

₹985M

Revenue

2M

Sales Qty

2017

2018

2019

2020

Jun
17

Jul
17

Aug
17

Sep
17

Oct
17

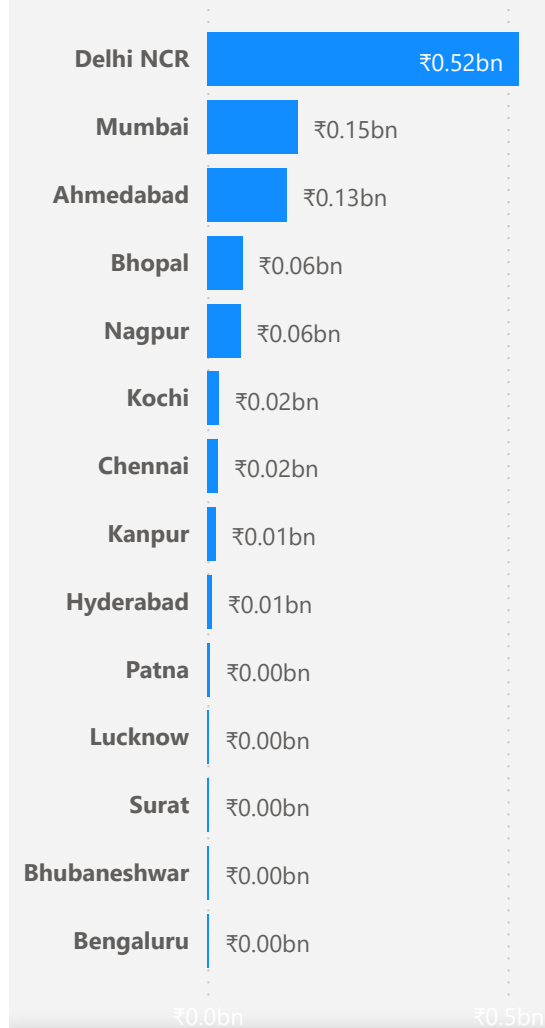
Nov
17

Dec
17

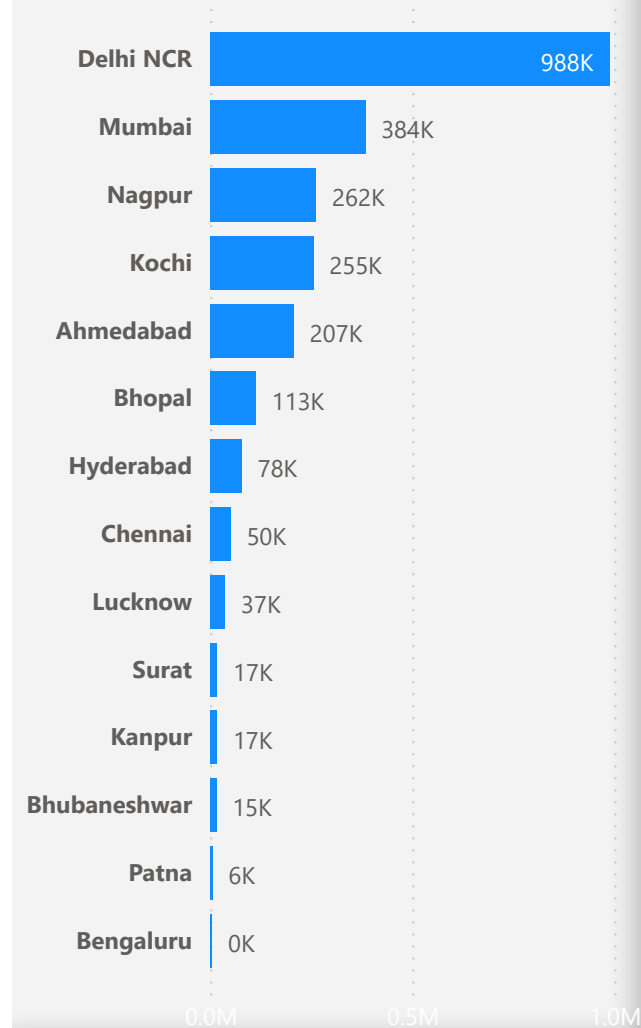
Jan
18

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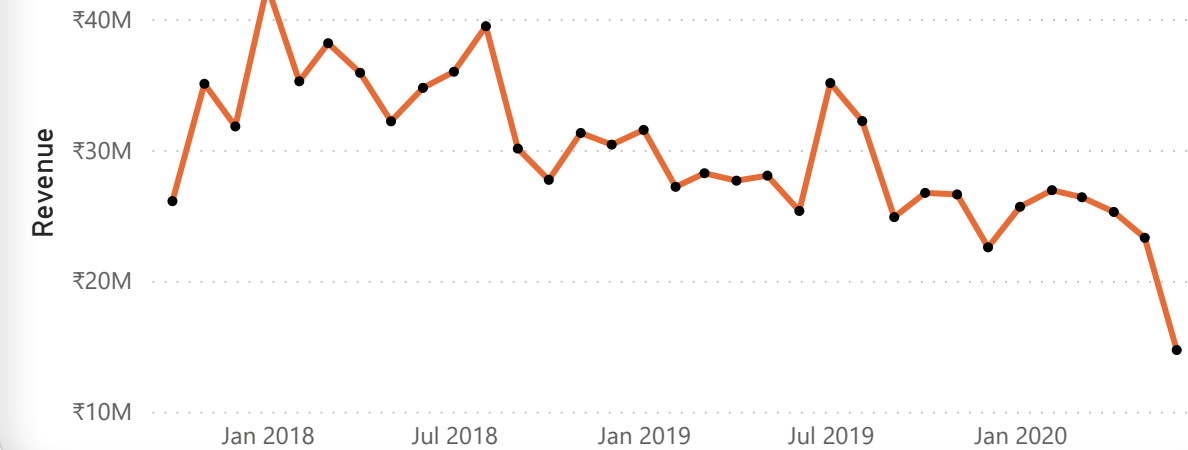
Revenue by markets



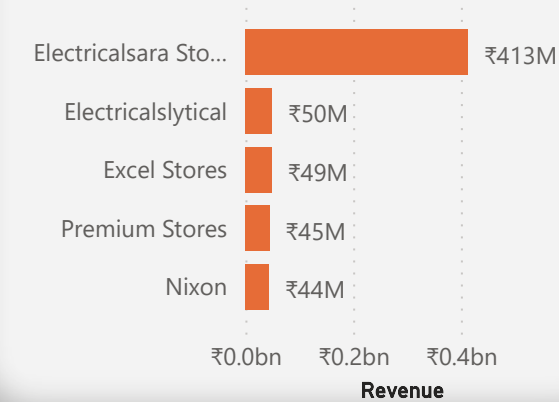
Qty By market



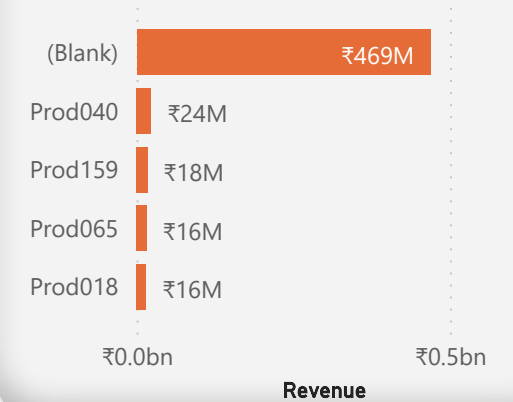
Revenue Trend



Top 5 Customers



Top 5 Products



₹985M

Revenue

25M

Profit

2017

2018

2019

2020

Jun
17

Jul
17

Aug
17

Sep
17

Oct
17

Nov
17

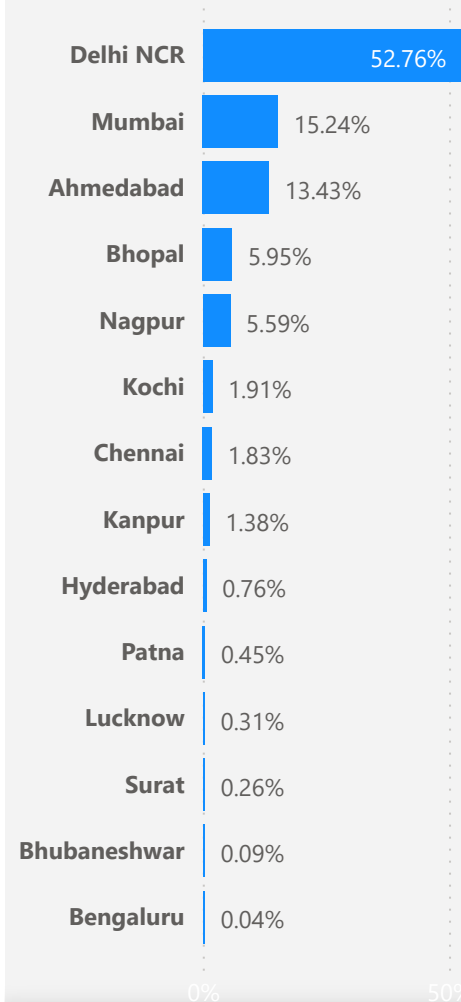
Dec
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Jan
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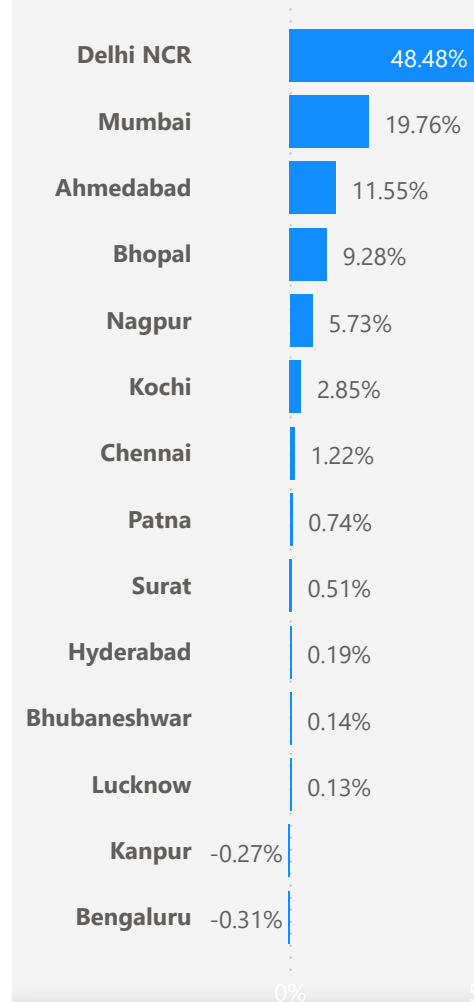
Feb
18



Revenue contribution by markets

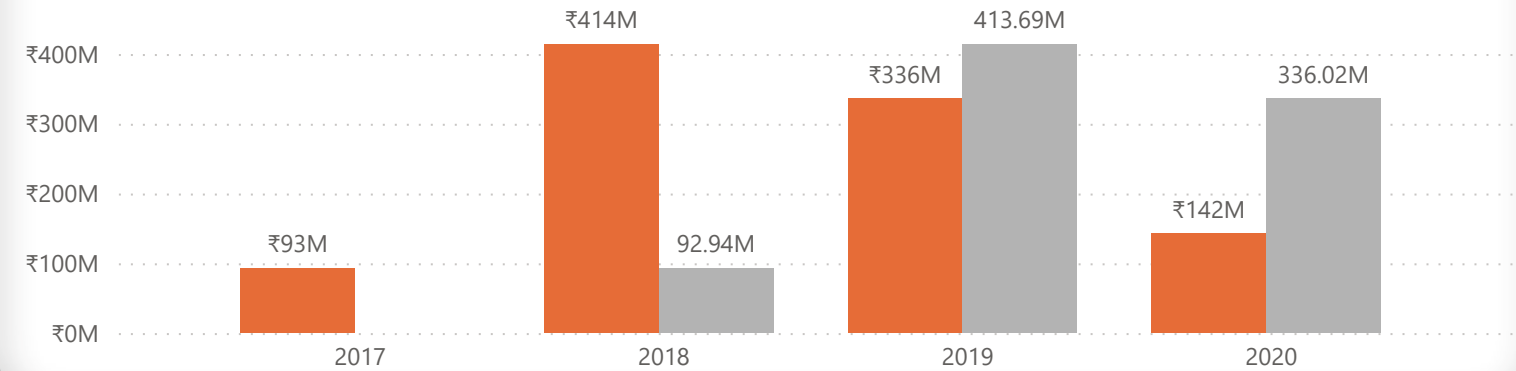


Profit contribution by %



Revenue Comparison

● Revenue ● Revenue LY



customer name	Revenue	Revenue contribution	Profit Margin Contribution %	profit Margin %
Leader	₹1,65,29,970	1.68%	5.06%	7.54%
Electricalsquipo Stores	₹13,30,361	0.14%	0.36%	6.59%
Power	₹57,27,123	0.58%	1.43%	6.18%
Elite	₹48,37,239	0.49%	0.86%	4.39%
Electricalsociety	₹1,74,89,935	1.78%	2.94%	4.14%
Nixon	₹4,38,93,083	4.46%	7.24%	4.07%
Sound	₹49,66,707	0.50%	0.81%	4.00%
Logic Stores	₹1,32,01,366	1.34%	1.97%	3.69%
Expression	₹4,30,368	0.04%	0.06%	3.51%
Flawless Stores	₹91,56,412	0.93%	1.27%	3.43%
Electricalslytical	₹4,96,44,189	5.04%	6.85%	3.40%
Pranod	₹41,82,862	0.42%	0.56%	2.22%
Total	₹98,48,68,963	100.00%	100.00%	2.50%

₹985M

Revenue

25M

Profit

960M

Total cost

2017

2018

2019

2020

Jun
17

Jul
17

Aug
17

Sep
17

Oct
17

Nov
17

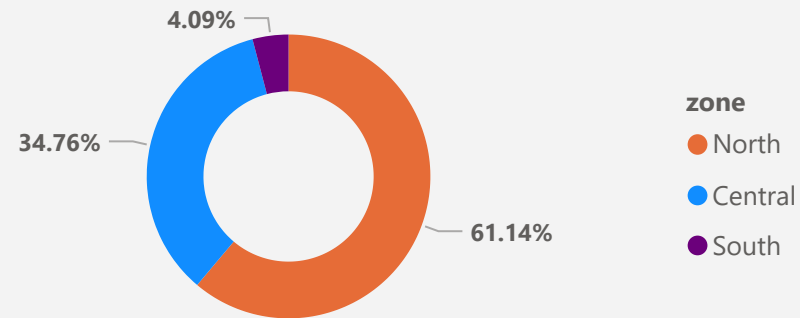
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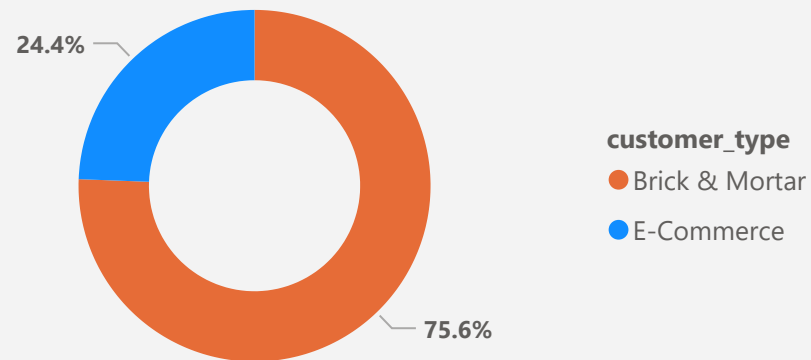
Feb
18



Profit by zone



Revenue by customer type



Revenue and Profit by type of product and customers

customer type Brick & Mortar E-Commerce Profit

