



Note : Revenue in Millions

Quantity in Thousands

DIWALI

(12-11-2023 : 18-11-2023)

city	No of stores	qty sold before promo	qty sold after promo	ISU %	sales before promo	sales after promo	IR %
Bengaluru	10	26.14	52.91	102.4	19.41	41.29	112.73
Chennai	8	20.93	41.53	98.42	15.32	32.71	113.51
Hyderabad	7	18.13	34.94	92.72	13.25	26.18	97.58
Coimbatore	5	9.14	18.16	98.69	6.96	14.5	108.33
Visakhapatnam	5	9.05	17.3	91.16	6.63	12.84	93.67
Madurai	4	7.61	15.18	99.47	6.25	13.48	115.68
Mysuru	4	9.96	19.79	98.69	7.74	16.26	110.08
Mangalore	3	3.95	7.5	89.87	3.02	5.96	97.35
Trivandrum	2	2.59	5.02	93.82	1.86	3.73	100.54
Vijayawada	2	2.82	5.54	96.45	2.15	4.51	109.77
Total		110.32	217.87		82.59	171.46	

SANKRANTI

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

city	No of stores	qty sold before promo	qty sold after promo	ISU %	sales before promo	sales after promo	IR %
Bengaluru	10	23.03	104.42	353.4	13.53	29.89	120.92
Chennai	8	18.58	84.1	352.6	10.97	24.29	121.42
Hyderabad	7	16.23	68.19	320.2	9.43	19.21	103.71
Coimbatore	5	9.01	40.59	350.5	5.28	11.36	115.15
Visakhapatnam	5	8.13	32.87	304.3	4.82	9.43	95.64
Madurai	4	6.85	31.83	364.7	4.08	9.25	126.72
Mysuru	4	8.61	34.88	305.1	5.21	10.58	103.07
Mangalore	3	3.58	14.86	315.1	2.02	4.05	100.5
Trivandrum	2	2.24	10.2	355.4	1.35	2.97	120
Vijayawada	2	2.48	10.93	340.7	1.44	3.13	117.36
Total		98.74	432.87		58.13	124.16	