

Current Year

₹142.22M

YTD Revenue

-57.67%

YoY Sales Growth

1.45%

YTD Profit Margin %

-80.35%

YoY Profit Margin Gro...

EST. 1992

HANDY

HARDWARES

HANDY

HARDWARES

Revenue and Cumilative Profit Margin by Over a period of time

Revenue

Profit Margin %

₹40M

₹30M

₹20M

₹10M

2018

2019

2020

4%

2%

0%

Profit Margin %

All Transactions with Positive & Negative Profit Margin over the Years

All Transactions

Transactions with Positive Profit Margin

Transactions with Negative...

15K

61K

32K

29K

52K

27K

25K

21K

11K

2017

2018

2019

2020

Revenue Contribution % by Market

Profit Margin Contribution % by Market

Delhi NCR

Mumbai

Ahmedabad

Bhopal

Nagpur

Kochi

Chennai

52.76%

15.24%

13.43%

5.95%

5.59%

1.91%

1.83%

48.48%

19.76%

11.55%

9.28%

5.73%

2.85%

1.22%

Customer Name

Revenue

Revenue Contribution %

Profit Margin %

Profit Margin 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%

Total

₹984,868,963.00

100.00%

2.5%

100.00%

₹150M

Revenue

384K

Sales Quantity

₹5M

Profit Margin

3.2%

Profit Margin %

Drill Through to browse data on different levels in order- Zone, Market & Customer

Set Target for Profit Margin %

2%

