



customer

All

region, market

All

segment, category, product

All

2018

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%)

**Net Profit %**

81.17%✓

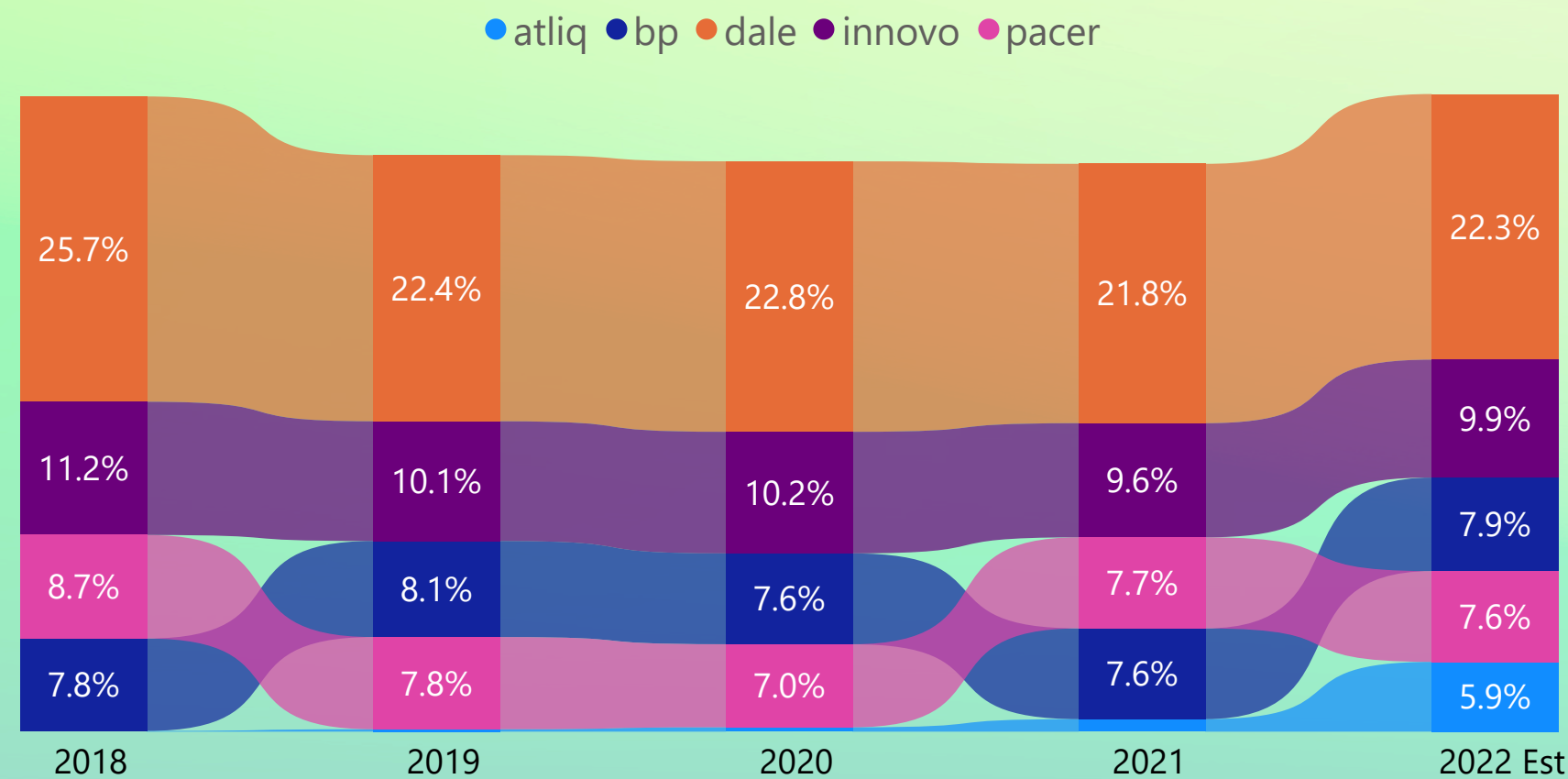
BM: 80.21% (+1.2%)

**Forecast Accuracy**

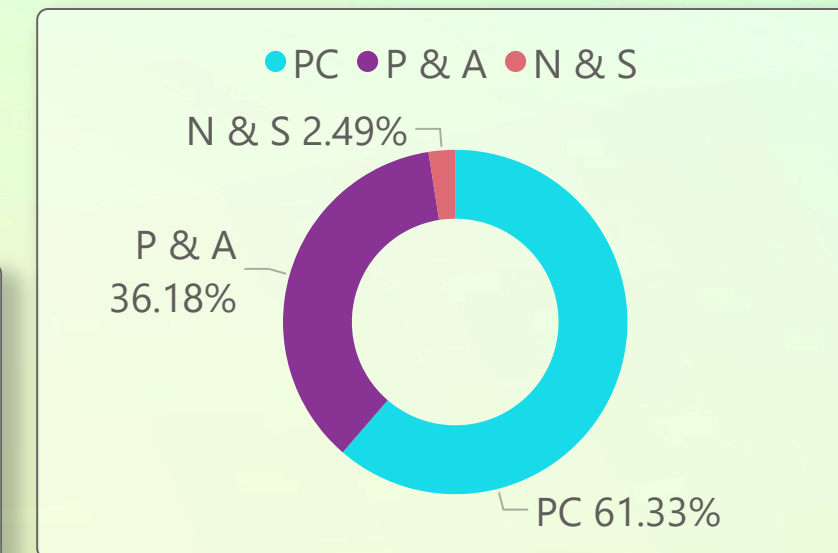
## Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	GM %	Net Profit	Atliq MS	Net error	Risk
			Variance		%	%	%	
ANZ	₹ 189.8M	5.1%	0.83%	43.5%	-7.4%	1.36%	-37.61%	Out of Stock
India	₹ 945.3M	25.3%	-0.96%	35.8%	-23.0%	13.26%	-24.37%	Out of Stock
NE	₹ 457.7M	12.3%	0.17%	32.8%	-18.1%	6.80%	-4.56%	Out of Stock
ROA	₹ 788.7M	21.1%	0.49%	34.2%	-6.3%	8.32%	-4.56%	Out of Stock
SE	₹ 317.8M	8.5%	0.27%	37.0%	-4.0%	16.40%	-55.47%	Out of Stock
LATAM	₹ 14.8M	0.4%	0.46%	35.0%	-2.9%	0.28%	3.37%	Excess Inventory
NA	₹ 1,022.1M	27.4%	1.20%	45.0%	-14.2%	4.87%	14.35%	Excess Inventory
<b>Total</b>	<b>₹ 3,736.2M</b>	<b>100.0%</b>	<b>0.25%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.87%</b>	<b>-9.48%</b>	<b>Out of Stock</b>

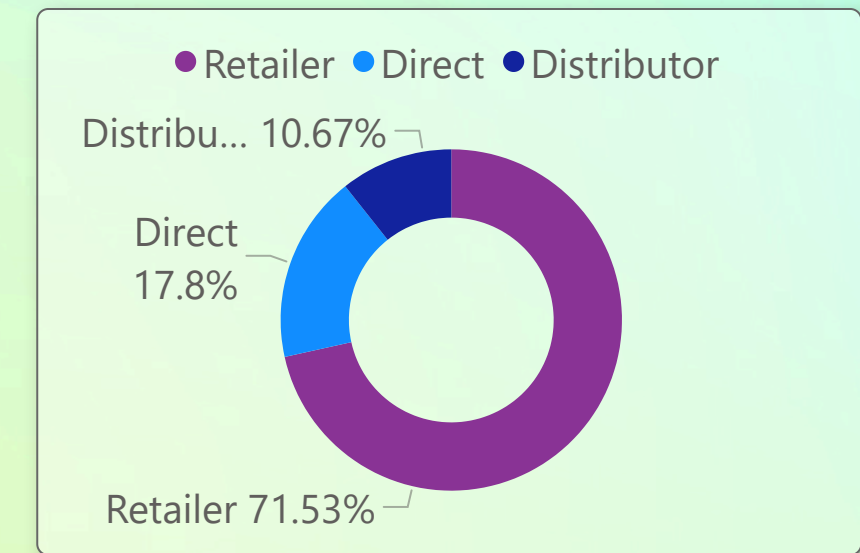
## PC Market Share Trend - AtliQ &amp; Competitors



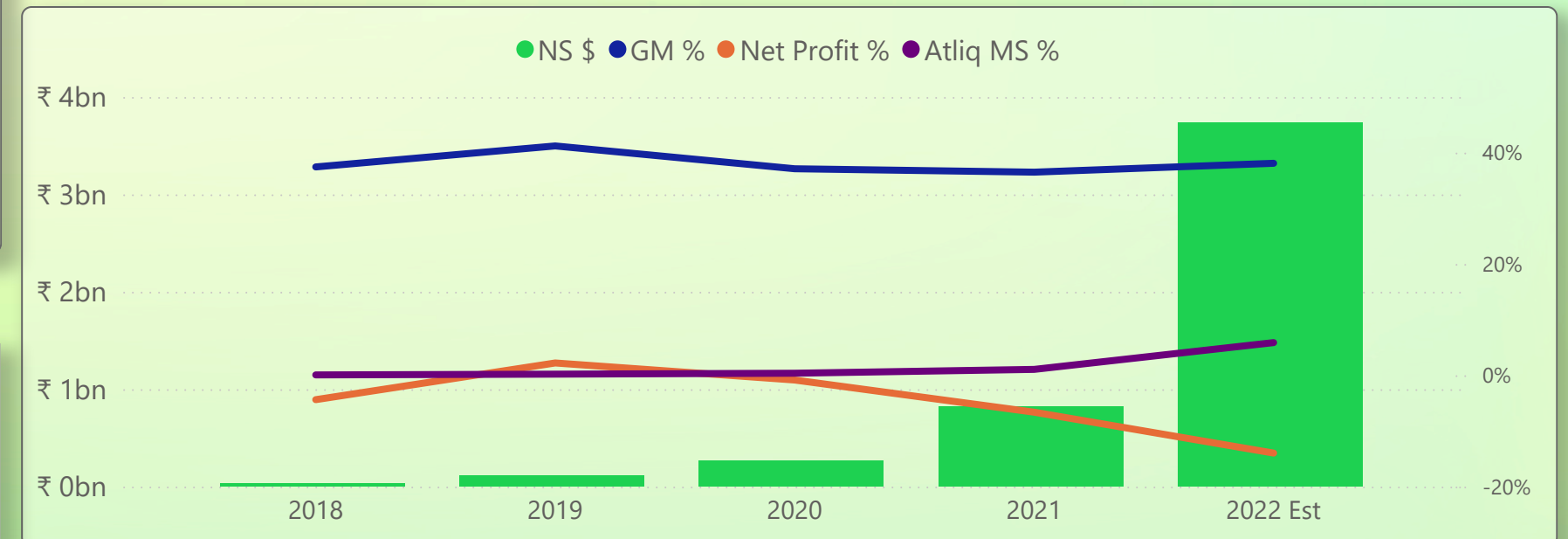
## Revenue by division



## Revenue by channel



## Yearly Trend By Revenue, GM%, Net Profit%, PC Market Share%



## Top 5 Customer By Revenue

customer	RC %	GM %
Sage	3.4% ↓	31.53% ↓
Flipkart	3.7% ↓	42.14% ↑
AtliQ Exclusive	9.7% ↑	46.01% ↑
Atliq e Store	8.1% ↑	36.88% →
Amazon	13.3% ↑	36.78% →
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

## Top 5 Product By Revenue

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