

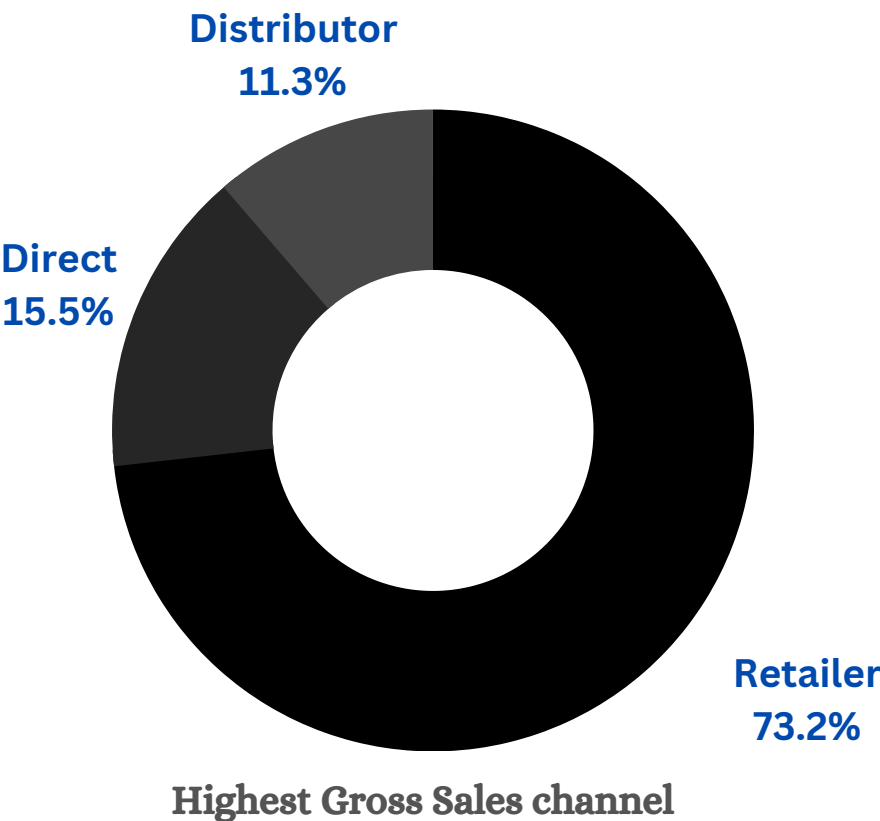
# Atliq Hardware - Data Insights

Current Operating Markets in the APAC region

India	Indonesia	Japan
Philippines	South Korea	Australia
New Zealand	Bangladesh	

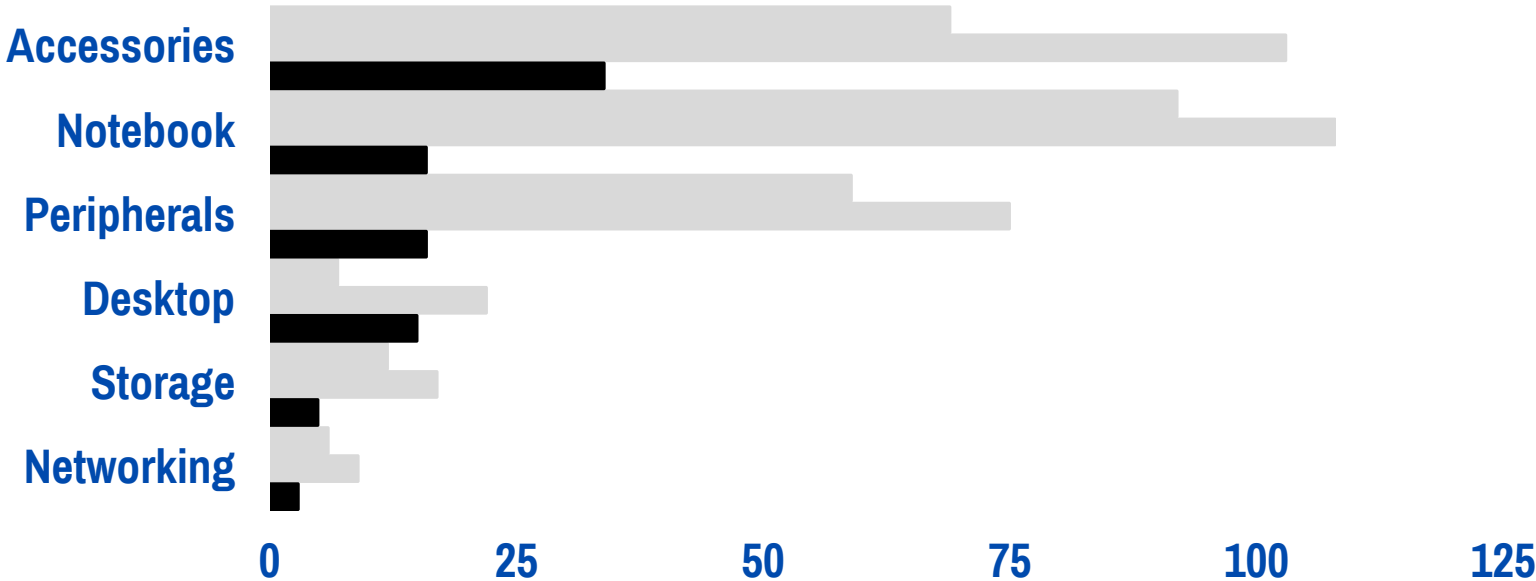
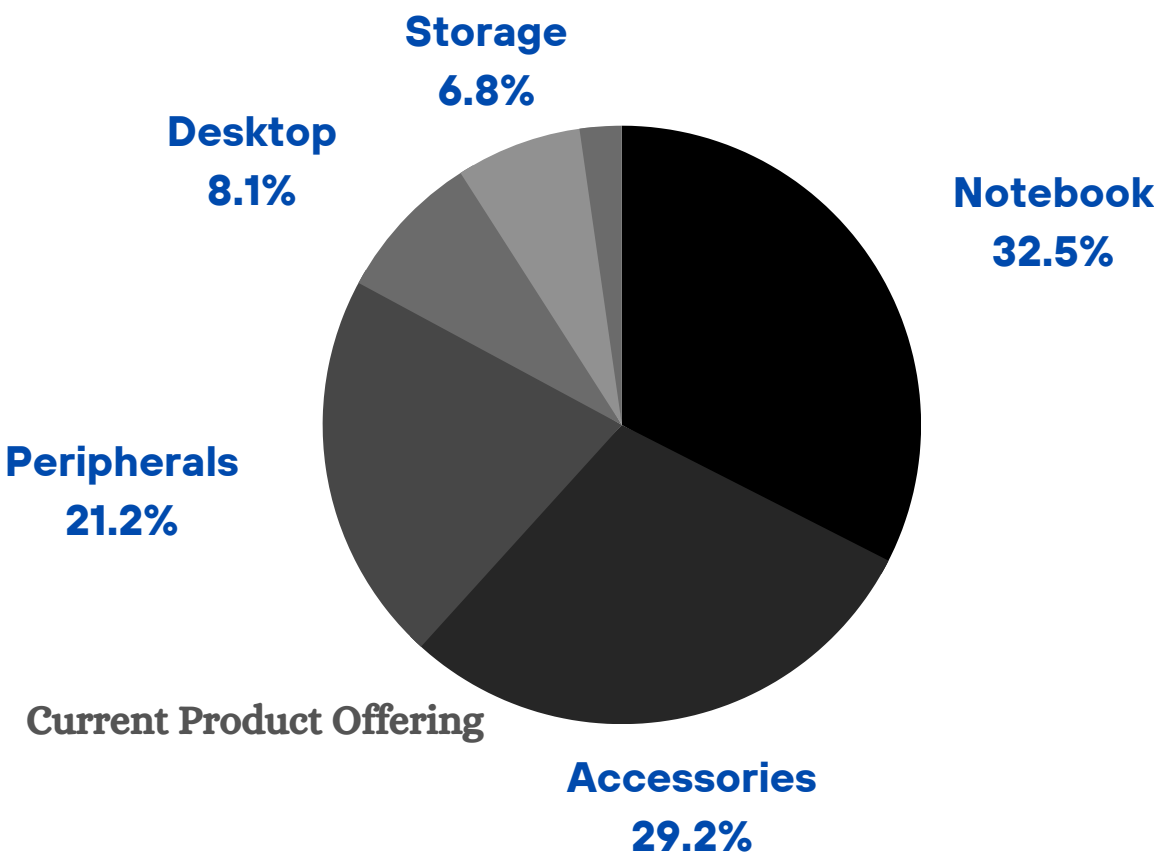
**36.3%** ▲  
unique product  
increase in 2021

**34**  
unique products  
added in 2021 in the  
Accessories segment



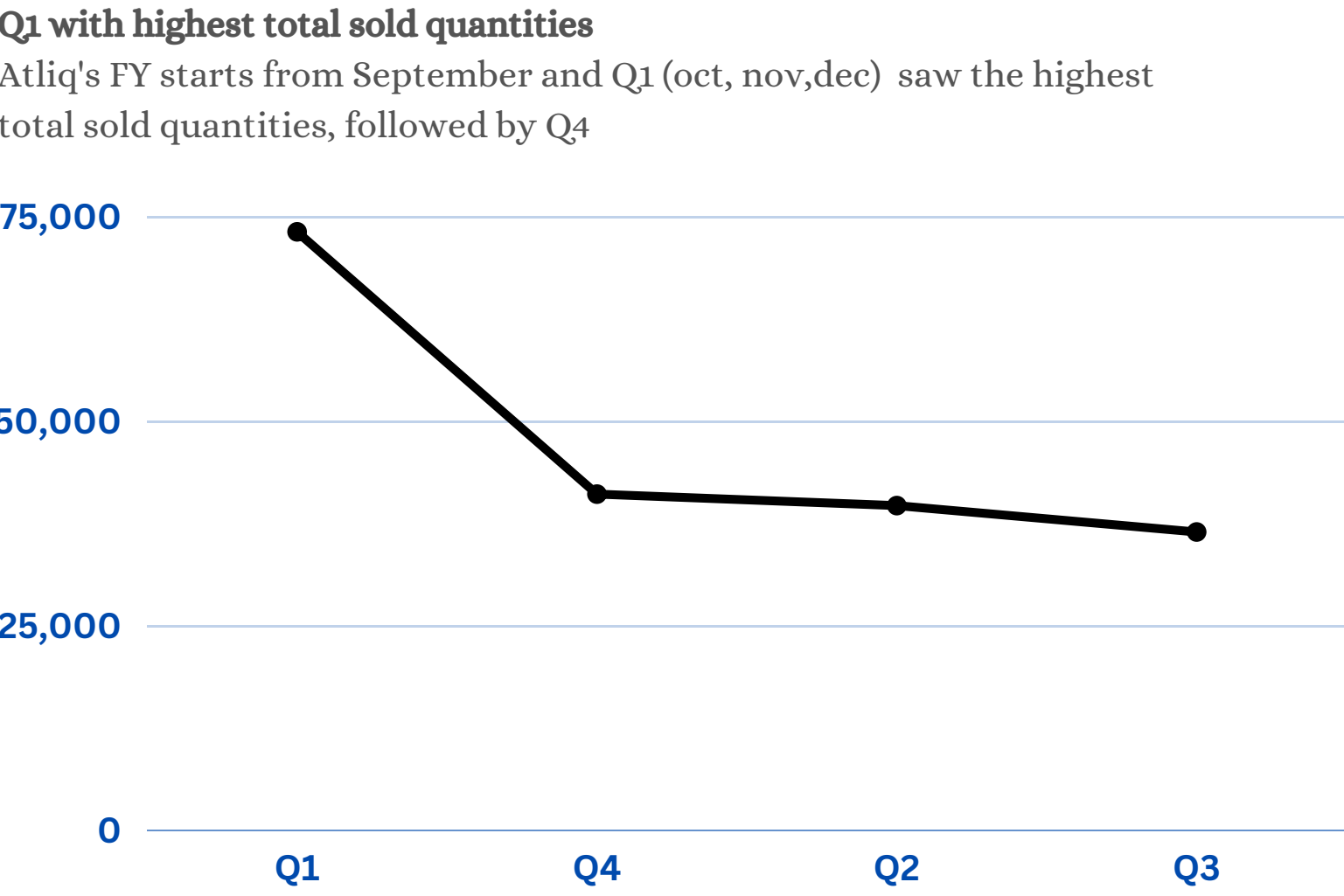
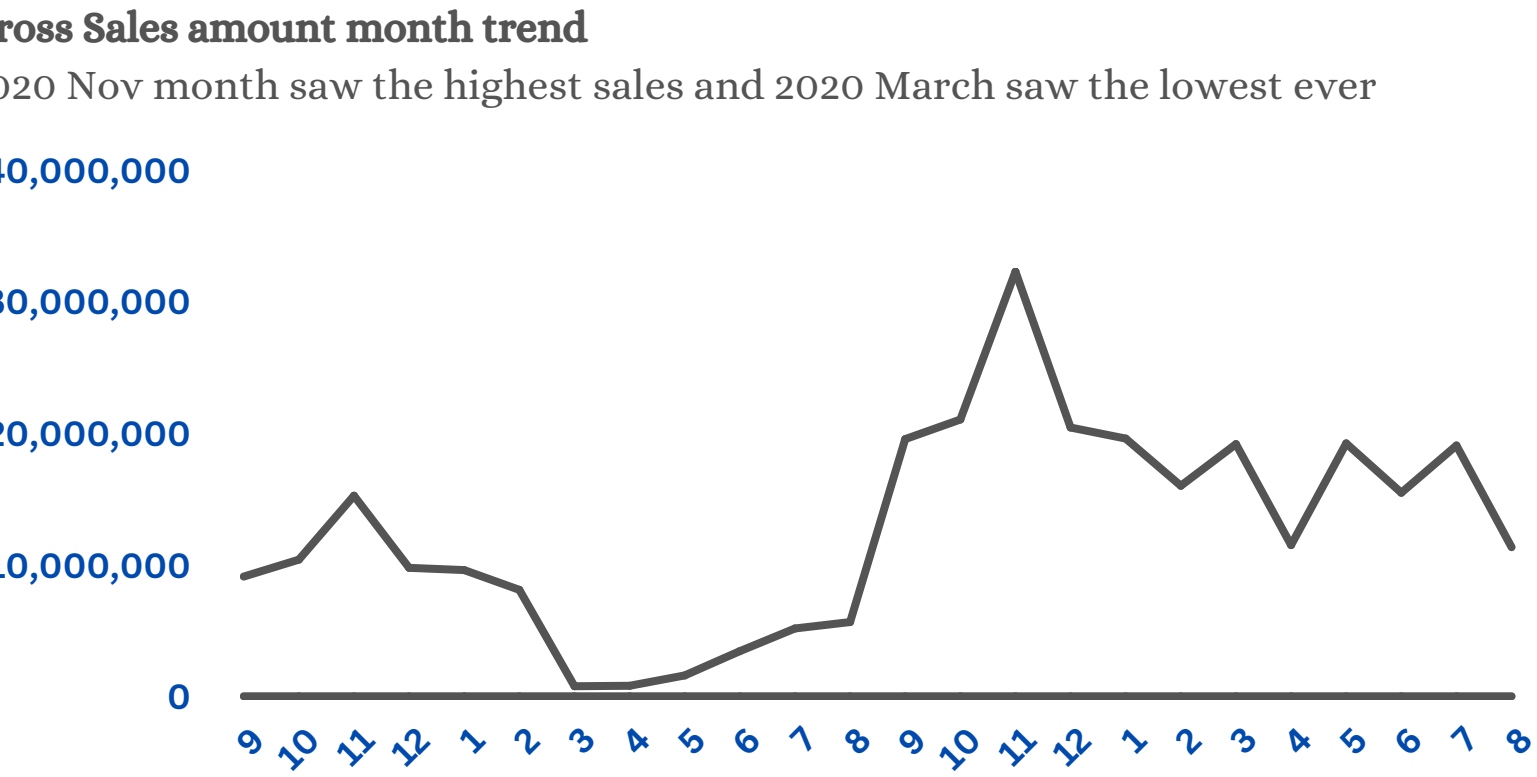
**INR 240.5**  
AQ Home Allin 1Gen 2  
Highest Mfg cost

**INR 0.89**  
AX Master wired x1 Ms  
Lowest Mfg Cost



- Top Segments with most increase in unique products were Accessories & Notebooks
- Storage & Networking Segments will need to introduce better products

# Atliq Hardware - Data Insights



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Top 3 products in each division

Division	Product_Code	Product	Total_Sold_Qty	rank
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
N & S	A6818160202	AQ Pen Drive DRC	688003	2
N & S	A6819160203	AQ Pen Drive DRC	676245	3
P & A	A2319150302	AQ Gamers Ms	428498	1
P & A	A2520150501	AQ Maxima Ms	419865	2
P & A	A2520150504	AQ Maxima Ms	419471	3
PC	A4218110202	AQ Digit	17434	1
PC	A4319110306	AQ Velocity	17280	2
PC	A4218110208	AQ Digit	17275	3

