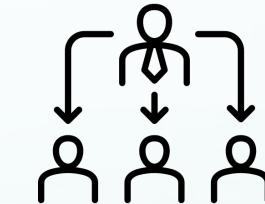
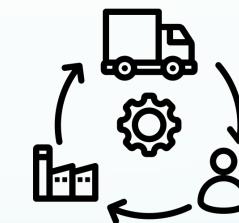


ⓘ Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#)



Support

Finance

Marketing

Sales

Supply chain

Executive

Info

Business 360 View



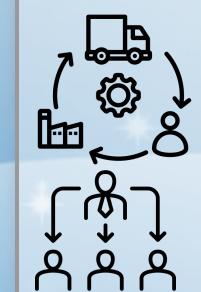
Sales data is updated until :Dec 21

P.S:
Currency Type: USD\$
Values are in: Millions(M)

31-03-2023 16:44:51
Earliest Last Refresh Date

(i) Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#) X



All All All

₹ 3.74bn✓
BM: 823.85M
(+353.5%)

38.08%✓
BM: 36.49%
(+4.37%)

- 13.98%!
BM: -6.63%
(-110.79%)

Net Sales

GM %

Net Profit %

(Blank)

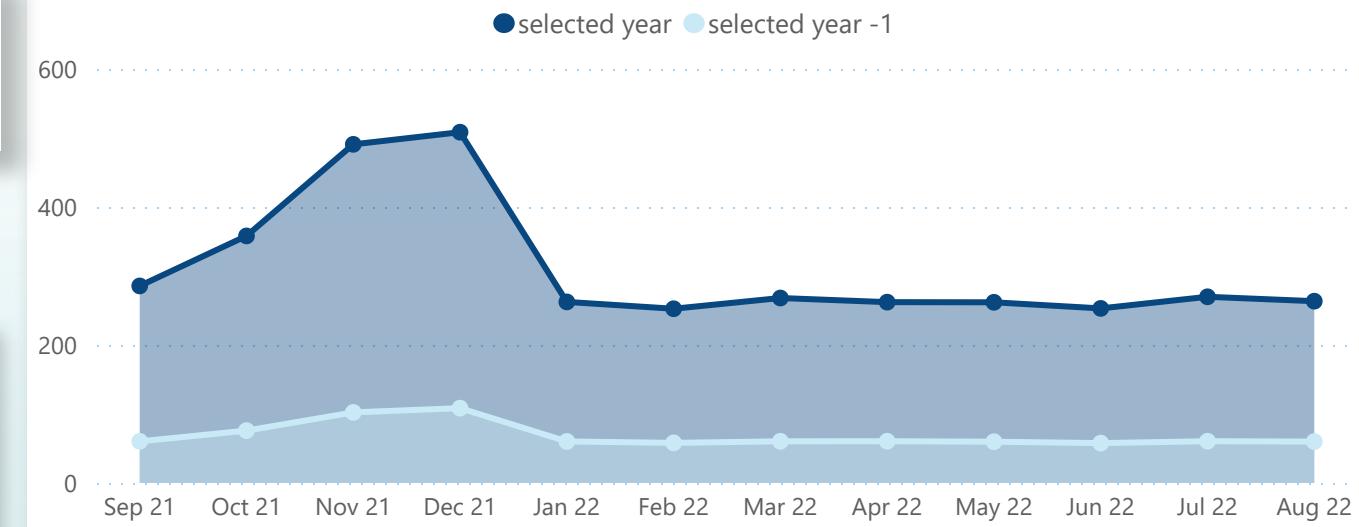
vs LY vs Target

Profit and Loss Statement

Line Item	2022EST	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	3.43
Pre Invoice Deduction	1,727.01	392.50	1,334.51	3.40
Net Invoice Sales	5,643.13	1,272.13	4,370.99	3.44
- Post Discounts	1,243.54	281.64	961.90	3.42
- Post Deductions	663.42	166.65	496.77	2.98
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	3.25
Net Sales	3,736.17	823.85	2,912.32	3.54
- Manufacturing Cost	2,197.28	497.78	1,699.50	3.41
- Freight Cost	100.49	22.05	78.43	3.56
- Other Cost	15.52	3.39	12.14	3.58
Total COGS	2,313.29	523.22	1,790.07	3.42
Gross Margin	1,422.88	300.63	1,122.25	3.73
Gross Margin %	38.08	36.49	1.59	0.04
GM / Unit	15.76	5.99	9.77	1.63
Operational Expense	-1,945.30	-355.28	-1,590.02	4.48
Net Profit	-522.42	-54.65	-467.77	8.56
Net Profit %	-0.14	-0.07	-0.07	1.11

BM =Bench mark , LY =Last Year

Net Sales Performance over time



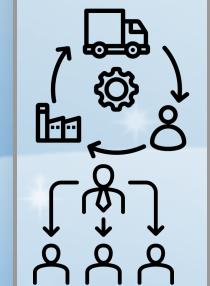
Top /Bottom Products & Customers by Net Sales

region	P&L VALUE	P & L YoY Chg %
APAC	1,923.77	3.35
EU	775.48	2.86
LATAM	14.82	3.68
NA	1,022.09	4.74
Total	3,736.17	3.54

segment	P&L VALUE	P & L YoY Chg %
Accessories	454.10	0.85
Desktop	711.08	14.32
Networking	38.43	-0.15
Notebook	1,580.43	4.93
Peripherals	897.54	4.39
Storage	54.59	0.00
Total	3,736.17	3.54

ⓘ Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#)



All All All

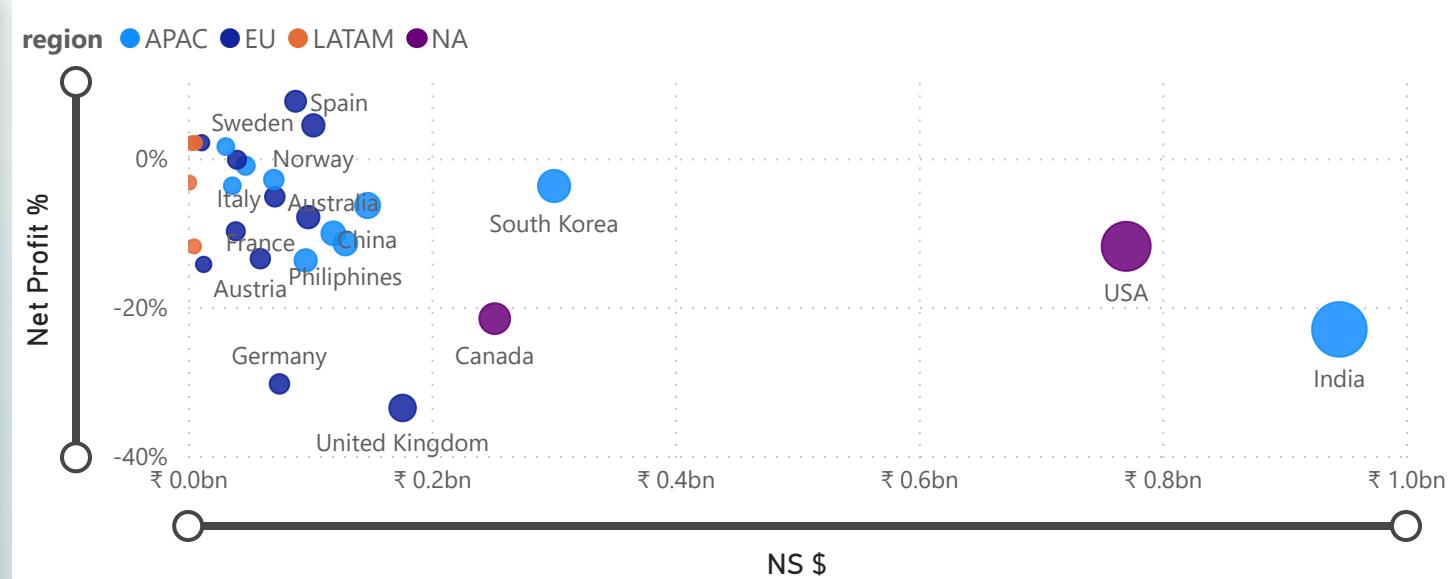
vs LY vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	₹ 496.88M	182.77M	36.78%
AltiQ Exclusive	₹ 307.17M	145.05M	47.22%
Atliq e Store	₹ 304.10M	112.15M	36.88%
Flipkart	₹ 138.49M	58.37M	42.14%
Sage	₹ 127.86M	40.31M	31.53%
Leader	₹ 117.32M	36.02M	30.70%
Neptune	₹ 105.69M	49.36M	46.70%
Ebay	₹ 91.60M	33.06M	36.09%
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
walmart	₹ 72.41M	33.06M	45.66%
Total	₹ 3,736.17M	1,422.88M	38.08%

SHOW GM%

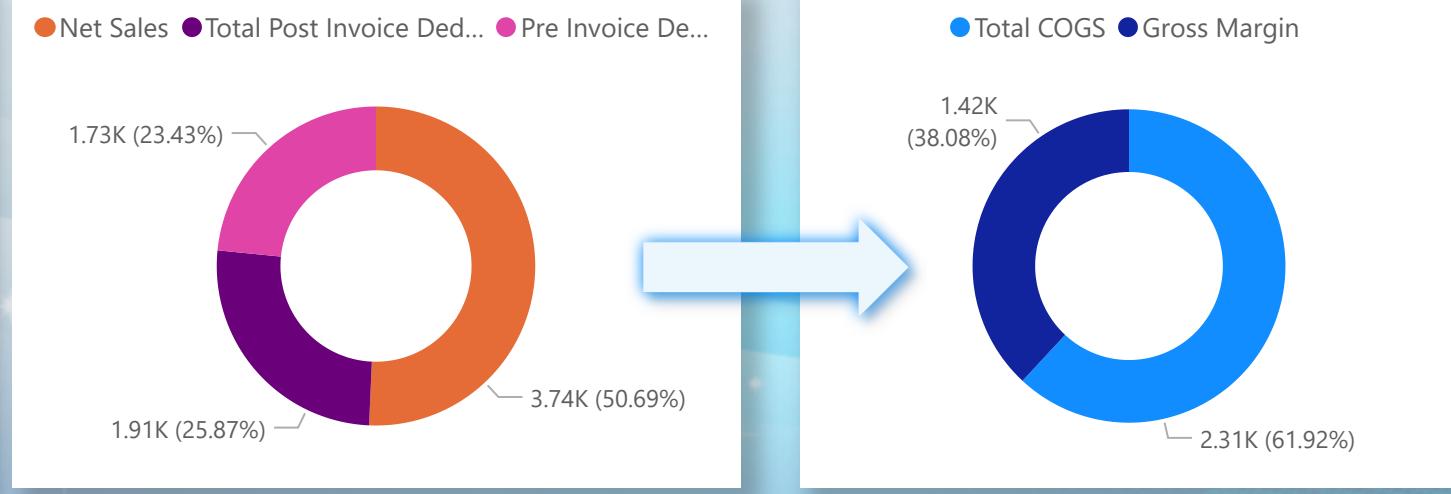
Performance Metrix



Product Performance

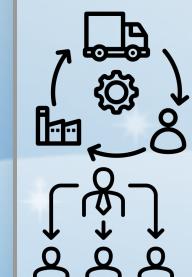
segment	NS \$	GM \$	GM %
Accessories	₹ 454.10M	172.61M	38.01%
Peripherals	₹ 897.54M	341.22M	38.02%
Notebook	₹ 1,580.43M	600.96M	38.03%
Desktop	₹ 711.08M	272.39M	38.31%
Storage	₹ 54.59M	20.93M	38.33%
Networking	₹ 38.43M	14.78M	38.45%
Total	₹ 3,736.17M	1,422.88M	38.08%

Unit Economics



ⓘ Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#)

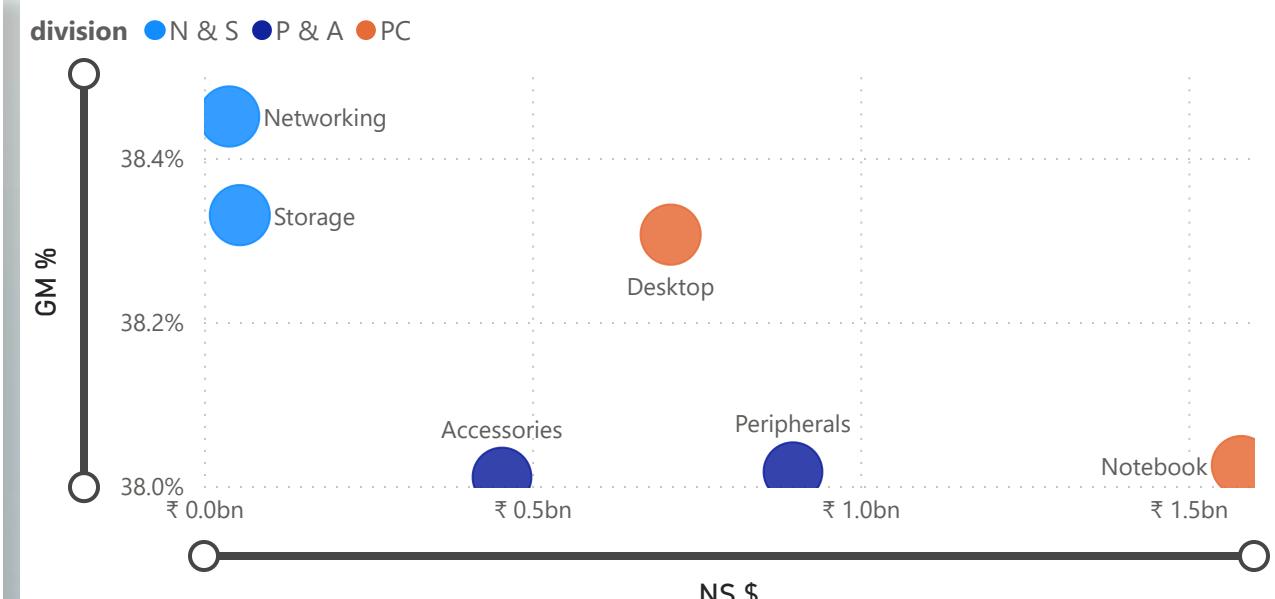


All All All

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	₹ 1,422.88M	38.08%	-522.42M	-13.98%	
	3,736.17M				

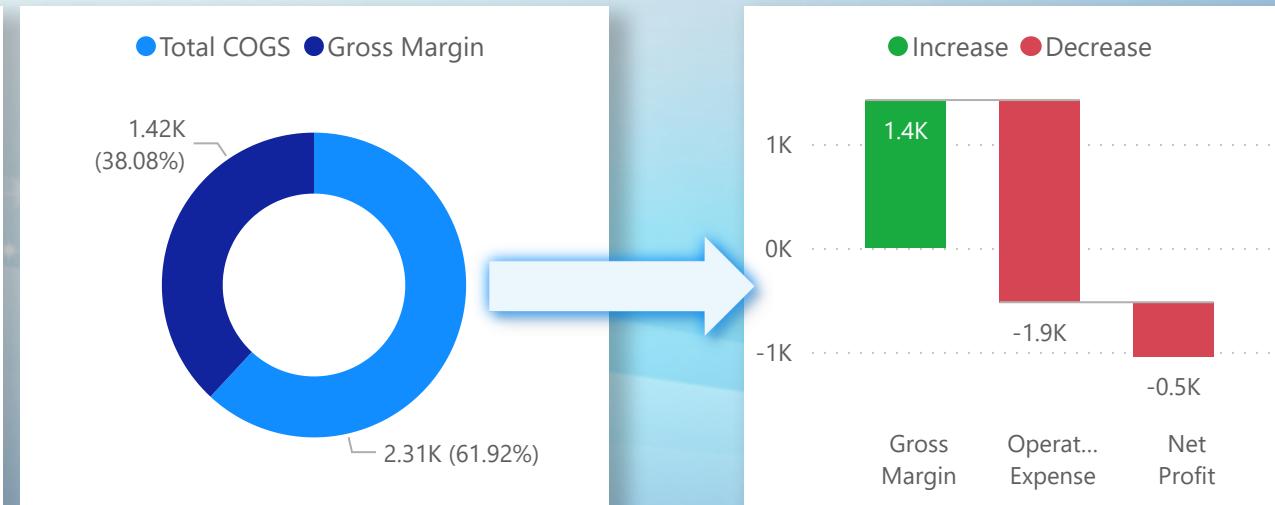
Performance Metric



Region/Market/Customer Performance

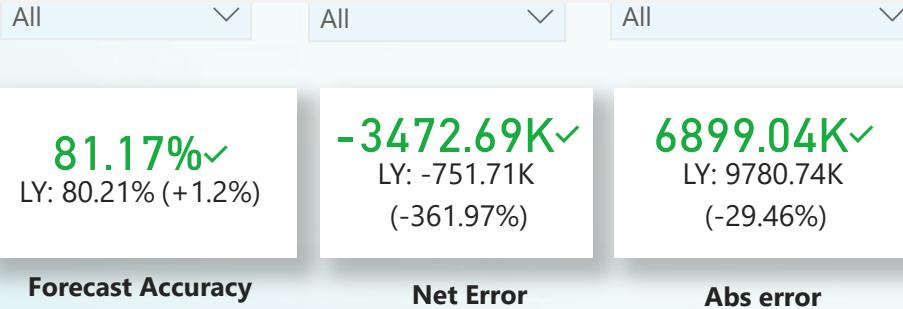
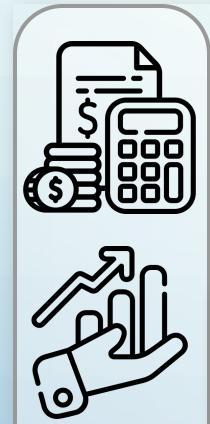
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

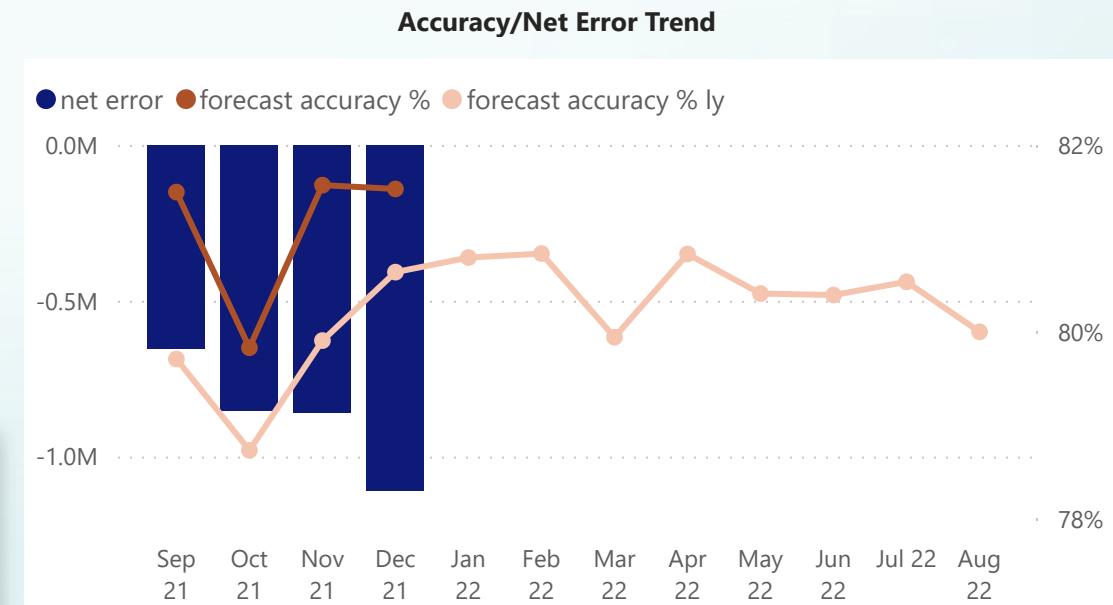


ⓘ Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#)



customer	forecast accuracy %	forecast accuracy % ly	net error	net error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Saturn	41.54%	19.16%	2197	2.85%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OS

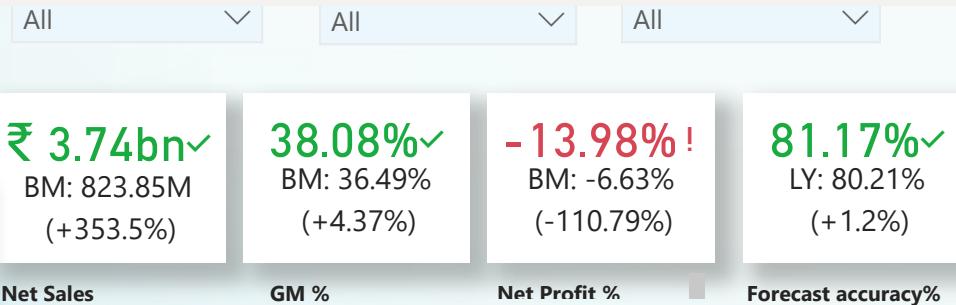
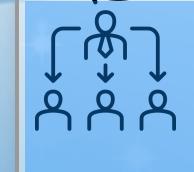


Key Metrics By Products

segment	forecast accuracy %	forecast accuracy % ly	net error	Net Profit %	Risk
Networking	93.06%	90.40%	-12967	-13.72%	OS
Notebook	87.24%	79.99%	-47221	-14.06%	OS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OS
Storage	71.50%	83.54%	-628266	-13.76%	OS
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Total	81.17%	80.21%	-3472690	-13.98%	OS

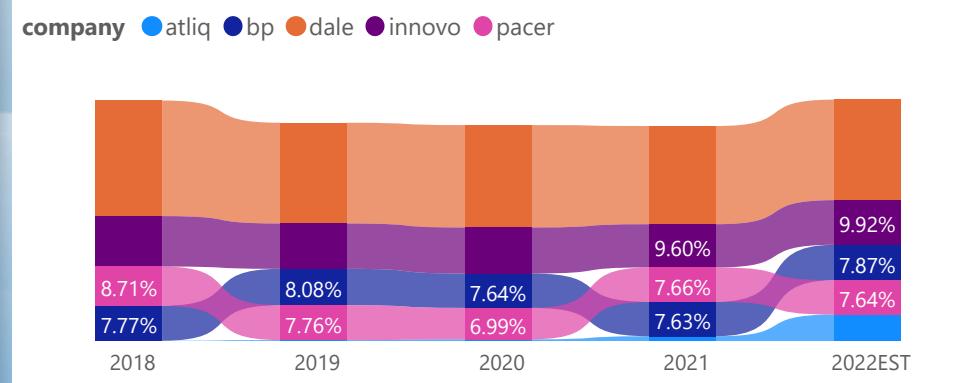
ⓘ Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#)



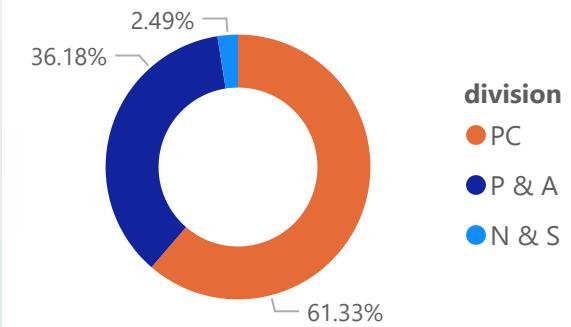
Key Insights By Sub Zone

sub_zone	NS \$	RC%	GM %	atliq MS%	Net Profit %	net error %	Risk
NA	₹ 1,022.09M	27.4%	45.0%	0.05	-14.2%	14.35%	EI
India	₹ 945.34M	25.3%	35.8%	0.13	-23.0%	-24.37%	OS
ROA	₹ 788.66M	21.1%	34.2%	0.08	-6.3%	-4.56%	OS
NE	₹ 457.71M	12.3%	32.8%	0.07	-18.1%	-4.56%	OS
SE	₹ 317.78M	8.5%	37.0%	0.16	-4.0%	-55.47%	OS
ANZ	₹ 189.78M	5.1%	43.5%	0.01	-7.4%	-37.61%	OS
LATAM	₹ 14.82M	0.4%	35.0%	0.00	-2.9%	3.37%	EI
Total	₹ 100.0	38.1%	0.06	-14.0%	-9.48%	OS	
	3,736.17M	%					

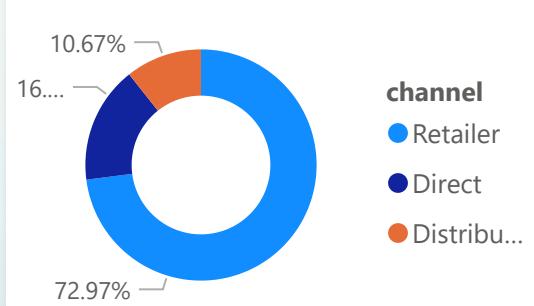


BM = Bench mark , LY = Last Year EI=Excess Inventory, OS=Out of stock

Revenue By Division



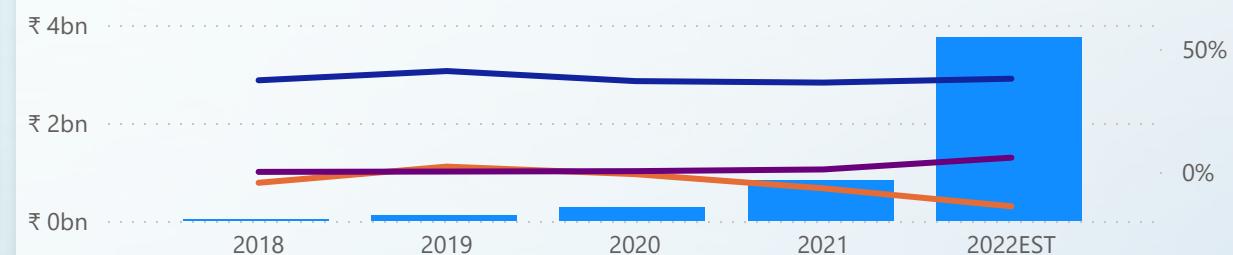
Revenue By Channel



Yearly Trend by Revenue, GM%, Net profit %, Market share%

NS \$, GM %, Net Profit % and atliq MS% by fy_desc

NS \$ (Blue), GM % (Dark Blue), Net Profit % (Orange), atliq MS% (Purple)



TOP 5 Customer by Revenue

customer	RC%	GM %
AltiQ Exclusive	8.22%	47.22%
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88% ↓
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
Total	36.79%	39.19%

Top 5 product by Revenue

product	RC%	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43%
AQ Smash 2	4.13%	37.40%
Total	23.19%	38.06%