# AtliQ Hardwares

**Filters**

| | |
|---|---|
| region | All |
| market | India |
| division | All |

**Customer**

**Net Sales Performance**

All values are in USD

| Customer | 2019 | 2020 | 2021 | 21 Vs 20 |
|---|---|---|---|---|
| Amazon | 6.4 M | 16.2 M | 12.7 M | 78.7% |
| AtliQ Exclusive | 6.8 M | 15.5 M | 15.9 M | 102.7% |
| Croma | 2.3 M | 4.3 M | 4.5 M | 104.9% |
| Ebay | 2.3 M | 5.9 M | 5.0 M | 84.0% |
| Electricalslytical | 2.0 M | 4.2 M | 5.1 M | 121.3% |
| Electricalsocity | 2.3 M | 5.1 M | 5.3 M | 104.3% |
| Expression | 2.1 M | 4.8 M | 5.1 M | 107.2% |
| Ezone | 2.1 M | 4.2 M | 4.5 M | 106.6% |
| Flipkart | 2.6 M | 6.8 M | 5.9 M | 86.4% |
| Girias | 2.1 M | 4.6 M | 4.9 M | 106.1% |
| Lotus | 2.1 M | 4.1 M | 4.9 M | 118.1% |
| Propel | 2.2 M | 4.8 M | 5.2 M | 107.1% |
| Reliance Digital | 2.1 M | 4.4 M | 5.1 M | 114.3% |
| Vijay Sales | 2.2 M | 4.6 M | 4.8 M | 103.5% |
| Viveks | 2.1 M | 4.3 M | 4.6 M | 107.1% |
| **Grand Total** | **41.7 M** | **93.9 M** | **93.4 M** | **99.5%** |

# AtliQ Hardwares

## Filters

| | |
|---|---|
| region | All |
| division | All |

## Market Performance Vs Target

All values are in USD

| Country | 2019 | 2020 | 2021 | 2021-Target | % |
|---|---|---|---|---|---|
| Australia | 7.5 M | 14.3 M | 12.2 M | -11.0 M | -90.5% |
| Austria | 0.1 M | 1.3 M | 1.6 M | -1.5 M | -93.4% |
| Bangladesh | 1.3 M | 4.1 M | 4.0 M | -3.7 M | -90.9% |
| Canada | 8.8 M | 21.0 M | 20.2 M | -19.9 M | -98.4% |
| China | 3.7 M | 12.2 M | 13.2 M | -11.8 M | -89.1% |
| France | 6.1 M | 14.5 M | 15.1 M | -13.0 M | -85.7% |
| Germany | 3.8 M | 7.4 M | 7.0 M | -6.5 M | -92.9% |
| India | 41.7 M | 93.9 M | 93.4 M | -77.4 M | -82.9% |
| Indonesia | 4.3 M | 11.1 M | 10.8 M | -10.0 M | -93.2% |
| Italy | 3.9 M | 7.1 M | 6.8 M | -6.0 M | -87.9% |
| Japan | 0.9 M | 4.3 M | 4.6 M | -3.6 M | -79.3% |
| Netherlands | 1.8 M | 5.1 M | 4.6 M | -4.1 M | -88.7% |
| Newzealand | 1.0 M | 5.8 M | 6.6 M | -6.2 M | -93.1% |
| Norway | 1.3 M | 7.0 M | 7.9 M | -7.2 M | -91.4% |
| Pakistan | 2.6 M | 4.9 M | 3.3 M | -2.9 M | -89.2% |
| Philiphines | 10.2 M | 19.7 M | 18.6 M | -15.7 M | -84.4% |
| Poland | 1.6 M | 3.6 M | 3.0 M | -3.1 M | -103.1% |
| Portugal | 2.3 M | 6.7 M | 6.8 M | -5.5 M | -80.2% |
| South Korea | 16.5 M | 29.1 M | 27.9 M | -25.4 M | -90.8% |
| Spain | 0.9 M | 6.1 M | 7.4 M | -7.0 M | -95.2% |
| Sweden | 0.1 M | 0.9 M | 1.0 M | -1.0 M | -96.3% |
| United Kingdom | 5.3 M | 18.3 M | 19.8 M | -17.4 M | -87.9% |
| USA | 21.3 M | 53.9 M | 51.1 M | -46.9 M | -91.7% |
| **Grand Total** | **147.1 M** | **352.2 M** | **347.1 M** | **-306.8 M** | **-88.4%** |

# AtliQ Hardwares

## Filters

| | |
|---|---|
| region | All |
| division | All |
| customer | All |

## Top 10 Products

All values are in USD

| Customer | 2020 | 2021 | 21 Vs 20 |
|---|---|---|---|
| AQ Clx3 | 1.9 M | 2.5 M | 136.8% |
| AQ Electron 3 3600 Desktop Processor | 5.9 M | 8.4 M | 142.6% |
| AQ Gen Y | 8.2 M | 11.3 M | 138.2% |
| AQ Marquee P3 | 2.0 M | 2.8 M | 137.6% |
| AQ Maxima Ms | 5.7 M | 8.0 M | 139.7% |
| AQ MB Lito | 1.2 M | 1.6 M | 137.4% |
| AQ MB Lito 2 | 1.0 M | 1.3 M | 136.6% |
| AQ Qwerty | 9.2 M | 12.8 M | 138.8% |
| AQ Trigger | 8.7 M | 12.0 M | 137.6% |
| AQ Wi Power Dx3 | 7.1 M | 10.1 M | 141.9% |
| **Grand Total** | **50.9 M** | **70.9 M** | **139.3%** |

# AtliQ Hardwares

## Filters

| | |
|---|---|
| region | All |
| customer | All |

## Division Level Report

All values are in USD

| Divion | 2020 | 2021 | 21 Vs 20 |
|---|---|---|---|
| N & S | 66.1 M | 55.0 M | 83.2% |
| P & A | 196.1 M | 196.2 M | 100.0% |
| PC | 90.0 M | 95.9 M | 106.6% |
| **Grand Total** | **352.2 M** | **347.1 M** | **98.5%** |

# AtliQ Hardwares

| | |
|---|---|
| region | All |
| division | All |
| customer | All |

## Top 5 Products

All values are in USD

| Products | Qty |
|---|---|
| AQ Gamers | 3.4 M |
| AQ Gamers Ms | 4.0 M |
| AQ Master wired x1 Ms | 4.2 M |
| AQ Master wireless x1 | 3.4 M |
| AQ Master wireless x1 Ms | 4.1 M |
| **Grand Total** | **19.0 M** |

| | |
|---|---|
| region | All |
| division | All |
| customer | All |

## Bottom 5 Products

All values are in USD

| Products | Qty |
|---|---|
| AQ Gamer 1 | 52k |
| AQ GEN Z | 63k |
| AQ Home Allin1 | 15k |
| AQ HOME Allin1 Gen 2 | 9k |
| AQ Smash 2 | 36k |
| **Grand Total** | **175k** |

# AtliQ Hardwares

## Filters

| | |
|---|---|
| region | All |
| customer | All |

## Top 5 Country-2021

All values are in USD

| Customer | 2021 |
|---|---|
| Canada | 20.2 M |
| India | 93.4 M |
| South Korea | 27.9 M |
| United Kingdom | 19.8 M |
| USA | 51.1 M |
| **Grand Total** | **212.5 M** |

# AtliQ Hardwares

| | |
|---|---|
| region | All |
| market | All |
| customer | All |
| division | All |

## P & L
## By Fiscal Years

All values are in USD

Note: 21 vs 20 is not part of pivot table

| | Fiscal Years | | | |
|---|---|---|---|---|
| **Values** | **2019** | **2020** | **2021** | **21 vs 20** |
| Net Sales | 147.1 M | 352.2 M | 347.1 M | 98.5% |
| COGS | 90.2 M | 223.1 M | 220.5 M | 98.9% |
| Gross Margin | 56.9 M | 129.1 M | 126.5 M | 98.0% |
| **GM%** | **38.69%** | **36.65%** | **36.45%** | **99.5%** |

# AtliQ Hardwares

**FILTERS**

| | |
|---|---|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2019 |

**P & L**
**By Fiscal Months**
All values in USD

| | Quarters | | | | |
|---|---|---|---|---|---|
| | **Q1** | **Q2** | **Q3** | **Q4** | **Grand Total** |
| **Metrics** | | | | | |
| Net Sales | 25.2M | 24.0M | 19.2M | 19.0M | 87.5M |
| COGS | 14.8M | 14.1M | 11.3M | 11.1M | 51.2M |
| Gross Margin | 10.5M | 9.9M | 7.9M | 7.9M | 36.2M |
| GM % | 41.5% | 41.4% | 41.2% | 41.6% | 41.4% |

**FILTERS**

| | |
|---|---|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2020 |

**P & L**
**By Fiscal Months**
All values in USD

| | Quarters | | | | |
|---|---|---|---|---|---|
| | **Q1** | **Q2** | **Q3** | **Q4** | **Grand Total** |
| **Metrics** | | | | | |
| Net Sales | 66.4M | 63.0M | 19.8M | 47.5M | 196.7M |
| COGS | 41.5M | 39.5M | 12.4M | 30.0M | 123.4M |
| Gross Margin | 24.9M | 23.5M | 7.4M | 17.5M | 73.3M |
| GM % | 37.5% | 37.3% | 37.5% | 36.9% | 37.3% |

# AtliQ Hardwares

**FILTERS**

| | |
|---|---|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2021 |

**P & L**
**By Fiscal Months**
All values in USD

| | Quarters | | | | |
|---|---|---|---|---|---|
| | **Q1** | **Q2** | **Q3** | **Q4** | **Grand Total** |
| **Metrics** | | | | | |
| Net Sales | 173.8M | 164.7M | 131.9M | 128.6M | 598.9M |
| COGS | 110.4M | 104.7M | 83.8M | 81.8M | 380.7M |
| Gross Margin | 63.3M | 60.0M | 48.1M | 46.7M | 218.2M |
| GM % | 36.5% | 36.4% | 36.4% | 36.4% | 36.4% |

**Net Sales Comparisom**

| | | | | | |
|---|---|---|---|---|---|
| **21 vs 20** | 161.6% | 161.5% | 566.0% | 170.7% | 204.5% |
| **20 vs 19** | 163.2% | 162.0% | 3.0% | 150.3% | 124.8% |

# AtliQ Hardwares

## P & L
## for Markets

All values are in USD

| | |
|---|---|
| region | All |
| sub_zone | All |
| FY | 2021 |

| Customer | Net Sales | COGS | Gross Margin | GM% |
|---|---|---|---|---|
| Australia | 12.2 M | 8.2 M | 4.0 M | 33.03% |
| Austria | 1.6 M | 1.1 M | 0.5 M | 30.12% |
| Bangladesh | 4.0 M | 2.6 M | 1.4 M | 34.51% |
| Canada | 20.2 M | 12.5 M | 7.7 M | 38.18% |
| China | 13.2 M | 7.8 M | 5.4 M | 41.05% |
| France | 15.1 M | 8.6 M | 6.6 M | 43.30% |
| Germany | 7.0 M | 5.2 M | 1.8 M | 26.13% |
| India | 93.4 M | 63.5 M | 29.9 M | 32.01% |
| Indonesia | 10.8 M | 6.6 M | 4.1 M | 38.54% |
| Italy | 6.8 M | 4.7 M | 2.1 M | 30.21% |
| Japan | 4.6 M | 2.5 M | 2.1 M | 46.50% |
| Netherlands | 4.6 M | 2.7 M | 1.9 M | 42.03% |
| Newzealand | 6.6 M | 3.4 M | 3.2 M | 48.28% |
| Norway | 7.9 M | 5.6 M | 2.3 M | 29.49% |
| Pakistan | 3.3 M | 2.1 M | 1.2 M | 36.16% |
| Philiphines | 18.6 M | 11.3 M | 7.3 M | 39.16% |
| Poland | 3.0 M | 1.7 M | 1.3 M | 42.60% |
| Portugal | 6.8 M | 4.0 M | 2.9 M | 42.10% |
| South Korea | 27.9 M | 17.9 M | 10.1 M | 36.04% |
| Spain | 7.4 M | 4.9 M | 2.4 M | 33.16% |
| Sweden | 1.0 M | 0.6 M | 0.4 M | 40.21% |
| United Kingdo | 19.8 M | 10.8 M | 8.9 M | 45.14% |
| USA | 51.1 M | 32.2 M | 18.9 M | 36.96% |

# AtliQ Hardwares

**GM%**
**by Quarters (sub_zone)**
All values are in USD

**FILTERS**

| FY | 2019 |
|---|---|

| GM% | Quarters | | | | |
|---|---|---|---|---|---|
| **Sub Zone** | **Q1** | **Q2** | **Q3** | **Q4** | **Grand Total** |
| ANZ | 43.0% | 42.2% | 42.6% | 42.5% | 42.6% |
| India | 42.5% | 42.2% | 42.0% | 42.5% | 42.4% |
| NA | 35.1% | 35.4% | 35.4% | 35.7% | 35.4% |
| NE | 36.6% | 37.0% | 36.5% | 36.6% | 36.7% |
| ROA | 44.5% | 44.3% | 44.0% | 44.5% | 44.4% |
| SE | 44.5% | 44.1% | 44.0% | 44.2% | 44.2% |

| FY | 2020 |
|---|---|

| GM% | Quarters | | | | |
|---|---|---|---|---|---|
| **Sub Zone** | **Q1** | **Q2** | **Q3** | **Q4** | **Grand Total** |
| ANZ | 43.3% | 43.0% | 42.8% | 41.8% | 42.8% |
| India | 32.3% | 32.1% | 32.4% | 32.0% | 32.2% |
| NA | 39.9% | 40.1% | 39.1% | 39.7% | 39.8% |
| NE | 37.6% | 37.8% | 38.5% | 37.7% | 37.8% |
| ROA | 38.4% | 38.3% | 38.8% | 37.7% | 38.2% |
| SE | 38.5% | 37.3% | 38.2% | 37.8% | 37.9% |

| FY | 2021 |
|---|---|

| GM% | Quarters | | | | |
|---|---|---|---|---|---|
| Sub Zone | **Q1** | **Q2** | **Q3** | **Q4** | **Grand Total** |
| ANZ | 39.0% | 37.8% | 38.3% | 38.0% | 38.3% |
| India | 32.3% | 31.8% | 31.9% | 32.0% | 32.0% |
| NA | 37.1% | 37.4% | 37.5% | 37.4% | 37.3% |
| NE | 37.9% | 38.7% | 38.2% | 38.3% | 38.3% |
| ROA | 38.5% | 38.4% | 38.1% | 38.1% | 38.3% |
| SE | 38.6% | 38.3% | 38.6% | 38.5% | 38.5% |