

SALES INSIGHTS

2017	2018	2019	2020	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	>
------	------	------	------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	---

Revenue

₹985M

Total Profit

₹25M

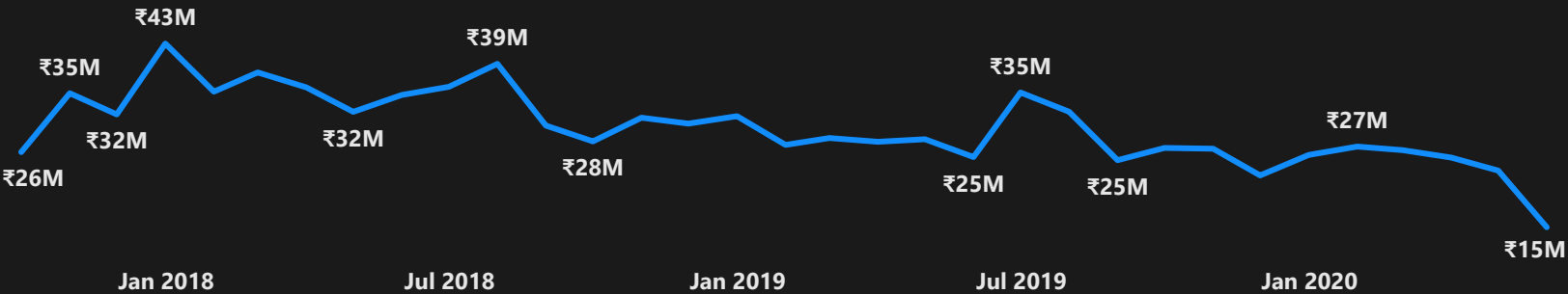
Sales Quantity

2M

Profit %

3%

Revenue Trend



Revenue Distribution

Delhi NCR	₹519.5M
Mumbai	₹150.1M
Ahmedabad	₹132.3M
Bhopal	₹58.6M
Nagpur	₹55.0M
Kochi	₹18.8M
Chennai	₹18.0M
Kanpur	₹13.6M
Hyderabad	₹7.4M
Patna	₹4.4M
Lucknow	₹3.1M
Surat	₹2.6M
Bhubaneshwar	₹0.9M
Bengaluru	₹0.4M

Revenue Distribution %

Delhi NCR	52.8%
Mumbai	15.2%
Ahmedabad	13.4%
Bhopal	6.0%
Nagpur	5.6%
Kochi	1.9%
Chennai	1.8%
Kanpur	1.4%
Hyderabad	0.8%
Patna	0.4%
Lucknow	0.3%
Surat	0.3%
Bhubaneshwar	0.1%
Bengaluru	0.0%

Sales Qty by Market

Delhi NCR	988K
Mumbai	384K
Nagpur	262K
Kochi	255K
Ahmedabad	207K
Bhopal	113K
Hyderabad	78K
Chennai	50K
Lucknow	37K
Surat	17K
Kanpur	17K
Bhubaneshwar	15K
Patna	6K
Bengaluru	0K

Profit % by Market

Surat	4.9%
Patna	4.1%
Bhubaneshwar	4.0%
Bhopal	3.9%
Kochi	3.7%
Mumbai	3.2%
Nagpur	2.6%
Delhi NCR	2.3%
Ahmedabad	2.2%
Chennai	1.7%
Lucknow	1.0%
Hyderabad	0.6%
Kanpur	-0.5%
Bengaluru	-20.8%

Profit Distribution %

Delhi NCR	48.5%
Mumbai	19.8%
Ahmedabad	11.6%
Bhopal	9.3%
Nagpur	5.7%
Kochi	2.9%
Chennai	1.2%
Patna	0.7%
Surat	0.5%
Hyderabad	0.2%
Bhubaneshwar	0.1%
Lucknow	0.1%
Kanpur	-0.3%
Bengaluru	-0.3%

Top 5 Customers

Electricalsara Stores	₹413.3M
Electricalslytical	₹49.6M
Excel Stores	₹49.1M
Premium Stores	₹44.9M
Nixon	₹43.9M

Top 5 Products

(Blank)	₹469.0M
Prod040	₹23.6M
Prod159	₹17.7M
Prod065	₹16.3M
Prod018	₹15.6M