

Amazon Sales Overall YOY Growth on 2022

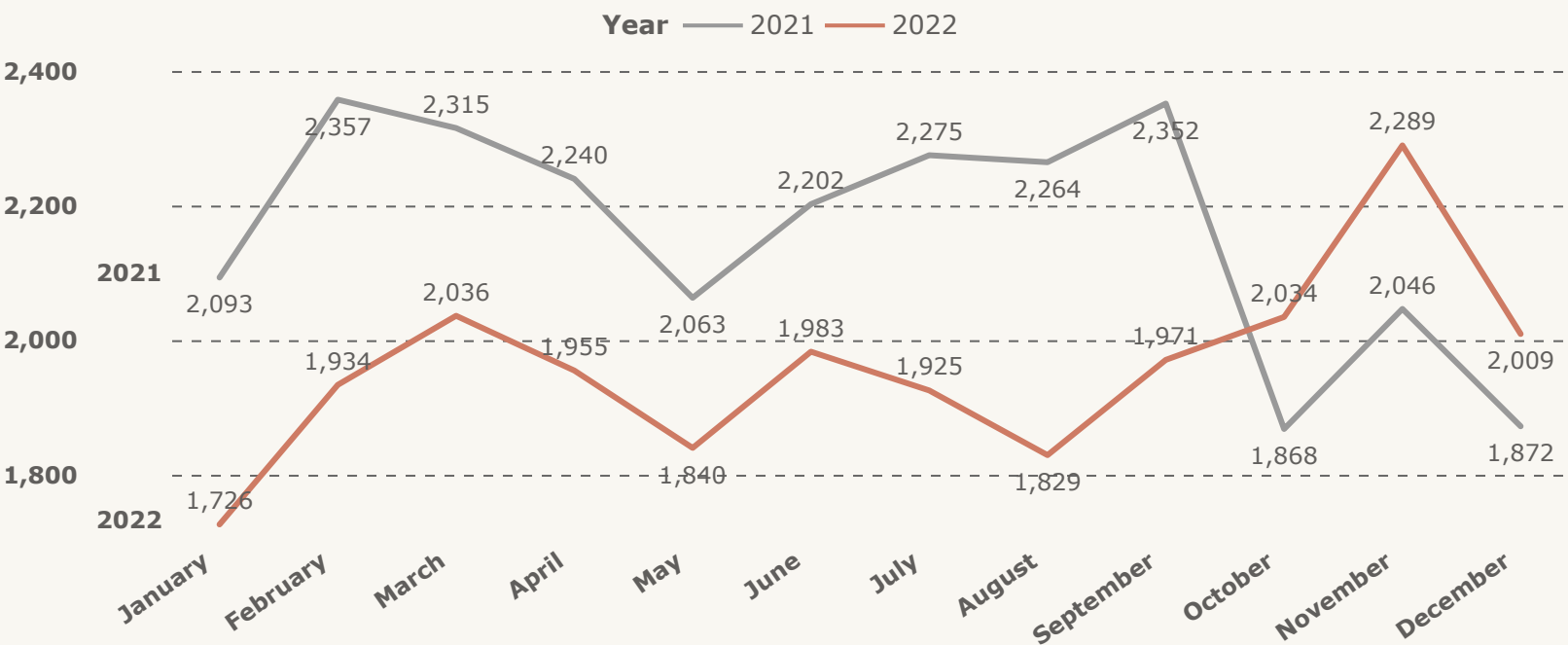
Sales Table

| Year | 2021 | | 2022 | |
|-----------|-------------|-----------|-------------|-----------|
| Month | Total Units | Total GMV | Total Units | Total GMV |
| January | 12,279 | 25.70M | 14,762 | 25.48M |
| February | 7,557 | 17.81M | 9,067 | 17.53M |
| March | 7,964 | 18.44M | 11,348 | 23.11M |
| April | 7,964 | 17.84M | 10,936 | 21.38M |
| May | 7,674 | 15.83M | 12,107 | 22.28M |
| June | 9,738 | 21.44M | 9,035 | 17.92M |
| July | 10,216 | 23.24M | 11,334 | 21.82M |
| August | 9,095 | 20.60M | 10,408 | 19.04M |
| September | 8,251 | 19.40M | 11,603 | 22.87M |
| October | 20,592 | 38.47M | 13,282 | 27.02M |
| November | 10,059 | 20.59M | 7,240 | 16.58M |
| December | 11,905 | 22.29M | 9,274 | 18.63M |
| Total | 1,23,294 | 261.64M | 1,30,396 | 253.65M |

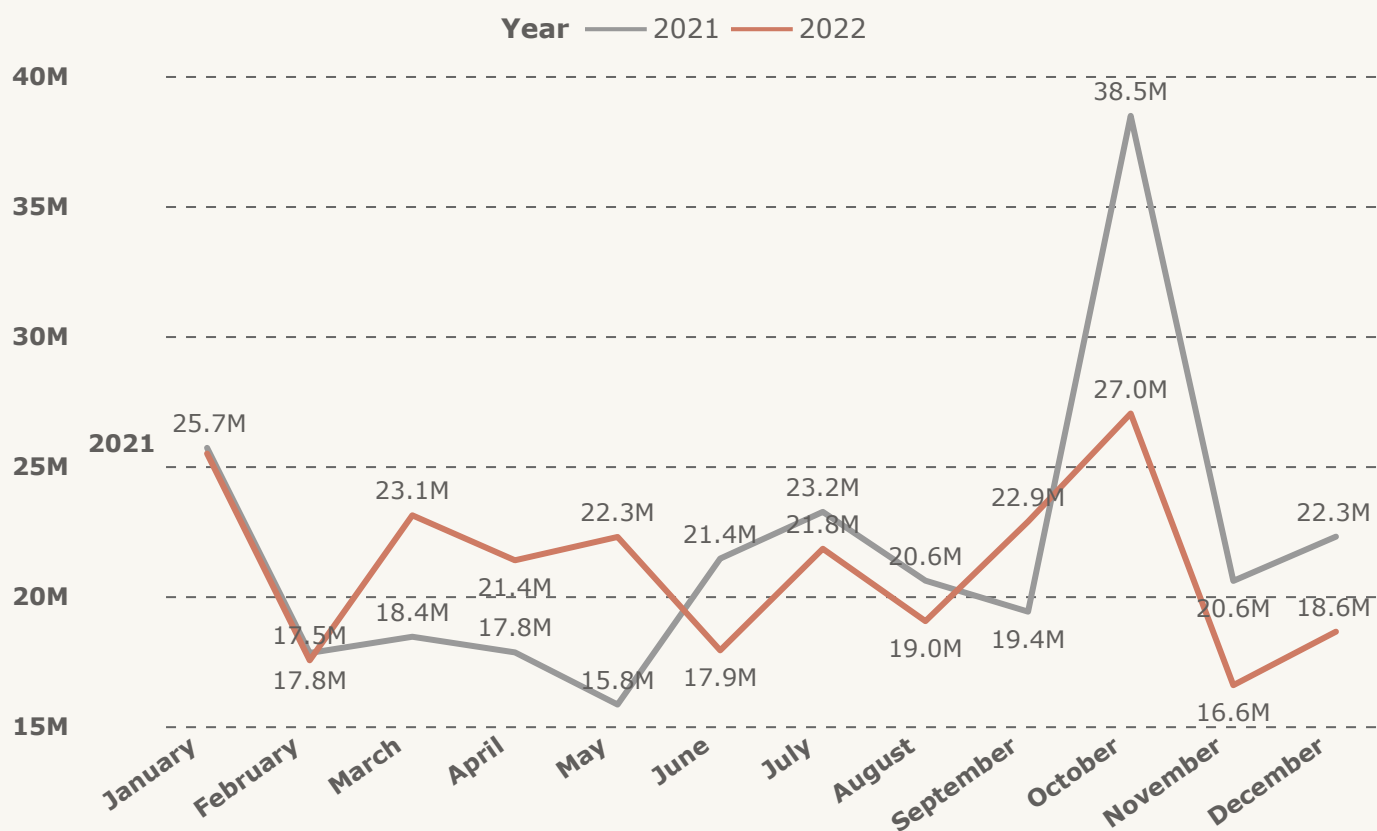
Growth % Table

| Year | 2022 | | | | | |
|-----------|---------------------|----------------|----------------|-----------------------|------------------|------------------|
| Month | Quantity YOY Growth | GMV YOY Growth | ASP YOY Growth | Quantity YOY Growth % | GMV YOY Growth % | ASP YOY Growth % |
| January | 2,483 | -2,19,266 | -367 | 20% | -1% | -18% |
| February | 1,510 | -2,82,557 | -424 | 20% | -2% | -18% |
| March | 3,384 | 46,69,192 | -279 | 42% | 25% | -12% |
| April | 2,972 | 35,41,521 | -285 | 37% | 20% | -13% |
| May | 4,433 | 64,44,690 | -223 | 58% | 41% | -11% |
| June | -703 | -35,28,714 | -219 | -7% | -16% | -10% |
| July | 1,118 | -14,18,297 | -350 | 11% | -6% | -15% |
| August | 1,313 | -15,56,602 | -435 | 14% | -8% | -19% |
| September | 3,352 | 34,63,740 | -381 | 41% | 18% | -16% |
| October | -7,310 | -1,14,44,584 | 166 | -35% | -30% | 9% |
| November | -2,819 | -40,09,898 | 243 | -28% | -19% | 12% |
| December | -2,631 | -36,53,518 | 137 | -22% | -16% | 7% |
| Total | 7,102 | -79,94,292 | -177 | 6% | -3% | -8% |

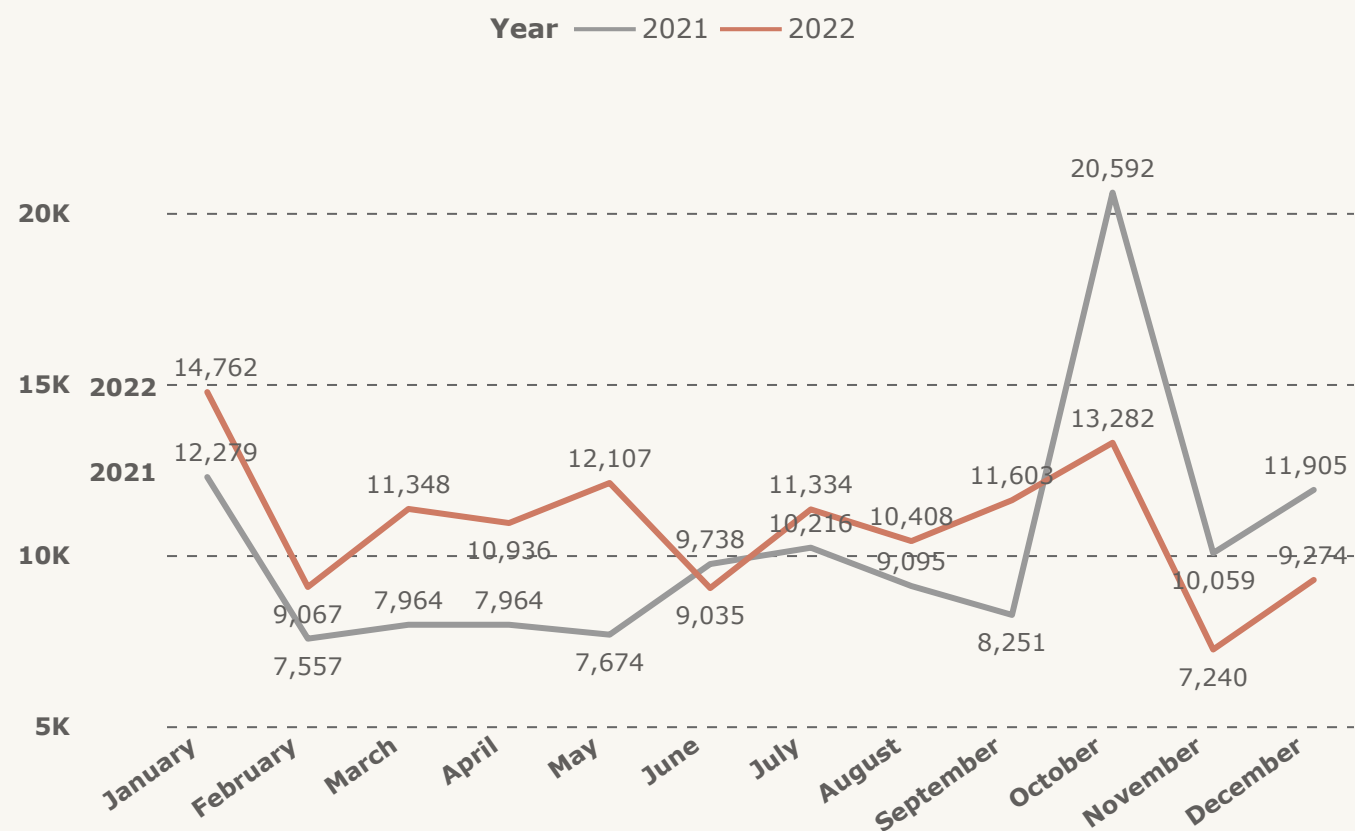
ASP by Month and Year



Total GMV by Month and Year



Total Units by Month and Year



Insight :

- Quantity Sales Statistics for 2021 and 2022 indicated a rise in sales from January to April, a drop in sales in May, and a decrease in sales in October as compared to the same month the prior year in 2021.
- Quantity sales** had a **34% growth from Jan to May**, followed by a **-10% decline from Jun to Dec**, resulting in a 6% overall growth.
- Revenue sales** trends closely mirror the quantity sales trends until May, but from that point onwards, the growth in revenue is comparatively decline than in 2021.
- Revenue sales** had a **15% growth from Jan to May**, but experienced a **-13% decline from Jun to Dec**, leading to a -3% overall growth for the year.

Conclusion :

- The comparison between overall sales in 2022 and 2021 reveals a **6% increase in quantity sales growth %**. However, there was a simultaneous **decrease of -3% in revenue sales growth %**, which can be primarily attributed to an **8% decline in the Average Selling Price (ASP)**. The significant decrease in ASP played a key role in reducing the overall revenue growth %.
- Average Selling Price (ASP)** in a specific reason showed a noticeable trend on the chart. From **Jan to Sep, there was a consistent decrease in ASP, with a difference of 330**.
- However, in the **last 3 months, from October to December**, there was an **increase in ASP**, with a difference of **177**. This **significant shift in ASP** one of the main reason had a direct impact on the overall revenue growth in the year 2022.

Amazon Sales Brand YOY Growth on 2022

Growth % Table

| Year | 2022 | | | | | |
|--------|---------------------|----------------|----------------|-----------------------|------------------|------------------|
| Brand | Quantity YOY Growth | GMV YOY Growth | ASP YOY Growth | Quantity YOY Growth % | GMV YOY Growth % | ASP YOY Growth % |
| REG | 8,059 | -33,03,512 | -203 | 13% | -4% | -15% |
| SG | -2,035 | -50,66,184 | 36 | -5% | -4% | 1% |
| loria | -1,401 | -42,87,878 | -236 | -22% | -31% | -11% |
| R | -3,339 | -42,70,358 | -456 | -54% | -77% | -51% |
| lia | -1,314 | -8,05,031 | -245 | -77% | -87% | -45% |
| GU | -302 | -24,88,456 | -326 | -13% | -17% | -5% |
| sche | -24 | -1,33,819 | -103 | -4% | -7% | -3% |
| ckh | -130 | -5,50,326 | -836 | -24% | -65% | -54% |
| MOBILE | 3,579 | 78,23,569 | 2,186 | 100% | 100% | 100% |
| DAK | 3,004 | 28,79,438 | 959 | 100% | 100% | 100% |
| BO | 462 | 8,64,497 | 1,871 | 100% | 100% | 100% |
| stok | 396 | 7,23,192 | 1,826 | 100% | 100% | 100% |
| emate | 189 | 7,16,058 | 3,789 | 100% | 100% | 100% |
| us | -42 | -95,481 | -1,010 | -79% | -90% | -50% |
| Total | 7,102 | -79,94,292 | -177 | 6% | -3% | -8% |

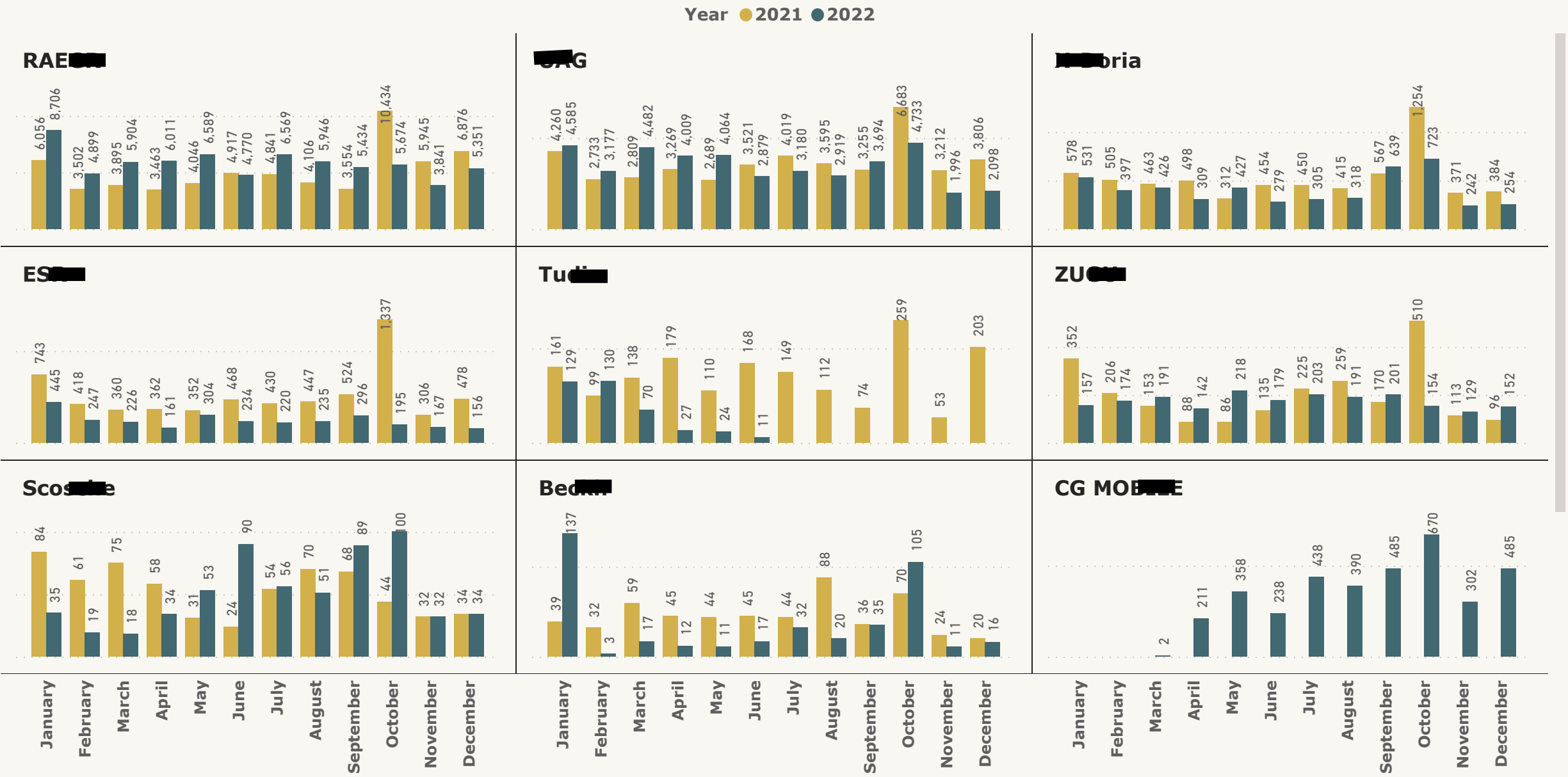
Sales Table

| Year | 2021 | | | | 2022 | | | |
|--------|-------------|-----------------|-----------|---------------|-------------|-----------------|-----------|---------------|
| Brand | Total Units | %CT Total Units | Total GMV | %CT Total GMV | Total Units | %CT Total Units | Total GMV | %CT Total GMV |
| REG | 61,635 | 50% | 82.8M | 32% | 69,694 | 53% | 79.5M | 31% |
| SG | 43,851 | 36% | 141.2M | 54% | 41,816 | 32% | 136.1M | 54% |
| loria | 6,251 | 5% | 14.0M | 5% | 4,850 | 4% | 9.7M | 4% |
| R | 6,225 | 5% | 5.5M | 2% | 2,886 | 2% | 1.2M | 0% |
| lia | 1,705 | 1% | 0.9M | 0% | 391 | 0% | 0.1M | 0% |
| GU | 2,393 | 2% | 14.3M | 5% | 2,091 | 2% | 11.8M | 5% |
| sche | 635 | 1% | 1.9M | 1% | 611 | 0% | 1.7M | 1% |
| ckh | 546 | 0% | 0.9M | 0% | 416 | 0% | 0.3M | 0% |
| MOBILE | | | | | 3,579 | 3% | 7.8M | 3% |
| DAK | | | | | 3,004 | 2% | 2.9M | 1% |
| BO | | | | | 462 | 0% | 0.9M | 0% |
| stok | | | | | 396 | 0% | 0.7M | 0% |
| emate | | | | | 189 | 0% | 0.7M | 0% |
| us | 53 | 0% | 0.1M | 0% | 11 | 0% | 0.0M | 0% |
| Total | 1,23,294 | 100% | 261.6M | 100% | 1,30,396 | 100% | 253.6M | 100% |

Insight :

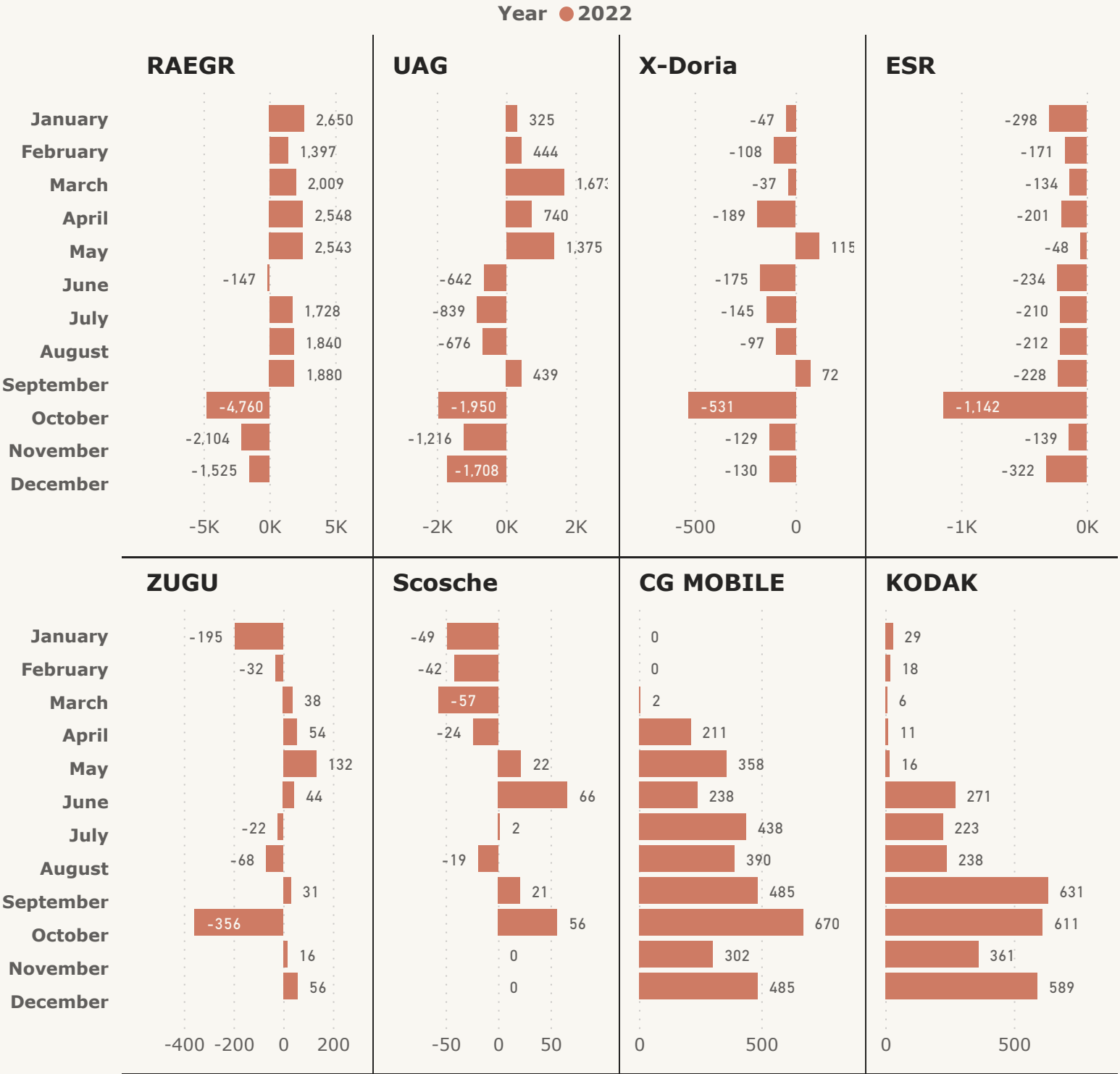
- Our major sales come from R and SG, which accounts for 85% of the total sales.
- R Brand quantity sales growth **increased by 13%** compared to 2021, however, the average selling price (**ASP**) **decreased by 15%**. As a result, overall growth of revenue **decreased by 4%**, as result Which account of 33 Lakh less revenue generated compared to the previous year, 2021.
- SG Brand revenue growth **decreased by 4%** and quantity sales growth **decreased by 5%**, however due to an **increase in average selling price of 1%** from the prior year, revenue growth **declined by 1% less than quantity sales growth**, as result Which account of 50 Lakh less revenue generated compared to the previous year, 2021.
- Loria Brand experienced a **decrease of 22%** in quantity sales growth and an **11% decrease in ASP growth**, leading to an overall revenue **decrease of 31%**, as result Which account of 43 Lakh less revenue generated compared to the previous year, 2021.
- By discontinued R & T a growth effect of 5%, Approx. 50Lakhs where ES % is 92% & T a 8% participation.
- SG brand overall sales participation scaled from **50% in 2021 to 53% in 2022**, a **3% rise** in sales volume, but a **1% decline in revenue from 32% in 2021 to 31% in 2022**.
- SG brand's overall sales participation dropped from **36% in 2021 to 32% in 2022**, a **4% decline** in sales volume, while both years' **revenue remained unchanged at 54%**.
- By launching new brands in 2022 such as Cg Mobile(2.7%), Bed(2.3%), i(0.4%), Bok(0.3%), and Emate(0.1%), which collectively managed approximately **5.8% of the overall sales (approximately 1.5Cr)**, the impact of REG, U and X- sales decline in 2022 compared to 2021 was mitigated.

Total Units by Month, Year and Brand



Amazon Sales Category YOY Growth on 2022

Quantity YOY Growth by Month, Year and Brand



Category YOY Growth % on 2022

| Year | 2022 | | | | | | |
|--|---------------------|----------------|-------|----------------|-----------------------|------------------|------------------|
| Category | Quantity YOY Growth | GMV YOY Growth | ASP | ASP YOY Growth | Quantity YOY Growth % | GMV YOY Growth % | ASP YOY Growth % |
| Cases & Covers | 4,048 | 1,73,51,565 | 2,254 | 136 | 7% | 13% | 6% |
| Wireless Charger | 2,893 | -89,43,641 | 1,198 | -363 | 8% | -17% | -23% |
| Power Adapter | 4,441 | 37,24,323 | 939 | -1,812 | 1805% | 550% | -66% |
| Smartwatches & Accessories | -1,509 | -51,24,399 | 2,709 | -183 | -27% | -31% | -6% |
| Tablets Accessories | -2,476 | -1,06,49,662 | 5,198 | 359 | -40% | -36% | 7% |
| Cables | 2,426 | 9,98,636 | 422 | -85 | 798% | 648% | -17% |
| Screenguards & Glass | -3,247 | -30,75,527 | 777 | -88 | -52% | -57% | -10% |
| Audio & Speakers | 960 | 5,78,629 | 822 | -287 | 131% | 71% | -26% |
| Mounts & Stands | -212 | 3,520 | 1,475 | 173 | -12% | 0% | 13% |
| Laptop Sleeves & Slipcases | -720 | -39,17,700 | 6,033 | 189 | -32% | -30% | 3% |
| Headphone Accessories | -692 | -11,22,311 | 3,114 | 518 | -35% | -22% | 20% |
| Car Charger | -244 | -3,79,356 | 1,616 | 15 | -25% | -24% | 1% |
| Laptop Cooler | 344 | 5,35,451 | 1,557 | 1,557 | 100% | 100% | 100% |
| Charger | 52 | 69,451 | 1,336 | 1,336 | 100% | 100% | 100% |
| USB Hubs | -2 | 17,113 | 3,313 | 115 | -1% | 3% | 4% |
| GPS & Accessories | -161 | 58,189 | 1,099 | 242 | -17% | 7% | 28% |
| Router UPS | 356 | 4,73,354 | 1,330 | 1,330 | 100% | 100% | 100% |
| Gaming KeyBoard+Mouse | 623 | 10,63,420 | 1,707 | 1,707 | 100% | 100% | 100% |
| Safety & Security | 396 | 7,23,192 | 1,826 | 1,826 | 100% | 100% | 100% |
| Car & Vehicle Electronics | 145 | 1,97,474 | 2,083 | -1,245 | 173% | 71% | -37% |
| Smartwatches Straps | 38 | 1,27,468 | 3,354 | 3,354 | 100% | 100% | 100% |
| Musical Instruments Microphone | -33 | -1,89,123 | 2,610 | -715 | -23% | -39% | -22% |
| Wallets, Card Cases & Money Organisers | 0 | | | | 100% | 100% | 100% |
| Laptop Bags | 2 | -59,997 | 9,061 | -1,149 | 3% | -9% | -11% |
| Fitness Band | -5 | -38,532 | 9,530 | 182 | -10% | -8% | 2% |
| FM Transmitters | -77 | -1,69,039 | 2,401 | 148 | -72% | -70% | 7% |
| Screenguards | 5 | -8,603 | 370 | -255 | 12% | -34% | -41% |
| Tablet Accessories | 1 | 5,444 | 5,444 | 5,444 | 100% | 100% | 100% |
| Cables & Adapters | -19 | -32,775 | 1,159 | -316 | -56% | -65% | -21% |
| Home & Kitchen | 6 | 41,994 | 6,999 | 6,999 | 100% | 100% | 100% |
| Screenguard | 0 | | | | 100% | 100% | 100% |
| Face Mask | -139 | -29,238 | 149 | -60 | -98% | -98% | -29% |
| Data Cables | -11 | -10,737 | 299 | -573 | -85% | -95% | -66% |
| Home & Personal Audio | 5 | 1,995 | 399 | 399 | 100% | 100% | 100% |
| Home Fragrance | -1 | -1,199 | 899 | -100 | -33% | -40% | -10% |
| Total | 7,193 | -77,80,625 | 1,945 | -177 | 6% | -3% | -8% |

Amazon Sales Overall YOY Growth upto June 2023

Growth % Table by Month

| Year | 2023 | | | | | |
|----------|---------------------|----------------|----------------|-----------------------|------------------|------------------|
| Month | Quantity YOY Growth | GMV YOY Growth | ASP YOY Growth | Quantity YOY Growth % | GMV YOY Growth % | ASP YOY Growth % |
| January | -3,662 | -52,28,363 | 98 | -25% | -21% | 6% |
| February | 1,760 | 33,96,912 | -1 | 19% | 19% | -0% |
| March | -1,492 | -37,44,398 | -72 | -13% | -16% | -4% |
| April | -3,755 | -60,41,902 | 181 | -34% | -28% | 9% |
| May | -2,138 | -37,36,017 | 20 | -18% | -17% | 1% |
| June | -1,462 | -21,80,492 | 95 | -16% | -12% | 5% |
| Total | -10,749 | -1,75,34,261 | 51 | -16% | -14% | 3% |

Growth % Table by Brand

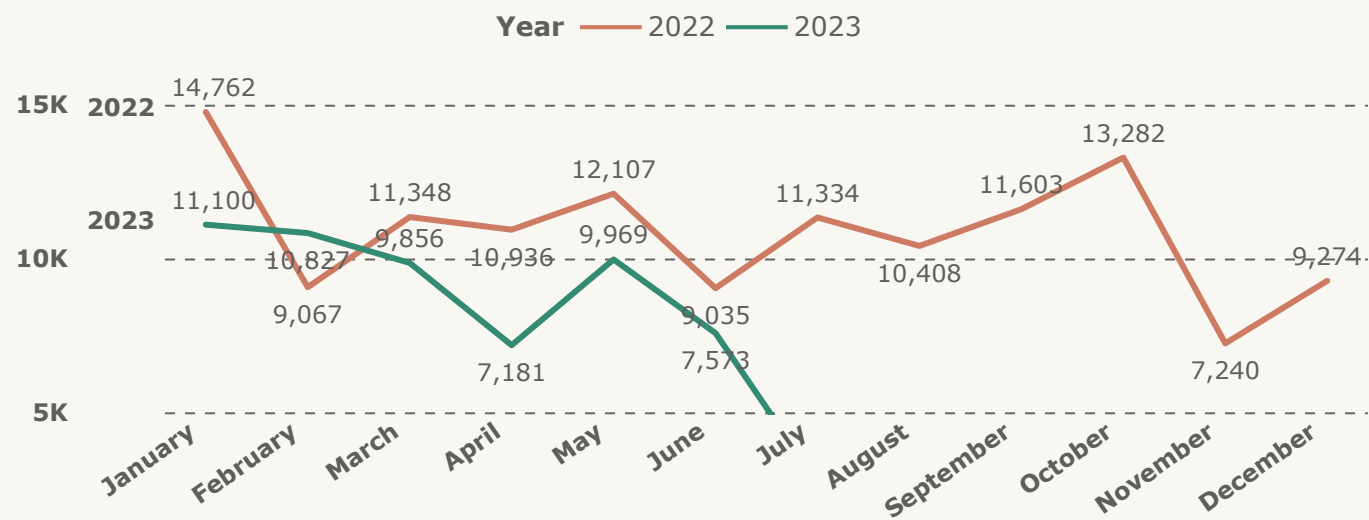
| Year | 2023 | | | | | |
|------------|---------------------|----------------|----------------|-----------------------|------------------|------------------|
| Brand | Quantity YOY Growth | GMV YOY Growth | ASP YOY Growth | Quantity YOY Growth % | GMV YOY Growth % | ASP YOY Growth % |
| RAVAGR | -5,622 | -68,28,892 | -13 | -15% | -16% | -1% |
| UAG | -8,220 | -1,48,03,782 | 672 | -35% | -21% | 22% |
| X-Doria | -1,050 | -24,41,417 | -132 | -44% | -48% | -6% |
| ESL | -1,301 | -6,75,499 | -217 | -80% | -90% | -46% |
| ESLia | -391 | -1,15,486 | -295 | -100% | -100% | -100% |
| ESL GU | -431 | -20,83,353 | 550 | -41% | -35% | 10% |
| ESLsche | 99 | -1,84,895 | -1,514 | 40% | -21% | -44% |
| ESLkh | -34 | 3,843 | 145 | -17% | 3% | 25% |
| ESL MOBILE | 3,042 | 63,23,517 | -51 | 376% | 365% | -2% |
| ESL OAK | 2,286 | 12,32,134 | -576 | 651% | 292% | -48% |
| ESL BO | 266 | 5,62,172 | -298 | 1108% | 961% | -12% |
| ESLstok | 90 | 1,87,319 | 105 | 89% | 100% | 6% |
| ESLemate | 528 | 13,01,068 | 2,464 | 100% | 100% | 100% |
| ESLs | -11 | -10,989 | -999 | -100% | -100% | -100% |
| Total | -10,749 | -1,75,34,261 | 51 | -16% | -14% | 3% |

Insight :

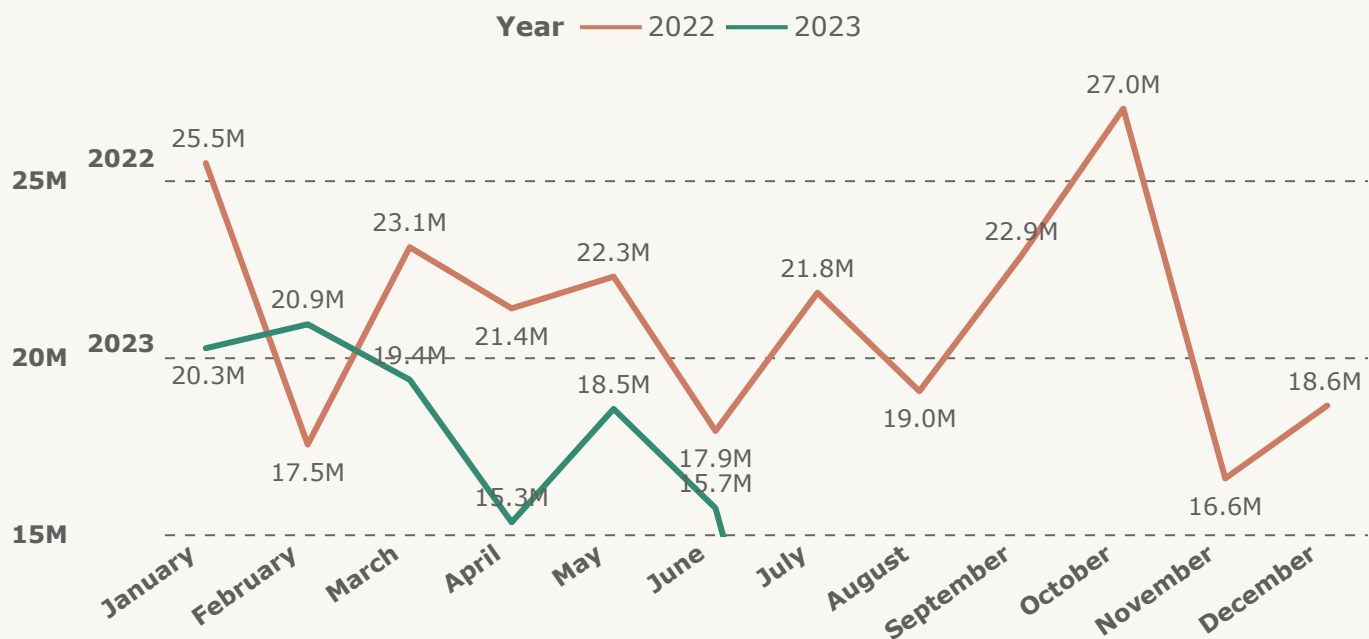
- Compared to 2022, there has been a drop of around **10,000 units and 1.75 Crore in revenue**. Quantity sales growth % have **decreased by 16%**, and revenue has also **declined by 14%** in overall sales
- There has been a significant sales decline for the RAVAGR and UAG brands, with RAVAGR experiencing a **decrease of 5,622 units and revenue of 68 lakh**, and UAG experiencing a decrease of **8,220 units and revenue of 1.5 crore**.
- RAVAGR brand has seen significant declines in sales across various categories. **Wireless** sales have **dropped by 5,622 units**, **Audio & Speakers** by **1,505 units**, and **Cable** by **1,011 units**.
- UAG brand has seen significant declines in sales across various categories. **Cases & Cover** sales have **dropped by 4,857 units**, and **Smartwatches & Accessories** by **2,424 units**.
- ESL brand Case & Cover sales decline by **1,150** and X-Doria case & Cover by **793 units**.
- ESLgu brand Tablet Accessories sales decline by **447 units**.

*These top brands and categories are significantly affecting our overall sales growth in the current year as compare to previous year, which have sales **dropped 16%**, while revenue has **fallen 14%**.

Total Units by Month and Year



Total GMV by Month and Year



Growth % Table

| Brand | Category | 2023 | |
|---------|--------------------------------|---------------------|----------------|
| | | Quantity YOY Growth | GMV YOY Growth |
| RAVAGR | Wireless Charger | -5,622 | -92,21,153 |
| | Audio & Speakers | -1,505 | -12,34,679 |
| | Cables | -1,011 | -1,89,871 |
| | Screenguards & Glass | -782 | -7,26,121 |
| | Power Adapter | -736 | 7,45,958 |
| | Musical Instruments Microphone | -19 | -97,773 |
| | GPS & Accessories | -12 | -679 |
| | Face Mask | -3 | -447 |
| | Total | -9,690 | -1,07,24,766 |
| | | | |
| UAG | Cases & Covers | -4,857 | -40,92,277 |
| | Smartwatches & Accessories | -2,424 | -71,17,320 |
| | Tablets Accessories | -392 | -17,38,983 |
| | GPS & Accessories | -331 | -3,41,033 |
| | Laptop Sleeves & Slipcases | -243 | -14,28,505 |
| | Headphone Accessories | -114 | -4,62,324 |
| | Laptop Bags | -41 | -3,69,811 |
| | Total | -8,402 | -1,55,50,253 |
| | | | |
| | | | |
| ESL | Cases & Covers | -1,150 | -5,64,351 |
| | Tablets Accessories | -76 | -89,357 |
| | Headphone Accessories | -54 | -14,742 |
| | Screenguards & Glass | -19 | -6,451 |
| | Data Cables | -2 | -598 |
| | Total | -1,301 | -6,75,499 |
| | | | |
| X-Doria | Cases & Covers | -793 | -19,69,486 |
| | Smartwatches & Accessories | -154 | -2,82,358 |
| | Screenguards & Glass | -53 | -54,860 |
| | Headphone Accessories | -36 | -75,574 |
| | Tablets Accessories | -16 | -54,087 |
| | GPS & Accessories | -4 | -6,366 |
| | Total | -1,056 | -24,42,731 |
| ZUGU | Tablets Accessories | -447 | -21,12,064 |
| | Total | -447 | -21,12,064 |
| Tuc | Cases & Covers | -391 | -1,15,486 |
| | Total | -391 | -1,15,486 |
| Beats | Cables | -37 | 12,508 |
| | Total | -37 | 12,508 |
| Total | | -21,324 | -3,16,08,291 |