



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%

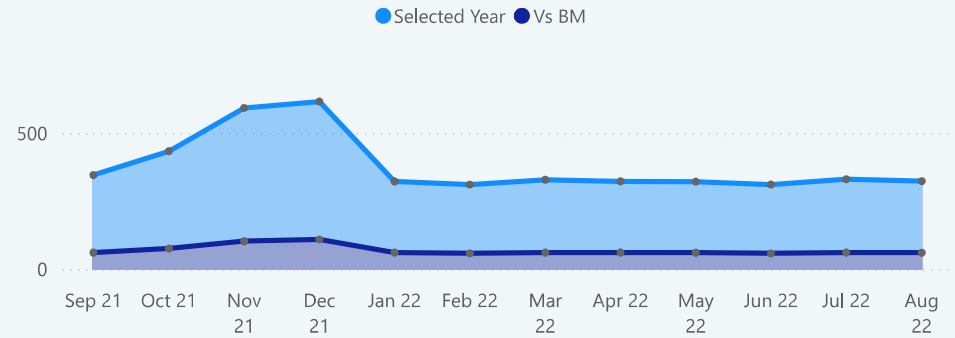
-13.98%!

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

### Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg%
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	-447.54
Net Profit	-522.42	-54.65	-467.77	-855.93

### Net Sales Performance Over Time



### Top/Bottom Products & Customer by Net Sales

region	P&L values	YoY%
APAC	1,923.77	335.27
NA	1,022.09	474.40
EU	775.48	286.26
LATAM	14.82	368.40

segment	P&L values	YoY%
Networking	38.43	-14.89
Storage	54.59	0.32
Accessories	454.10	85.46
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Desktop	711.08	1,431.55

BM=Bench Mark, LY=Last Year, GM=Gross Market