



region  
market  
division

All  
All  
All

## Customer Performance

All values are in INR

CUSTOMER	2019	2020	2021	21 vs 20
Acclaimed Stores	1M	3M	11M	278.1%
All-Out		0M	1M	395.7%
Amazon	12M	38M	82M	118.9%
Argos (Sainsbury's)	0M	1M	2M	206.0%
Atlas Stores	0M	1M	3M	370.3%
Atliq e Store	7M	24M	53M	123.8%
AtliQ Exclusive	10M	18M	61M	245.8%
BestBuy	1M	2M	6M	256.1%
Boulanger	0M	1M	4M	392.9%
Chip 7	1M	1M	6M	316.1%
Chiptec		0M	3M	622.0%
Control	1M	2M	8M	249.2%
Coolblue	0M	1M	4M	260.0%
Costco	1M	3M	9M	237.4%
Croma	2M	2M	8M	205.1%
Currys (Dixons Carphone)	0M	1M	2M	146.9%
Digimarket	1M	2M	4M	141.1%
Ebay	3M	6M	15M	142.2%
Electricalsara Stores	0M	1M	2M	186.0%
Electricalsbea Stores		0M	1M	404.6%
Electricalslance Stores	0M	1M	2M	213.3%
Electricalslytical	2M	3M	12M	357.5%
Electricalsocity	2M	3M	12M	258.8%
Electricalsquipo Stores	0M	1M	4M	435.3%
Elite	0M	1M	4M	395.5%
Elkjøp	0M	1M	5M	291.9%
Epic Stores	0M	1M	4M	346.1%
Euronics	0M	1M	4M	344.7%
Expert	1M	2M	6M	264.0%
Expression	2M	3M	10M	228.2%
Ezone	2M	2M	8M	291.6%
Flawless Stores	0M	0M	2M	296.3%
Flipkart	3M	8M	19M	131.0%
Fnac-Darty	1M	1M	3M	249.8%
Forward Stores	1M	1M	4M	172.0%
Girias	2M	2M	9M	319.3%
Info Stores	0M	0M	2M	284.1%
Insight	0M	1M	3M	171.8%

## AtliQ Hardwares



Integration Stores		0M	1M	787.2%
Leader	5M	6M	19M	214.8%
Logic Stores	0M	1M	5M	415.2%
Lotus	1M	2M	8M	282.6%
Neptune	1M	3M	16M	371.5%
Nomad Stores	1M	2M	4M	146.9%
Notebillig	0M	0M	1M	187.4%
Nova		0M	0M	2564.9%
Novus	2M	4M	10M	164.2%
Otto	0M	0M	1M	198.6%
Premium Stores	0M	1M	4M	253.1%
Propel	2M	2M	11M	340.6%
Radio Popular	1M	1M	5M	262.6%
Radio Shack	1M	2M	5M	211.5%
Reliance Digital	2M	3M	10M	277.9%
Relief	0M	1M	4M	303.6%
Sage	5M	6M	21M	221.5%
Saturn	0M	0M	1M	210.5%
Sorefoz	1M	1M	5M	333.6%
Sound	1M	2M	4M	160.3%
Staples	1M	3M	9M	207.0%
Surface Stores	0M	1M	2M	298.8%
Synthetic	2M	4M	12M	176.0%
Taobao	0M	1M	3M	148.7%
UniEuro	1M	2M	7M	357.0%
Vijay Sales	2M	2M	9M	297.8%
Viveks	2M	2M	8M	248.1%
walmart	1M	3M	10M	270.4%
Zone	0M	2M	5M	236.2%
<b>Grand Total</b>	<b>87M</b>	<b>197M</b>	<b>599M</b>	<b>204.5%</b>



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### Market Performance vs Target

Market	2019	2021	2020	Target 21	21-Target	%
Australia	4M	21M	11M	23M	-2M	-9.5%
Austria		3M	0M	3M	0M	-10.5%
Bangladesh	0M	7M	2M	8M	-1M	-9.3%
Canada	5M	35M	12M	40M	-5M	-12.6%
China	1M	23M	5M	25M	-2M	-8.3%
France	4M	26M	7M	28M	-2M	-7.8%
Germany	3M	12M	5M	14M	-2M	-11.3%
India	31M	161M	50M	171M	-10M	-5.6%
Indonesia	3M	18M	6M	21M	-2M	-11.5%
Italy	3M	12M	4M	13M	-1M	-8.2%
Japan		8M	2M	8M	0M	-4.0%
Netherlands	0M	8M	3M	9M	-1M	-7.6%
Newzealand		11M	2M	13M	-1M	-11.0%
Norway		14M	2M	15M	-1M	-9.5%
Pakistan	1M	6M	5M	6M	-1M	-8.5%
Philippines	6M	32M	13M	34M	-2M	-7.3%
Poland	0M	5M	3M	6M	-1M	-15.3%
Portugal	1M	12M	4M	12M	-1M	-4.1%
South Korea	13M	49M	17M	53M	-4M	-8.2%
Spain		13M	2M	14M	-2M	-12.4%
Sweden	0M	2M	0M	2M	0M	-10.0%
United Kingdom	2M	34M	8M	37M	-3M	-8.0%
USA	12M	88M	32M	98M	-10M	-10.4%
<b>Grand Total</b>	<b>87M</b>	<b>599M</b>	<b>197M</b>	<b>654M</b>	<b>-55M</b>	<b>-8.4%</b>



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## Top 10 Products

Products	2021	2020	21 vs 20
AQ Electron 4 3600 Desktop Processor	19M	3M	541.3%
AQ GT 21	4M	1M	461.1%
AQ Home Allin1	5M	1M	669.0%
AQ LION x1	1M	0M	1619.5%
AQ LION x2	1M	0M	1668.9%
AQ LION x3	1M	0M	1692.3%
AQ Mx NB	1M	0M	5623.5%
AQ Pen Drive DRC	4M	1M	487.7%
AQ Smash 2	11M	0M	2489.5%
AQ Zion Saga	4M	1M	428.5%
<b>Grand Total</b>	<b>52M</b>	<b>6M</b>	<b>708.0%</b>



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Division wise report

Division	2020	2021	21 vs 20
N & S	51M	95M	<div></div> 84.4%
P & A	105M	338M	<div></div> 221.5%
PC	40M	166M	<div></div> 313.7%
Grand Total	197M	599M	204.5%



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## TOP 5 PRODUCTS

Products	21 vs 20	Total Qty sold
AQ Gamers	78.6%	3376565
AQ Gamers Ms	65.1%	3975074
AQ Master wired x1 Ms	58.6%	4151008
AQ Master wireless x1	75.0%	3371170
AQ Master wireless x1 Ms	62.7%	4126295
<b>Grand Total</b>	<b>70.1%</b>	<b>19000112</b>

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## BOTTOM 5 PRODUCTS

Products	21 vs 20	Total Qty sold
AQ Gamer 1	237.3%	51721
AQ GEN Z	-100.0%	63059
AQ Home Allin1	669.0%	15224
AQ HOME Allin1 Gen 2	-100.0%	8854
AQ Smash 2	2489.5%	36029
<b>Grand Total</b>	<b>940.4%</b>	<b>174887</b>



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## NEW PRODUCTS

Products	2020	2021
AQ Clx3		4M
AQ Electron 3 3600 Desktop Processor		14M
AQ Gen Y		20M
AQ GEN Z		12M
AQ HOME Allin1 Gen 2		4M
AQ Lumina Ms		4M
AQ Marquee P3		5M
AQ Marquee P4		2M
AQ Maxima Ms		14M
AQ MB Lito		3M
AQ MB Lito 2		2M
AQ Qwerty		22M
AQ Qwerty Ms		15M
AQ Trigger		21M
AQ Trigger Ms		18M
AQ Wi Power Dx3		17M
<b>Grand Total</b>		<b>176M</b>



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TOP 5 COUNTRIES

Products	2021
Canada	35M
India	161M
South Korea	49M
United Kingdom	34M
USA	88M
Grand Total	367M





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**P & L by FiscalYear**  
**All values are in INR**

		Fiscal Years			
	Products 2019	2020	2021	21 vs 20	
Australia					
Net sales	4M		11M 21M		96.2%
COGS	2M		6M 14M		143.2%
Gross Margin	2M		5M 7M		40.8%
GM%	43%		46% 33%		-28.2%
Austria					
Net sales			0M 3M		2301.3%
COGS			0M 2M		2172.4%
Gross Margin			0M 1M		2665.4%
GM%			26% 30%		15.2%
Bangladesh					
Net sales	0M		2M 7M		207.7%
COGS	0M		1M 5M		233.5%
Gross Margin	0M		1M 2M		168.4%
GM%	29%		40% 35%		-12.8%
Canada					
Net sales	5M		12M 35M		188.1%
COGS	3M		7M 22M		206.4%
Gross Margin	2M		5M 13M		162.6%
GM%	42%		42% 38%		-8.8%
China					
Net sales	1M		5M 23M		322.0%
COGS	1M		3M 13M		305.5%
Gross Margin	1M		2M 9M		348.1%
GM%	45%		39% 41%		6.2%
France					
Net sales	4M		7M 26M		247.2%
COGS	2M		4M 15M		246.4%
Gross Margin	2M		3M 11M		248.3%
GM%	44%		43% 43%		0.3%
Germany					
Net sales	3M		5M 12M		156.2%
COGS	2M		3M 9M		193.8%
Gross Margin	1M		2M 3M		88.3%
GM%	37%		36% 26%		-26.5%
India					
Net sales	31M		50M 161M		224.0%
COGS	18M		34M 110M		225.0%
Gross Margin	13M		16M 52M		222.0%



GM%	42%	32%	32%	-0.6%
Indonesia				
Net sales	3M	6M	18M	196.7%
COGS	1M	4M	11M	220.1%
Gross Margin	1M	3M	7M	165.6%
GM%	42%	43%	38%	-10.5%
Italy				
Net sales	3M	4M	12M	162.5%
COGS	2M	3M	8M	164.6%
Gross Margin	1M	1M	4M	157.8%
GM%	46%	31%	30%	-1.8%
Japan				
Net sales		2M	8M	321.1%
COGS		1M	4M	257.3%
Gross Margin		1M	4M	430.0%
GM%		37%	47%	25.9%
Netherlands				
Net sales	0M	3M	8M	137.9%
COGS	0M	2M	5M	164.2%
Gross Margin	0M	2M	3M	109.2%
GM%	36%	48%	42%	-12.1%
Newzealand				
Net sales		2M	11M	474.3%
COGS		1M	6M	303.8%
Gross Margin		1M	5M	950.7%
GM%		26%	48%	83.0%
Norway				
Net sales		2M	14M	451.8%
COGS		2M	10M	525.0%
Gross Margin		1M	4M	331.0%
GM%		38%	29%	-21.9%
Pakistan				
Net sales	1M	5M	6M	20.5%
COGS	0M	3M	4M	34.3%
Gross Margin	0M	2M	2M	2.0%
GM%	40%	43%	36%	-15.4%
Philiphines				
Net sales	6M	13M	32M	138.4%
COGS	3M	7M	19M	164.6%
Gross Margin	2M	6M	12M	106.5%
GM%	40%	45%	39%	-13.4%
Poland				
Net sales	0M	3M	5M	85.8%
COGS	0M	2M	3M	78.5%
Gross Margin	0M	1M	2M	96.7%
GM%	37%	40%	43%	5.9%



Portugal					
Net sales	1M	4M	12M	<div></div>	229.8%
COGS	0M	2M	7M	<div></div>	198.9%
Gross Margin	0M	1M	5M	<div></div>	284.5%
GM%	39%	36%	42%	<div></div>	16.6%
South Korea					
Net sales	13M	17M	49M	<div></div>	183.3%
COGS	7M	12M	31M	<div></div>	158.7%
Gross Margin	6M	5M	18M	<div></div>	241.3%
GM%	48%	30%	36%	<div></div>	20.5%
Spain					
Net sales		2M	13M	<div></div>	611.4%
COGS		1M	8M	<div></div>	663.2%
Gross Margin		1M	4M	<div></div>	525.7%
GM%		38%	33%	<div></div>	-12.1%
Sweden					
Net sales	0M	0M	2M	<div></div>	681.9%
COGS	0M	0M	1M	<div></div>	735.6%
Gross Margin	0M	0M	1M	<div></div>	613.8%
GM%	38%	44%	40%	<div></div>	-8.7%
United Kingdom					
Net sales	2M	8M	34M	<div></div>	322.7%
COGS	1M	5M	19M	<div></div>	252.1%
Gross Margin	1M	3M	15M	<div></div>	459.0%
GM%	36%	34%	45%	<div></div>	32.2%
USA					
Net sales	12M	32M	88M	<div></div>	175.0%
COGS	8M	19M	55M	<div></div>	183.9%
Gross Margin	4M	12M	32M	<div></div>	161.0%
GM%	33%	39%	37%	<div></div>	-5.1%



## FILTERS

FY

2019

GM % by sub\_zone All values are in INR

GM%	Column Labels				
Row Labels	Q1	Q2	Q3	Q4	Grand Total
ANZ	43%	42%	43%	42%	43%
India	43%	42%	42%	43%	42%
NA	35%	35%	35%	36%	35%
NE	37%	37%	37%	37%	37%
ROA	45%	44%	44%	44%	44%
SE	45%	44%	44%	44%	44%
<b>Grand Total</b>	<b>41%</b>	<b>41%</b>	<b>41%</b>	<b>42%</b>	<b>41%</b>

## FILTERS

FY

2020

GM%	Column Labels				
Row Labels	Q1	Q2	Q3	Q4	Grand Total
ANZ	43%	43%	43%	42%	43%
India	32%	32%	32%	32%	32%
NA	40%	40%	39%	40%	40%
NE	38%	38%	39%	38%	38%
ROA	38%	38%	39%	38%	38%
SE	38%	37%	38%	38%	38%
<b>Grand Total</b>	<b>37%</b>	<b>37%</b>	<b>37%</b>	<b>37%</b>	<b>37%</b>

## FILTERS

FY

2021

GM%	Column Labels				
Row Labels	Q1	Q2	Q3	Q4	Grand Total
ANZ	39%	38%	38%	38%	38%
India	32%	32%	32%	32%	32%
NA	37%	37%	37%	37%	37%
NE	38%	39%	38%	38%	38%
ROA	38%	38%	38%	38%	38%
SE	39%	38%	39%	38%	39%
<b>Grand Total</b>	<b>36%</b>	<b>36%</b>	<b>36%</b>	<b>36%</b>	<b>36%</b>



region All  
sub\_zone All  
FY 2021

### P & L by Country 2021

Row Labels	Net sales	COGS	Gross Margin	GM%
Australia	21M	14M	7M	33%
Austria	3M	2M	1M	30%
Bangladesh	7M	5M	2M	35%
Canada	35M	22M	13M	38%
China	23M	13M	9M	41%
France	26M	15M	11M	43%
Germany	12M	9M	3M	26%
India	161M	110M	52M	32%
Indonesia	18M	11M	7M	38%
Italy	12M	8M	4M	30%
Japan	8M	4M	4M	47%
Netherlands	8M	5M	3M	42%
Newzealand	11M	6M	5M	48%
Norway	14M	10M	4M	29%
Pakistan	6M	4M	2M	36%
Philippines	32M	19M	12M	39%
Poland	5M	3M	2M	43%
Portugal	12M	7M	5M	42%
South Korea	49M	31M	18M	36%
Spain	13M	8M	4M	33%
Sweden	2M	1M	1M	40%
United Kingdom	34M	19M	15M	45%
USA	88M	55M	32M	37%
Grand Total	599M	381M	218M	36%



## P&L by Months and Quarter

### FILTERS

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Metrics	Fiscal Years											
	Q1			Q2			Q3			Q4		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Net sales	6M	8M	11M	11M	7M	6M	6M	6M	6M	6M	6M	6M
COGS	4M	5M	6M	7M	4M	4M	4M	4M	4M	4M	4M	4M
GM	3M	3M	4M	5M	3M	3M	3M	3M	3M	3M	3M	3M
GM%	41%	42%	41%	41%	41%	42%	41%	41%	41%	42%	41%	41%

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region All  
division All  
FY 2020  
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Metrics	Fiscal Years											
	Q1			Q2			Q3			Q4		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Net sales	17M	21M	29M	30M	17M	16M	2M	8M	10M	15M	16M	17M
COGS	11M	13M	18M	19M	11M	10M	1M	5M	6M	9M	10M	10M
GM%	38%	38%	37%	37%	38%	38%	37%	38%	37%	37%	37%	37%
Gross Marg	6M	8M	11M	11M	6M	6M	1M	3M	4M	6M	6M	6M

customer All  
region All  
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FY 2021  
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Metrics	Fiscal Years											
	Q1			Q2			Q3			Q4		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Net sales	45M	55M	74M	78M	45M	42M	44M	44M	44M	41M	44M	43M
COGS	28M	35M	47M	50M	28M	27M	28M	28M	28M	26M	28M	27M
Gross Marg	16M	20M	27M	28M	16M	15M	16M	16M	16M	15M	16M	16M



GM%	37%	37%	36%	36%	37%	37%	36%	36%	37%	36%	36%	36%
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