

## Customer Performance Report

### Filter

region	All
market	All
division	All
FY year	2019
customer	All

### P & L

#### By fiscal year

All values in Rupee  
Do not modify the pivot table

Note:-

Values	Fiscal Year			
	Q1		Q2	
	Sep	Oct	Nov	Dec
Sum of net_sales_amount	₹ 6.46M	₹ 8.04M	₹ 10.74M	₹ 11.44M
COGS	₹ 3.82M	₹ 4.7M	₹ 6.3M	₹ 6.7M
Gross Margin	₹ 2.64M	₹ 3.4M	₹ 4.5M	₹ 4.7M
GM %	40.87%	41.97%	41.49%	41.39%

region	All
market	All
division	All
FY year	2020
customer	All

### P & L

#### By fiscal year

All values in Rupee

Values	Fiscal Year			
	Q1		Q2	
	Sep	Oct	Nov	Dec
Sum of net_sales_amount	₹ 17.10M	₹ 20.63M	₹ 28.69M	₹ 29.90M
COGS	₹ 10.64M	₹ 12.8M	₹ 18.1M	₹ 18.9M
Gross Margin	₹ 6.46M	₹ 7.8M	₹ 10.6M	₹ 11.0M
GM %	37.77%	37.78%	37.04%	36.81%

region	All
market	All
division	All
FY year	2021
customer	All

### P & L

#### By fiscal year

All values in Rupee

Values	Fiscal Year			
	Q1		Q2	
	Sep	Oct	Nov	Dec
Sum of net_sales_amount	₹ 44.82M	₹ 54.59M	₹ 74.34M	₹ 78.06M

# AtliQ Hardware



COGS	₹ 28.39M	₹ 34.7M	₹ 47.4M	₹ 49.8M
Gross Margin	₹ 16.43M	₹ 19.9M	₹ 27.0M	₹ 28.3M
GM %	36.65%	36.52%	36.29%	36.26%

## Net Sales Comparison

21 vs 20(growth %)	162.06%	164.68%	159.10%	161.05%
20 vs 19(growth %)	166.75%	170.02%	162.17%	163.34%

Q2			Q3		
Jan	Feb	Mar	Apr	May	
₹ 6.52M		₹ 6.08M	₹ 6.41M	₹ 6.32M	₹ 6.49M
₹ 3.9M		₹ 3.5M	₹ 3.8M	₹ 3.7M	₹ 3.8M
₹ 2.7M		₹ 2.6M	₹ 2.7M	₹ 2.6M	₹ 2.6M
40.87%		41.94%	41.45%	41.39%	40.79%

Q2			Q3		
Jan	Feb	Mar	Apr	May	
₹ 17.13M		₹ 15.93M	₹ 2.11M	₹ 7.76M	₹ 9.93M
₹ 10.7M		₹ 9.9M	₹ 1.3M	₹ 4.8M	₹ 6.2M
₹ 6.5M		₹ 6.0M	₹ 0.8M	₹ 2.9M	₹ 3.7M
37.75%		37.74%	36.68%	37.73%	37.49%

Q2			Q3		
Jan	Feb	Mar	Apr	May	
₹ 44.79M		₹ 41.82M	₹ 43.95M	₹ 43.54M	₹ 44.40M



₹ 28.4M	₹ 26.5M	₹ 28.0M	₹ 27.7M	₹ 28.1M
₹ 16.4M	₹ 15.3M	₹ 16.0M	₹ 15.8M	₹ 16.3M
36.68%	36.53%	36.37%	36.33%	36.63%

161.40%	162.49%	1981.59%	461.21%	347.02%
165.89%	167.57%	1991.88%	473.80%	353.10%

Q4			Grand Total
Jun	Jul	Aug	
₹ 6.18M	₹ 6.48M	₹ 6.31M	87478258.35
₹ 3.6M	₹ 3.8M	₹ 3.7M	₹ 51.2M
₹ 2.6M	₹ 2.7M	₹ 2.6M	₹ 36.2M
42.00%	41.48%	41.39%	41.43%

Q4			Grand Total
Jun	Jul	Aug	
₹ 14.88M	₹ 16.08M	₹ 16.54M	196690953.08
₹ 9.3M	₹ 10.2M	₹ 10.5M	₹ 123.4M
₹ 5.5M	₹ 5.9M	₹ 6.1M	₹ 73.3M
37.27%	36.68%	36.79%	37.28%

Q4			Grand Total
Jun	Jul	Aug	
₹ 41.47M	₹ 44.05M	₹ 43.05M	598877095.27

# AtliQ Hardware



₹ 26.4M	₹ 28.0M	₹ 27.4M	₹ 380.7M
₹ 15.1M	₹ 16.0M	₹ 15.6M	₹ 218.2M
36.45%	36.37%	36.26%	36.43%

178.64%	173.93%	160.31%
182.29%	175.28%	162.52%