

AtliQ Hardware



Filter

region	All
market	All
division	All

Customer Net Sales Performance

Customer	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378%
All-Out		0.2M	0.8M	496%
Amazon	12.2M	37.5M	82.1M	219%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306%
Atlas Stores	0.2M	0.7M	3.2M	470%
AtliQ e Store	7.2M	23.7M	53.0M	224%
AtliQ Exclusive	9.6M	17.7M	61.1M	346%
BestBuy	0.9M	1.8M	6.3M	356%
Boulanger	0.2M	0.8M	4.1M	493%
Chip 7	0.6M	1.3M	5.5M	416%
Chiptec		0.4M	3.0M	722%
Control	0.9M	2.2M	7.7M	349%
Coolblue	0.5M	1.2M	4.2M	360%
Costco	1.1M	2.8M	9.3M	337%
Croma	1.7M	2.5M	7.5M	305%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	247%
Digimarket	0.8M	1.7M	4.1M	241%
Ebay	2.6M	6.3M	15.2M	242%
Electricalsara Stores	0.1M	0.6M	1.9M	286%
Electricalsbea Stores		0.1M	0.7M	505%
Electricalslance Stores	0.1M	0.7M	2.3M	313%
Electricalslytical	1.8M	2.6M	11.9M	457%
Electricalsociety	2.3M	3.5M	12.4M	359%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535%
Elite	0.4M	0.8M	4.1M	496%
Elkjøp	0.5M	1.3M	5.2M	392%
Epic Stores	0.4M	0.9M	4.2M	446%
Euronics	0.4M	0.9M	3.9M	445%
Expert	0.8M	1.8M	6.4M	364%
Expression	1.7M	3.0M	9.8M	328%
Ezone	1.5M	2.0M	7.9M	392%
Flawless Stores	0.1M	0.5M	1.8M	396%
Flipkart	2.9M	8.3M	19.3M	231%
Fnac-Darty	0.5M	0.8M	2.9M	350%
Forward Stores	0.6M	1.5M	4.1M	272%
Girias	1.5M	2.1M	8.7M	419%
Info Stores	0.1M	0.5M	1.8M	384%
Insight	0.4M	1.0M	2.8M	272%
Integration Stores		0.2M	1.4M	887%
Leader	4.7M	6.0M	18.8M	315%
Logic Stores	0.2M	0.9M	4.8M	515%
Lotus	1.5M	2.1M	8.1M	383%



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Neptune	1.0M	3.4M	16.1M	471%
Nomad Stores	0.5M	1.6M	4.0M	247%
Notebillig	0.2M	0.4M	1.1M	287%
Nova		0.0M	0.4M	2665%
Novus	1.9M	3.7M	9.9M	264%
Otto	0.3M	0.4M	1.2M	299%
Premium Stores	0.5M	1.1M	3.9M	353%
Propel	1.6M	2.5M	10.8M	441%
Radio Popular	0.5M	1.5M	5.3M	363%
Radio Shack	0.8M	1.7M	5.4M	312%
Reliance Digital	1.6M	2.6M	9.7M	378%
Relief	0.4M	1.0M	4.1M	404%
Sage	4.8M	6.4M	20.7M	322%
Saturn	0.2M	0.4M	1.2M	310%
Sorefoz	0.6M	1.1M	4.7M	434%
Sound	0.6M	1.7M	4.4M	260%
Staples	1.2M	2.9M	8.8M	307%
Surface Stores	0.1M	0.5M	2.1M	399%
Synthetic	1.9M	4.4M	12.2M	276%
Taobao	0.2M	1.3M	3.3M	249%
UniEuro	0.6M	1.6M	7.3M	457%
Vijay Sales	1.7M	2.1M	8.5M	398%
Viveks	1.6M	2.2M	7.8M	348%
walmart	1.3M	2.6M	9.7M	370%
Zone	0.3M	1.6M	5.3M	336%
Grand Total	87.5M	196.7M	598.9M	304%

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Filter

region	All
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Market

Performance vs Target

All values are in USD

Country	2019	2020	2021	2021-Target	2021-Target %
Australia	3.9M	10.7M	21.0M	-2.2M	\$ -0.11
Austria		0.1M	2.8M	-0.3M	\$ -0.12
Bangladesh	0.5M	2.3M	7.0M	-0.7M	\$ -0.10
Canada	4.8M	12.2M	35.1M	-5.1M	\$ -0.14
China	1.4M	5.4M	22.9M	-2.1M	\$ -0.09
France	4.0M	7.5M	25.9M	-2.2M	\$ -0.08
Germany	2.6M	4.7M	12.0M	-1.5M	\$ -0.13
India	30.8M	49.8M	161.3M	-9.6M	\$ -0.06
Indonesia	2.5M	6.2M	18.4M	-2.4M	\$ -0.13
Italy	2.9M	4.5M	11.7M	-1.0M	\$ -0.09
Japan		1.9M	7.9M	-0.3M	\$ -0.04
Netherlands	0.2M	3.4M	8.0M	-0.7M	\$ -0.08
Newzealand		2.0M	11.4M	-1.4M	\$ -0.12
Norway		2.5M	13.7M	-1.4M	\$ -0.10
Pakistan	0.6M	4.7M	5.7M	-0.5M	\$ -0.09
Philiphines	5.7M	13.4M	31.9M	-2.5M	\$ -0.08
Poland	0.4M	2.8M	5.2M	-0.9M	\$ -0.18
Portugal	0.7M	3.6M	11.8M	-0.5M	\$ -0.04
South Korea	12.8M	17.3M	49.0M	-4.4M	\$ -0.09
Spain		1.8M	12.6M	-1.8M	\$ -0.14
Sweden	0.1M	0.2M	1.8M	-0.2M	\$ -0.11
United Kingdom	2.0M	8.1M	34.2M	-3.0M	\$ -0.09
USA	11.5M	31.9M	87.8M	-10.2M	\$ -0.12
Grand Total	87.5M	196.7M	598.9M	-54.9M	\$ -0.09

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Filter

Division Level Report	
All values are in USD	
region	All
customer	All

Product	2020	2021	2021 vs 2020
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%

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New Product - 2021

All values are in USD

Product	2021
AQ Electron 4 3600 Desktop Processor	19.4M
AQ GT 21	4.4M
AQ Home Allin1	5.2M
AQ LION x1	0.8M
AQ LION x2	0.9M
AQ LION x3	1.2M
AQ Mx NB	1.4M
AQ Pen Drive DRC	3.8M
AQ Smash 2	11.2M
AQ Zion Saga	3.6M
Grand Total	52.0M

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Filter

region	All
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Top 5 Country

All values are in USD

Product	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	367.2M

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Filter

region	All
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Top 10 Products

All values are in USD

Product	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
Grand Total	6.4M	52.0M	808.0%

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Filter

region	All
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Product	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
Grand Total	19.0M

Top 5 Product

Filter

region	All
customer	All
division	All

Product	Qty
AQ Gamer 1	0.1K
AQ GEN Z	0.1K
AQ Home Allin1	0.0K
AQ HOME Allin1 Gen 2	0.0K
AQ Smash 2	0.0K
Grand Total	0.2K

Bottom 5 Product

**FILTERS**

region	All
sub_zone	All
FY	2021

**P & L
for Markets**

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philippines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%

**FILTER**

market All
region All
division All
customer All

P & L**By Fiscal Year**

All values in INR

Note : 21 vs 20 is not part of Pivot Table

Values	Fiscal Year			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
cogs	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%