**INSIGHTS FROM BI 360**

**ATLIQ HARDWARE IS GROWING RAPIDLY:**

In 2020, gross sales & gross margin increased by 156% & 117% more than the previous year.

In 2021, gross sales & gross margin increased by 211% & 202% more than the previous year.

**MARKET SHARE ANALYSIS:**

**In 2022**, AtliQ **achieved** market share of **5.9% of total market** share **among competitors.**

**In India**, AtliQ achieved market share of **13.3%** which is highest **among all subzones.**

**ATLIQ HARDWARE IS FACING ISSUE IN MAINTAING NET**

**PROFIT %:**

In 2022, net profit % is **declined** by approx. **50%**, in 2021 it is **-6.63%** & in 2022 it is **-13.98%.**

**REVENUE CONTRIBUTION ANALYSIS:**

**Retailer** channel **contributed 72.97%** of total revenue among all channels.

**PC** Division **contributed 6.63%** of total revenue among all divisions.

**LATAM** is **lowest in revenue** contribution with **0.4%.**

**INDIA** is **highest in revenue c**ontribution with **25.3%.**