

AtliQ Hardwares



Filters

region	All
market	All
division	All

Customer

Net Sales Performance

Customer	2019	2020	2021
Acclaimed Stores	1.4M	2.9M	10.9M
All-Out		0.2M	0.8M
Amazon	12.2M	37.5M	82.1M
Argos (Sainsbury's)	0.4M	0.7M	2.3M
Atlas Stores	0.2M	0.7M	3.2M
Atliq e Store	7.2M	23.7M	53.0M
AtliQ Exclusive	9.6M	17.7M	61.1M
BestBuy	0.9M	1.8M	6.3M
Boulanger	0.2M	0.8M	4.1M
Chip 7	0.6M	1.3M	5.5M
Chiptec		0.4M	3.0M
Control	0.9M	2.2M	7.7M
Coolblue	0.5M	1.2M	4.2M
Costco	1.1M	2.8M	9.3M
Croma	1.7M	2.5M	7.5M
Currys (Dixons Carphone)	0.3M	0.8M	1.9M
Digimarket	0.8M	1.7M	4.1M
Ebay	2.6M	6.3M	15.2M
Electricalsara Stores	0.1M	0.6M	1.9M
Electricalsbea Stores		0.1M	0.7M
Electricalslance Stores	0.1M	0.7M	2.3M
Electricalslytical	1.8M	2.6M	11.9M
Electricalsocity	2.3M	3.5M	12.4M
Electricalsquipo Stores	0.2M	0.7M	3.6M
Elite	0.4M	0.8M	4.1M
Elkj�p	0.5M	1.3M	5.2M
Epic Stores	0.4M	0.9M	4.2M
Euronics	0.4M	0.9M	3.9M
Expert	0.8M	1.8M	6.4M
Expression	1.7M	3.0M	9.8M
Ezone	1.5M	2.0M	7.9M
Flawless Stores	0.1M	0.5M	1.8M
Flipkart	2.9M	8.3M	19.3M
Fnac-Darty	0.5M	0.8M	2.9M
Forward Stores	0.6M	1.5M	4.1M
Girias	1.5M	2.1M	8.7M
Info Stores	0.1M	0.5M	1.8M
Insight	0.4M	1.0M	2.8M
Integration Stores		0.2M	1.4M
Leader	4.7M	6.0M	18.8M
Logic Stores	0.2M	0.9M	4.8M
Lotus	1.5M	2.1M	8.1M
Neptune	1.0M	3.4M	16.1M
Nomad Stores	0.5M	1.6M	4.0M

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Notebillig	0.2M	0.4M	1.1M
Nova		0.0M	0.4M
Novus	1.9M	3.7M	9.9M
Otto	0.3M	0.4M	1.2M
Premium Stores	0.5M	1.1M	3.9M
Propel	1.6M	2.5M	10.8M
Radio Popular	0.5M	1.5M	5.3M
Radio Shack	0.8M	1.7M	5.4M
Reliance Digital	1.6M	2.6M	9.7M
Relief	0.4M	1.0M	4.1M
Sage	4.8M	6.4M	20.7M
Saturn	0.2M	0.4M	1.2M
Sorefoz	0.6M	1.1M	4.7M
Sound	0.6M	1.7M	4.4M
Staples	1.2M	2.9M	8.8M
Surface Stores	0.1M	0.5M	2.1M
Synthetic	1.9M	4.4M	12.2M
Taobao	0.2M	1.3M	3.3M
UniEuro	0.6M	1.6M	7.3M
Vijay Sales	1.7M	2.1M	8.5M
Viveks	1.6M	2.2M	7.8M
walmart	1.3M	2.6M	9.7M
Zone	0.3M	1.6M	5.3M
Grand Total	87.5M	196.7M	598.9M

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Market Performance vs

Target

All Values are in INR

Country	2019	2020	2021	2021- Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%

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Top 10 Products

All values are in INR

Products	2020	2021	20 vs 21
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%



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Division Level Report

All Values are in INR

Division	2020	2021	20 vs 21
N & S	51.4M	94.7M	<div></div> 84.4%
P & A	105.2M	338.4M	<div></div> 221.5%
PC	40.1M	165.8M	<div></div> 313.7%
Grand Total	196.7M	598.9M	204.5%



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Top 5 Products

Products	Qunatity
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
Grand Total	1.9E+07

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Bottom 5 Products

Products	Qunatity
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174.9K