

## Customer Sales Performance

All Values are in INR

## Filters

region All  
market All  
division All

Customer	2019	2020	2021	21 vs 20
Nova		0.0M	0.4M	2664.9%
Integration Stores		0.2M	1.4M	887.2%
Chiptec		0.4M	3.0M	722.0%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Logic Stores	0.2M	0.9M	4.8M	515.2%
Electricalsbea Stores		0.1M	0.7M	504.6%
All-Out		0.2M	0.8M	495.7%
Elite	0.4M	0.8M	4.1M	495.5%
Boulangier	0.2M	0.8M	4.1M	492.9%
Neptune	1.0M	3.4M	16.1M	471.5%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
UniEuro	0.6M	1.6M	7.3M	457.0%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Propel	1.6M	2.5M	10.8M	440.6%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Girias	1.5M	2.1M	8.7M	419.3%
Chip 7	0.6M	1.3M	5.5M	416.1%
Relief	0.4M	1.0M	4.1M	403.6%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Ezone	1.5M	2.0M	7.9M	391.6%
Info Stores	0.1M	0.5M	1.8M	384.1%
Lotus	1.5M	2.1M	8.1M	382.6%
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
walmart	1.3M	2.6M	9.7M	370.4%
Expert	0.8M	1.8M	6.4M	364.0%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Coolblue	0.5M	1.2M	4.2M	360.0%
Electricalsociety	2.3M	3.5M	12.4M	358.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%

## AtliQ Hardwares



Control	0.9M	2.2M	7.7M	349.2%
Viveks	1.6M	2.2M	7.8M	348.1%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
Costco	1.1M	2.8M	9.3M	337.4%
Zone	0.3M	1.6M	5.3M	336.2%
Expression	1.7M	3.0M	9.8M	328.2%
Sage	4.8M	6.4M	20.7M	321.5%
Leader	4.7M	6.0M	18.8M	314.8%
ElectricalsIance Stores	0.1M	0.7M	2.3M	313.3%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Staples	1.2M	2.9M	8.8M	307.0%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Croma	1.7M	2.5M	7.5M	305.1%
Otto	0.3M	0.4M	1.2M	298.6%
Notebillig	0.2M	0.4M	1.1M	287.4%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Synthetic	1.9M	4.4M	12.2M	276.0%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Insight	0.4M	1.0M	2.8M	271.8%
Novus	1.9M	3.7M	9.9M	264.2%
Sound	0.6M	1.7M	4.4M	260.3%
Taobao	0.2M	1.3M	3.3M	248.7%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Ebay	2.6M	6.3M	15.2M	242.2%
Digimarket	0.8M	1.7M	4.1M	241.1%
Flipkart	2.9M	8.3M	19.3M	231.0%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
Amazon	12.2M	37.5M	82.1M	218.9%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.5%</b>



## Market Performance vs Target

### Fliters

region All  
division All

All Values are in INR

Country	2019	2020	2021	21 vs 20	2021 - Target	%
Japan		1.9M	7.9M	421.1%	-0.3M	-4.1%
Portugal	0.7M	3.6M	11.8M	329.8%	-0.5M	-4.3%
India	30.8M	49.8M	161.3M	324.0%	-9.6M	-5.9%
Philippines	5.7M	13.4M	31.9M	238.4%	-2.5M	-7.8%
Netherlands	0.2M	3.4M	8.0M	237.9%	-0.7M	-8.2%
France	4.0M	7.5M	25.9M	347.2%	-2.2M	-8.4%
United Kingdom	2.0M	8.1M	34.2M	422.7%	-3.0M	-8.7%
South Korea	12.8M	17.3M	49.0M	283.3%	-4.4M	-8.9%
Italy	2.9M	4.5M	11.7M	262.5%	-1.0M	-9.0%
China	1.4M	5.4M	22.9M	422.0%	-2.1M	-9.0%
Pakistan	0.6M	4.7M	5.7M	120.5%	-0.5M	-9.3%
Bangladesh	0.5M	2.3M	7.0M	307.7%	-0.7M	-10.3%
Norway		2.5M	13.7M	551.8%	-1.4M	-10.5%
Australia	3.9M	10.7M	21.0M	196.2%	-2.2M	-10.5%
Sweden	0.1M	0.2M	1.8M	781.9%	-0.2M	-11.1%
USA	11.5M	31.9M	87.8M	275.0%	-10.2M	-11.7%
Austria		0.1M	2.8M	2401.3%	-0.3M	-11.7%
Newzealand		2.0M	11.4M	574.3%	-1.4M	-12.3%
Germany	2.6M	4.7M	12.0M	256.2%	-1.5M	-12.7%
Indonesia	2.5M	6.2M	18.4M	296.7%	-2.4M	-12.9%
Spain		1.8M	12.6M	711.4%	-1.8M	-14.1%
Canada	4.8M	12.2M	35.1M	288.1%	-5.1M	-14.5%
Poland	0.4M	2.8M	5.2M	185.8%	-0.9M	-18.1%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.5%</b>	<b>-54.9M</b>	<b>-9.2%</b>



## TOP 10 PRODUCTS

### Filters

All Values are in INR

region All  
division All

Products	2020	2021	2021 - 2020
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ LION x3	0.1M	1.2M	1792.3%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x1	0.0M	0.8M	1719.5%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ GT 21	0.8M	4.4M	561.1%
AQ Zion Saga	0.7M	3.6M	528.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>808.0%</b>



## TOP 5 PRODUCTS

## Filters

region	All
division	All
customer	All

All values are in INR

Products	Qty
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1 Ms	4.1M
AQ Gamers Ms	4.0M
AQ Gamers	3.4M
AQ Master wireless x1	3.4M
<b>Grand Total</b>	<b>19.0M</b>

## BOTTOM 5 PRODUCTS

## Filters

region	All
division	All
customer	All

All values are in INR

Products	Qty
AQ HOME Allin1 Gen 2	8.9K
AQ Home Allin1	15.2K
AQ Smash 2	36.0K
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
<b>Grand Total</b>	<b>174.9K</b>



Division Level Report

All Values are in INR

Filters

region All  
customer All

Division	2020	2021	Growth %
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%



## NEW PRODUCTS

## Filters

region	All
division	All
customer	All

All Values are in INR

Products	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>

**TOP 5 COUNTRY-2021****Filters**

All Values are in INR

region All  
customer All

Country	2021
India	161.3M
USA	87.8M
South Korea	49.0M
Canada	35.1M
United Kingdom	34.2M
<b>Grand Total</b>	<b>367.2M</b>





P & L by Fiscal Year

Filters

region All  
market All  
customer All  
division All

All values are in INR  
note:21 vs 20 are not part of pivot table

Metrics	Fiscal Year			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM%	41.4%	37.3%	36.4%	-2.3%



## P & L by Months

All values are in INR

Note: Do not Modify the pivot table

### Filters

region All  
country All  
customer All  
division All  
FY **2019**

Metrics	Quarters												GrandTotal
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

### Filters

region All  
country All  
customer All  
division All  
FY **2020**

Metrics	Quarters												GrandTotal
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M

## AtliQ Hardwares



COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

### Fliters

region	All
country	All
customer	All
division	All
FY	2021

	Quarters												GrandTotal
	Q1			Q2		Q3			Q4				
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM%	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%

### Net Sales Performance

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

## P & L by Markets

All values are in INR

### Fliters

region All  
sub\_zone All  
FY **2019**

Market	Net Sales	COGS	Gross Margin	GM%
Australia	3.9M	2.2M	1.7M	42.6%
Bangladesh	0.5M	0.3M	0.1M	28.7%
Canada	4.8M	2.8M	2.0M	41.7%
China	1.4M	0.8M	0.6M	44.9%
France	4.0M	2.3M	1.8M	44.1%
Germany	2.6M	1.6M	0.9M	37.0%
India	30.8M	17.8M	13.1M	42.4%
Indonesia	2.5M	1.5M	1.1M	42.0%
Italy	2.9M	1.6M	1.3M	45.6%
Netherlands	0.2M	0.1M	0.1M	36.4%
Pakistan	0.6M	0.4M	0.2M	39.7%
Philippines	5.7M	3.4M	2.3M	39.9%
Poland	0.4M	0.3M	0.2M	37.4%
Portugal	0.7M	0.5M	0.3M	39.3%
South Korea	12.8M	6.7M	6.1M	47.5%
Sweden	0.1M	0.0M	0.0M	38.3%
United Kingdom	2.0M	1.3M	0.7M	36.2%
USA	11.5M	7.7M	3.8M	32.8%
<b>Grand Total</b>	<b>87.5M</b>	<b>51.2M</b>	<b>36.2M</b>	<b>41.4%</b>



region All  
sub\_zone All  
FY **2020**

All values are in INR  
Note: Do not modify the pivot table.

Market	Net Sales	COGS	Gross Margin	GM%
Australia	10.7M	5.8M	4.9M	45.9%
Austria	0.1M	0.1M	0.0M	26.1%
Bangladesh	2.3M	1.4M	0.9M	39.6%
Canada	12.2M	7.1M	5.1M	41.9%
China	5.4M	3.3M	2.1M	38.7%
France	7.5M	4.3M	3.2M	43.1%
Germany	4.7M	3.0M	1.7M	35.6%
India	49.8M	33.7M	16.0M	32.2%
Indonesia	6.2M	3.5M	2.7M	42.9%
Italy	4.5M	3.1M	1.4M	30.7%
Japan	1.9M	1.2M	0.7M	37.0%
Netherlands	3.4M	1.8M	1.6M	47.8%
Newzealand	2.0M	1.5M	0.5M	26.4%
Norway	2.5M	1.5M	0.9M	37.7%
Pakistan	4.7M	2.7M	2.0M	42.8%
Philippines	13.4M	7.3M	6.0M	45.1%
Poland	2.8M	1.7M	1.1M	40.2%
Portugal	3.6M	2.3M	1.3M	36.1%
South Korea	17.3M	12.1M	5.2M	29.8%
Spain	1.8M	1.1M	0.7M	37.7%
Sweden	0.2M	0.1M	0.1M	44.1%
United Kingdom	8.1M	5.3M	2.8M	34.1%
USA	31.9M	19.5M	12.4M	39.0%
<b>Grand Total</b>	<b>196.7M</b>	<b>123.4M</b>	<b>73.3M</b>	<b>37.3%</b>



region All  
sub\_zone All  
FY **2021**

All values are in INR  
Note: Do not modify the pivot table.

Market	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%
<b>Grand Total</b>	<b>598.9M</b>	<b>380.7M</b>	<b>218.2M</b>	<b>36.4%</b>

## GM% by Quarters

### Fliters

FY **2019**

All values are in INR

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

FY **2020**

All values are in INR

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

FY **2021**

All values are in INR

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