

₹414M

Revenue

997K

Sales Qty

2017

2018

2019

2020

Jan 18

Feb 18

Mar 18

Apr 18

May 18

Jun 18

Jul 18

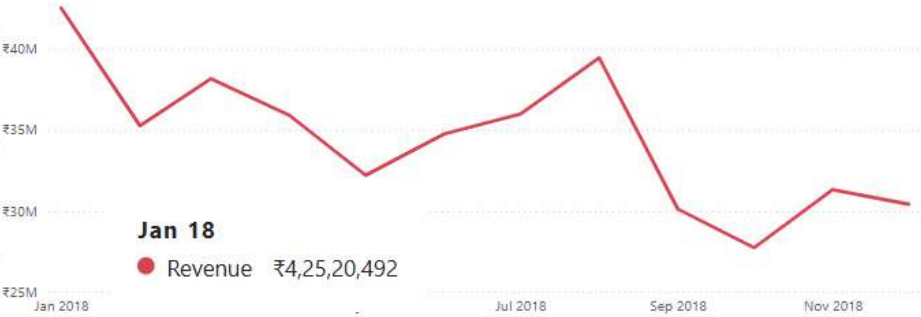
Aug 18

Sep 18

Oct 18

Revenue Trend

₹45M



Jan 18

Revenue ₹4,25,20,492

Top 5 Customers



Top 5 Products



Key Insights

₹414M

Revenue

997K

Sales Qty

₹9.3M

Total Profit Margin

2017

2018

2019

2020

Jan 18

Feb 18

Mar 18

Apr 18

May 18

Jun 18

Jul 18

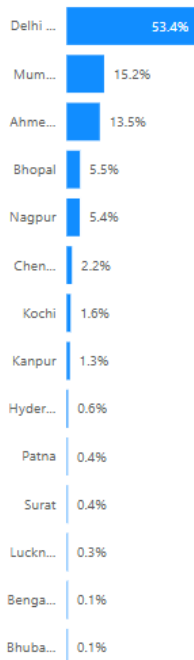
Aug 18

Sep 18

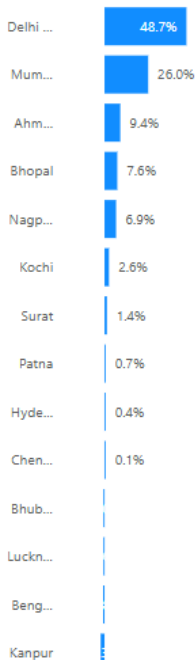
Oct 18

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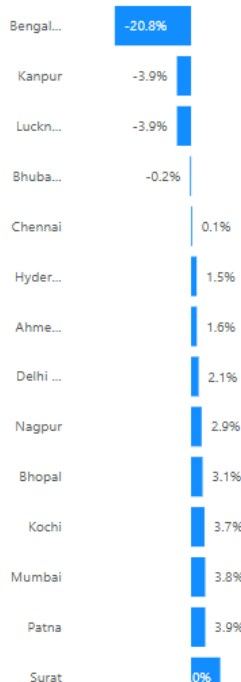
#### Revenue Contribution % by Market



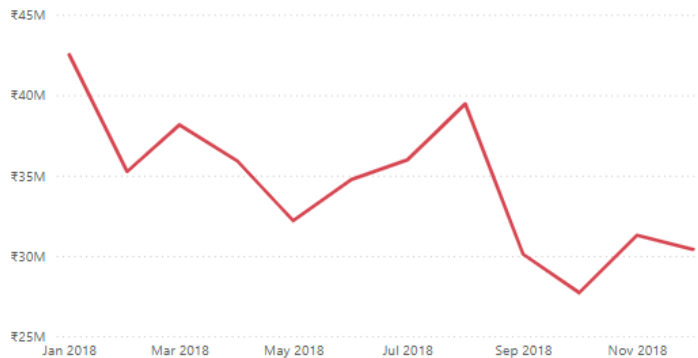
#### Profit Contribution % by Market



#### Profit % by market



#### Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Insight	₹14,66,078	0.4%	-0.6%	-3.7%
Sage	₹14,09,859	0.3%	-0.4%	-2.4%
Unity Stores	₹50,79,842	1.2%	-0.5%	-0.9%
Info Stores	₹1,50,41,478	3.6%	0.5%	0.3%
Excel Stores	₹1,80,51,333	4.4%	1.4%	0.7%
Path	₹52,21,503	1.3%	0.5%	0.9%
Surge Stores	₹1,26,22,707	3.1%	1.5%	1.1%
Modular	₹69,88,222	1.7%	1.0%	1.4%
Control	₹1,50,03,105	3.6%	2.7%	1.7%
Electricalsara Stores	₹17,30,50,977	41.8%	35.1%	1.9%
Zone	₹17,96,032	0.4%	0.4%	1.9%
Nomad Stores	₹78,22,478	1.9%	1.6%	1.9%
Forward Stores	₹95,64,099	2.3%	2.0%	2.0%
Electricalsiance Stores	₹5,69,105	0.1%	0.1%	2.0%
Acclaimed Stores	₹93,39,052	2.3%	2.1%	2.1%
Electricalsbea Stores	₹1,18,011	0.0%	0.0%	2.2%
Total	₹41,36,87,163	100.0%	100.0%	2.3%

#### Profit Analysis

₹414M  
Revenue

997K  
Sales Qty

₹9.3M  
Total Profit Margin

Profit Target

2%

2017

2018

2019

2020

Jan 18

Feb 18

Mar 18

Apr 18

May 18

Jun 18

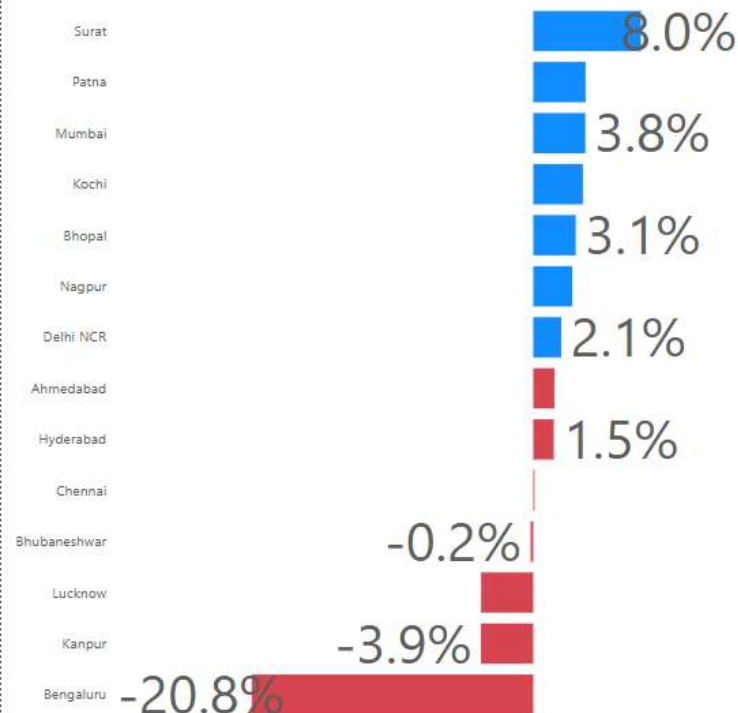
Jul 18

Aug 18

Sep 18

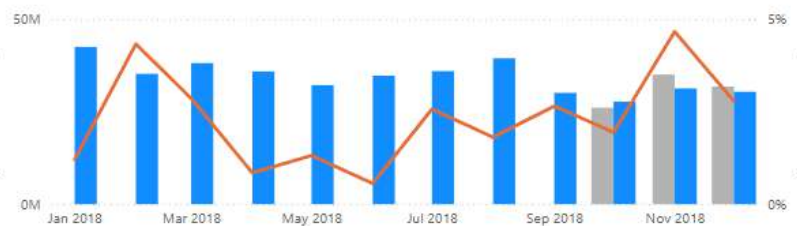
Oct 18

### Revenue Contribution % by Market



### Revenue Trend

● Revenue LY ● Revenue ● Profit Margin %



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹17,30,50,977	41.8%	35.1%	1.9%
Nixon	₹2,16,09,554	5.3%	10.1%	4.3%
Electricalslytical	₹2,08,25,800	5.0%	7.8%	3.5%
Premium Stores	₹1,86,93,181	4.5%	6.9%	3.5%
Excel Stores	₹1,80,51,333	4.4%	1.4%	0.7%
Info Stores	₹1,50,41,478	3.6%	0.5%	0.3%
Control	₹1,50,03,105	3.6%	2.7%	1.7%
Surge Stores	₹1,26,22,707	3.1%	1.5%	1.1%
Forward Stores	₹95,64,099	2.3%	2.0%	2.0%
Acclaimed Stores	₹93,39,052	2.3%	2.1%	2.1%
Electricalsociety	₹92,99,125	2.2%	6.0%	6.0%
Nomad Stores	₹78,22,478	1.9%	1.6%	1.9%
Leader	₹73,53,674	1.8%	2.8%	3.5%
Epic Stores	₹72,74,863	1.8%	2.7%	3.4%
Modular	₹69,88,222	1.7%	1.0%	1.4%
Atlas Stores	₹63,49,578	1.5%	1.9%	2.8%
Total	₹41,36,87,163	100.0%	100.0%	2.3%

Performance Insights