



region

market

customer

All

All

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales

₹ 3.74bn
Goal: ₹ 0.82bn
(-353.5%)

GM %

37.80%
Goal: 36.20%
(-4.44%)

Net Profit %

49.23%
Goal: 37.08%
(+32.77%)

Forecast Acc.

81.17%
Goal: 80.21%
(+1.2%)

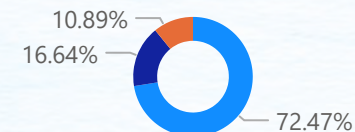
Revenue by Division

PC P & A N & S



Revenue by Channel

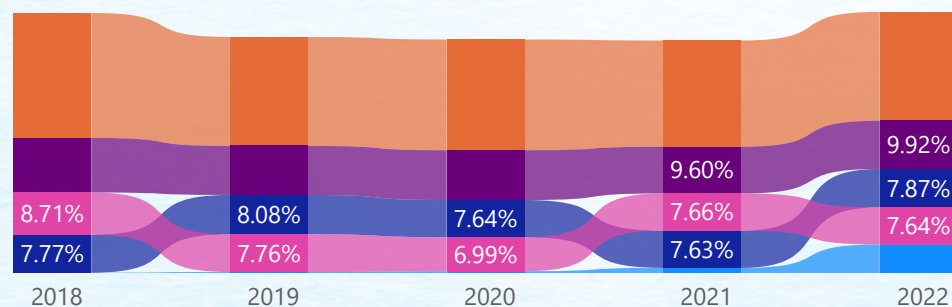
Retailer Direct Distributor



Key Insights by Sub-Zone

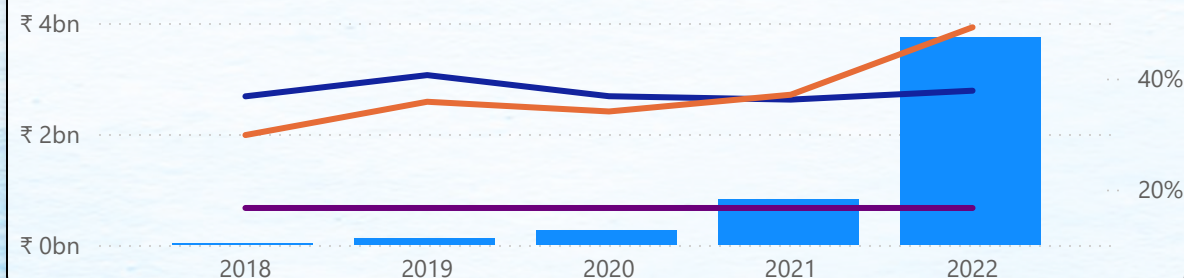
market_share_% by fy_desc and manufacturer

manufacturer atliq_sales_\$ bp_sales_\$ dale_sales_\$ innovo_sales_\$ pacer_sales_\$



Yearly Trend by Revenue , GM%, NP%, MS%

NS_Rupees GM % Net_Profit_% market_share_%



Top 5 Customers by Revenue

customer	RC_%	GM %
AltiQ Exclusive	8.23%	46.85%
Flipkart	3.62%	39.53%
Atliq e Store	8.40%	36.80%
Amazon	13.59%	36.50%
Sage	3.43%	31.71%
Total	37.28%	38.70%

Top 5 Products by Revenue

product	RC_%	GM %
AQ Smash 2	3.40%	37.08%
AQ Smash 1	3.33%	37.18%
AQ BZ Allin1	3.53%	37.26%
AQ HOME Allin1 Gen 2	4.40%	37.76%
AQ BZ Allin1	1.07%	38.72%
Total	18.74%	37.54%

PC Market Share Trend

sub_zone	NS_Rupees	RC_%	GM %	Net_Profit_%	Net_Error_%	Risk
NA	₹ 1,290.74M	25.98%	43.38%	66.23%	78.34%	Excess Inventory
India	₹ 1,271.22M	25.59%	34.84%	36.37%	71.11%	Excess Inventory
ROA	₹ 1,077.36M	21.68%	35.02%	39.90%	76.83%	Excess Inventory
NE	₹ 604.60M	12.17%	33.84%	36.50%	87.88%	Excess Inventory
SE	₹ 446.41M	8.98%	36.97%	35.52%	89.67%	Excess Inventory
ANZ	₹ 257.15M	5.18%	42.00%	58.95%	94.73%	Excess Inventory
LATAM	₹ 21.00M	0.42%	35.07%	31.52%	99.48%	Excess Inventory
Total	₹ 4,968.48M	100.00%	37.54%	45.98%	-1.97%	Out of Stock

Note : All Amounts are in INR.