



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%✓

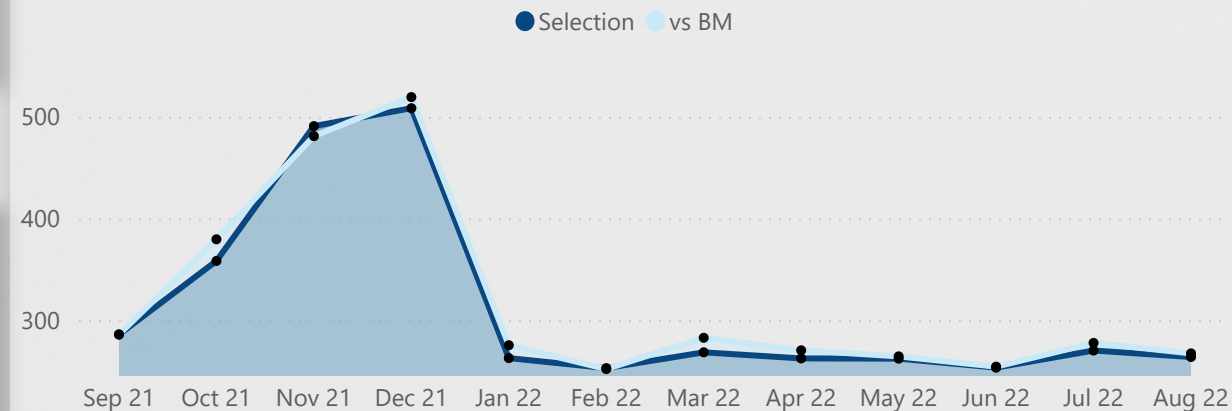
BM: -14.19% (+1.47%)

NP%

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-8.61
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-12.19
Gross Margin %	38.08	38.34	-0.25	-0.69
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-3.14

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
⊕ APAC	1,923.77	-11.07	⊕ Accessories	454.10	
⊕ NA	1,022.09	-7.23	⊕ Desktop	711.08	
⊕ EU	775.48	-4.43	⊕ Networking	38.43	
⊕ LATAM	14.82	-7.62	⊕ Notebook	1,580.43	
Total	3,736.17	-8.61	⊕ Peripherals	897.54	
			⊕ Storage	54.59	
			Total	3,736.17	-8.61

BM = Benchmark, LY = Last Year