

# Performance Insights

₹38M

Revenue

90K

Sales Qty

₹1.1M

Total Profit Margin

Profit Target

5%

2018

Jun  
17

Jul  
17

Aug  
17

Sep  
17

Oct  
17

Nov  
17

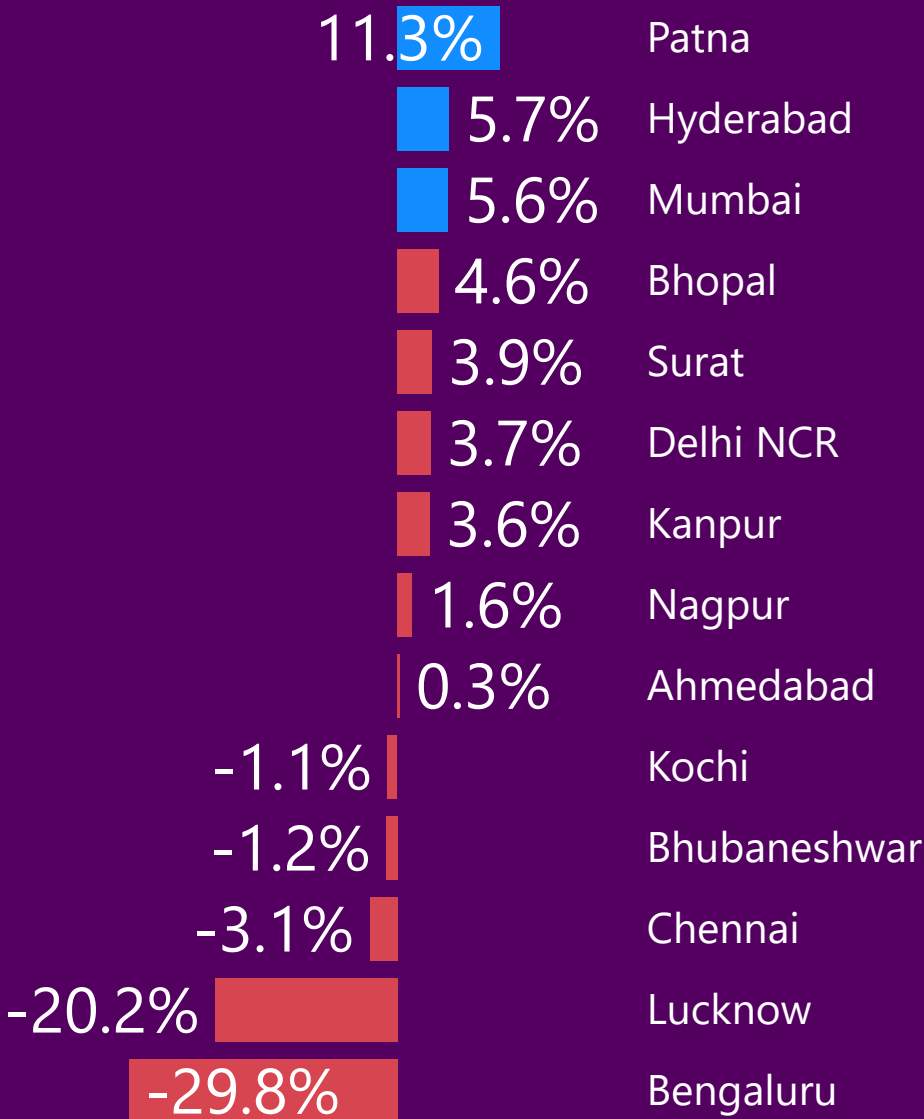
Dec  
17

Jan  
18

Feb  
18

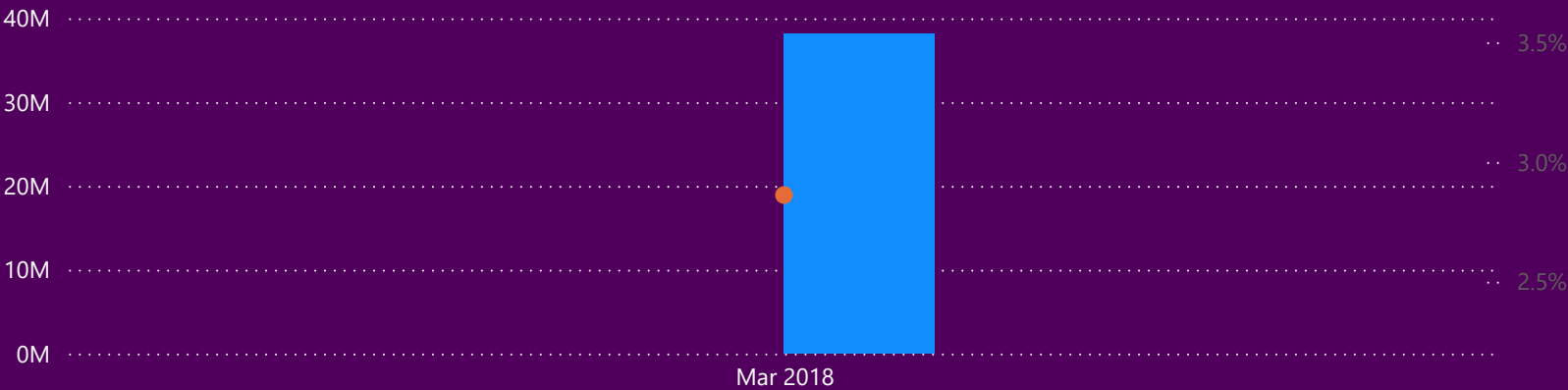
Mar  
18

## Revenue Contribution % by Market



## Revenue Trend Analysis

● Revenue LY ● Revenue — Profit Margin %



| custmer_name   | Revenue      | Revenue Contribution % | Profit Margin Contribution % | Profit Margin % |
|----------------|--------------|------------------------|------------------------------|-----------------|
| Zone           | ₹47,433      | 0.1%                   | -0.5%                        | -12.1%          |
| Unity Stores   | ₹3,46,610    | 0.9%                   | 1.2%                         | 3.6%            |
| Synthetic      | ₹2,23,199    | 0.6%                   | 3.1%                         | 15.1%           |
| Surge Stores   | ₹8,30,549    | 2.2%                   | -1.3%                        | -1.7%           |
| Surface Stores | ₹8,77,614    | 2.3%                   | -1.4%                        | -1.8%           |
| Sound          | ₹1,25,731    | 0.3%                   | -0.3%                        | -2.6%           |
| Sage           | ₹15,620      | 0.0%                   | 0.1%                         | 3.9%            |
| Relief         | ₹2,67,484    | 0.7%                   | -0.9%                        | -3.6%           |
| Propel         | ₹1,89,861    | 0.5%                   | 1.5%                         | 8.7%            |
| Premium Stores | ₹16,22,657   | 4.3%                   | 7.5%                         | 5.1%            |
| Power          | ₹92,296      | 0.2%                   | 0.6%                         | 7.3%            |
| Path           | ₹3,94,615    | 1.0%                   | -2.3%                        | -6.4%           |
| Novus          | ₹70,621      | 0.2%                   | -0.2%                        | -2.5%           |
| Nomad Stores   | ₹6,27,567    | 1.6%                   | 0.4%                         | 0.6%            |
| Nixon          | ₹23,72,901   | 6.2%                   | 33.5%                        | 15.4%           |
| Modular        | ₹5,82,810    | 1.5%                   | 2.8%                         | 7.8%            |
| Total          | ₹3,81,53,155 | 100.0%                 | 100.0%                       | 2.9%            |