

AtliQ Hardwares



FILTERS

region	All
market	All
division	All

Customer Net Sales Performance

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
AtliQ e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsociety	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%

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Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores	0.2M	1.4M	8.8M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova	0.0M	0.4M	2664.9%	
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%



FILTERS	
region	All
division	All

Market Performance
All Values are in USD

Customer	2019	2020	2021	2021-Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philiphines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%



FILTERS

region	All
market	India
division	All

Customer Net Sales Performance

Customer	2019	2020	2021	21 vs 20
Amazon	4.6M	9.8M	23.0M	234.9%
Atliq e Store	1.6M	3.5M	8.7M	249.1%
AtliQ Exclusive	3.4M	4.7M	18.4M	392.6%
Croma	1.7M	2.5M	7.5M	305.1%
Ebay	1.7M	3.6M	8.5M	235.9%
Electricalslytical	1.6M	2.0M	8.4M	431.1%
Electricalsociety	1.8M	2.3M	9.4M	415.1%
Expression	1.5M	2.2M	8.8M	391.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flipkart	1.9M	4.3M	9.9M	231.8%
Girias	1.5M	2.1M	8.7M	419.3%
Lotus	1.5M	2.1M	8.1M	382.6%
Propel	1.6M	2.2M	9.1M	413.7%
Reliance Digital	1.6M	2.2M	8.5M	387.2%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
Grand Total	30.8M	49.8M	161.3M	324.0%



FILTERS

region	All
market	All

Division Level Report

All Values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
Grand Total	196.7M	598.9M	204.5%



FILTERS

region	All
sub_zone	All
FY	2021

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For Markets

All Values in USD

Market	Net Sales	COGS	Gross margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philiphines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%

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region	All
division	All
customer	All

New Products 2021

All Values are in USD

Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		14.2M
AQ Gen Y		19.5M
AQ GEN Z		11.7M
AQ HOME Allin1 Gen 2		3.5M
AQ Lumina Ms		4.2M
AQ Marquee P3		4.9M
AQ Marquee P4		1.7M
AQ Maxima Ms		13.7M
AQ MB Lito		2.8M
AQ MB Lito 2		2.3M
AQ Qwerty		22.0M
AQ Qwerty Ms		15.4M
AQ Trigger		20.7M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M
Grand Total		176.2M



FILTERS

region	All
customer	All
division	All

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By Fiscal Year

All Values in USD

Note : 21 vs 20 is not part of pivot table

Customer	Fiscal Year				21 VS 20
	2019	2020	2021		
Australia					
Net Sales	3.9M	10.7M	21.0M		96.2%
COGS	2.2M	5.8M	14.1M		143.2%
Gross mar	1.7M	4.9M	6.9M		40.8%
GM %	42.6%	45.9%	32.9%		-28.2%
Austria					
Net Sales		0.1M	2.8M		2301.3%
COGS		0.1M	2.0M		2172.4%
Gross margin		0.0M	0.9M		2665.4%
GM %		26.1%	30.1%		15.2%
Bangladesh					
Net Sales	0.5M	2.3M	7.0M		207.7%
COGS	0.3M	1.4M	4.5M		233.5%
Gross mar	0.1M	0.9M	2.4M		168.4%
GM %	28.7%	39.6%	34.5%		-12.8%
Canada					
Net Sales	4.8M	12.2M	35.1M		188.1%
COGS	2.8M	7.1M	21.7M		206.4%
Gross mar	2.0M	5.1M	13.4M		162.6%
GM %	41.7%	41.9%	38.2%		-8.8%
China					
Net Sales	1.4M	5.4M	22.9M		322.0%
COGS	0.8M	3.3M	13.5M		305.5%
Gross mar	0.6M	2.1M	9.4M		348.1%
GM %	44.9%	38.7%	41.1%		6.2%
France					
Net Sales	4.0M	7.5M	25.9M		247.2%
COGS	2.3M	4.3M	14.7M		246.4%
Gross mar	1.8M	3.2M	11.2M		248.3%
GM %	44.1%	43.1%	43.2%		0.3%
Germany					
Net Sales	2.6M	4.7M	12.0M		156.2%
COGS	1.6M	3.0M	8.9M		193.8%
Gross mar	0.9M	1.7M	3.1M		88.3%
GM %	37.0%	35.6%	26.2%		-26.5%
India					

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Net Sales	30.8M	49.8M	161.3M		224.0%
COGS	17.8M	33.7M	109.7M		225.0%
Gross mar	13.1M	16.0M	51.6M		222.0%
GM %	42.4%	32.2%	32.0%		-0.6%
Indonesia					
Net Sales	2.5M	6.2M	18.4M		196.7%
COGS	1.5M	3.5M	11.3M		220.1%
Gross mar	1.1M	2.7M	7.1M		165.6%
GM %	42.0%	42.9%	38.4%		-10.5%
Italy					
Net Sales	2.9M	4.5M	11.7M		162.5%
COGS	1.6M	3.1M	8.2M		164.6%
Gross mar	1.3M	1.4M	3.5M		157.8%
GM %	45.6%	30.7%	30.1%		-1.8%
Japan					
Net Sales		1.9M	7.9M		321.1%
COGS		1.2M	4.2M		257.3%
Gross margin		0.7M	3.7M		430.0%
GM %		37.0%	46.5%		25.9%
Netherlands					
Net Sales	0.2M	3.4M	8.0M		137.9%
COGS	0.1M	1.8M	4.6M		164.2%
Gross mar	0.1M	1.6M	3.4M		109.2%
GM %	36.4%	47.8%	42.0%		-12.1%
Newzealand					
Net Sales		2.0M	11.4M		474.3%
COGS		1.5M	5.9M		303.8%
Gross margin		0.5M	5.5M		950.7%
GM %		26.4%	48.2%		83.0%
Norway					
Net Sales		2.5M	13.7M		451.8%
COGS		1.5M	9.6M		525.0%
Gross margin		0.9M	4.0M		331.0%
GM %		37.7%	29.5%		-21.9%
Pakistan					
Net Sales	0.6M	4.7M	5.7M		20.5%
COGS	0.4M	2.7M	3.6M		34.3%
Gross mar	0.2M	2.0M	2.0M		2.0%
GM %	39.7%	42.8%	36.2%		-15.4%
Philippines					
Net Sales	5.7M	13.4M	31.9M		138.4%
COGS	3.4M	7.3M	19.4M		164.6%
Gross mar	2.3M	6.0M	12.5M		106.5%
GM %	39.9%	45.1%	39.1%		-13.4%
Poland					

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Net Sales	0.4M	2.8M	5.2M	85.8%
COGS	0.3M	1.7M	3.0M	78.5%
Gross mar	0.2M	1.1M	2.2M	96.7%
GM %	37.4%	40.2%	42.6%	5.9%
Portugal				
Net Sales	0.7M	3.6M	11.8M	229.8%
COGS	0.5M	2.3M	6.8M	198.9%
Gross mar	0.3M	1.3M	5.0M	284.5%
GM %	39.3%	36.1%	42.1%	16.6%
South Korea				
Net Sales	12.8M	17.3M	49.0M	183.3%
COGS	6.7M	12.1M	31.4M	158.7%
Gross mar	6.1M	5.2M	17.6M	241.3%
GM %	47.5%	29.8%	35.9%	20.5%
Spain				
Net Sales		1.8M	12.6M	611.4%
COGS		1.1M	8.4M	663.2%
Gross margin		0.7M	4.2M	525.7%
GM %		37.7%	33.1%	-12.1%
Sweden				
Net Sales	0.1M	0.2M	1.8M	681.9%
COGS	0.0M	0.1M	1.1M	735.6%
Gross mar	0.0M	0.1M	0.7M	613.8%
GM %	38.3%	44.1%	40.2%	-8.7%
United Kingdom				
Net Sales	2.0M	8.1M	34.2M	322.7%
COGS	1.3M	5.3M	18.7M	252.1%
Gross mar	0.7M	2.8M	15.4M	459.0%
GM %	36.2%	34.1%	45.1%	32.2%
USA				
Net Sales	11.5M	31.9M	87.8M	175.0%
COGS	7.7M	19.5M	55.3M	183.9%
Gross mar	3.8M	12.4M	32.5M	161.0%
GM %	32.8%	39.0%	37.0%	-5.1%
Total Net Sal	87.5M	196.7M	598.9M	204.5%
Total COGS	51.2M	123.4M	380.7M	208.6%
Total Gross r	36.2M	73.3M	218.2M	197.6%
Total GM %	41.4%	37.3%	36.4%	-2.3%

AtliQ Hardwares





FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P&L

By Fiscal Year

All Values in USD

Note: Do

Fiscal Year

Q1

Q2

Q3

Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Net Sales		6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M
COGS		3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M
Gross margin		2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M
GM %		40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%

region	All
market	All
division	All
customer	All
FY	2020

P&L

By Fiscal Year

All Values in USD

Note : 21 vs 20 is not part of pivot table

Fiscal Year

Q1

Q2

Q3

Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Net Sales		17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M
COGS		10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M
Gross margin		6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M
GM %		37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%

region	All
market	All
division	All
customer	All
FY	2021

P&L

By Fiscal Year

All Values in USD

Note : 21 vs 20 is not part of pivot table

Fiscal Year

Q1

Q2

Q3

Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Net Sales		44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M
COGS		28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M
Gross margin		16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M
GM %		36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%



Net Sale Comparision

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%

AtliQ Hardwares



not modify the pivot table

Q3		Q4			Grand Total
Apr	May	Jun	Jul	Aug	
6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

Q3		Q4			Grand Total
Apr	May	Jun	Jul	Aug	
7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

Q3		Q4			Grand Total
Apr	May	Jun	Jul	Aug	
43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
36.3%	36.6%	36.4%	36.4%	36.3%	36.4%



461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
22.7%	53.1%	140.7%	148.0%	162.0%	124.8%



FILTERS

region	All
customer	All

Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	367.2M

Top 5 Country - 2021

All Values are in USD



FILTERS

region	All
division	All
market	All

Top 10 Products

All Values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%

AtliQ Hardwares





FILTERS

region	All
division	All
customer	All

Top 5 Products

Product	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
Grand Total	19000112

FILTERS

region	All
division	All
customer	All

Bottom 5 Products

Product	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174887



FILTERS

GM % by Quarters (Sub_Zone)

FY

2019

GM % Sub_Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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 % Sub_Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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 % Sub_Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

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