

Filters

region	All
market	All
customer	All
division	All

P & L
By Fiscal Years

All values are in USD
note:- 2021 vs 2020 is not a part of pivot table.

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

Filters

region	All
market	All
customer	All
division	All
FY	2019

P & L
by Month for every FY
All values are in USD

note:- Do not update the pivot table.

	Quarters												Grand Total
Metrics	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	6.5 M	8.0 M	10.7 M	11.4 M	6.5 M	6.1 M	6.4 M	6.3 M	6.5 M	6.2 M	6.5 M	6.3 M	87.5 M
COGS	3.8 M	4.7 M	6.3 M	6.7 M	3.9 M	3.5 M	3.8 M	3.7 M	3.8 M	3.6 M	3.8 M	3.7 M	51.2 M
Gross Margin	2.6 M	3.4 M	4.5 M	4.7 M	2.7 M	2.6 M	2.7 M	2.6 M	2.6 M	2.6 M	2.7 M	2.6 M	36.2 M
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
market	All
customer	All
division	All
FY	2020

P & L
by Month for every FY
All values are in USD

note:- 2021 vs 2020 is not a part of pivot table.

	Quarters												Grand Total
Metrics	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	17.1 M	20.6 M	28.7 M	29.9 M	17.1 M	15.9 M	2.1 M	7.8 M	9.9 M	14.9 M	16.1 M	16.5 M	196.7 M
COGS	10.6 M	12.8 M	18.1 M	18.9 M	10.7 M	9.9 M	1.3 M	4.8 M	6.2 M	9.3 M	10.2 M	10.5 M	123.4 M
Gross Margin	6.5 M	7.8 M	10.6 M	11.0 M	6.5 M	6.0 M	0.8 M	2.9 M	3.7 M	5.5 M	5.9 M	6.1 M	73.3 M
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%

Filters

region	All
market	All
customer	All
division	All
FY	2021

P & L
by Month for every FY
All values are in USD

note:- 2021 vs 2020 is not a part of pivot table.

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

Comparison	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
2020 vs 2021	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%
2019 vs 2020	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%

AtliQ Hardwares

Filters

region All
sub_zone All
FY 2021

P & L

for Markets

All values are in USD

note:- 2021 vs 2020 is not a part of pivot table.

Market	Net Sales	COGS	Gross Margin	GM %
Australia	21.0 M	14.1 M	6.9 M	32.9%
Austria	2.8 M	2.0 M	0.9 M	30.1%
Bangladesh	7.0 M	4.5 M	2.4 M	34.5%
Canada	35.1 M	21.7 M	13.4 M	38.2%
China	22.9 M	13.5 M	9.4 M	41.1%
France	25.9 M	14.7 M	11.2 M	43.2%
Germany	12.0 M	8.9 M	3.1 M	26.2%
India	161.3 M	109.7 M	51.6 M	32.0%
Indonesia	18.4 M	11.3 M	7.1 M	38.4%
Italy	11.7 M	8.2 M	3.5 M	30.1%
Japan	7.9 M	4.2 M	3.7 M	46.5%
Netherlands	8.0 M	4.6 M	3.4 M	42.0%
Newzealand	11.4 M	5.9 M	5.5 M	48.2%
Norway	13.7 M	9.6 M	4.0 M	29.5%
Pakistan	5.7 M	3.6 M	2.0 M	36.2%
Philippines	31.9 M	19.4 M	12.5 M	39.1%
Poland	5.2 M	3.0 M	2.2 M	42.6%
Portugal	11.8 M	6.8 M	5.0 M	42.1%
South Korea	49.0 M	31.4 M	17.6 M	35.9%
Spain	12.6 M	8.4 M	4.2 M	33.1%
Sweden	1.8 M	1.1 M	0.7 M	40.2%
United Kingdc	34.2 M	18.7 M	15.4 M	45.1%
USA	87.8 M	55.3 M	32.5 M	37.0%
Grand Total	598.9 M	380.7 M	218.2 M	36.4%

AtliQ Hardwares

Filters

FY 2019

GM% for

Quarters(Sub zone)

All values are in USD

note:- 2021 vs 2020 is not a part of pivot table.

GM % Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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 % Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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 % Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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

Filters

region	All
market	All
division	All




























Customer

Net Sales Performance

All values are in USD

Customer	2019	2020	2021	2020 vs 2021
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsociety	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjøp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%

AtliQ Hardwares

Logic Stores	0.2 M	0.9 M	4.8 M		515.2%
Lotus	1.5 M	2.1 M	8.1 M		382.6%
Neptune	1.0 M	3.4 M	16.1 M		471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M		246.9%
Notebillig	0.2 M	0.4 M	1.1 M		287.4%
Nova		0.0 M	0.4 M		2664.9%
Novus	1.9 M	3.7 M	9.9 M		264.2%
Otto	0.3 M	0.4 M	1.2 M		298.6%
Premium Stores	0.5 M	1.1 M	3.9 M		353.1%
Propel	1.6 M	2.5 M	10.8 M		440.6%
Radio Popular	0.5 M	1.5 M	5.3 M		362.6%
Radio Shack	0.8 M	1.7 M	5.4 M		311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M		377.9%
Relief	0.4 M	1.0 M	4.1 M		403.6%
Sage	4.8 M	6.4 M	20.7 M		321.5%
Saturn	0.2 M	0.4 M	1.2 M		310.5%
Sorefoz	0.6 M	1.1 M	4.7 M		433.6%
Sound	0.6 M	1.7 M	4.4 M		260.3%
Staples	1.2 M	2.9 M	8.8 M		307.0%
Surface Stores	0.1 M	0.5 M	2.1 M		398.8%
Synthetic	1.9 M	4.4 M	12.2 M		276.0%
Taobao	0.2 M	1.3 M	3.3 M		248.7%
UniEuro	0.6 M	1.6 M	7.3 M		457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M		397.8%
Viveks	1.6 M	2.2 M	7.8 M		348.1%
walmart	1.3 M	2.6 M	9.7 M		370.4%
Zone	0.3 M	1.6 M	5.3 M		336.2%
Grand Total	87.5 M	196.7 M	598.9 M		304.5%

AtliQ Hardwares

Filters

region	All
division	All

Market Performance Report (Actual-Target)

All values are in USD

Country	2019	2020	2021	2021 - Target 21	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-9.5%
Austria		0.1 M	2.8 M	-0.3 M	-10.5%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-9.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-12.6%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-8.3%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-7.8%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-11.3%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.6%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-11.5%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-8.2%
Japan		1.9 M	7.9 M	-0.3 M	-4.0%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-7.6%
Newzealand		2.0 M	11.4 M	-1.4 M	-11.0%
Norway		2.5 M	13.7 M	-1.4 M	-9.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-8.5%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.3%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-15.3%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.1%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.2%
Spain		1.8 M	12.6 M	-1.8 M	-12.4%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-10.0%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.0%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-10.4%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-8.4%

AtliQ Hardwares

Filters

region	All
market	All
division	All

Product Level
Performance Report
All Values are in USD

Product	2019	2020	2021	2020 vs 2021
AQ Mx NB		0.0 M	1.4 M	<div></div> 5723.5%
AQ Smash 2		0.4 M	11.2 M	<div></div> 2589.5%
AQ LION x3		0.1 M	1.2 M	<div></div> 1792.3%
AQ LION x2		0.1 M	0.9 M	<div></div> 1768.9%
AQ LION x1		0.0 M	0.8 M	<div></div> 1719.5%
AQ Home Allin1		0.7 M	5.2 M	<div></div> 769.0%
AQ Electron 4 3600 Desktop Processor		3.0 M	19.4 M	<div></div> 641.3%
AQ Pen Drive DRC		0.6 M	3.8 M	<div></div> 587.7%
AQ GT 21		0.8 M	4.4 M	<div></div> 561.1%
AQ Zion Saga		0.7 M	3.6 M	<div></div> 528.5%
Grand Total		6.4 M	52.0 M	808.0%

AtliQ Hardwares

Filters

region	All
market	All

Division Level
Report
All values are in USD

Customer	2020	2021	2020 vs 2021	
N & S	51.4 M	94.7 M	<div></div>	184.4%
P & A	105.2 M	338.4 M	<div></div>	321.5%
PC	40.1 M	165.8 M	<div></div>	413.7%
Grand Total	196.7 M	598.9 M		304.5%

AtliQ Hardwares

	Higher Quantity sold products
Filters	All values are in USD
region	All
market	All
division	All

Products	Qty
AQ Master wired x1 Ms	4151008
AQ Master wireless x1 Ms	4126295
AQ Gamers Ms	3975074
AQ Gamers	3376565
AQ Master wireless x1	3371170
Grand Total	19000112

AtliQ Hardwares

Lowest Quantity
Sold Products
All values are in USD

Filters

region	All
market	All
division	All

Products	Qty
AQ HOME Allin1 Gen 2	8854
AQ Home Allin1	15224
AQ Smash 2	36029
AQ Gamer 1	51721
AQ GEN Z	63059
Grand Total	174887

AtliQ Hardwares

Filters

variant	All	New Products by AtliQ in 2021 All values are in USD
region	All	
division	All	

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

AtliQ Hardwares

Filters

variant	All
region	All
division	All

Top 5 Countries
Net sales in 2021
All values are in USD

Country	2020	2021
Canada	12.2 M	35.1 M
India	49.8 M	161.3 M
South Korea	17.3 M	49.0 M
United Kingdom	8.1 M	34.2 M
USA	31.9 M	87.8 M
Grand Total	119.2 M	367.2 M