

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%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%

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

AtliQ Hardwares



FILTERS

region	All
market	All
division	All

Customer

Net Sales Performance

All values in USD

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%
Grand Total	76.3M	164.8M	483.5M	293.4%

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