



ATLIQ HARDWARES



# ATLIQ FINANCE AND SALES REPORT

BY ATHARVA SUTAR



## FILTERS

region All  
market All  
division All

## Customer

## Net Sales Performance

All values in USD

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
AtliQ e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsocity	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%
Insight	0.4M	1.0M	2.8M	271.84%
Integration Stores		0.2M	1.4M	887.19%
Leader	4.7M	6.0M	18.8M	314.81%
Logic Stores	0.2M	0.9M	4.8M	515.17%
Lotus	1.5M	2.1M	8.1M	382.61%
Neptune	1.0M	3.4M	16.1M	471.50%
Nomad Stores	0.5M	1.6M	4.0M	246.89%

## AtliQ Hardwares



Notebillig	0.2M	0.4M	1.1M	287.39%
Nova		0.0M	0.4M	2664.92%
Novus	1.9M	3.7M	9.9M	264.20%
Otto	0.3M	0.4M	1.2M	298.58%
Premium Stores	0.5M	1.1M	3.9M	353.09%
Propel	1.6M	2.5M	10.8M	440.64%
Radio Popular	0.5M	1.5M	5.3M	362.56%
Radio Shack	0.8M	1.7M	5.4M	311.51%
Reliance Digital	1.6M	2.6M	9.7M	377.90%
Relief	0.4M	1.0M	4.1M	403.57%
Sage	4.8M	6.4M	20.7M	321.52%
Saturn	0.2M	0.4M	1.2M	310.46%
Sorefoz	0.6M	1.1M	4.7M	433.63%
Sound	0.6M	1.7M	4.4M	260.26%
Staples	1.2M	2.9M	8.8M	306.95%
Surface Stores	0.1M	0.5M	2.1M	398.80%
Synthetic	1.9M	4.4M	12.2M	275.98%
Taobao	0.2M	1.3M	3.3M	248.66%
UniEuro	0.6M	1.6M	7.3M	457.03%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Viveks	1.6M	2.2M	7.8M	348.10%
walmart	1.3M	2.6M	9.7M	370.45%
Zone	0.3M	1.6M	5.3M	336.20%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.48%</b>

**FILTERS**

region All  
division All

**Market****Performance VS Target**

All values in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-8.4%</b>





## FILTERS

region	All
division	All
customer	All

## Top 10 Products

All values in USD

Products	2020	2021	20 VS 21
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.0%</b>



FILTERS

region	All
customer	All

Division Level Report

All values in USD

Division	2020	2021	20 VS 21	
N & S	51.4M	94.7M	<div></div>	84.4%
P & A	105.2M	338.4M	<div></div>	221.5%
PC	40.1M	165.8M	<div></div>	313.7%
Grand Total	196.7M	598.9M		204.5%



FILTERS

region	All
division	All
customer	All

Top 5 Products

All values in USD

Products	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

FILTERS

region	All
division	All
customer	All

Bottom 5 Products

All values in USD

Products	Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
Grand Total	175K



## FILTERS

customer

All

## New Products - 2021

All values in USD

Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		14.2M
AQ Gen Y		19.5M
AQ GEN Z		11.7M
AQ HOME Allin1 Gen 2		3.5M
AQ Lumina Ms		4.2M
AQ Marquee P3		4.9M
AQ Marquee P4		1.7M
AQ Maxima Ms		13.7M
AQ MB Lito		2.8M
AQ MB Lito 2		2.3M
AQ Qwerty		22.0M
AQ Qwerty Ms		15.4M
AQ Trigger		20.7M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M
<b>Grand Total</b>		<b>176.2M</b>





FILTERS

region	All
division	All

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

Top 5 Countries - Net Sales

All values in USD



FILTERS

region	All
market	All
division	All
customer	All

P & L  
By Fiscal Year  
All values in USD

Metrics	Fiscal Years			21 vs 20
	2019	2020	2021	
Net Sales	87.5M	196.7M	598.9M	204%
COGS	51.2M	123.4M	380.7M	209%
Gross Margin	36.2M	73.3M	218.2M	198%
GM %	41.4%	37.3%	36.4%	-2%

**FILTERS**

region All  
 market All  
 division All  
 customer All  
 FY 2019

**P & L****By Fiscal Months**

All values in USD

Note: Do r

Metrics	Quarters				
	Q1		Q2		
	Sep	Oct	Nov	Dec	Jan
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%

**FILTERS**

region All  
 market All  
 division All  
 customer All  
 FY 2020

Metrics	Quarters				
	Q1		Q2		
	Sep	Oct	Nov	Dec	Jan
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%

**FILTERS**

region All  
 market All  
 division All  
 customer All  
 FY 2021

Metrics	Quarters				
	Q1		Q2		
	Sep	Oct	Nov	Dec	Jan
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%



Net Sales  
Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%
21 vs 19	593.5%	579.1%	592.5%	582.5%	586.8%

not modify pivot tables.

Q2	Q3			Q4			Grand Total
Feb	Mar	Apr	May	Jun	Jul	Aug	
6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

Q2	Q3			Q4			Grand Total
Feb	Mar	Apr	May	Jun	Jul	Aug	
15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

Q2	Q3			Q4			Grand Total
Feb	Mar	Apr	May	Jun	Jul	Aug	
41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%



162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%
587.8%	585.4%	588.8%	584.2%	570.5%	579.4%	582.1%	584.6%

**FILTERS**

region All  
sub\_zone All  
FY 2021

**P & L****For Markets**

All values in USD

Country	Net Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philippines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%



**FILTERS**

FY 2019

**GM% by Quarters (Sub Zones)**

GM %	Quarters				
Sub Zones	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

**FILTERS**

FY 2020

GM %	Quarters				
Sub Zones	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

**FILTERS**

FY 2021

GM %	Quarters				
Sub Zones	Q1	Q2	Q3	Q4	Grand Total
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%



ATLIQ HARDWARES

# THANK YOU

**ATHARVA SUTAR**



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