



Vs LY

Vs Target

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn!
BM: 3.81bn (-1.86%)

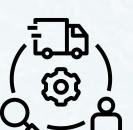
Net Sales

38.08%!
BM: 38.34% (-0.66%)

GM %

-13.98%!
BM: 0.38% (-3817.81%)

Net Profit %

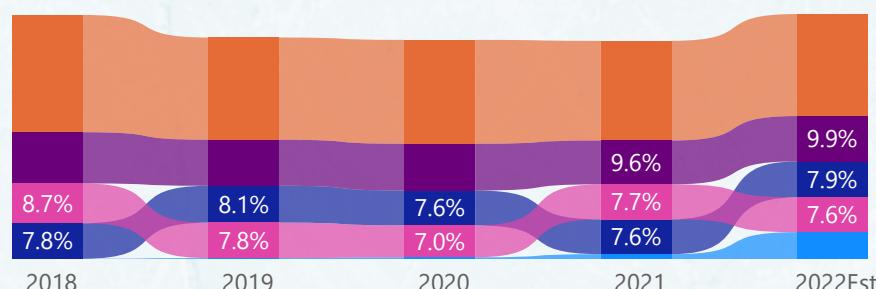
81%
Goal: 80% (+1.2%)
Forecast Accuracy

sub_zone	NS \$	RC %	GM %	Net profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.02%	-2.95%	0.3%	3.4%	EI
NA	\$1,022.1M	27.4%	44.97%	-14.22%	4.9%	14.4%	EI
ANZ	\$189.8M	5.1%	43.50%	-7.39%	1.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.75%	-22.99%	13.3%	-24.4%	OOS
NE	\$457.7M	12.3%	32.80%	-18.09%	6.8%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.19%	-6.32%	8.3%	-4.6%	OOS
SE	\$317.8M	8.5%	37.03%	-4.00%	16.4%	-55.5%	OOS
Total	\$3,736.2M	100.0%	38.08%	-13.98%	5.9%	-9.5%	OOS

Key Insights By Subzone

PC Market Share Trend Atliq & Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



BM = Bench Mark , LY = Last Year , EI = Excess Inventory , OOS = Out Of Stock

region, market

All

customer

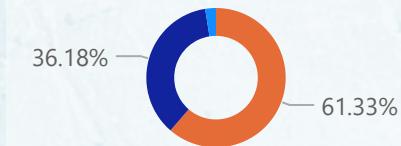
All

segment, cate...

All

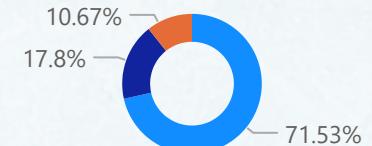
Revenue By Division

divi... ● PC ● P & A ● N & S



Revenue By Channel

cha... ● Retailer ● Direct



NS \$, GM %, Net profit % and AtliQ MS % by fy_desc

● NS \$ ● GM % ● Net profit % ● AtliQ MS %



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.78% ↓
Atliq e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	38.2%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43%
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%