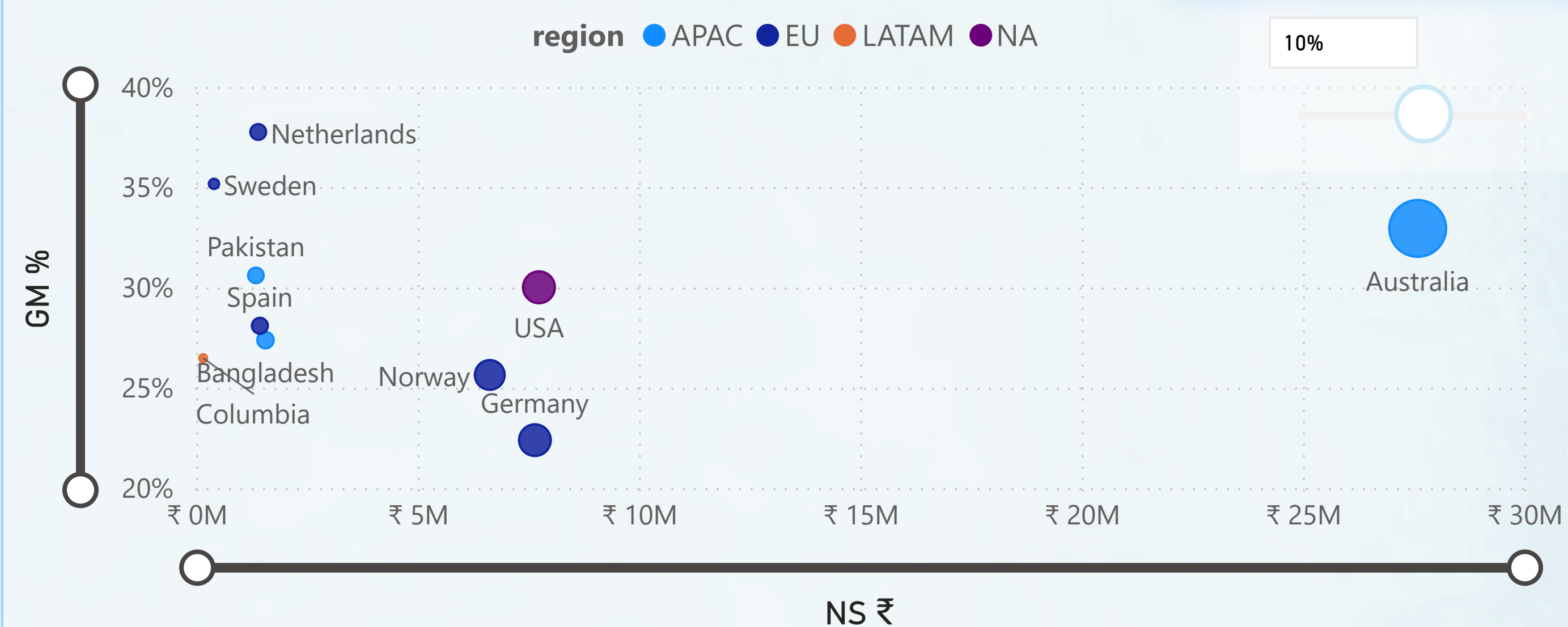




Customer Performance

customer	NS ₹	GM ₹	GM %
Acclaimed Stores	₹ 14.32M	5.18M	36.18%
All-Out	₹ 1.06M	0.50M	47.53%
AltiQ Exclusive	₹ 10.77M	3.07M	28.52%
Amazon	₹ 109.03M	38.59M	35.40%
Argos (Sainsbury's)	₹ 2.97M	1.05M	35.42%
Atlas Stores	₹ 4.16M	1.68M	40.36%
Atliq e Store	₹ 70.31M	26.40M	37.54%
AtliQ Exclusive	₹ 69.15M	31.88M	46.10%
BestBuy	₹ 8.26M	2.97M	35.94%
Billa	₹ 1.65M	0.41M	24.68%
Boulangier	₹ 5.32M	1.55M	29.11%
Total	₹ 823.85M	300.63M	36.49%

Performance Matrix



Product Performance

segment	NS ₹	GM ₹	GM %
+ Notebook	₹ 266.49M	97.12M	36.45%
+ Accessories	₹ 244.85M	89.30M	36.47%
+ Peripherals	₹ 166.51M	60.81M	36.52%
+ Storage	₹ 54.42M	20.00M	36.75%
+ Desktop	₹ 46.43M	16.79M	36.17%
+ Networking	₹ 45.16M	16.60M	36.75%
Total	₹ 823.85M	300.63M	36.49%

Unit Economics

