

INSIGHTS FROM BI 360

ATLIQ HARDWARE IS GROWING RAPIDLY:

In 2020, gross sales & gross margin **increased** by **156%** & **117%** more than the previous year.

In 2021, gross sales & gross margin **increased** by **211%** & **202%** more than the previous year.

MARKET SHARE ANALYSIS:

In 2022, AtliQ **achieved** market share of **5.9%** of **total market share** among **competitors**.

In India, AtliQ **achieved** market share of **13.3%** which is **highest** among all **subzones**.

ATLIQ HARDWARE IS FACING ISSUE IN MAINTAINING NET PROFIT %:

In 2022, net profit % is **declined** by approx. **50%**, in 2021 it is **-6.63%** & in 2022 it is **-13.98%**.

REVENUE CONTRIBUTION ANALYSIS:

Retailer channel **contributed** **72.97%** of **total revenue** among all channels.

PC Division **contributed** **6.63%** of **total revenue** among all divisions.

LATAM is **lowest** in **revenue** contribution with **0.4 %**.

INDIA is **highest** in **revenue** contribution with **25.3 %**.