



region, market ▼ customer ▼ segment, categ... ▼
All ▼ All ▼ All ▼

\$3.74bn!
BM: 3.81bn (-1.86%)
Net sales

38.08%!
BM: 38.34% (-0.66%)
Gross Margin %

-13.98%✓
BM: -14.19% (+1.47%)
Net Profit %

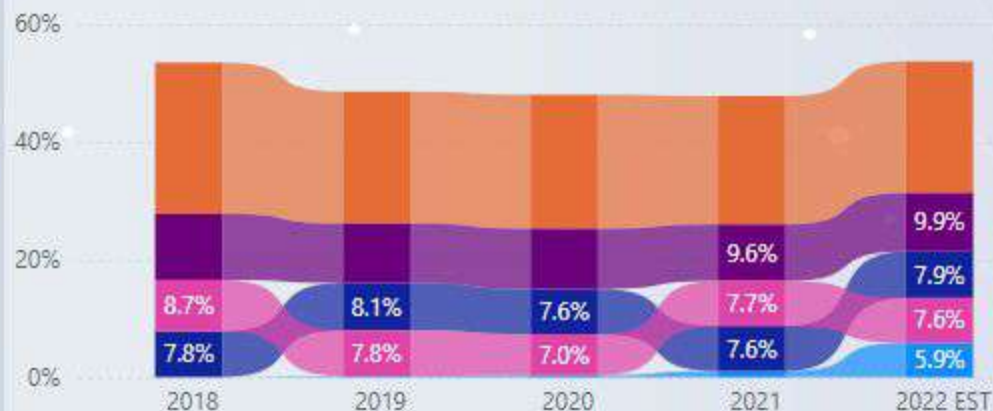
81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy %

Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM%	NP%	Atliq MS %	Net error %	Risk
NA	\$1,022.1M	27.4%	45.0%	↓ -14.2%	4.9%	14.35%	EI
India	\$945.3M	25.3%	35.8%	↓ -23.0%	13.3%	-24.37%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.56%	OOS
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.56%	OOS
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.47%	OOS
ANZ	\$189.8M	5.1%	43.5%	↓ -7.4%	1.4%	-37.61%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.37%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.48%	OOS

PC Market Share Trends-AtliQ & Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



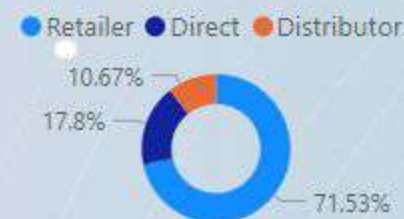
2018 2019 2020 2021 **2022 EST** | Q1 Q2 Q3 Q4 YTD YTG

vs LY **vs Target**

Revenue By Division



Revenue By Channel



Yearly Trend Revenue, GM%, Net profit %, PC Market shares



Top 5 customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.78% ↓
Atliq e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	38.2%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43%
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%