Demo Inc
MIS
*Rs million*

| | | Jan-21 | Feb-21 | Mar-21 | Apr-21 | May-21 | Jun-21 | Jul-21 | Aug-21 | Sep-21 | Oct-21 | Nov-21 | Dec-21 | Jan-22 | Feb-22 | Mar-22 | FY 22-23 | FY21-22 | Jan-Mar 22 | Jan-Mar 21 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Monthly | Annual | Annual | Quarter | Quarter |
| No. of orders | [# '000] | 35.3 | 39.7 | 45.5 | 38.6 | 23.9 | 22.7 | 24.0 | 26.2 | 32.7 | 34.4 | 35.7 | 36.6 | 38.2 | 39.7 | 44.7 | 512.0 | 397.4 | 122.6 | 120.5 |
| *Orders MoM Growth* | | *10%* | *12%* | *15%* | *-15%* | *-38%* | *-5%* | *6%* | *9%* | *25%* | *5%* | *4%* | *2%* | *5%* | *4%* | *13%* | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| GMV | [Rs mn] | 12,496 | 14,054 | 16,289 | 13,278 | 7,945 | 8,048 | 8,020 | 9,396 | 11,516 | 11,654 | 13,190 | 13,570 | 14,148 | 14,636 | 16,610 | 2,38,783.5 | 1,42,013.0 | 45,394.4 | 42,839.0 |
| *GMV MoM Growth* | [%] | *11%* | *12%* | *16%* | *-18%* | *-40%* | *1%* | *0%* | *17%* | *23%* | *1%* | *13%* | *3%* | *4%* | *3%* | *13%* | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| Take Rate | [%] | 12.20% | 12.21% | 12.10% | 12.50% | 12.51% | 12.52% | 12.70% | 12.60% | 12.65% | 12.66% | 12.50% | 12.45% | 12.52% | 12.49% | 12.55% | 12.66% | 12.55% | 12.52% | 12.17% |
| | | | | | | | | | | | | | | | | | | | | |
| Revenue | [Rs mn] | 1,525 | 1,716 | 1,971 | 1,660 | 994 | 1,008 | 1,019 | 1,184 | 1,457 | 1,475 | 1,649 | 1,689 | 1,771 | 1,828 | 2,085 | 30,230.0 | 17,818.3 | 5,684.0 | 5,211.5 |
| *Change MoM* | | | *12.8%* | *12.6%* | *14.9%* | *-15.8%* | *-40.1%* | *1.4%* | *1.1%* | *16.2%* | *23.0%* | *1.3%* | *11.7%* | *2.5%* | *4.8%* | *3.2%* | *14.0%* | | | |
| | | | | | | | | | | | | | | | | | | | | |
| Cash backs/Discount | [Rs mn] | 250 | 281 | 326 | 266 | 159 | 161 | 160 | 188 | 230 | 233 | 264 | 271 | 283 | 293 | 332 | 3,567.0 | 2,840.3 | 907.9 | 856.8 |
| | | | | | | | | | | | | | | | | | | | | |
| Logistics | [Rs mn] | 124.96 | 140.54 | 162.89 | 132.78 | 79.45 | 80.48 | 80.20 | 93.96 | 115.16 | 116.54 | 131.90 | 135.70 | 141.48 | 146.36 | 166.10 | 2,867.0 | 1,420.1 | 453.9 | 428.4 |
| | | | | | | | | | | | | | | | | | | | | |
| Contribution | [Rs mn] | 1,150 | 1,294 | 1,482 | 1,261 | 756 | 766 | 778 | 902 | 1,111 | 1,126 | 1,253 | 1,282 | 1,347 | 1,389 | 1,586 | 23,796 | 13,557.9 | 4,322.1 | 3,926.3 |
| | | | | | | | | | | | | | | | | | *79%* | *76%* | | |
| Employee cost | [Rs mn] | 550 | 555 | 560 | 565 | 570 | 575 | 580 | 585 | 590 | 595 | 600 | 605 | 610 | 615 | 620 | 9,325.0 | 7,110.0 | 1,845.0 | 1,665.0 |
| SG&A | [Rs mn] | 330 | 332 | 333 | 335 | 337 | 338 | 340 | 342 | 343 | 345 | 347 | 349 | 350 | 352 | 354 | 5,532.0 | 4,132.1 | 1,056.3 | 995.0 |
| Advertising | [Rs mn] | 400 | 400 | 500 | 300 | 150 | 200 | 325 | 450 | 450 | 450 | 450 | 450 | 450 | 475 | 575 | 7,589.0 | 4,725.0 | 1,500.0 | 1,300.0 |
| | | | | | | | | | | | | | | | | | | | | |
| EBITDA | [Rs mn] | -130 | 8 | 89 | 61 | -301 | -347 | -467 | -475 | -272 | -264 | -144 | -121 | -63 | -53 | 37 | 1,350 | -2,409.2 | -79.2 | -33.7 |