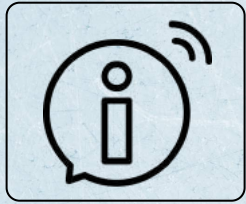


Business Insights 360



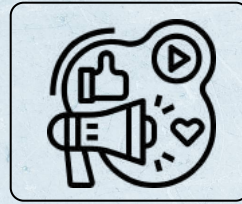
Info



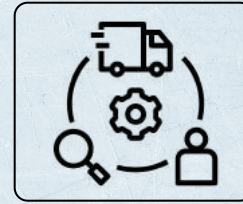
Finance View



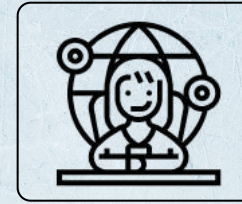
Sales View



Marketing View



Supply Chain View



Executive View



Support



region, market

All

customer

All

segment, category

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

₹ 3.74bn✓

LY: ₹ 823.85M (+353.5%)

Net Sales

38.08%✓

LY: 36.49% (+4.37%)

GM %

-13.98%!

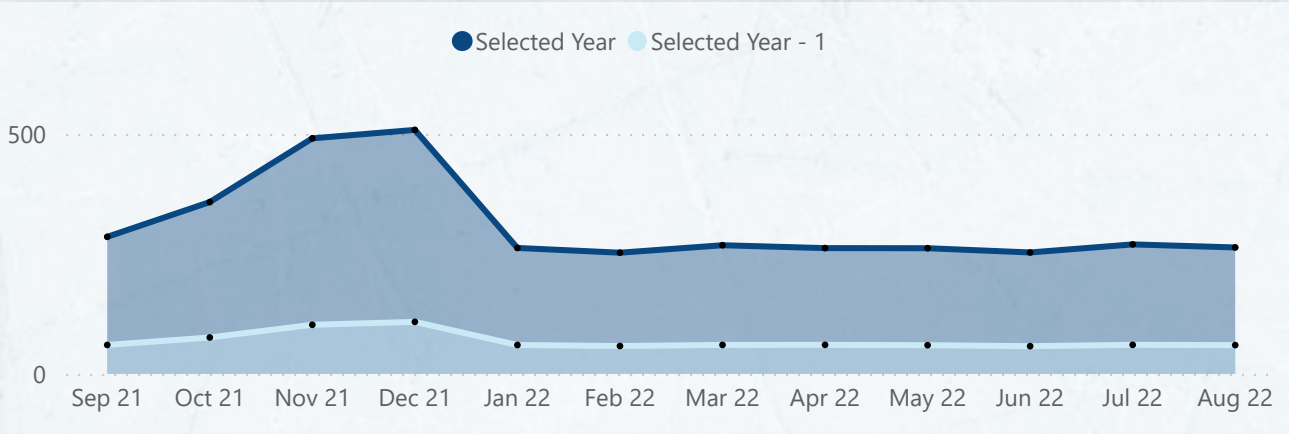
LY: -6.63% (-110.79%)

Net Profit %

Profit and Loss Statement

Line Item	2022Est	LY	YOY Chg	YOY Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.7%
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.0%
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.5%
-Post Discount	1,243.54	281.64	961.90	341.5%
-Post Deduction	663.42	166.65	496.77	298.0%
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.3%
Net Sales	3,736.17	823.85	2,912.32	353.5%
-Manufacturing Cost	2,197.28	497.78	1,699.50	341.4%
-Freight Cost	100.49	22.05	78.43	355.6%
-Other Cost	15.52	3.39	12.14	358.0%
Total COGS	2,313.29	523.22	1,790.07	342.1%
Gross Margin	1,422.88	300.63	1,122.25	373.3%
Gross Margin %	38.08	36.49	1.59	4.3%
GM / Unit	15.76	5.99	9.77	162.9%
Operational Expense	-1,945.30	-355.28	-1,590.02	447.5%
Net Profit	-522.42	-54.65	-467.77	855.9%
Net Profit %	-13.98	-6.63	-7.35	110.7%

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L YOY Chg %	segment	P & L Values	P & L YOY Chg %
+ NA	1,022.09	474.40	+ Accessories	454.10	85.46
+ LATAM	14.82	368.40	+ Desktop	711.08	1,431.55
+ APAC	1,923.77	335.27	- Networking	38.43	-14.89
+ EU	775.48	286.26	+ Wi fi extender	38.43	-14.89
Total	3,736.17	353.50	+ Notebook	1,580.43	493.06
			+ Peripherals	897.54	439.03
			+ Storage	54.59	0.32
			Total	3,736.17	353.50



region, market

▼

customer

▼

segment, category

▼

All

▼

All

▼

All

▼

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

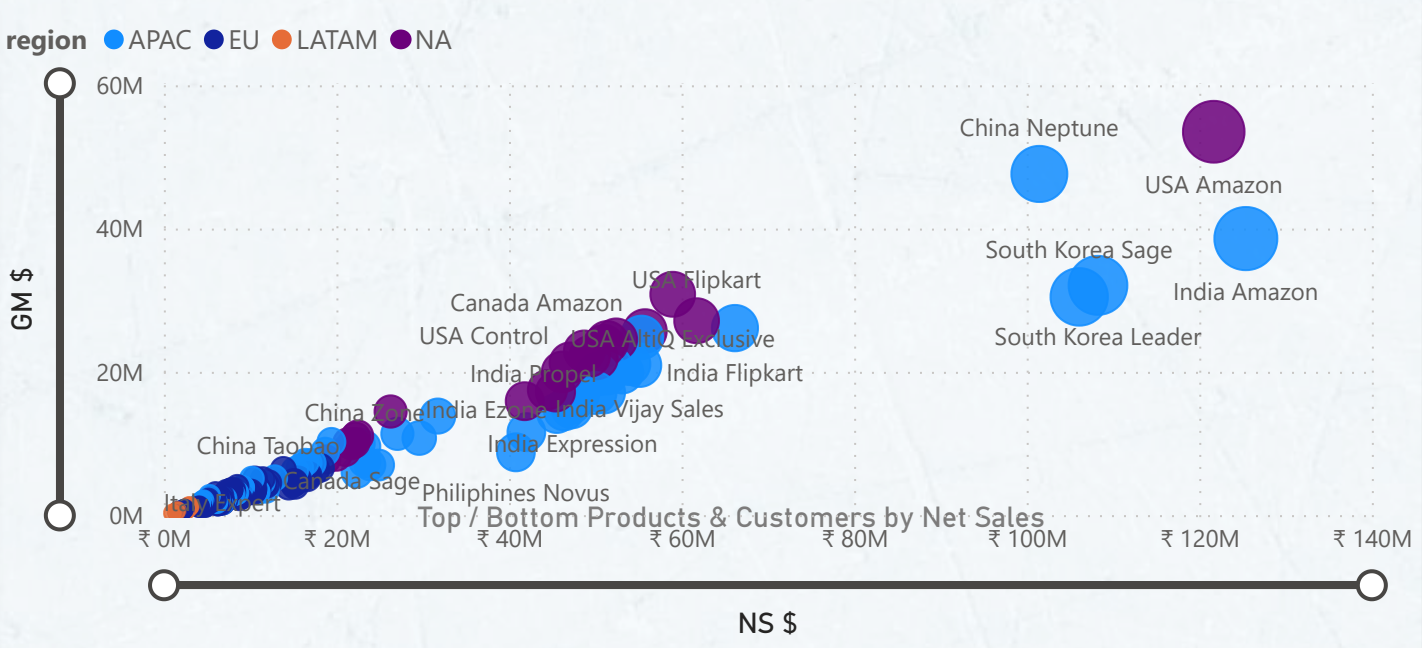
YTD

YTG

Profit and Loss Statement

customer	NS \$	GS \$	GM %
Amazon	₹ 496.88M	₹ 1,001.63M	36.78%
AltiQ Exclusive	₹ 307.17M	₹ 512.50M	47.22%
Atliq e Store	₹ 304.10M	₹ 613.37M	36.88%
Flipkart	₹ 138.49M	₹ 253.63M	42.14%
Sage	₹ 127.86M	₹ 282.41M	31.53%
Leader	₹ 117.32M	₹ 262.78M	30.70%
Neptune	₹ 105.69M	₹ 176.40M	46.70%
Ebay	₹ 91.60M	₹ 186.22M	36.09%
Acclaimed Stores	₹ 73.36M	₹ 139.74M	40.32%
walmart	₹ 72.41M	₹ 124.11M	45.66%
Electricalslytical	₹ 68.05M	₹ 135.93M	37.24%
Total	₹ 3,736.17M	₹ 7,370.14M	38.08%

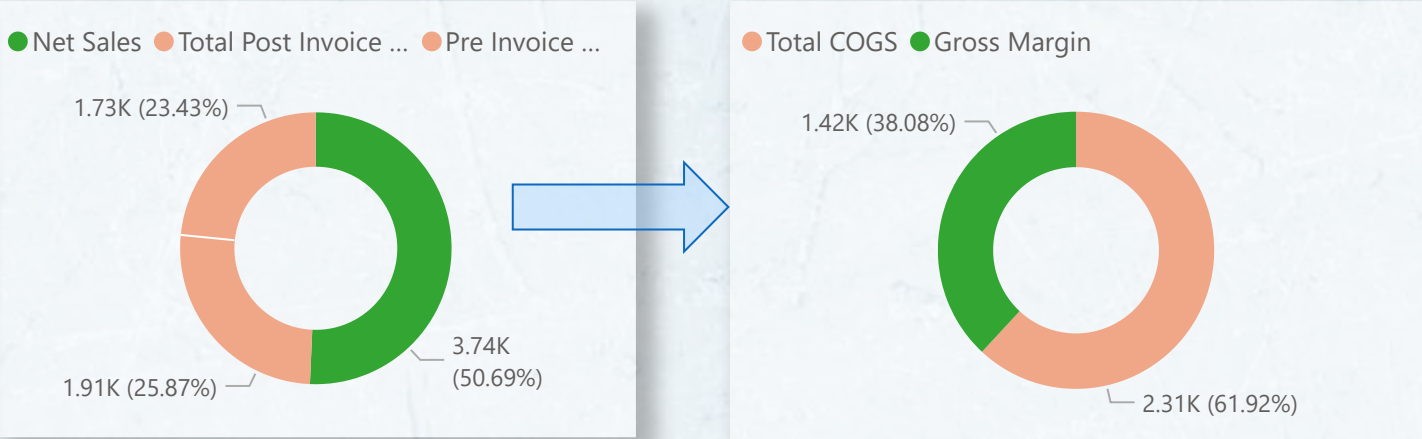
Performance Matrix

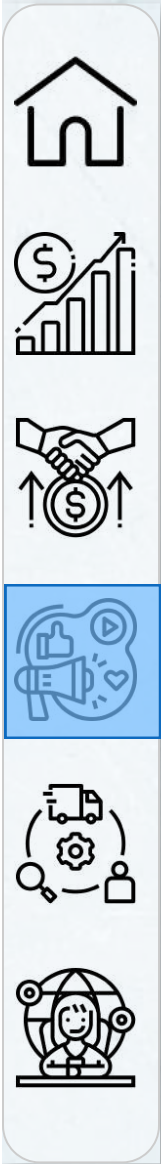


Product Performance

segment	NS \$	GM \$	GM %
Accessories	₹ 454.10M	172.61M	38.01%
Peripherals	₹ 897.54M	341.22M	38.02%
Notebook	₹ 1,580.43M	600.96M	38.03%
Desktop	₹ 711.08M	272.39M	38.31%
Storage	₹ 54.59M	20.93M	38.33%
Networking	₹ 38.43M	14.78M	38.45%
Total	₹ 3,736.17M	1,422.88M	38.08%

Unit Economics





region, market

▼

All

▼

customer

▼

All

▼

segment, category

▼

All

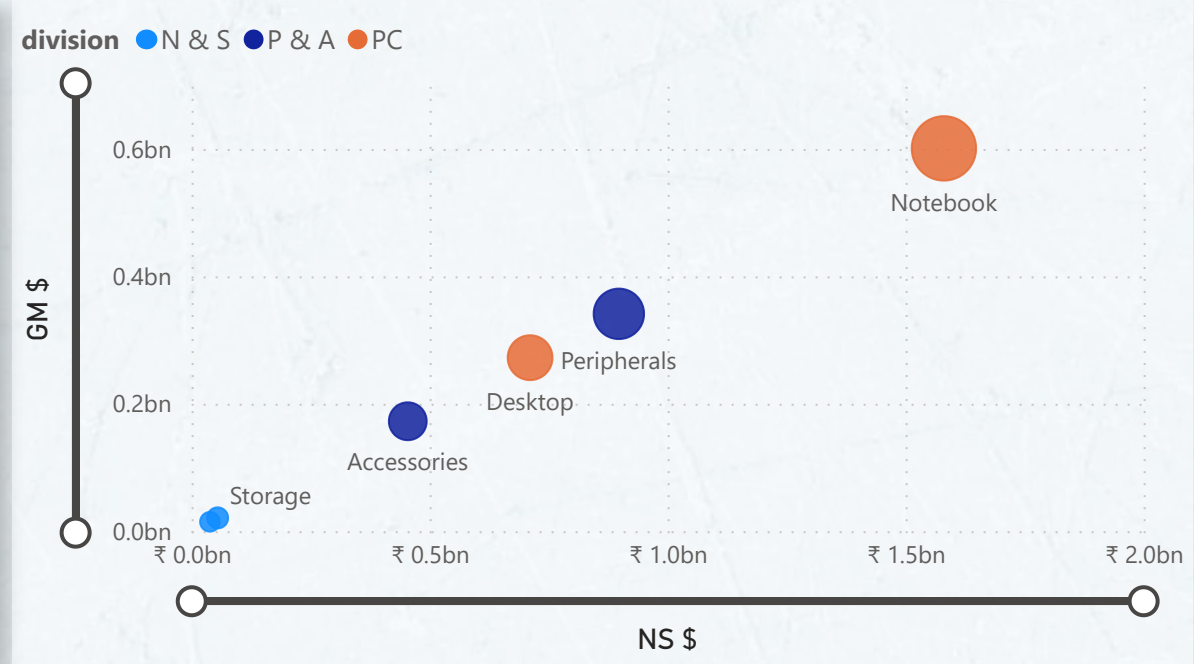
▼

2019202020212022EstQ1Q2Q3Q4YTDYTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

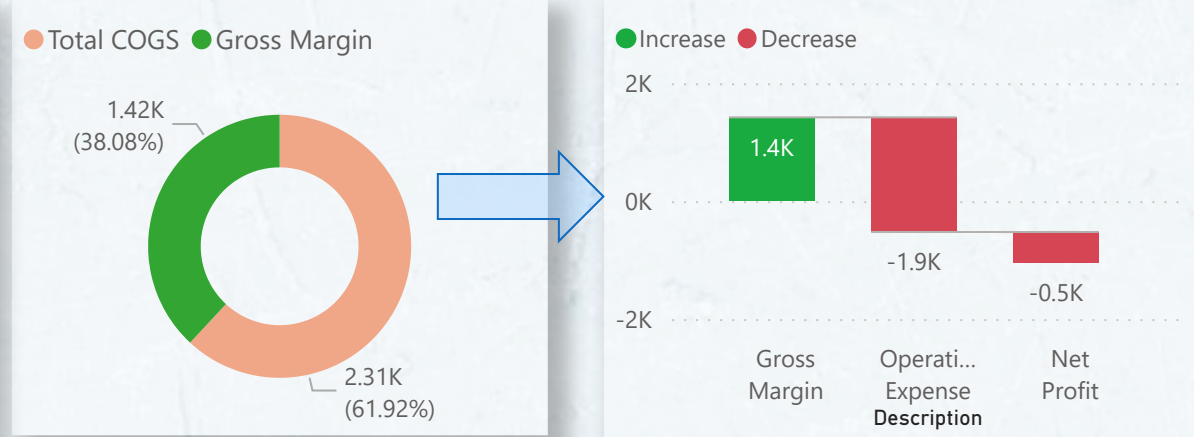
Performance Matrix



Region/ Market/ Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.22%
EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics





region, market

All

customer

All

segment, category

All

2019202020212022EstQ1Q2Q3Q4YTDYTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

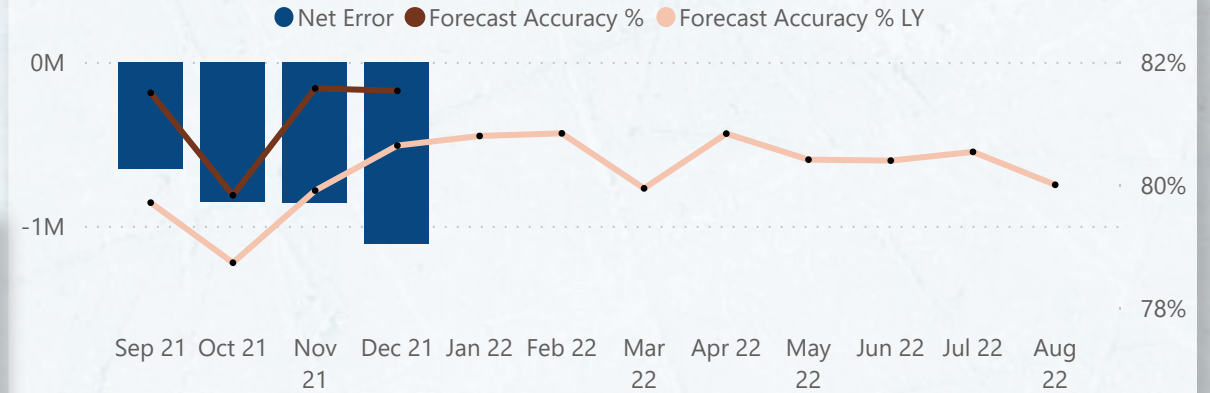
LY: 9780.74K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Rsik
Acclaimed Stores	57.74%	50.69%	83037	10.74%	Excess Inventory
All-Out	43.96%	29.09%	-150	-0.32%	Out of Stock
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	Out of Stock
Amazon	73.79%	74.54%	-464694	-9.22%	Out of Stock
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	Out of Stock
Atlas Stores	49.53%	48.16%	-4182	-2.31%	Out of Stock
Atliq e Store	74.22%	74.59%	-294868	-9.65%	Out of Stock
Atliq Exclusive	29.71%	42.13%	-138065	-28.62%	Out of Stock
BestBuy	46.60%	35.31%	81179	16.72%	Excess Inventory
Billa	42.63%	18.29%	3704	3.91%	Excess Inventory
Boulanger	52.69%	58.77%	-48802	-20.21%	Out of Stock
Chip 7	34.56%	53.44%	-85293	-35.01%	Out of Stock
Chiptec	50.49%	52.54%	-20102	-11.36%	Out of Stock
Circuit City	46.17%	35.02%	85248	16.55%	Excess Inventory
Control	52.06%	47.42%	64731	13.01%	Excess Inventory
Coolblue	47.66%	52.95%	-34790	-15.34%	Out of Stock
Costco	51.95%	49.42%	101913	15.79%	Excess Inventory
Croma	36.58%	42.78%	-77649	-16.54%	Out of Stock
Total	81.17%	80.21%	-3472690	-9.48%	Out of Stock

Accuracy / Net Error Trend



Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Rsik
Accessories	87.42%	77.66%	341468	-14.05%	Excess Inventory
Desktop	87.53%	84.37%	78576	-13.75%	Excess Inventory
Networking	93.06%	90.40%	-12967	-13.72%	Out of Stock
Notebook	87.24%	79.99%	-47221	-14.06%	Out of Stock
Peripherals	68.17%	83.23%	-3204280	-14.03%	Out of Stock
Storage	71.50%	83.54%	-628266	-13.76%	Out of Stock
Total	81.17%	80.21%	-3472690	-13.98%	Out of Stock