

Insights

Rapid Growth:

	Gross sales	Gross margin
2020	+156%	+117%
2021	+211%	+202%

Market Share:

Worldwide market share of 5.9% in 2022.

In India, market share of 13.3% in 2022.

Decrease in Profits

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 contribution with 25.3 %.