



## BUSINESS INSIGHT

### EXECUTIVE VIEW



A TOP LEVEL DASHBOARD FOR EXECUTIVES CONSOLIDATING TOP INSIGHTS FROM ALL DIMESNIONS OF BUSINESS

### FINANCE VIEW



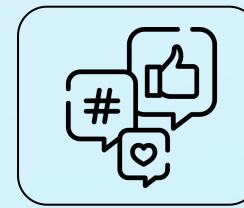
GET P & L STATEMENT FOR ANY CUSTOMER /PRODUCT/COUNTRY OF ANY PERIOD OF TIME AND MORE

### SALES VIEW



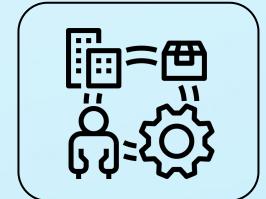
ANALYZE THE PERFORMANCE OF YOUR CUSTOMER OVER KEY METRIC LIKE GROSS MARGIN/NET SALES AND VIEW THE SAME IN GROWTH MATRIX

### MARKETING VIEW



ANALYZE THE PERFORMANCE OF YOUR PRODUCTS OVER KEY METRIC LIKE GROSS MARGIN/NET SALES AND VIEW THE SAME IN GROWTH MATRIX

### SUPPLY CHAIN VIEW



GET FORECAST ACCURACY, RISK PROFILE AND NET ERROR PROFILE FOR PRODUCT, CUSTOMER, SEGEMEN AND CATEGORY

12 December 2022

Earliest last refresh date

Values in millions and rupee

Sales Data Loaded Until De...



**Net Sales**  
**₹ 3.74bn!**  
BM: 3.81bn (-1.86%)

**Gross Margin %**  
**38.08% ✓**  
BM: 38.34% (+0.66%)

**Net Profit %**  
**-13.98% !**  
BM: -0.14 (-1.47%)

2018

2019

2020

2021

2022  
est

Q1

Q2

Q3

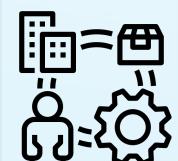
Q4

YTD

YTG

vs LY

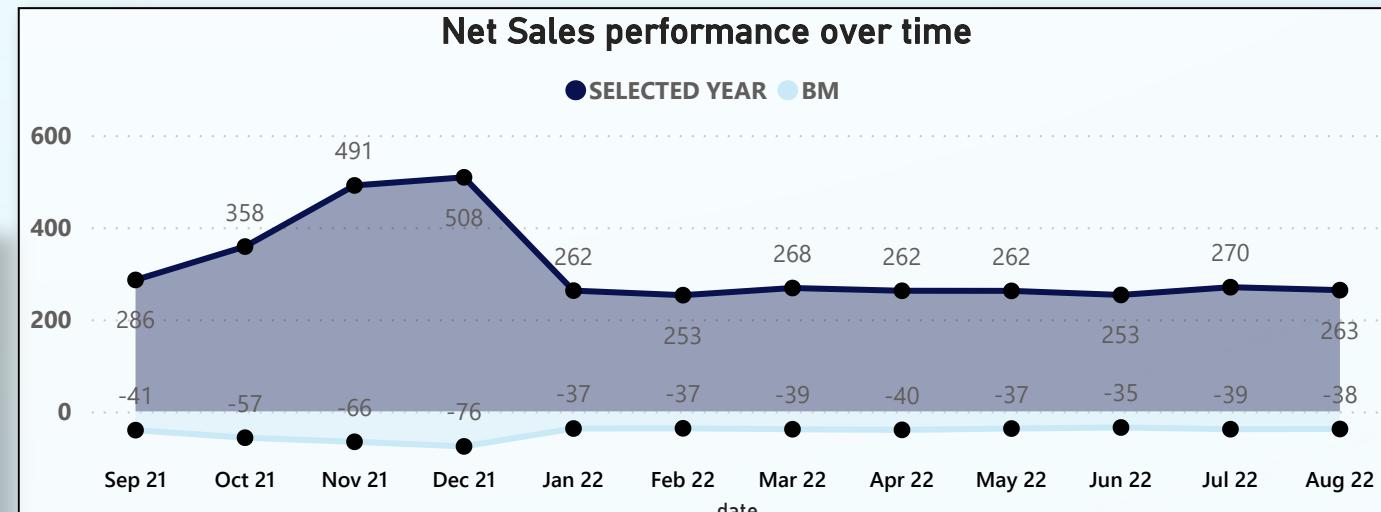
vs Target



region, market ▾ customer ▾ segment, catego... ▾  
 All ▾ All ▾ All ▾

### Profit and loss statement

| Line Item                    | 2022 est  | BM       | chg    | chg%  |
|------------------------------|-----------|----------|--------|-------|
| net profit %                 | -13.98    | -14.19   | 0.21   | -1.47 |
| net profit                   | -522.42   | -540.27  | 17.84  | -3.30 |
| total op exp \$              | -1,945.30 |          |        |       |
| GM / Unit                    | 15.76     |          |        |       |
| Gross Margin %               | 38.08     | 38.34    | -0.25  | -0.66 |
| Gross Margin                 | 1,422.88  | 1,459.51 | -36.63 | -2.51 |
| Total COGS                   | 2,313.29  |          |        |       |
| - Other Cost                 | 15.52     |          |        |       |
| - Freight Cost               | 100.49    |          |        |       |
| - Manufacturing Cost         | 2,197.28  |          |        |       |
| Net Sales                    | 3,736.17  | 3,807.09 | -70.92 | -1.86 |
| Total Post Invoice Deduction | 1,906.95  |          |        |       |
| - Post Deductions            | 663.42    |          |        |       |
| - Post Discounts             | 1,243.54  |          |        |       |
| Net Invoice Sales            | 5,643.13  |          |        |       |
| Pre Invoice Deduction        | 1,727.01  |          |        |       |
| Gross Sales                  | 7,370.14  |          |        |       |



### Top / Bottom products & customers by Net Sales

| region | P & L    | YOY%      | YOY(PL VAL-LY) |
|--------|----------|-----------|----------------|
|        | VALUES   |           |                |
| APAC   | 1,923.77 | -764.83   | 2,213.13       |
| EU     | 775.48   | -876.23   | 875.39         |
| LATAM  | 14.82    | -3,338.84 | 15.28          |
| NA     | 1,022.09 | -778.94   | 1,172.64       |
| Total  | 3,736.17 | -791.54   | 4,276.44       |

| segment     | P & L VALUES | YOY%    |
|-------------|--------------|---------|
| Notebook    | 1,580.43     | -392.53 |
| Peripherals | 897.54       | -266.13 |
| Desktop     | 711.08       | -231.62 |
| Accessories | 454.10       | -184.05 |
| Storage     | 54.59        | -110.10 |
| Networking  | 38.43        | -107.11 |

BM = Bench Mark LY=Last Year YoY=Year of Year



region, market ▾ customer ▾ region ▾

All All All

2018 2019 2020 2021 2022 est

Q1 Q2 Q3 > YTD YTG

### Customer Performance

| customer            | NS\$        | GM \$     | GM %   |
|---------------------|-------------|-----------|--------|
| Acclaimed Stores    | ₹ 73.36M    | 29.58M    | 40.32% |
| All-Out             | ₹ 4.41M     | 1.68M     | 38.17% |
| AltiQ Exclusive     | ₹ 307.17M   | 145.05M   | 47.22% |
| Amazon              | ₹ 496.88M   | 182.77M   | 36.78% |
| Argos (Sainsbury's) | ₹ 13.70M    | 5.30M     | 38.70% |
| Atlas Stores        | ₹ 17.14M    | 5.43M     | 31.66% |
| Atliq e Store       | ₹ 304.10M   | 112.15M   | 36.88% |
| Atliq Exclusive     | ₹ 53.95M    | 21.10M    | 39.11% |
| BestBuy             | ₹ 49.34M    | 22.15M    | 44.89% |
| Billa               | ₹ 6.82M     | 1.62M     | 23.80% |
| Boulanger           | ₹ 26.02M    | 10.39M    | 39.95% |
| Chip 7              | ₹ 25.62M    | 8.26M     | 32.24% |
| Chiptec             | ₹ 18.93M    | 7.37M     | 38.94% |
| Circuit City        | ₹ 52.42M    | 24.51M    | 46.77% |
| Control             | ₹ 54.14M    | 23.51M    | 43.42% |
| Coolblue            | ₹ 21.63M    | 6.94M     | 32.07% |
| Costco              | ₹ 61.81M    | 24.15M    | 39.07% |
| Croma               | ₹ 51.84M    | 20.67M    | 39.88% |
| Total               | ₹ 3,736.17M | 1,422.88M | 38.08% |

### Product Performance

| segment     | NS\$        | GM \$     | GM %   |
|-------------|-------------|-----------|--------|
| Notebook    | ₹ 1,580.43M | 600.96M   | 38.03% |
| Peripherals | ₹ 897.54M   | 341.22M   | 38.02% |
| Desktop     | ₹ 711.08M   | 272.39M   | 38.31% |
| Accessories | ₹ 454.10M   | 172.61M   | 38.01% |
| Storage     | ₹ 54.59M    | 20.93M    | 38.33% |
| Total       | ₹ 3,736.17M | 1,422.88M | 38.08% |

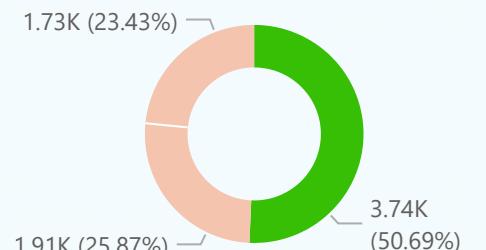
4.00%

### performance Matrix

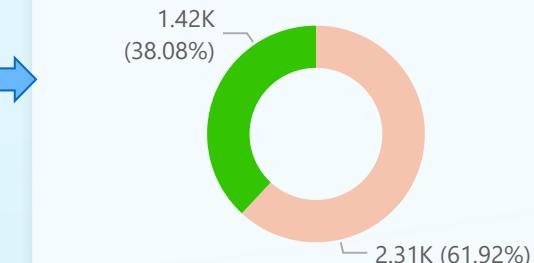


### Unit Economics

● Net Sales ● Total Post I... ● Pre Invo...



● Total COGS ● Gross Margin





region, market

All

customer

All

region

All

2018

2019

2020

2021

2022  
est

Q1

Q2

Q3

&gt;

YTD

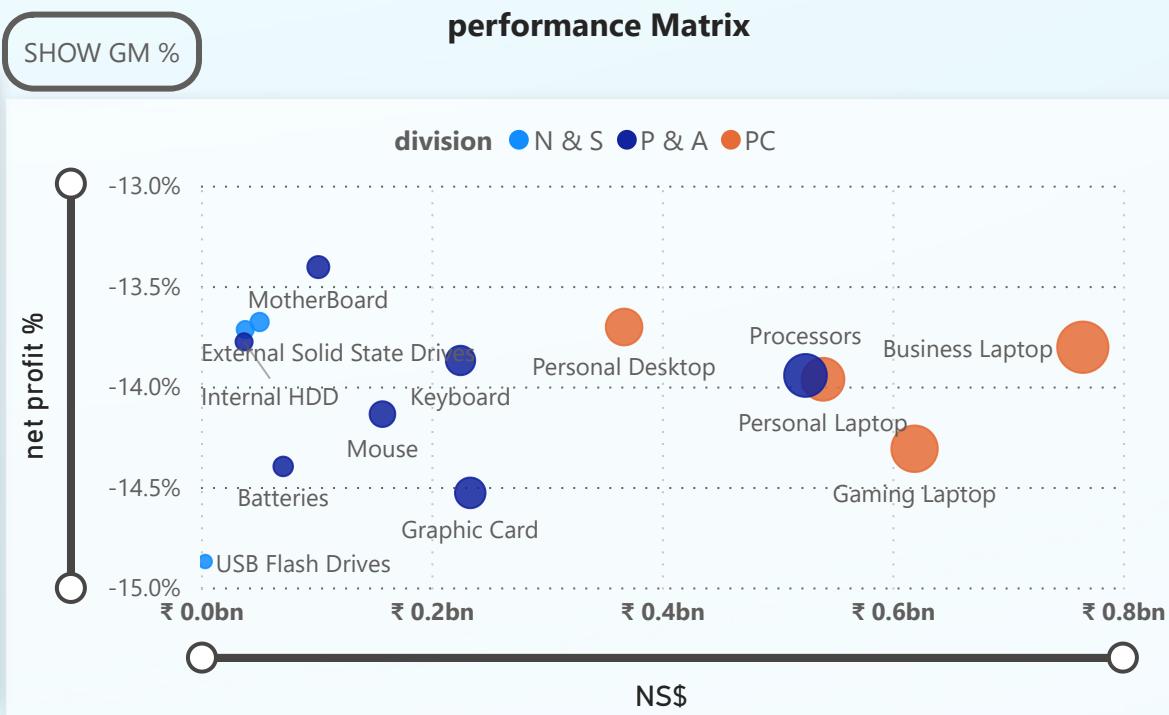
YTG

## product Performance



| segment     | NS\$        | GM \$     | GM %   | net profit \$ | net profit % |
|-------------|-------------|-----------|--------|---------------|--------------|
| Accessories | ₹ 454.10M   | 172.61M   | 38.01% | -63.78M       | -14.05%      |
| Desktop     | ₹ 711.08M   | 272.39M   | 38.31% | -97.79M       | -13.75%      |
| Networking  | ₹ 38.43M    | 14.78M    | 38.45% | -5.27M        | -13.72%      |
| Notebook    | ₹ 1,580.43M | 600.96M   | 38.03% | -222.16M      | -14.06%      |
| Peripherals | ₹ 897.54M   | 341.22M   | 38.02% | -125.91M      | -14.03%      |
| Storage     | ₹ 54.59M    | 20.93M    | 38.33% | -7.51M        | -13.76%      |
| Total       | ₹ 3,736.17M | 1,422.88M | 38.08% | -522.42M      | -13.98%      |

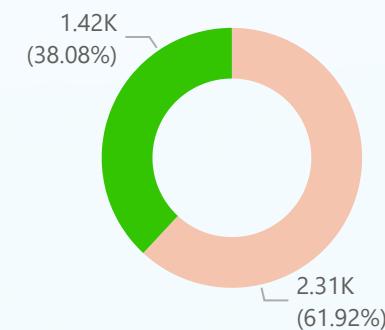
SHOW GM %



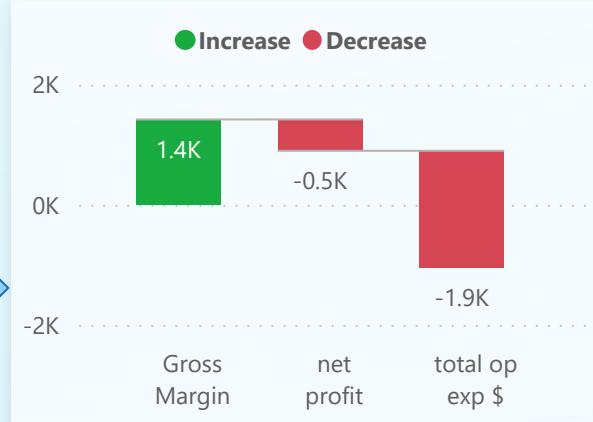
## Region / Market / Customer Performance

| region | NS\$        | GM \$     | GM %   | net profit \$ | net profit % |
|--------|-------------|-----------|--------|---------------|--------------|
| APAC   | ₹ 1,923.77M | 690.21M   | 35.88% | -281.16M      | -14.62%      |
| EU     | ₹ 775.48M   | 267.80M   | 34.53% | -95.52M       | -12.32%      |
| LATAM  | ₹ 14.82M    | 5.19M     | 35.02% | -0.44M        | -2.95%       |
| NA     | ₹ 1,022.09M | 459.68M   | 44.97% | -145.31M      | -14.22%      |
| Total  | ₹ 3,736.17M | 1,422.88M | 38.08% | -522.42M      | -13.98%      |

Total COGS Gross Margin



## Unit Economies





region, market

All

customer

All

region

All

2018

2019

2020

2021

2022  
est

Q1

Q2

Q3

&gt;

YTD

YTG

Forecast Accuracy %

81.17% ✓

LY: 0.80 (+1.2%)

Net Error

-3.47M !

LY: -0.75M (-361.97%)

Net Error %

-9.48% !

LY: -1.52% (-522.98%)

Abs Error

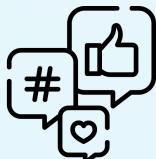
6.90M ✓

Goal: 9.78M (+29.46%)

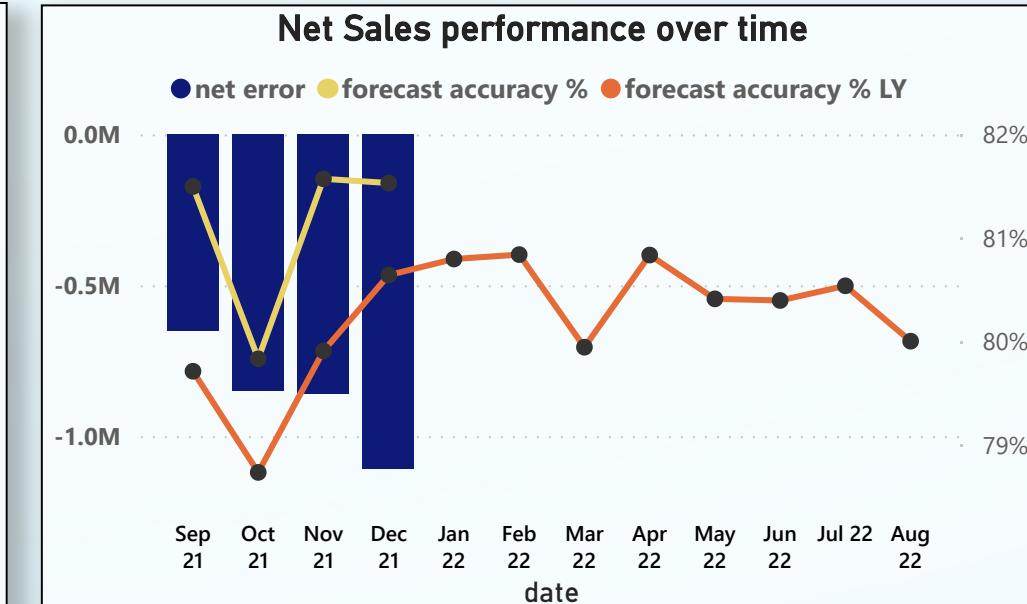
Abs Error %

18.83% !

LY: 0.20 (-4.88%)



| customer                 | forecast accuracy % | net error       | net error %   | forecast accuracy % LY | risk       |
|--------------------------|---------------------|-----------------|---------------|------------------------|------------|
| Acclaimed Stores         | 57.74%              | 83037           | 10.74%        | 0.51                   | EI         |
| All-Out                  | 43.96%              | -150            | -0.32%        | 0.29                   | OOS        |
| AltiQ Exclusive          | 71.42%              | -221177         | -8.73%        | 0.71                   | OOS        |
| Amazon                   | 73.79%              | -464694         | -9.22%        | 0.75                   | OOS        |
| Argos (Sainsbury's)      | 54.78%              | -23040          | -17.60%       | 0.56                   | OOS        |
| Atlas Stores             | 49.53%              | -4182           | -2.31%        | 0.48                   | OOS        |
| Atliq e Store            | 74.22%              | -294868         | -9.65%        | 0.75                   | OOS        |
| Atliq Exclusive          | 29.71%              | -138065         | -28.62%       | 0.42                   | OOS        |
| BestBuy                  | 46.60%              | 81179           | 16.72%        | 0.35                   | EI         |
| Billa                    | 42.63%              | 3704            | 3.91%         | 0.18                   | EI         |
| Boulanger                | 52.69%              | -48802          | -20.21%       | 0.59                   | OOS        |
| Chip 7                   | 34.56%              | -85293          | -35.01%       | 0.53                   | OOS        |
| Chiptec                  | 50.49%              | -20102          | -11.36%       | 0.53                   | OOS        |
| Circuit City             | 46.17%              | 85248           | 16.55%        | 0.35                   | EI         |
| Control                  | 52.06%              | 64731           | 13.01%        | 0.47                   | EI         |
| Coolblue                 | 47.66%              | -34790          | -15.34%       | 0.53                   | OOS        |
| Costco                   | 51.95%              | 101913          | 15.79%        | 0.49                   | EI         |
| Croma                    | 36.58%              | -77649          | -16.54%       | 0.43                   | OOS        |
| Currys (Dixons Carphone) | 54.29%              | 8104            | 6.00%         | 0.36                   | EI         |
| Dinimarket               | 28.21%              | -95328          | -46.59%       | 0.41                   | OOS        |
| <b>Total</b>             | <b>81.17%</b>       | <b>-3472690</b> | <b>-9.48%</b> | <b>0.80</b>            | <b>OOS</b> |



### Top / Bottom products & customers by Net Sales

| segment     | forecast accuracy % | net error | net error % | risk |
|-------------|---------------------|-----------|-------------|------|
| Accessories | 87.42%              | 341468    | 1.72%       | EI   |
| Desktop     | 87.53%              | 78576     | 10.24%      | EI   |
| Networking  | 93.06%              | -12967    | -1.69%      | OOS  |
| Notebook    | 87.24%              | -47221    | -1.69%      | OOS  |
| Peripherals | 68.17%              | -3204280  | -31.83%     | OOS  |
| Storage     | 71.50%              | -628266   | -25.61%     | OOS  |



region, market

All

customer

All

region

All

2018

2019

2020

2021

2022  
est

Q1

Q2

Q3

&gt;

YTD

YTG

Net Sales

₹ 3.74bn!

BM: 3.81bn (-1.86%)

Gross Margin %

38.08% ✓

BM: 38.34% (+0.66%)

Net Profit %

-13.98% !

BM: -0.14 (-1.47%)

vs LY

vs Target



## Key insights by Subzones

| sub_zone | NS\$        | GM %     | NP %    | MS%    | RISK | RC %    | NE %    |
|----------|-------------|----------|---------|--------|------|---------|---------|
| NA       | ₹ 1,022.09M | 44.97% ↓ | -14.22% | 4.87%  | EI   | 27.36%  | 14.35%  |
| India    | ₹ 945.34M   | 35.75%   | -22.99% | 13.26% | OOS  | 25.30%  | -24.37% |
| ROA      | ₹ 788.66M   | 34.19% ↓ | -6.32%  | 8.32%  | OOS  | 21.11%  | -4.56%  |
| NE       | ₹ 457.71M   | 32.80% ↓ | -18.09% | 6.80%  | OOS  | 12.25%  | -4.56%  |
| SE       | ₹ 317.78M   | 37.03% ↓ | -4.00%  | 16.40% | OOS  | 8.51%   | -55.47% |
| ANZ      | ₹ 189.78M   | 43.50% ↓ | -7.39%  | 1.36%  | OOS  | 5.08%   | -37.61% |
| LATAM    | ₹ 14.82M    | 35.02% ↓ | -2.95%  | 0.28%  | EI   | 0.40%   | 3.37%   |
| Total    | ₹ 3,736.17M | 38.08%   | -13.98% | 5.87%  | OOS  | 100.00% | -9.48%  |

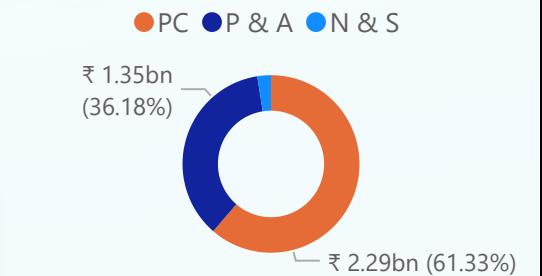
## Top 5 customers by GM

| customer        | RC %          | GM %          |
|-----------------|---------------|---------------|
| AltiQ Exclusive | 8.22%         | 47.22%        |
| Flipkart        | 3.71%         | 42.14%        |
| Atliq e Store   | 8.14%         | 36.88% ↓      |
| Amazon          | 13.30%        | 36.78% ↓      |
| Sage            | 3.42%         | 31.53% ↓      |
| <b>Total</b>    | <b>36.79%</b> | <b>39.19%</b> |

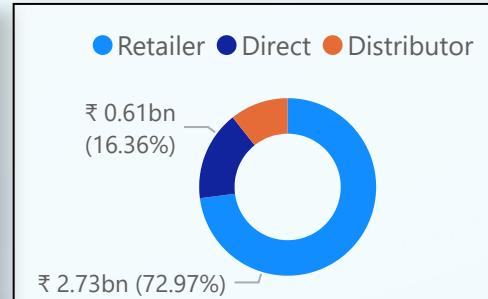
## Top five products by GM

| product              | RC %          | GM %          |
|----------------------|---------------|---------------|
| AQ Smash 2           | 4.13%         | 37.40% ↓      |
| AQ Smash 1           | 3.81%         | 37.43% ↓      |
| AQ HOME Allin1 Gen 2 | 5.70%         | 38.08% ↓      |
| AQ Home Allin1       | 4.13%         | 38.71%        |
| AQ BZ Allin1 Gen 2   | 5.42%         | 38.51%        |
| <b>Total</b>         | <b>23.19%</b> | <b>38.06%</b> |

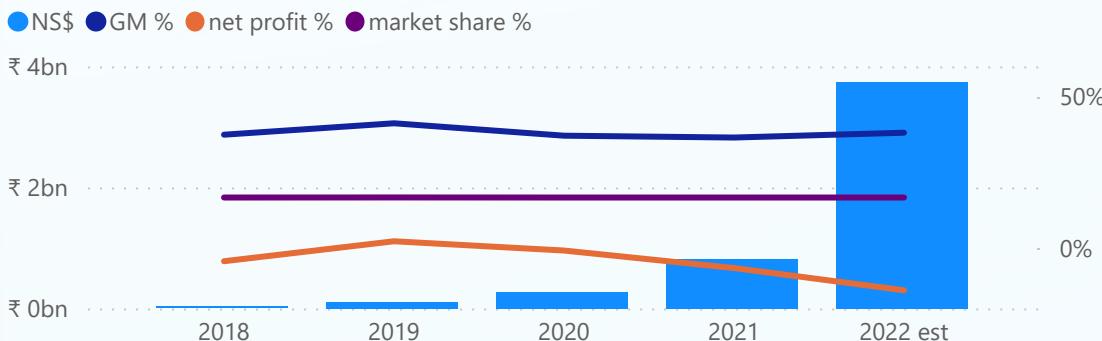
## Revenue by division



## Revenue by channel



## Yearly trend by NS, GM%, net profit %, market share



## Market share % by top 5 manufacturers

