AtliQ Hardwares

FILTERS

Platform	All
Channel	All
Market	All
Customer	All
Fiscal_year	2019

Market Performance Report(2019)
*All values are in INI

	Quarters													
	Q1			Q2			Q3			Q4				Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	₹ 6.5 M	₹ 8.0 M	₹ 10.7 M	₹ 11.4 M	₹ 6.5 M	₹ 6.1 M	₹ 6.4 M	₹ 6.3 M	₹ 6.5 M	₹ 6.2 M	₹ 6.5 M	₹ 6.3 M		₹ 87.5 M
COGS	₹ 3.8 M	₹ 4.7 M	₹ 6.3 M	₹ 6.7 M	₹ 3.9 M	₹ 3.5 M	₹ 3.8 M	₹ 3.7 M	₹ 3.8 M	₹ 3.6 M	₹ 3.8 M	₹ 3.7 M		₹ 51.2 M
Gross Margin	₹ 2.6 M	₹ 3.4 M	₹ 4.5 M	₹ 4.7 M	₹ 2.7 M	₹ 2.6 M	₹ 2.7 M	₹ 2.6 M	₹ 2.6 M	₹ 2.6 M	₹ 2.7 M	₹ 2.6 M		₹ 36.2 M
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%		41.43%

FILTERS

Platform	All
Channel	All
Market	All
Customer	All
Fiscal_year	2020

Market Performance Report(2020)
*All values are in INI

	Quarters													
	Q1			Q2			Q3			Q4				Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	₹ 17.1 M	₹ 20.6 M	₹ 28.7 M	₹ 29.9 M	₹ 17.1 M	₹ 15.9 M	₹ 2.1 M	₹ 7.8 M	₹ 9.9 M	₹ 14.9 M	₹ 16.1 M	₹ 16.5 M		₹ 196.7 M
COGS	₹ 10.6 M	₹ 12.8 M	₹ 18.1 M	₹ 18.9 M	₹ 10.7 M	₹ 9.9 M	₹ 1.3 M	₹ 4.8 M	₹ 6.2 M	₹ 9.3 M	₹ 10.2 M	₹ 10.5 M		₹ 123.4 M
Gross Margin	₹ 6.5 M	₹ 7.8 M	₹ 10.6 M	₹ 11.0 M	₹ 6.5 M	₹ 6.0 M	₹ .8 M	₹ 2.9 M	₹ 3.7 M	₹ 5.5 M	₹ 5.9 M	₹ 6.1 M		₹ 73.3 M
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%		37.28%

FILTERS

Platform	All
Channel	All
Market	All
Customer	All
Fiscal_year	2021

Market Performance Report(2020)
*All values are in INI

	Quarters													
	Q1			Q2			Q3			Q4				Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	₹ 44.8 M	₹ 54.6 M	₹ 74.3 M	₹ 78.1 M	₹ 44.8 M	₹ 41.8 M	₹ 44.0 M	₹ 43.5 M	₹ 44.4 M	₹ 41.5 M	₹ 44.0 M	₹ 43.0 M		₹ 598.9 M
COGS	₹ 28.4 M	₹ 34.7 M	₹ 47.4 M	₹ 49.8 M	₹ 28.4 M	₹ 26.5 M	₹ 28.0 M	₹ 27.7 M	₹ 28.1 M	₹ 26.4 M	₹ 28.0 M	₹ 27.4 M		₹ 380.7 M
Gross Margin	₹ 16.4 M	₹ 19.9 M	₹ 27.0 M	₹ 28.3 M	₹ 16.4 M	₹ 15.3 M	₹ 16.0 M	₹ 15.8 M	₹ 16.3 M	₹ 15.1 M	₹ 16.0 M	₹ 15.6 M		₹ 218.2 M
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%		36.43%

Net Sales Comparison

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
2021 vs 2020	162%	165%	159%	161%	161%	162%	1982%	461%	347%	179%	174%	160%	204%
2020 vs 2019	165%	157%	167%	161%	163%	162%	-67%	23%	53%	141%	148%	162%	125%