

AtliQ Hardware



Filter

region All
market India
division All

Customer Net Sales Performance

Customer	2019	2020	2021	21vs20
Amazon	4.59M	09.78M	22.96M	234.9%
Atliq e Store	1.57M	03.51M	8.74M	249.1%
AtliQ Exclusive	3.42M	04.68M	18.39M	392.6%
Croma	1.67M	02.47M	7.55M	305.1%
Ebay	1.69M	03.61M	8.52M	235.9%
Electricalslytical	1.61M	01.96M	8.45M	431.1%
Electricalsociety	1.77M	02.27M	9.42M	415.1%
Expression	1.53M	02.25M	8.79M	391.2%
Ezone	1.53M	02.02M	7.92M	391.6%
Flipkart	1.95M	04.28M	9.91M	231.8%
Girias	1.55M	02.07M	8.67M	419.3%
Lotus	1.48M	02.11M	8.09M	382.6%
Propel	1.59M	02.20M	9.08M	413.7%
Reliance Digital	1.59M	02.19M	8.48M	387.2%
Vijay Sales	1.73M	02.15M	8.53M	397.8%
Viveks	1.55M	02.24M	7.78M	348.1%
Grand Total	30.82M	49.77M	161.26M	324.0%

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Market

Performance vsTarget

Country	2019	2020	2021	2021-target	%
Australia	3.88M	10.70M	20.99M	-2.21M	-10.5%
Austria		0.12M	2.84M	-.33M	-11.7%
Bangladesh	.48M	02.26M	6.95M	-.72M	-10.3%
Canada	4.76M	12.17M	35.06M	-5.07M	-14.5%
China	1.43M	05.42M	22.89M	-2.07M	-9.0%
France	4.04M	07.47M	25.94M	-2.19M	-8.4%
Germany	2.56M	04.69M	12.01M	-1.53M	-12.7%
India	30.82M	49.77M	161.26M	-9.55M	-5.9%
Indonesia	2.52M	06.21M	18.41M	-2.38M	-12.9%
Italy	2.90M	04.46M	11.72M	-1.05M	-9.0%
Japan		01.88M	7.92M	-.33M	-4.1%
Netherlands	.23M	03.36M	7.98M	-.66M	-8.2%
Newzealand		01.99M	11.40M	-1.40M	-12.3%
Norway		02.48M	13.68M	-1.44M	-10.5%
Pakistan	.62M	04.69M	5.66M	-.52M	-9.3%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.8%
Poland	.41M	02.79M	5.19M	-.94M	-18.1%
Portugal	.75M	03.59M	11.83M	-.51M	-4.3%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.9%
Spain		01.77M	12.62M	-1.79M	-14.1%
Sweden	.05M	0.23M	1.77M	-.20M	-11.1%
United Kingdom	2.00M	08.08M	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%



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Top 10 Products
All are in USD

Product	2020	2021	21vs20
AQ Electron 4 3600 Desktop Processor	03.02M	19.35M	641.3%
AQ GT 21	0.78M	4.38M	561.1%
AQ Home Allin1	0.67M	5.16M	769.0%
AQ LION x1	0.05M	.84M	1719.5%
AQ LION x2	0.05M	.94M	1768.9%
AQ LION x3	0.07M	1.23M	1792.3%
AQ Mx NB	0.03M	1.44M	5723.5%
AQ Pen Drive DRC	0.65M	3.81M	587.7%
AQ Smash 2	0.43M	11.21M	2589.5%
AQ Zion Saga	0.69M	3.64M	528.5%
Grand Total	06.43M	51.99M	808.0%



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Top 5 Products
All are in USD

Product	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
Grand Total	19.0M



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Bottom 5 Products
All are in USD

Product	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174.9K



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New Products -2021
All are in USD

Product	2020	2021
AQ Clx3		4.39M
AQ Electron 3 3600 Desktop Processor		14.21M
AQ Gen Y		19.52M
AQ GEN Z		11.70M
AQ HOME Allin1 Gen 2		3.51M
AQ Lumina Ms		4.21M
AQ Marquee P3		4.86M
AQ Marquee P4		1.68M
AQ Maxima Ms		13.66M
AQ MB Lito		2.85M
AQ MB Lito 2		2.29M
AQ Qwerty		21.98M
AQ Qwerty Ms		15.41M
AQ Trigger		20.74M
AQ Trigger Ms		17.90M
AQ Wi Power Dx3		17.25M
Grand Total		176.16M



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Top 5 Countries
All are in USD

Country	2021
Canada	35.06M
India	161.26M
South Korea	48.97M
United Kingdom	34.15M
USA	87.78M
Grand Total	367.22M