

₹985M

Revenue

2M

Sales Qty

2017

2018

2019

2020

Jun

17

Jul

17

Aug

17

Sep

17

Oct

17

Nov

17

Dec

17

Jan

18

Feb

18

>

Revenue Trend

₹45M

₹40M

₹35M

₹30M

₹25M

₹20M

₹15M

₹10M

Jan 2018

Jul 2018

Jan 2019

Jul 2019

Jan 2020

Top 5 Customers

customer_type

Brick & Mortar

E-Commerce

Electricalsara Stores

₹413M

Electricalslytical

Excel Stores

Premium Stores

Nixon

Top 5 Products

(Blank)

₹469M

Prod040

₹24M

Prod159

₹18M

Prod065

₹16M

Prod018

₹16M

Revenue by Markets

custo...

Brick & Mortar

E-Commerce

Delhi NCR

₹483M

Mumbai

Ahmeda...

Bhopal

Nagpur

Kochi

Chennai

Kanpur

Hyderab...

Patna

Lucknow

Surat

Bhuban...

Bengaluru

Sales Qty by Markets

custo...

Brick & Mortar

E-Commerce

Delhi NCR

0.89M

Mumbai

0.25M

Nagpur

Kochi

0.25M

Ahmeda...

Bhopal

Hyderab...

Chennai

Lucknow

Surat

Kanpur

Bhuban...

Patna

Bengaluru

₹142M

Revenue

350K

Sales Qty

₹2.1M

Total Profit Margin

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

Revenue Trend

₹28M

₹26M

₹24M

₹22M

₹20M

₹18M

₹16M

₹14M

Jan 2020

Feb 2020

Mar 2020

Apr 2020

May 2020

Jun 2020

customer_name

Revenue

Revenue
contribution %

profit margin
contribution %

Profit Margin %

Zone

₹927,154

0.65%

0.23%

0.52%

Unity Stores

₹1,748,166

1.23%

3.31%

3.90%

Synthetic

₹916,267

0.64%

-0.42%

-0.95%

Surge Stores

₹3,953,600

2.78%

11.95%

6.23%

Surface Stores

₹2,420,004

1.70%

3.20%

2.73%

Sound

₹740,856

0.52%

0.45%

1.25%

Sage

₹96,950

0.07%

0.16%

3.46%

Relief

₹773,301

0.54%

0.11%

0.29%

Propel

₹541,553

0.38%

0.74%

2.83%

Premium Stores

₹5,899,748

4.15%

1.40%

0.49%

Power

₹1,098,552

0.77%

3.69%

6.92%

Path

₹1,723,307

1.21%

0.95%

1.14%

Novus

₹258,543

0.18%

0.21%

1.65%

Nomad Stores

₹1,978,550

1.39%

3.95%

4.12%

Total

₹142,224,545

100.00%

100.00%

1.45%

Revenue Contribution % by Market

Profit Contribution % by Market

Profit % by market

Delhi ...

54.65%

Mumbai

14.19%

Ahmed...

12.66%

Nagpur

5.80%

Bhopal

5.39%

Kochi

1.92%

Chennai

1.73%

Kanpur

1.53%

Hydera...

0.85%

Patna

0.63%

Lucknow

0.35%

Surat

0.18%

Bhuba...

0.11%

Mumbai

23.89%

Delhi ...

22.13%

Ahmed...

19.05%

Nagpur

9.36%

Chennai

7.58%

Kochi

6.18%

Bhopal

5.17%

Hydera...

3.94%

Patna

1.95%

Bhuba...

0.82%

Kanpur

0.47%

Surat

0.11%

Lucknow

0.05%

Luckn...

-2.0%

Kanpur

0.4%

Delhi ...

0.6%

Surat

0.9%

Bhopal

1.4%

Ahme...

2.2%

Nagpur

2.3%

Mum...

2.4%

Patna

4.5%

Kochi

4.7%

Chennai

6.3%

Hyder...

6.7%

Bhuba...

10.5%

₹142M

Revenue

350K

Sales Qty

₹2.1M

Total Profit Margin

Profit Target

2%

2017

2018

2019

2020

Jan 20

Feb 20

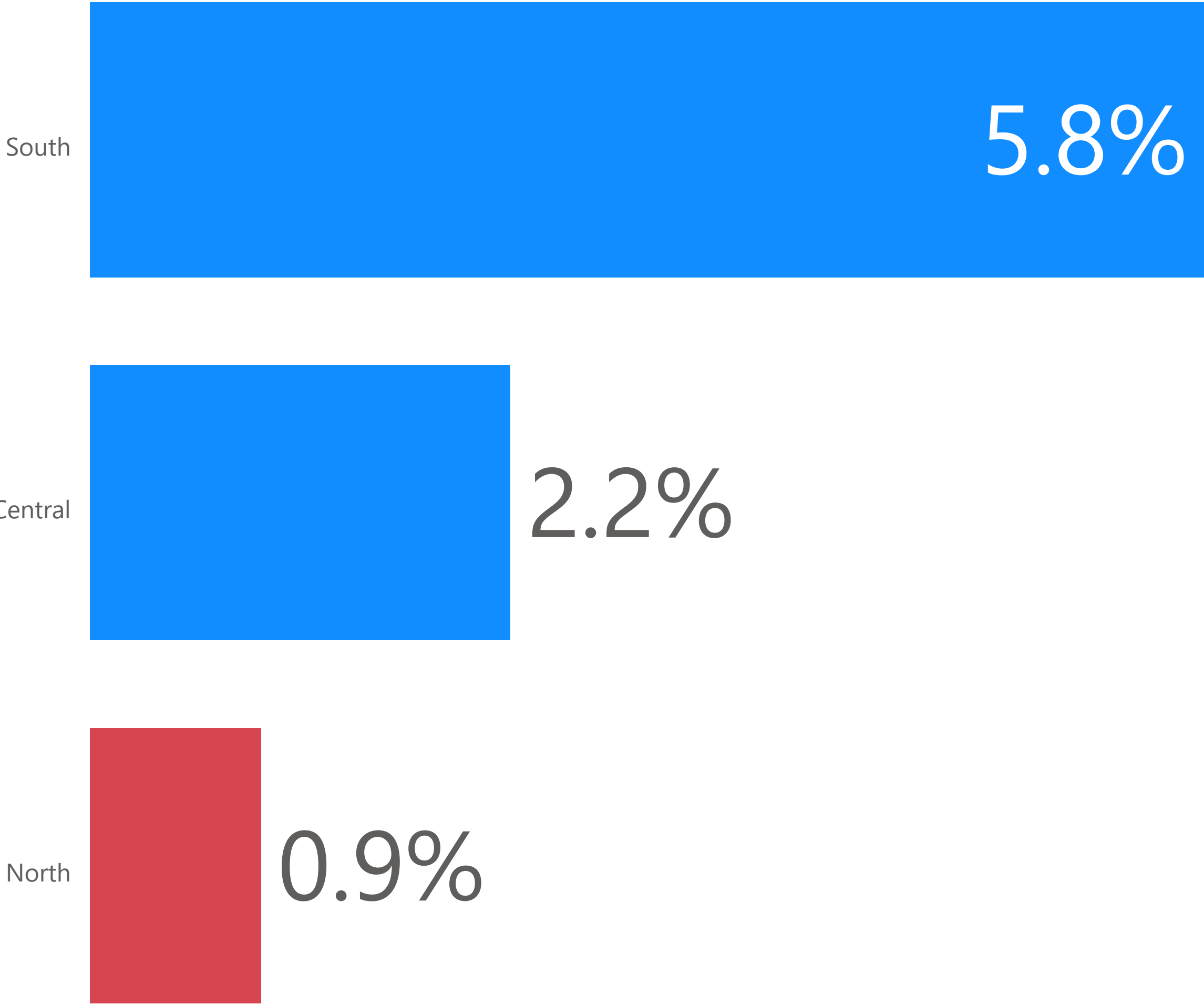
Mar 20

Apr 20

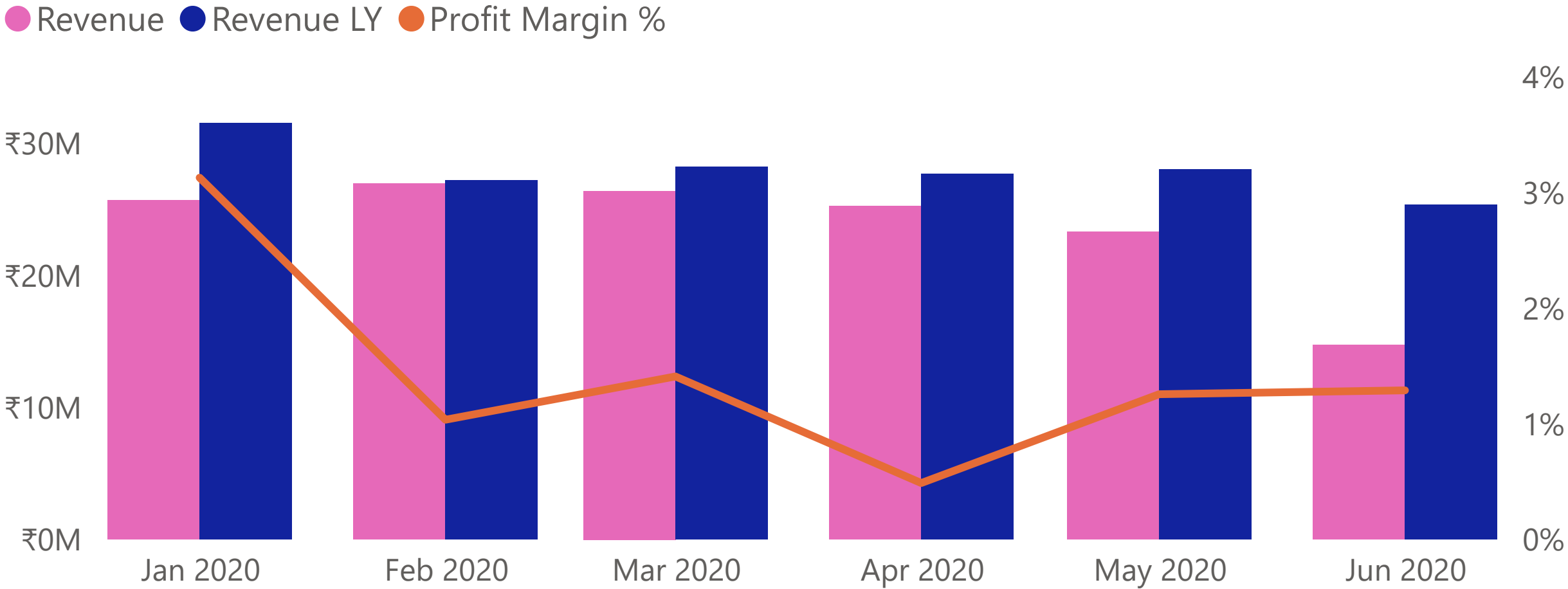
May 20

Jun 20

Revenue Contribution % by Market



Revenue Trend



custmer_name	Revenue	Revenue contribution %	profit margin contribution %	Profit Margin %
Electricalsara Stores	₹65,641,977	46.15%	11.92%	0.37%
Excel Stores	₹7,928,385	5.57%	12.54%	3.26%
Premium Stores	₹5,899,748	4.15%	1.40%	0.49%
Electricalslytical	₹5,537,904	3.89%	1.31%	0.49%
Info Stores	₹5,064,374	3.56%	7.82%	3.18%
Control	₹4,182,662	2.94%	2.52%	1.24%
Surge Stores	₹3,953,600	2.78%	11.95%	6.23%
Logic Stores	₹3,319,243	2.33%	0.61%	0.38%
Acclaimed Stores	₹3,116,384	2.19%	6.12%	4.04%
Nixon	₹3,028,345	2.13%	4.66%	3.17%
Epic Stores	₹3,002,834	2.11%	-6.83%	-4.69%
Forward Stores	₹2,560,961	1.80%	5.39%	4.33%
Electricalsocity	₹2,520,938	1.77%	3.29%	2.69%
Modular	₹2,453,519	1.73%	5.04%	4.23%
Control	₹2,182,662	1.53%	2.52%	1.24%
Total	₹142,224,545	100.00%	100.00%	1.45%