



region
All

market
All

customer
All

2018

2019

2020

2021

2022
EST

vs LY

vs
Target

Q1

Q2

Q3

Q4

YTD

YTG



Net Sales

₹ 3.74bn
Goal: ₹ 0.82bn
(-353.5%)

GM %

38.08%
Goal: 36.49%
(-4.37%)

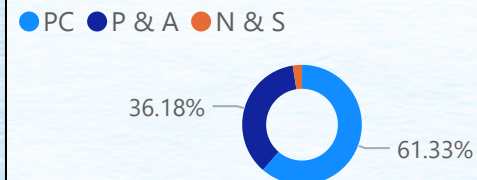
Net Profit %

-13.98%
Goal: -6.63%
(+110.79%)

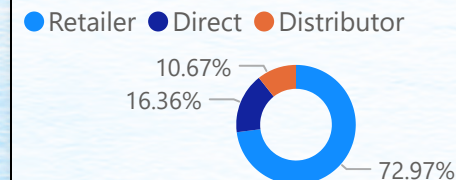
Forecast Acc.

81.17%
Goal: 80.21%
(+1.2%)

Revenue by Division



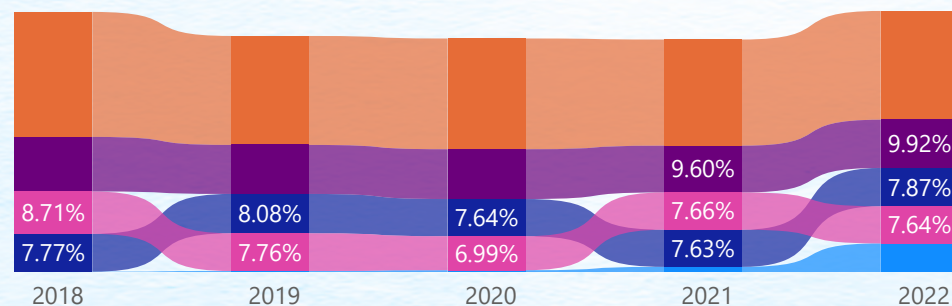
Revenue by Channel



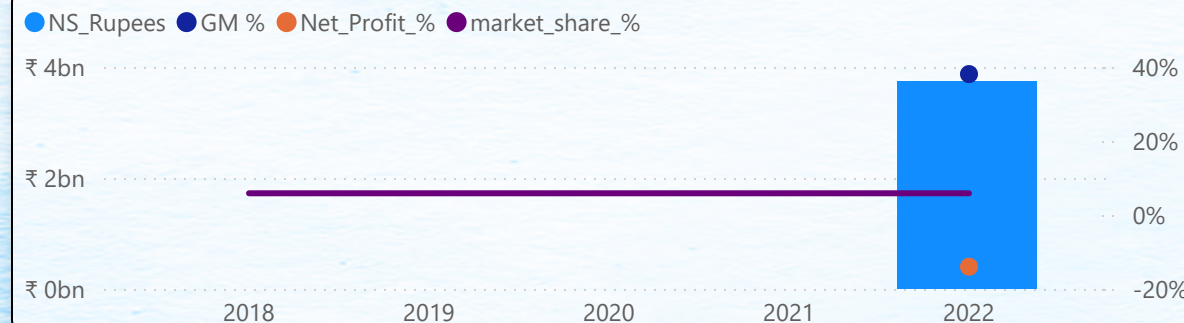
PC Market Share Trend

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%



Key Insights by Sub-Zone

sub_zone	NS_Rupees	RC_%	GM %	Net_Profit_%	Net_Error_%	Risk
ANZ	₹ 189.78M	5.08%	43.50%	-7.39%	-37.61%	Out of Stock
India	₹ 945.34M	25.30%	35.75%	-22.99%	-24.37%	Out of Stock
LATAM	₹ 14.82M	0.40%	35.02%	-2.95%	3.37%	Excess Inventory
NA	₹ 1,022.09M	27.36%	44.97%	-14.22%	14.35%	Excess Inventory
NE	₹ 457.71M	12.25%	32.80%	-18.09%	-4.56%	Out of Stock
ROA	₹ 788.66M	21.11%	34.19%	-6.32%	-4.56%	Out of Stock
SE	₹ 317.78M	8.51%	37.03%	-4.00%	-55.47%	Out of Stock
Total	₹ 3,736.17M	100.00%	38.08%	-13.98%	-9.48%	Out of Stock

Top 5 Customers by Revenue

customer	RC_%	GM %
AltiQ Exclusive	8.22%	47.22%
Flipkart	3.71%	42.14%
Atliq e Store	8.14%	36.88%
Amazon	13.30%	36.78%
Sage	3.42%	31.53%
Total	36.79%	39.19%

Top 5 Products by Revenue

product	RC_%	GM %
AQ Smash 2	4.13%	37.40%
AQ Smash 1	3.81%	37.43%
AQ HOME Allin1	5.70%	38.08%
Gen 2	5.42%	38.51%
AQ BZ Allin1	5.42%	38.51%
Gen 2	5.42%	38.51%
Total	23.19%	38.06%

Note : All Amounts are in INR.