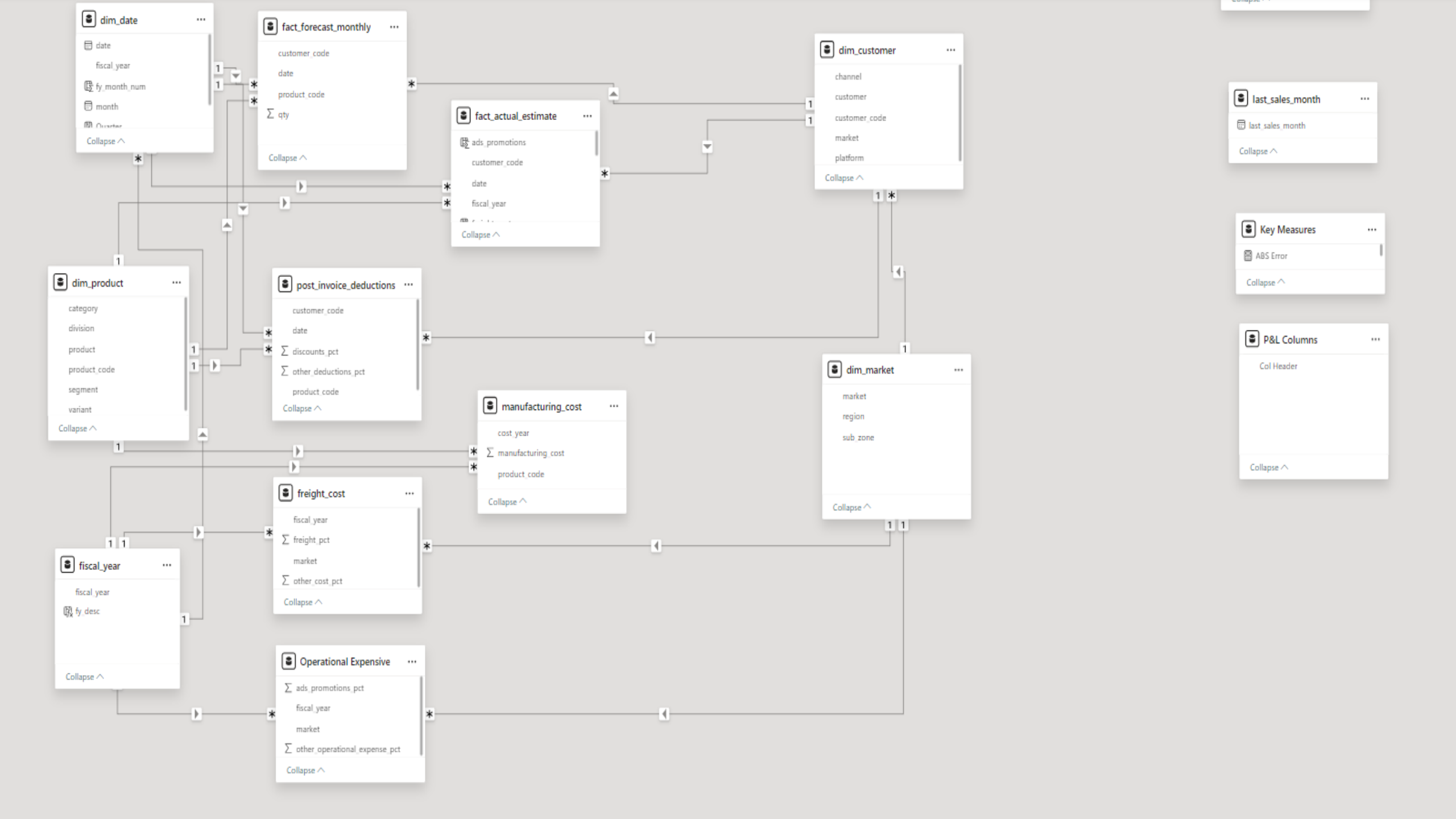
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region, market: All | segment, category, pr...: All | segment, categor...: All

2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

₹ 3.74bn
BM: 823.85M (+353.5%)
Net Sales

38.08%
BM: 36.49% (+4.37%)
GM %

-13.98%
BM: -6.63% (-110.79%)
Net Profit %

Net Sales Performance Over Time

Profit and Loss Statement

Line Item	2022 Est	BM	chg	chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expenses	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Top / Bottom Products& Customers by Net Sales

region	P & L Values	P & L chg %
APAC	1923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1022.09	474.40
Total	**3736.17**	**353.50**

segment	P & L Values	P & L chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	**3736.17**	**353.50**

BM : Benchmark (LY = Last Year)

region, market: All | customer: All | segment, catego...: All

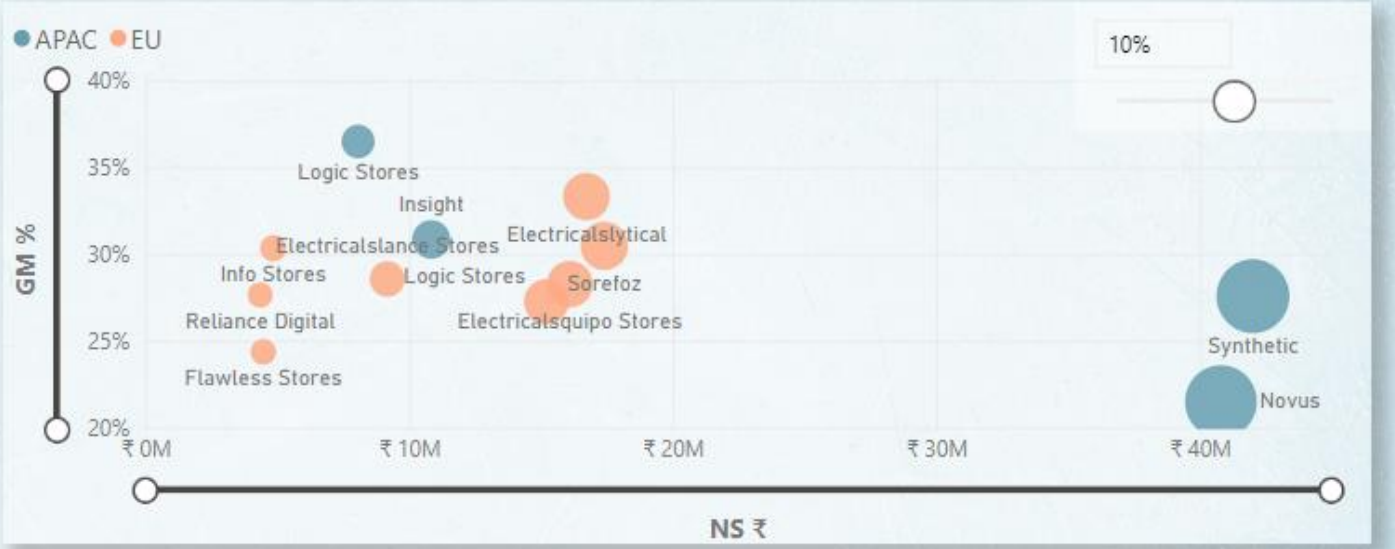
2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

Customer Performance

customer	NS ₹	GM ₹	GM %
Zone	₹ 29.3M	11.6M	39.44%
walmart	₹ 72.4M	33.1M	45.66%
Viveks	₹ 46.4M	14.7M	31.65%
Vijay Sales	₹ 55.1M	20.9M	37.96%
Unity Stores	₹ 6.3M	2.1M	33.91%
UniEuro	₹ 36.4M	11.4M	31.33%
Taobao	₹ 22.7M	10.0M	44.00%
Synthetic	₹ 52.2M	14.8M	28.25%
Surface Stores	₹ 11.0M	3.2M	29.49%
Staples	₹ 64.2M	25.0M	38.92%
Total	**₹ 3,736.2M**	**1,422.9M**	**38.08%**

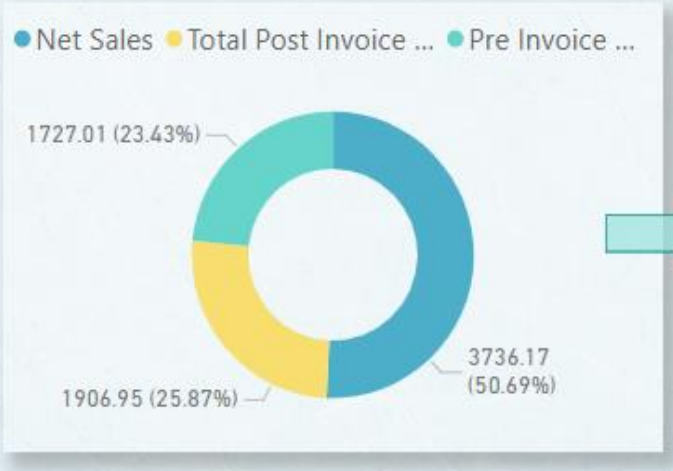
Performance Matrix

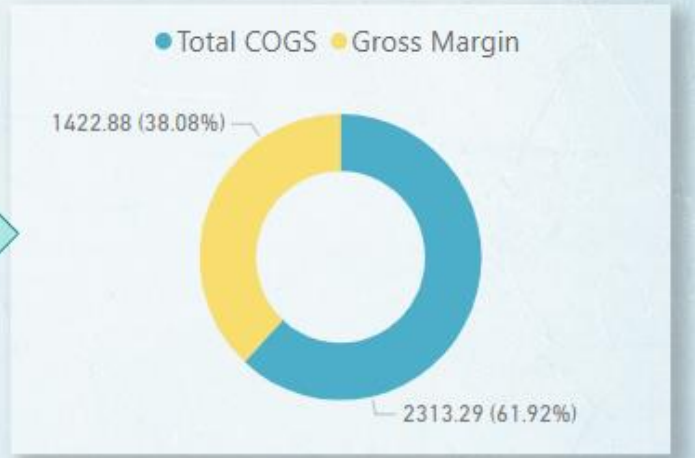


Product Performance

segment	NS ₹	GM ₹	GM %
Storage	₹ 54.6M	20.9M	38.33%
Peripherals	₹ 897.5M	341.2M	38.02%
Notebook	₹ 1,580.4M	601.0M	38.03%
Networking	₹ 38.4M	14.8M	38.45%
Desktop	₹ 711.1M	272.4M	38.31%
Accessories	₹ 454.1M	172.6M	38.01%
Total	**₹ 3,736.2M**	**1,422.9M**	**38.08%**

Unit Economics





market: All | region, market: All | customer: All

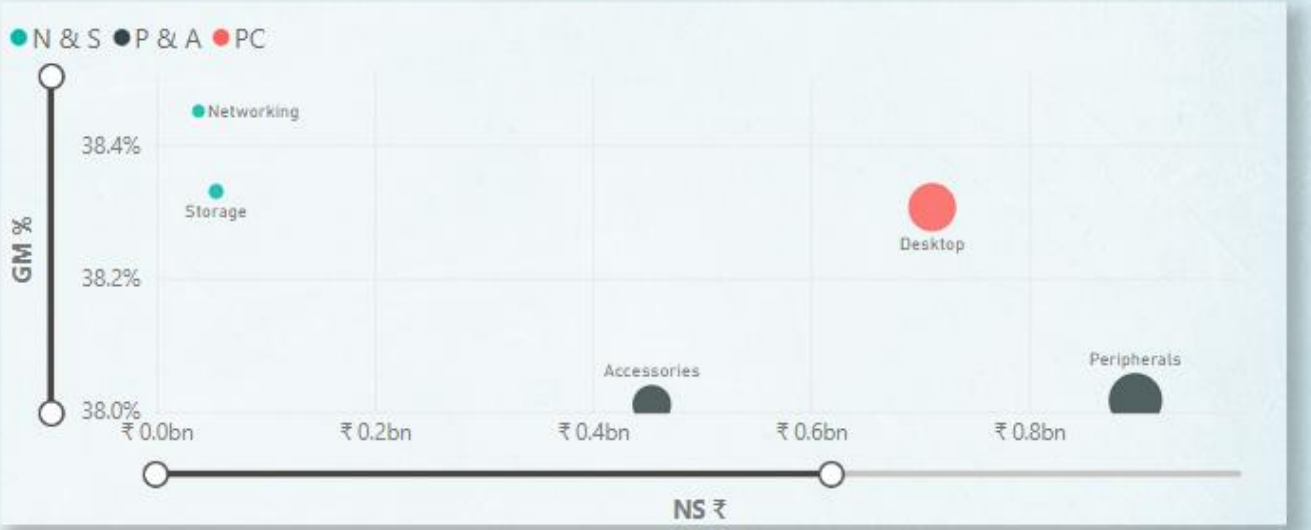
2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

Product Performance

segment	NS ₹	GM ₹	GM %	Net Profit ₹	Net Profit %
Accessories	₹ 454.1M	172.6M	38.01%	-63.8M	-14.05%
Desktop	₹ 711.1M	272.4M	38.31%	-97.8M	-13.75%
Networking	₹ 38.4M	14.8M	38.45%	-5.3M	-13.72%
Notebook	₹ 1,580.4M	601.0M	38.03%	-222.2M	-14.06%
Peripherals	₹ 897.5M	341.2M	38.02%	-125.9M	-14.03%
Storage	₹ 54.6M	20.9M	38.33%	-7.5M	-13.76%
Total	**₹ 3,736.2M**	**1,422.9M**	**38.08%**	**-522.4M**	**-13.98%**

Show NP %

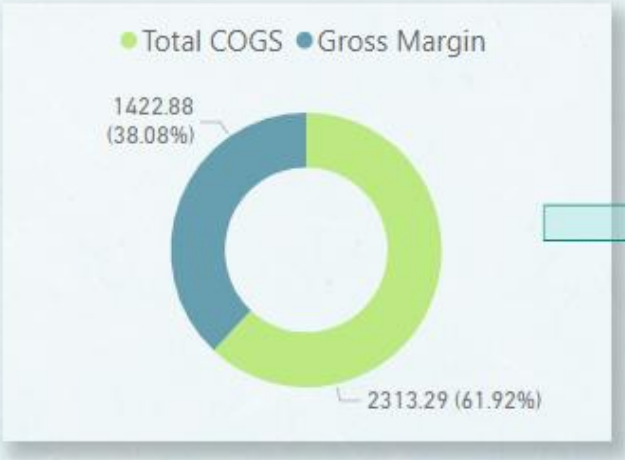
Performance Matrix



Region / Market / Customer Performance

region	NS ₹	GM ₹	GM %	Net Profit ₹	Net Profit %
NA	₹ 1,022.1M	459.7M	44.97%	-145.3M	-14.22%
APAC	₹ 1,923.8M	690.2M	35.88%	-281.2M	-14.62%
LATAM	₹ 14.8M	5.2M	35.02%	-0.4M	-2.95%
EU	₹ 775.5M	267.8M	34.53%	-95.5M	-12.32%
Total	**₹ 3,736.2M**	**1,422.9M**	**38.08%**	**-522.4M**	**-13.98%**

Unit Economics



region, market: All | customer: All | segment, cat...: All

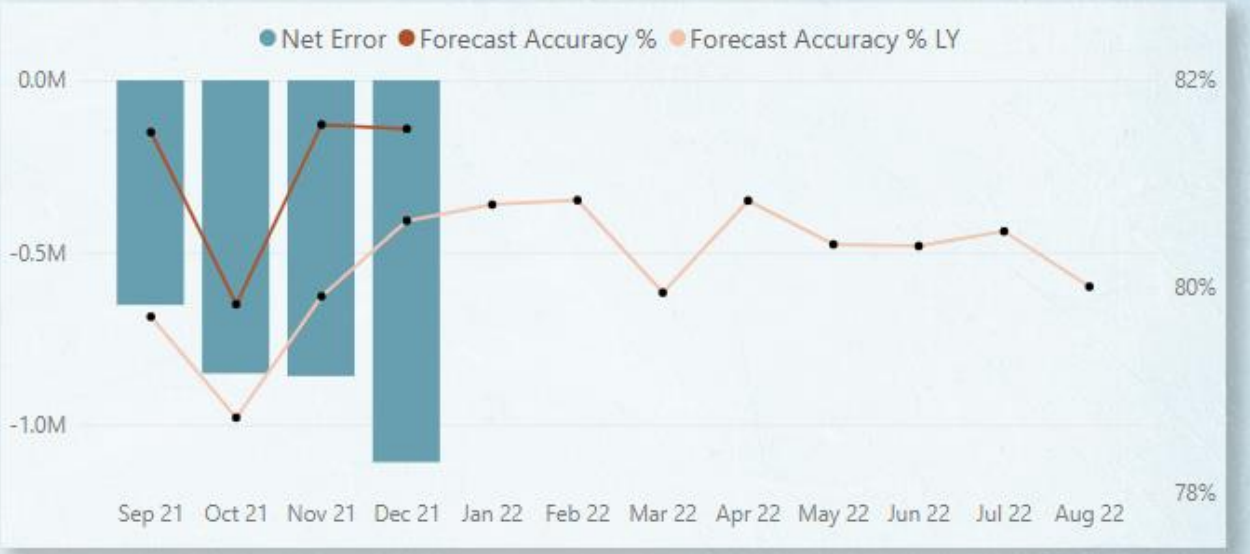
2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

81.17%
LY: 80.21% (+1.2%)
Forecast Accuracy

-3472.69K
LY: -751.71K (-361.97%)
Net Error

6899.04K
LY: 9780.74K (-29.46%)
ABS Error

Accuracy / Net Error Trend



Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-295K	-9.65%	OOS
Amazon	73.79%	74.54%	-465K	-9.22%	OOS
Atliq Exclusive	70.35%	71.69%	-359K	-11.91%	OOS
Mbit	55.40%	62.34%	-43K	-22.29%	OOS
Euronics	45.25%	60.79%	-67K	-37.39%	OOS
Expert	62.93%	60.67%	-26K	-6.75%	OOS
Boulanger	52.69%	58.77%	-49K	-20.21%	OOS
UniEuro	50.30%	58.22%	-89K	-23.90%	OOS
Radio Popular	52.94%	56.74%	-49K	-18.61%	OOS
Power	54.06%	56.72%	-11K	-10.18%	OOS
Flawless Stores	50.73%	56.29%	-21K	-24.72%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23K	-17.60%	OOS
Info Stores	50.29%	55.99%	-19K	-22.61%	OOS
Total	**81.17%**	**80.21%**	**-3473K**	**-9.48%**	**OOS**

Key Metrics by Products

segment	Forecast Accuracy %	Net Error	Risk	Net Error %
Accessories	87.42%	341468	EI	1.72%
Desktop	87.53%	78576	EI	10.24%
Networking	93.06%	-12967	OOS	-1.69%
Notebook	87.24%	-47221	OOS	-1.69%
Peripherals	68.17%	-3204280	OOS	-31.83%
Storage	71.50%	-628266	OOS	-25.61%
Total	**81.17%**	**-3472690**	**OOS**	**-9.48%**

EI - Excess Inventory , OOS - Out Of Stock

region, market: All | segment, category, pr...: All | segment, categor...: All

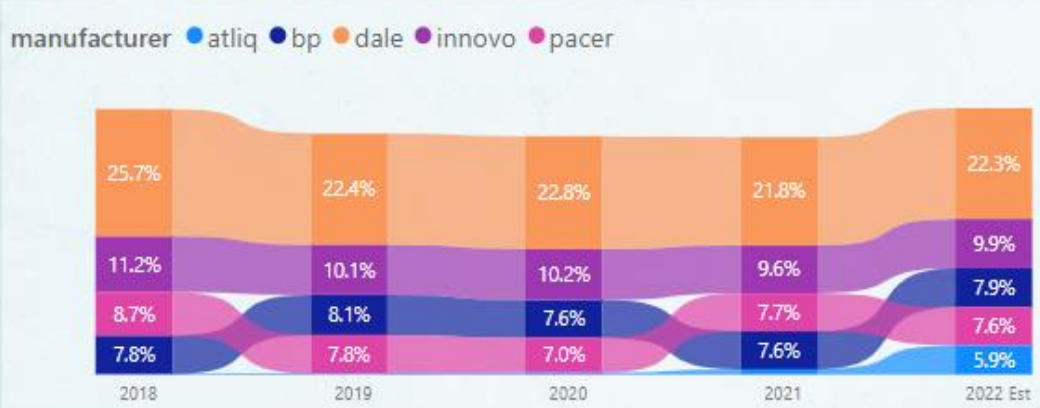
2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | vs LY | vs Target | YTD | YTG

₹ 3.74bn	38.08%	-13.98% !	81.17%
BM: 823.85M (+353.5%)	BM: 36.49% (+4.37%)	BM: -6.63% (-110.79%)	LY: 80.21% (+1.2%)
Net Sales	GM %	Net Profit %	Forecast Accuracy %

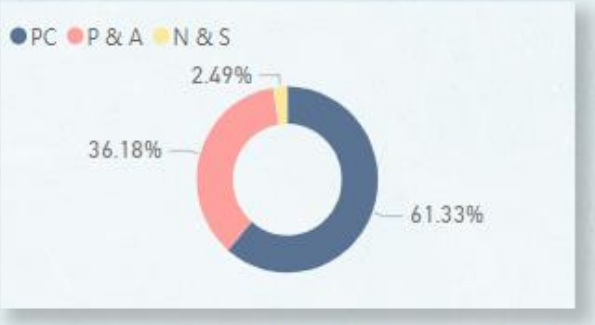
Key Insights by Sub Zone

sub_zone	NS ₹	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
NA	₹ 1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
LATAM	₹ 14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI
NE	₹ 457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS
ROA	₹ 788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS
Total	**₹ 3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

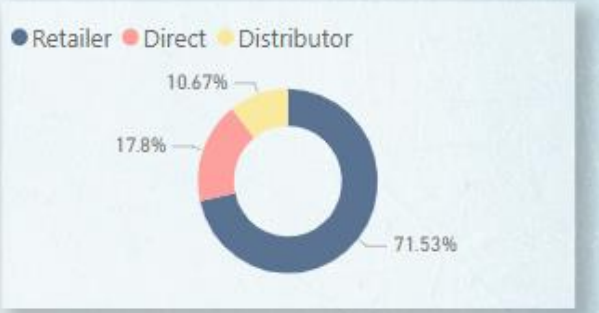
PC Market Share Trend - AtliQ & Competitors



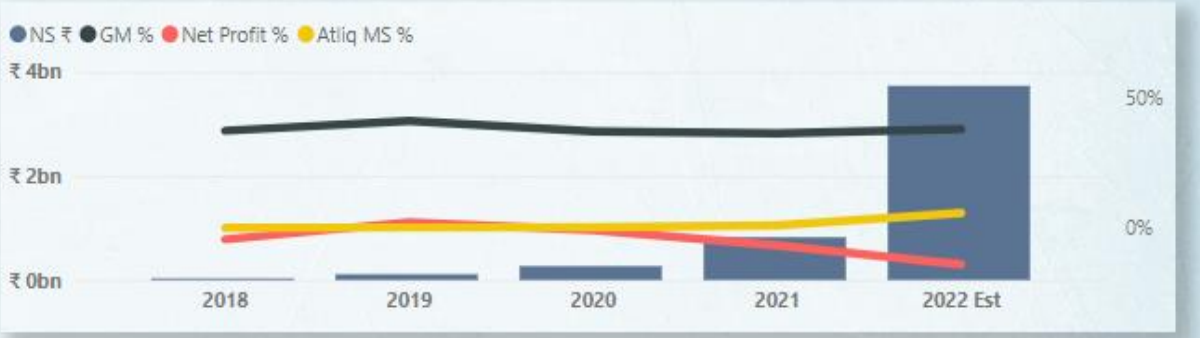
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue, GM %, Net Profit %, PC Market Share %



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.5%
Flipkart	3.7%	42.1%
Atliq Exclusive	9.7%	46.0%
Atliq e Store	8.1%	36.9%
Amazon	13.3%	36.8%
Total	**38.2%**	**39.2%**

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4%
AQ Smash 2	4.1%	37.4%
Total	**23.2%**	**38.1%**

BM : Benchmark (LY = Last Year), EI - Excess Inventory, OOS - Out Of Stock