



customer

All

region, market

All

segment, category, produ...

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Net Sales

₹ 3.74bn!

BM: 3.81bn (-1.86%)

GM %

38.08%!

BM: 38.34% (-0.66%)

Net Profit %

-13.98%✓

BM: -14.19% (+1.47%)

Forecast Accuracy

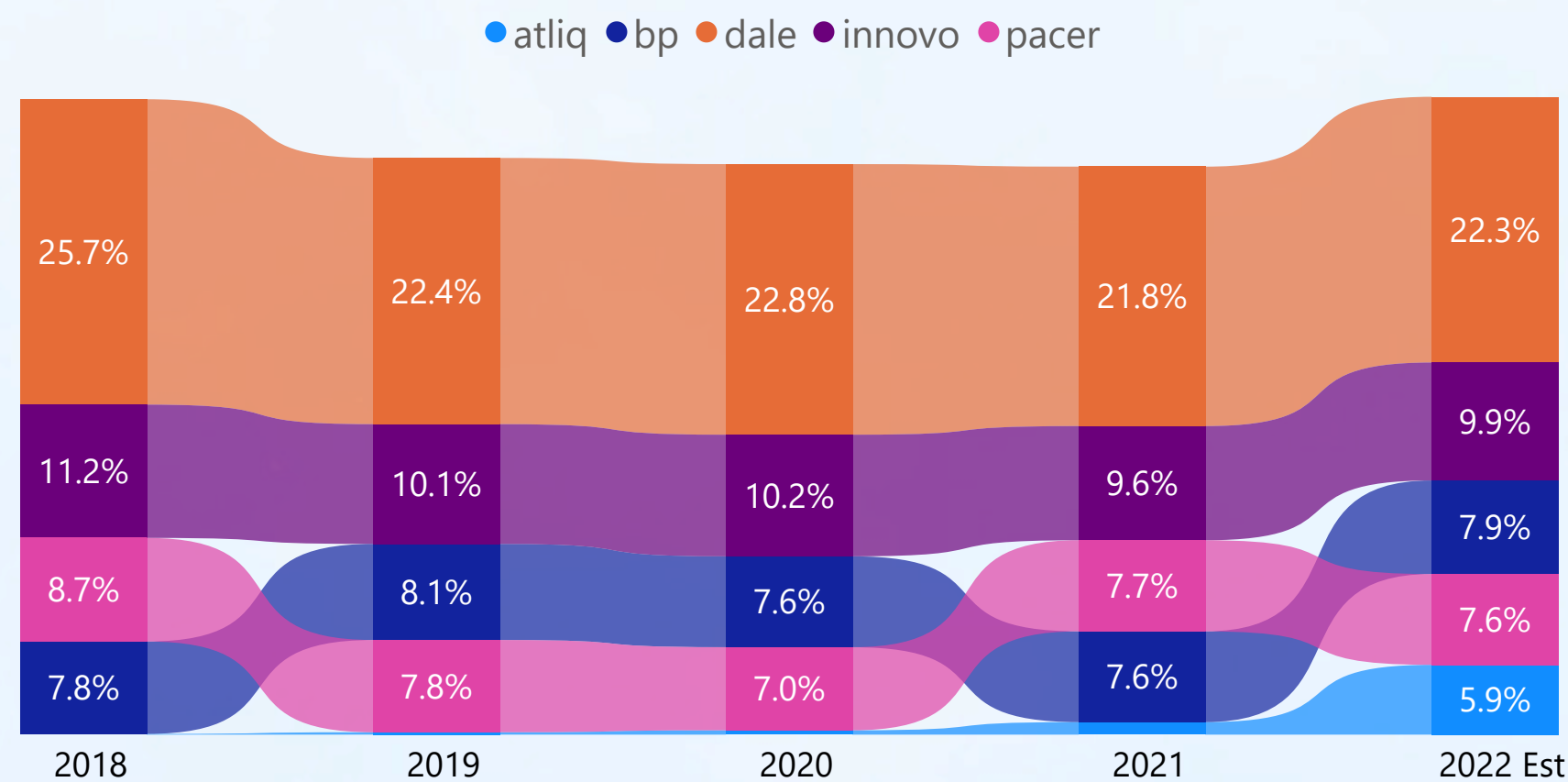
81.17%✓

BM: 80.21% (+1.2%)

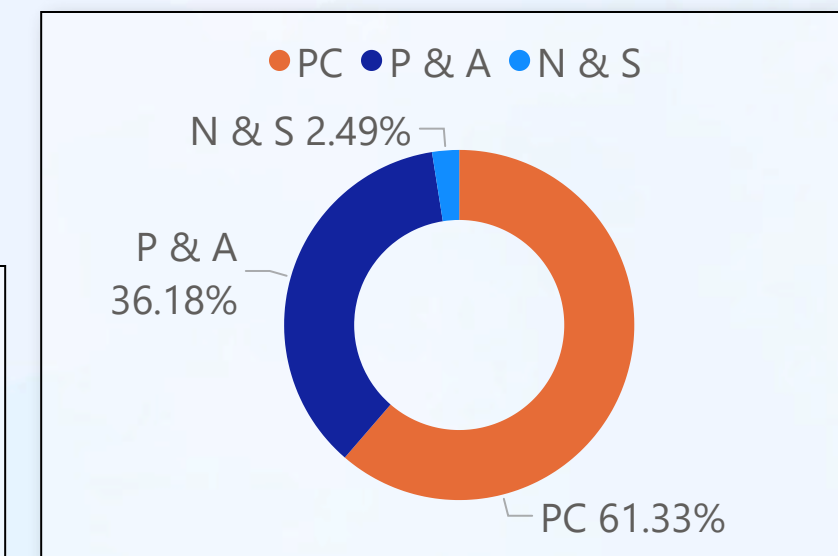
## Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM % Variance	GM %		Net Profit %	Atliq MS %	Net error %	Risk ▼
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
Total	₹ 3,736.2M	100.0%	0.25%	38.1%		-14.0%	5.87%	-9.48%	Out of Stock

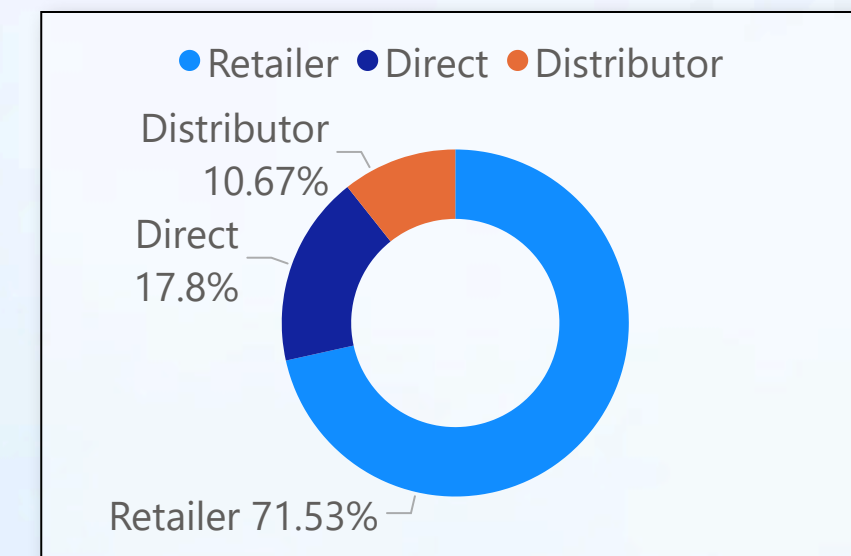
## PC Market Share Trend - AtliQ &amp; Competitors



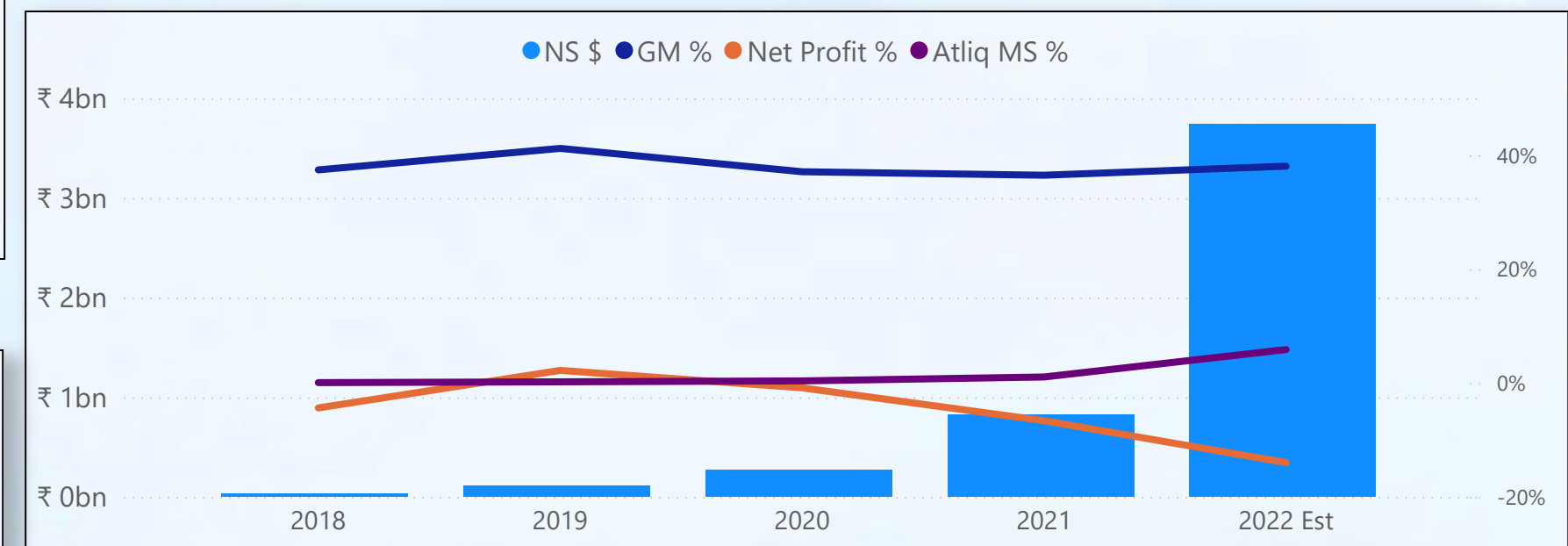
## Revenue by division



## 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%
Total	38.2%	39.19%

## 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%
Total	23.2%	38.06%