

Key Insights May 2017 2020 Jan 20 Feb 20 Mar 20 Apr 20 Jun 20 2018 2019 ₹ 142M ₹ 2.1M 350K 20 Profit Analysis Performance Insights Sales Qty Total Profit Margin Revenue Revenue Trend ₹ 26.4M **Revenue Contribution %** Profit Contribution % by Profit % by Markets ₹ 25.3M by Markets Markets ₹ 26.9M ₹ 25M ₹ 23.3M ₹ 25.7M Bhubanes... 10.5% Delhi ... 54.7% Mumbai 23.9% 6.7% Hyderabad 14.2% Delhi ... 22.1% Mum... 6.3% Chennai Ahme... 19.0% Ahme... 4.7% Kochi 9.4% Nagpur Nagpur Jan 2020 Feb 2020 Apr 2020 May 2020 Jun 2020 Mar 2020 4.5% Patna Bhopal 7.6% Chennai **Top 5 Customers** 2.4% Mumbai Profit Margin % Profit Margin Revenue custmer name Revenue Kochi Kochi 6.2% Contribution % Contribution % Nagpur 2.3% Chen... 5.2% Bhopal Electricalsara Stores ₹ 65,641,977 46.2% 11.9% 0.4% **Excel Stores** ₹ 7,928,385 5.6% 12.5% 3.3% Ahmedabad 2.2% 3.9% Kanpur 1.5% Hyder... Premium Stores ₹ 5,899,748 4.1% 1.4% 0.5% Electricalslytical ₹ 5,537,904 3.9% 1.3% 0.5% 1.4% Bhopal 2.0% Hyder... 0.8% Patna 7.8% Info Stores ₹ 5,064,374 3.6% 3.2% Control ₹ 4,182,662 2.9% 2.5% 1.2% 0.9% Surat 0.6% 0.8% Bhuba... Patna Surge Stores ₹ 3,953,600 2.8% 11.9% 6.2% Logic Stores ₹ 3,319,243 2.3% 0.6% 0.4% Delhi NCR 0.6% Luckn... 0.3% 0.5% Kanpur **Acclaimed Stores** ₹ 3,116,384 2.2% 6.1% 4.0% ₹ 3,028,345 2.1% 4.7% 3.2% Nixon 0.4% 0.1% Kanpur Surat 0.2% Surat **Epic Stores** ₹ 3,002,834 2.1% -6.8% -4.7% Forward Stores ₹ 2,560,961 1.8% 5.4% 4.3% Bhub... 0.1% Lucknow Lucknow -2. ₹ 2,520,938 Electricalsocity 1.8% 3.3% 2.7% Total ₹ 142,224,545 100.0% 100.0% 1.4%

Profit Target Key Insights Feb Mar May Jan Apr 2% 2018 2017 2019 2020 ₹ 2.1M ₹ 142M 350K 20 20 20 20 20 Profit Analysis Revenue Trend Performance Insights Sales Qty Total Profit Margin Revenue Revenue LY Revenue Profit Margin % Profit % by Markets ₹ 30M **Electricalsbea Stores** Power Surge Stores 6.0% Leader ₹ 20M **Electricalsopedia Stores** Elite All-Out 1.4% 1.3% 1.3% **Forward Stores** ₹ 10M Modular **Nomad Stores Acclaimed Stores Unity Stores** ₹ 0M **Electricalslance Stores** January February March April May June Sage Top 5 Customers Flawless Stores Profit Margin Profit Margin % Revenue Revenue custmer name **Excel Stores** Contribution % Contribution % Info Stores Electricalsara Stores ₹ 65,641,977 46.2% 11.9% Nixon Excel Stores ₹ 7,928,385 5.6% 12.5% Propel 4.1% **Premium Stores** ₹ 5,899,748 1.4% Surface Stores Electricalslytical ₹ 5,537,904 3.9% 1.3% Electricalsocity Info Stores ₹ 5,064,374 3.6% 7.8% **Atlas Stores** Control ₹ 4,182,662 2.9% 2.5% Novus Surge Stores ₹ 3,953,600 2.8% 11.9% Sound Logic Stores ₹ 3,319,243 2.3% 0.6% Control Acclaimed Stores ₹ 3,116,384 2.2% 6.1% Path Total ₹ 142,224,545 100.0% 100.0%

Jun

20

4%

3%

2%

1%

0.4%

3.3%

0.5%

0.5%

3.2%

1.2%

6.2%

0.4%

4.0%

1.4%