

Executive Summary – Krishna Store Annual Report 2022

The year 2022 has been a year of steady performance and consistent growth for Krishna Store, marked by strong sales contributions from key regions, a predominantly female customer base, and a solid fulfilment rate across channels. This report provides an overview of the company's performance metrics across sales, customer demographics, geography, and order channels.

1. Sales & Order Trends

- **Overall Sales Performance:**
Monthly sales peaked in **March** at approximately **1.95M**, followed by steady performance through the mid-year, and a slight decline toward the end of the year.
- **Orders vs Sales Correlation:**
While sales volume remained relatively stable, the number of orders trended slightly downward from March onward, indicating either higher-value purchases per order earlier in the year or reduced demand in the later months.

2. Customer Demographics

- **Gender Distribution:**
 - **Women:** 64% of total sales
 - **Men:** 36% of total salesThis highlights women as the **primary customer segment**, reinforcing the importance of tailoring product lines and marketing strategies toward them.
- **Age vs Gender:**
 - Adult women account for the largest share (33.8%), followed by senior women (21.7%).
 - Men show lower participation across all age groups, with the highest being adult men (15.2%).This indicates strong opportunities in targeting adult and senior women for continued growth.

3. Geographic Performance

- **Top-Performing States:**
 - **Maharashtra (2.99M)**
 - **Karnataka (2.65M)**
 - **Uttar Pradesh (2.10M)**These three states together account for a substantial share of sales, making them the **core markets**.
- **Emerging Contributors:**
States like Telangana (1.71M) and Tamil Nadu (1.68M) also provide significant contributions, showing potential for deeper penetration strategies.

4. Order Fulfillment & Status

- **Delivery Efficiency:**
 - **Delivered:** 92% of total orders, indicating excellent operational performance.
 - **Cancellations (3%), Returns (3%), and Refunds (2%)** remain at minimal levels, reflecting strong customer satisfaction and product reliability.

5. Sales Channels

- **Key Platforms:**
 - **Amazon (35%)** is the leading channel, followed by **Myntra (23%)** and **Flipkart (22%)**.
 - Secondary channels include **Ajio (6%)**, **Nalli (5%)**, and **Meesho (5%)**, with "Others" contributing 4%.
- The dominance of e-commerce giants underscores the need to continue optimizing partnerships with **Amazon, Myntra, and Flipkart**, while also nurturing smaller but promising channels like Ajio and Nalli.

6. Strategic Insights

1. **Women-Centric Strategy:** With women driving 64% of sales, product assortments, loyalty programs, and marketing campaigns should prioritize female shoppers, especially adults and seniors.
2. **Regional Focus:** Strengthen operations and targeted marketing in **Maharashtra, Karnataka, and Uttar Pradesh**, while accelerating growth initiatives in **Telangana and Tamil Nadu**.
3. **Channel Optimization:** Deepen collaboration with Amazon, Myntra, and Flipkart for volume growth, while investing in differentiated strategies for Ajio and Nalli to capture niche segments.
4. **Sustaining Operational Excellence:** Maintaining a 92% delivery rate is a significant achievement. Focus on minimizing cancellations, returns, and refunds further to enhance trust and customer retention.
5. **Growth Opportunities:** Explore high-value campaigns during peak months like March and festive seasons to stabilize sales in low-demand months.

Conclusion

Krishna Store had a strong performance in 2022, marked by **high delivery efficiency, women-driven sales, and dominance in key Indian states and online channels**. To sustain growth, the company should sharpen its **focus on women customers, strengthen regional leadership, and optimize channel partnerships**. This strategic alignment will position Krishna Store for continued success in the coming years.