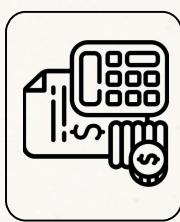


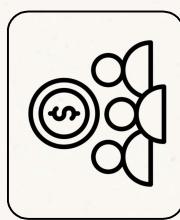


Business Insights - AtliQ Hardware



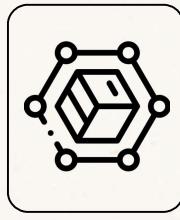
Finance

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..



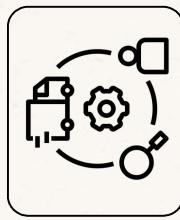
Sales

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



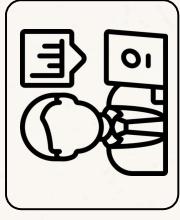
Marketing

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



Supply Chain

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



Executive View

A **top level dashboard** for executives consolidating top insights from all dimensions of business.



Region, Market	Customer
All	All

All

All

All

All

All

All

Net Sales	GM %	Net Profit %
₹ 3.74bn BM: 823.84M (+353.51%)	38.08% BM: 36.49% (+4.37%)	-13.98% BM: -0.07 (-110.77%)

All

All

All

All

All

All

Profit and Loss Statement

Line Item	2022-Est	BM	CHG	CHG %
Gross Sales	7,370.11	1,664.62	5,705.49	3.43
Pre Invoice Deduction	1,727.01	392.50	1,334.51	3.40
Net Invoice Sales	5,643.11	1,272.12	4,370.99	3.44
- Post Discounts	1,243.53	281.63	961.90	3.42
- Post Deductions	663.42	166.65	496.77	2.98
Total Post Invoice Deduction	1,906.95	448.28	1,458.67	3.25
Net Sales	3,736.16	823.84	2,912.32	3.54
- Manufacturing Cost	2,197.28	497.78	1,699.50	3.41
- Freight Cost	100.49	22.05	78.43	3.56
- Other Cost	15.52	3.39	12.14	3.58
Total COGS	2,313.29	523.22	1,790.07	3.42
Gross Margin	1,422.87	300.62	1,122.25	3.73
Gross Margin %	38.08	36.49	1.59	0.04
GM / Unit	15.76	5.99	9.77	1.63
Other_operational_expense	-1,945.30	-355.28	-1,590.02	4.48
Net profit	-522.43	-54.66	-467.77	8.56
Net profit %	-13.98	-6.63	-7.35	1.11

All

All

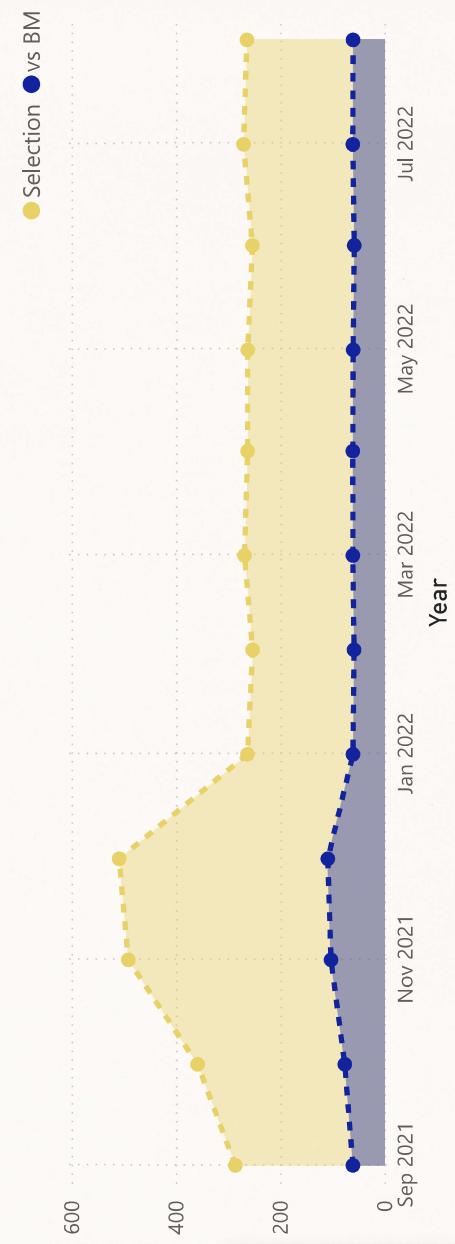
All

All

All

All

Net sales Performance Over Time



Top / Bottom Products & Customers by Net sales

segment	P & L values	P & L Change %	segment	P & L values	P & L Change %
Accessories	454.09	85.46%	Accessories	454.09	85.46%
AQ Gamers	21.03	26.22%	AQ Gamers	21.03	26.22%
AQ Gamers Ms	14.89	23.63%	AQ Gamers Ms	14.89	23.63%
AQ LION x1	12.52	987.10%	AQ LION x1	12.52	987.10%
AQ LION x2	13.90	741.43%	AQ LION x2	13.90	741.43%
AQ LION x3	17.83	746.72%	AQ LION x3	17.83	746.72%
ANlife	26.02	34.41%	ANlife	26.02	34.41%
Total	3,736.16	353.51%	Total	3,736.16	353.51%

All

All

All

All

All

All



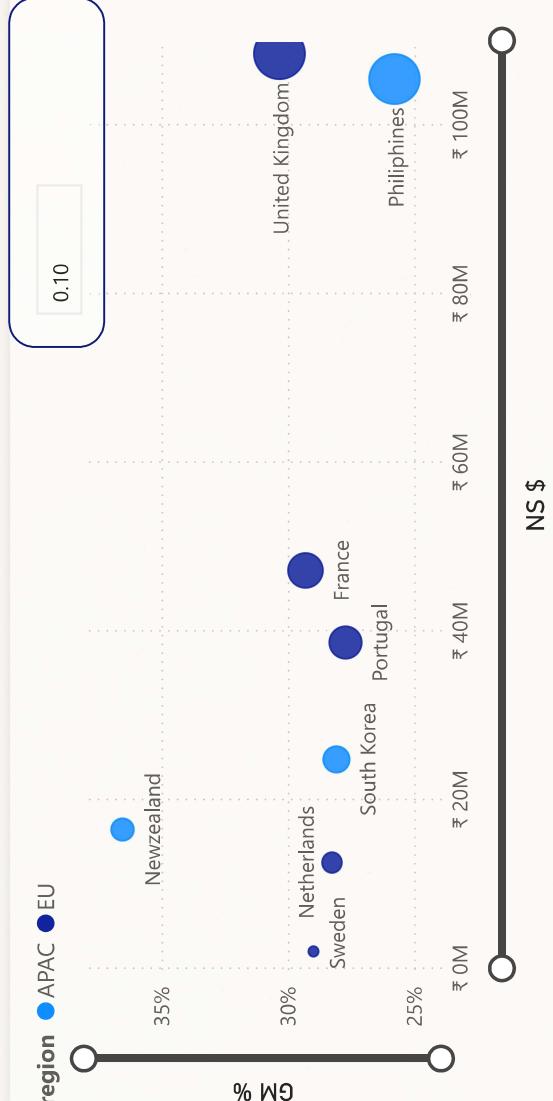


region, Market	Customer	Segment	VS LY	VS T...	2019	2020	2021	2022-Est
All	All	All	▼	▼	2019	2020	2021	2022-Est

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
All-Out	₹ 4.41M	1.68M	38.17%
Amazon	₹ 496.87M	182.76M	36.78%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.70%
Atlas Stores	₹ 17.14M	5.43M	31.66%
Atiq e Store	₹ 304.10M	112.15M	36.88%
Atiq Exclusive	₹ 361.11M	166.15M	46.01%
BestBuy	₹ 49.34M	22.15M	44.89%
Billa	₹ 6.82M	1.62M	23.80%
Boulanger	₹ 26.02M	10.39M	39.95%
Chip 7	₹ 25.62M	8.26M	32.24%

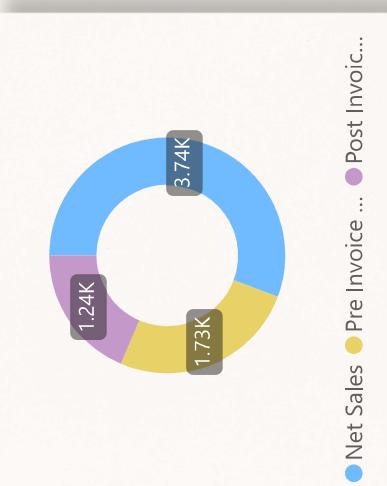
Performance Matrix



Product performance

category	NS \$	GM \$	GM %
Batteries	₹ 71.37M	26.84M	37.61%
Business Laptop	₹ 765.25M	292.87M	38.27%
External Solid State Drives	₹ 50.90M	19.55M	38.41%
Gaming Laptop	₹ 619.25M	233.85M	37.76%
Graphic Card	₹ 233.69M	87.70M	37.53%
Internal HDD	₹ 37.42M	14.33M	38.30%
Keyboard	₹ 225.24M	85.97M	38.17%
MotherBoard	₹ 101.84M	39.40M	38.69%

Unit Economics



● Total COGS ● Pre Invoice ... ● Post Invoic...





region, Market	All	Customer	Segment	Q1	Q2	Q3	Q4	YTD	YTG	2019	2020	2021	2022-Est
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81.17%

LY: 80.21% (+1.12%)

-3472.7K

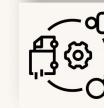
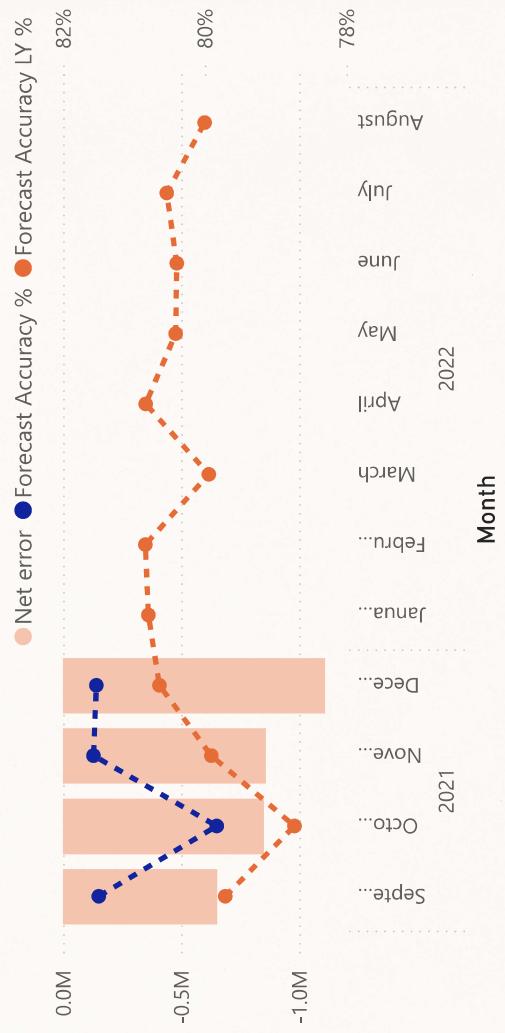
LY: -751.7K (+361.97%)

6.90M

LY: 9.78M (-29.46%)

Forecast Accuracy**Net Error %****Absolute error****Key Metrics by Customer**

Customer	Forecast Accuracy	Forecast accuracy LY %	Net error	Net error %	Risk
Atliq e Store	74.2%	74.6%	-294868	-9.6%	OOS
Amazon	73.8%	74.5%	-464694	-9.2%	OOS
Atliq Exclusive	70.4%	71.7%	-359242	-11.9%	OOS
Expert	62.9%	60.7%	-26489	-6.7%	OOS
Acclaimed Stores	57.7%	50.7%	83037	10.7%	EI
Electricalsbea Stores	55.7%	51.6%	-6352	-9.6%	OOS
Mbit	55.4%	62.3%	-43470	-22.3%	OOS
Argos (Sainsbury's)	54.8%	56.1%	-23040	-17.6%	OOS
walmart	54.8%	50.1%	84334	12.1%	EI
Staples	54.4%	49.4%	79821	11.5%	EI
Currys (Dixons Carphone)	54.3%	35.9%	8104	6.0%	EI
Flipkart	54.2%	52.6%	-13616	-1.1%	OOS
Power	54.1%	56.7%	-11212	-10.2%	OOS
Nomad Stores	53.4%	50.6%	3394	1.3%	EI

**Accuracy / Net Error Trend****Key Metrics by Product**

Segment	Forecast Accuracy %	Accuracy LY %	Risk
Networking	93.1%	90.4%	-12967
Desktop	87.5%	84.4%	78576
Accessories	87.4%	77.7%	341468
Notebook	87.2%	80.0%	-47221
Storage	71.5%	83.5%	-628266
Peripherals	68.2%	83.2%	-3204280



Region, Market
All ▾

Customer		Segment		VS LY		VS T...		Q1		Q2		Q3		Q4		YTD		YTG		2019		2020		2021		2022-Est	
All	▼	All	▼	All	▼	All	▼	Q1	Q2	Q3	Q4	YTD	YTG	YTD	YTG	2019	2020	2021	2022-Est	2019	2020	2021	2022-Est				

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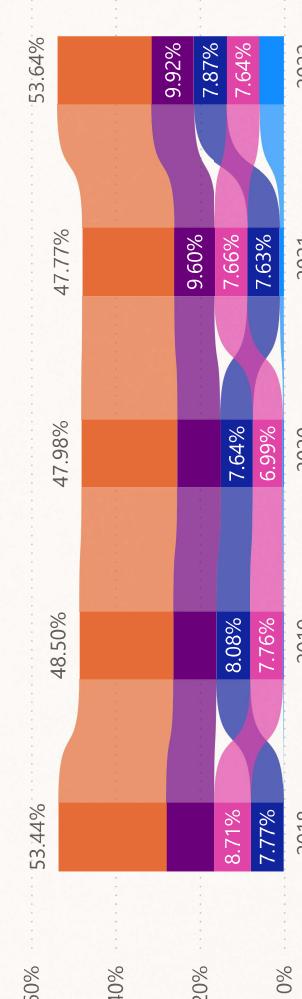
-13.98%
BM: -0.07 (-110.77%)

Net Sales

Key Insights By Sub Zone

GM % NetProfit % FA

sub_zone	NS \$	RC %	GM %	Net profit %	Atliq MS	RISK %
SE	₹ 317.8M	8.51%	37.0%	↓ -4.0%	16.4%	OOS
ROA	₹ 788.7M	21.11%	34.2%	↓ -6.3%	8.3%	OOS
NE	₹ 457.7M	12.25%	32.8%	↓ -18.1%	6.8%	OOS
NA	₹ 1,022.1M	27.36%	45.0%	↓ -14.2%	4.9%	El
LATAM	₹ 14.8M	0.40%	35.0%	↓ -2.9%	0.3%	El
India	₹ 945.3M	25.30%	35.8%	-23.0%	13.3%	OOS
ANZ	₹ 189.8M	5.08%	43.5%	-7.4%	1.4%	OOS
Total	₹ 3,736.2M	100.00%	38.1%	-14.0%	5.9%	OOS



product

AQ HOME Allin1 Gen 2 5.70% 38.08%

AQ BZ Allin1 Gen 2 5.42% 38.51%

AQ Smash 2 4.13% 37.40%

AQ Home Allin1 4.13% 38.71%

AQ Smash 1 3.81% 37.43%

Total 38.23% 39.19%

Total 38.19% 38.06%

customer RC % GM %

Amazon 13.30% 36.78%

Atliq e Store 8.14% 36.88% ↓

Atliq Exclusive 9.67% 46.01%

Flipkart 3.71% 42.14%

Sapna 2.42% 21.52% ↓

Total 38.23% 39.19%

Total 38.19% 38.06%

manufacturer atliq bp date innovo pacer

