



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: (Blank)
(+Infinity%)

Net Sales

38.08%[~]

BM: (Blank)
(+Infinity%)

GM %

-13.98%[!]

BM: (Blank)
(-Infinity%)

Net Profit %

81.17%[~]

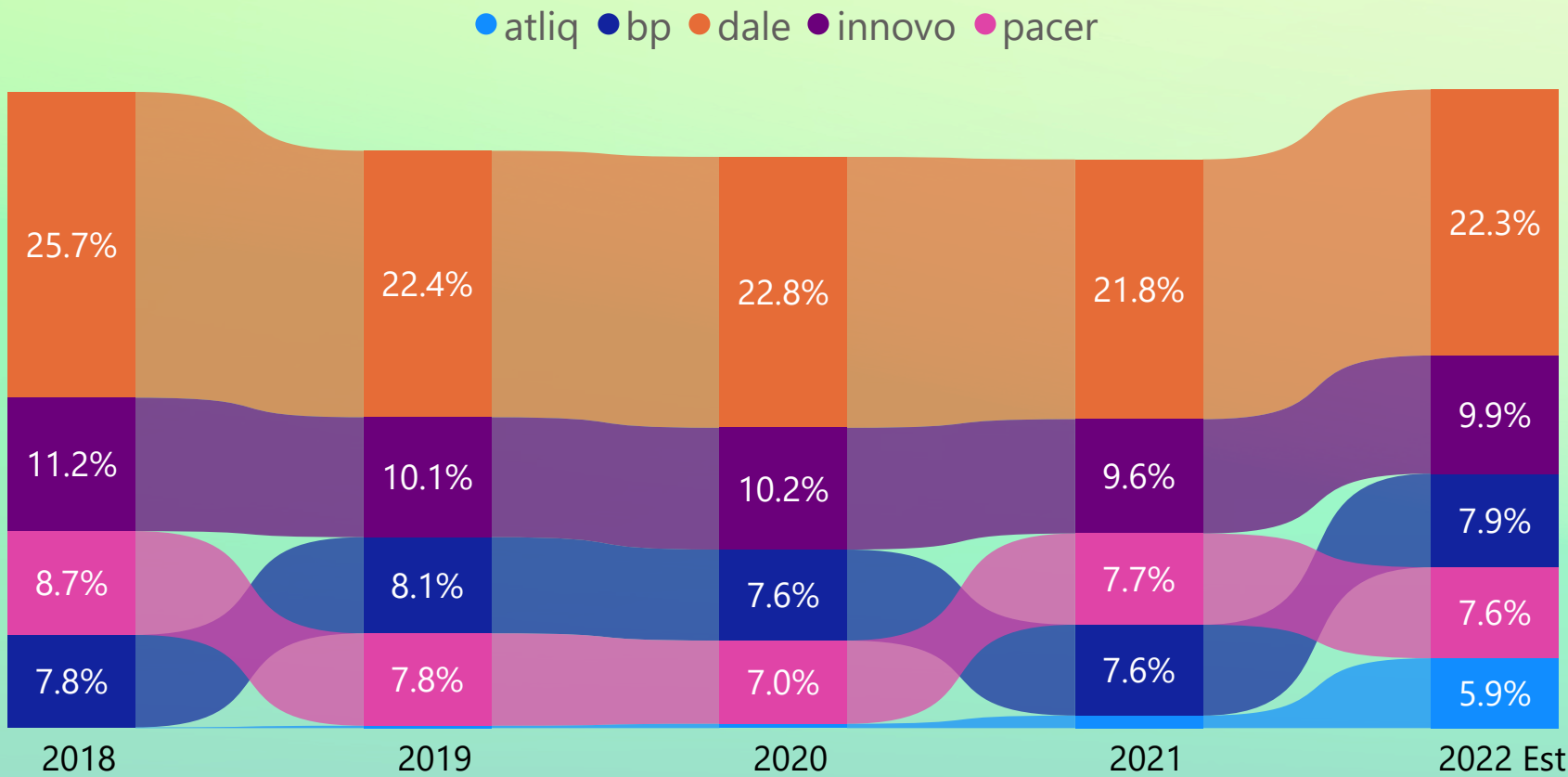
BM: 80.21% (+1.2%)

Forecast Accuracy

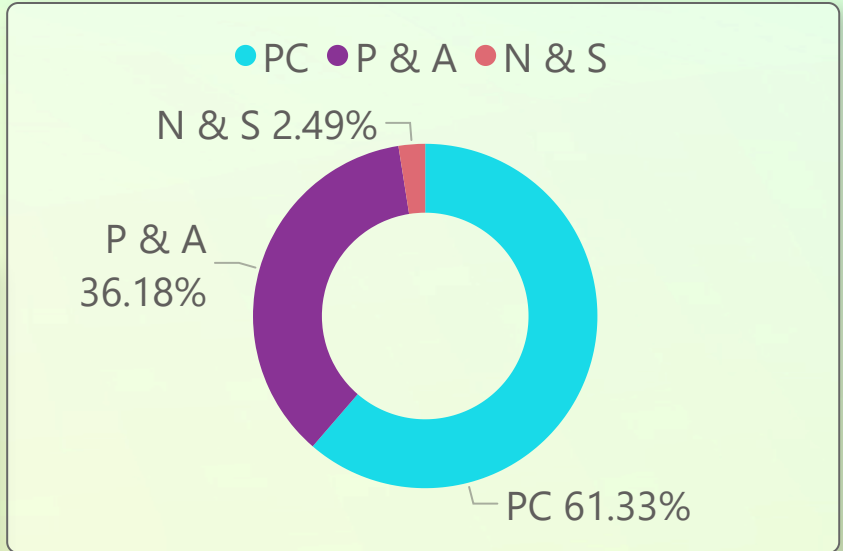
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	GM %	Net Profit %	Atliq MS %	Net error %	Risk
			Variance					
LATAM	₹ 14.8M	0.4%	-35.02%	35.0%	-2.9%	0.28%	3.37%	Excess Inventory
NA	₹ 1,022.1M	27.4%	-44.97%	45.0%	-14.2%	4.87%	14.35%	Excess Inventory
ANZ	₹ 189.8M	5.1%	-43.50%	43.5%	-7.4%	1.36%	-37.61%	Out of Stock
India	₹ 945.3M	25.3%	-35.75%	35.8%	-23.0%	13.26%	-24.37%	Out of Stock
NE	₹ 457.7M	12.3%	-32.80%	32.8%	-18.1%	6.80%	-4.56%	Out of Stock
ROA	₹ 788.7M	21.1%	-34.19%	34.2%	-6.3%	8.32%	-4.56%	Out of Stock
SE	₹ 317.8M	8.5%	-37.03%	37.0%	-4.0%	16.40%	-55.47%	Out of Stock
Total	₹ 3,736.2M	100.0%	-38.08%	38.1%	-14.0%	5.87%	-9.48%	Out of Stock

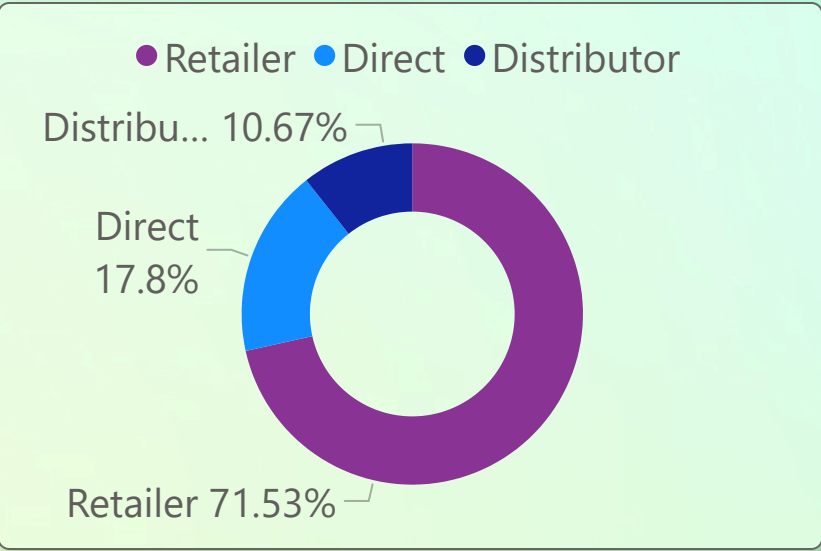
PC Market Share Trend - AtliQ & Competitors



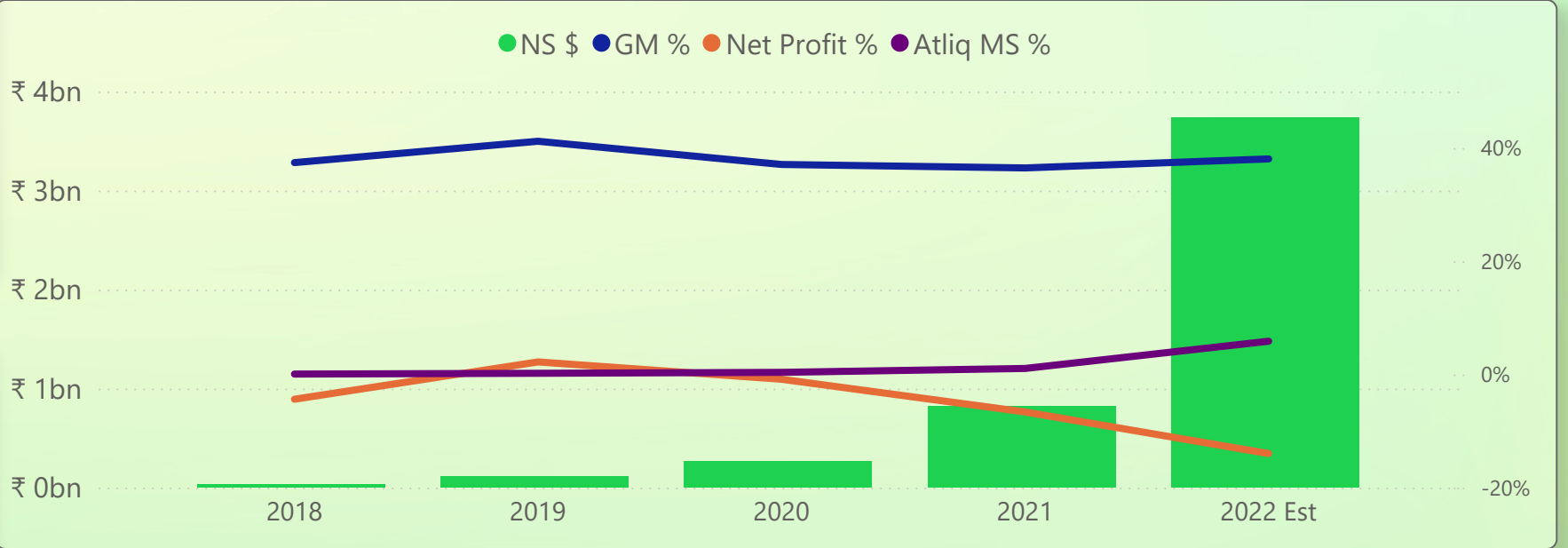
Revenue by division



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