

₹ 985M

Revenue

2M

Sales Qty

2017

2019

2018

2020

January

March

May

July

September

November

February

April

June

August

October

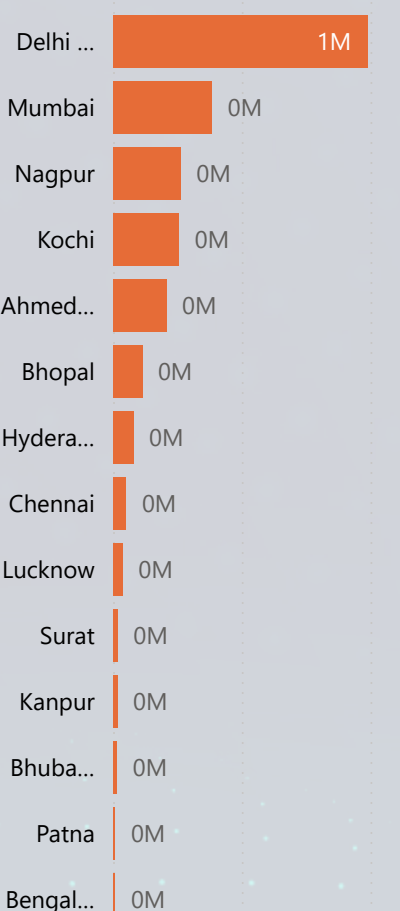
December

Revenue by Market



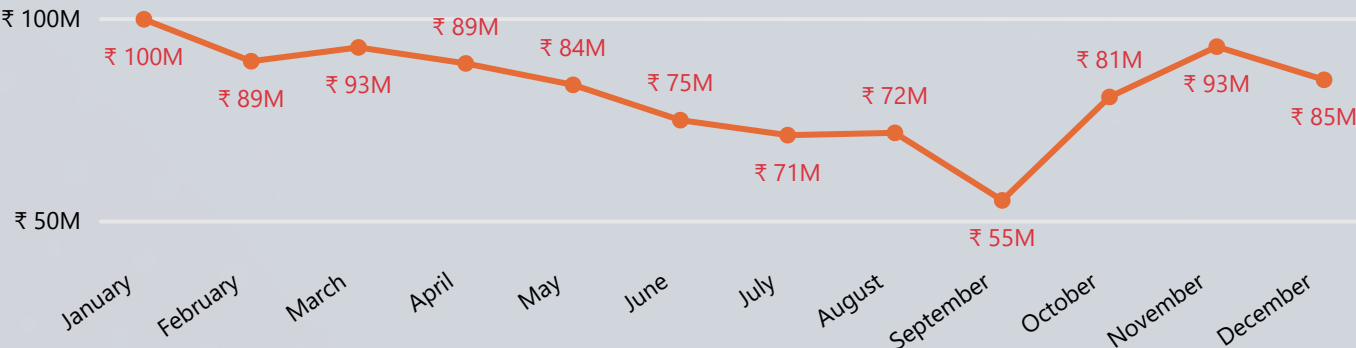
₹ 0.0bn ₹ 0.5bn

Sales Qty by Market

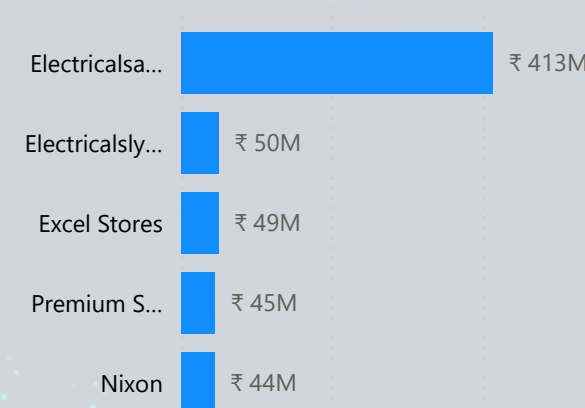


0.0M 0.5M 1.0M

Revenue Trend

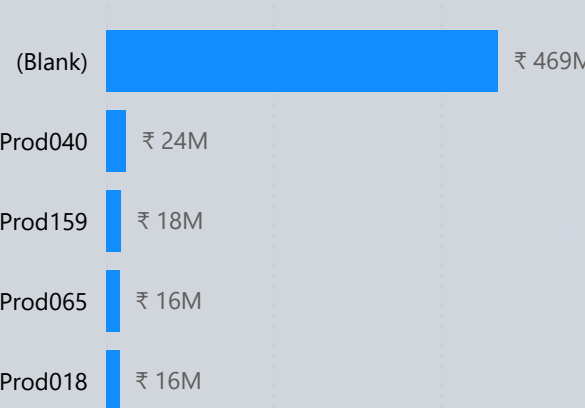


Top 5 Customer by revenue

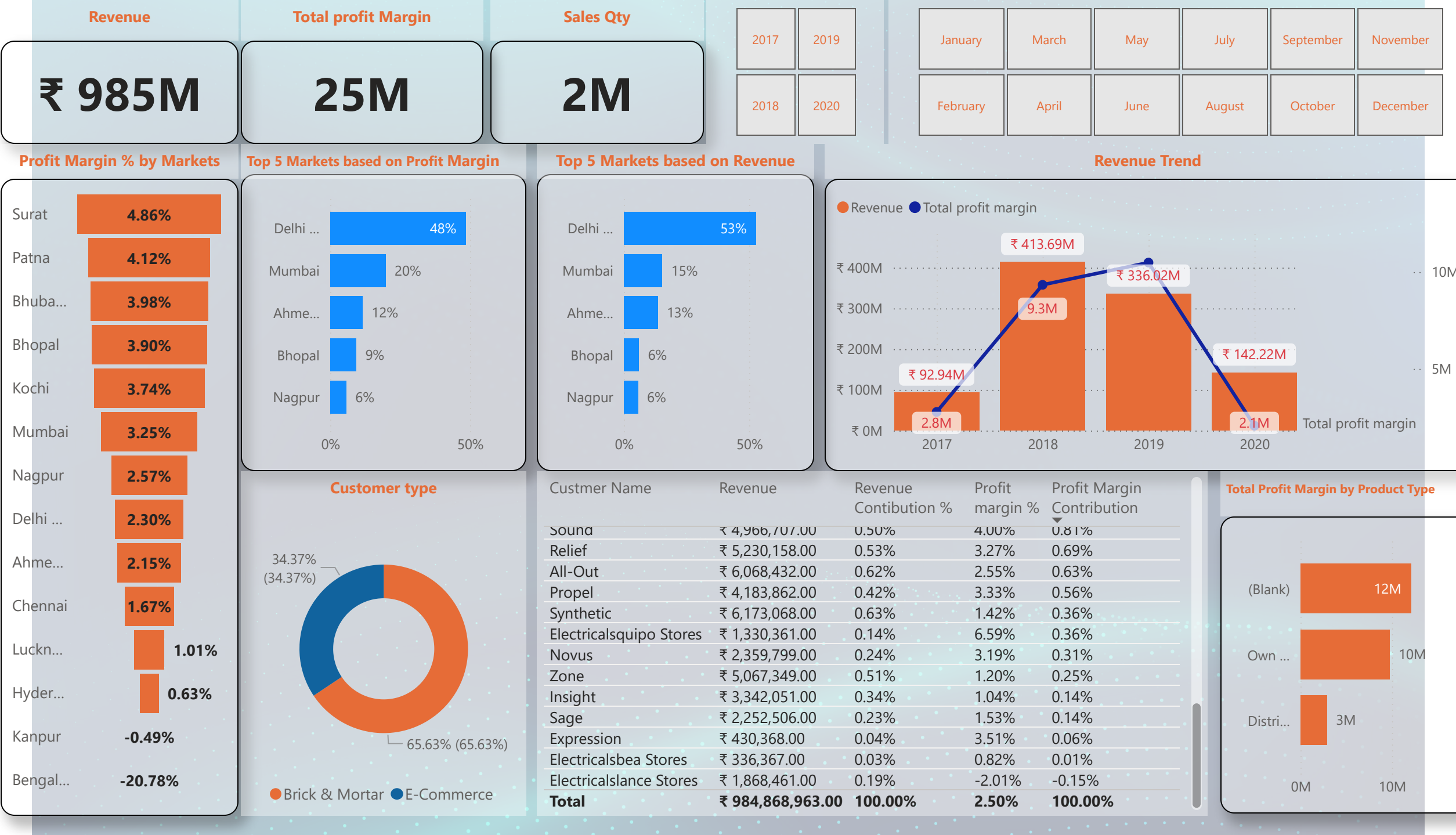


₹ 0.0bn ₹ 0.2bn ₹ 0.4bn

Top 5 Products



₹ 0.0bn ₹ 0.2bn ₹ 0.4bn



Delhi ...

53%

Mumbai

15%

Ahme...

13%

Bhopal

6%

Nagpur

6%

Revenue Trend

● Revenue ● Total profit margin

₹ 413.69M

₹ 336.02M

₹ 92.94M

₹ 142.22M

₹ 2.8M

₹ 2.1M

9.3M

2017201820192020

₹ 0M₹ 100M₹ 200M₹ 300M₹ 400M

10M5M

Total profit margin

Customer type

34.37% (34.37%)

65.63% (65.63%)

Brick & MortarE-Commerce

Custmer Name	Revenue	Revenue Contribution %	Profit margin %	Profit Margin Contribution
Sound	₹ 4,966,707.00	0.50%	4.00%	0.81%
Relief	₹ 5,230,158.00	0.53%	3.27%	0.69%
All-Out	₹ 6,068,432.00	0.62%	2.55%	0.63%
Propel	₹ 4,183,862.00	0.42%	3.33%	0.56%
Synthetic	₹ 6,173,068.00	0.63%	1.42%	0.36%
Electricalsquipo Stores	₹ 1,330,361.00	0.14%	6.59%	0.36%
Novus	₹ 2,359,799.00	0.24%	3.19%	0.31%
Zone	₹ 5,067,349.00	0.51%	1.20%	0.25%
Insight	₹ 3,342,051.00	0.34%	1.04%	0.14%
Sage	₹ 2,252,506.00	0.23%	1.53%	0.14%
Expression	₹ 430,368.00	0.04%	3.51%	0.06%
Electricalsbea Stores	₹ 336,367.00	0.03%	0.82%	0.01%
Electricalslance Stores	₹ 1,868,461.00	0.19%	-2.01%	-0.15%
Total	₹ 984,868,963.00	100.00%	2.50%	100.00%

Total Profit Margin by Product Type

(Blank)

12M

Own ...

10M

Distri...

3M

0M10M