

region, market

All

customer

All

segment, category, ...

All

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

YTD

>



₹ 823.85M✓

BM: 267.98M

(+207.43%)

Net Sales

36.49%!

BM: 37.10%

(-1.65%)

GM %

-6.63%!

BM: -0.85%

(-676.38%)

Net Profit %

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

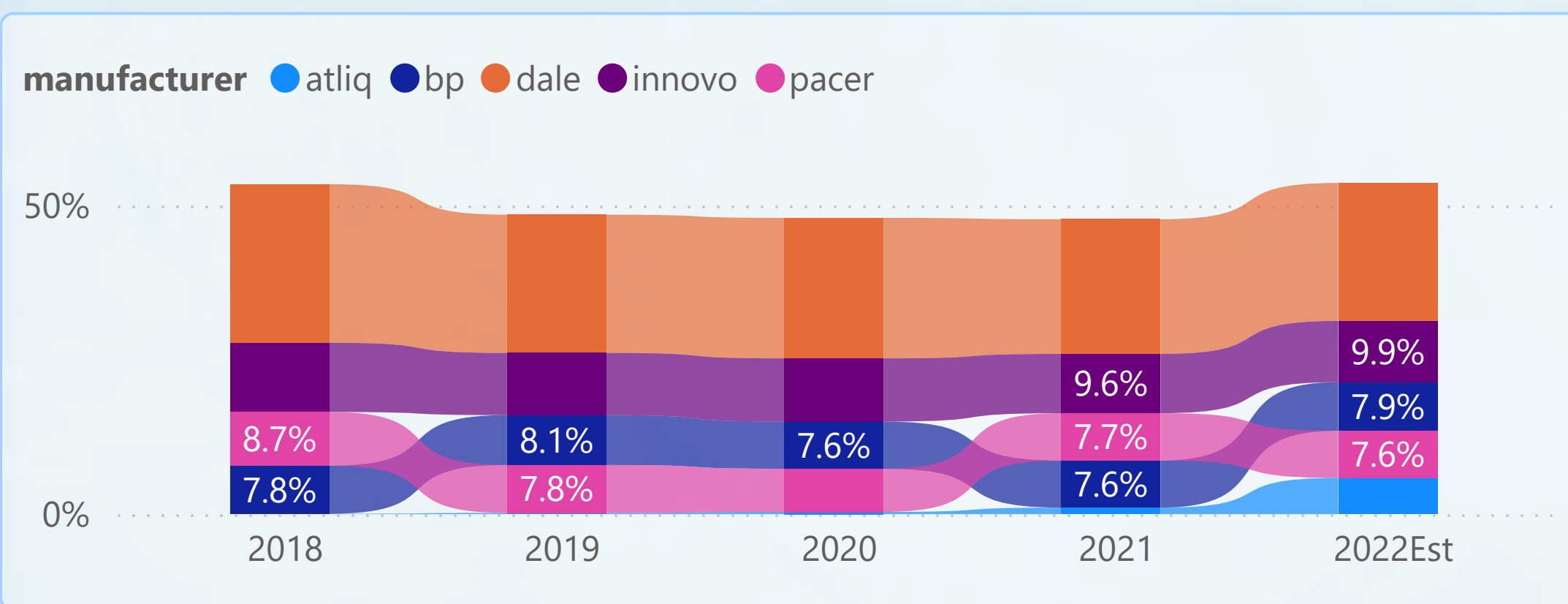
vs LY

vs Target

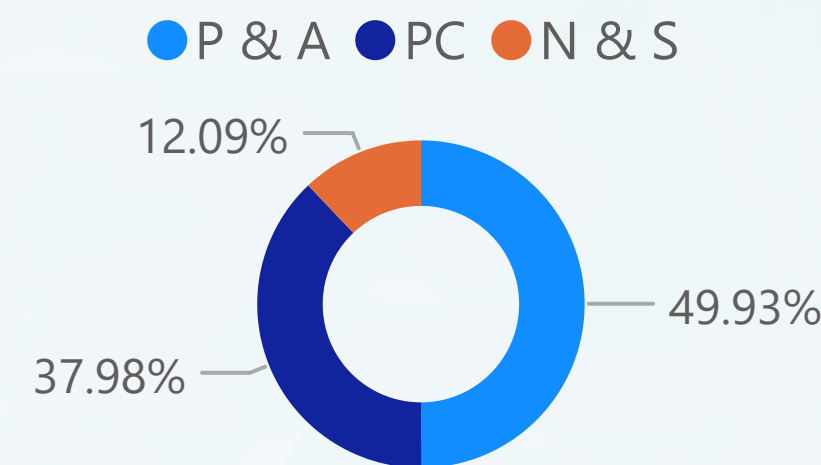
Key Insights By Sub Zone

Sub Zone	NS ₹	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	₹ 210.7M	25.6%	32.0% ↓	-24.7%	2.5%	3.9%	EI
NA	₹ 177.9M	21.6%	37.2% ↓	-13.7%	0.8%	-7.1%	OOS
LATAM	₹ 3.2M	0.4%	37.5%	6.2%	0.0%	5.3%	EI
NE	₹ 109.3M	13.3%	38.0%	-1.1%	1.2%	11.3%	EI
ROA	₹ 186.9M	22.7%	38.3%	8.2%	1.5%	-21.6%	OOS
ANZ	₹ 44.4M	5.4%	38.5% ↓	7.3%	0.3%	-5.2%	OOS
SE	₹ 91.5M	11.1%	38.7%	4.4%	3.6%	10.6%	EI
Total	₹ 823.8M	100.0%	36.5% ↓	-6.6%	1.1%	-1.5%	OOS

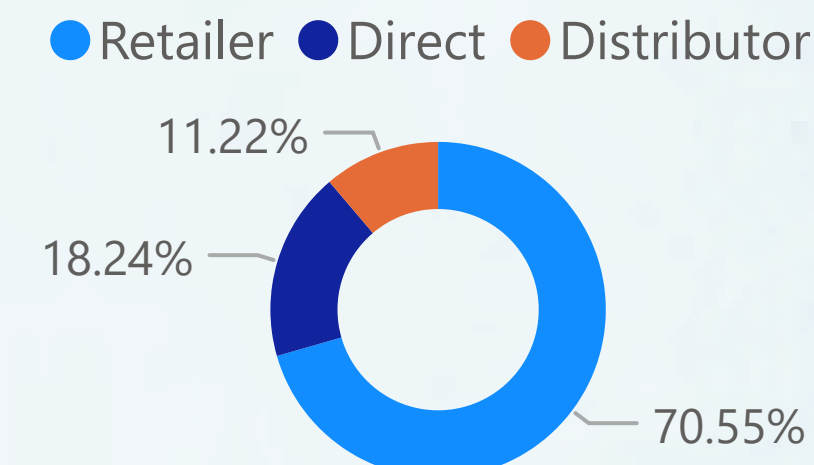
PC Market Share Trend



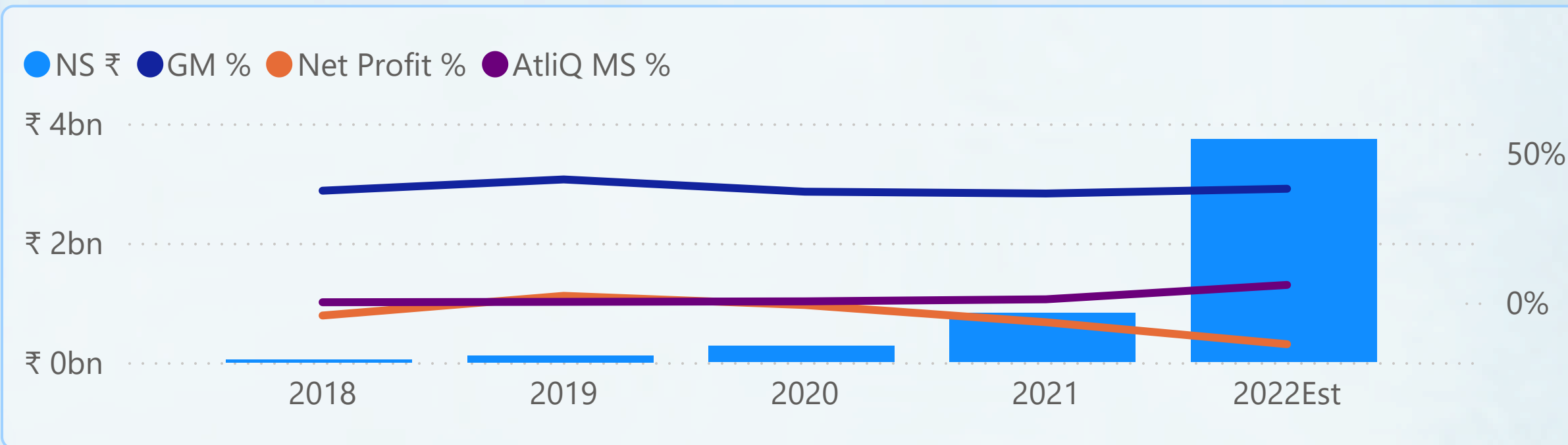
Revenue by Division



Revenue by Channel



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



Top 5 Customers By Revenue

customer	RC %	GM %
Amazon	13.2%	35.4% ↓
Atliq e Store	8.5%	37.5%
AtliQ Exclusive	8.4%	46.1% ↓
Flipkart	3.1%	30.2% ↓
Sage	3.3%	35.2%
Total	36.5%	37.9% ↓

Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Gen Y	2.9%	36.1%
AQ Maxima	2.7%	36.7% ↓
AQ Qwerty	3.4%	37.1%
AQ Trigger	3.3%	36.9%
Total	16.3%	36.5% ↓

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