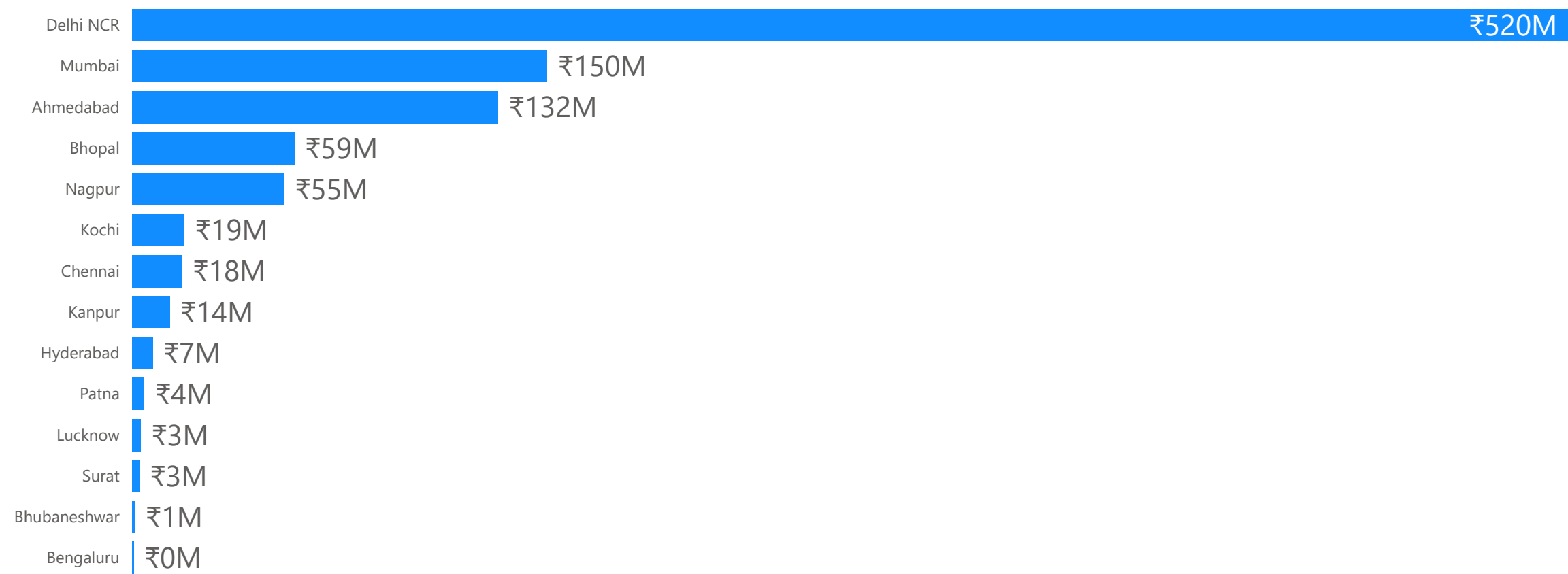




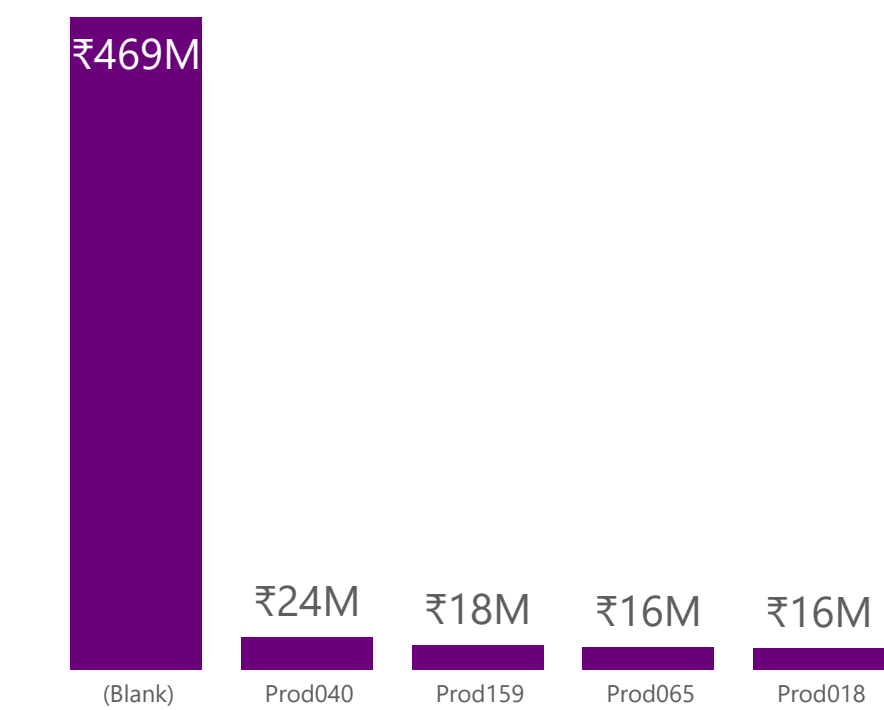
Revenue by Markets



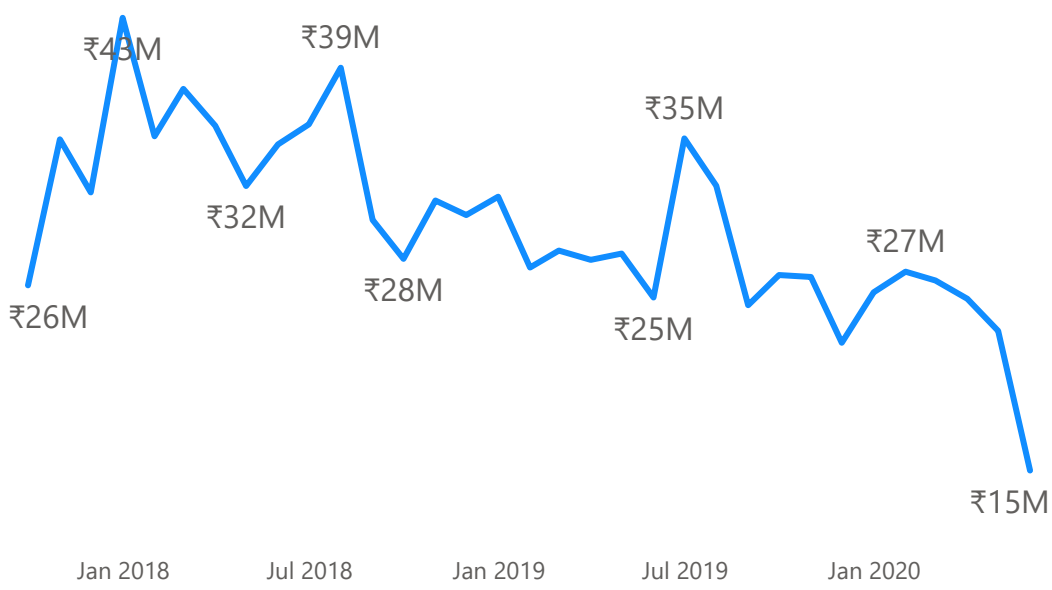
Top 5 Customers



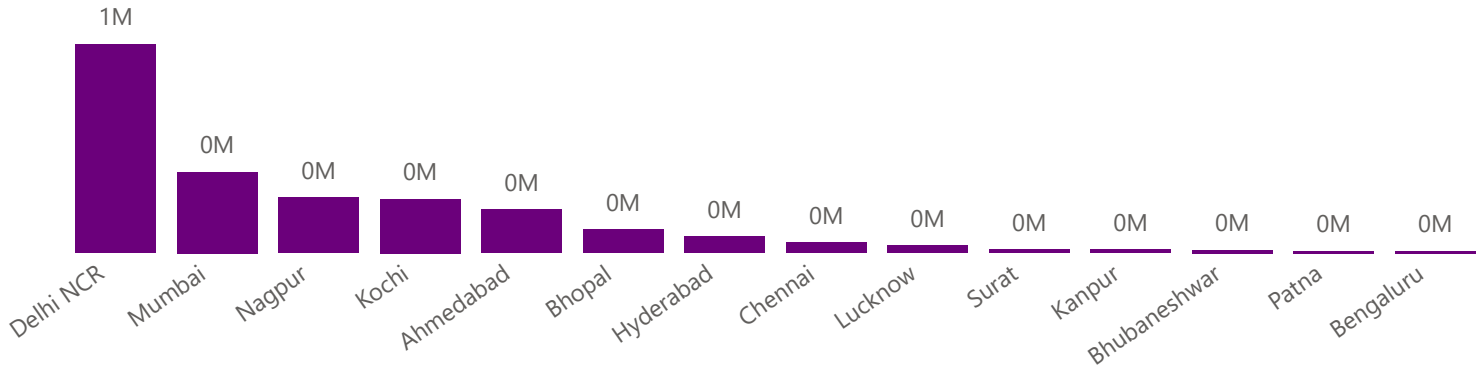
Top 5 Products



Revenue Trend



Sales Qty by Markets



₹142M

Revenue

350K

Sales Qty

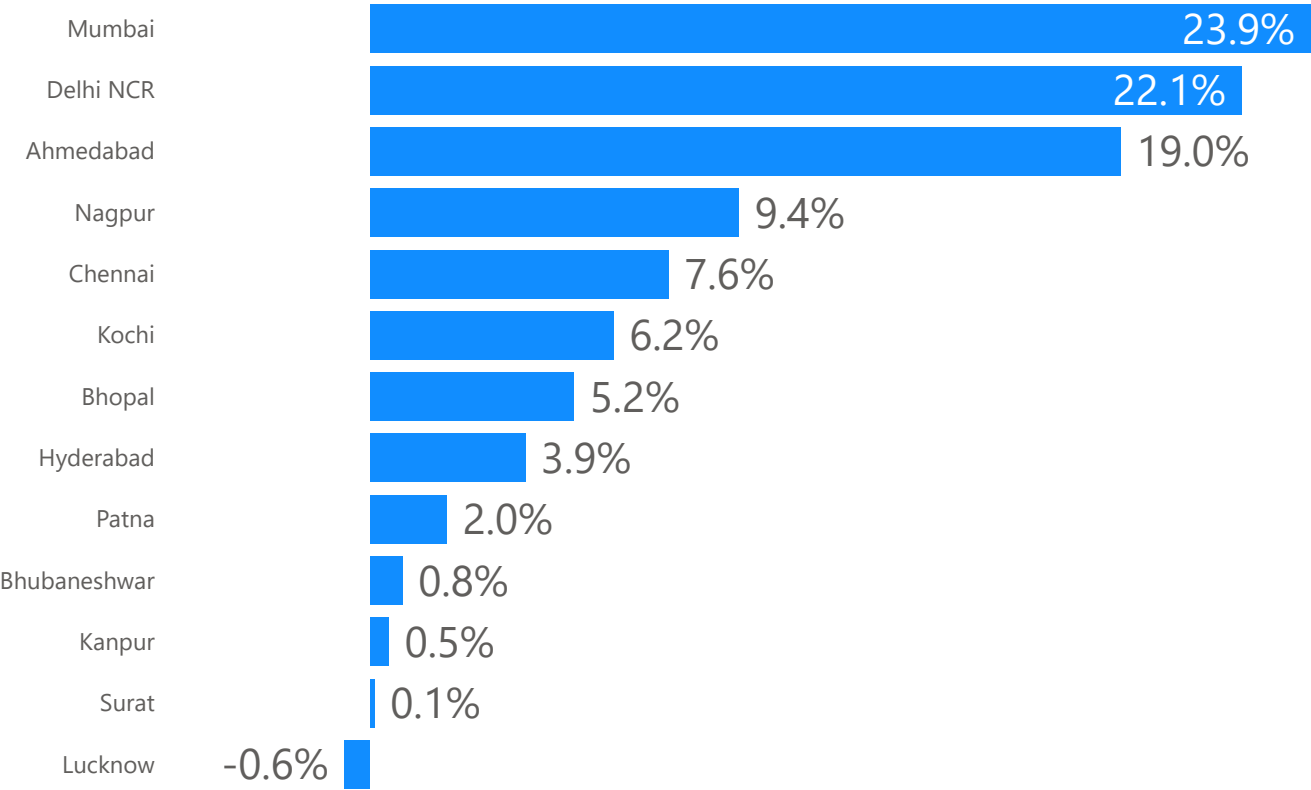
₹2.1M

Total Profit Margin

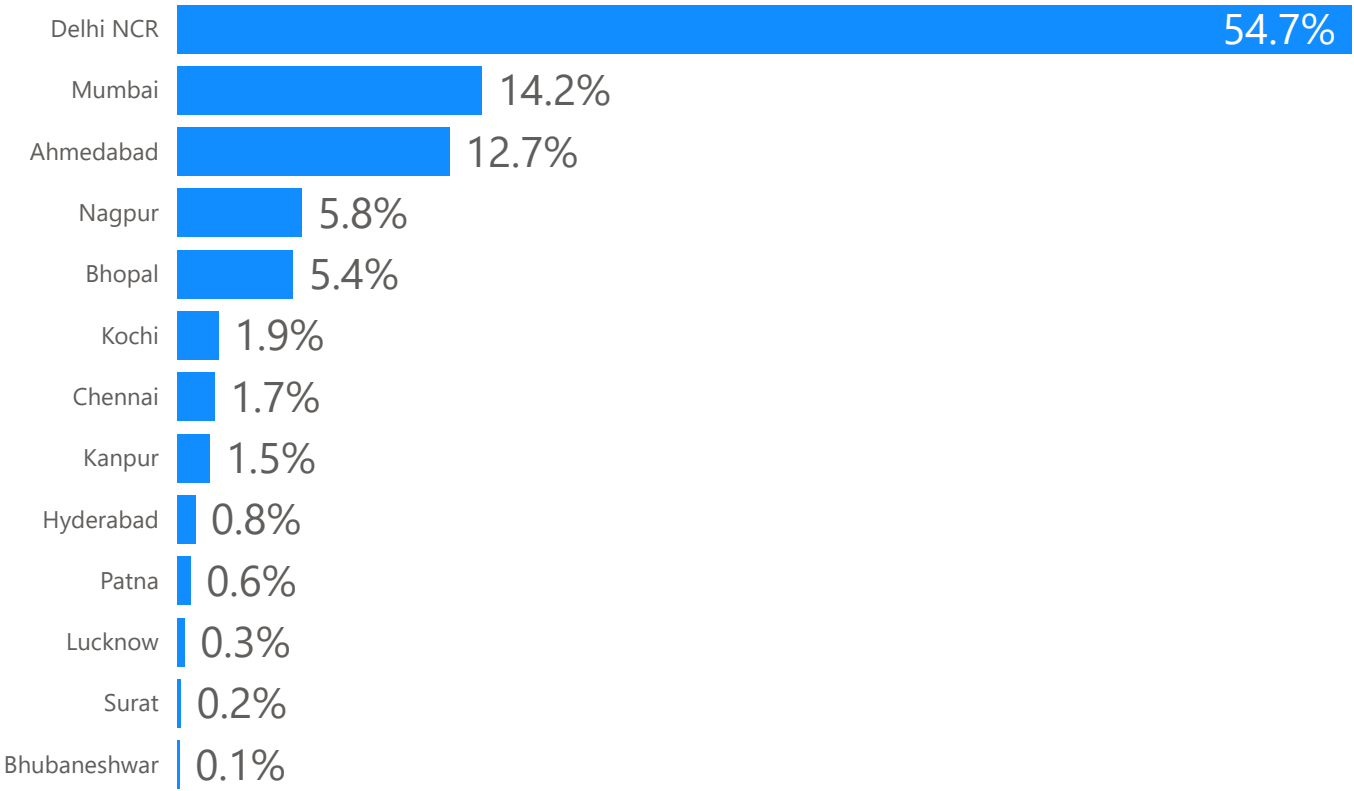
# PROFIT ANALYSIS

Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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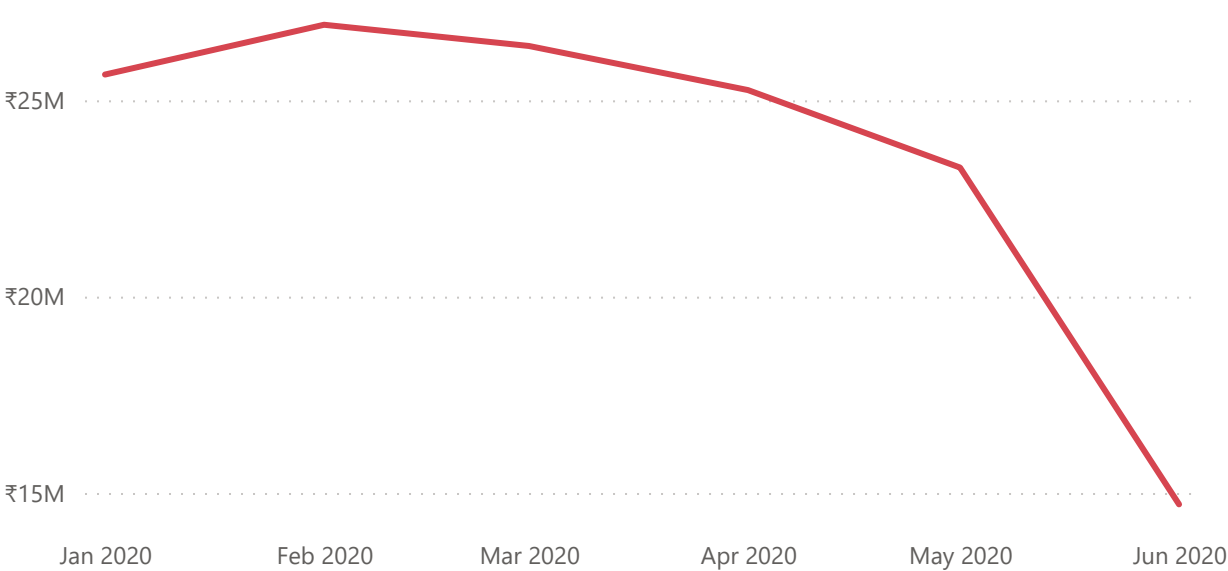
Profit Contribution % by Market



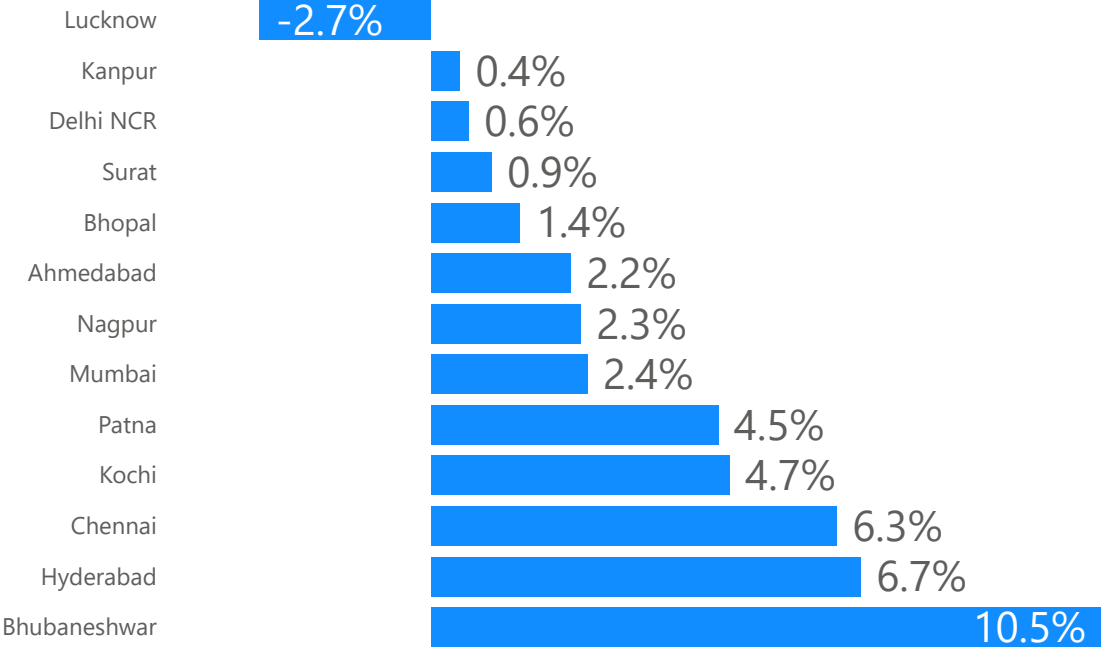
Revenue Contribution % by Market



Revenue Trend



Profit % by market



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsquipo Stores	₹86,908	0.1%	-0.5%	-11.5%
Epic Stores	₹3,002,834	2.1%	-6.8%	-4.7%
Expression	₹82,845	0.1%	-0.2%	-4.2%
Insight	₹571,430	0.4%	-0.5%	-1.9%
Synthetic	₹916,267	0.6%	-0.4%	-1.0%
Integration Stores	₹1,909,611	1.3%	-0.2%	-0.2%
Relief	₹773,301	0.5%	0.1%	0.3%
Electricalsara Stores	₹65,641,977	46.2%	11.9%	0.4%
Logic Stores	₹3,319,243	2.3%	0.6%	0.4%
Electricalslytical	₹5,537,904	3.9%	1.3%	0.5%
Premium Stores	₹5,899,748	4.1%	1.4%	0.5%
Zone	₹927,154	0.7%	0.2%	0.5%
Path	₹1,723,307	1.2%	1.0%	1.1%
Control	₹4,182,662	2.9%	2.5%	1.2%
Sound	₹740,856	0.5%	0.5%	1.3%
Novus	₹258,543	0.2%	0.2%	1.6%
Atlas Stores	₹2,189,613	1.5%	2.1%	2.0%
Electricalsocity	₹2,520,938	1.8%	3.3%	2.7%
Surface Stores	₹2,420,004	1.7%	3.2%	2.7%
Propel	₹541,553	0.4%	0.7%	2.8%
Nixon	₹3,028,345	2.1%	4.7%	3.2%
Info Stores	₹5,064,374	3.6%	7.8%	3.2%
Excel Stores	₹7,928,385	5.6%	12.5%	3.3%
Flawless Stores	₹1,126,976	0.8%	1.8%	3.3%
Sage	₹96,950	0.1%	0.2%	3.5%
Electricalslance Stores	₹142,742	0.1%	0.2%	3.5%
Unity Stores	₹1,748,166	1.2%	3.3%	3.9%
Acclaimed Stores	₹3,116,384	2.2%	6.1%	4.0%
Nomad Stores	₹1,978,550	1.4%	4.0%	4.1%
Modular	₹2,453,519	1.7%	5.0%	4.2%
Forward Stores	₹2,560,961	1.8%	5.4%	4.3%
All-Out	₹713,953	0.5%	1.6%	4.5%
Elite	₹1,247,785	0.9%	3.2%	5.3%
Electricalsopedia Stores	₹995,764	0.7%	2.9%	5.9%
Leader	₹1,671,901	1.2%	4.9%	6.0%
Surge Stores	₹3,953,600	2.8%	11.9%	6.2%
Power	₹1,098,552	0.8%	3.7%	6.9%
Electricalsbea Stores	₹50,940	0.0%	0.4%	15.6%
Total	₹142,224,545	100.0%	100.0%	1.4%

₹985M

Revenue

# PERFORMANCE INSIGHTS

Profit Target

2%

₹25M

Total Profit Margin

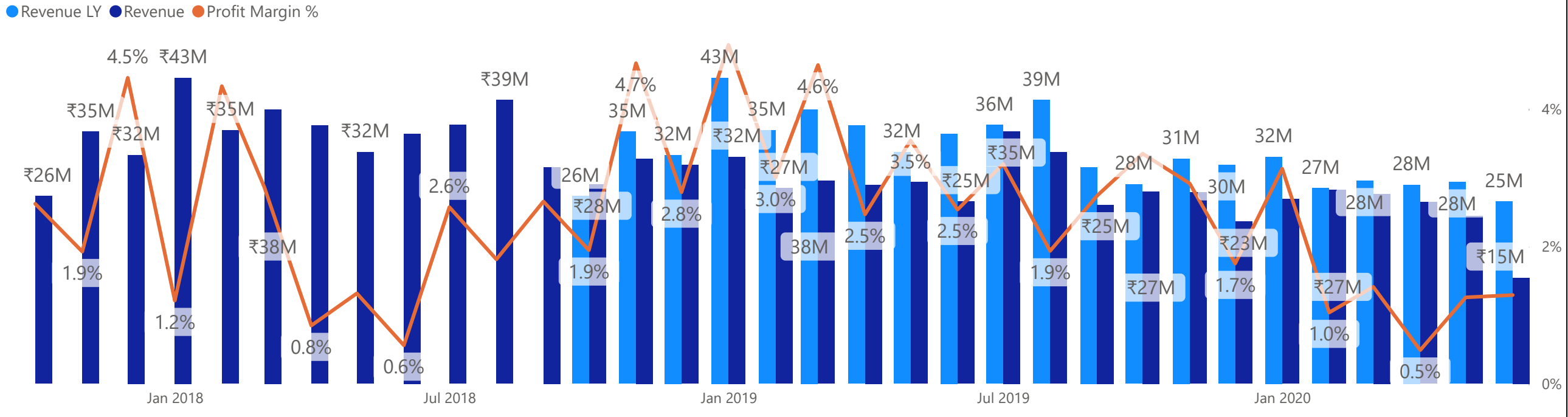
2M

Sales Qty

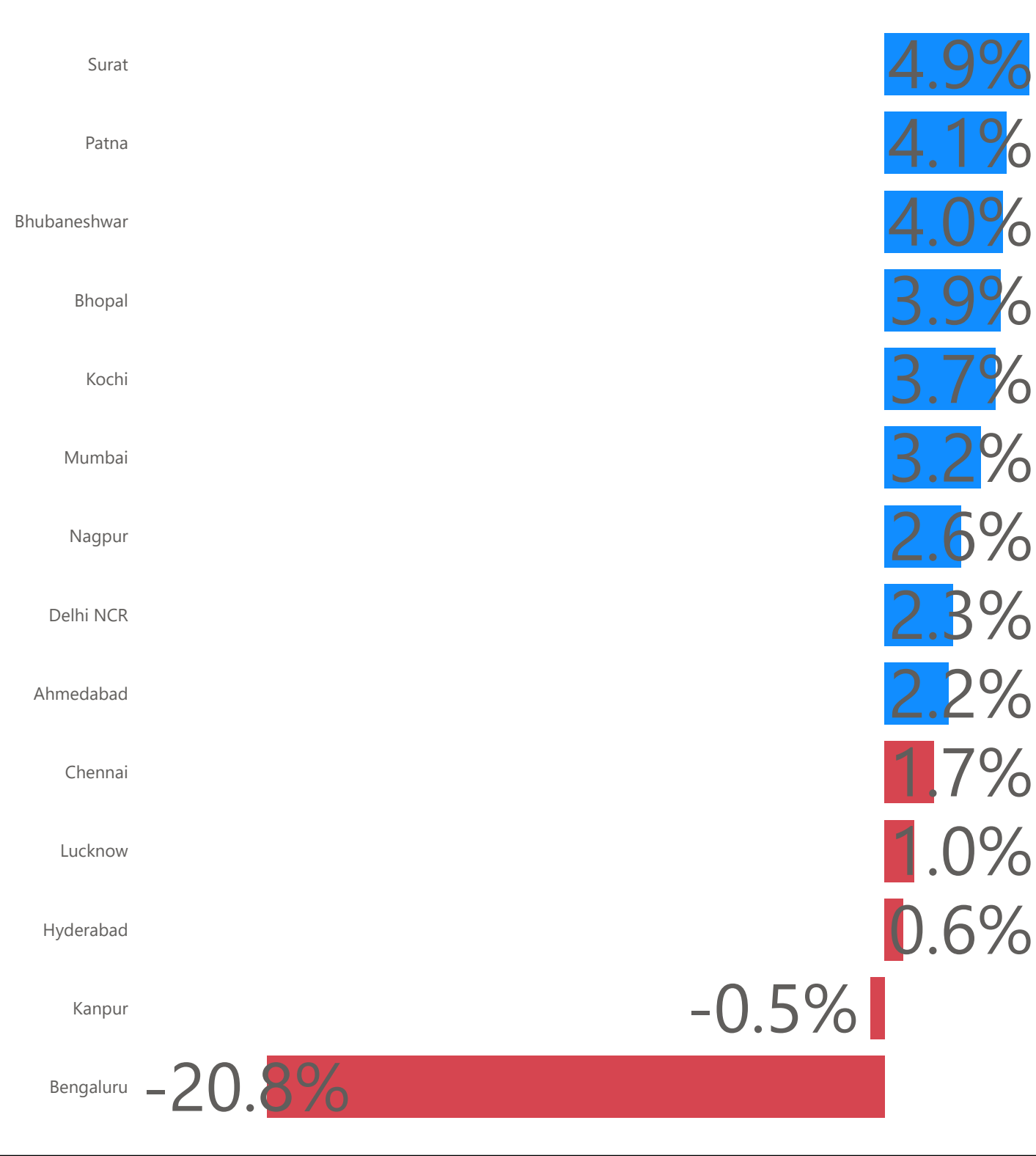
2017	2018	2019	2020
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Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	>
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Revenue Trend



Revenue Contribution % by Market



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
▲				
Acclaimed Stores	₹21,196,727	2.2%	1.3%	1.5%
All-Out	₹6,068,432	0.6%	0.6%	2.5%
Atlas Stores	₹16,666,713	1.7%	1.2%	1.8%
Control	₹31,771,997	3.2%	3.3%	2.6%
Electricalsara Stores	₹413,333,588	42.0%	37.7%	2.3%
Electricalsbea Stores	₹336,367	0.0%	0.0%	0.8%
Electricalslance Stores	₹1,868,461	0.2%	-0.2%	-2.0%
Electricalslytical	₹49,644,189	5.0%	6.8%	3.4%
Electricalsocity	₹17,489,935	1.8%	2.9%	4.1%
Electricalsopedia Stores	₹10,281,203	1.0%	1.3%	3.2%
Electricalsquipo Stores	₹1,330,361	0.1%	0.4%	6.6%
Elite	₹4,837,239	0.5%	0.9%	4.4%
Epic Stores	₹18,750,440	1.9%	1.3%	1.8%
Excel Stores	₹49,115,620	5.0%	2.8%	1.4%
Expression	₹430,368	0.0%	0.1%	3.5%
Flawless Stores	₹9,156,412	0.9%	1.3%	3.4%
Forward Stores	₹21,026,079	2.1%	2.3%	2.7%
Info Stores	₹35,100,033	3.6%	1.3%	0.9%
Insight	₹3,342,051	0.3%	0.1%	1.0%
Integration Stores	₹13,979,716	1.4%	1.0%	1.8%
Leader	₹16,529,970	1.7%	5.1%	7.5%
Logic Stores	₹13,201,366	1.3%	2.0%	3.7%
Modular	₹17,379,851	1.8%	1.8%	2.6%
Nixon	₹43,893,083	4.5%	7.2%	4.1%
Nomad Stores	₹17,739,351	1.8%	2.1%	2.9%
Novus	₹2,359,799	0.2%	0.3%	3.2%
Path	₹12,995,938	1.3%	0.9%	1.6%
Power	₹5,727,123	0.6%	1.4%	6.2%
Premium Stores	₹44,962,166	4.6%	4.3%	2.3%
Propel	₹4,183,862	0.4%	0.6%	3.3%
Relief	₹5,230,158	0.5%	0.7%	3.3%
Sage	₹2,252,506	0.2%	0.1%	1.5%
Sound	₹4,966,707	0.5%	0.8%	4.0%
Surface Stores	₹15,242,562	1.5%	2.0%	3.2%
Surge Stores	₹28,648,916	2.9%	2.7%	2.3%
Synthetic	₹6,173,068	0.6%	0.4%	1.4%
Unity Stores	₹12,589,257	1.3%	0.9%	1.8%
Zone	₹5,067,349	0.5%	0.2%	1.2%
Total	₹984,868,963	100.0%	100.0%	2.5%