



region, market

All

customer

All

segment, category, p...

All

▼

2022
Est

Q1

Q2

Q3

₹ 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%)

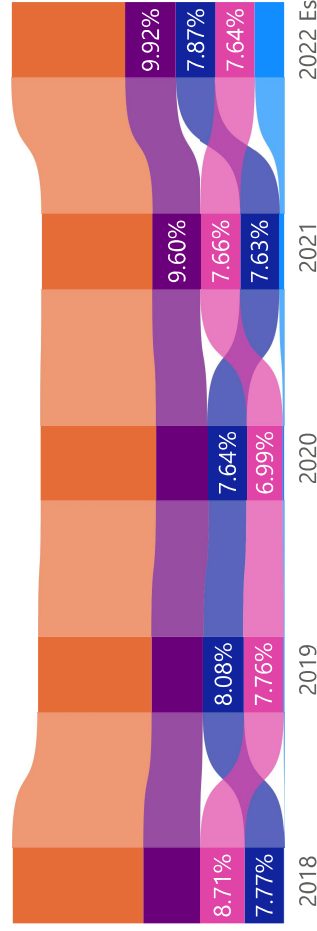
Forecast Accuracy

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%	El
NA	₹ 1,022.1M	27.4%	45.0%	↓ -14.2%	4.9%	14.4%	El
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



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

Revenue by Division

● PC ● P & A ● N & S



Yearly Trend by Revenue, GM%, Net Profit

● NS \$ ● GM % ● NP % ● AtliQ MS%

₹ 4bn

₹ 2bn

₹ 0bn

2018 2019 2020

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%

product

AQ BZ All
AQ Home
AQ HOMI
AQ Smas
AQ Smas
Total