

₹984.8M

Revenue

2.4M

Sales Qty

2017

2018

2019

2020

Jun/17

Jul/17

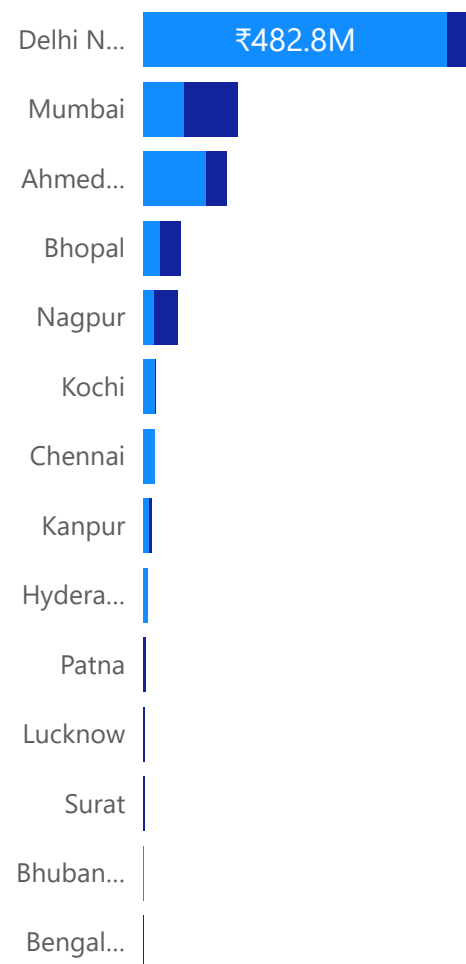
Aug/17

Sep/17



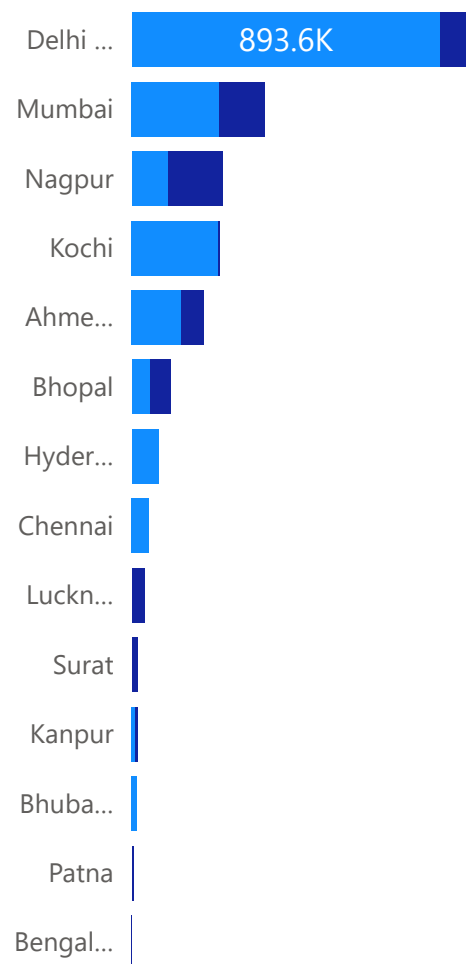
Revenue by Market

customer_type Brick & Mortar E-Commerce

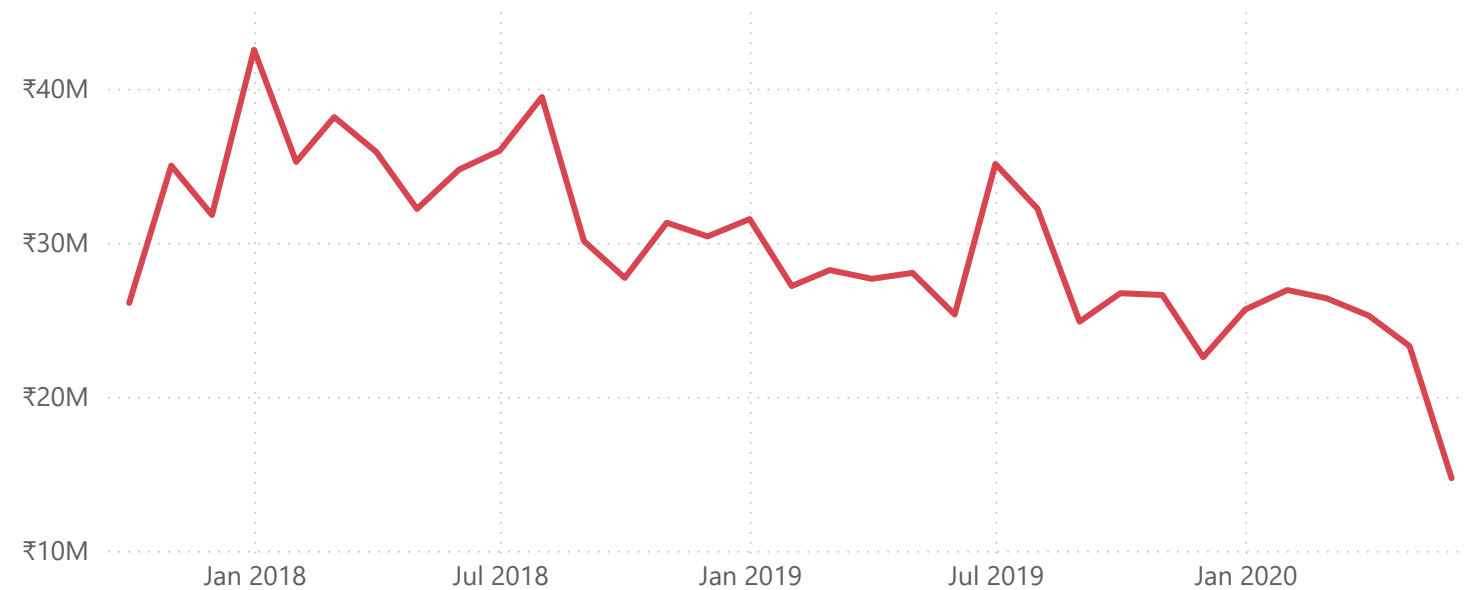


Sales Qty by Market

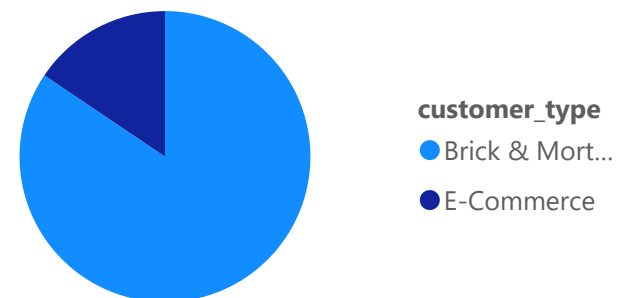
customer_type Brick & Mortar E-Commerce



Revenue Trend

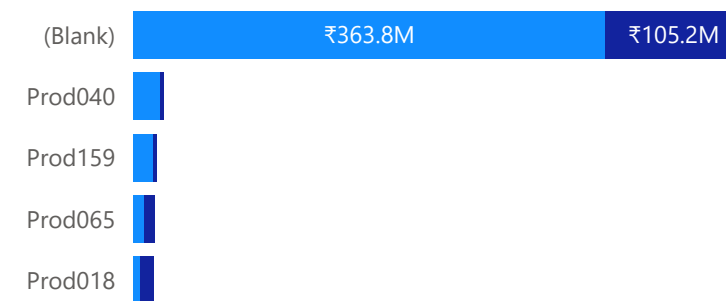


Revenue by Customer Type



Top 5 Products by Revenue

customer_type Brick & Mortar E-Commerce



₹985M

Revenue

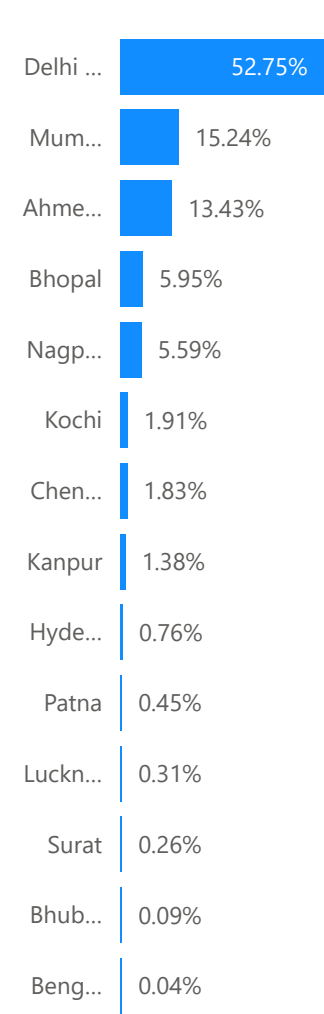
2M

Sales Qty

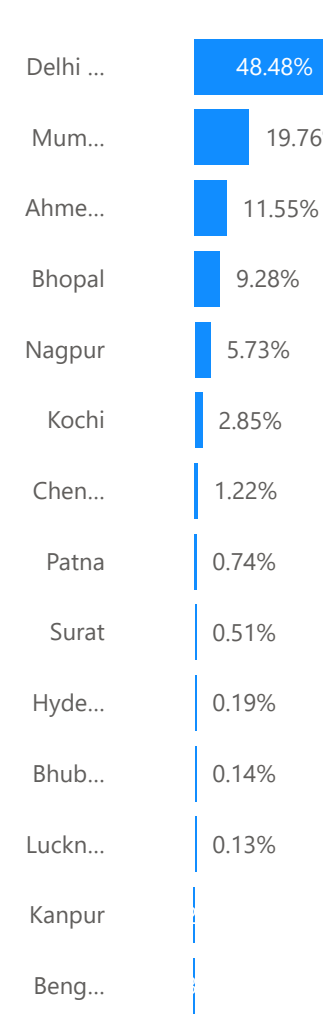
₹24.7M

Total Profit Margin

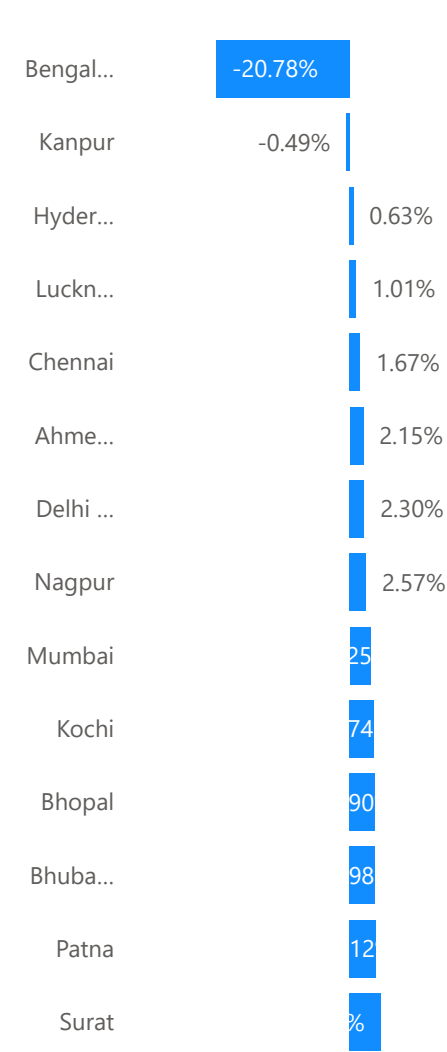
Revenue Contribution % by Market



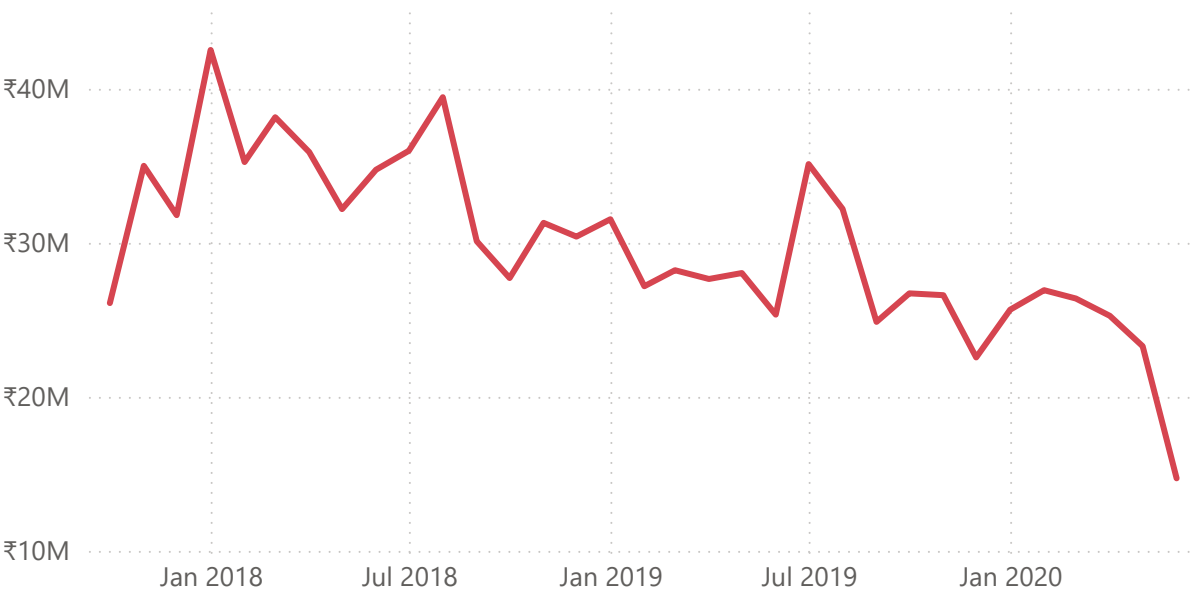
Profit Contribution % by Market



Profit % by Market



Revenue Trend



| custmer_name | Revenue | Revenue Contribution % | Profit Margin % | Profit Margin Co |
|-----------------------|----------------|------------------------|-----------------|------------------|
| Electricalsara Stores | ₹413,333,588.0 | 41.97% | 2.25% | |
| Electricalslytical | ₹49,644,189.0 | 5.04% | 3.40% | |
| Excel Stores | ₹49,115,620.0 | 4.99% | 1.38% | |
| Premium Stores | ₹44,906,666.0 | 4.56% | 2.35% | |
| Nixon | ₹43,893,083.0 | 4.46% | 4.07% | |
| Info Stores | ₹35,100,033.0 | 3.56% | 0.90% | |
| Control | ₹31,771,997.0 | 3.23% | 2.60% | |
| Surge Stores | ₹28,648,916.0 | 2.91% | 2.29% | |
| Acclaimed Stores | ₹21,196,727.0 | 2.15% | 1.51% | |
| Forward Stores | ₹21,026,079.0 | 2.14% | 2.67% | |
| Epic Stores | ₹18,750,440.0 | 1.90% | 1.76% | |
| Nomad Stores | ₹17,739,351.0 | 1.80% | 2.89% | |
| Total | ₹984,813,463.0 | 100.00% | 2.50% | |

₹985M

Revenue

2M

Sales Qty

₹24.7M

Total Profit Margin

Profit Target

3%

2017

2018

2019

2020

Jun/17

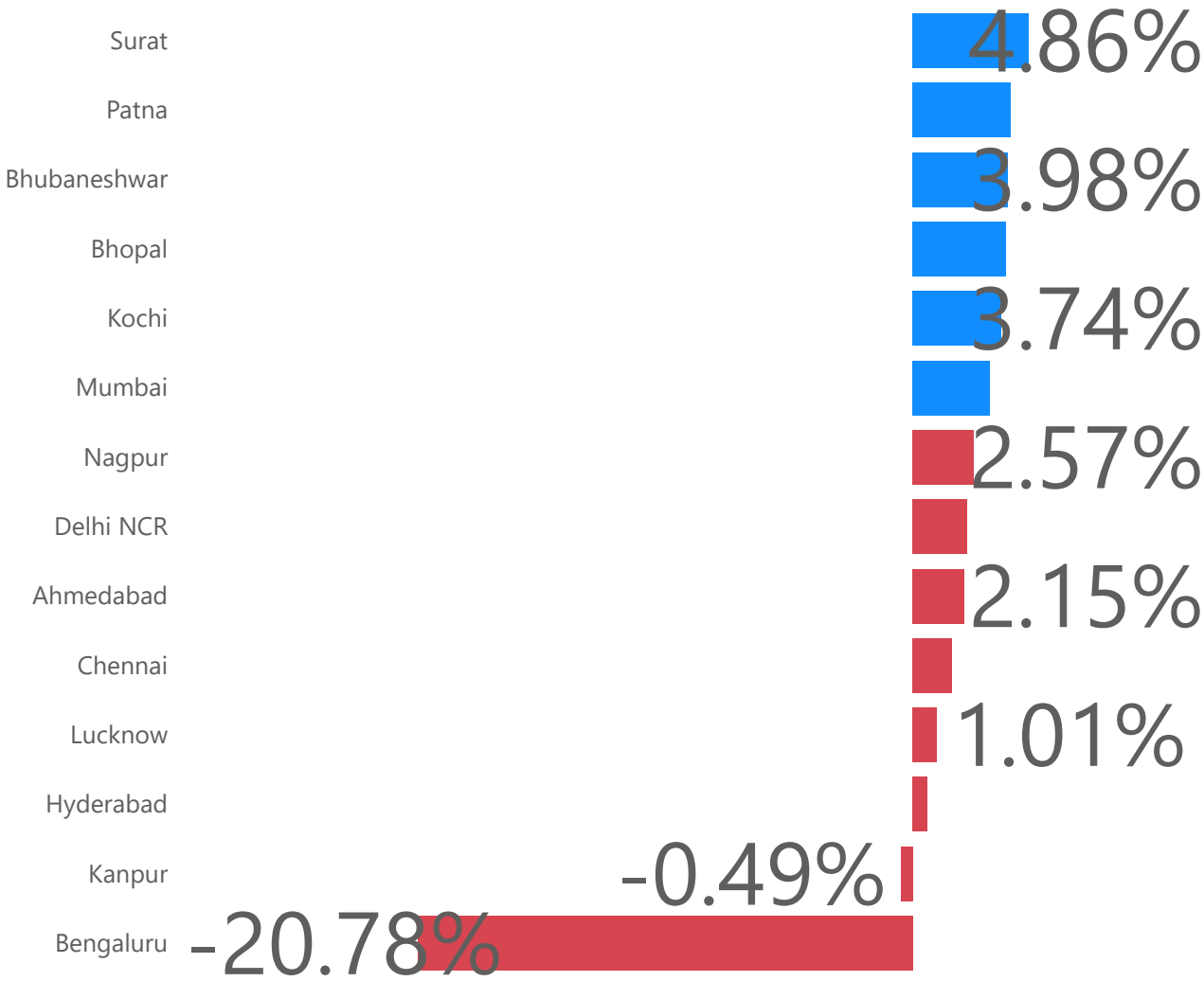
Jul/17

Aug/17

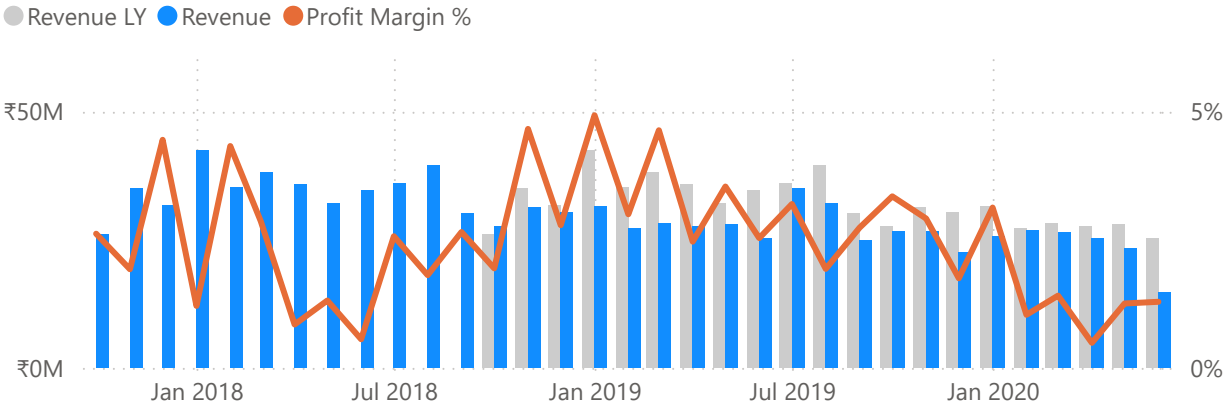
Sep/17

>

Profit Margin % by Market



Revenue Trend



| customer_name | Revenue | Revenue Contribution % | Profit Margin % | Profit Margin Co |
|-----------------------|----------------|------------------------|-----------------|------------------|
| Electricalsara Stores | ₹413,333,588.0 | 41.97% | 2.25% | |
| Electricalslytical | ₹49,644,189.0 | 5.04% | 3.40% | |
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| Forward Stores | ₹21,026,079.0 | 2.14% | 2.67% | |
| Epic Stores | ₹18,750,440.0 | 1.90% | 1.76% | |
| Nomad Stores | ₹17,739,351.0 | 1.80% | 2.89% | |
| Total | ₹984,813,463.0 | 100.00% | 2.50% | |

₹27M

Revenue

73K

Sales Qty

₹279.0...

Total Profit Margin

Revenue Target

1%

2020

Jan/20

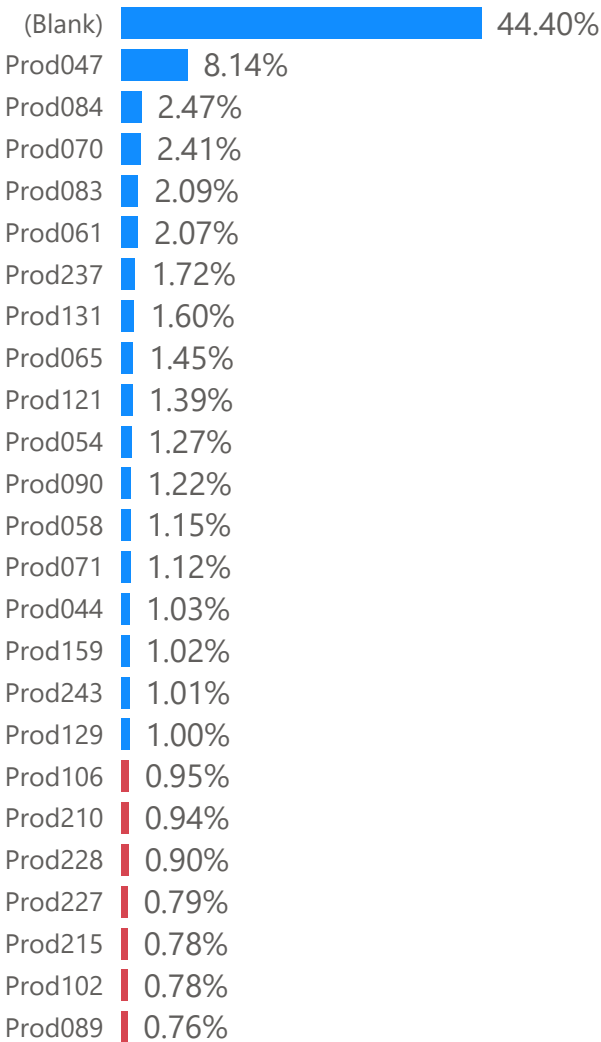
Feb/20

Mar/20

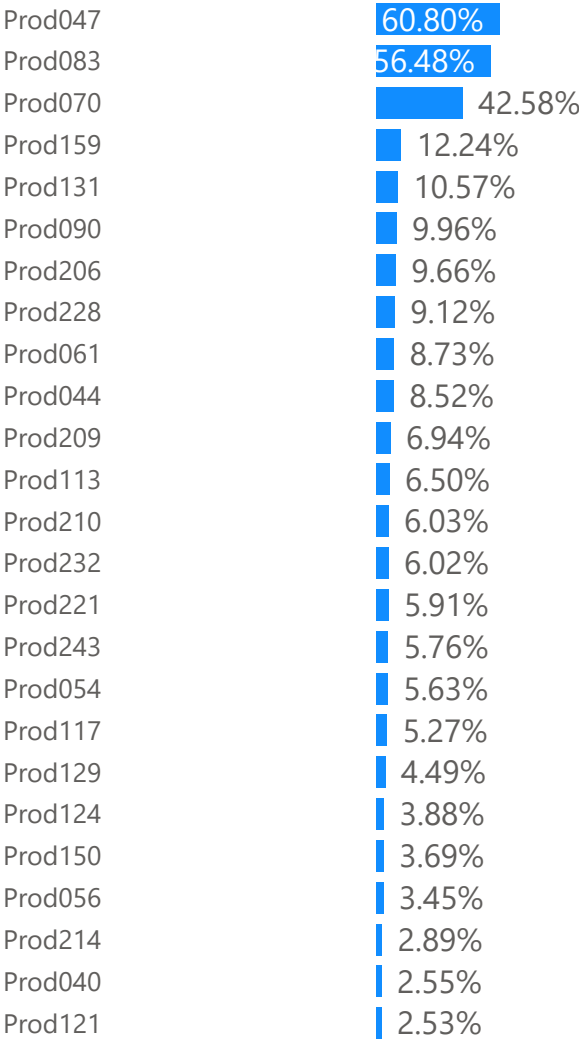
Apr/20

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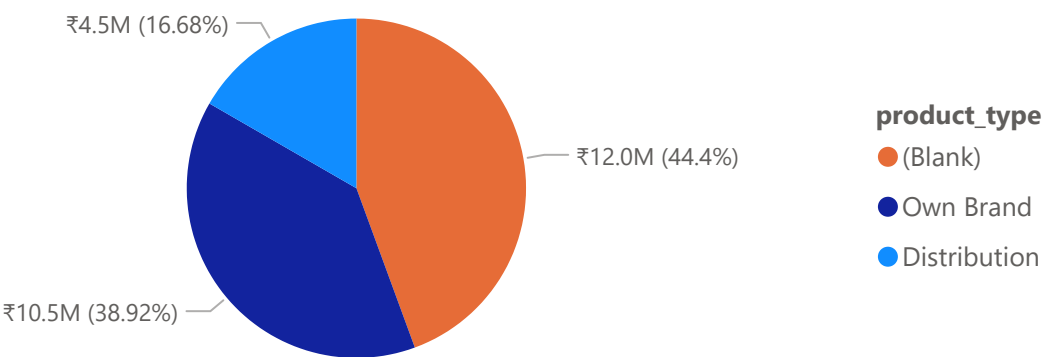
Revenue Contribution % by Product



Profit Margin Contribution % by Product



Revenue by Product Type



| product_code | product_type | Revenue | Revenue Contribution % | Profit Margin % | Profit Marg |
|--------------|--------------|---------------|------------------------|-----------------|-------------|
| Prod047 | Own Brand | ₹2,191,474.0 | 8.14% | 7.74% | |
| Prod083 | Own Brand | ₹562,731.0 | 2.09% | 28.00% | |
| Prod070 | Distribution | ₹648,889.0 | 2.41% | 18.30% | |
| Prod159 | Distribution | ₹273,335.0 | 1.02% | 12.49% | |
| Prod131 | Distribution | ₹430,869.0 | 1.60% | 6.85% | |
| Prod090 | Own Brand | ₹328,542.0 | 1.22% | 8.45% | |
| Prod206 | Distribution | ₹183,565.0 | 0.68% | 14.68% | |
| Prod228 | Own Brand | ₹242,339.0 | 0.90% | 10.49% | |
| Prod061 | Own Brand | ₹557,172.0 | 2.07% | 4.37% | |
| Prod044 | Own Brand | ₹276,388.0 | 1.03% | 8.60% | |
| Prod209 | Own Brand | ₹143,383.0 | 0.53% | 13.50% | |
| Prod113 | Distribution | ₹190,500.0 | 0.71% | 9.51% | |
| Total | | ₹26,924,799.0 | 100.00% | 1.04% | |