



AtliQ
Hardware

SALES AND FINANCE REPORT

AtliQ Hardware



Filters

market	All	▼
region	All	▼
division	All	▼

Customer

Net Sales Performance

All Values are in USD

Customer	2019	2020	2021	2021 Vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
Amazon	12.2M	37.5M	82.1M	218.9%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
Croma	1.7M	2.5M	7.5M	305.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsociety	2.3M	3.5M	12.4M	358.8%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flipkart	2.9M	8.3M	19.3M	231.0%
Giras	1.5M	2.1M	8.7M	419.3%
Lotus	1.5M	2.1M	8.1M	382.6%
Propel	1.6M	2.5M	10.8M	440.6%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%

Add footer

AtliQ Hardware



Forward Store	0.6M	1.5M	4.1M	272.0%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stor	0.5M	1.1M	3.9M	353.1%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
All-Out		0.2M	0.8M	495.7%
Chiptec		0.4M	3.0M	722.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Integration Stores		0.2M	1.4M	887.2%
Nova		0.0M	0.4M	2664.9%
Grand Total	87.5M	196.7M	598.9M	304.5%

Add footer

AtliQ Hardware



Filters

region	All	▼
division	All	▼

Market

Performance Vs Target

All values are in USD

Country	2019	2020	2021	Actual -2021	Target Difference %
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%

AtliQ Hardware



Filters

regionAll

marketAll

Division Level Report

All values are in USD

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

AtliQ Hardware



Filters

region	All	▼
market	All	▼
division	All	▼

Product	Quantity
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	19.0M

Top 5 Products

All Values are in USD

region	All	▼
division	All	▼
customer	All	▼

Product	Quantity
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	175K

Buttom 5 Products

AtliQ Hardware



Filters

region	All	▼
customer	All	▼

Top 5 Country
All Values are in USD

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

AtliQ Hardware



Filters

region	All	▼
division	All	▼
customer	All	▼

New Products 2021

All Values are in USD

Product	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
Grand Total		176.2M

AtliQ Hardware



Filters

region	All	▼
market	All	▼
division	All	▼

Top 10 Product

All Values are in USD

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

AtliQ Hardware



Filters

market	All	▼
region	All	▼
customer	All	▼
division	All	▼

P & L By Fiscal Year

All values in USD

Note: 21 vs 20 is not a part of Pivot Table

FY ▼				
Matrics	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	304%
COGS	51.2M	123.4M	380.7M	309%
Gross Margin	36.2M	73.3M	218.2M	298%
GM %	41.43%	37.28%	36.43%	98%

AtliQ Hardware



Filters

region	All	▼
sub_zone	All	▼
FY	2021	▼

P & L for FY 21 by Markets

All Values are in USD

Market ▼	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.08M	6.91M	32.9%
Austria	2.84M	1.98M	0.86M	30.1%
Bangladesh	6.95M	4.55M	2.40M	34.5%
Canada	35.06M	21.66M	13.39M	38.2%
China	22.89M	13.49M	9.40M	41.1%
France	25.94M	14.73M	11.22M	43.2%
Germany	12.01M	8.86M	3.14M	26.2%
India	161.26M	109.65M	51.61M	32.0%
Indonesia	18.41M	11.34M	7.07M	38.4%
Italy	11.72M	8.19M	3.53M	30.1%
Japan	7.92M	4.24M	3.69M	46.5%
Netherlands	7.98M	4.63M	3.36M	42.0%
Newzealand	11.40M	5.90M	5.50M	48.2%
Norway	13.68M	9.65M	4.03M	29.5%
Pakistan	5.66M	3.61M	2.05M	36.2%
Philippines	31.86M	19.40M	12.45M	39.1%
Poland	5.19M	2.98M	2.21M	42.6%
Portugal	11.83M	6.85M	4.98M	42.1%
South Korea	48.97M	31.38M	17.59M	35.9%
Spain	12.62M	8.44M	4.18M	33.1%
Sweden	1.77M	1.06M	0.71M	40.2%
United Kingdom	34.15M	18.74M	15.41M	45.1%
USA	87.78M	55.31M	32.47M	37.0%

AtliQ Hardware



Filters

FY 2019

GM % by Quarters for Sub Zone

GM % Market	Quarter	Q1	Q2	Q3	Q4	Grand Total
ANZ		43.0%	42.2%	42.6%	42.5%	42.6%
India		42.5%	42.2%	42.0%	42.5%	42.4%
NA		35.1%	35.4%	35.4%	35.7%	35.4%
NE		36.6%	37.0%	36.5%	36.6%	36.7%
ROA		44.5%	44.3%	44.0%	44.5%	44.4%
SE		44.5%	44.1%	44.0%	44.2%	44.2%

FY 2020

GM % Market	Quarter	Q1	Q2	Q3	Q4	Grand Total
ANZ		43.3%	43.0%	42.8%	41.8%	42.8%
India		32.3%	32.1%	32.4%	32.0%	32.2%
NA		39.9%	40.1%	39.1%	39.7%	39.8%
NE		37.6%	37.8%	38.5%	37.7%	37.8%
ROA		38.4%	38.3%	38.8%	37.7%	38.2%
SE		38.5%	37.3%	38.2%	37.8%	37.9%

FY 2021

GM % Market	Quarter	Q1	Q2	Q3	Q4	Grand Total
ANZ		39.0%	37.8%	38.3%	38.0%	38.3%
India		32.3%	31.8%	31.9%	32.0%	32.0%
NA		37.1%	37.4%	37.5%	37.4%	37.3%
NE		37.9%	38.7%	38.2%	38.3%	38.3%
ROA		38.5%	38.4%	38.1%	38.1%	38.3%
SE		38.6%	38.3%	38.6%	38.5%	38.5%