



₹984.87M

Revenue

2429K

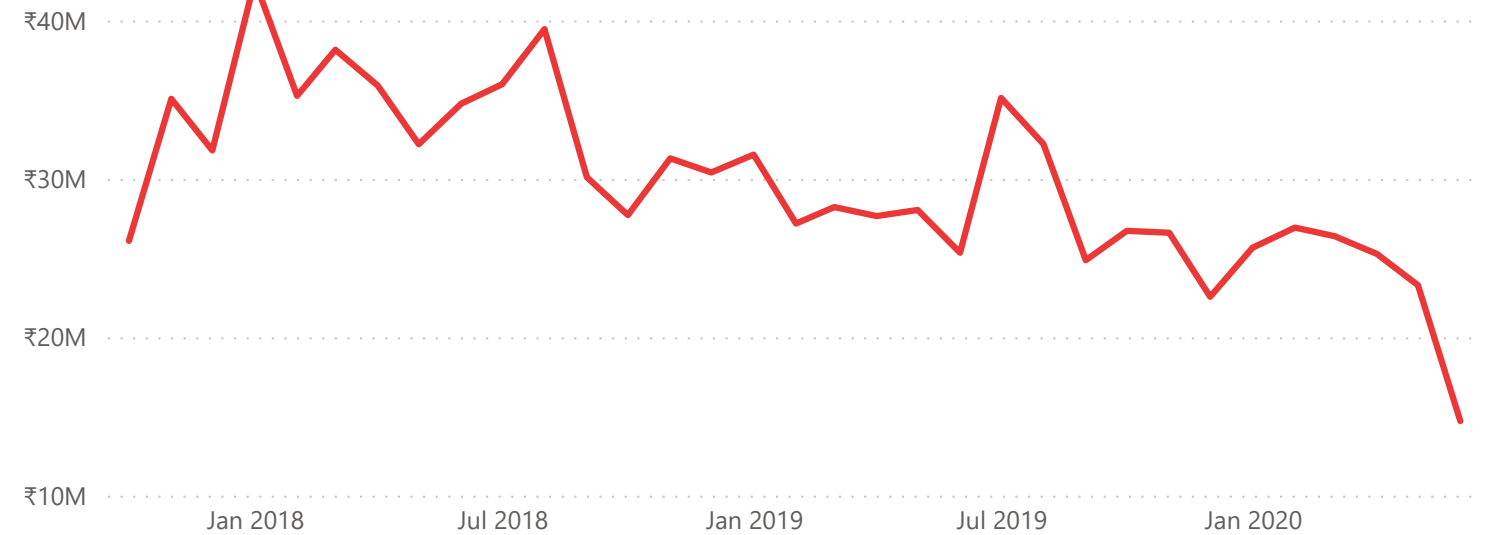
Sales Quantity

2017	2018	2019	2020
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April	January
August	July
December	June
February	March

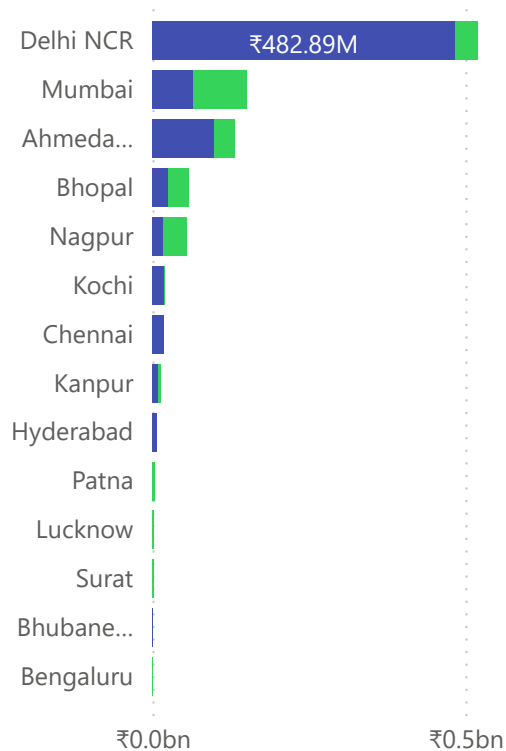


## Revenue Trend



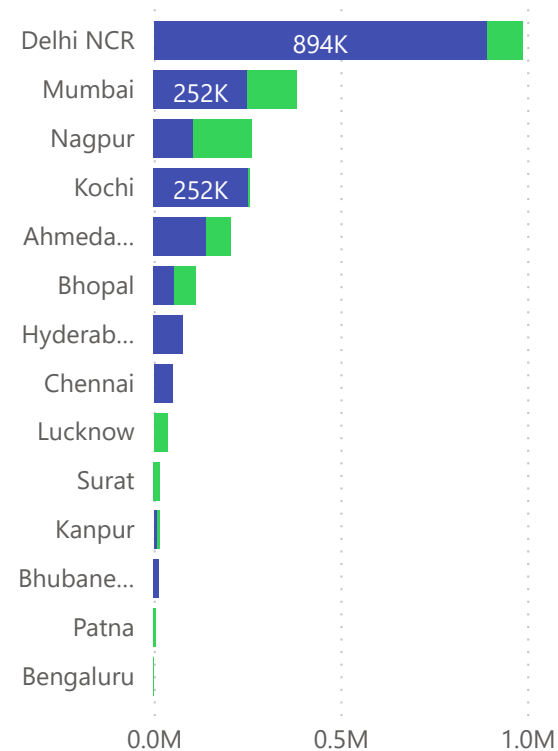
## Revenue by Region

custom... ● Brick & Mortar ● E-Commerce



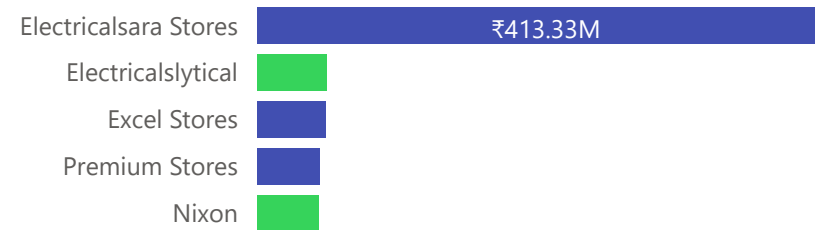
## Sales Quantity by Region

custom... ● Brick & Mortar ● E-Commerce

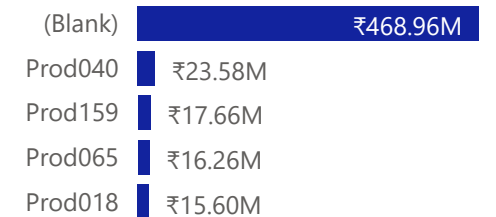


## Top 5 Customers By Revenue

Customer Type ● Brick & Mortar ● E-Commerce

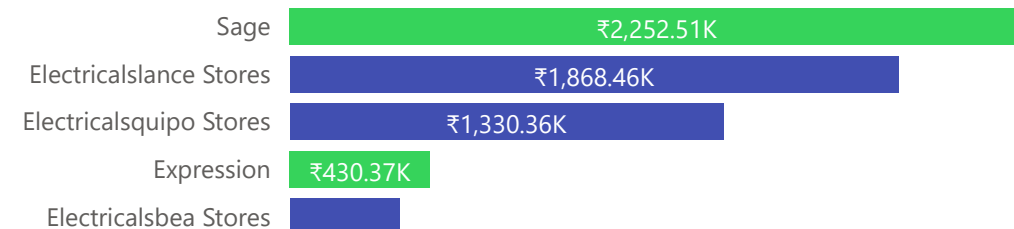


## Top 5 Products By Revenue



## Below 5 Customers By Revenue

Customer Type ● Brick & Mortar ● E-Commerce





₹2.06M

Total Profit Margin

350K

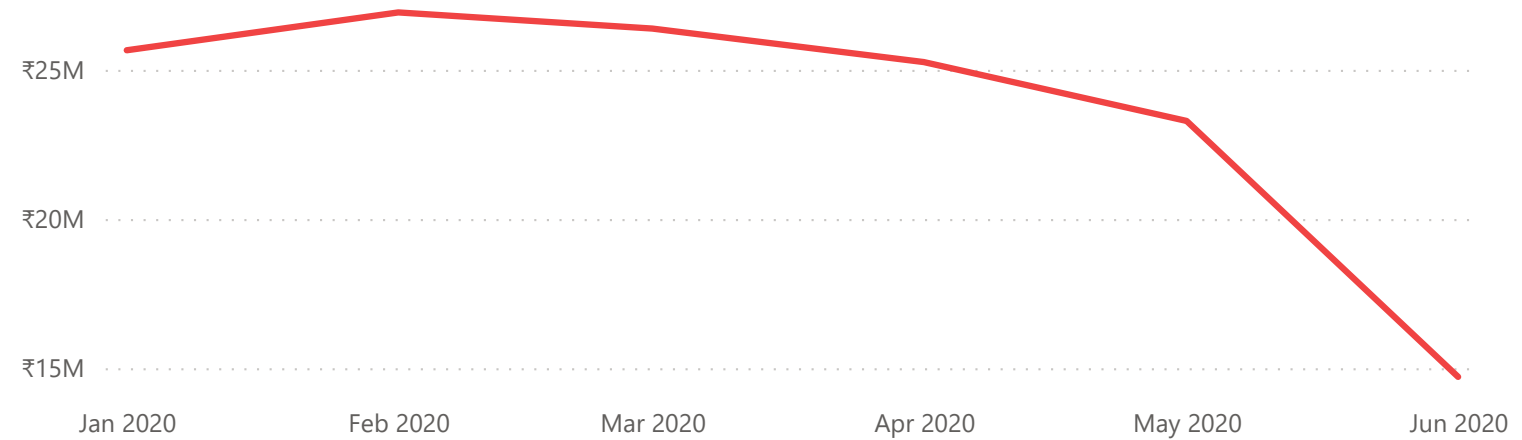
Sales Quantity

₹142.22M

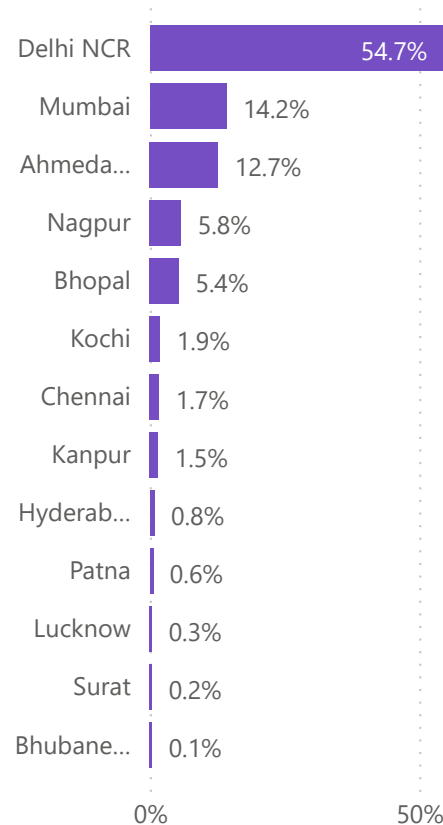
Revenue

2017	2018	2019	2020
April	March		
February	May		
January			
June			

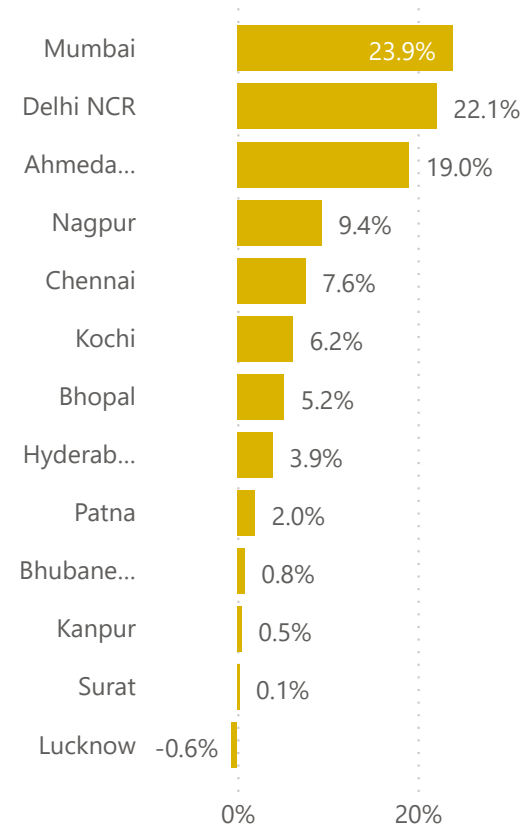
## Revenue Trend



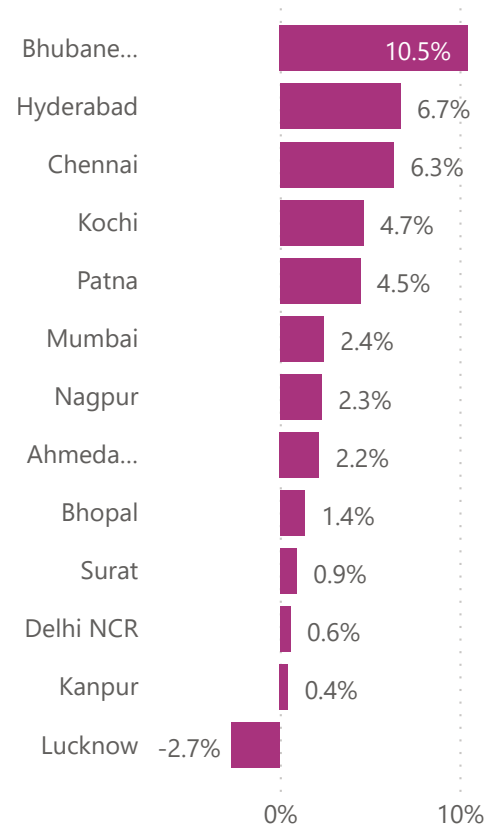
## Revenue Contribution % by Region



## Profit Contribution % by Region



## Profit Margin % by Region



Customer Name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Excel Stores	₹79,28,385.00	5.6%	12.5%	3.3%
Surge Stores	₹39,53,600.00	2.8%	11.9%	6.2%
Electricalsara Stores	₹6,56,41,977.00	46.2%	11.9%	0.4%
Info Stores	₹50,64,374.00	3.6%	7.8%	3.2%
Acclaimed Stores	₹31,16,384.00	2.2%	6.1%	4.0%
Forward Stores	₹25,60,961.00	1.8%	5.4%	4.3%
Modular	₹24,53,519.00	1.7%	5.0%	4.2%
Leader	₹16,71,901.00	1.2%	4.9%	6.0%
Nixon	₹30,28,345.00	2.1%	4.7%	3.2%
Nomad Stores	₹19,78,550.00	1.4%	4.0%	4.1%
Power	₹10,98,552.00	0.8%	3.7%	6.9%
Unity Stores	₹17,48,166.00	1.2%	3.3%	3.9%
Electricalsocity	₹25,20,938.00	1.8%	3.3%	2.7%
Surface Stores	₹24,20,004.00	1.7%	3.2%	2.7%
Elite	₹12,47,785.00	0.9%	3.2%	5.3%
Electricalsopedia Stores	₹9,95,764.00	0.7%	2.9%	5.9%
Control	₹41,82,662.00	2.9%	2.5%	1.2%
Atlas Stores	₹21,89,612.00	1.5%	2.1%	2.0%
Total	₹14,22,24,545.00	100.0%	100.0%	1.4%



Profit Target

-5%



2017

2018

2019

2020

April

February

January

June

March

May

₹2.06M

Total Profit Margin

₹142.22M

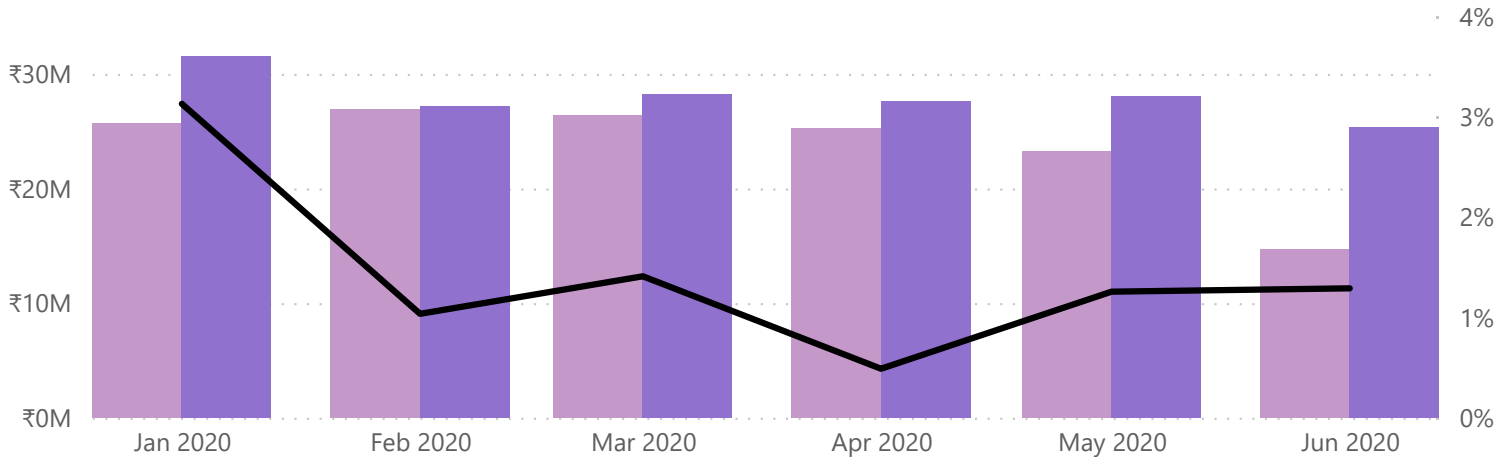
Revenue

350K

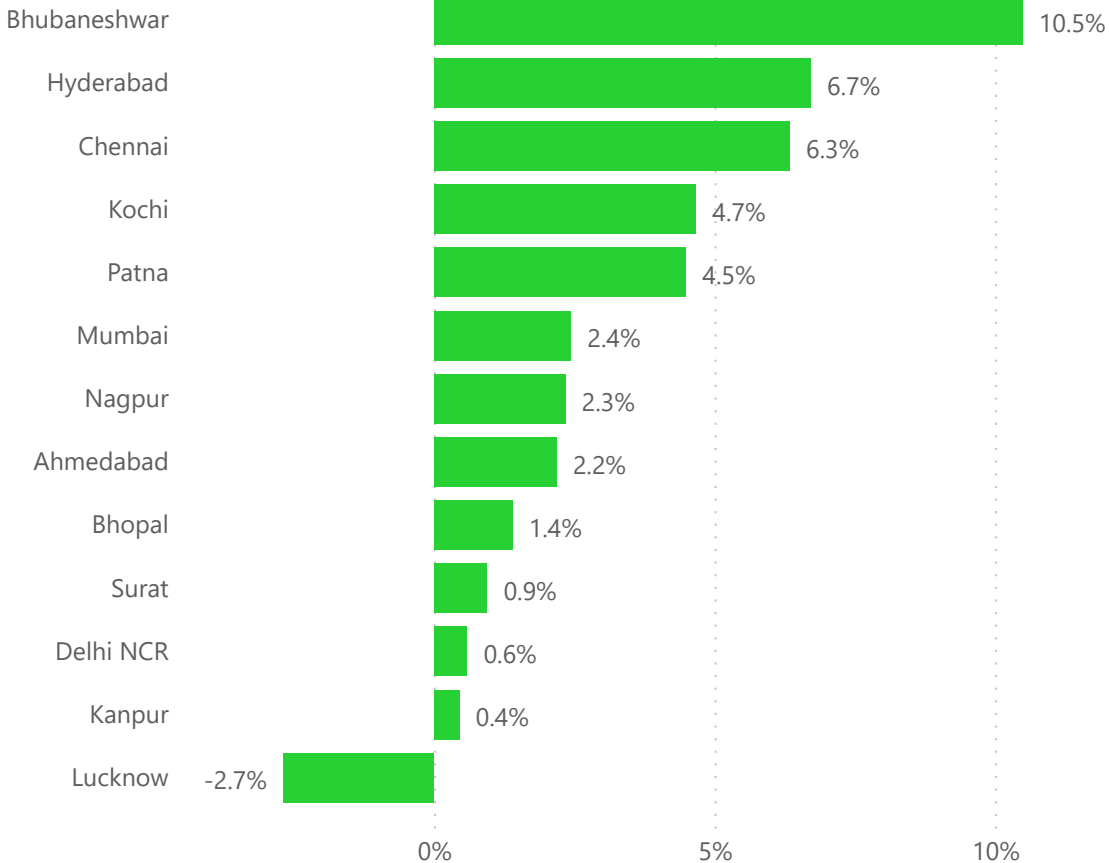
Sales Quantity

### Revenue Trend

● Revenue ● Revenue Last Year ● Profit Margin %



### Profit Margin % by Region and Zone, Customer, Product



Customer Name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Epic Stores	₹30,02,834.00	2.1%	-6.8%	-4.7%
Insight	₹5,71,430.00	0.4%	-0.5%	-1.9%
Electricalsquipo Stores	₹86,908.00	0.1%	-0.5%	-11.5%
Synthetic	₹9,16,267.00	0.6%	-0.4%	-1.0%
Integration Stores	₹19,09,611.00	1.3%	-0.2%	-0.2%
Expression	₹82,845.00	0.1%	-0.2%	-4.2%
Relief	₹7,73,301.00	0.5%	0.1%	0.3%
Sage	₹96,950.00	0.1%	0.2%	3.5%
Novus	₹2,58,543.00	0.2%	0.2%	1.6%
Zone	₹9,27,154.00	0.7%	0.2%	0.5%
Electricalslance Stores	₹1,42,742.00	0.1%	0.2%	3.5%
Total	₹14,22,24,545.00	100.0%	100.0%	1.4%