

AtliQ Hardware - Key Insights

₹ 984.87M

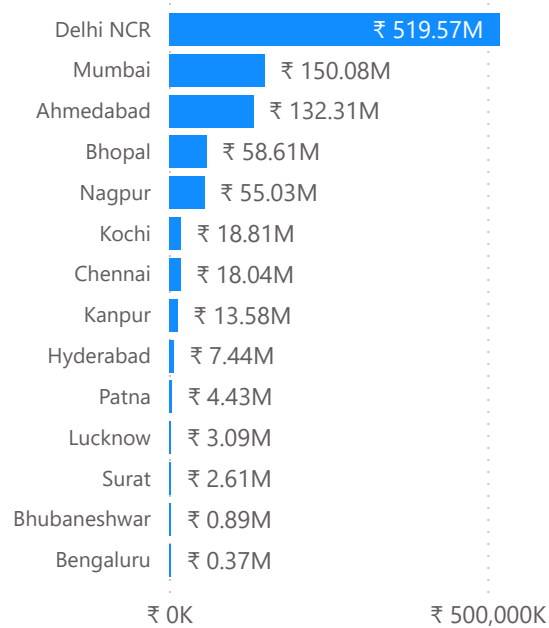
2M

Revenue

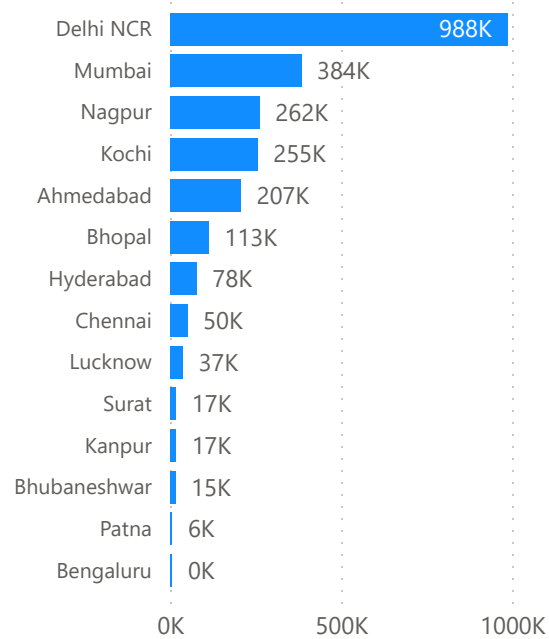
Sale Qty

2017		2018		2019		2020	
Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018

Revenue by Markets



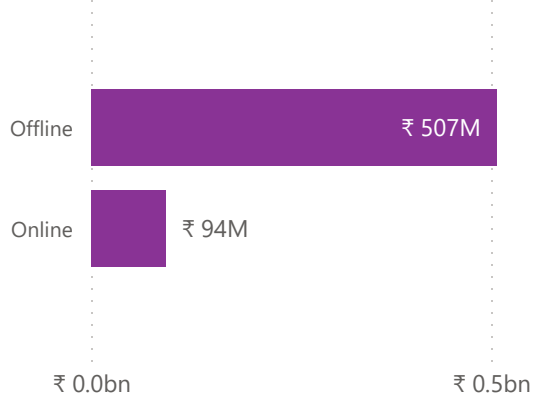
Quantity by Markets



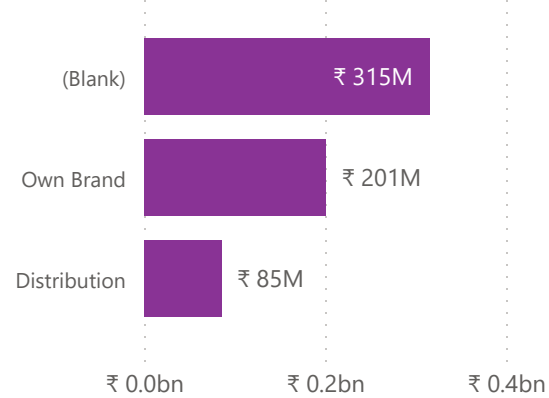
Revenue Trend



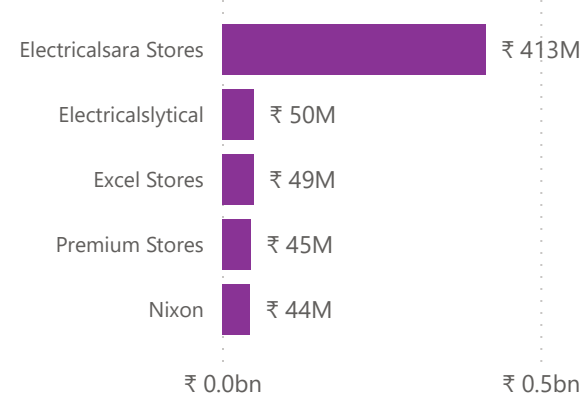
Revenue by Customer Type



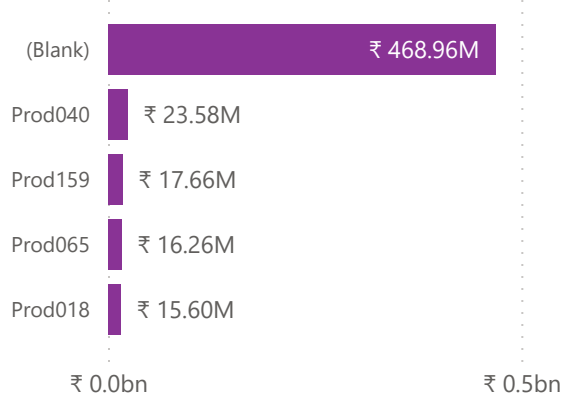
Revenue by Product Type



Top 5 Customers



Top 5 Products



Profit Analysis

₹ 984.87M

Revenue

2.5%

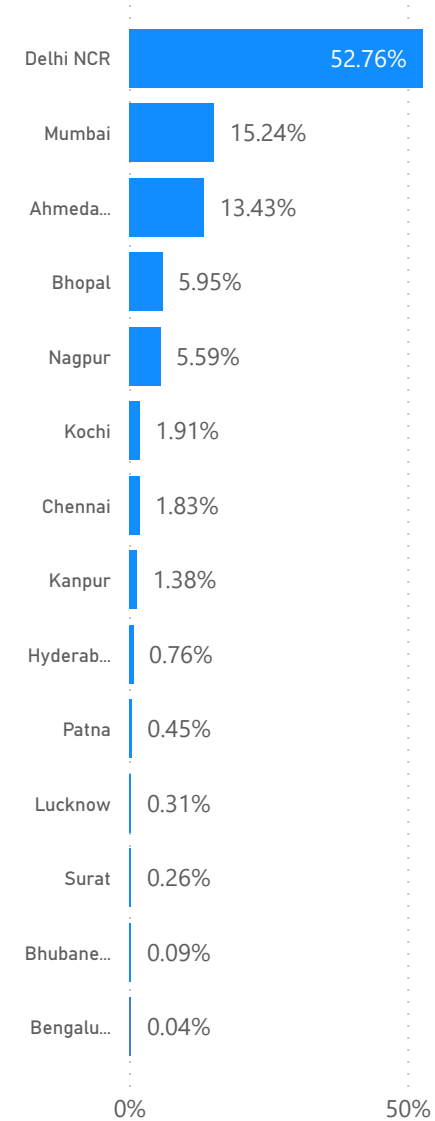
Profit Margin %

₹ 24.7M

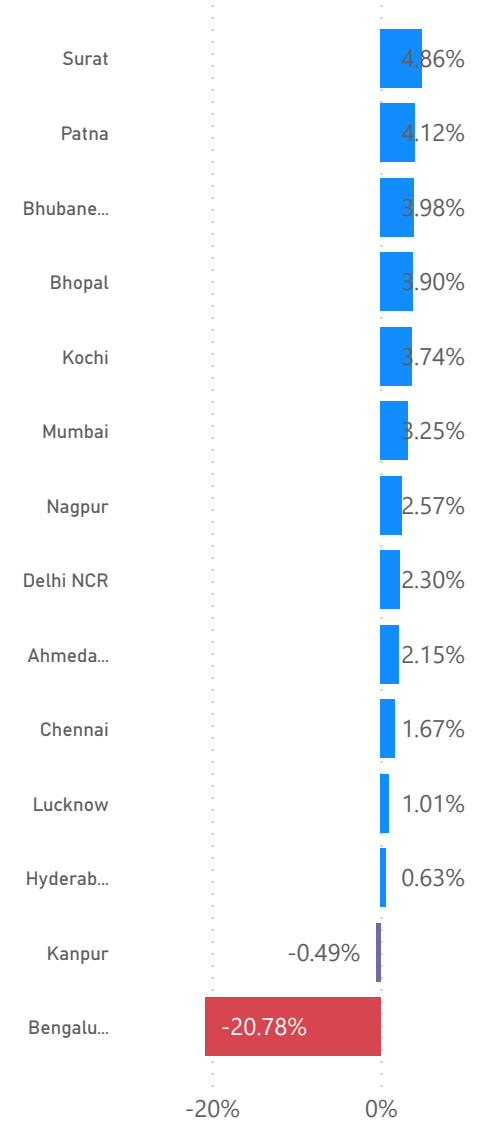
Profit

Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	>
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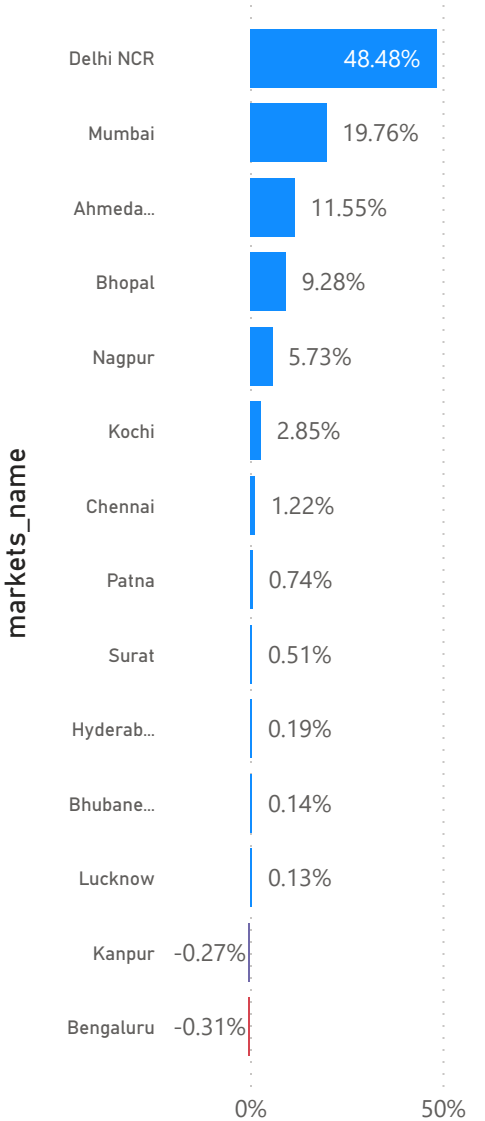
Revenue Contribution %



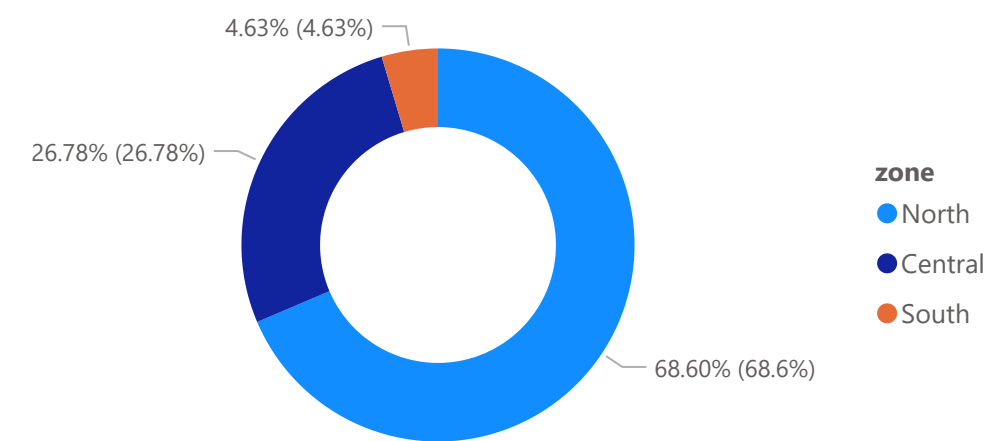
Profit % by Markets



Profit Contribution % by Markets



Revenue Contribution % by zone



Customer Name	Revenue	Revenue Contribution %	Profit Margin %	Profit Contribution %
Electricalsara Stores	₹ 413,333,588.00	41.97%	2.3%	37.75%
Electricalslytical	₹ 49,644,189.00	5.04%	3.4%	6.85%
Excel Stores	₹ 49,115,620.00	4.99%	1.4%	2.76%
Premium Stores	₹ 44,962,166.00	4.57%	2.3%	4.27%
Nixon	₹ 43,893,083.00	4.46%	4.1%	7.24%
Info Stores	₹ 35,100,033.00	3.56%	0.9%	1.28%
Control	₹ 31,771,997.00	3.23%	2.6%	3.35%
Surge Stores	₹ 28,648,916.00	2.91%	2.3%	2.66%
Acclaimed Stores	₹ 21,196,727.00	2.15%	1.5%	1.30%
Forward Stores	₹ 21,026,079.00	2.13%	2.7%	2.27%
Epic Stores	₹ 18,750,440.00	1.90%	1.8%	1.33%
Nomad Stores	₹ 17,739,351.00	1.80%	2.9%	2.08%
Total	₹ 984,868,963.00	100.00%	2.5%	100.00%

Performance Insights

₹ 142.22M    1.4%    ₹ 2.1M

Revenue    Profit Margin ...    Profit

Profit Target

2.00%

2017

2018

2019

2020

Jan 2020

Feb 2020

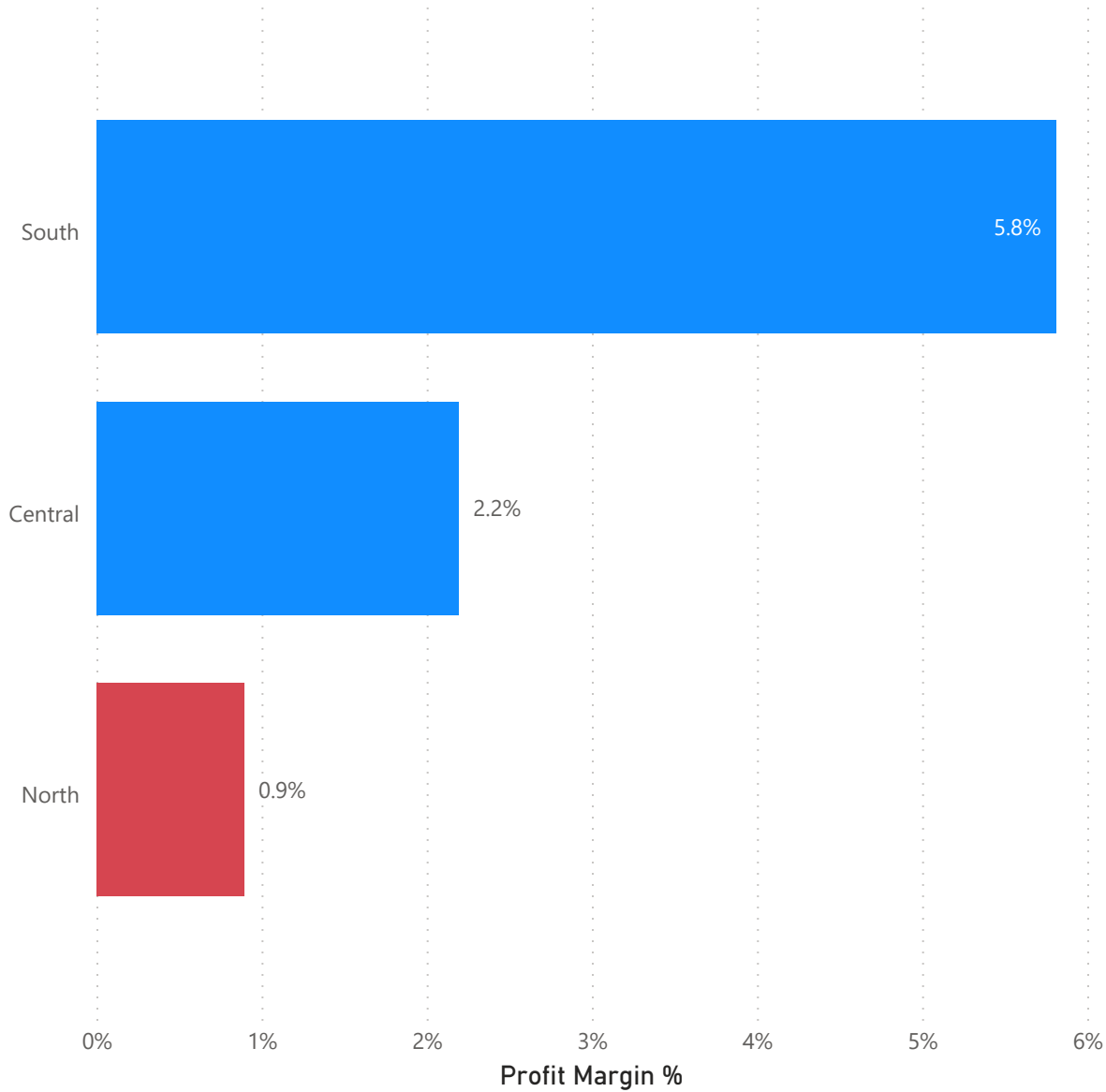
Mar 2020

Apr 2020

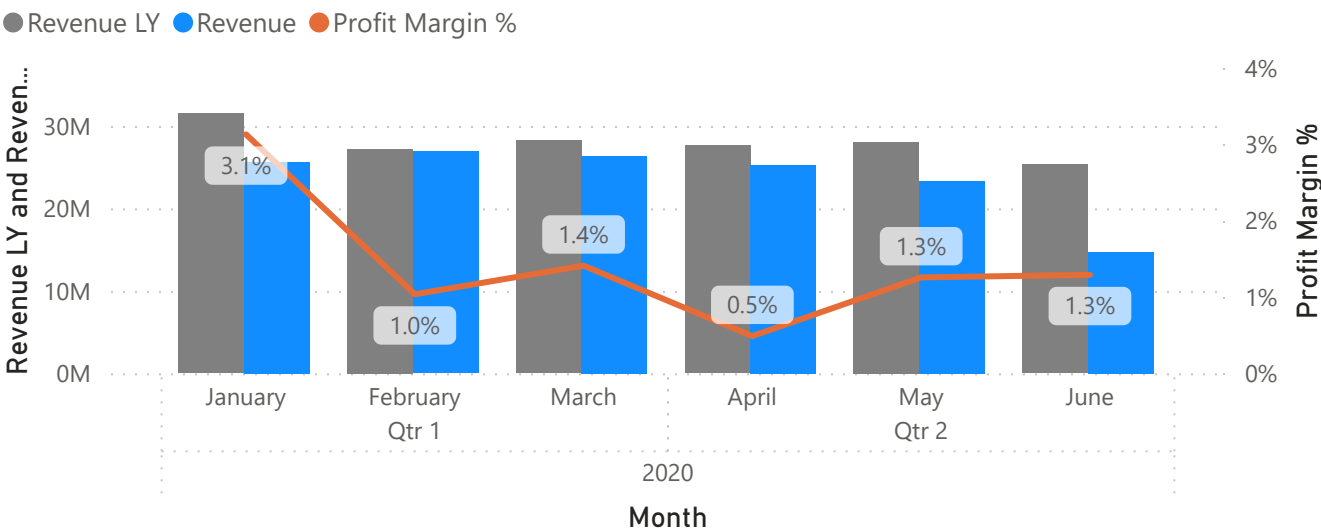
May 2020

Jun 2020

Profit Margin % by zone



Revenue & Profit Trend



Customer Name	Revenue	Revenue Contribution %	Profit Margin %	Profit Margin Contribution %
Electricalsara Stores	₹ 65,641,977.00	46.15%	0.4%	11.92%
Excel Stores	₹ 7,928,385.00	5.57%	3.3%	12.54%
Premium Stores	₹ 5,899,748.00	4.15%	0.5%	1.40%
Electricalslytical	₹ 5,537,904.00	3.89%	0.5%	1.31%
Info Stores	₹ 5,064,374.00	3.56%	3.2%	7.82%
Control	₹ 4,182,662.00	2.94%	1.2%	2.52%
Surge Stores	₹ 3,953,600.00	2.78%	6.2%	11.95%
Logic Stores	₹ 3,319,243.00	2.33%	0.4%	0.61%
Acclaimed Stores	₹ 3,116,384.00	2.19%	4.0%	6.12%
Nixon	₹ 3,028,345.00	2.13%	3.2%	4.66%
Epic Stores	₹ 3,002,834.00	2.11%	-4.7%	-6.83%
Forward Stores	₹ 2,560,961.00	1.80%	4.3%	5.39%
Electricalsocity	₹ 2,520,938.00	1.77%	2.7%	3.29%
Total	₹ 142,224,545.00	100.00%	1.4%	100.00%