

# AtliQ Market Performance vs Target

## Market Performance vs. Target (2021):

### ● \$54.9M Revenue Shortfall

- Global sales missed 2021 targets by **-9.2%**
- Worst-performing regions:
  - Poland (-18.1%)
  - Indonesia (-12.9%)
  - Germany (-12.7%)

### 📌 India: Despite High Volume, Missed Target

- Contributed **\$161.3M (27% of total revenue)**
- Missed target by **-5.9%** – points to scaling inefficiencies

### ● Hidden Star Performers

- Portugal: **-4.3%**
- Japan: **-4.1%**

Though small in size, these markets came close to hitting targets with efficient execution.

#### AtliQ Hardwares



##### FILTERS

region All  
division All

#### Market Performance vs Target

All values are in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.2%</b>

# AtliQ GM% by Quarters and Sub Zone

AtliQ Hardware



## GM% by Quarters (sub\_zone)

### FILTERS

FY 2019

GM% Sub Zone	Quarters Q1	Q2	Q3	Q4	Grand Total
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

FY 2020

GM% Sub Zone	Quarters Q1	Q2	Q3	Q4	Grand Total
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

FY 2021

GM% Sub Zone	Quarters Q1	Q2	Q3	Q4	Grand Total
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%

## Gross Margin % Trends (2019–2021):

### ▼ India's Profitability Erosion

- GM% dropped from **42.4% (2019)** → **32.0% (2021)**
- Despite growth in revenue, efficiency collapsed



### ANZ's Consistent Decline

- GM% reduced from **42.6%** to **38.3%**
- Indicates pressure from rising supply chain and logistics costs

### ● North America's Stability

- GM% maintained around **37%** over 3 years
- Strong cost control and execution consistency

# AtliQ Customer's NET SALES Performance

## Customer Sales Performance (2019–2021)



## Amazon's Surge:

- Revenue skyrocketed **218.9% YoY (2020→2021)**
- Total sales reached **\$82.1M** – became the **#1 customer**



## Atliq Exclusive's Breakout:

- Sales grew **345.8%**, reaching **\$61.1M**
- Outperformed Flipkart (231% growth)



## High-Growth Niche Players:

- Neptune: **+471.5%**
- Electricalslytical: **+457.5%**

## Small but rapidly scaling accounts with strong potential

Customer		2019	2020	2021	21 vs 20
Acclaimed Stores		1.4M	2.9M	10.9M	378.1%
Amazon		12.2M	37.5M	82.1M	218.9%
AtliQ e Store		7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive		9.6M	17.7M	61.1M	345.8%
BestBuy		0.9M	1.8M	6.3M	356.1%
Control		0.9M	2.2M	7.7M	349.2%
Costco		1.1M	2.8M	9.3M	337.4%
Croma		1.7M	2.5M	7.5M	305.1%
Ebay		2.6M	6.3M	15.2M	242.2%
Electricalslytical		1.8M	2.6M	11.9M	457.5%
Electricalsociety		2.3M	3.5M	12.4M	358.8%
Expert		0.8M	1.8M	6.4M	364.0%
Expression		1.7M	3.0M	9.8M	328.2%
Ezone		1.5M	2.0M	7.9M	391.6%
Flipkart		2.9M	8.3M	19.3M	231.0%
Girias		1.5M	2.1M	8.7M	419.3%
Leader		4.7M	6.0M	18.8M	314.8%
Lotus		1.5M	2.1M	8.1M	382.6%
Neptune		1.0M	3.4M	16.1M	471.5%
Novus		1.9M	3.7M	9.9M	264.2%
Propel		1.6M	2.5M	10.8M	440.6%
Radio Shack		0.8M	1.7M	5.4M	311.5%
Reliance Digital		1.6M	2.6M	9.7M	377.9%
Sage		4.8M	6.4M	20.7M	321.5%
Staples		1.2M	2.9M	8.8M	307.0%
Synthetic		1.9M	4.4M	12.2M	276.0%
UniEuro		0.6M	1.6M	7.3M	457.0%
Vijay Sales		1.7M	2.1M	8.5M	397.8%
Viveks		1.6M	2.2M	7.8M	348.1%
walmart		1.3M	2.6M	9.7M	370.4%
<b>Grand Total</b>		<b>76.3M</b>	<b>164.8M</b>	<b>483.5M</b>	<b>293.4%</b>

# AtliQ Financial Report

## AtliQ Hardwares



### Filters

region	All
market	All

### P & L By Fiscal year

Customers	FY YEAR	2019	2020	2021	21 vs 20
Qtr1					
Net sales		25.2M	66.4M	173.8M	161.6%
COGoods		14.8M	41.5M	110.4M	165.8%
Gross Margin		10.5M	24.9M	63.3M	154.6%
GM%		41.5%	37.5%	36.5%	-2.7%
Qtr2					
Net sales		24.0M	63.0M	164.7M	161.5%
COGoods		14.1M	39.5M	104.7M	165.1%
Gross Margin		9.9M	23.5M	60.0M	155.5%
GM%		41.4%	37.3%	36.4%	-2.3%
Qtr3					
Net sales		19.2M	19.8M	131.9M	566.0%
COGoods		11.3M	12.4M	83.8M	577.2%
Gross Margin		7.9M	7.4M	48.1M	547.4%
GM%		41.2%	37.5%	36.4%	-2.8%
Qtr4					
Net sales		19.0M	47.5M	128.6M	170.7%
COGoods		11.1M	30.0M	81.8M	173.0%
Gross Margin		7.9M	17.5M	46.7M	166.6%
GM%		41.6%	36.9%	36.4%	-1.5%
Total Net sales		87.5M	196.7M	598.9M	204.5%
Total COGoods		51.2M	123.4M	380.7M	208.6%
Total Gross Mar		36.2M	73.3M	218.2M	197.6%
Total GM%		41.4%	37.3%	36.4%	-2.3%

## P&L Deep Dive – Growth with Profitability Red Flags

### Revenue Soared, But Margins Shrunk:

- 204.5% Revenue Growth (2020 → 2021): \$196.7M → \$598.9M
- GM% dropped -2.3pp → \$14M profit leak

### Q3 Margin Crisis :

- Sales grew 566% (\$19.8M → \$131.9M)
- COGS outpaced at 577%, slashing GM% to 36.4%
- Likely triggers: rush shipping, over-ordering, discount overflow

### ! Every Quarter Showed the Same Pattern

Quarter	Revenue Growth	COGS Growth
• Q1	161.6%	165.8%
• Q2	161.5%	165.1%
• Q3	566.0%	577.2%
• Q4	170.7%	173.0%

- Q3 had the widest gap – execution issues amplified at scale

### Root Problems Behind Margin Pressure:

- Logistics/Overhead spikes hidden in “Other Costs”
- No cost controls in place during high-volume quarters
- Promotions fueled sales but drained profitability