

region **All** **Customer**  
market **All** **Net Sales Performance**  
division **All** All Values in INR

Customer	sales 2019	sales 2020	sales 2021	21 v 20
Acclaimed Stores	1.4M	2.9M	10.9M	278.1%
All-Out		0.2M	0.8M	395.7%
Amazon	12.2M	37.5M	82.1M	118.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	206.0%
Atlas Stores	0.2M	0.7M	3.2M	370.3%
Atliq e Store	7.2M	23.7M	53.0M	123.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	245.8%
BestBuy	0.9M	1.8M	6.3M	256.1%
Boulanger	0.2M	0.8M	4.1M	392.9%
Chip 7	0.6M	1.3M	5.5M	316.1%
Chiptec		0.4M	3.0M	622.0%
Control	0.9M	2.2M	7.7M	249.2%
Coolblue	0.5M	1.2M	4.2M	260.0%
Costco	1.1M	2.8M	9.3M	237.4%
Croma	1.7M	2.5M	7.5M	205.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	146.9%
Digimarket	0.8M	1.7M	4.1M	141.1%
Ebay	2.6M	6.3M	15.2M	142.2%
Electricalsara Stores	0.1M	0.6M	1.9M	186.0%
Electricalsbea Stores		0.1M	0.7M	404.6%
Electricalslance Stores	0.1M	0.7M	2.3M	213.3%
Electricalslytical	1.8M	2.6M	11.9M	357.5%
Electricalsocity	2.3M	3.5M	12.4M	258.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	435.3%
Elite	0.4M	0.8M	4.1M	395.5%
Elkjøp	0.5M	1.3M	5.2M	291.9%
Epic Stores	0.4M	0.9M	4.2M	346.1%
Euronics	0.4M	0.9M	3.9M	344.7%
Expert	0.8M	1.8M	6.4M	264.0%
Expression	1.7M	3.0M	9.8M	228.2%
Ezone	1.5M	2.0M	7.9M	291.6%
Flawless Stores	0.1M	0.5M	1.8M	296.3%
Flipkart	2.9M	8.3M	19.3M	131.0%
Fnac-Darty	0.5M	0.8M	2.9M	249.8%
Forward Stores	0.6M	1.5M	4.1M	172.0%
Girias	1.5M	2.1M	8.7M	319.3%
Info Stores	0.1M	0.5M	1.8M	284.1%
Insight	0.4M	1.0M	2.8M	171.8%
Integration Stores		0.2M	1.4M	787.2%
Leader	4.7M	6.0M	18.8M	214.8%
Logic Stores	0.2M	0.9M	4.8M	415.2%
Lotus	1.5M	2.1M	8.1M	282.6%
Neptune	1.0M	3.4M	16.1M	371.5%
Nomad Stores	0.5M	1.6M	4.0M	146.9%
Notebillig	0.2M	0.4M	1.1M	187.4%
Nova		0.0M	0.4M	2564.9%
Novus	1.9M	3.7M	9.9M	164.2%
Otto	0.3M	0.4M	1.2M	198.6%
Premium Stores	0.5M	1.1M	3.9M	253.1%
Propel	1.6M	2.5M	10.8M	340.6%
Radio Popular	0.5M	1.5M	5.3M	262.6%
Radio Shack	0.8M	1.7M	5.4M	211.5%
Reliance Digital	1.6M	2.6M	9.7M	277.9%
Relief	0.4M	1.0M	4.1M	303.6%
Sage	4.8M	6.4M	20.7M	221.5%
Saturn	0.2M	0.4M	1.2M	210.5%
Sorefoz	0.6M	1.1M	4.7M	333.6%
Sound	0.6M	1.7M	4.4M	160.3%
Staples	1.2M	2.9M	8.8M	207.0%
Surface Stores	0.1M	0.5M	2.1M	298.8%
Synthetic	1.9M	4.4M	12.2M	176.0%
Taobao	0.2M	1.3M	3.3M	148.7%
UniEuro	0.6M	1.6M	7.3M	357.0%
Vijay Sales	1.7M	2.1M	8.5M	297.8%
Viveks	1.6M	2.2M	7.8M	248.1%
walmart	1.3M	2.6M	9.7M	270.4%
Zone	0.3M	1.6M	5.3M	236.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>204.48%</b>



region	All	Market Performance v Target			
division	All	All Values in INR			
Market	2019	2020	2021	21-target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.17%

## FILTERS

region All  
sub\_zone All  
FY 2021

**P & L**  
**For Markets**  
All Values in INR

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%



**FILTERS**

region All  
market All  
customer All  
division All

**P & L**  
**By Fiscal Years**  
All Values in INR

Fiscal Years				
Metrics	2019	2020	2021	21 v 20
Sum of Net Sales	87.5M	196.7	598.9	204.5%
Sum of total cogs	51.2	123.4	380.7	208.6%
Gross Margin	36.2	73.3	218.2	197.6%
% GM	41.4%	37.3%	36.4%	-2.3%

region All  
 market All  
 division All  
 customer All  
 FY 2019

P &amp; L

By Fiscal Year

All Values in INR

	Fiscal Quarter												
	Q1			Q2			Q3			Q4			
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
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
% Gross Margin	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%

region All  
 market All  
 division All  
 customer All  
 FY 2020

P &amp; L

By Fiscal Year

All Values in INR

Values	Fiscal Quarter												Grand Total
	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
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
% Gross Margin	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%

region All  
 market All  
 division All  
 customer All  
 FY 2021

P &amp; L

By Fiscal Year

All Values in INR

	Fiscal Quarter												Grand Total
	Q1			Q2			Q3			Q4			
Values	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
% Gross Margin	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%

P & L  
 By Months  
 All Values in INR

Net Sales Comparison	Fiscal Quarter												Grand Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
21 v 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 v 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%

## GM % By Subzone (by Fiscal Year 2019-2021)

All Values in USD

FY	<u>2019</u>				
GM %	Quarters				Grand Total
Subzone	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	
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%

FY	<u>2020</u>				
GM %	Quarters				Grand Total
Subzone	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	
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%

FY	<u>2021</u>				
GM %	Quarters				Grand Total
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	



Subzone					
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%

## FILTERS

region All  
sub\_zone All  
FY 2020

**P & L**  
**For Fiscal Year 2020**  
All Values in USD Millions

Market	Sum of 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%





## FILTERS

region All  
sub\_zone All  
FY 2019

**P & L**  
**For Fiscal Year 2019**  
All Values in USD Millions

Market	Sum of 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%



**FILTERS**

region All  
market All  
division All  
customer All

**P & L**

**By Fiscal Years**

All Values in USD

Metrics	Fiscal Year			
	2019	2020	2021	21 v 20
Sum of Net Sales	87.5M	196.7M	598.9M	304.5%
COGS	51.2M	123.4M	380.7M	308.6%
Gross Margin	36.2M	73.3M	218.2M	297.6%
% Gross Margin	41.4%	37.3%	36.4%	97.7%