

region, market

All

customer

All

segment, category, ...

All

2018

2019

2020

2021

>

Q1

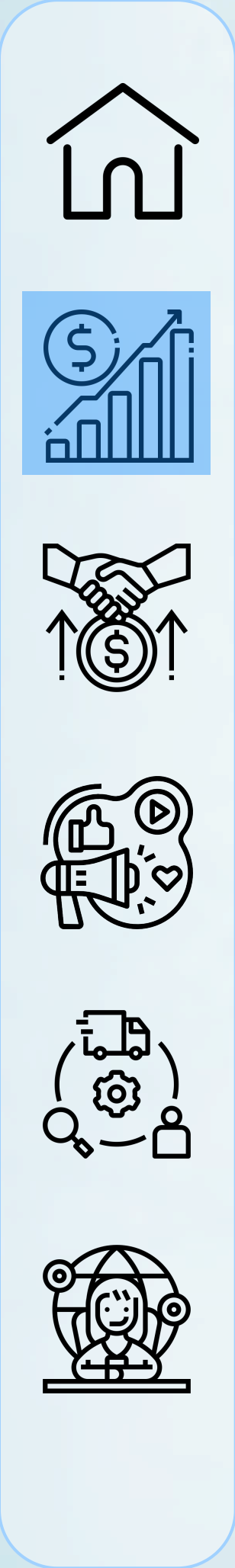
Q2

Q3

Q4

YTD

>



₹ 823.85M

BM: 267.98M (+207.43%)

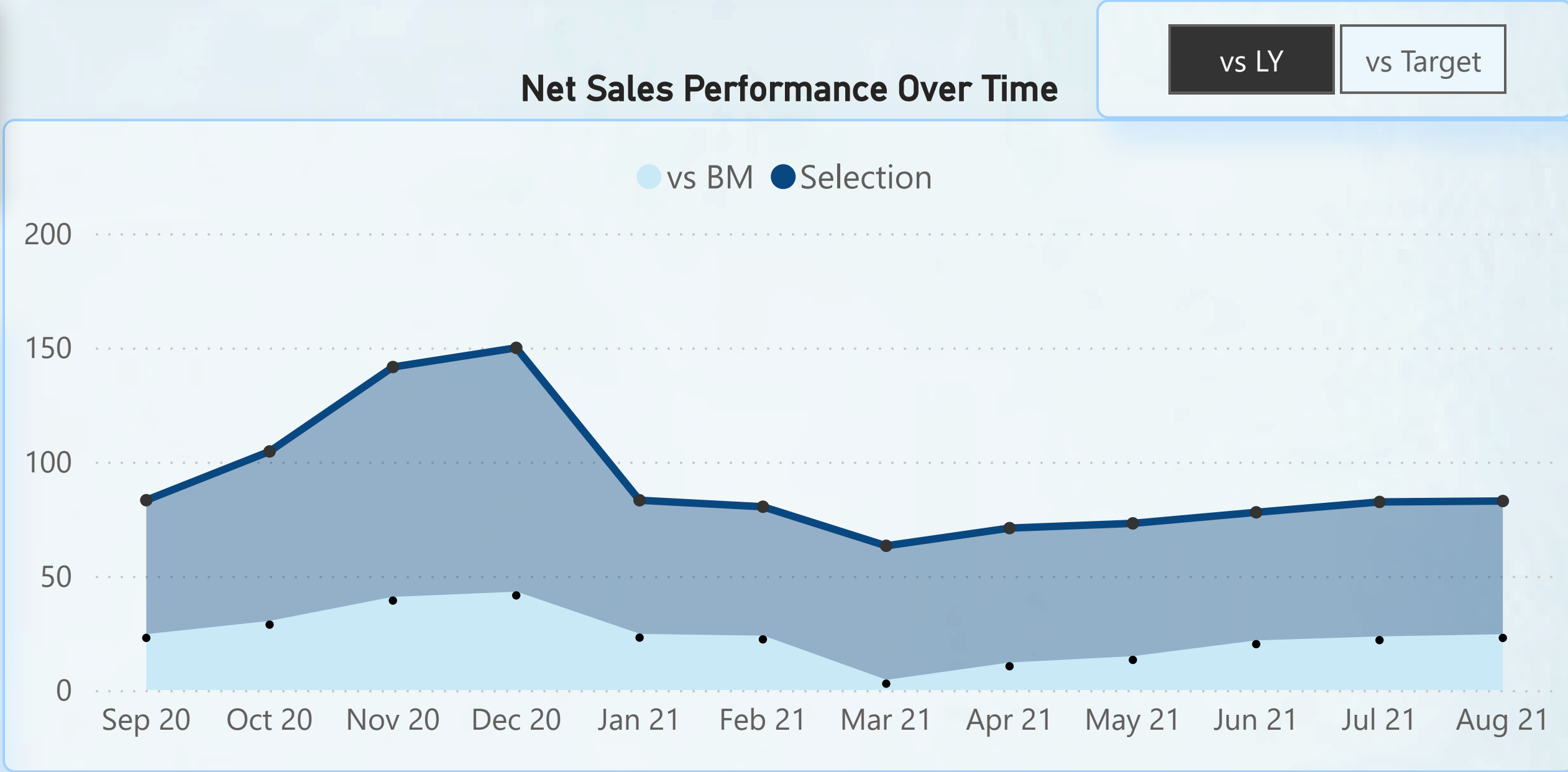
36.49%!

BM: 37.10% (-1.65%)

-6.63%!

BM: -0.85% (-676.38%)

Profit and Loss Statements				
Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	2.11
Pre Invoice Deduction	392.50	124.69	267.81	2.15
Net Invoice Sales	1,272.13	411.25	860.88	2.09
- Post Discounts	281.64	95.85	185.79	1.94
- Post Deductions	166.65	47.43	119.22	2.51
Total Post Invoice Deduction	448.29	143.27	305.01	2.13
Net Sales	823.85	267.98	555.87	2.07
- Manufacturing Cost	497.78	160.30	337.48	2.11
- Freight Cost	22.05	7.16	14.89	2.08
- Other Cost	3.39	1.10	2.29	2.10
Total COGS	523.22	168.56	354.66	2.10
Gross Margin	300.63	99.42	201.21	2.02
Gross Margin %	36.49	37.10	-0.61	-0.02
GM / Unit	5.99	4.79	1.21	0.25
Operational Expense	-355.28	-101.71	-253.57	2.49
Net Profit	-54.65	-2.29	-52.36	22.87
Net Profit %	-6.63	-0.85	-5.78	6.76



Top / Bottom Products & Customers by Net Sales			
region		P & L values	P & L Chg %
+	APAC	441.98	198.67%
+	EU	200.77	259.88%
+	LATAM	3.16	58.40%
+	NA	177.94	186.03%
Total		823.85	207.43%

segment		P & L values	P & L Chg %
+	Accessories	244.85	269.67%
+	Desktop	46.43	4791.34%
+	Networking	45.16	72.26%
+	Notebook	266.49	208.45%
+	Peripherals	166.51	174.64%
+	Storage	54.42	97.48%
Total		823.85	207.43%

BM = Benchmark , LY = Last Year