

SALES INSIGHTS

₹985M

2.43M

REVENUE

Sales Qty

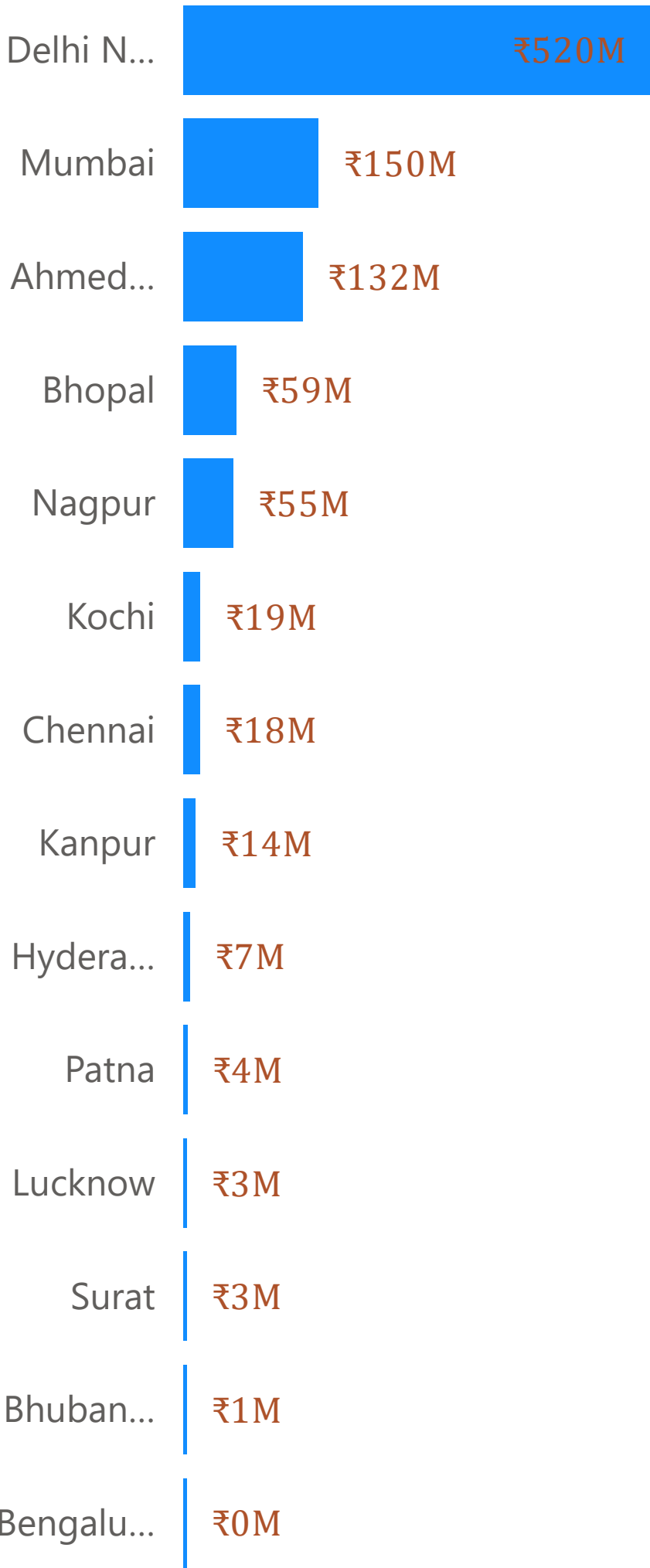
Year

- 2017
- 2018
- 2019
- 2020

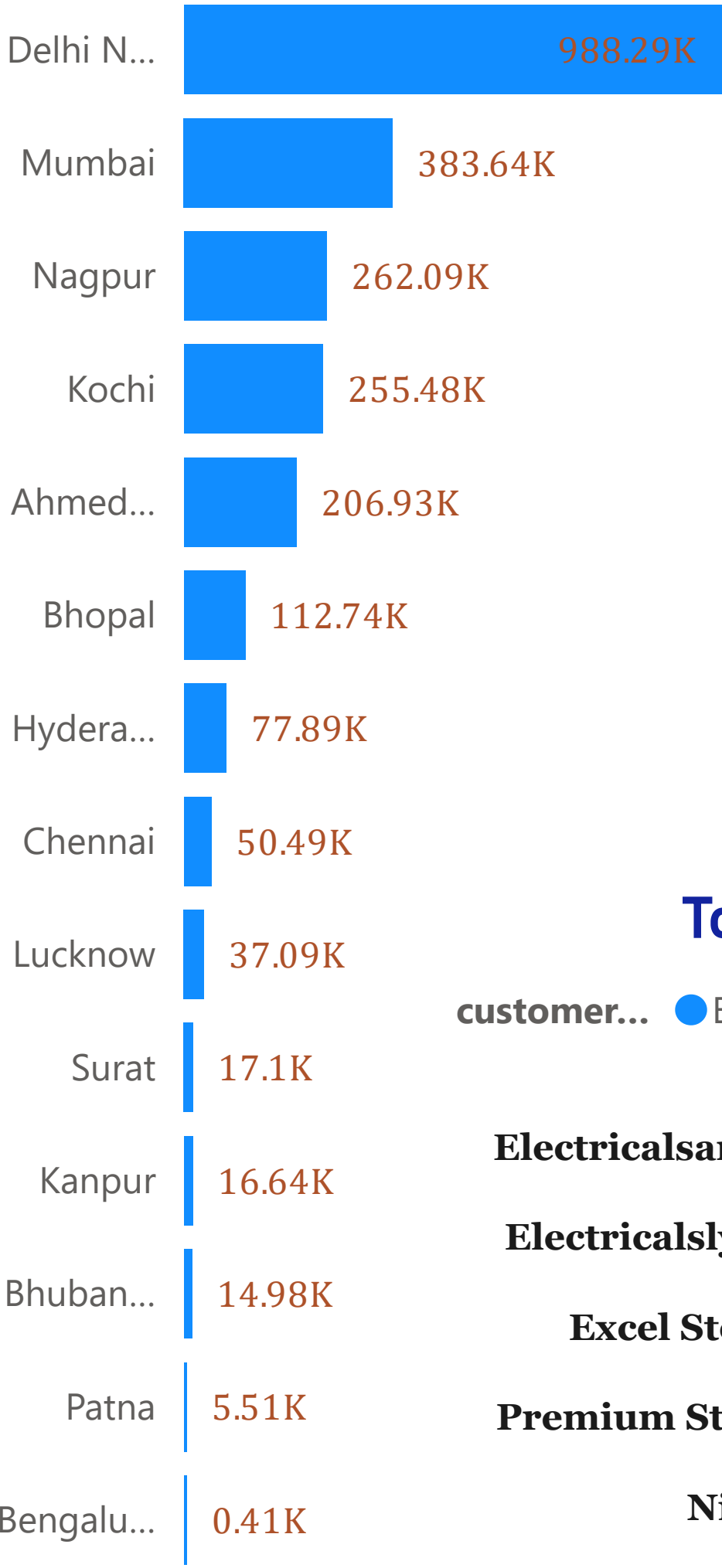
Months

- Jun 17
- Jul 17
- Aug 17
- Sep 17
- Oct 17
- Nov 17
- >

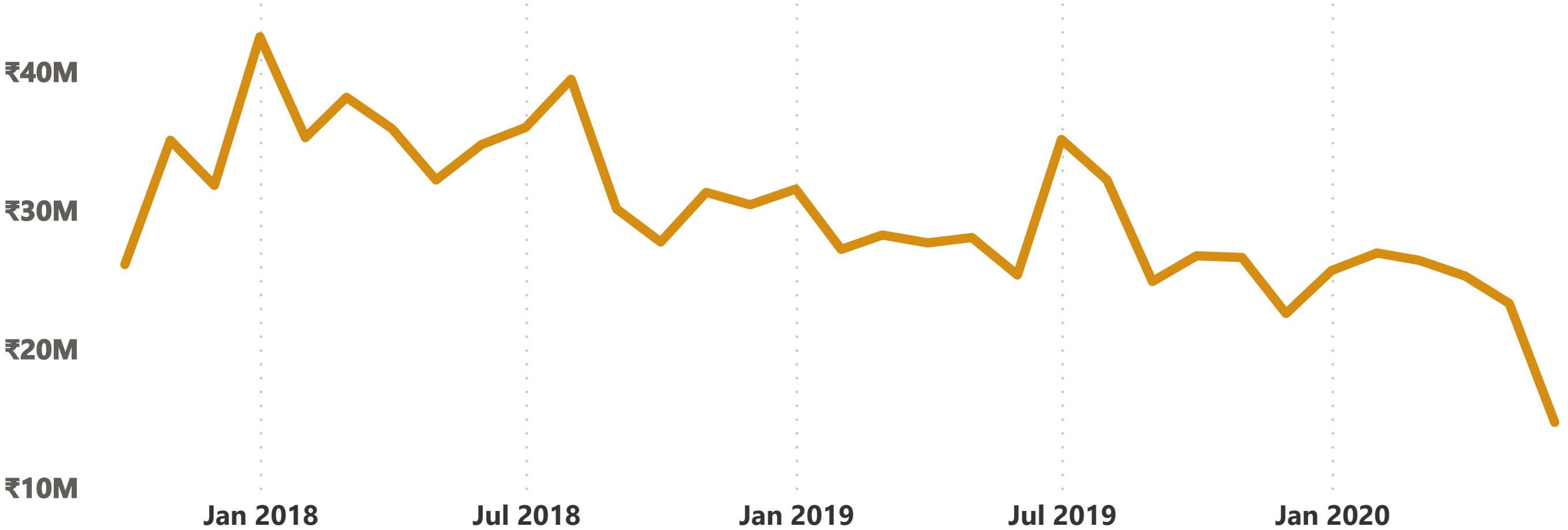
RENEVUE by Region



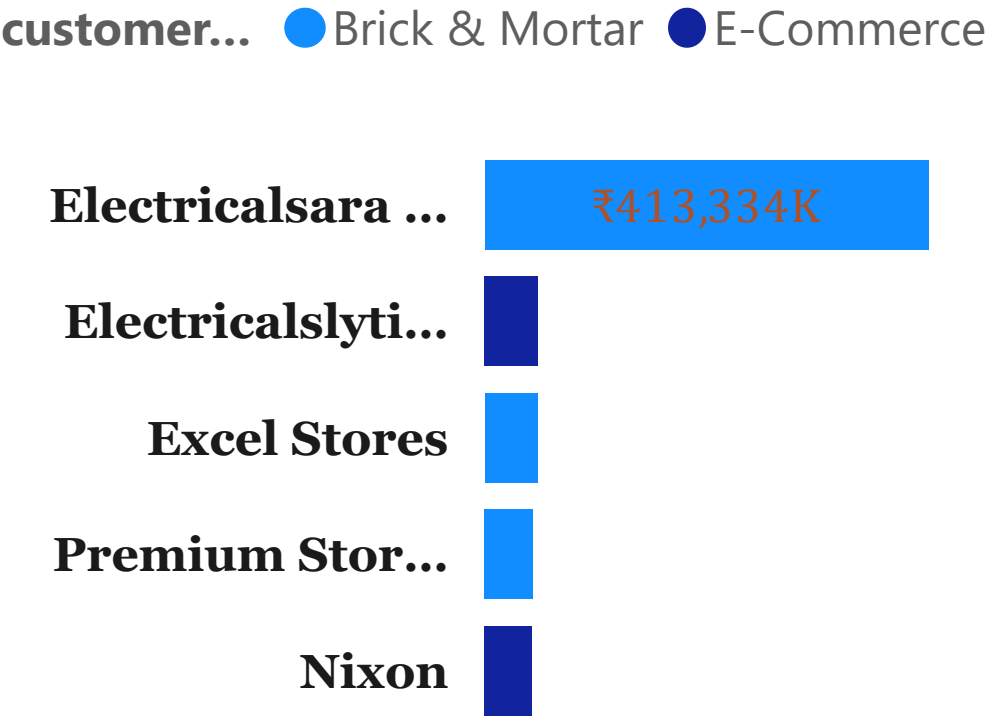
Sales Qty by Region



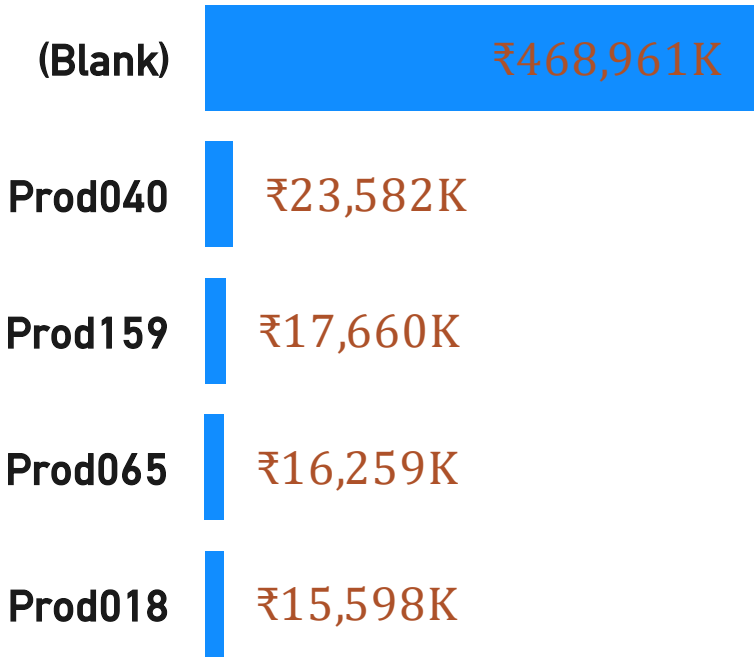
RENEVUE TREND



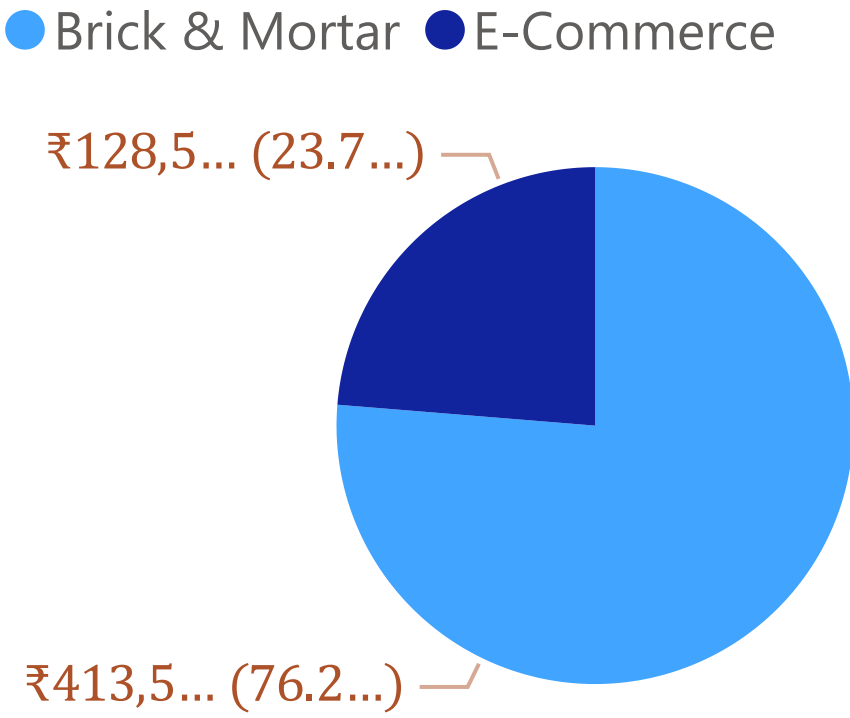
Top 5 Customers



Top 5 Product Code



Brick & Mortar v/s E-Commerce



PROFIT INSIGHTS

₹24.7M

2.5%

Total Profit MarginProfit Margin %

Year

2017201820192020

Months

Jun 17Jul 17Aug 17Sep 17Oct 17Nov 17

PROFIT MARGIN TREND

PM % by Region

PM Contribution %

Revenue Contribution %

Surat	4.9%	Delhi ...	48.48%	Delhi ...	52.76%
Patna	4.1%	Mum...	19.76%	Mum...	15.24%
Bhub...	4.0%	Ahme...	11.55%	Ahme...	13.43%
Bhopal	3.9%	Bhopal	9.28%	Bhopal	5.95%
Kochi	3.7%	Nagpur	5.73%	Nagpur	5.59%
Mum...	3.2%	Kochi	2.85%	Kochi	1.91%
Nag...	2.6%	Chen...	1.22%	Chen...	1.83%
Delhi...	2.3%	Patna	0.74%	Kanpur	1.38%
Ahm...	2.2%	Surat	0.51%	Hyder...	0.76%
Chen...	1.7%	Hyder...	0.19%	Patna	0.45%
Luck...	1.0%	Bhub...	0.14%	Luckn...	0.31%
Hyde...	0.6%	Luckn...	0.13%	Surat	0.26%
Kanpur	-0.5%	Kanpur	-0.27%	Bhub...	0.09%
Beng...	-20.8%	Beng...	-0.31%	Beng...	0.04%

Customer Name	REVENUE	Revenue Contribution %	PM Contribution %	Profit Margin %
Accclaimed Stores	₹21,196,727	2.15%	1.30%	1.5%
All-Out	₹6,068,432	0.62%	0.63%	2.5%
Atlas Stores	₹16,666,713	1.69%	1.20%	1.8%
Control	₹31,771,997	3.23%	3.35%	2.6%
Electricalsara Stores	₹413,333,588	41.97%	37.75%	2.3%
Electricalsbea Stores	₹336,367	0.03%	0.01%	0.8%
Electricalslance Stores	₹1,868,461	0.19%	-0.15%	-2.0%
Electricalslytical	₹49,644,189	5.04%	6.85%	3.4%
Electricalsocity	₹17,489,935	1.78%	2.94%	4.1%
Electricalsopedia Stores	₹10,281,203	1.04%	1.34%	3.2%
Electricalsquipo Stores	₹1,330,361	0.14%	0.36%	6.6%
elite	₹4,837,239	0.49%	0.86%	4.4%
pic Stores	₹18,750,440	1.90%	1.33%	1.8%
xcel Stores	₹49,115,620	4.99%	2.76%	1.4%
xpression	₹430,368	0.04%	0.06%	3.5%
lawless Stores	₹9,156,412	0.93%	1.27%	3.4%
orward Stores	₹21,026,079	2.13%	2.27%	2.7%
rafo Stores	₹35,100,033	3.56%	1.28%	0.9%
total	₹984,868,963	100.00%	100.00%	2.5%

PROFORMANCE INSIGHTS

Profit Target

-2.0%



₹24.7M

Total Profit Margin

Revenue Contribution %

North

68.60%

Central

26.78%

South

4.63%

Year

2017

2018

2019

2020

Months

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

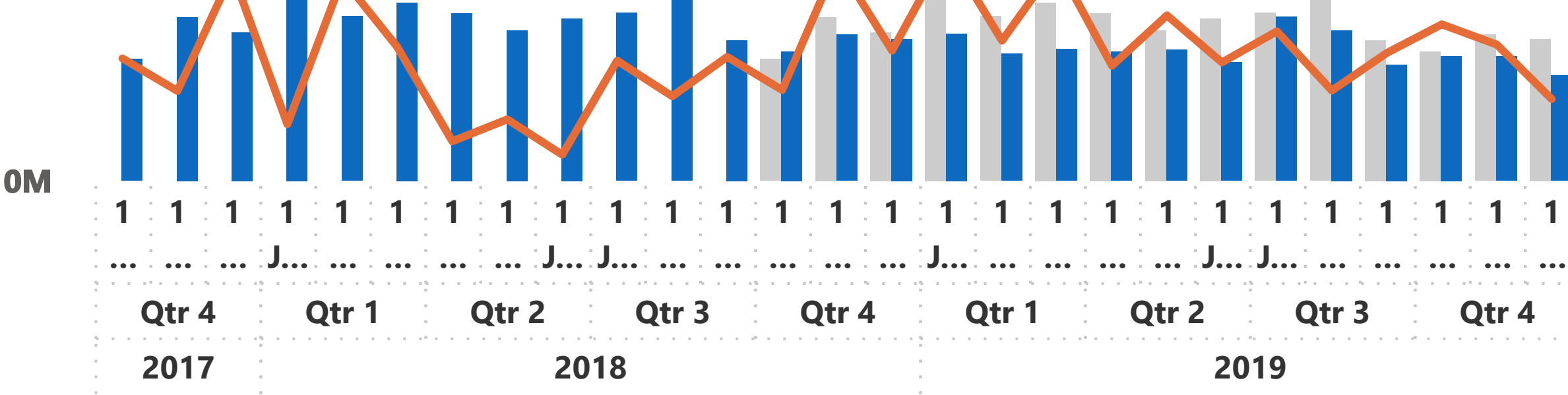
Nov 17



RENEVUE TREND

Revenue LY REVENUE Profit Margin %

50M



custmer_name	REVENUE	Revenue Contribution %	PM Contribution %	Profit Margin %
Electricalsara Stores	₹413,333,588	41.97%	37.75%	2.3%
Electricalslytical	₹49,644,189	5.04%	6.85%	3.4%
Excel Stores	₹49,115,620	4.99%	2.76%	1.4%
Premium Stores	₹44,962,166	4.57%	4.27%	2.3%
Nixon	₹43,893,083	4.46%	7.24%	4.1%
Info Stores	₹35,100,033	3.56%	1.28%	0.9%
Control	₹31,771,997	3.23%	3.35%	2.6%
Surge Stores	₹28,648,916	2.91%	2.66%	2.3%
Acclaimed Stores	₹21,196,727	2.15%	1.30%	1.5%
Forward Stores	₹21,026,079	2.13%	2.27%	2.7%
Epic Stores	₹18,750,440	1.90%	1.33%	1.8%
Nomad Stores	₹17,739,351	1.80%	2.08%	2.9%
Electricalsocity	₹17,489,935	1.78%	2.94%	4.1%
Modular	₹17,379,851	1.76%	1.83%	2.6%
Atlas Stores	₹16,666,713	1.69%	1.20%	1.8%
Total	₹984,868,963	100.00%	100.00%	2.5%