



AtliQ Hardware-Business Insights 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 %**.