

Year

All

Month

February

Cluster Head

All

Category

All

Channel

All

Location

All

4207

Count of Product\_id

45.05M

NR

12.21M

GP

6.10M

Ebitda a

4.63M

NP

20.26K

Vol

17.86M

NR YTd

-0.51

YOY % NR YTD

23.62%

YOY % NR

NR by Year

Year	NR
2020	9.9M
2021	7.8M
2022	10.1M
2023	8.7M
2024	8.6M

NR, GP, Sum of Ebitda and NP by Year

Year	NR	GP	Sum of Ebitda	NP
2020	9.9M	1.2M	0.8M	0.5M
2021	7.8M	1.0M	0.7M	0.4M
2022	10.1M	1.1M	0.9M	0.6M
2023	8.7M	1.0M	0.8M	0.5M
2024	8.6M	1.0M	0.8M	0.5M

NR, GP %, Ebitda Percentace and NP percentace by Year

Year	NR	GP %	Ebitda Percentage	NP percentage
2020	9.9M	12.2%	6.1%	4.6%
2021	7.8M	10.5%	5.2%	3.9%
2022	10.1M	12.2%	6.1%	4.6%
2023	8.7M	10.5%	5.2%	3.9%
2024	8.6M	10.5%	5.2%	3.9%

NR by Category

Category	NR	Percentage
Protein pack	19.27M	42.77%
Fresh Fare	6.94M	15.4%
Crunch & Mu...	4.8M	9.9%
Country Fries	4.2M	9.9%
Frosty Veggies	2.56M	5.6%
Cake	2.3M	4.9%
Frosted Fare	2.21M	4.9%

NR by Location

Location	NR	Percentage
Up	16.32M	36.23%
Mah	9.45M	20.96%
Guj	7.05M	15.65%
Raj	6.79M	15.08%
Karnataka	2.5M	5.55%
Calcutta	2.37M	5.27%
Tamil Nadu	2.37M	5.27%

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All

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RM Cost

23.81M

RM

Marketing

578.15K

MKT Cost

Trade & Discount

10.00M

Trade & Disc

Fix & Variable

4.99M

F&V cost

G&A Cost

1.32M

G&A Cost

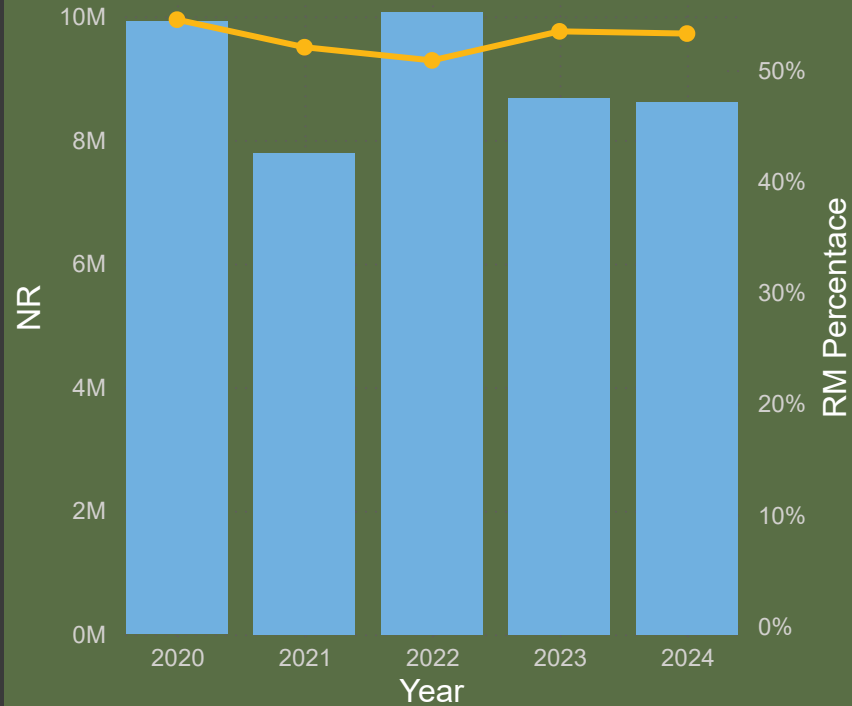
S&D Cost

4.32M

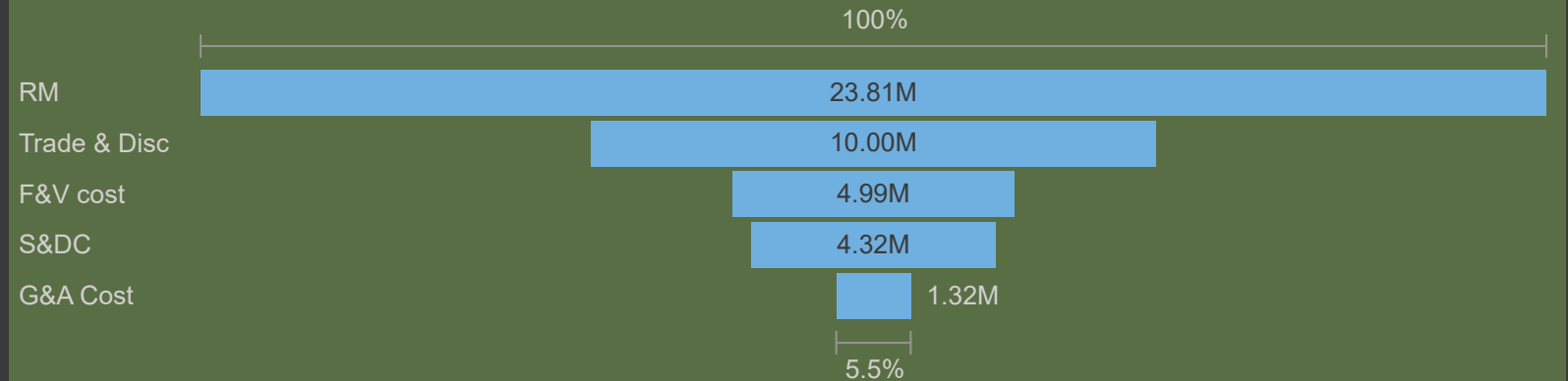
S&DC

NR and RM Percentace by Year

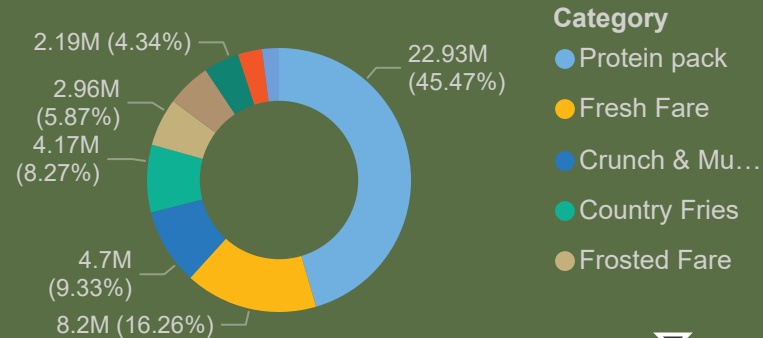
NR RM Percentace



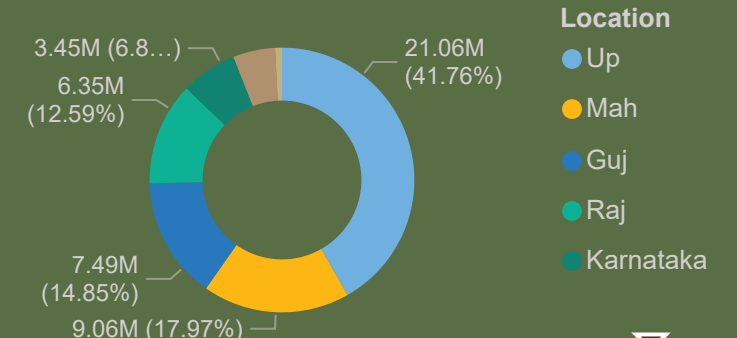
RM, Trade & Disc, F&V cost, S&DC and G&A Cost



Total Excepance by Category



Total Excepance by Location



Year  
All

Month  
February

Cluster Head  
All

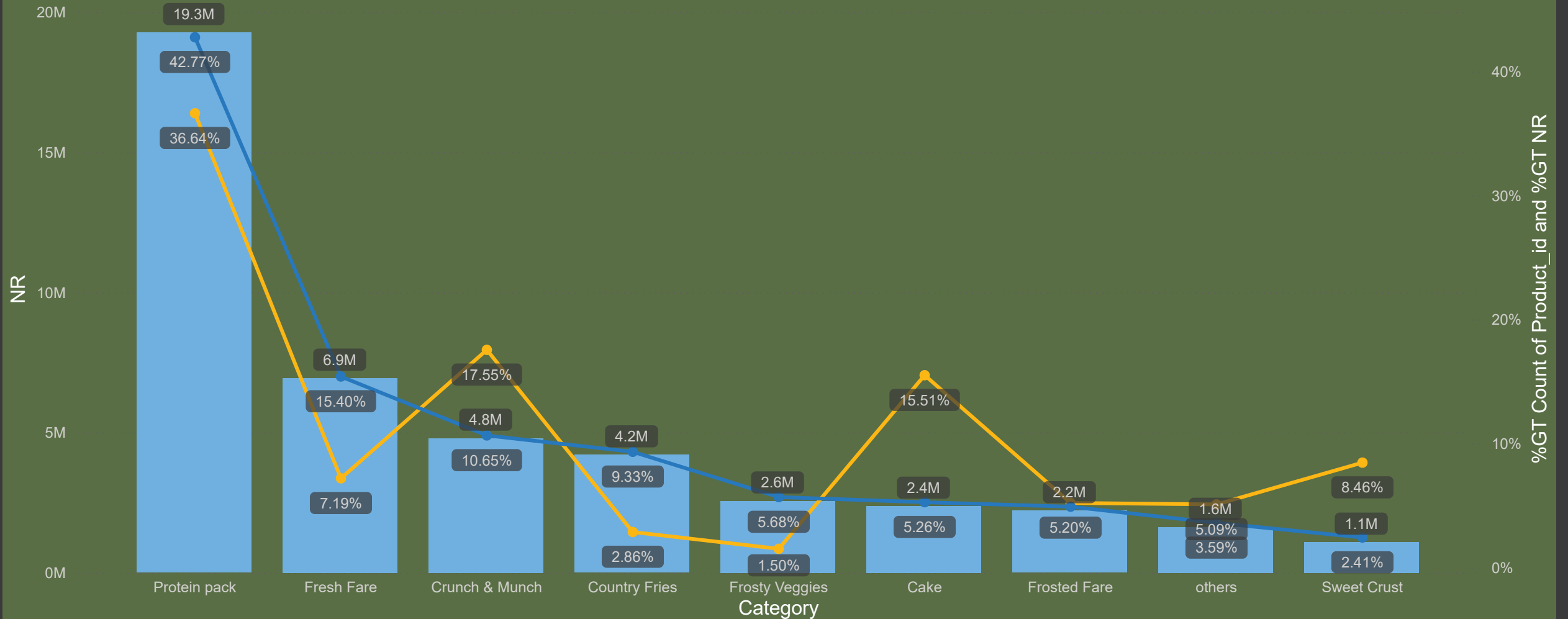
Category  
All

Channel  
All

Location  
All

## SKU Level Turnover

NR %GT Count of Product\_id %GT NR



Year  
All

Month  
February

Cluster Head  
All

Category  
All

Channel  
All

Location  
All

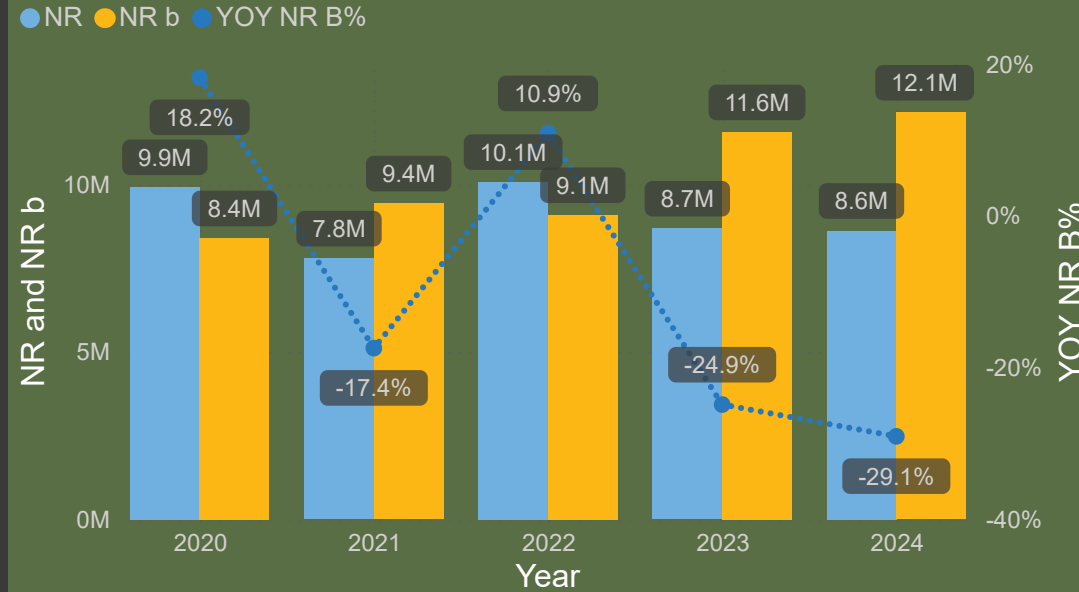
17.86M  
NR YTd

23.88M  
B NR YTd

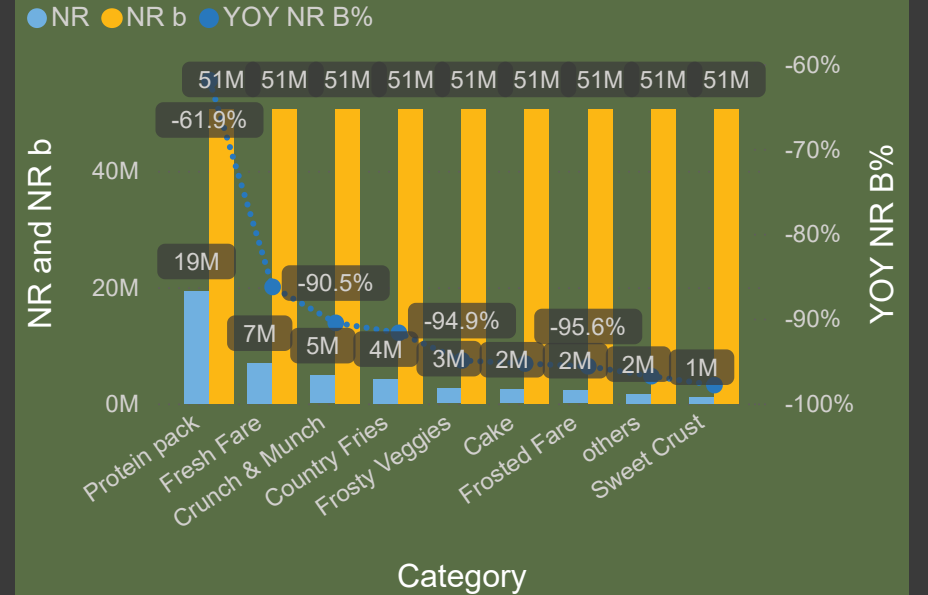
-10.9%  
YOY NR B%

50.58M  
NR b

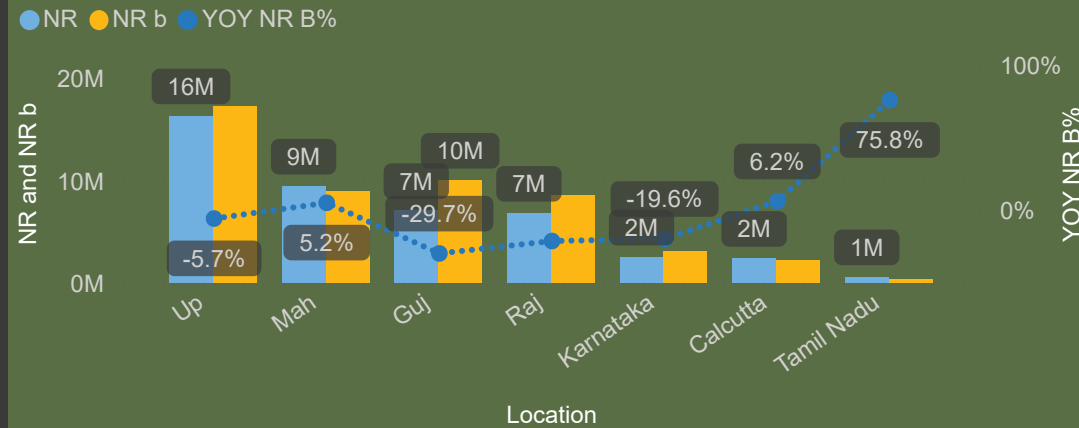
NR, NR b and YOY NR B% by Year



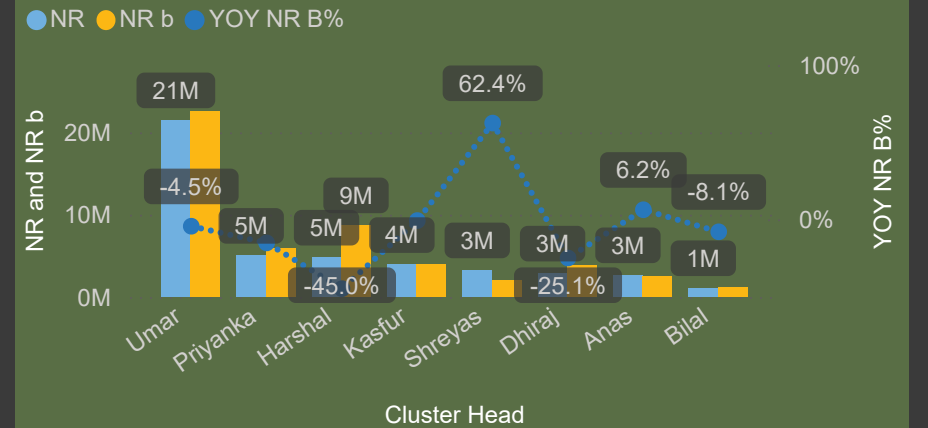
NR, NR b and YOY NR B% by Category



NR, NR b and YOY NR B% by Location



NR, NR b and YOY NR B% by Cluster Head



Year

▼

All

▼

Month

▼

February

▼

Cluster Head

▼

All

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Category

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All

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Channel

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All

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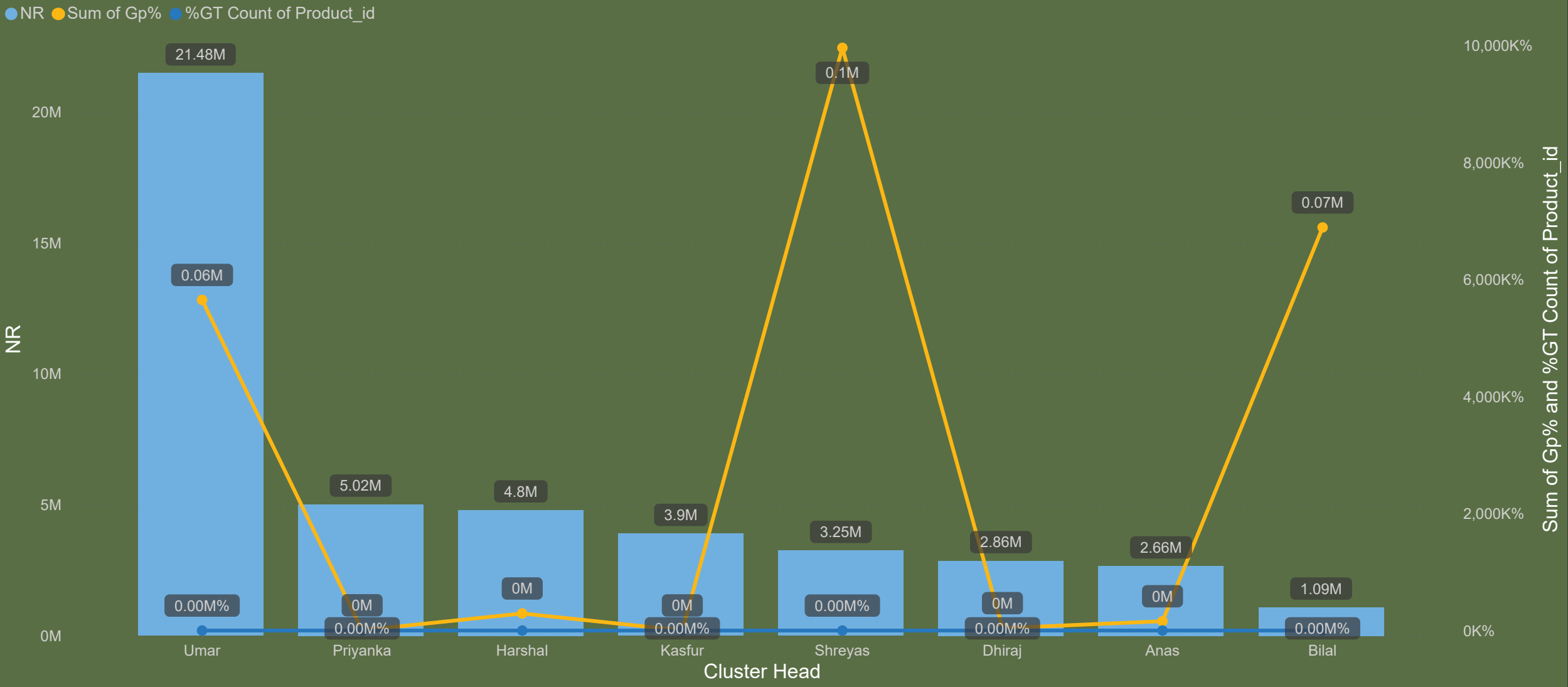
Location

▼

All

▼

NR, Sum of Gp%, %GT Count of Product\_id and First Category by Cluster Head



Year  
All

Month  
February

Cluster Head  
All

Category  
All

Channel  
All

Location  
All

## NR and %GT Count of SKU Code by Category



Year  
All

Month  
February

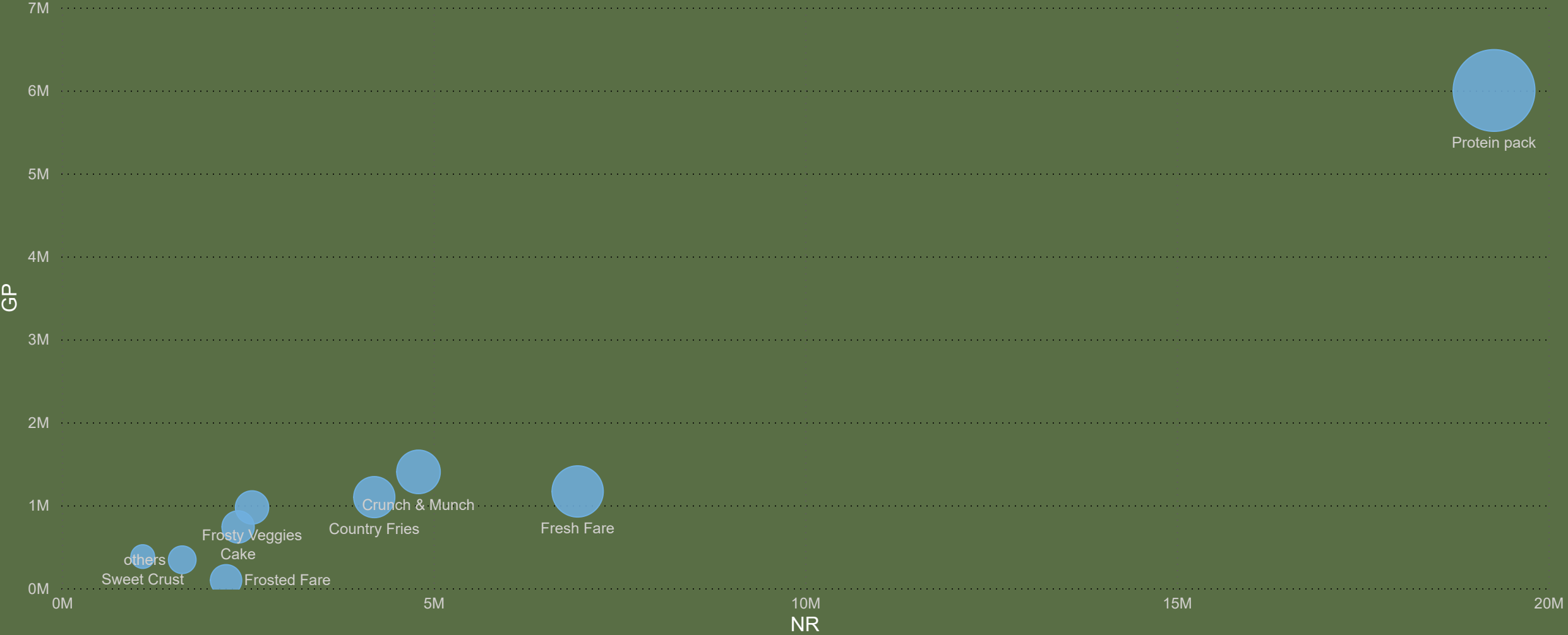
Cluster Head  
All

Category  
All

Channel  
All

Location  
All

NR, GP and NR by Category



Year

All

Month

February

Cluster Head

All

Category

All

Channel

All

Location

All

SKU Description	NR	Rank	Cum NR	Total SKU NR	Chum SKU NR %	Chum SKU %
Royal Tender Chicken Breast 1K (10*1*1000Gm)	1,541,816.70	1	1,541,816.70	45,054,262.83	3.42%	0.00
Hardees Beef Burger 3.5Oz	1,299,618.33	2	2,841,435.03	45,054,262.83	6.31%	0.00
Crunchy French Fries 9* 9 ( 4*2.5KG)	1,064,464.52	3	3,905,899.56	45,054,262.83	8.67%	0.00
Breaded Chicken Strips 750G (10*1*750Gm)	669,094.29	4	4,574,993.85	45,054,262.83	10.15%	0.00
Gobber Whole Strawberry Gulf - EU 15KG	590,661.48	5	5,165,655.33	45,054,262.83	11.47%	0.00
Elnakhla 2 Apple 40*250 G	562,379.41	6	5,728,034.74	45,054,262.83	12.71%	0.00
Cat Breaded Zingzzz Chicken Fillet (10*1*1000Gm)	557,244.22	7	6,285,278.96	45,054,262.83	13.95%	0.00
CG 450g 12P Peeled Medammas EOE-(GCC)	547,820.84	8	6,833,099.80	45,054,262.83	15.17%	0.00
Regal Straight Cut P. Frites 10mm B-grade 2.268 6Bags	532,500.60	9	7,365,600.40	45,054,262.83	16.35%	0.00
Fast Food Crunchy 5 Bag Export	483,535.42	10	7,849,135.82	45,054,262.83	17.42%	0.01
FF P. Frites 2.5kg 5Bags	469,519.47	11	8,318,655.29	45,054,262.83	18.46%	0.01
Breaded Hot Chicken Strips 750G (10*1*750Gm)	456,490.29	12	8,775,145.58	45,054,262.83	19.48%	0.01
Breaded Chicken Burger 15Pcs (8*15*56Gm)	455,771.01	13	9,230,916.59	45,054,262.83	20.49%	0.01
Black Carton Double K37-60 Sensation FRIGO Class 1 (4.54) Kg	392,774.84	14	9,623,691.43	45,054,262.83	21.36%	0.01
Total	45,054,262.83	1	1,541,816.70	45,054,262.83	3.42%	0.00

NR, Chum SKU % and Chum SKU NR % by SKU Description

