



region, market

All

customer

All

segment, categ...

All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG

₹ 3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.1% !

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -14.19% (+1.47%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

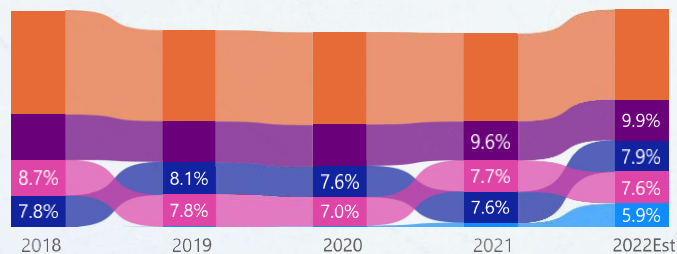
Forecast Accuracy

Key Insights By Sub Zone

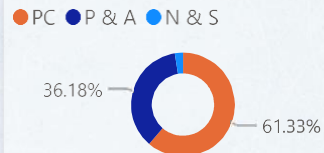
Sub Zone	Net Sales rs	RC %	Gross Margin %	Net Profit %	AtliQ MS %	Net Error %	RISK
ANZ	₹ 189.8M	5.1%	43.5% ↓	-7.4%	1.4%	-37.61%	OOS
India	₹ 945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
LATAM	₹ 14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.37%	EI
NA	₹ 1,022.1M	27.4%	45.0% ↓	-14.2%	4.9%	14.35%	EI
NE	₹ 457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.56%	OOS
ROA	₹ 788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.56%	OOS
SE	₹ 317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.47%	OOS
Total	₹ 3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.48%	OOS

PC Market Share Trend - AtliQ & Competitors

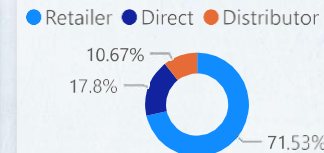
manufacturer atliq bp dale innovo pacer



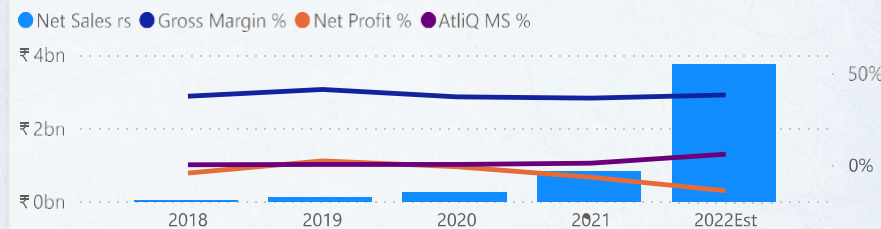
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue, GM %, Net Profit %, PC Market Share %



Top 5 Customers by Revenue

customer	RC %	Gross Margin %
Sage	3.4%	31.5% ↓
Flipkart	3.7%	42.1%
AtliQ Exclusive	9.7%	46.0%
AtliQ e Store	8.1%	36.9% ↓
Amazon	13.3%	36.8% ↓
Total	38.2%	39.2%

Top 5 Products by Revenue

product	RC %	Gross Margin %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4%
AQ Smash 2	4.1%	37.4%
Total	23.2%	38.1%

BM=Benchmark LY=Last Year EI=Excess Inventory OOS=Out of Stock