



## FILTERS

region All  
market All  
division All

Customer  
Net Sales Performance

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Atliq e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsocity	2.3M	3.5M	12.4M	358.75%
Electricalsquito Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkj�p	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%
Insight	0.4M	1.0M	2.8M	271.84%
Integration Stores		0.2M	1.4M	887.19%
Leader	4.7M	6.0M	18.8M	314.81%
Logic Stores	0.2M	0.9M	4.8M	515.17%
Lotus	1.5M	2.1M	8.1M	382.61%
Neptune	1.0M	3.4M	16.1M	471.50%
Nomad Stores	0.5M	1.6M	4.0M	246.89%



Notebillig	0.2M	0.4M	1.1M	287.39%
Nova		0.0M	0.4M	2664.92%
Novus	1.9M	3.7M	9.9M	264.20%
Otto	0.3M	0.4M	1.2M	298.58%
Premium Stores	0.5M	1.1M	3.9M	353.09%
Propel	1.6M	2.5M	10.8M	440.64%
Radio Popular	0.5M	1.5M	5.3M	362.56%
Radio Shack	0.8M	1.7M	5.4M	311.51%
Reliance Digital	1.6M	2.6M	9.7M	377.90%
Relief	0.4M	1.0M	4.1M	403.57%
Sage	4.8M	6.4M	20.7M	321.52%
Saturn	0.2M	0.4M	1.2M	310.46%
Sorefoz	0.6M	1.1M	4.7M	433.63%
Sound	0.6M	1.7M	4.4M	260.26%
Staples	1.2M	2.9M	8.8M	306.95%
Surface Stores	0.1M	0.5M	2.1M	398.80%
Synthetic	1.9M	4.4M	12.2M	275.98%
Taobao	0.2M	1.3M	3.3M	248.66%
UniEuro	0.6M	1.6M	7.3M	457.03%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Viveks	1.6M	2.2M	7.8M	348.10%
walmart	1.3M	2.6M	9.7M	370.45%
Zone	0.3M	1.6M	5.3M	336.20%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.48%</b>



## FILTERS

region All  
division All

## Market

## Performance vs Target

All Values are in USD

Country	2019	2020	2021	2021-target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.17%</b>



**FILTERS**

market All  
region All  
division All  
customer All

**P & L**

**By Fiscal Year**

All Values are in USD, GT= Groth Rate  
21 vs 20 is not a part ofpivot table

Matrics	Fiscal Years			
	2019	2020	2021	21 vs 20 GT
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%



## FILTERS

region All  
sub\_zone All  
FY 2021

## P & L for Markets

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philippines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%

**FILTER**

region All  
market All  
division All  
customer All  
FY 2019

**P & L****By Fiscal Year**

All values in INR

Note : Do not modify the Pivot Table

	Fiscal Quarter										
	Q1			Q2			Q3			Q4	
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M
cogs	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%

**FILTER**

region All  
market All  
division All  
customer All  
FY 2020

**P & L****By Fiscal Year**

All values in INR

	Fiscal Quarter										
	Q1			Q2			Q3			Q4	
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M
cogs	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%

**FILTER**

region All  
market All  
division All  
customer All  
FY 2021

**P & L****By Fiscal Year**

All values in INR

	Fiscal Quarter										
	Q1			Q2			Q3			Q4	
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M
cogs	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%



Net Sales

Comparison	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%



Q4	Grand Total
Aug	
6.3M	87.5M
3.7M	51.2M
2.6M	36.2M
41.4%	41.4%

Q4	Grand Total
Aug	
16.5M	196.7M
10.5M	123.4M
6.1M	73.3M
36.8%	37.3%

Q4	Grand Total
Aug	
43.0M	598.9M
27.4M	380.7M
15.6M	218.2M
36.3%	36.4%





Aug	
160.3%	204.5%
162.0%	124.8%



FILTERS

region	All
division	All
customer	All

Top 10 Products

All values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%



FILTERS

region	All
customer	All

Division Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	<div></div> 84.4%
P & A	105.2M	338.4M	<div></div> 221.5%
PC	40.1M	165.8M	<div></div> 313.7%
Grand Total	196.7M	598.9M	204.5%



FILTERS

region	All
division	All
customer	All

Products	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
Grand Total	19000112

Top 5 Products

Bottom 5 Products

region	All
division	All
customer	All

Products	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174887

**FILTERS**

region	All
division	All
customer	All

**New Products - 2021**

All values are in USD

<b>Products</b>	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		14.2M
AQ Gen Y		19.5M
AQ GEN Z		11.7M
AQ HOME Allin1 Gen 2		3.5M
AQ Lumina Ms		4.2M
AQ Marquee P3		4.9M
AQ Marquee P4		1.7M
AQ Maxima Ms		13.7M
AQ MB Lito		2.8M
AQ MB Lito 2		2.3M
AQ Qwerty		22.0M
AQ Qwerty Ms		15.4M
AQ Trigger		20.7M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M
<b>Grand Total</b>		<b>176.2M</b>



FILTERS

region	All
customer	All
Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	367.2M

Top 5 Country - 2021

All values are in USD