

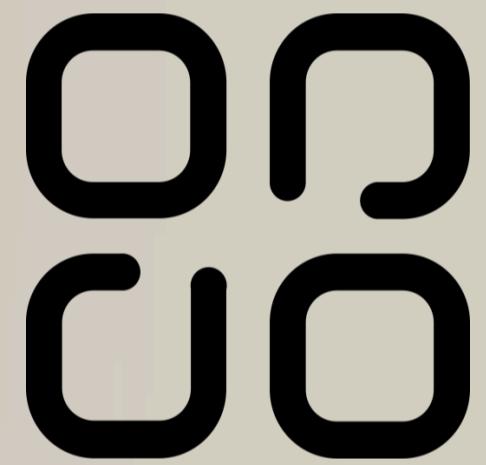


Business Insights 360

AtliQ Technologies

By

Riyaz aqthar



Wednesday, June 04, 2025

Sales data loaded until : Dec,21





region, market

All

customer

All

segment, category...

All

Clear all
Filters

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

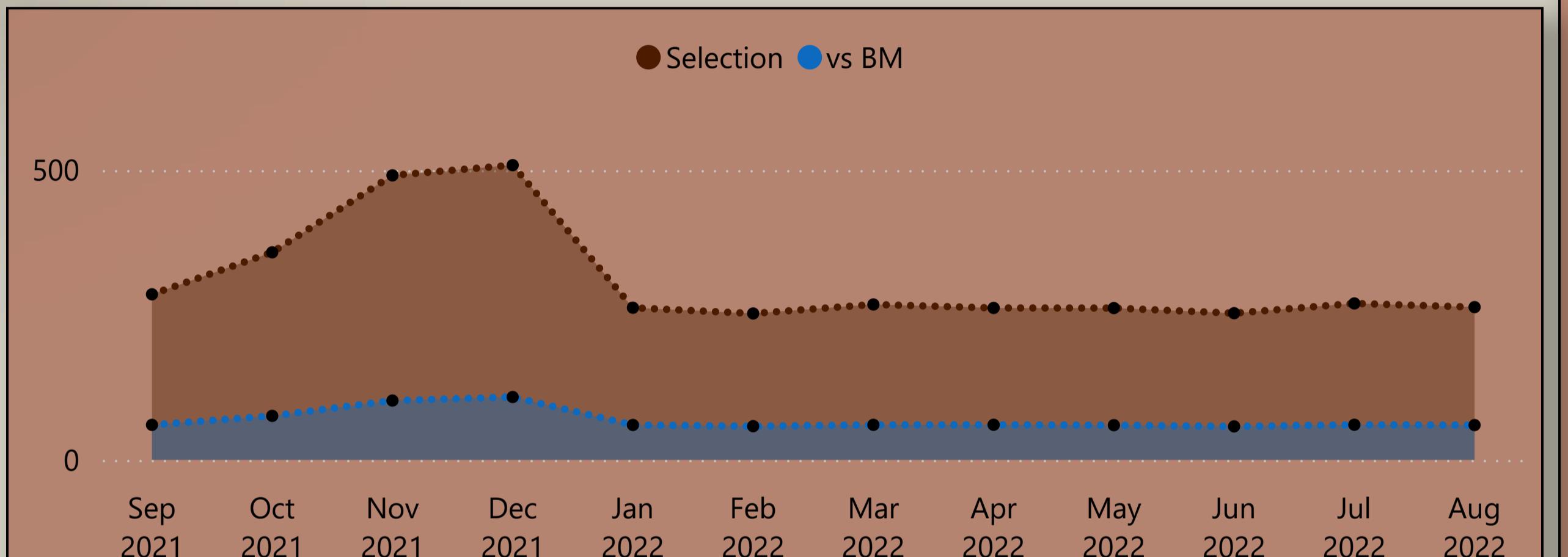
Gross Margin %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

Net Sales Performance Over Time



Top / Bottom Product & Customer by Net Sales

primary

- category
- region

secondary

- product
- market

category	P & L values	P & L Chg %
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+ Batteries	71.37	863.77
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+ Business Laptop	765.25	604.43
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+ External Solid State Drives	50.90	4.15
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+ Gaming Laptop	619.25	688.58
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Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79



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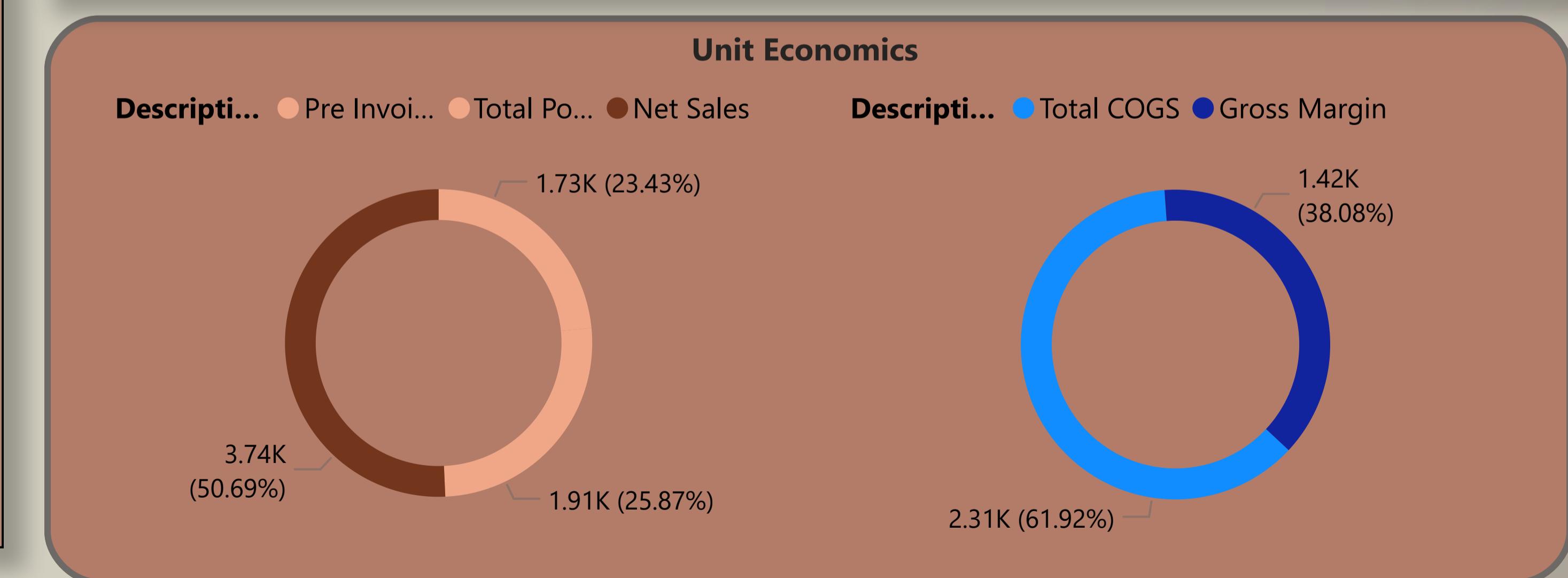
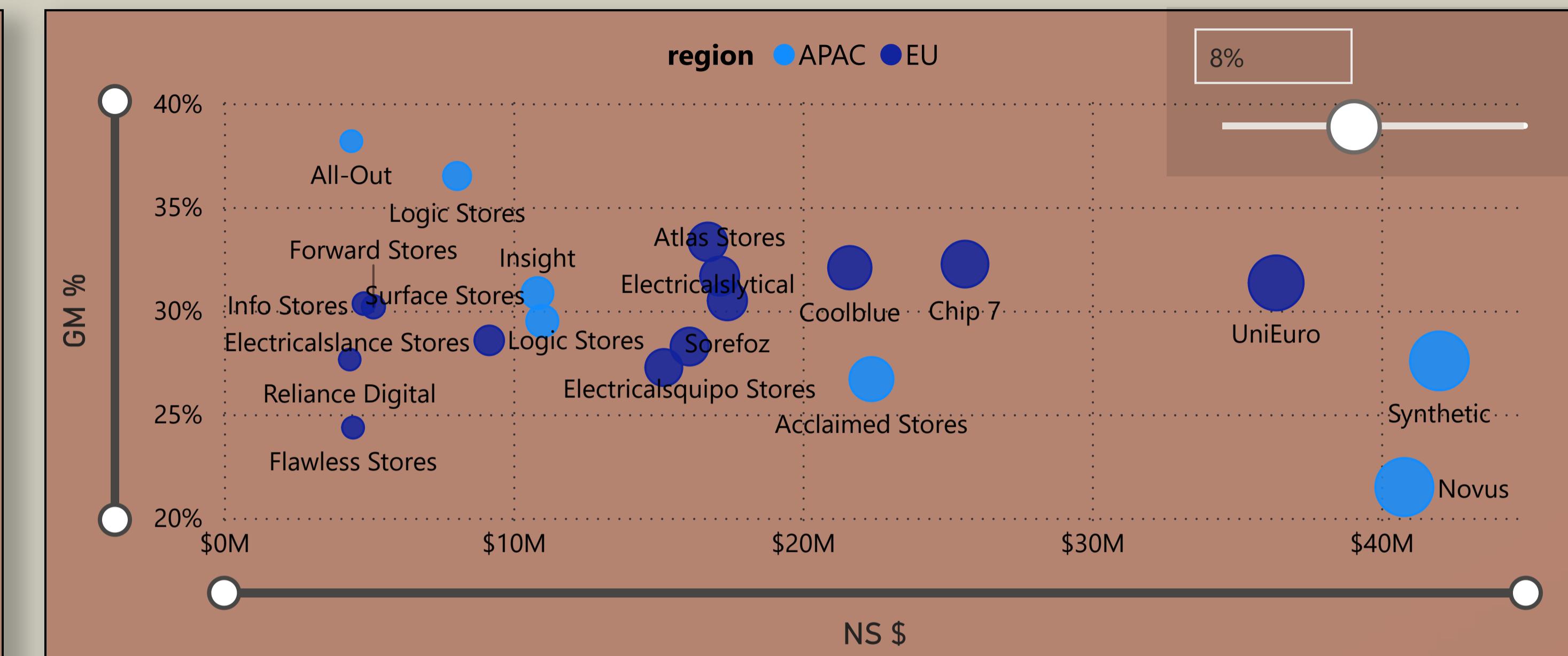
Customer Performance

Performance Matrix

vs LY

vs Target

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Neptune	\$105.69M	49.36M	46.70%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
walmart	\$72.41M	33.06M	45.66%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
Path	\$59.32M	25.81M	43.50%
Electricalslytical	\$68.05M	25.34M	37.24%
Staples	\$64.20M	24.99M	38.92%
Circuit City	\$52.42M	24.51M	46.77%
Electricalsociety	\$67.76M	24.41M	36.03%
Costco	\$61.81M	24.15M	39.07%
Control	\$54.14M	23.51M	43.42%
Propel	\$61.59M	23.03M	37.38%
BestBuy	\$49.34M	22.15M	44.89%
Vijay Sales	\$55.13M	20.93M	37.96%
Reliance Digital	\$54.57M	20.85M	38.21%
Croma	\$51.84M	20.67M	39.88%
Total	\$3,736.17M	1,422.88M	38.08%





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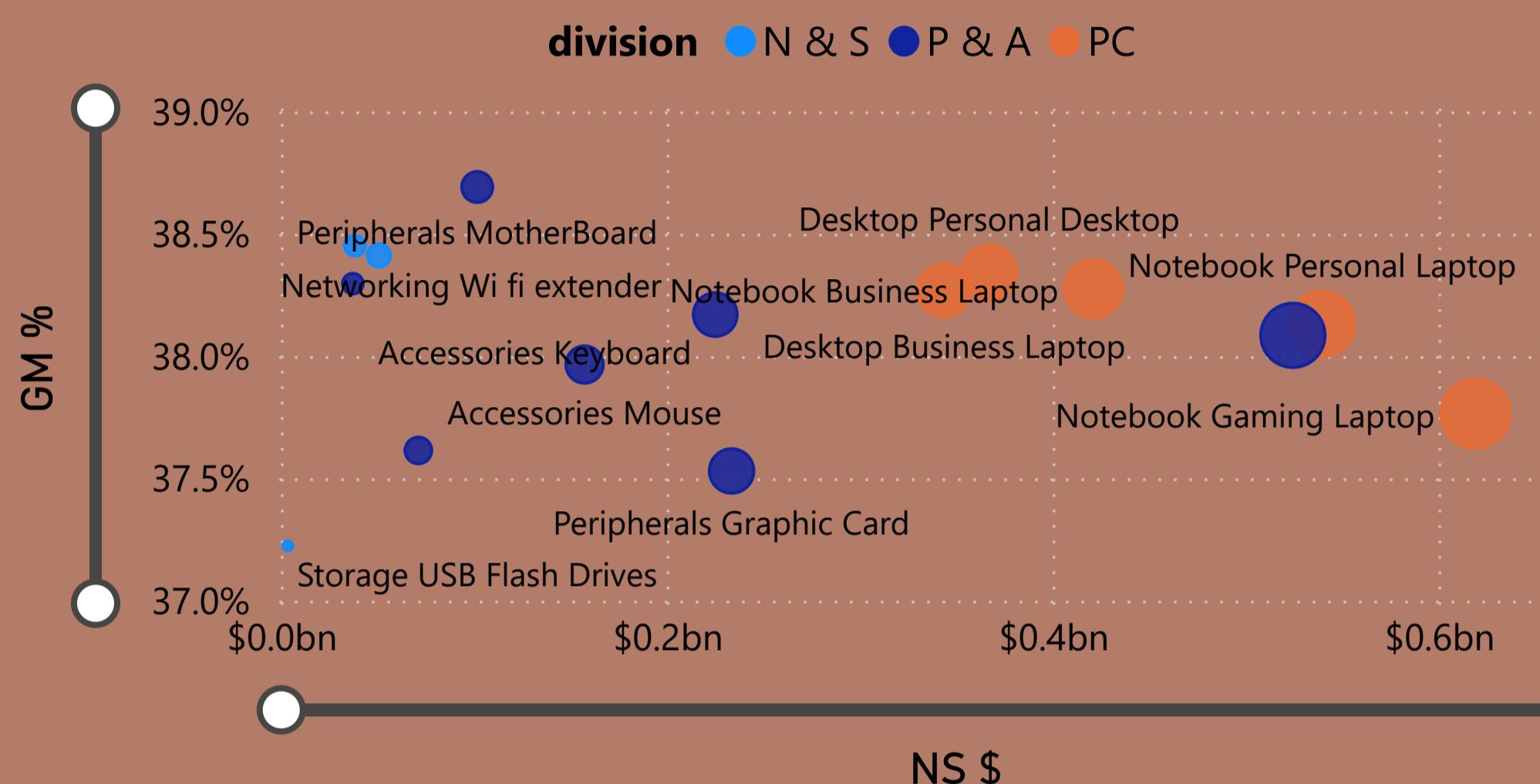
Q4

YTD

YTG

Show NP %

Net Error / Forecast Accuracy



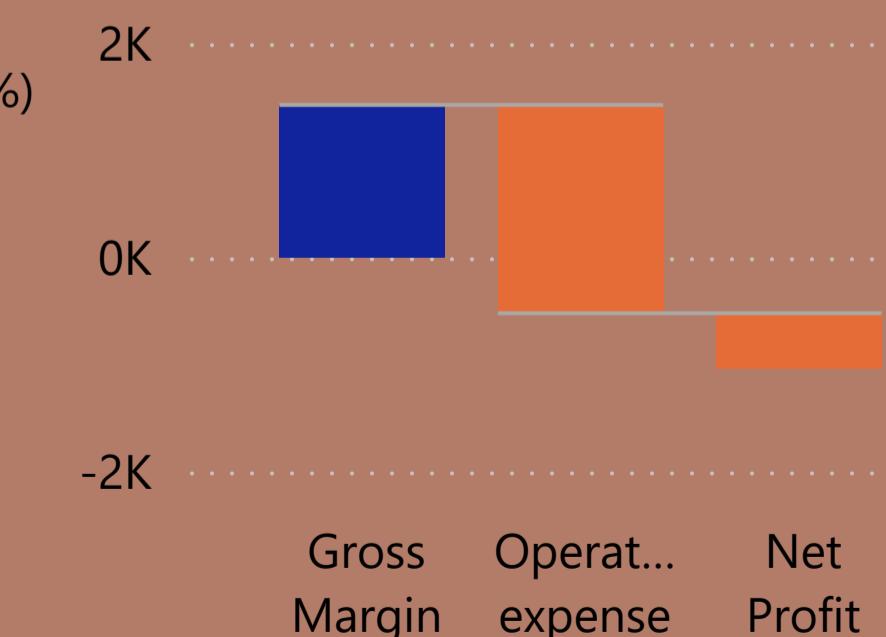
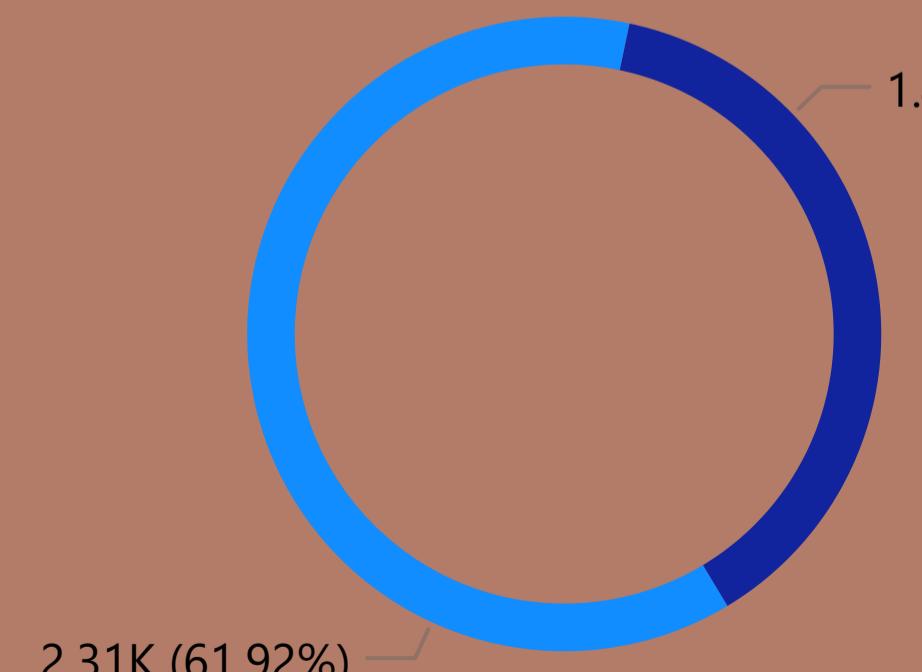
Region ● APAC ● EU ● LATAM ● NA



Unit Economics

Description ● Total COGS ● Gross Margin

● Increase ● Decrease



Product

Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$14.82M	5.19M	35.02%	(\$0.44M)	-2.95%
EU	\$775.48M	267.80M	34.53%	(\$95.52M)	-12.32%
NA	\$1,022.09M	459.68M	44.97%	(\$145.31M)	-14.22%
APAC	\$1,923.77M	690.21M	35.88%	(\$281.16M)	-14.62%
Total	\$3,736.17M	1,422.88M	38.08%	(\$522.42M)	-13.98%



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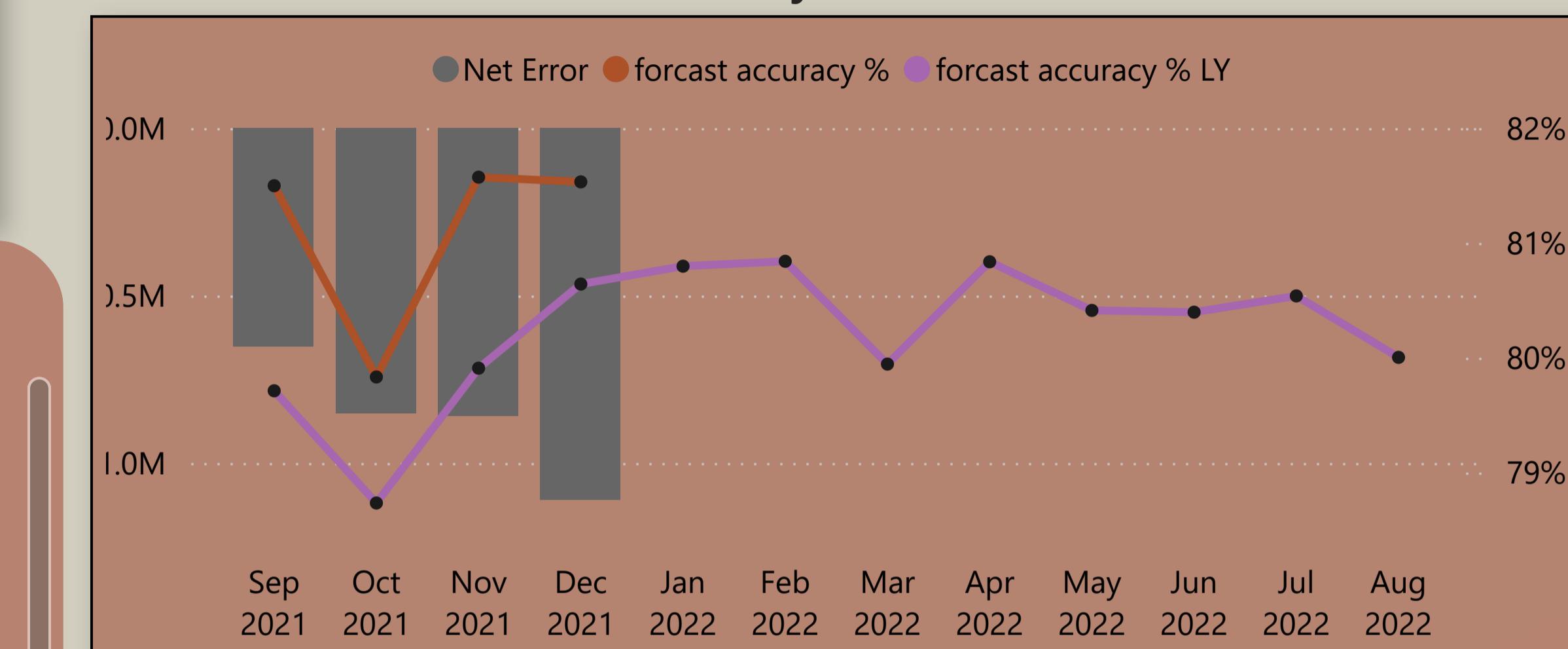
YTG

81.17%✓
LY: 80.21% (+1.2%)
Forecast accuracy

-3472.69K✓
LY: -751.71K (-361.97%)
Net Error

6899.0K✓
LY: 9780.7K (-29.46%)
ABS Error

Accuracy / Net Error



Key Metric by Customers

Customer	FA %	FA % LY	Net Error	Net Error %	Risk
Unity Stores	8.32%	44.61%	-36K	-61.31%	OOS
Forward Stores	10.77%	50.76%	-110K	-71.10%	OOS
Nova	17.70%	41.59%	-8K	-47.21%	OOS
Elite	20.90%	51.48%	-80K	-55.95%	OOS
Sorefoz	23.48%	55.21%	-101K	-61.15%	OOS
Insight	25.04%	26.88%	-43K	-43.51%	OOS
Novus	25.04%	25.28%	-187K	-40.83%	OOS
Elkjøp	26.90%	53.55%	-115K	-60.92%	OOS
Media Markt	28.17%	53.40%	-101K	-56.47%	OOS
Digimarket	28.21%	40.79%	-95K	-46.59%	OOS
Synthetic	30.36%	37.93%	-191K	-36.09%	OOS
Vijay Sales	30.76%	42.98%	-138K	-25.92%	OOS
Girias	31.58%	45.05%	-154K	-31.74%	OOS
Sound	32.34%	52.83%	-98K	-41.81%	OOS
Epic Stores	32.38%	52.19%	-62K	-37.53%	OOS
Viveks	33.27%	43.03%	-129K	-28.95%	OOS
Chip 7	34.56%	53.44%	-85K	-35.01%	OOS
Reliance Digital	34.59%	45.19%	-122K	-24.97%	OOS
Ezone	34.95%	44.11%	-97K	-19.26%	OOS
Lotus	35.04%	43.30%	-94K	-21.30%	OOS
Total	81.17%	80.21%	-3473K	-9.48%	OOS

Key Metric by Products

Segment	FA %	FA % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341K	1.72%	EI
Desktop	87.53%	84.37%	79K	10.24%	EI
Networking	93.06%	90.40%	-13K	-1.69%	OOS
Notebook	87.24%	79.99%	-47K	-1.69%	OOS
Storage	71.50%	83.54%	-628K	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204K	-31.83%	OOS
Total	81.17%	80.21%	-3473K	-9.48%	OOS



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Gross Margin %

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BM: -6.63%
(-110.79%)

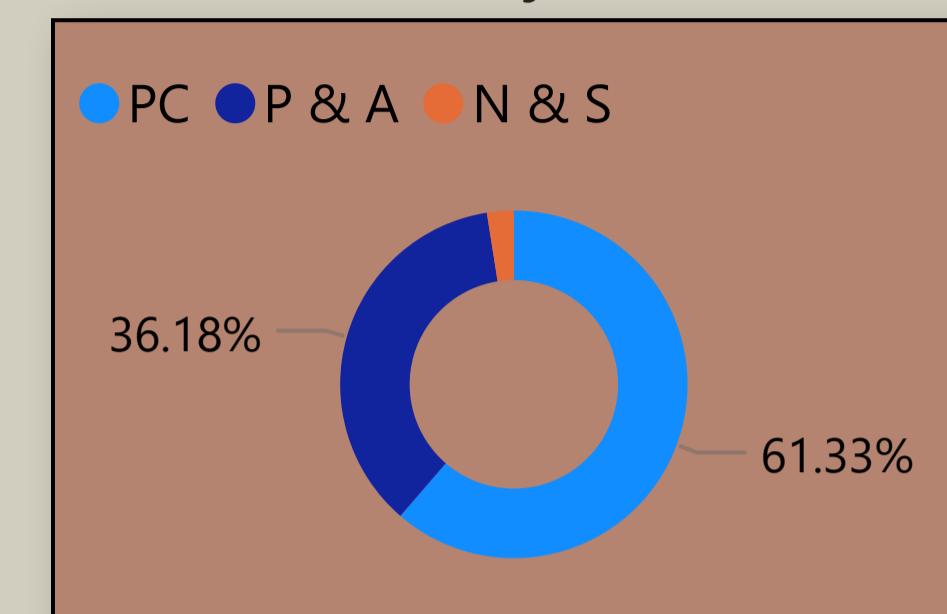
Net Profit %

81.17%✓

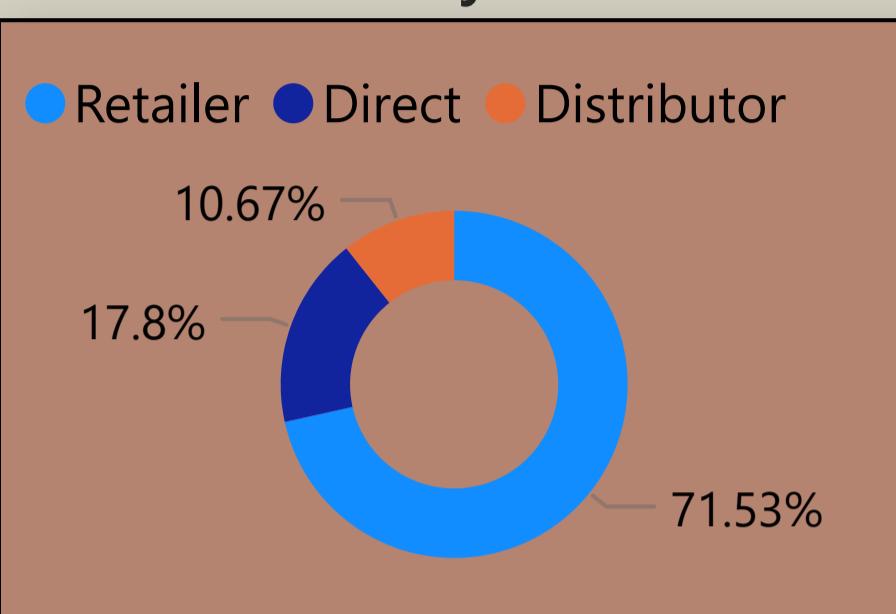
BM: 80.21% (+1.2%)

Forecast accuracy

Revenue by Division



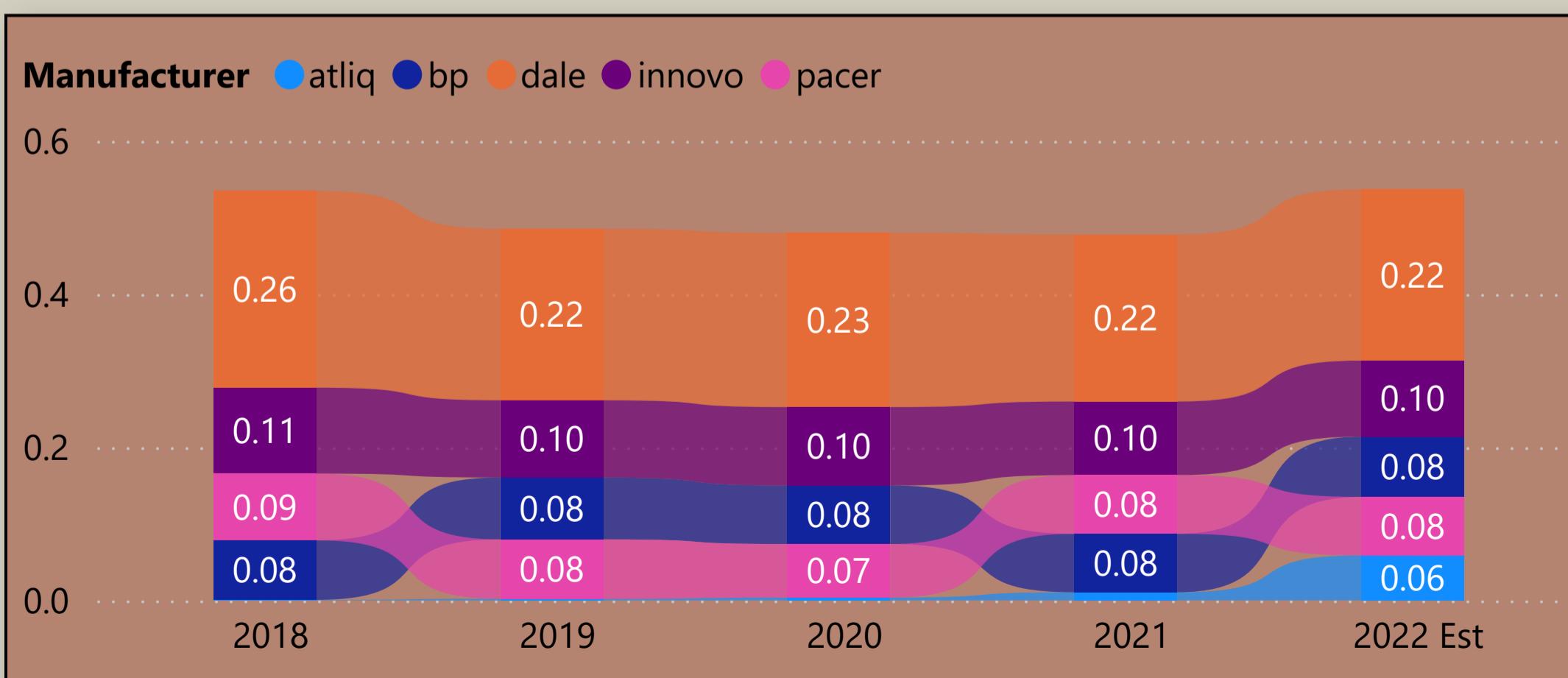
Revenue by Channel



Key Insights by Sub Zone

Sub_Zone	NS \$	RC %	GM %	AtliQ MS %	Net Profit %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.50%	1.4%	-7.39%	-37.61%	OOS
India	\$945.3M	25.3%	35.75%	13.3%	-22.99%	-24.37%	OOS
LATAM	\$14.8M	0.4%	35.02%	0.3%	-2.95%	3.37%	EI
NA	\$1,022.1M	27.4%	44.97%	4.9%	-14.22%	14.35%	EI
NE	\$457.7M	12.3%	32.80%	6.8%	-18.09%	-4.56%	OOS
ROA	\$788.7M	21.1%	34.19%	8.3%	-6.32%	-4.56%	OOS
SE	\$317.8M	8.5%	37.03%	16.4%	-4.00%	-55.47%	OOS
Total	\$3,736.2M	100.0%	38.08%	5.9%	-13.98%	-9.48%	OOS

Yearly trend by Revenue, GM %, Net Profit % and PC market sales %



Top 5 Customers & Products by Revenue

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

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

NS & GM % for

NS \$ GM %

\$0.6bn

42%

\$0.4bn

40%

\$0.2bn

38%

\$0.0bn

36%

Sep 2017

Oct 2017

Nov 2017

Dec 2017

Jan 2018

Feb 2018

Mar 2018

Apr 2018

May 2018

Jun 2018

Jul 2018

Aug 2018

Sep 2018

