



market customer segment, category, pr...
All All All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Vs LY

Vs Target

₹ 3.74bn✓
BM: 823.85M
(+353.5%)
Net Sales

38.08%✓
BM: 36.5% (+4.37%)
GM%

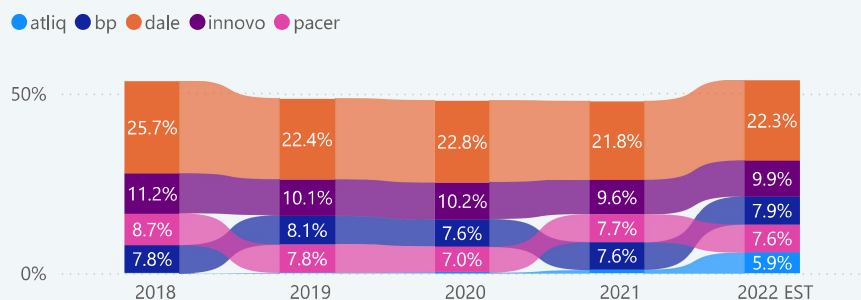
-13.98%!
BM: -6.6% (-110.79%)
Net Profit%

81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

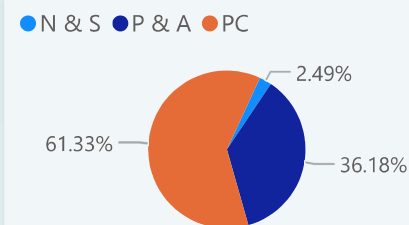
Key Insights by Sub Zone

Sub Zone	NS	RC%	GM%	NP%	AtliQ MS%	Net Error%	Risk
LATAM	₹ 14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.4%	EI
NA	₹ 1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
ANZ	₹ 189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
India	₹ 945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
NE	₹ 457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	OOS
ROA	₹ 788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	OOS
SE	₹ 317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	OOS
Total	₹ 3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

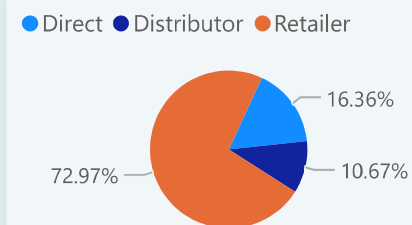
PC Market Share Trend - AtliQ & Competitors



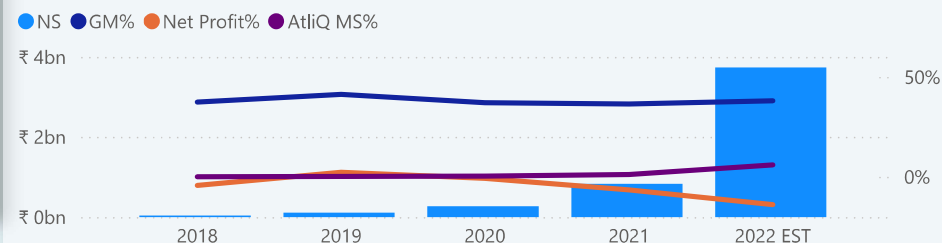
Revenue by Division



Revenue by Channel



Yearly trend by Revenue, GM%, NP%, PC Market Share%



Top 5 Customers by Revenue

customer	RC%	GM%
Amazon	13.3%	36.78%
AtliQ Exclusive	8.2%	47.22%
AtliQ e Store	8.1%	36.88% ↓
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	36.8%	39.19%

Top 5 Products by Revenue

product	RC%	GM%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40%
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43% ↓
Total	23.2%	38.06%

BM=Bench Mark, LY=Last Year, EI=Excess Inventory, OOS=Out of Stock