



# Crunchy Corner Insights | Performance Analysis

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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 %



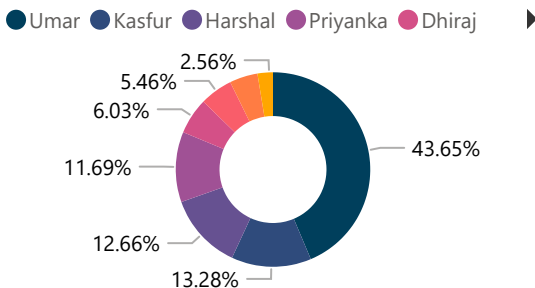
Year-wise Net Revenue | YOY %



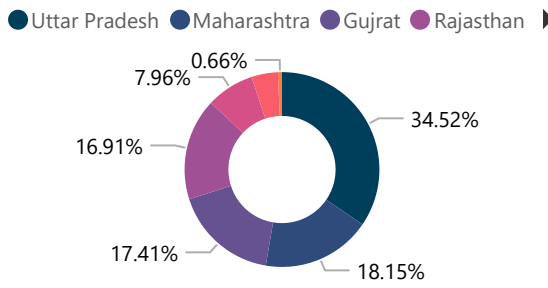
Year-wise Net Revenue | YOY %



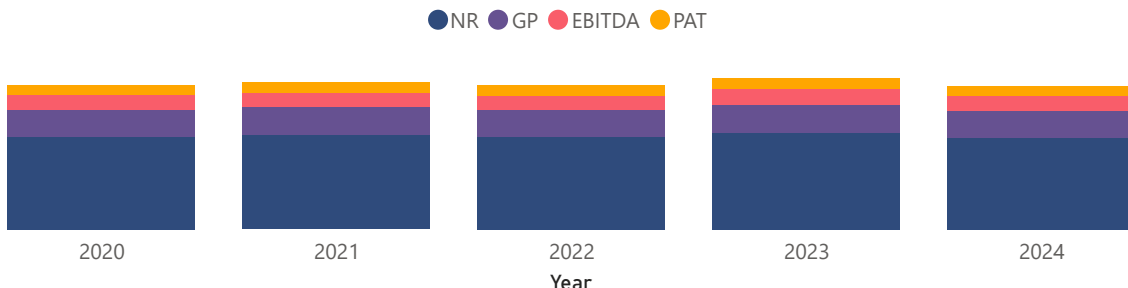
Net Revenue by Cluster Head



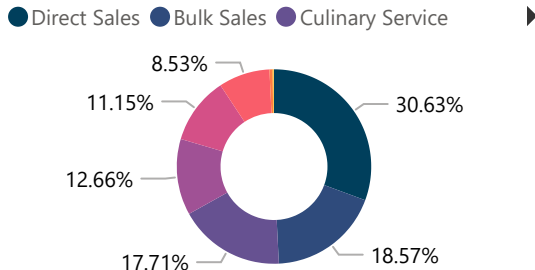
Net Revenue by Location



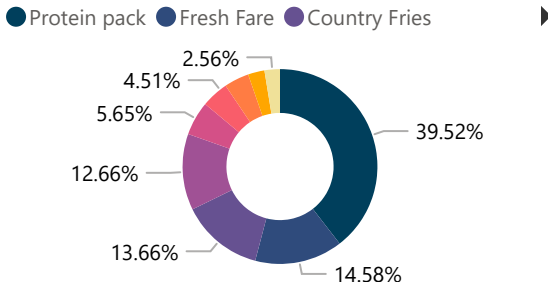
NR, GP, EBITDA, PAT by Year



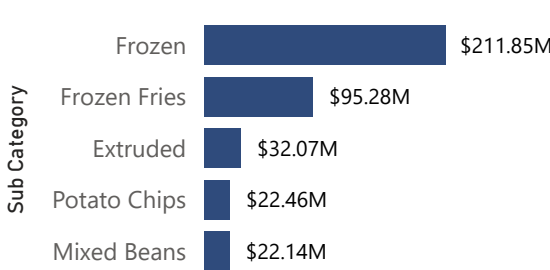
Net Revenue by Channel



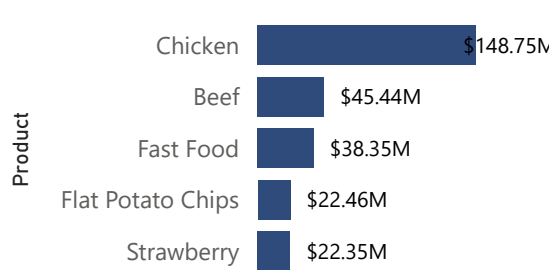
Net Revenue by Category



Top 5 Sub Categories by Net Revenue



Top 5 Products by Net Revenue





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## Crunchy Corner Insights | Cost Analysis

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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

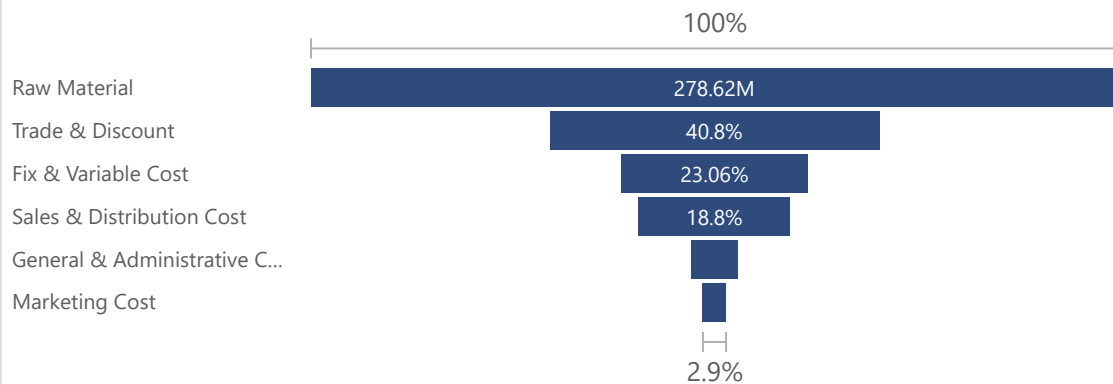
### Sales & Dist Cost

▲ 24.45%

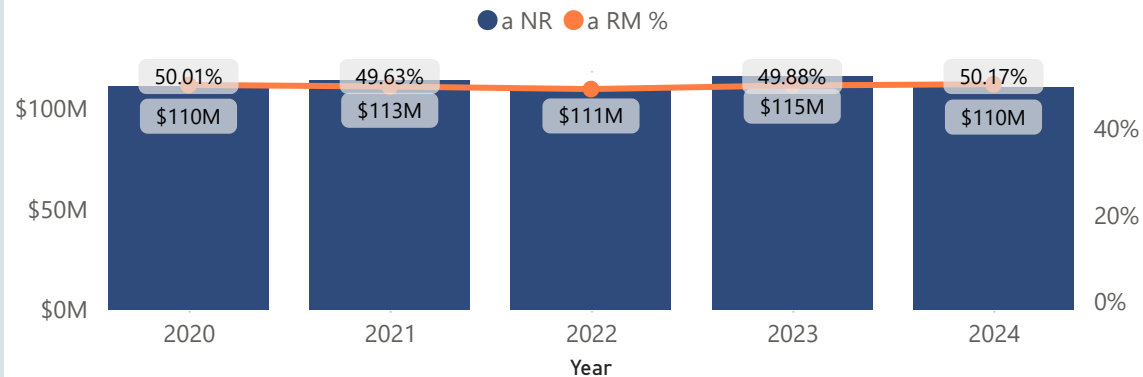
52.39M

vs PY

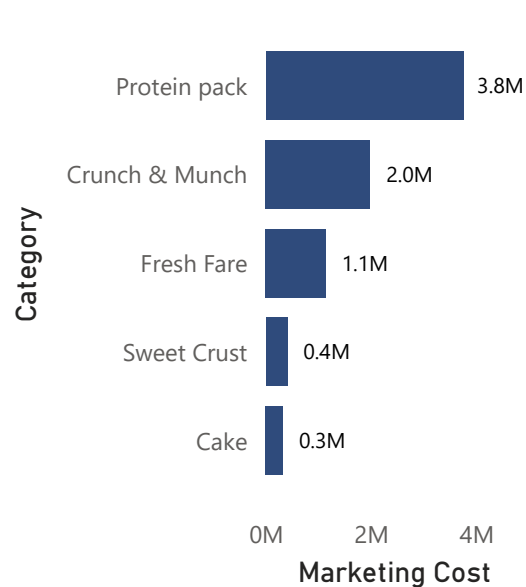
### Cost Analysis Funnel



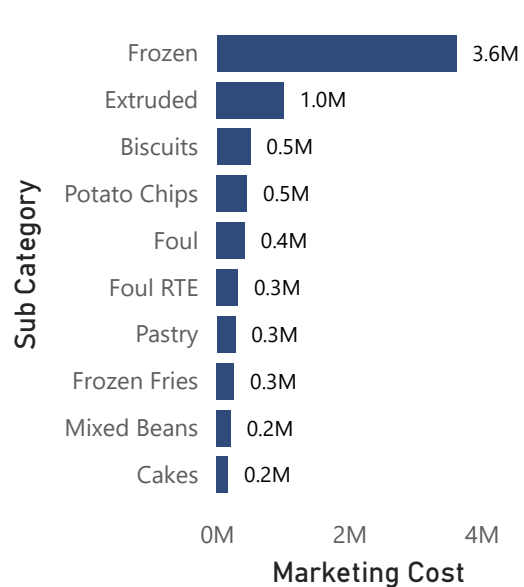
### NR and RM% by Year



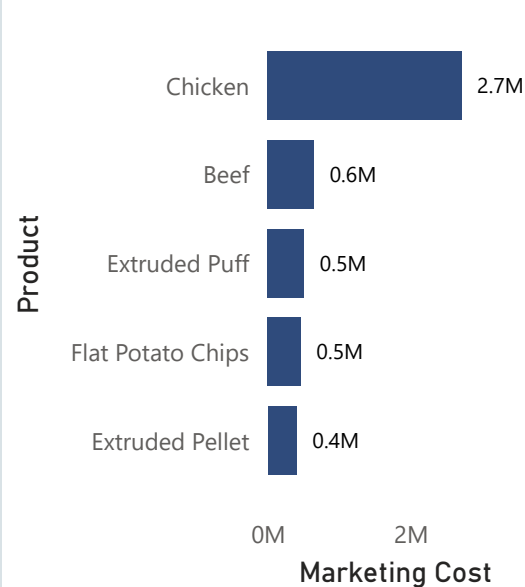
### Top 5 Categories by Marketing Cost



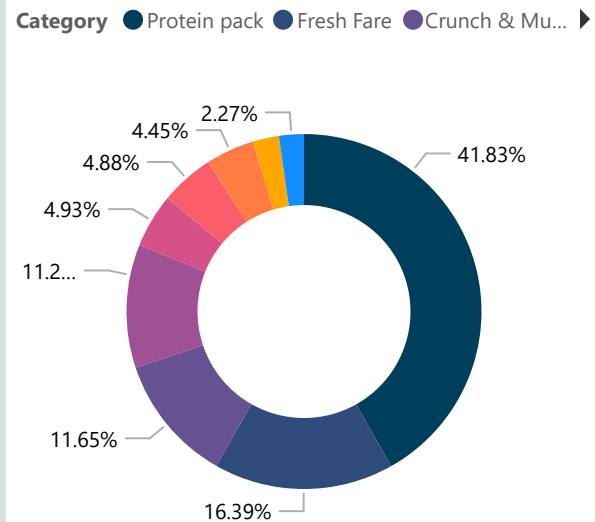
### Top 10 Sub Categories by Marketing Cost



### Top 5 Products by Marketing Cost



### Total Expense by Category





# Crunchy Corner Insights | Budgeting Analysis

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Actual Net Revenue YTD

110.06M

Budget Net Revenue YTD

112.38M

YOY NR B %

-1.9%

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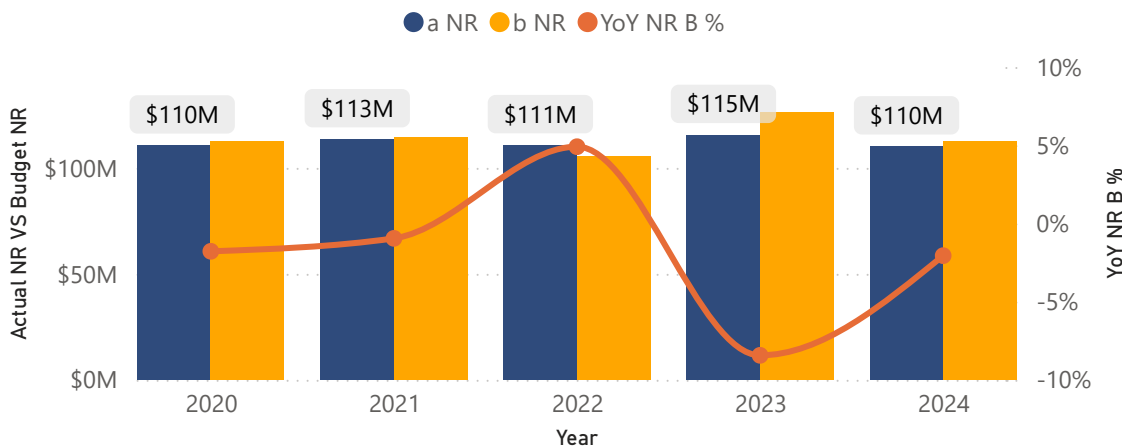
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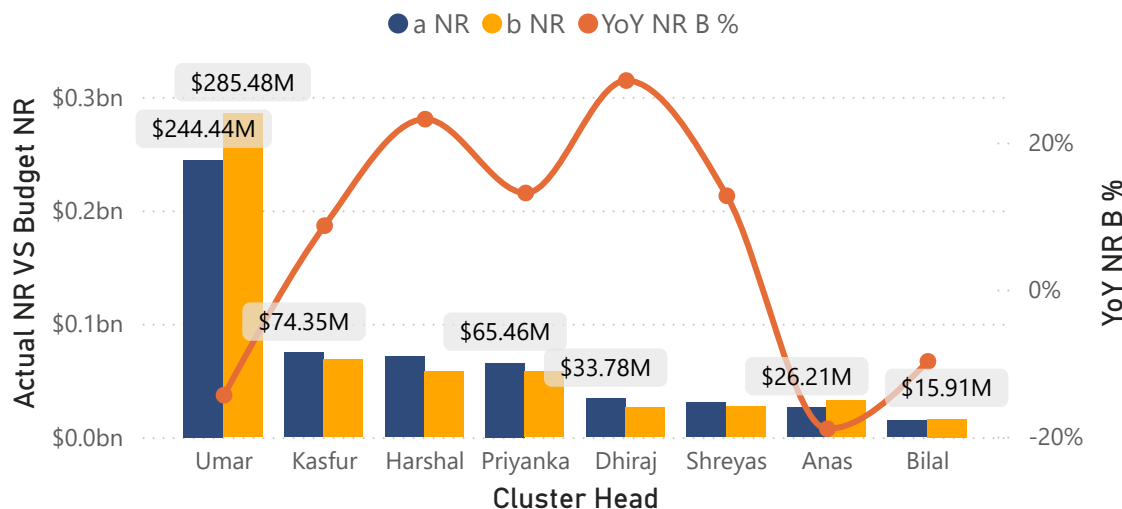


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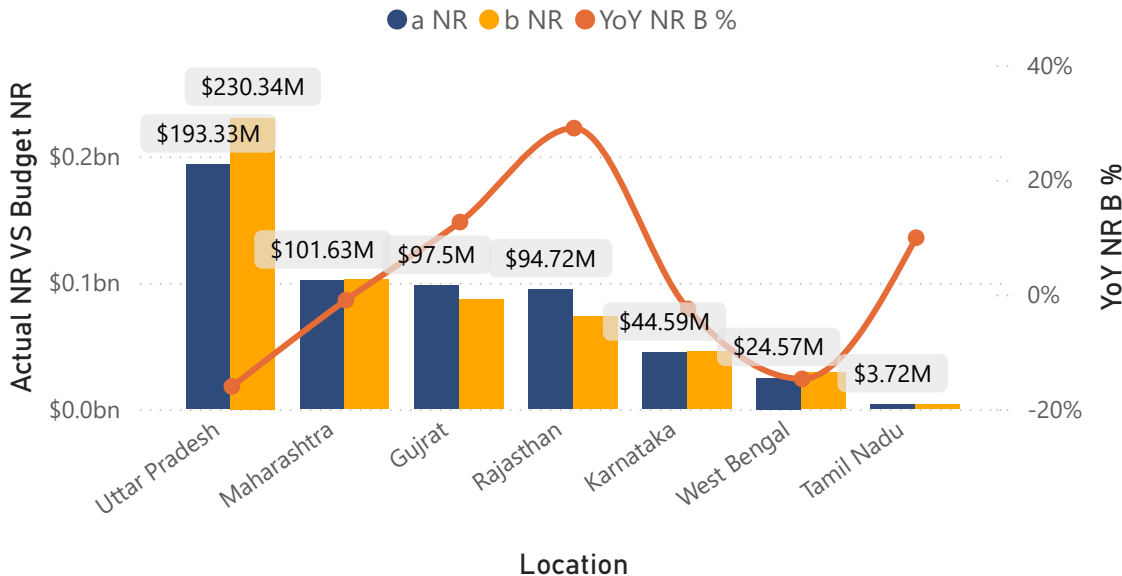
YOY Revenue (Actual VS Budget) by Year



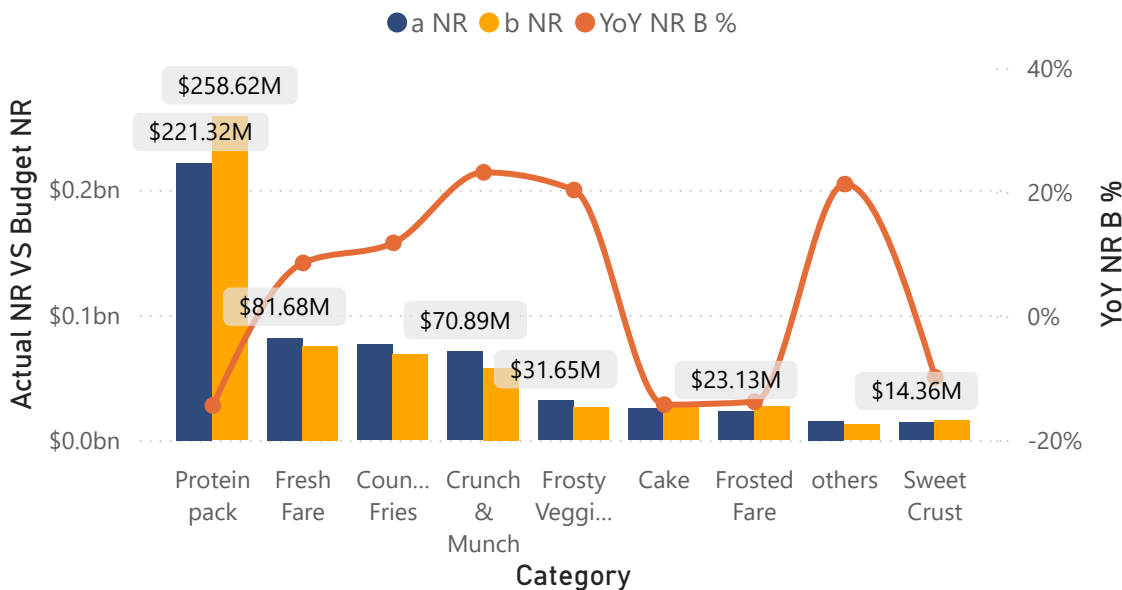
YOY Revenue (Actual VS Budget) by Cluster Head



YOY Revenue (Actual VS Budget) by Location



YOY Revenue (Actual VS Budget) by Category





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## Uttar Pradesh

Net Revenue

0.00%

4207

vs PY

Net Revenue

▲ 24.58%

\$193.33M

vs PY

Gross Profit

▲ 24.22%

\$56.83M

vs PY

EBITDA

▲ 23.56%

\$30.21M

vs PY

PAT

▲ 22.85%

\$23.43M

vs PY

Volume

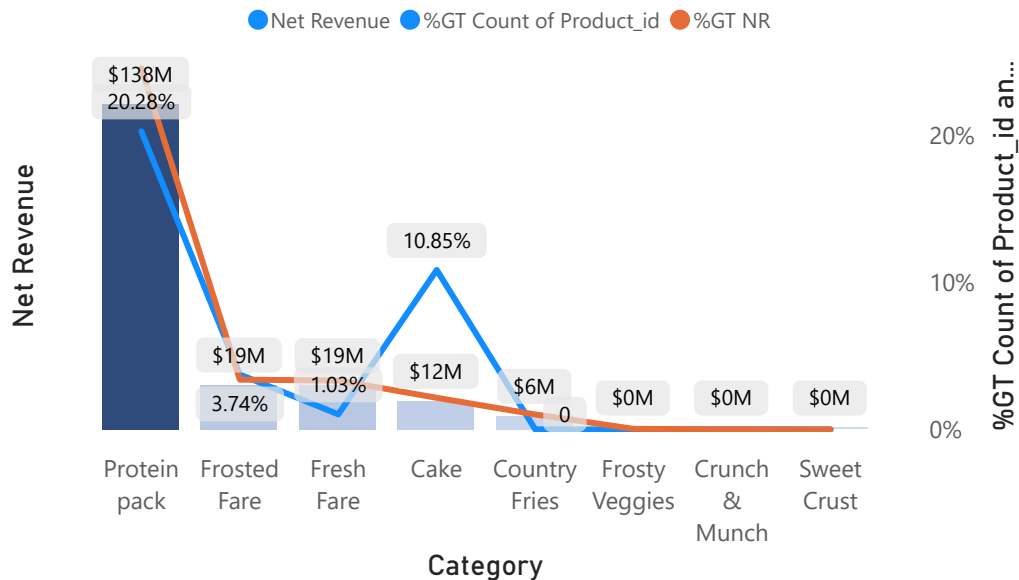
▲ 22.36%

66.33K

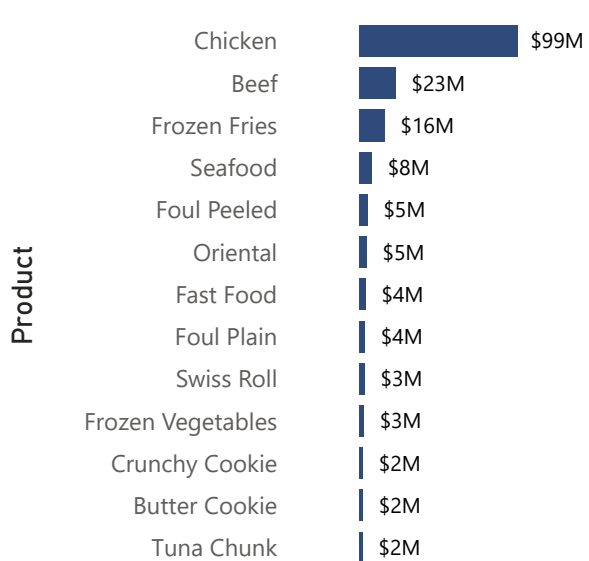
vs PY

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

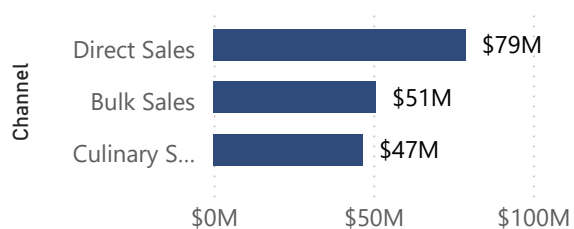
SKU Level Turnover



Net Revenue by Products



Net Revenue by Channel Distribution



Net Revenue by Cluster Head

