



Note : Revenue in Millions

Quantity in Thousands

## DIWALI

(12-11-2024 : 18-11-2024)

| category          | promo applied | qty sold before promo | qty sold after promo | ISU %  | sales before promo | sales after promo | IR %   |
|-------------------|---------------|-----------------------|----------------------|--------|--------------------|-------------------|--------|
| Home Appliances   | BOGOF         | 5.23                  | 36.01                | 588.53 | 3.18               | 10.96             | 244.65 |
| Combo1            | 500           |                       |                      |        |                    |                   |        |
|                   | Cashback      | 16.79                 | 50.77                | 202.38 | 50.37              | 126.92            | 151.98 |
| Home Care         | 25% OFF,BOGOF | 13.33                 | 40.4                 | 203.08 | 5.18               | 12.6              | 143.24 |
|                   | 25% OFF,33%   |                       |                      |        |                    |                   |        |
| Grocery & Staples | OFF           | 58.13                 | 68.62                | 18.05  | 22.2               | 19.9              | -10.36 |
| Personal Care     | 50% OFF       | 16.84                 | 22.07                | 31.06  | 1.64               | 1.07              | -34.76 |
| <b>Total</b>      |               | <b>110.32</b>         | <b>217.87</b>        |        | <b>82.57</b>       | <b>171.45</b>     |        |

## SANKRANTI

(10-01-2024 : 16-01-2024)

| category          | promo applied | qty sold before promo | qty sold after promo | ISU %  | sales before promo | sales after promo | IR %   |
|-------------------|---------------|-----------------------|----------------------|--------|--------------------|-------------------|--------|
| Home Appliances   | BOGOF         | 9.48                  | 71.22                | 651.27 | 6.3                | 23.68             | 275.87 |
|                   | 25%OFF,BO     |                       |                      |        |                    |                   |        |
| Home Care         | GOF           | 6.44                  | 31.81                | 393.94 | 3.68               | 11.81             | 220.92 |
| Combo1            | 500           |                       |                      |        |                    |                   |        |
|                   | Cashback      | 5.51                  | 12.41                | 125.23 | 16.52              | 31.03             | 87.83  |
|                   | 33%           |                       |                      |        |                    |                   |        |
| Grocery & Staples | OFF,BOGOF     | 68.84                 | 307.99               | 347.4  | 30.79              | 57.08             | 85.38  |
|                   | 25% OFF,50%   |                       |                      |        |                    |                   |        |
| Personal Care     | OFF           | 8.46                  | 9.43                 | 11.47  | 0.83               | 0.55              | -33.73 |
| <b>Total</b>      |               | <b>98.73</b>          | <b>432.86</b>        |        | <b>58.12</b>       | <b>124.15</b>     |        |

IR-Incremental Revenue

ISU-Incremental Units Sold