.93M	0.65M	4.30M	921.05K	3.86M
2023	\$36.33M	\$10.60M	\$5.52M	\$4.32M	19.36M	13.59M	0.71M	4.19M	896.54K	3.53M

