

# AtliQ Hardwares



## FILTERS

region	All	Customer Net sales Performance
division	All	
market	All	

Row Labels	netsales 19	netsales 20	netsales 21	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsociety	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%

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Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.5%</b>



## FILTERS

region	All	<b>Customer</b>
division	All	<b>Net sales Performance</b>
market	India	

Row Labels	netsales 19	netsales 20	netsales 21	21 vs 20
Amazon	4.6M	9.8M	23.0M	234.9%
Atliq e Store	1.6M	3.5M	8.7M	249.1%
AtliQ Exclusive	3.4M	4.7M	18.4M	392.6%
Croma	1.7M	2.5M	7.5M	305.1%
Ebay	1.7M	3.6M	8.5M	235.9%
Electricalslytical	1.6M	2.0M	8.4M	431.1%
Electricalsociety	1.8M	2.3M	9.4M	415.1%
Expression	1.5M	2.2M	8.8M	391.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flipkart	1.9M	4.3M	9.9M	231.8%
Girias	1.5M	2.1M	8.7M	419.3%
Lotus	1.5M	2.1M	8.1M	382.6%
Propel	1.6M	2.2M	9.1M	413.7%
Reliance Digital	1.6M	2.2M	8.5M	387.2%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
Grand Total	30.8M	49.8M	161.3M	324.0%

# AtliQ Hardwares



## FILTERS

division	All	Market		
region	All	Performance vs Target		

All values are in USD

Country	netsales 19	netsales 20	netsales 21	Target 21	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-8.4%</b>



## FILTERS

division All  
region All  
customer All

P&L  
By Fiscal Year

## Fiscal Years

Markets		2019	2020	2021	20 vs 21
Australia	netsales	3.9M	10.7M	21.0M	196%
	COGS	2.2M	5.8M	14.1M	243%
	GM	1.7M	4.9M	6.9M	141%
	GM%	42.57%	45.88%	32.92%	72%
Austria	netsales		0.1M	2.8M	2401%
	COGS		0.1M	2.0M	2272%
	GM		0.0M	0.9M	2765%
	GM%		26.15%	30.11%	115%
Bangladesh	netsales	0.5M	2.3M	7.0M	308%
	COGS	0.3M	1.4M	4.5M	334%
	GM	0.1M	0.9M	2.4M	268%
	GM%	28.73%	39.61%	34.54%	87%
Canada	netsales	4.8M	12.2M	35.1M	288%
	COGS	2.8M	7.1M	21.7M	306%
	GM	2.0M	5.1M	13.4M	263%
	GM%	41.67%	41.91%	38.21%	91%
China	netsales	1.4M	5.4M	22.9M	422%
	COGS	0.8M	3.3M	13.5M	406%
	GM	0.6M	2.1M	9.4M	448%
	GM%	44.94%	38.68%	41.07%	106%
France	netsales	4.0M	7.5M	25.9M	347%
	COGS	2.3M	4.3M	14.7M	346%
	GM	1.8M	3.2M	11.2M	348%
	GM%	44.09%	43.11%	43.24%	100%
Germany	netsales	2.6M	4.7M	12.0M	256%
	COGS	1.6M	3.0M	8.9M	294%
	GM	0.9M	1.7M	3.1M	188%
	GM%	36.97%	35.63%	26.18%	73%
India	netsales	30.8M	49.8M	161.3M	324%
	COGS	17.8M	33.7M	109.7M	325%
	GM	13.1M	16.0M	51.6M	322%
	GM%	42.35%	32.21%	32.00%	99%
Indonesia	netsales	2.5M	6.2M	18.4M	297%

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	COGS	1.5M	3.5M	11.3M		320%
	GM	1.1M	2.7M	7.1M		266%
	GM%	42.03%	42.91%	38.41%		90%
Italy	netsales	2.9M	4.5M	11.7M		263%
	COGS	1.6M	3.1M	8.2M		265%
	GM	1.3M	1.4M	3.5M		258%
	GM%	45.63%	30.68%	30.13%		98%
Japan	netsales		1.9M	7.9M		421%
	COGS		1.2M	4.2M		357%
	GM		0.7M	3.7M		530%
	GM%		36.96%	46.52%		126%
Netherlands	netsales	0.2M	3.4M	8.0M		238%
	COGS	0.1M	1.8M	4.6M		264%
	GM	0.1M	1.6M	3.4M		209%
	GM%	36.36%	47.79%	42.03%		88%
Newzealand	netsales	2.0M	11.4M	31.9M		574%
	COGS	1.5M	5.9M	19.4M		404%
	GM	0.5M	5.5M	12.5M		1051%
	GM%	26.36%	48.23%	39.09%		183%
Norway	netsales	2.5M	13.7M	31.9M		552%
	COGS	1.5M	9.6M	19.4M		625%
	GM	0.9M	4.0M	12.5M		431%
	GM%	37.74%	29.48%	39.09%		78%
Pakistan	netsales	0.6M	4.7M	5.7M		121%
	COGS	0.4M	2.7M	3.6M		134%
	GM	0.2M	2.0M	2.0M		102%
	GM%	39.65%	42.75%	36.18%		85%
Philippines	netsales	5.7M	13.4M	31.9M		238%
	COGS	3.4M	7.3M	19.4M		265%
	GM	2.3M	6.0M	12.5M		206%
	GM%	39.90%	45.13%	39.09%		87%
Poland	netsales	0.4M	2.8M	5.2M		186%
	COGS	0.3M	1.7M	3.0M		178%
	GM	0.2M	1.1M	2.2M		197%
	GM%	37.43%	40.20%	42.56%		106%
Portugal	netsales	0.7M	3.6M	11.8M		330%
	COGS	0.5M	2.3M	6.8M		299%
	GM	0.3M	1.3M	5.0M		385%
	GM%	39.29%	36.13%	42.13%		117%
South Korea	netsales	12.8M	17.3M	49.0M		283%

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COGS	6.7M	12.1M	31.4M		259%
GM	6.1M	5.2M	17.6M		341%
GM%	47.54%	29.82%	35.92%		120%
Spain					
netsales		1.8M	12.6M		711%
COGS		1.1M	8.4M		763%
GM		0.7M	4.2M		626%
GM%		37.67%	33.13%		88%
Sweden					
netsales	0.1M	0.2M	1.8M		782%
COGS	0.0M	0.1M	1.1M		836%
GM	0.0M	0.1M	0.7M		714%
GM%	38.28%	44.06%	40.22%		91%
United Kingdom					
netsales	2.0M	8.1M	34.2M		423%
COGS	1.3M	5.3M	18.7M		352%
GM	0.7M	2.8M	15.4M		559%
GM%	36.19%	34.13%	45.13%		132%
USA					
netsales	11.5M	31.9M	87.8M		275%
COGS	7.7M	19.5M	55.3M		284%
GM	3.8M	12.4M	32.5M		261%
GM%	32.79%	38.97%	36.99%		95%

**FILTERS**

division All  
region All  
customer All

**P&L**  
**By Fiscal Year**

METRICS	Fiscal Years			
	2019	2020	2021	20 vs 21
netsales	87.5M	196.7M	598.9M	304%
COGS	51.2M	123.4M	380.7M	309%
GM	36.2M	73.3M	218.2M	298%
GM%	41.43%	37.28%	36.43%	98%

**FILTERS**

division All

market All

region All

customer All

FY All

**P&L****By Fiscal Months****By Quarters**

Quarters

METRICS	Q1				Q2				Q3				Q4				Grand Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Jun	Jul	Aug	Jun	
netsales	68.4M	83.3M	113.8M	119.4M	68.4M	63.8M	52.5M	57.6M	60.8M	62.5M	66.6M	65.9M	883.0M	883.0M	883.0M	883.0M	883.0M
COGS	42.9M	52.2M	71.7M	75.4M	42.9M	40.0M	33.1M	36.3M	38.2M	39.3M	42.0M	41.6M	555.3M	555.3M	555.3M	555.3M	555.3M
GM	25.5M	31.1M	42.1M	44.0M	25.6M	23.8M	19.4M	21.4M	22.6M	23.3M	24.6M	24.3M	327.7M	327.7M	327.7M	327.7M	327.7M
GM%	37.33%	37.36%	36.97%	36.89%	37.35%	37.35%	37.00%	37.07%	37.22%	37.19%	36.94%	36.88%	37.11%	37.11%	37.11%	37.11%	37.11%

**FILTERS**

division	All	
market	All	
region	All	
customer	All	
FY	2019	

**P&L**

[By Fiscal Months](#)

[By Quarters](#)

## Quarters

METRICS	Q1		Q2		Q3		Q4		Grand Total			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
netsales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M
GM	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M
GM%	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%
												41.43%

division All

market All

region All

**P&L**

[By Fiscal Months](#)

[By Quarters](#)

## Quarters

METRICS	Q1		Q2		Q3		Q4		Grand Total			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
netsales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M
GM	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M
GM%	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%
												37.28%

division All

market All

region All

**P&L**

[By Fiscal Months](#)

[By Quarters](#)

## Quarters

METRICS	Q1		Q2		Q3		Q4		Grand Total			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
netsales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M
GM	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M
GM%	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%
												36.43%

**Net Sales****Comparison**

<b>21 vs 20</b>	262.06%	264.68%	259.10%	261.05%	261.40%	262.49%	2081.59%	561.21%	447.02%	278.64%	273.93%	260.31%	304.48%
<b>20 vs 19</b>	264.63%	256.58%	267.27%	261.45%	262.75%	262.02%	32.93%	122.73%	153.05%	240.65%	248.00%	262.03%	224.85%

# AtliQ Hardwares



## FILTERS

region All  
sub\_zone All  
FY 2021

**P&L**  
**for Markets**  
All values are in USD

Market	netsales	COGS	GM	GM%
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philippines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%



### GM% by Quarters (sub\_zone)

FY            2019

Subzone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

FY            2020

Subzone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

FY            2021

Subzone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%