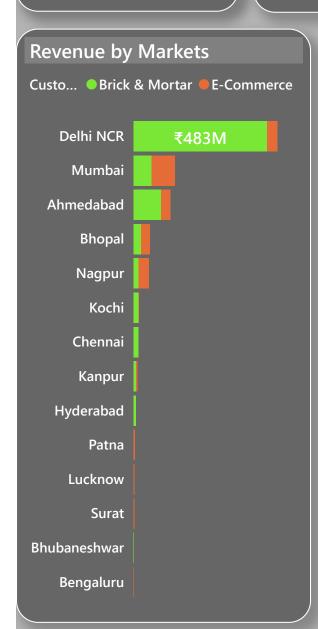
₹985M

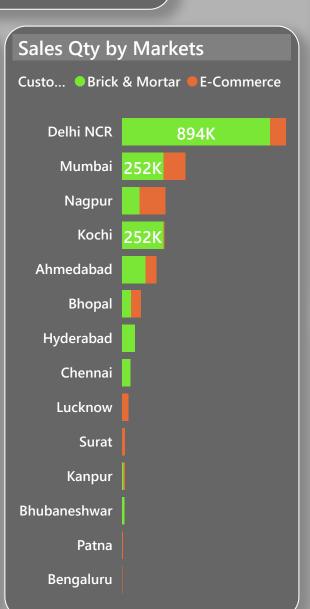
Revenue

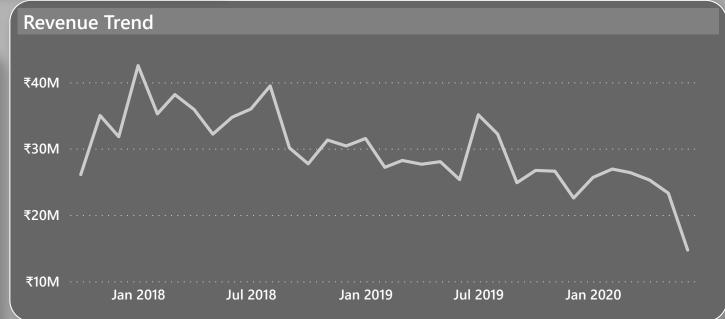
2M

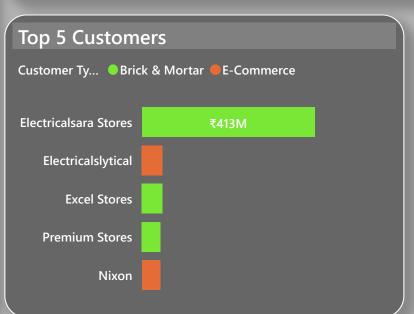
Sales Qty

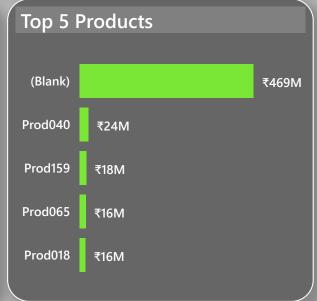












₹985M

Revenue

2M

Sales Qty

₹24.7M

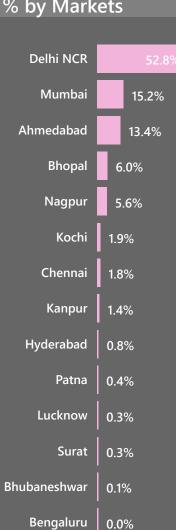
**Total Profit Margin** 

2017 2018 2019 2020

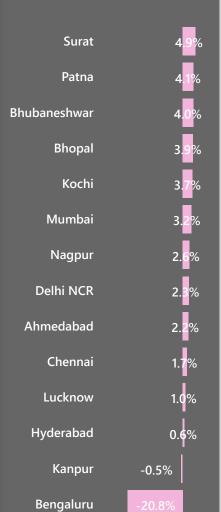
 Jun
 Jul
 Aug
 Sep
 Oct
 Nov
 Dec

 17
 17
 17
 17
 17
 17









## Profit Contribution % by Markets



custmer_name         Revenue Contribu tion %         Profit Margin Contribution %         Profit Margin Contribution %           Electricalsara Stores         ₹41,33,33,588. 000         42.0%         37.7%         2.3%           Electricalslytical         ₹4,96,44,189. 00         5.0%         6.8%         3.4%           Excel Stores         ₹4,91,15,620.0 00         5.0%         2.8%         1.4%           Premium Stores         ₹4,49,06,666. 000         4.6%         4.3%         2.3%           Nixon         ₹4,38,93,083. 000         4.5%         7.2%         4.1%           Info Stores         ₹3,51,00,033.0 00         3.6%         1.3%         0.9%           Control         ₹3,17,71,997.0 00         3.2%         3.3%         2.6%           Surge Stores         ₹2,86,48,916.0 00         2.9%         2.7%         2.3%           Acclaimed Stores         ₹2,10,26,079.0 00         2.1%         2.3%         2.7%           Forward Stores         ₹1,87,50,440.0 00         1.9%         1.3%         1.8%           Nomad Stores         ₹1,77,39,351.0 00         1.8%         2.1%         2.9%           Total         ₹98,48,13,4 00         100.0%         100.0%         2.5%					
tion % Contribution %  Electricalsara Stores ₹41,33,33,588. 42.0% 37.7% 2.3%  Electricalslytical ₹4,96,44,189. 5.0% 6.8% 3.4%  Excel Stores ₹4,91,15,620.0 5.0% 2.8% 1.4%  Premium Stores ₹4,49,06,666. 4.6% 4.3% 2.3%  Nixon ₹4,38,93,083. 4.5% 7.2% 4.1%  Info Stores ₹3,51,00,033.0 3.6% 1.3% 0.9%  Control ₹3,17,71,997.0 3.2% 3.3% 2.6%  Surge Stores ₹2,86,48,916.0 2.9% 2.7% 2.3%  Acclaimed Stores ₹2,11,96,727.0 0.2 2.9% 2.7% 2.3%  Forward Stores ₹2,11,96,727.0 0.2 2.9% 2.7%  Epic Stores ₹1,87,50,440.0 1.9% 1.3% 1.8%  Nomad Stores ₹1,77,39,351.0 1.8% 2.1% 2.9%  Total ₹98,48,13,4 100.0% 100.0% 2.5%	custmer_name	Revenue	Revenue	Profit	Profit ^
tion % Contribution %  Electricalsara Stores ₹41,33,33,588.			Contribu	Margin	Margin
Electricalsara Stores			tion %		
Electricalsara Stores					/0
Electricalslytical ₹4,96,44,189. 00		ullet		<b>%</b>	
Electricalslytical       ₹4,96,44,189. 00       5.0% 6.8%       3.4%         Excel Stores       ₹4,91,15,620.0 0 0       5.0% 2.8%       1.4%         Premium Stores       ₹4,49,06,666. 00       4.6% 4.3%       2.3%         Nixon       ₹4,38,93,083. 00       4.5% 7.2%       4.1%         Info Stores       ₹3,51,00,033.0 0 0       3.6% 3.3%       2.6%         Control       ₹3,17,71,997.0 0 0 0       3.2% 3.3% 2.6%         Surge Stores       ₹2,86,48,916.0 0 0 0 0 0       2.9% 2.7% 2.3%         Acclaimed Stores       ₹2,11,96,727.0 0 0 0 0 0 0 0 0 0 0 0       2.2% 1.3% 1.5% 2.3% 2.7% 2.3% 2.7% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Electricalsara Stores		42.0%	37.7%	2.3%
Excel Stores ₹4,91,15,620.0	Flectricalslytical		5.0%	6.8%	3 4%
Premium Stores       ₹4,49,06,666. 00       4.6%       4.3%       2.3%         Nixon       ₹4,38,93,083. 00       4.5%       7.2%       4.1%         Info Stores       ₹3,51,00,033.0 0       3.6%       1.3%       0.9%         Control       ₹3,17,71,997.0 0       3.2% 0       3.3% 2.6%         Surge Stores       ₹2,86,48,916.0 0       2.9% 0       2.7% 2.3%         Acclaimed Stores       ₹2,11,96,727.0 0       2.2% 0       1.3% 2.3%       1.5%         Forward Stores       ₹2,10,26,079.0 0       2.1% 0       2.3% 2.3%       2.7%         Epic Stores       ₹1,87,50,440.0 0       1.9% 0       1.3% 2.1%       1.8%         Nomad Stores       ₹1,77,39,351.0 0       1.8% 100.0%       2.1% 100.0%       2.5%	Liceti icaisiy ticai		3.070	0.070	3.470
Premium Stores         ₹4,49,06,666. 00         4.6% 4.3% 2.3%           Nixon         ₹4,38,93,083. 00         4.5% 7.2% 4.1%           Info Stores         ₹3,51,00,033.0 0 0         3.6% 1.3% 0.9% 0           Control         ₹3,17,71,997.0 0 0         3.2% 3.3% 0.26% 0           Surge Stores         ₹2,86,48,916.0 0 0 0         2.9% 0 0           Acclaimed Stores         ₹2,11,96,727.0 0 0 0 0         2.2% 0 0 0           Forward Stores         ₹2,10,26,079.0 0 0 0 0 0 0         2.1% 0 0 0 0           Epic Stores         ₹1,87,50,440.0 0 0 0 0 0 0 0 0 0         1.9% 0 0 0 0 0 0           Nomad Stores         ₹1,77,39,351.0 0 0 0 0 0 0 0 0 0 0         1.8% 0 0 0 0 0 0 0 0 0 0           Total         ₹98,48,13,4 00.0% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Excel Stores	₹4,91,15,620.0	5.0%	2.8%	1.4%
Nixon       ₹4,38,93,083. 00       4.5% 7.2% 4.1%         Info Stores       ₹3,51,00,033.0 0 0       3.6% 1.3% 0.9%         Control       ₹3,17,71,997.0 0 0       3.2% 0 0         Surge Stores       ₹2,86,48,916.0 0 0       2.9% 0 0         Acclaimed Stores       ₹2,11,96,727.0 0 0       2.2% 0 0         Forward Stores       ₹2,10,26,079.0 0 0       2.1% 0 0         Epic Stores       ₹1,87,50,440.0 0 0       1.9% 0 0         Nomad Stores       ₹1,77,39,351.0 0 0       1.8% 0 0         Total       ₹98,48,13,4 00.0% 100.0% 100.0% 2.5%					
Nixon       ₹4,38,93,083. 00       4.5% 7.2% 4.1%         Info Stores       ₹3,51,00,033.0 0 0       3.6% 1.3% 0.9%         Control       ₹3,17,71,997.0 0 0       3.2% 3.3% 2.6%         Surge Stores       ₹2,86,48,916.0 0 0       2.9% 2.7% 2.3%         Acclaimed Stores       ₹2,11,96,727.0 0 0       2.2% 1.3% 1.5% 0         Forward Stores       ₹2,10,26,079.0 0 0       2.1% 2.3% 2.7% 0         Epic Stores       ₹1,87,50,440.0 0 0       1.9% 1.3% 1.8% 0         Nomad Stores       ₹1,77,39,351.0 0 1.8% 2.1% 2.9% 0         Total       ₹98,48,13,4 100.0% 100.0% 100.0% 2.5%	Premium Stores		4.6%	4.3%	2.3%
Info Stores       ₹3,51,00,033.0 0 0       3.6% 1.3% 0.9%         Control       ₹3,17,71,997.0 0 0       3.2% 3.3% 2.6%         Surge Stores       ₹2,86,48,916.0 0 0 0       2.9% 2.7% 2.3% 0         Acclaimed Stores       ₹2,11,96,727.0 0 0 0       2.2% 1.3% 1.5% 0         Forward Stores       ₹2,10,26,079.0 0 0 0 0       2.1% 2.3% 2.7% 0         Epic Stores       ₹1,87,50,440.0 0 0 0 0 0       1.9% 1.3% 1.8% 0         Nomad Stores       ₹1,77,39,351.0 0 0 0 0       1.8% 0 0 0         Total       ₹98,48,13,4 00.0% 100.0% 100.0% 2.5%	Nivon		15%	7 20/	A 10/
Control       ₹3,17,71,997.0       3.2%       3.3%       2.6%         Surge Stores       ₹2,86,48,916.0       2.9%       2.7%       2.3%         Acclaimed Stores       ₹2,11,96,727.0       2.2%       1.3%       1.5%         Forward Stores       ₹2,10,26,079.0       2.1%       2.3%       2.7%         Epic Stores       ₹1,87,50,440.0       1.9%       1.3%       1.8%         Nomad Stores       ₹1,77,39,351.0       1.8%       2.1%       2.9%         Total       ₹98,48,13,4       100.0%       100.0%       2.5%	INIXOII		4.5 /0	1.2/0	4.170
Control       ₹3,17,71,997.0 0 0       3.2% 3.3% 3.3% 2.6%         Surge Stores       ₹2,86,48,916.0 0 0       2.9% 2.7% 2.3% 3.3% 3.3% 2.6% 3.3% 3.3% 3.3% 3.3% 3.3% 3.3% 3.3% 3	Info Stores	₹3,51,00,033.0	3.6%	1.3%	0.9%
Surge Stores       ₹2,86,48,916.0 0       2.9% 2.7% 2.3%         Acclaimed Stores       ₹2,11,96,727.0 0 0       2.2% 1.3% 1.5% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.3% 2.7% 2.3% 2.3% 2.7% 2.3% 2.3% 2.3% 2.3% 2.3% 2.3% 2.3% 2.3		<u> </u>			
Surge Stores       ₹2,86,48,916.0 0       2.9% 2.7% 2.3%         Acclaimed Stores       ₹2,11,96,727.0 0 0       2.2% 1.3% 2.3% 2.7% 2.3% 2.7% 0         Forward Stores       ₹2,10,26,079.0 0 0       2.1% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.7% 2.3% 2.3% 2.7% 2.3% 2.3% 2.3% 2.3% 2.3% 2.3% 2.3% 2.3	Control		3.2%	3.3%	2.6%
O       0         Acclaimed Stores       ₹2,11,96,727.0       2.2%       1.3%       1.5%         Forward Stores       ₹2,10,26,079.0       2.1%       2.3%       2.7%         Epic Stores       ₹1,87,50,440.0       1.9%       1.3%       1.8%         Nomad Stores       ₹1,77,39,351.0       1.8%       2.1%       2.9%         Total       ₹98,48,13,4       100.0%       100.0%       2.5%	Surge Stores		2 9%	2 7%	2 3%
Torward Stores       ₹2,10,26,079.0 0       2.1% 2.3% 2.7%         Epic Stores       ₹1,87,50,440.0 0       1.9% 1.3% 1.8%         Nomad Stores       ₹1,77,39,351.0 0       1.8% 2.1% 2.9%         Total       ₹98,48,13,4 100.0% 100.0% 100.0% 2.5%	Julye Stoles		2.570	2.1 /0	2.370
Epic Stores       ₹1,87,50,440.0       1.9%       1.3%       1.8%         Nomad Stores       ₹1,77,39,351.0       1.8%       2.1%       2.9%         Total       ₹98,48,13,4       100.0%       100.0%       2.5%	Acclaimed Stores	₹2,11,96,727.0	2.2%	1.3%	1.5%
Epic Stores       ₹1,87,50,440.0       1.9%       1.3%       1.8%         Nomad Stores       ₹1,77,39,351.0       1.8%       2.1%       2.9%         Total       ₹98,48,13,4       100.0%       100.0%       2.5%		0			
Epic Stores       ₹1,87,50,440.0       1.9%       1.3%       1.8%         Nomad Stores       ₹1,77,39,351.0       1.8%       2.1%       2.9%         Total       ₹98,48,13,4       100.0%       100.0%       2.5%	Forward Stores		2.1%	2.3%	2.7%
Nomad Stores     ₹1,77,39,351.0     1.8%     2.1%     2.9%       Total     ₹98,48,13,4     100.0%     100.0%     2.5%	Enic Stores		1 9%	1 3%	1.8%
Total ₹98,48,13,4 100.0% 100.0% 2.5%	Lpic Stores		1.570	1.370	1.070
V	Nomad Stores	₹1,77,39,351.0	1.8%	2.1%	2.9%
V	Total	₹98,48,13,4	100.0%	100.0%	2.5%

₹985M

Revenue

2M

Sales Qty

₹24.7M

**Total Profit Margin** 



1%





Jun	Jul 17	Aug	Sep	Oct	Nov	Dec	Jan
17	Jul 17	17	17	17	17	17	18



Surat

Patna

Bhubaneshwar

**Bhopal** 

Kochi

Mumbai

Nagpur

Delhi NCR

Ahmedabad

Chennai

Lucknow

Hyderabad

Kanpur

Bengaluru

-20.8%

4.9%

4.1%

4.0%

3.9%

3.7%

3.2%

2.6%

2.3%

2.2%

1.7%

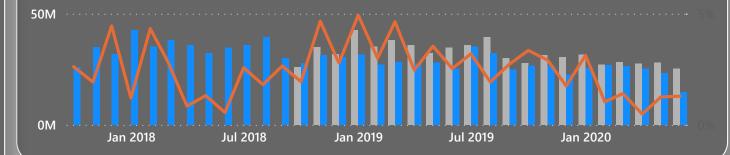
1.0%

0.6%

-0.5%

Revenue Trend

Revenue LY Revenue Profit Margin %



custmer_name	Revenue	Revenue Contributio	Profit Margin Contribution	Profit Margin /
	<b>~</b>	n %	%	
Electricalsara Stores	₹41,33,33,588.00	42.0%	37.7%	2.3%
Electricalslytical	₹4,96,44,189.00	5.0%	6.8%	3.4%
Excel Stores	₹4,91,15,620.00	5.0%	2.8%	1.4%
Premium Stores	₹4,49,06,666.00	4.6%	4.3%	2.3%
Nixon	₹4,38,93,083.00	4.5%	7.2%	4.1%
Info Stores	₹3,51,00,033.00	3.6%	1.3%	0.9%
Control	₹3,17,71,997.00	3.2%	3.3%	2.6%
Total	₹98,48,13,463. 00	100.0%	100.0%	2.5%