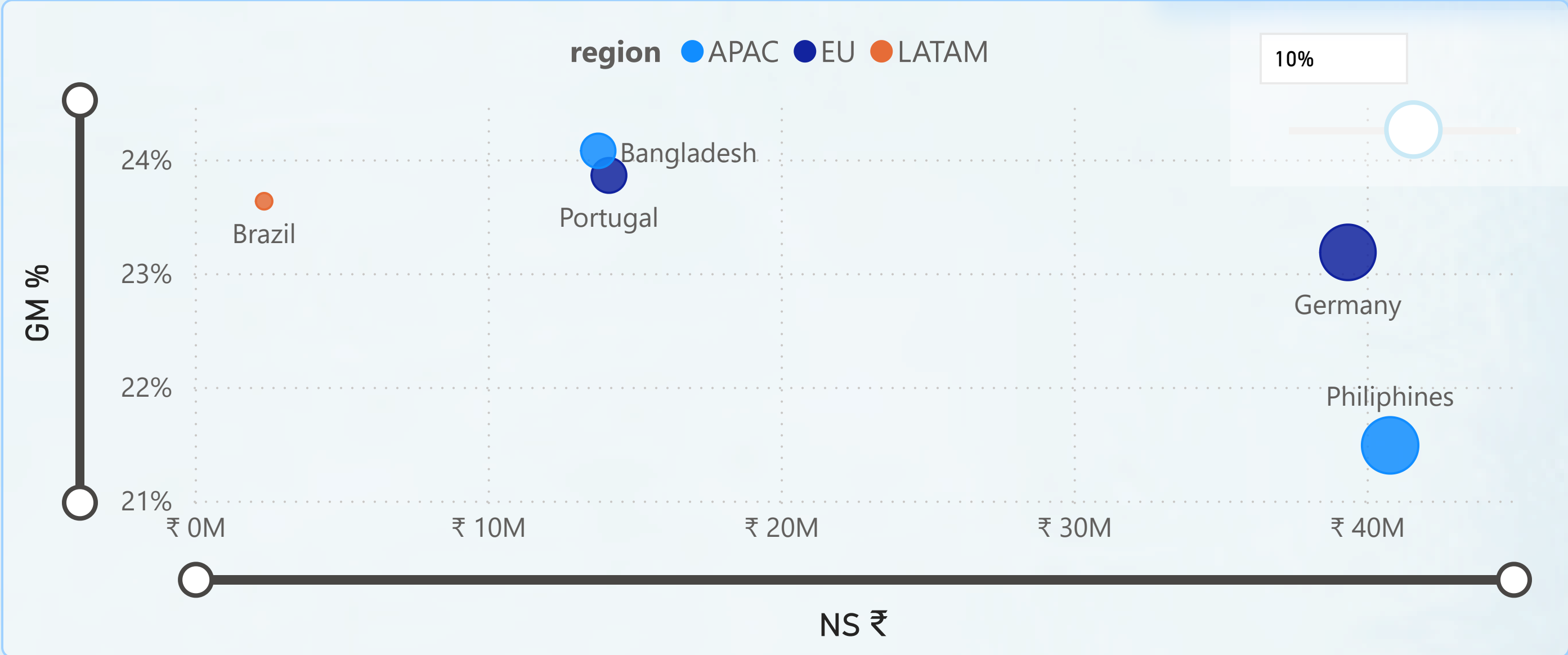




Customer Performance

customer	NS ₹	GM ₹	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
All-Out	₹ 4.41M	1.68M	38.17%
AltiQ Exclusive	₹ 53.95M	21.10M	39.11%
Amazon	₹ 496.88M	182.77M	36.78%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.70%
Atlas Stores	₹ 17.14M	5.43M	31.66%
Atliq e Store	₹ 304.10M	112.15M	36.88%
AtliQ Exclusive	₹ 307.17M	145.05M	47.22%
BestBuy	₹ 49.34M	22.15M	44.89%
Billa	₹ 6.82M	1.62M	23.80%
Boulangier	₹ 26.02M	10.39M	39.95%
Total	₹ 3,736.17M	1,422.88M	38.08%

Performance Matrix



Product Performance

segment	NS ₹	GM ₹	GM %
⊕ Notebook	₹ 1,580.43M	600.96M	38.03%
⊕ Peripherals	₹ 897.54M	341.22M	38.02%
⊕ Desktop	₹ 711.08M	272.39M	38.31%
⊕ Accessories	₹ 454.10M	172.61M	38.01%
⊕ Storage	₹ 54.59M	20.93M	38.33%
⊕ Networking	₹ 38.43M	14.78M	38.45%
Total	₹ 3,736.17M	1,422.88M	38.08%

Unit Economics

