



region, market

All

customer

All

segment, category, p...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

₹ 3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

BM: 38.34% (-0.66%)

GM%

-13.98%✓

BM: -14.19% (+1.47%)

NP%

81.17%✓

LY: 80.21% (+1.2%)

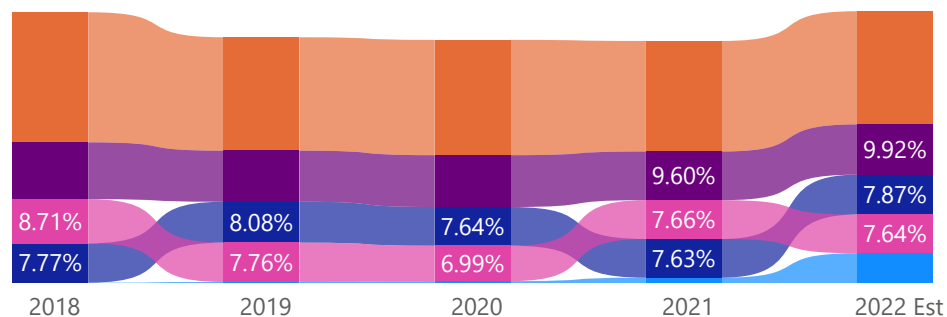
Forecast Accuracy

Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM %	NP %	Atliq MS%	Net Error %	Risk
LATAM	₹ 14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4% EI
NA	₹ 1,022.1M	27.4%	45.0%	↓	-14.2%	4.9%	14.4% EI
ANZ	₹ 189.8M	5.1%	43.5%	↓	-7.4%	1.4%	-37.6% OOS
India	₹ 945.3M	25.3%	35.8%	↓	-23.0%	13.3%	-24.4% OOS
NE	₹ 457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6% OOS
ROA	₹ 788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6% OOS
SE	₹ 317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5% OOS
Total	₹ 3,736.2M	100.0%	38.1%	↓	-14.0%	5.9%	-9.5% OOS

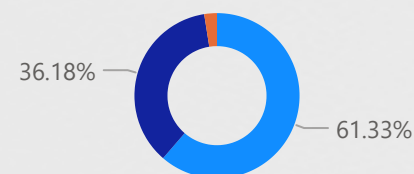
PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



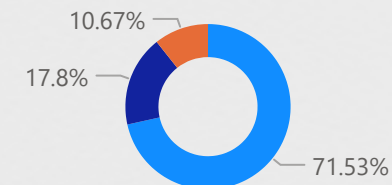
Revenue by Division

● PC ● P & A ● N & S



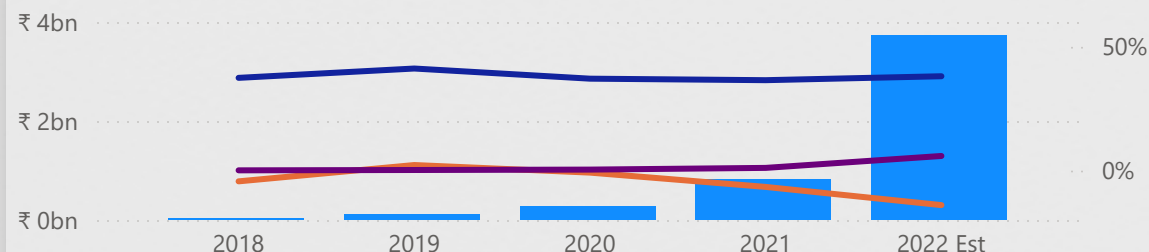
Revenue by Channel

● Retailer ● Direct ● Distributor



Yearly Trend by Revenue, GM%, Net Profit%, PC Market Share%

● NS \$ ● GM % ● NP % ● Atliq MS%



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.78% ↓
Atliq e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	38.2%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08% ↓
AQ Smash 1	3.8%	37.43% ↓
AQ Smash 2	4.1%	37.40% ↓
Total	23.2%	38.06%

BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out of Stock