

AtliQ Hardwares

AtliQ Hardwares

Customer Net Sales Performance Report

All values in USD

FILTERS

region	All
market	All
division	All

Customer	19	20	21	21 vs 20
Acclaimed Stores	1.4M	2.9M	11M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
AtliQ e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphon	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsocity	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjørp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	1M	1.8M	6M	363.98%
Expression	2M	3.0M	10M	328.24%
Ezone	2M	2.0M	8M	391.62%
Flawless Stores	0M	0.5M	2M	396.28%
Flipkart	3M	8.3M	19M	231.03%
Fnac-Darty	1M	0.8M	3M	349.77%
Forward Stores	1M	1.5M	4M	271.97%
Girias	2M	2.1M	9M	419.29%
Info Stores	0M	0.5M	2M	384.09%
Insight	0M	1.0M	3M	271.84%
Integration Stores		0.2M	1M	87.19%
Leader	5M	6.0M	19M	314.81%
Logic Stores	0M	0.9M	5M	515.17%
Lotus	1M	2.1M	8M	382.61%
Neptune	1M	3.4M	16M	471.50%
Nomad Stores	1M	1.6M	4M	246.89%
Notebillig	0M	0.4M	1M	287.39%
Nova		0.0M	0M	2664.92%
Novus	2M	3.7M	10M	264.20%
Otto	0M	0.4M	1M	298.58%
Premium Stores	0M	1.1M	4M	353.09%
Propel	2M	2.5M	11M	440.64%
Radio Popular	1M	1.5M	5M	362.56%
Radio Shack	1M	1.7M	5M	311.51%
Reliance Digital	2M	2.6M	10M	377.90%
Relief	0M	1.0M	4M	403.57%
Sage	5M	6.4M	21M	321.52%
Saturn	0M	0.4M	1M	310.46%
Sorefoz	1M	1.1M	5M	433.63%
Sound	1M	1.7M	4M	260.26%
Staples	1M	2.9M	9M	306.95%
Surface Stores	0M	0.5M	2M	398.80%
Synthetic	2M	4.4M	12M	275.98%
Taobao	0M	1.3M	3M	248.66%
UniEuro	1M	1.6M	7M	457.03%

AtliQ Hardwares

Vijay Sales	2M	2.1M	9M	397.78%
Viveks	2M	2.2M	8M	348.10%
walmart	1M	2.6M	10M	370.45%
Zone	0M	1.6M	5M	336.20%
Grand Total	87M	196.7M	599M	304.48%

FILTERS

region All
division All

Market Performance vs Target

All Values in USD

Country	19	20	21	Netsales 21- Target 21	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdor	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
Grand Total	87M	197M	599M	-55M	-9.17%

AtliQ Hardwares

FILTERS

division	All
customer	All
market	All

P & L by Fiscal Years

All Values in USD

Metrics	Fiscal Years		
	2019	2020	2021
Net sales	87.5M	196.7M	598.9M
COGS	51.2M	123.4M	380.7M
Gross Margin	36.2M	73.3M	218.2M
Gross Margin %	41.43%	37.28%	36.43%

FILTERS

market	All
customer	All
division	All
FY Year	2019

P & L by Months

All Values in USD

Metrics	Fiscal Years												Grand Total
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Net sales	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	6.5M	8.0M	10.7M	11.4M	87.5M
COGS	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	3.8M	4.7M	6.3M	6.7M	51.2M
Gross Margin	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	2.6M	3.4M	4.5M	4.7M	36.2M
Gross Margin %	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	40.87%	41.97%	41.49%	41.39%	41.43%

market	All
customer	All
division	All
FY Year	2020

Metrics	Fiscal Years												Grand Total
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Net sales	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	17.1M	20.6M	28.7M	29.9M	196.7M
COGS	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	10.6M	12.8M	18.1M	18.9M	123.4M
Gross Margin	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	6.5M	7.8M	10.6M	11.0M	73.3M
Gross Margin %	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.77%	37.78%	37.04%	36.81%	37.28%

market	All
customer	All
division	All
FY Year	2021

Metrics	Fiscal Years												Grand Total
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Net sales	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	44.8M	54.6M	74.3M	78.1M	598.9M
COGS	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	28.4M	34.7M	47.4M	49.8M	380.7M
Gross Margin	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	16.4M	19.9M	27.0M	28.3M	218.2M
Gross Margin %	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.65%	36.52%	36.29%	36.26%	36.43%