Filters:

Year	Month	Cluster Head	Category	Channel	Location
All	All	All	All	All	All

Key Metrics:

4207	560.07M	162.50M	88.30M	61.13M	264.95K
no of sku	Net Revenue	gross profit	ebitda	net profit	vol mt

450.0M	110.0...
Last year NR	NR YTD

24.5%	−4.7%
YOY % NR	YOY % NR YTD
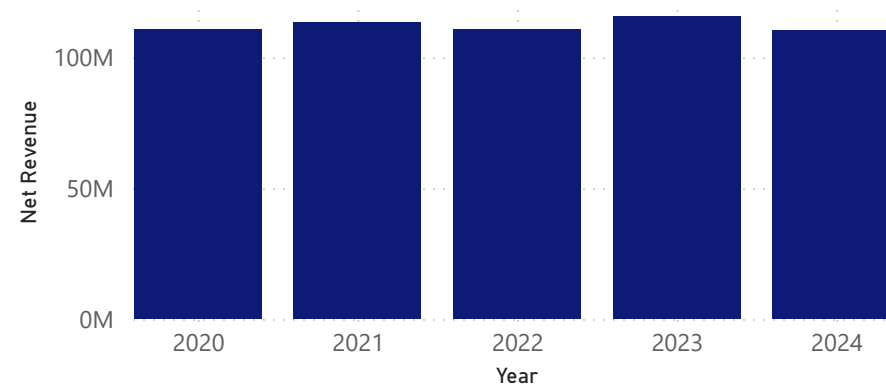
Net Revenue by Year

NR, GP, EBITDA and NP by Year
- NR
- GP
- EBITDA
- NP
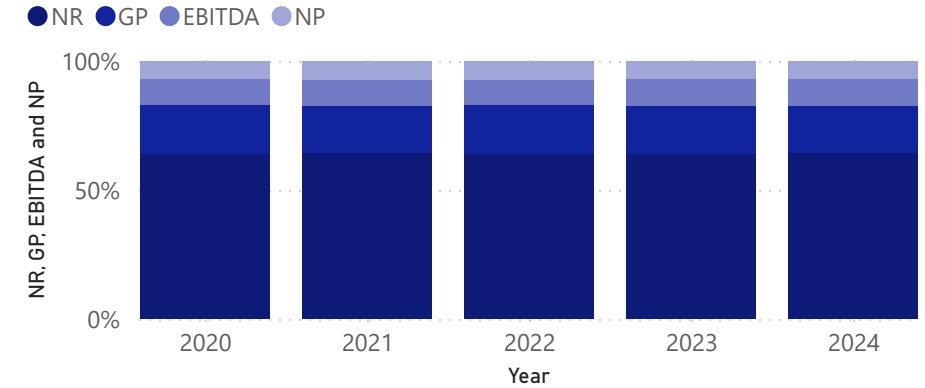
Net Revenue, gp %, ebitda % and np % by Year
- Net Revenue
- gp %
- ebitda %
- np %
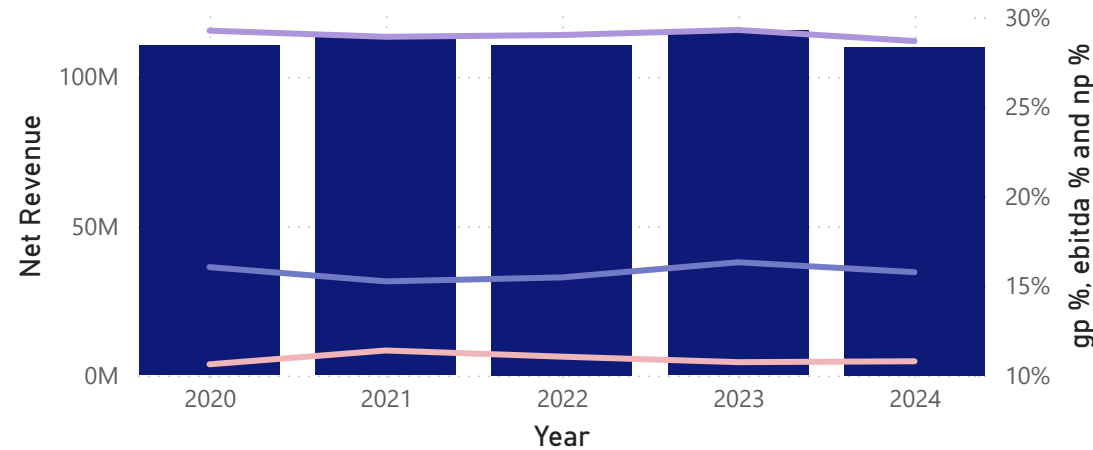
Net Revenue by Category
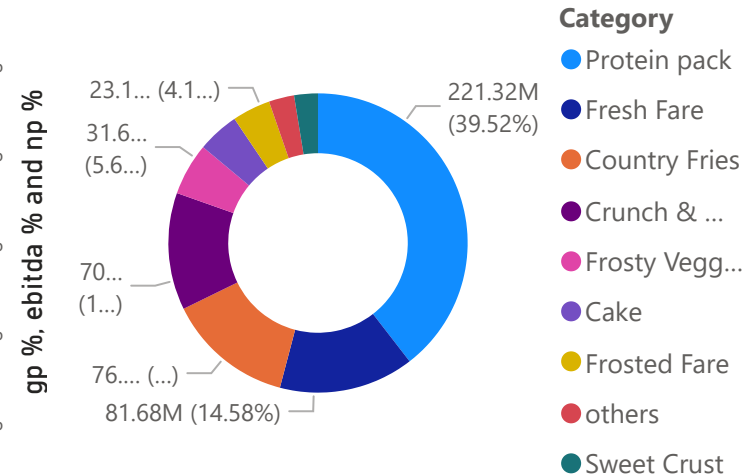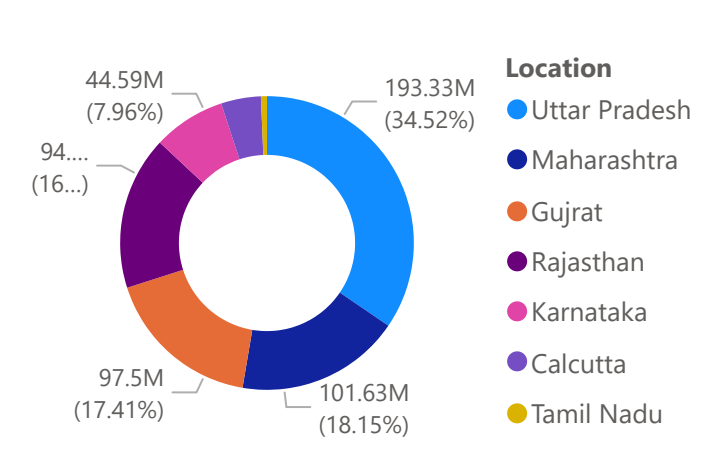
Category
- Protein pack — 221.32M (39.52%)
- Fresh Fare — 81.68M (14.58%)
- Country Fries — 76.... (...)
- Crunch & ... — 70... (1...)
- Frosty Vegg... — 31.6... (5.6...)
- Cake — 23.1... (4.1...)
- Frosted Fare
- others
- Sweet Crust

Net Revenue by Location

Location
- Uttar Pradesh — 193.33M (34.52%)
- Maharashtra — 101.63M (18.15%)
- Gujrat — 97.5M (17.41%)
- Rajasthan — 94.... (16...)
- Karnataka — 44.59M (7.96%)
- Calcutta
- Tamil Nadu

RM cost
278.6M
raw material

Marketing
8.0M
marketing

Trade & Disc
113.7M
total dis & trade

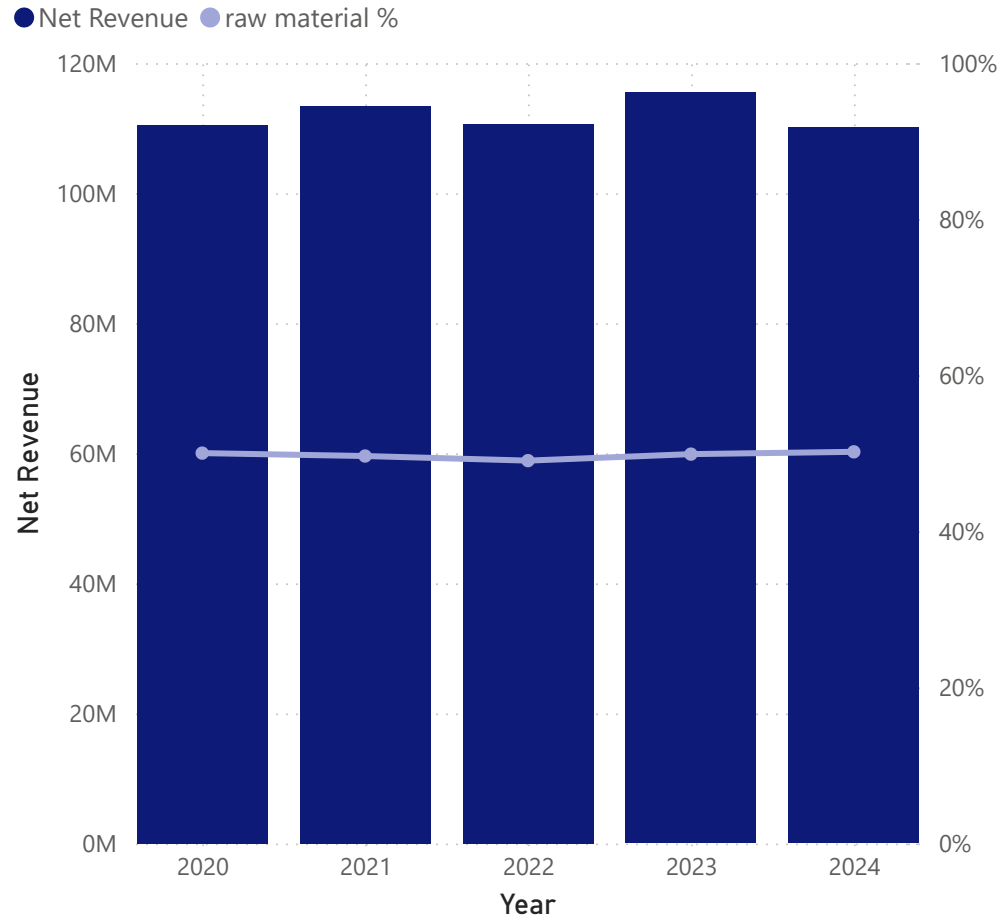**F&V cost**
64.3M
F&V cost

S&D
52.4M
S&D

G&A
16.1M
G&A

Net Revenue and raw material % by Year

● Net Revenue ● raw material %

Net Revenue (left axis): 120M, 100M, 80M, 60M, 40M, 20M, 0M
raw material % (right axis): 100%, 80%, 60%, 40%, 20%, 0%
Years: 2020, 2021, 2022, 2023, 2024

Net Revenue, raw material, total dis & trade, F&V cost, S&D and G&A
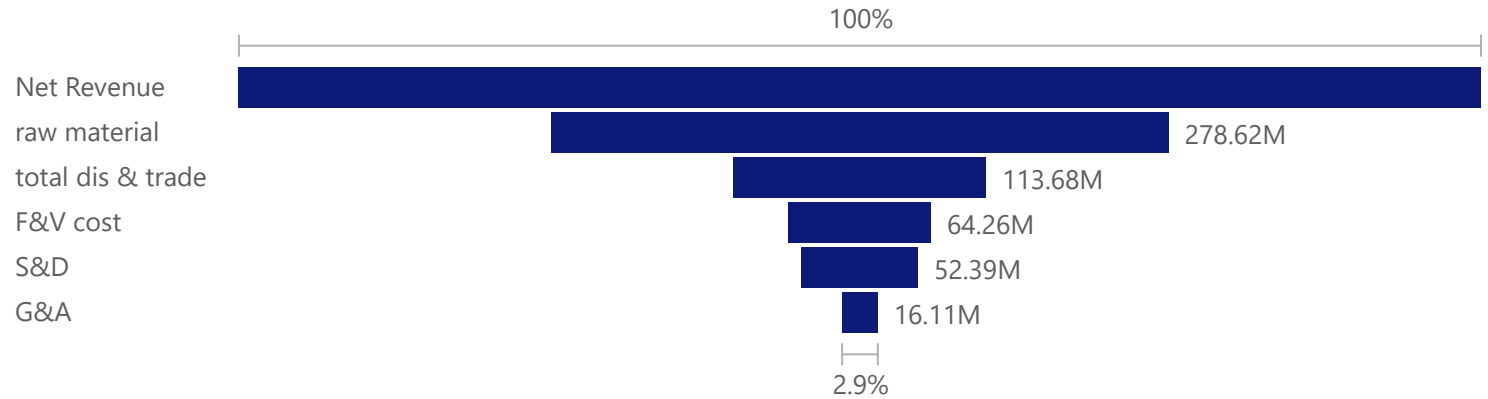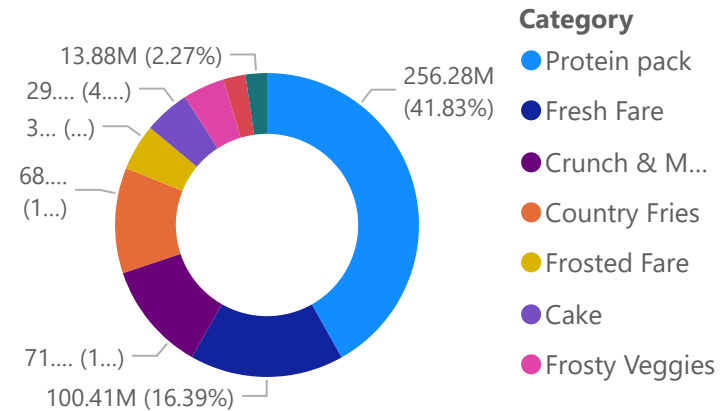
100%

Net Revenue	
raw material	278.62M
total dis & trade	113.68M
F&V cost	64.26M
S&D	52.39M
G&A	16.11M

2.9%

total exp by Category

13.88M (2.27%)
29.... (4...)
3... (...)
68.... (1...)
71.... (1...)
100.41M (16.39%)
256.28M (41.83%)

Category
● Protein pack
● Fresh Fare
● Crunch & M...
● Country Fries
● Frosted Fare
● Cake
● Frosty Veggies

total exp by Location

60.05... (9.8%)
84.8... (13....)
96.09M (15.68%)
103.5M (16.89%)
238.86M (38.99%)

Location
● Uttar Pradesh
● Gujrat
● Maharashtra
● Rajasthan
● Karnataka
● Calcutta
● Tamil Nadu
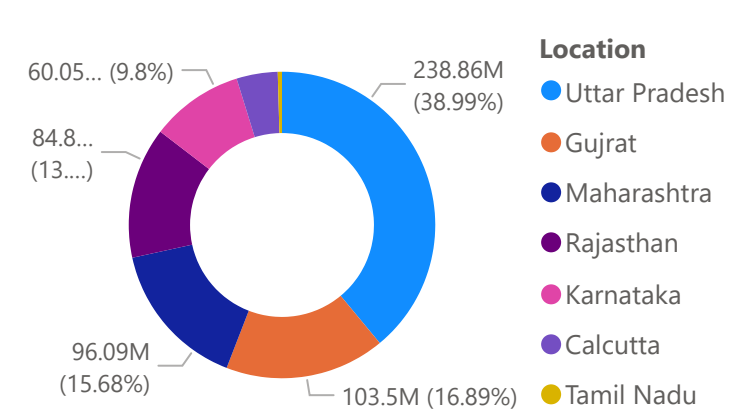
Filters: Year: All | Month: All | Cluster Head: All | Category: All | Channel: All | Location: All
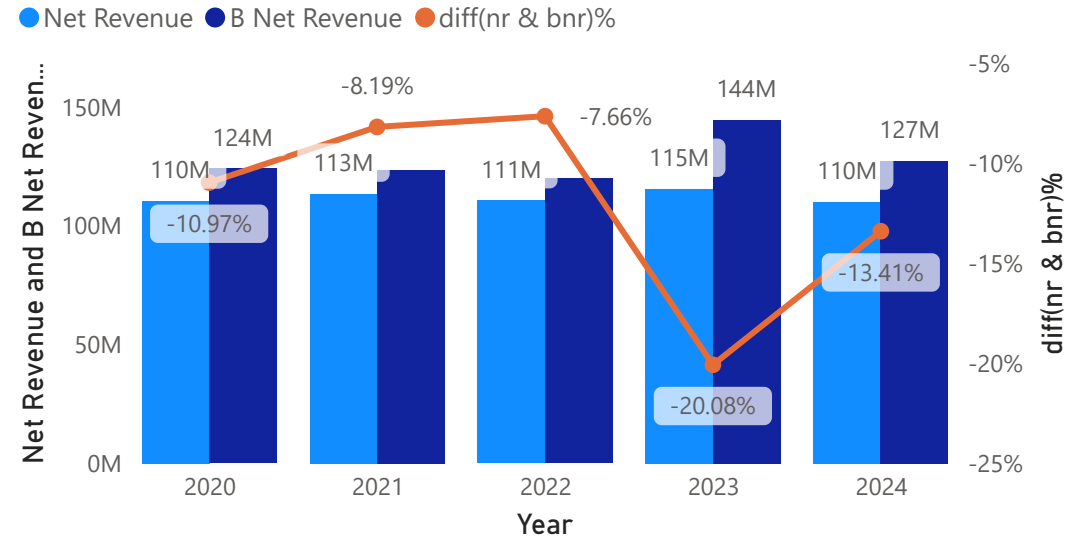
110.1M — NR YTD

127.1M — b NR YTD

−12.4% — diff(nr & bnr)%

Net Revenue, B Net Revenue and diff(nr & bnr)% by Year

Legend: ● Net Revenue ● B Net Revenue ● diff(nr & bnr)%

Year	Net Revenue	B Net Revenue	diff(nr & bnr)%
2020	110M	124M	−10.97%
2021	113M	—	−8.19%
2022	111M	—	−7.66%
2023	115M	144M	−20.08%
2024	110M	127M	−13.41%

Net Revenue, B Net Revenue and diff(nr & bnr)% by Category

Legend: ● Net Revenue ● B Net Revenue ● diff(nr & bnr)%

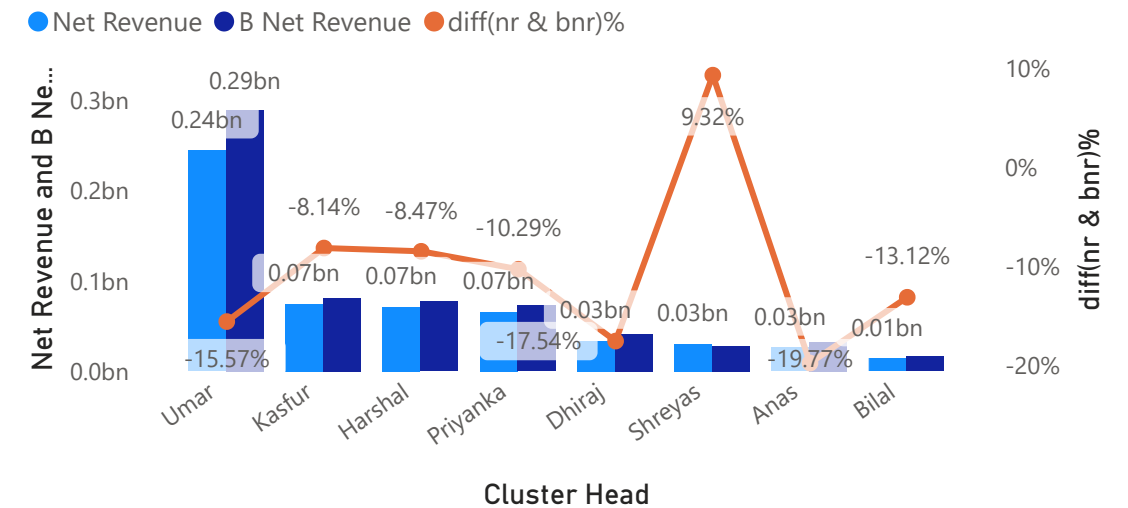| Category	Net Revenue	B Net Revenue	diff(nr & bnr)%
Protein pack	0.22bn	0.26bn	−14.42%
Fresh Fare	0.08bn		8.57%
Country Fries			11.81%
Crunch & Mun...	0.07bn		23.18%
Frosty Veggies	0.03bn		20.33%
Cake			−14.27%
Frosted Fare	0.02bn		−13.82%
others			21.25%
Sweet Crust	0.01bn		−9.87%
(Blank)		0.07bn	−100.00%
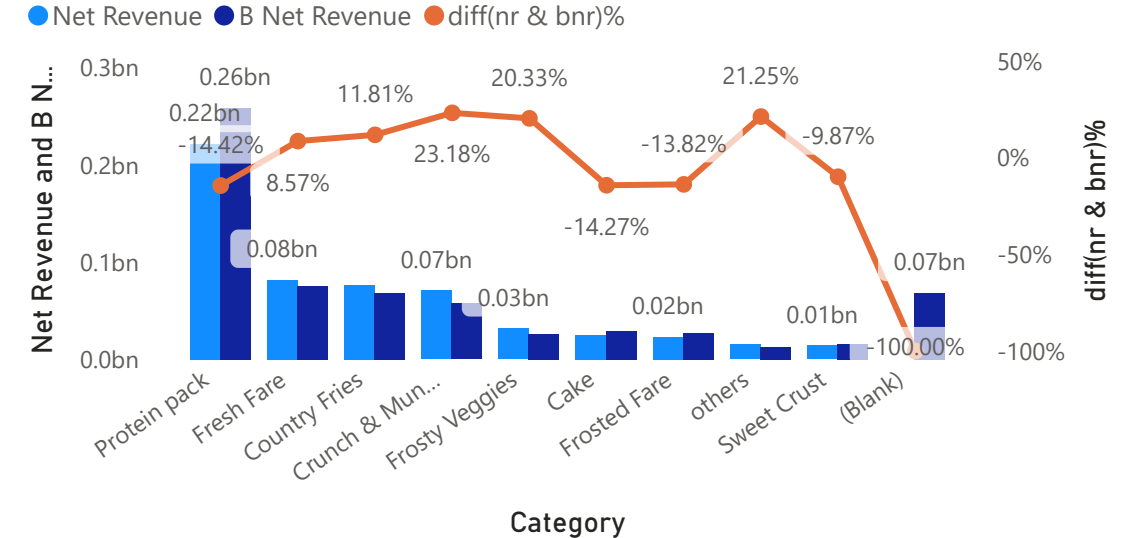
Net Revenue, B Net Revenue and diff(nr & bnr)% by Location

Legend: ● Net Revenue ● B Net Revenue ● diff(nr & bnr)%

Location	Net Revenue	B Net Revenue	diff(nr & bnr)%
Uttar Pradesh	0.19bn	0.24bn	−18.70%
Maharashtra	0.10bn		−3.85%
Gujrat	0.10bn		−8.15%
Rajasthan	0.09bn		−12.52%
Karnataka	0.04bn		−6.34%
Calcutta	0.02bn		−18.39%
Tamil Nadu	0.00bn		9.89%
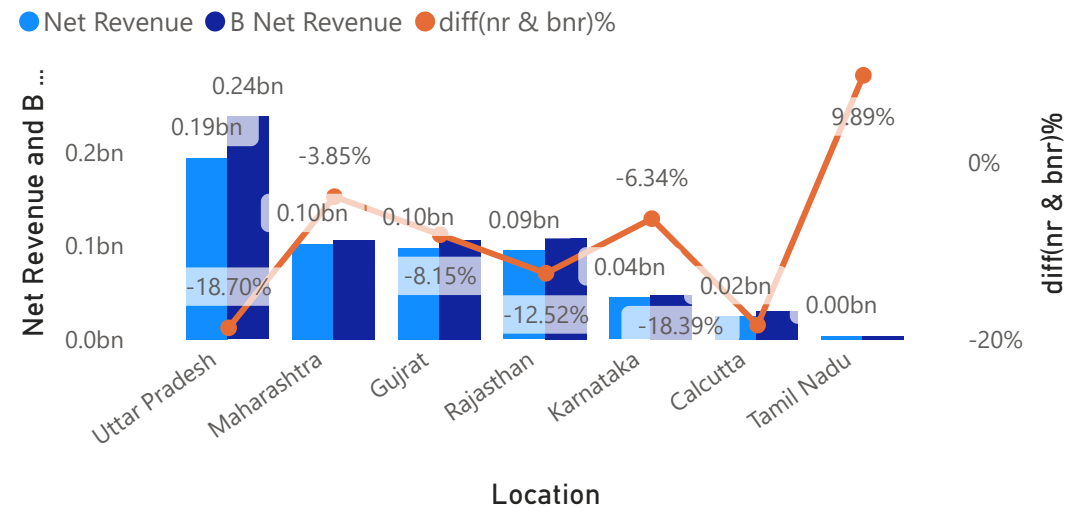
Net Revenue, B Net Revenue and diff(nr & bnr)% by Cluster Head

Legend: ● Net Revenue ● B Net Revenue ● diff(nr & bnr)%

Cluster Head	Net Revenue	B Net Revenue	diff(nr & bnr)%
Umar	0.24bn	0.29bn	−15.57%
Kasfur	0.07bn		−8.14%
Harshal	0.07bn		−8.47%
Priyanka	0.07bn		−10.29%
Dhiraj	0.03bn		−17.54%
Shreyas	0.03bn		9.32%
Anas	0.03bn		−19.77%
Bilal	0.01bn		−13.12%

SKU Level Turnover

Filters: Year: 2024 | Month: All | Cluster Head: All | Category: All | Channel: All | Location: All

Legend:
- Net Revenue
- %GT Count of product id
- %GT Net Revenue
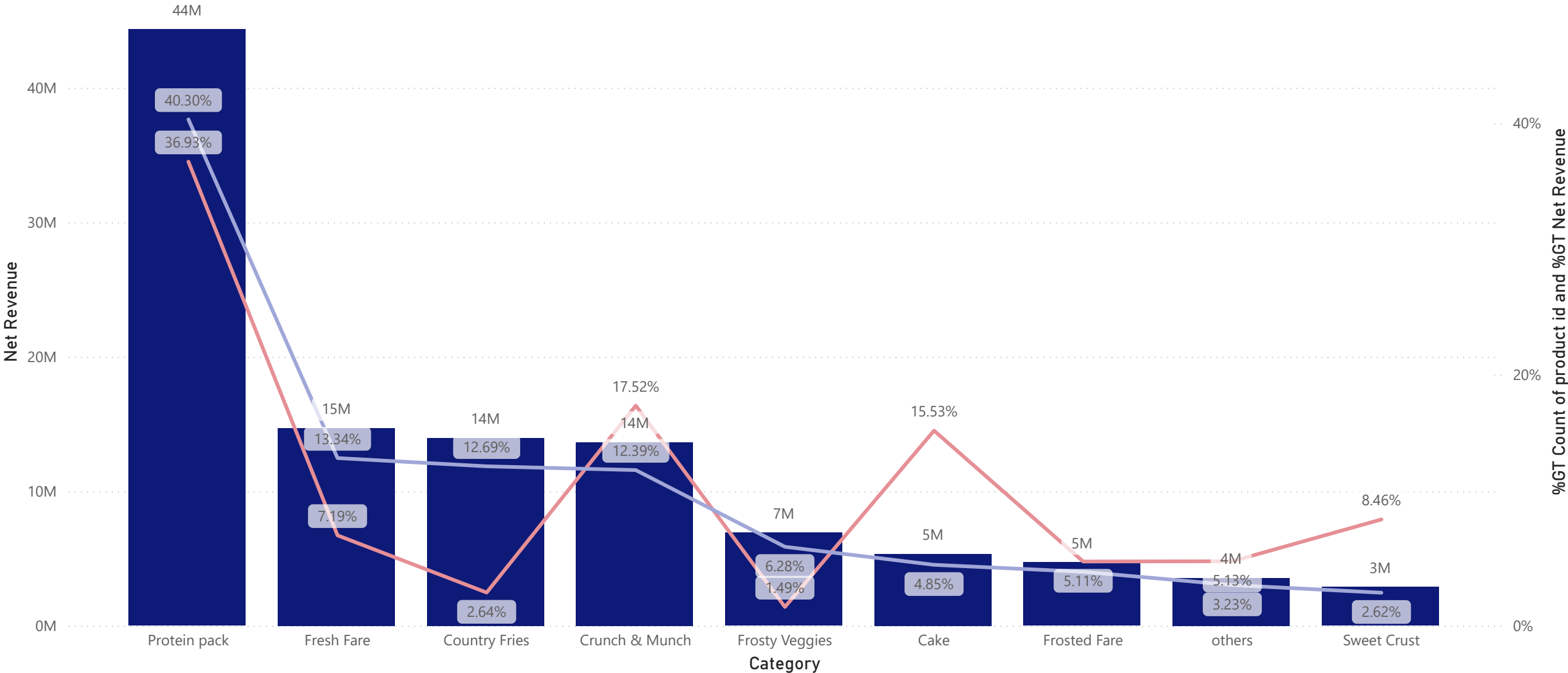
Category	Net Revenue	%GT Net Revenue	%GT Count of product id
Protein pack	44M	40.30%	36.93%
Fresh Fare	15M	13.34%	7.19%
Country Fries	14M	12.69%	2.64%
Crunch & Munch	14M	12.39%	17.52%
Frosty Veggies	7M	6.28%	1.49%
Cake	5M	4.85%	15.53%
Frosted Fare	5M	5.11%	(5M)
others	4M	3.23%	5.13%
Sweet Crust	3M	2.62%	8.46%

Net Revenue, gp % and %GT Count of product id by Cluster Head

● Net Revenue ● gp % ● %GT Count of product id
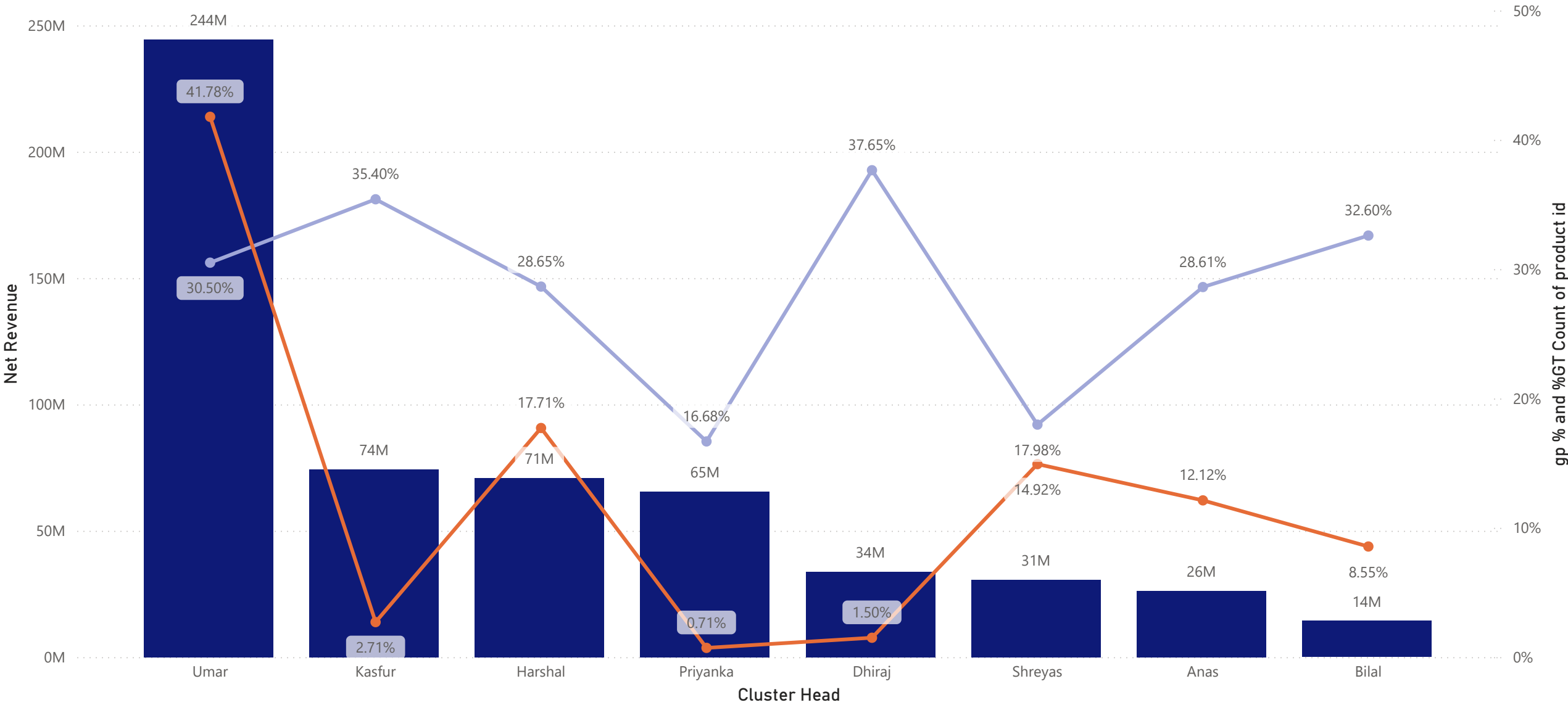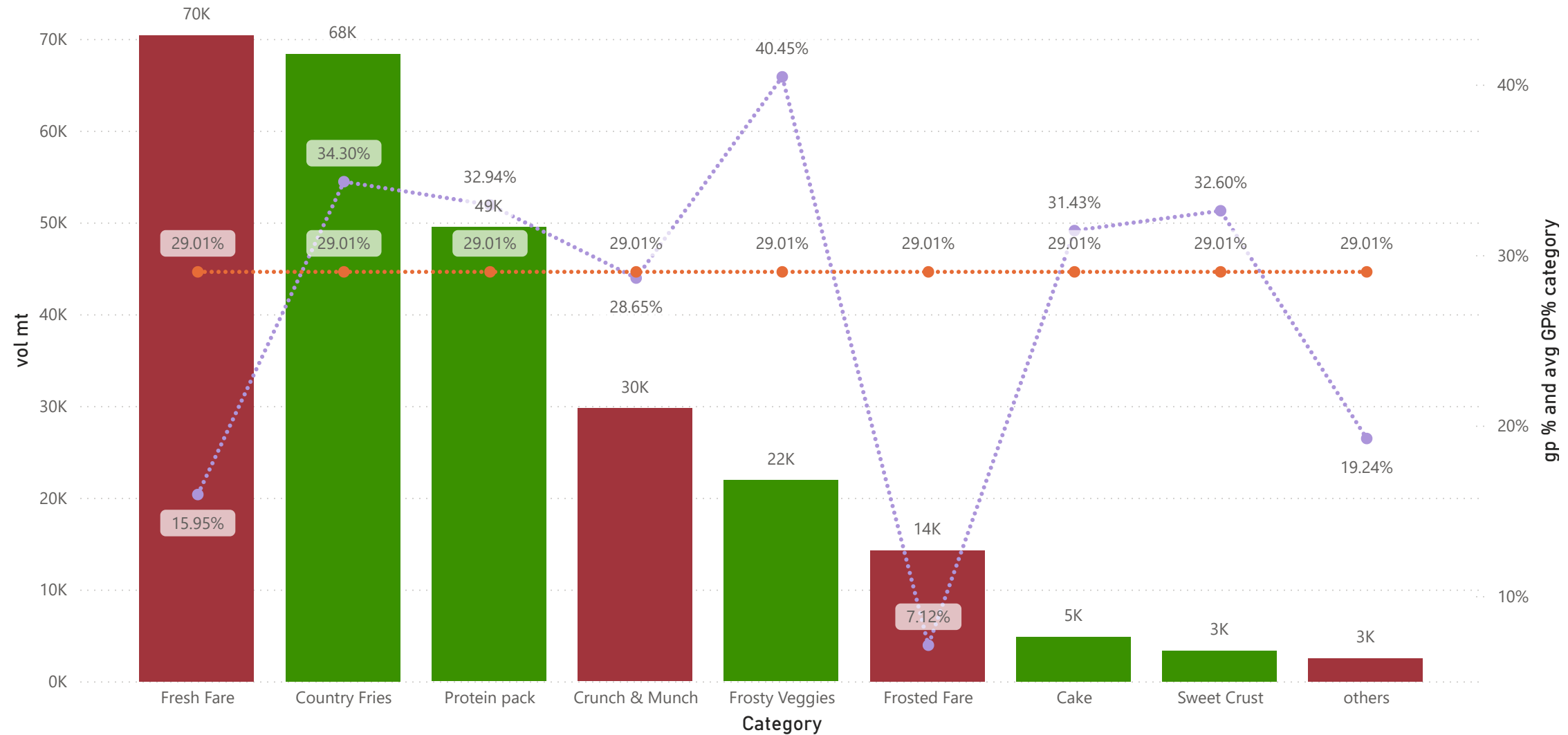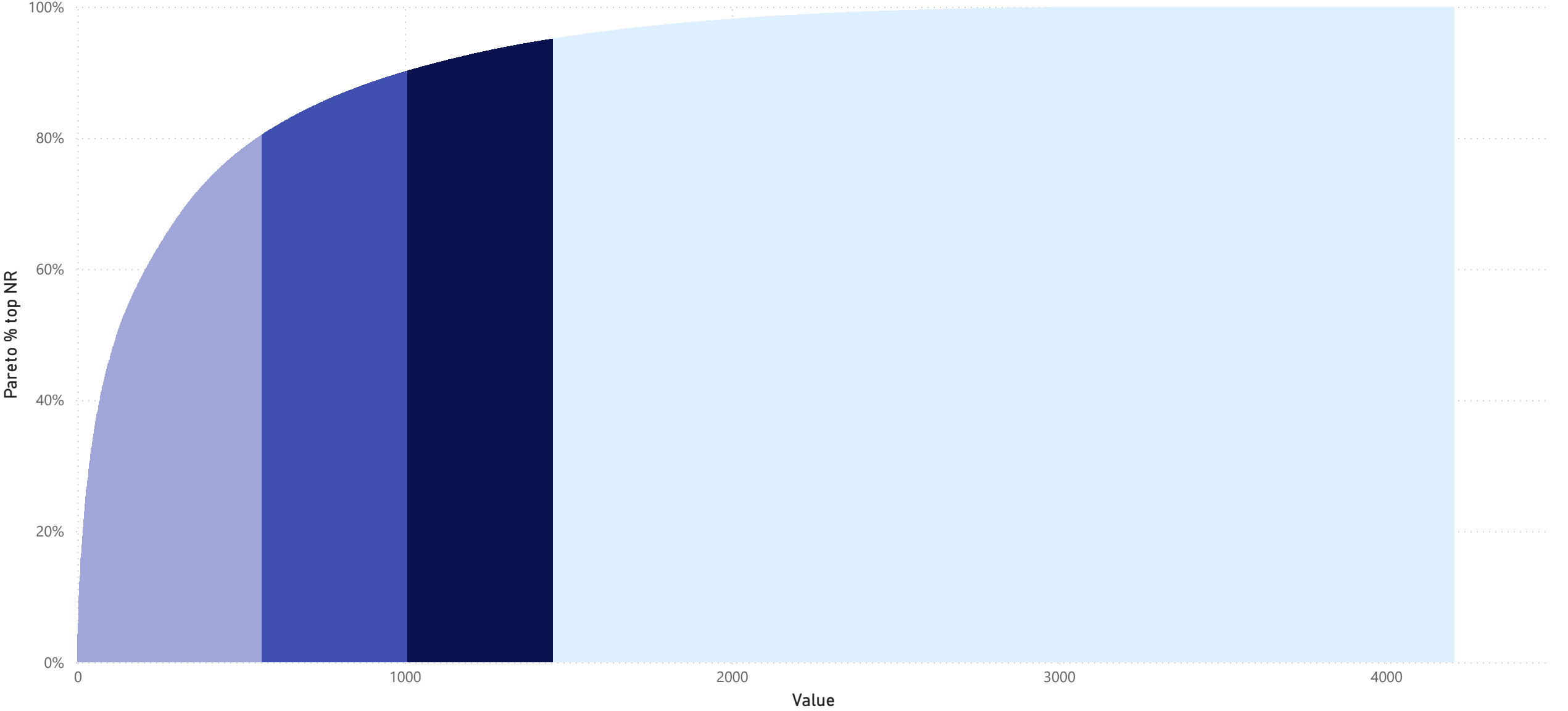
gross profit, Net Revenue and Net Revenue by Category

Filters: Year — All, Month — All, Cluster Head — All, Category — All, Channel — All, Location — All