

Q2 2024 Financial Performance Report - Auralite Technologies

Executive Summary

Auralite Technologies achieved **₹42.7 crore** in Q2 2024 revenue, a 12.4% increase over Q1. Growth was led by enterprise software and cloud subscriptions.

Detailed Financials

Total Revenue: **₹42.7 crore** Gross Margin: 61% Operating Expenses: **₹15.8 crore** Net Profit: **₹10.6 crore** YoY Growth: 14.2%

Expense Breakdown

R&D: **₹4.5 crore** | Marketing: **₹3.1 crore** | HR & Admin: **₹2.0 crore** | Infrastructure: **₹6.2 crore**

Comparative Analysis

Compared to Q2 2023, revenue grew 14%, while operational efficiency improved by 8% due to automation and vendor consolidation.

Recommendations

Focus on BFSI expansion, increase R&D by 15%, and enhance AI-driven analytics products to strengthen market share.