

segment, category,	~
All	<b>\</b>

2018	2019	2020	2021	2022 Est	

-14.5%

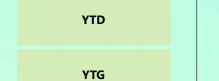
-15.0% ₹ **0.0bn** 



Personal Laptop

Gaming Laptop

₹ 0.6bn



₹ 0.8bn







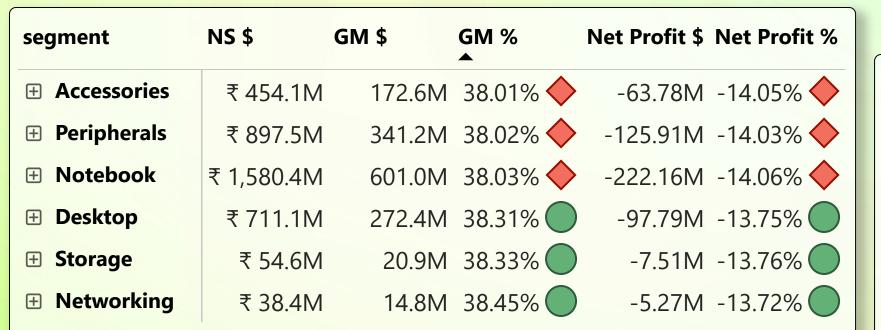












## **Show GM %** performance matrix •N & S • P & A • PC -13.5% MotherBoard External Solid State Drives Wi fi extender Processors **Business Laptop** Personal Desktop Internal HDD -14.0% Keyboard Net Profit %

Mouse

Graphic Card

₹ 0.2bn

Batteries

USB Flash Drives

**Region/Market/Customer performance** 

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<b>H</b> APAC	₹ 1,923.77M	690.21M	<b>35.88%</b>	-281.16M	<b>♦</b> -14.62%
⊕ EU	₹ 775.48M	267.80M	<b>34.53%</b>	-95.52M	-12.32%
<b>±</b> LATAM	₹ 14.82M	5.19M	<b>35.02%</b>	-0.44M	-2.95%
⊕ NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	<b>♦</b> -14.22%
	,				•

## **Unit economics**

₹ 0.4bn

NS \$

