



Business Insights 360



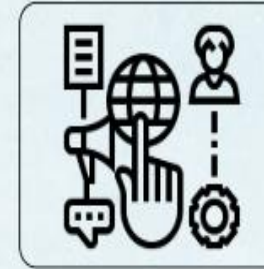
Info



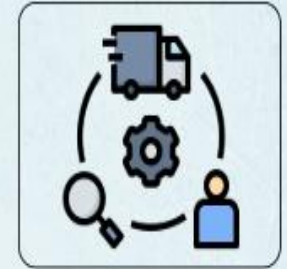
Finance



Sales



Marketing



Supply chain



Executive



Products



Support



Region / market

All

Customer

All

Product

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



₹ 3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.1%✓

BM: 36.49% (+4.37%)

Gross Margin

-13.98%!

BM: -6.63% (-110.79%)

Net Profit

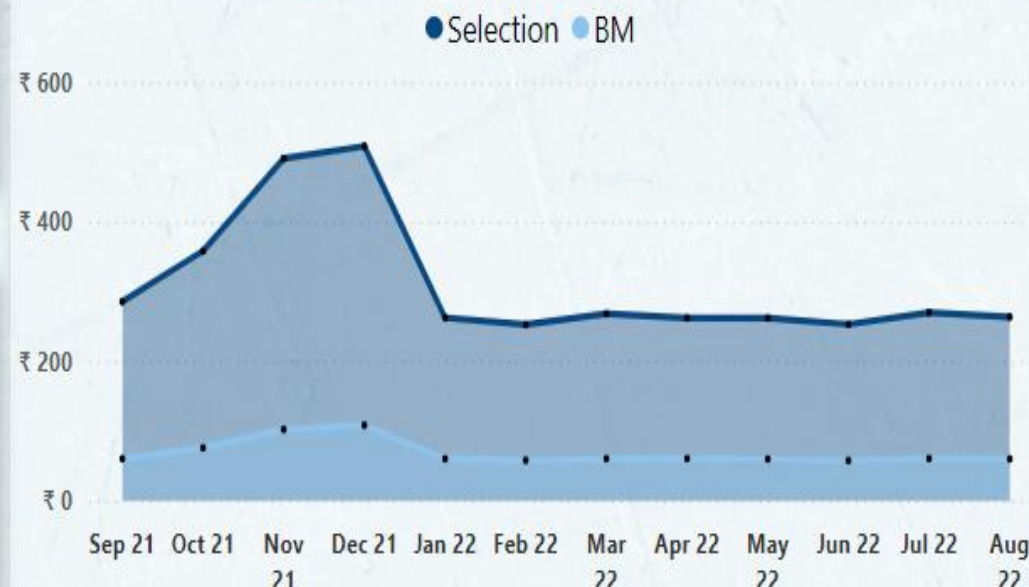
Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expenses	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	13.98	6.63	7.35	110.79

Net Sales Performance Over Time

vs LY

vs Target



Top Products and Customers by Net Sales

region	P & L Value	P & L Chg %
NA	₹ 1,022.09	474.40
LATAM	₹ 14.82	368.40
APAC	₹ 1,923.77	335.27
EU	₹ 775.48	286.26

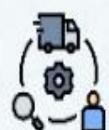
segment	P & L Value	P & L Chg %
Accessories	₹ 454.10	85.46
Desktop	₹ 711.08	1,431.55
Networking	₹ 38.43	-14.89
Notebook	₹ 1,580.43	493.06
Peripherals	₹ 897.54	439.03
Storage	₹ 54.59	0.32

BM - Bench Mark, LY - Last Year



Region / market Customer Product

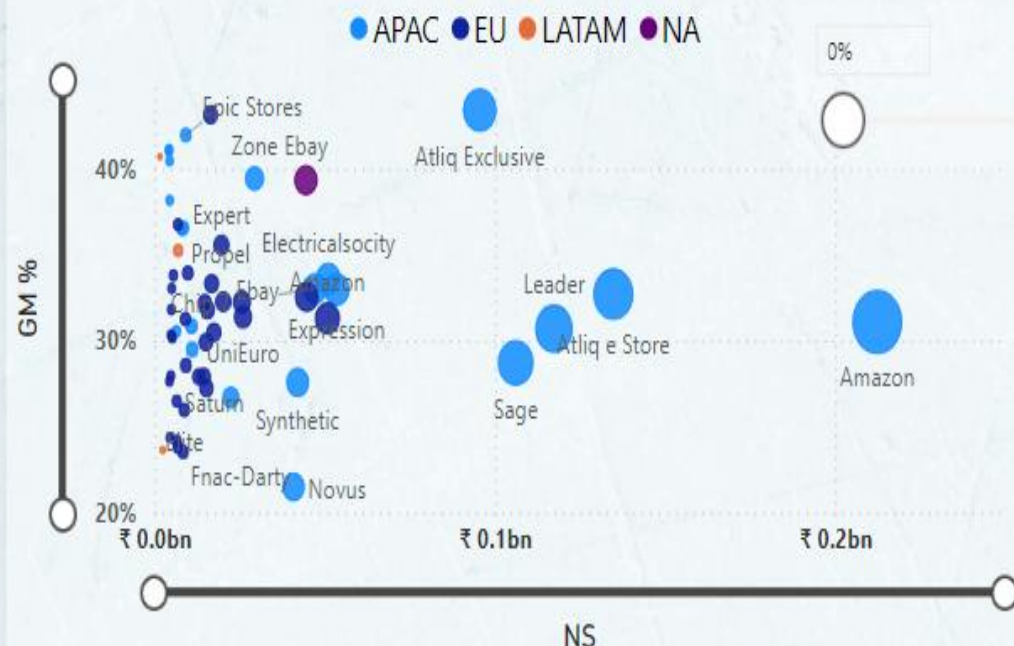
2018 2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG



Sales by Customer

customer	NS	GM	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.3%
All-Out	₹ 4.41M	1.68M	38.2%
Amazon	₹ 496.88M	182.77M	36.8%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.7%
Atlas Stores	₹ 17.14M	5.43M	31.7%
Atliq e Store	₹ 304.10M	112.15M	36.9%
Atliq Exclusive	₹ 361.12M	166.15M	46.0%
BestBuy	₹ 49.34M	22.15M	44.9%
Billa	₹ 6.82M	1.62M	23.8%
Total	₹ 3,736.17M	1,422.88M	38.1%

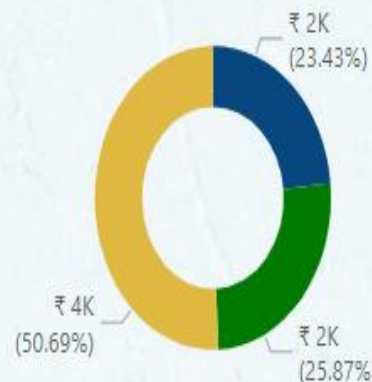
Sales by Market and Region



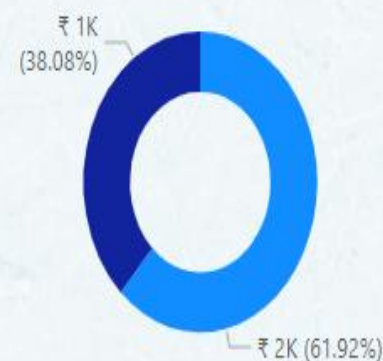
Sales by Product

segment	NS	GM	GM %
Networking	₹ 38.43M	14.78M	38.5%
Storage	₹ 54.59M	20.93M	38.3%
Accessories	₹ 454.10M	172.61M	38.0%
Desktop	₹ 711.08M	272.39M	38.3%
Peripherals	₹ 897.54M	341.22M	38.0%
Notebook	₹ 1,580.43M	600.96M	38.0%
Total	₹ 3,736.17M	1,422.88M	38.1%

Pre Invoi... Total Po... Net Sales



Total COGS Gross Margin



vs LY vs Target



Region / market Customer Product

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

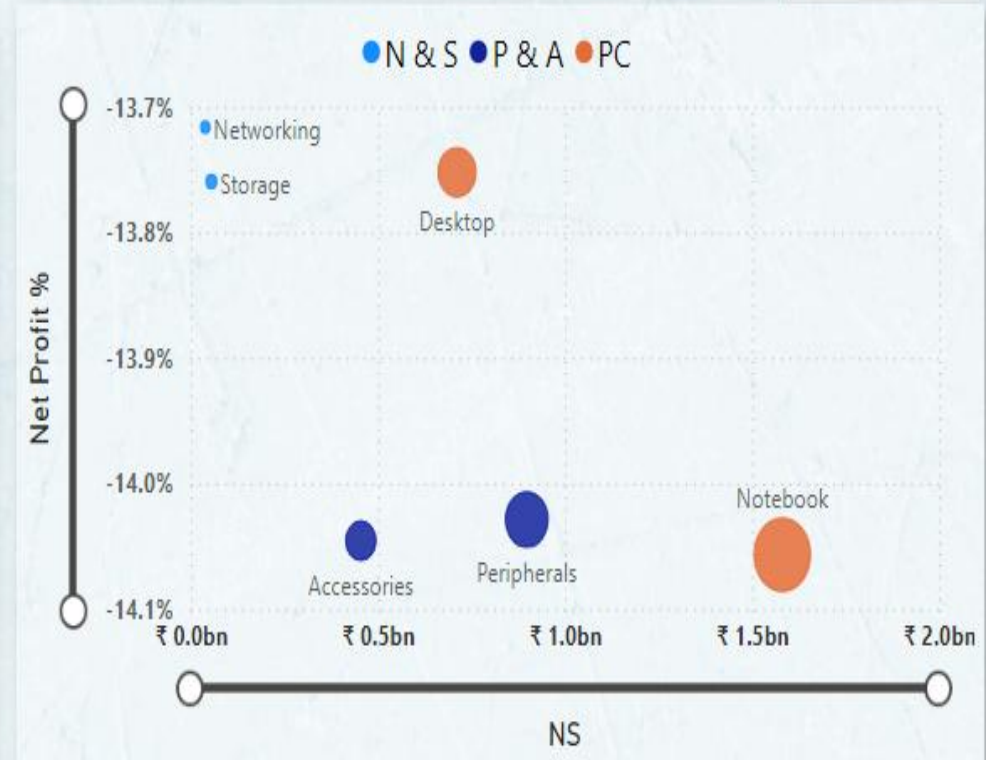
YTD YTG

Sales by Customer

segment	NS	GM	GM %	Net Profit	Net Profit %
<input type="checkbox"/> Notebook	₹ 1,580.43M	600.96M	38.0%	-222.16M	-14.06%
<input type="checkbox"/> Gaming Laptop	₹ 619.25M	233.85M	37.8%	-88.61M	-14.31%
<input type="checkbox"/> Personal Laptop	₹ 539.83M	205.84M	38.1%	-75.38M	-13.96%
<input type="checkbox"/> Business Laptop	₹ 421.35M	161.27M	38.3%	-58.17M	-13.80%
<input type="checkbox"/> Peripherals	₹ 897.54M	341.22M	38.0%	-125.91M	-14.03%
<input type="checkbox"/> Processors	₹ 524.59M	199.79M	38.1%	-73.15M	-13.94%
<input type="checkbox"/> Graphic Card	₹ 233.69M	87.70M	37.5%	-33.95M	-14.53%
<input type="checkbox"/> MotherBoard	₹ 101.84M	39.40M	38.7%	-13.65M	-13.41%
<input type="checkbox"/> Internal HDD	₹ 37.41M	14.33M	38.3%	-5.15M	-13.78%
<input type="checkbox"/> Desktop	₹ 711.08M	272.39M	38.3%	-97.79M	-13.75%
<input type="checkbox"/> Personal Desktop	₹ 367.18M	140.79M	38.3%	-50.32M	-13.70%
<input type="checkbox"/> Business Laptop	₹ 343.89M	131.60M	38.3%	-47.47M	-13.80%
<input type="checkbox"/> Accessories	₹ 454.10M	172.61M	38.0%	-63.78M	-14.05%
<input type="checkbox"/> Keyboard	₹ 225.25M	85.98M	38.2%	-31.24M	-13.87%
Total	₹ 3,736.17M	1,422.88M	38.1%	-522.42M	-13.98%

Gross Margin By Product

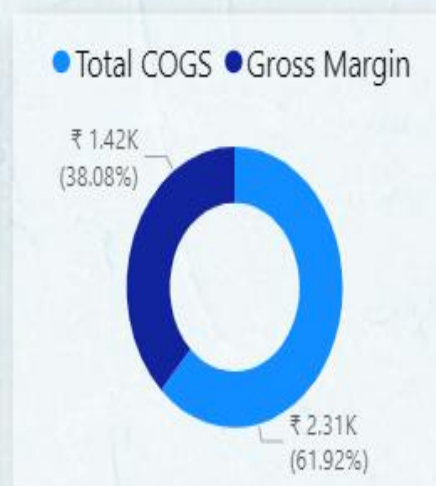
Show GM %



Sales by Region

region	NS	GM	GM %	Net Profit	Net Profit %
<input type="checkbox"/> APAC	₹ 1,923.77M	690.21M	35.9%	-281.16M	-14.62%
<input type="checkbox"/> NA	₹ 1,022.09M	459.68M	45.0%	-145.31M	-14.22%
<input type="checkbox"/> EU	₹ 775.48M	267.80M	34.5%	-95.52M	-12.32%
<input type="checkbox"/> LATAM	₹ 14.82M	5.19M	35.0%	-0.44M	-2.95%
Total	₹ 3,736.17M	1,422.88M	38.1%	-522.42M	-13.98%

Sales by Product





Region / market

All

Customer

All

Product

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

82.17%✓

LY: 80.56% (+2%)

Forecast Accuracy

6534.08K✓

LY: 9607.65K (-31.99%)

ABS Error

-3472.69K✓

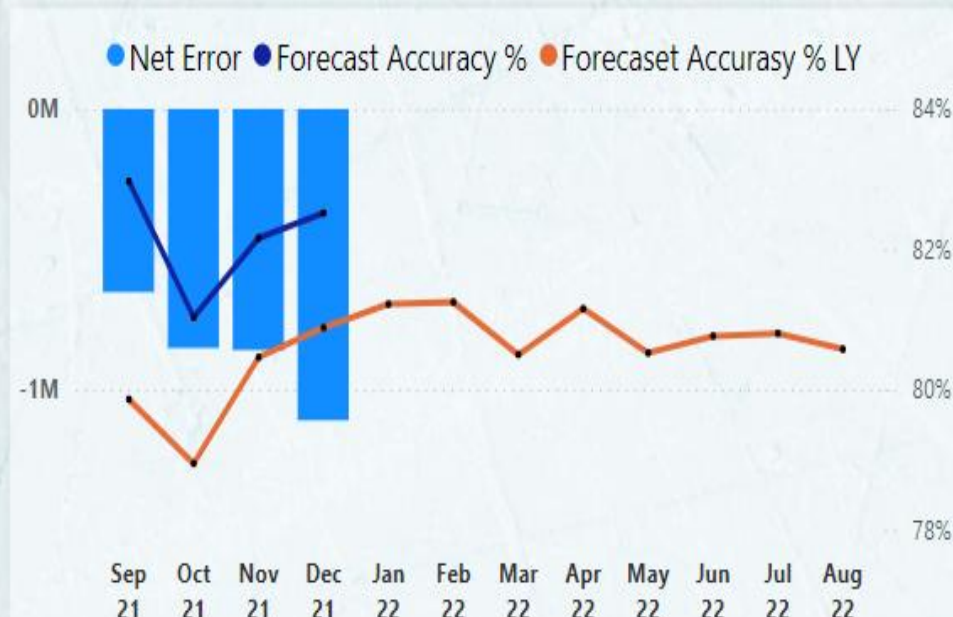
LY: -751.71K (-361.97%)

Net Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	74.24%	68.51%	83037	10.74%	EI
BestBuy	69.88%	63.47%	81179	16.72%	EI
Billa	69.15%	44.64%	3704	3.91%	EI
Circuit City	67.92%	61.94%	85248	16.55%	EI
Control	72.39%	69.17%	64731	13.01%	EI
Costco	72.41%	69.25%	101913	15.79%	EI
Currys (Dixons Carphone)	74.28%	55.71%	8104	6.00%	EI
Leader	69.77%	48.00%	166751	10.98%	EI
Logic Stores	72.58%	65.55%	6430	2.37%	EI
Nomad Stores	77.39%	71.63%	3394	1.34%	EI
Notebillig	72.23%	45.02%	1141	1.31%	EI
Otto	75.78%	44.41%	1962	2.41%	EI
Path	70.99%	69.43%	91486	14.91%	EI
Radio Shack	72.71%	65.15%	69253	16.48%	EI
Sage	75.88%	55.70%	154291	10.06%	EI
Saturn	68.35%	45.22%	2197	2.85%	EI
Total	82.17%	80.56%	-3472690	-9.48%	OOS

Forecast Performance over time



Key Metrics by Product

segment	Forecast Accuracy %	Net Error	Risk
Accessories	88.89%	341468	EI
Desktop	88.90%	78576	EI
Networking	95.35%	-12967	OOS
Notebook	88.29%	-47221	OOS
Peripherals	68.17%	-3204280	OOS
Storage	72.17%	-628266	OOS
Total	82.17%	-3472690	OOS



Region / market ▼ Customer ▼ Product ▼

All ▼

All ▼

All ▼

2018

2019

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Q1

Q2

Q3

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vs LY

vs Target

₹ 3.74bn✓

BM: 823.85M

(+353.5%)
Net Sales

38.1%✓

BM: 36.49% (+4.37%)

Gross Margin

-13.98%!

BM: -6.63% (-110.79%)

Net Profit

82.17%✓

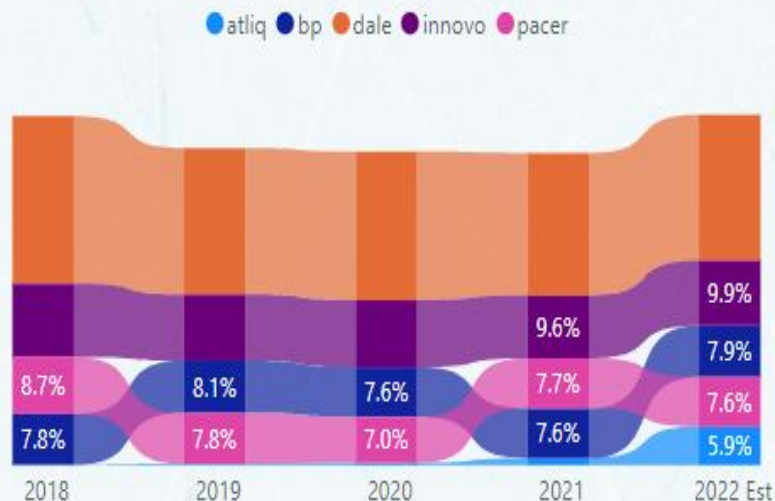
BM: 80.56% (+2%)

Forecast Accuracy

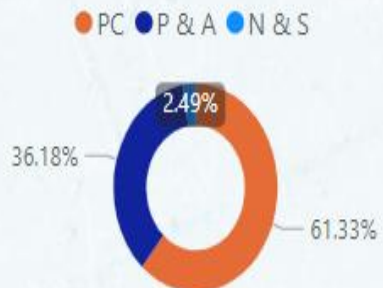
Key insights by Sub zones

Sub Zone	NS	RC %	GM %	Net Profit %	Atliq share %	Net Error %	Risk
SE	₹ 317.78M	8.5%	37.0%	↓ -4.0%	16.4%	-55.5%	OOS
India	₹ 945.34M	25.3%	35.8%	↓ -23.0%	13.3%	-24.4%	OOS
ROA	₹ 788.66M	21.1%	34.2%	↓ -6.3%	8.3%	-4.6%	OOS
NE	₹ 457.71M	12.3%	32.8%	↓ -18.1%	6.8%	-4.6%	OOS
NA	₹ 1,022.09M	27.4%	45.0%	↓ -14.2%	4.9%	14.4%	EI
ANZ	₹ 189.78M	5.1%	43.5%	↓ -7.4%	1.4%	-37.6%	OOS
LATAM	₹ 14.82M	0.4%	35.0%	↓ -2.9%	0.3%	3.4%	EI
Total	₹ 3,736.17M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

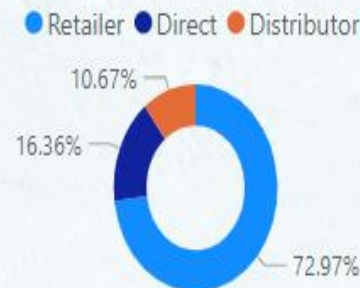
Market Share Trend



Revenue By Division



Revenue By Channel



Yearly Trend Revenue



Top 5 Customer

customer	RC %	GM %
Amazon	13.3%	36.8%
Atliq Exclusive	9.7%	46.0%
Atliq e Store	8.1%	36.9%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5%
Total	38.2%	39.2%

Top 5 Product

product	RC %	GM %
AQ Smash 2	4.1%	37.4%
AQ Smash 1	3.8%	37.4%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
Total	23.2%	38.1%

BM - Bench Mark, LY - Last Year, EI - Excess Inventory, OOS - Out of Stock



2018	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD	YTG
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Overall Markets Top 5 Products based on GM% Growth

product	GM %	GM % LY	GM Growth %
⊞ AQ 5000 Series Electron 8 5900X Desktop Processor	39.3%	35.2%	4.1%
⊞ AQ BZ 101	39.2%	36.6%	2.7%
⊞ AQ Digit SSD	39.3%	36.3%	3.0%
⊞ AQ Gamer 3	39.5%	36.5%	3.0%
⊞ AQ Neuer SSD	39.2%	37.3%	1.9%

Overall Markets Bottom 5 Products based on GM% Growth

product	GM %	GM % LY	GM Growth %
⊞ AQ Pen Drive 2 IN 1	35.4%	34.0%	1.4%
⊞ AQ Master wired x1 Ms	36.8%	36.7%	0.1%
⊞ AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	36.5%	37.2%	-0.7%
⊞ AQ 5000 Series Ultron 8 5900X Desktop Processor	36.2%	36.9%	-0.7%
⊞ AQ Marquee P4	36.1%	36.9%	-0.8%

Austria - Top & Bottom 5 Products

based on GM% Growth

market
Austria

product	GM %	GM % LY	GM Growth %
⊞ AQ 5000 Series Electron 8 5900X Desktop Processor	30.9%	29.2%	1.7%
⊞ AQ Digit SSD	31.4%	29.6%	1.8%
⊞ AQ Gamer 3	30.9%	30.4%	0.5%
⊞ AQ MB Crossx	30.8%	30.4%	0.5%
⊞ AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm	30.9%	30.5%	0.4%

product	GM %	GM % LY	GM Growth %
⊞ AQ LION x2	27.6%	28.3%	-0.6%
⊞ AQ Pen Drive 2 IN 1	25.0%	27.3%	-2.3%
⊞ AQ 5000 Series Ultron 8 5900X Desktop Processor	27.1%	30.3%	-3.2%
⊞ AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	27.5%	30.7%	-3.2%
⊞ AQ Marquee P4	26.9%	30.8%	-3.9%

