

AtliQ Hardwares

region	All	Customer Net Sales Performance
market	All	
division	All	

Customer	2019	2020	21	21 vs 20
Acclaimed Stores	1.42M	2.89M	10.92M	8.03M
All-Out		0.16M	0.81M	0.64M
Amazon	12.17M	37.51M	82.09M	44.58M
Argos (Sainsbury's)	0.35M	0.74M	2.27M	1.53M
Atlas Stores	0.18M	0.67M	3.17M	2.50M
AtliQ e Store	7.18M	23.67M	52.98M	29.31M
AtliQ Exclusive	9.58M	17.68M	61.12M	43.44M
BestBuy	0.85M	1.77M	6.31M	4.54M
Boulangier	0.24M	0.83M	4.07M	3.25M
Chip 7	0.60M	1.32M	5.51M	4.18M
Chiptec		0.42M	3.02M	2.60M
Control	0.91M	2.20M	7.67M	5.47M
Coolblue	0.46M	1.18M	4.25M	3.07M
Costco	1.14M	2.75M	9.29M	6.53M
Croma	1.67M	2.47M	7.55M	5.07M
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	1.11M
Digimarket	0.80M	1.72M	4.14M	2.42M
Ebay	2.61M	6.27M	15.17M	8.91M
Electricalsara Stores	0.12M	0.65M	1.85M	1.21M
Electricalsbea Stores		0.14M	0.72M	0.58M
Electricalslance Stores	0.10M	0.75M	2.35M	1.60M
Electricalslytical	1.80M	2.61M	11.94M	9.33M
Electricalsociety	2.34M	3.46M	12.42M	8.96M
Electricalsquipo Stores	0.18M	0.68M	3.64M	2.96M
Elite	0.42M	0.83M	4.13M	3.29M
Elkj�p	0.46M	1.32M	5.16M	3.85M
Epic Stores	0.41M	0.94M	4.19M	3.25M
Euronics	0.36M	0.88M	3.90M	3.03M
Expert	0.79M	1.77M	6.43M	4.66M
Expression	1.65M	2.99M	9.82M	6.83M
Ezone	1.53M	2.02M	7.92M	5.89M
Flawless Stores	0.07M	0.46M	1.81M	1.36M
Flipkart	2.94M	8.35M	19.29M	10.94M
Fnac-Darty	0.54M	0.82M	2.87M	2.05M
Forward Stores	0.56M	1.50M	4.07M	2.57M
Girias	1.55M	2.07M	8.67M	6.60M
Info Stores	0.07M	0.48M	1.84M	1.36M
Insight	0.42M	1.01M	2.76M	1.74M
Integration Stores		0.16M	1.44M	1.28M
Leader	4.68M	5.97M	18.80M	12.83M
Logic Stores	0.17M	0.93M	4.81M	3.87M
Lotus	1.48M	2.11M	8.09M	5.97M
Neptune	0.99M	3.42M	16.11M	12.70M
Nomad Stores	0.53M	1.63M	4.02M	2.39M
Notebillig	0.25M	0.39M	1.12M	0.73M
Nova		0.01M	0.35M	0.34M
Novus	1.87M	3.73M	9.85M	6.12M

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Otto	0.26M	0.40M	1.20M	0.80M
Premium Stores	0.46M	1.10M	3.88M	2.78M
Propel	1.59M	2.46M	10.83M	8.37M
Radio Popular	0.51M	1.45M	5.27M	3.82M
Radio Shack	0.81M	1.75M	5.44M	3.70M
Reliance Digital	1.62M	2.57M	9.73M	7.15M
Relief	0.39M	1.01M	4.06M	3.05M
Sage	4.83M	6.44M	20.70M	14.26M
Saturn	0.23M	0.38M	1.19M	0.81M
Sorefoz	0.55M	1.07M	4.66M	3.58M
Sound	0.56M	1.67M	4.36M	2.68M
Staples	1.24M	2.85M	8.75M	5.90M
Surface Stores	0.09M	0.53M	2.12M	1.59M
Synthetic	1.89M	4.42M	12.19M	7.77M
Taobao	0.22M	1.33M	3.30M	1.97M
UniEuro	0.60M	1.61M	7.35M	5.74M
Vijay Sales	1.73M	2.15M	8.53M	6.39M
Viveks	1.55M	2.24M	7.78M	5.55M
walmart	1.26M	2.63M	9.73M	7.10M
Zone	0.34M	1.56M	5.26M	3.70M
Grand Total	87.48M	196.69M	598.88M	402.19M

AtliQ Hardwares

Filters

region	All	Market
division	All	

Performance vs Target

Market	19	20	21	21-Target	%
Australia	3.88M	10.70M	20.99M	-2.21M	-10.5%
Austria		0.12M	2.84M	-0.33M	-11.7%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-10.3%
Canada	4.76M	12.17M	35.06M	-5.07M	-14.5%
China	1.43M	5.42M	22.89M	-2.07M	-9.0%
France	4.04M	7.47M	25.94M	-2.19M	-8.4%
Germany	2.56M	4.69M	12.01M	-1.53M	-12.7%
India	30.82M	49.77M	161.26M	-9.55M	-5.9%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-12.9%
Italy	2.90M	4.46M	11.72M	-1.05M	-9.0%
Japan		1.88M	7.92M	-0.33M	-4.1%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-8.2%
Newzealand		1.99M	11.40M	-1.40M	-12.3%
Norway		2.48M	13.68M	-1.44M	-10.5%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-9.3%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.8%
Poland	0.41M	2.79M	5.19M	-0.94M	-18.1%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.3%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.9%
Spain		1.77M	12.62M	-1.79M	-14.1%
Sweden	0.05M	0.23M	1.77M	-0.20M	-11.1%
United Kingdom	2.00M	8.08M	34.15M	-2.98M	-8.7%
USA	11.53M	31.92M	87.78M	-10.24M	-11.7%
Grand Total	87.48M	196.69M	598.88M	-54.94M	-9.2%

AtliQ Hardwares

P&L Statement

Year-wise

market	All
division	All

Fiscal Year				
Metrics	2019	2020	2021	21 VS 20
Net Sales	87.48M	196.69M	598.88M	304%
COGS	51.24M	123.37M	380.71M	309%
GM	36.24M	73.32M	218.16M	298%
GM%	41.4%	37.3%	36.4%	98%

AtliQ Hardwares

region	All	P&L
market	All	Fiscal Month
division	All	All values in INR
customer	All	
FY	2019	

	Quarter												Grand Total	
	Q1		Q2		Q3		Q4							
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M	
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M	
GM	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M	
GM%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%	

region	All	P&L
market	All	Fiscal Month
division	All	All values in INR
customer	All	
FY	2020	

	Quarter													
	Q1		Q2		Q3		Q4							
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M		
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M		
GM	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M		
GM%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%		

AtliQ Hardwares

region	All
market	All
division	All
customer	All
FY	2021

P&L

Fiscal Month

All values in INR

Values	Quarter											
	Q1			Q2			Q3			Q4		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M
GM	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M
GM%	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%

Growth Comparison

2020 vs 2019	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%
2021 vs 2020	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%