

₹414M

Revenue

997K

Sales Qty

2017

2018

2019

2020

Jan
18

Feb
18

Mar
18

Apr
18

May
18

Jun
18

Jul
18

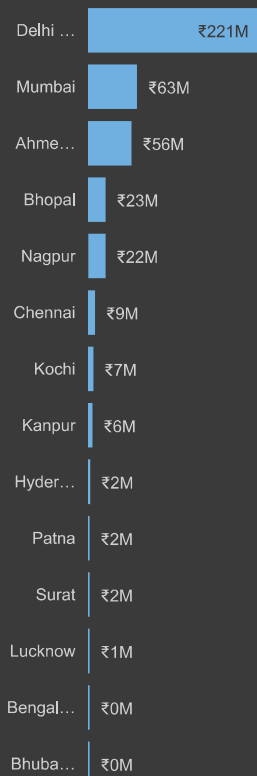
Aug
18

Sep
18

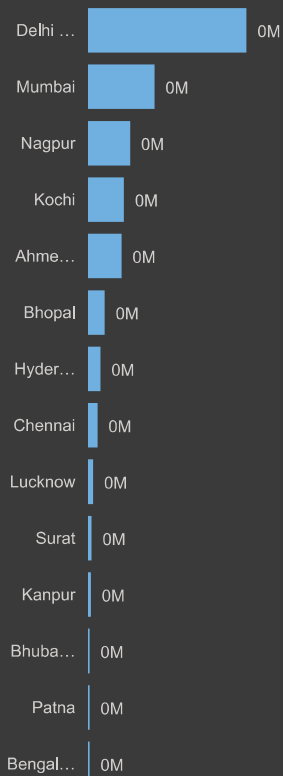
Oct
18



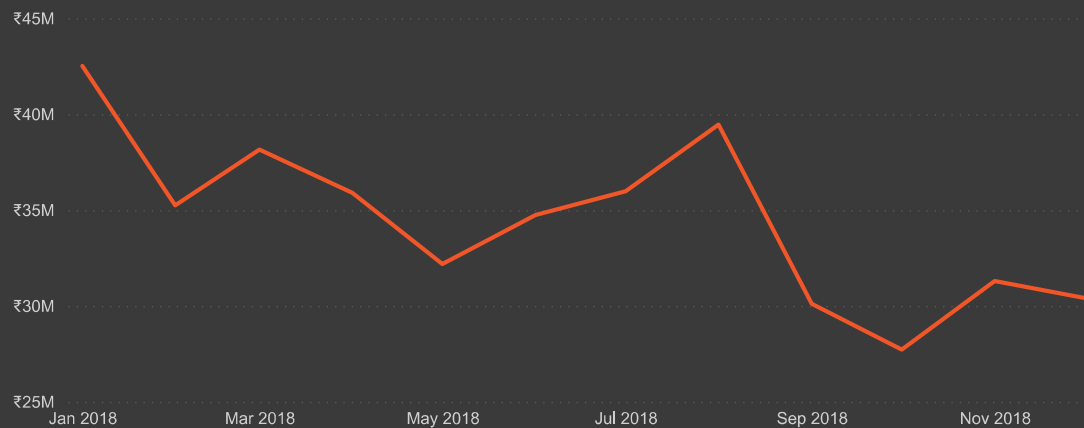
Revenue by Markets



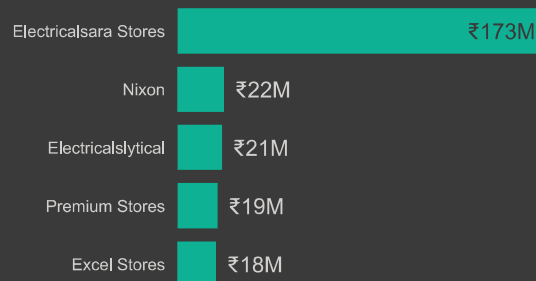
Sales Qty by Markets



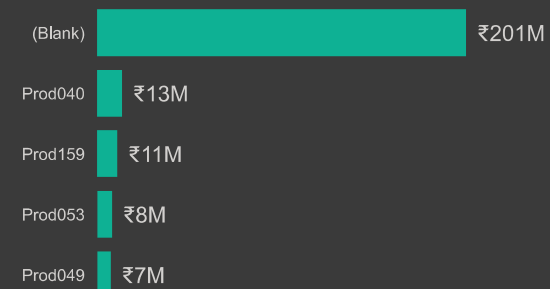
Revenue Trend



Top 5 Customers



Top 5 Products



2017

2018

2019

2020

Jan
19Feb
19Mar
19Apr
19May
19Jun
19Jul
19Aug
19Sep
19Oct
19

₹336M

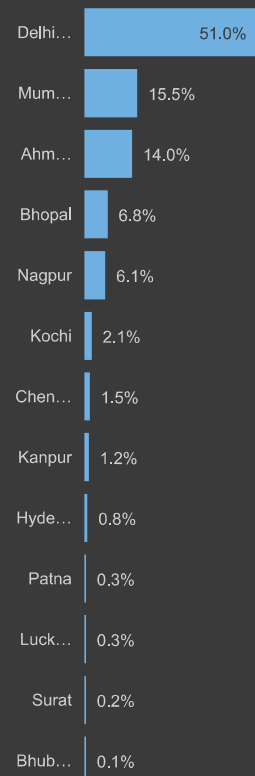
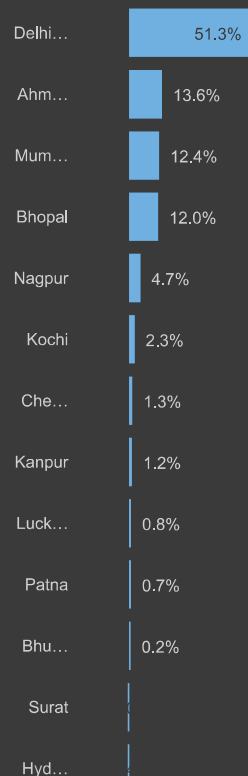
Revenue

847K

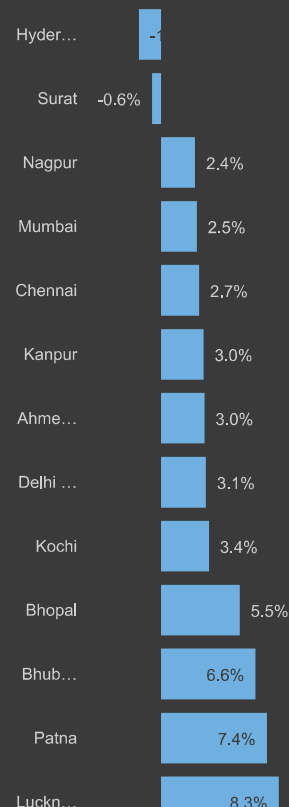
Sales Qty

₹10....

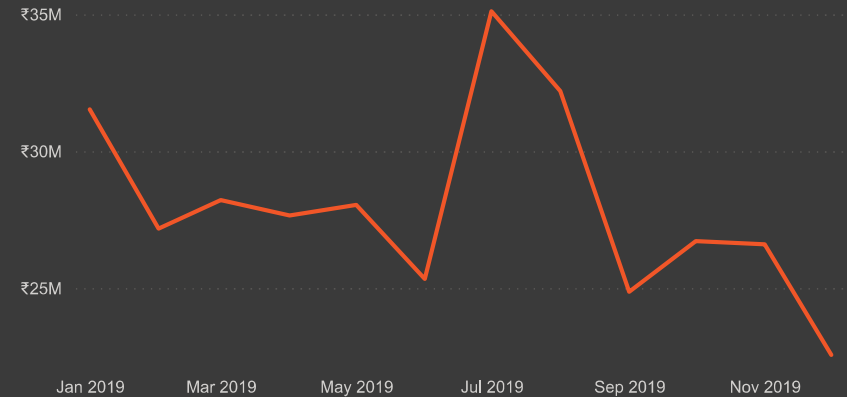
Total Profit Margin

Revenue Contribution %
by MarketProfit Contribution % by
Market

Profit % by market



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalslance Stores	₹10,69,121	0.3%	-0.5%	-5.2%
Electricalsbea Stores	₹1,55,049	0.0%	-0.1%	-4.3%
Acclaimed Stores	₹70,39,364	2.1%	-1.1%	-1.6%
Sage	₹4,04,123	0.1%	0.0%	0.1%
Info Stores	₹1,25,69,241	3.7%	1.0%	0.9%
Electricalsquipo Stores	₹3,55,573	0.1%	0.0%	1.4%
Excel Stores	₹1,85,35,841	5.5%	2.6%	1.5%
Electricalsociety	₹46,17,369	1.4%	0.7%	1.5%
Integration Stores	₹48,26,711	1.4%	0.8%	1.8%
Atlas Stores	₹63,67,792	1.9%	1.1%	1.9%
Zone	₹19,21,344	0.6%	0.4%	2.1%
Electricalslytical	₹1,71,44,682	5.1%	3.5%	2.2%
Surface Stores	₹54,62,439	1.6%	1.2%	2.2%
Flawless Stores	₹31,99,354	1.0%	0.7%	2.2%
Propel	₹16,02,317	0.5%	0.4%	2.4%
Premium Stores	₹1,50,76,075	4.5%	3.6%	2.5%
Epic Stores	₹70,76,188	2.1%	1.7%	2.6%
Surge Stores	₹90,90,392	2.7%	2.3%	2.6%
Forward Stores	₹72,82,246	2.2%	2.1%	3.0%
Novus	₹9,87,746	0.3%	0.3%	3.1%
Total	₹33,60,19,102	100.0%	100.0%	3.1%

₹142M
Revenue

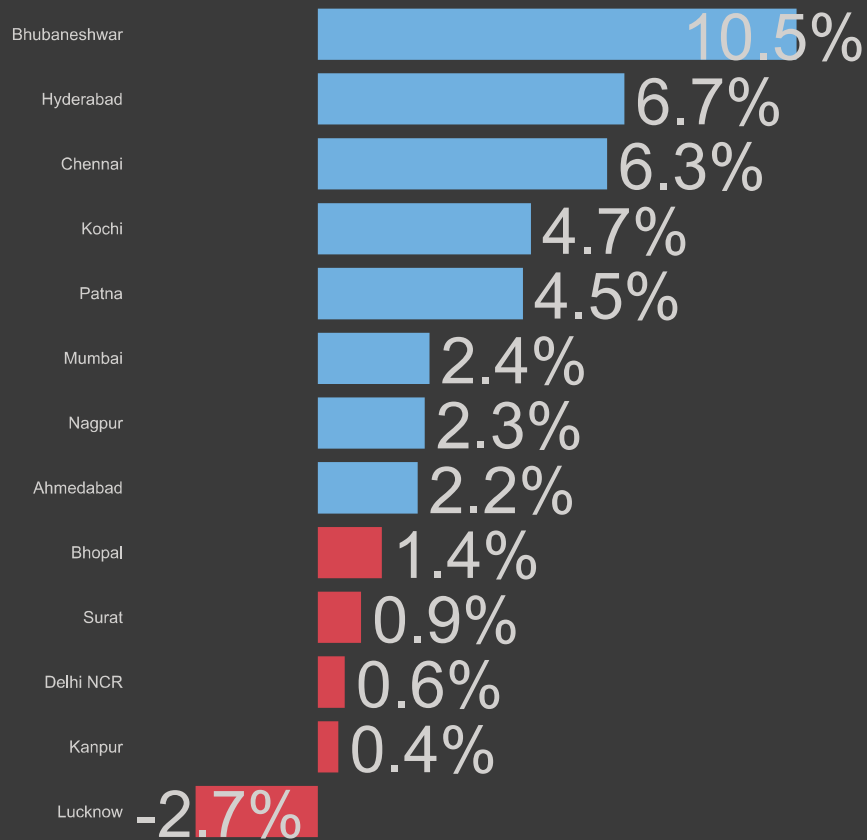
350K
Sales Qty

₹2.1M
Total Profit Margin

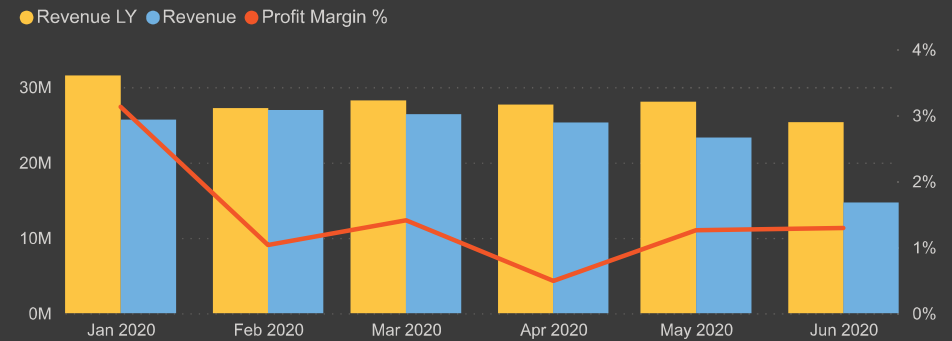
Profit Target
2%
2017 2018 2019 2020

Jan 20 Feb 20 Mar 20 Apr 20 May 20 Jun 20

Revenue Contribution % by Market



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹6,56,41,977	46.2%	11.9%	0.4%
Excel Stores	₹79,28,385	5.6%	12.5%	3.3%
Premium Stores	₹58,99,748	4.1%	1.4%	0.5%
Electricalslytical	₹55,37,904	3.9%	1.3%	0.5%
Info Stores	₹50,64,374	3.6%	7.8%	3.2%
Control	₹41,82,662	2.9%	2.5%	1.2%
Surge Stores	₹39,53,600	2.8%	11.9%	6.2%
Logic Stores	₹33,19,243	2.3%	0.6%	0.4%
Acclaimed Stores	₹31,16,384	2.2%	6.1%	4.0%
Nixon	₹30,28,345	2.1%	4.7%	3.2%
Epic Stores	₹30,02,834	2.1%	-6.8%	-4.7%
Forward Stores	₹25,60,961	1.8%	5.4%	4.3%
Electricalsociety	₹25,20,938	1.8%	3.3%	2.7%
Modular	₹24,53,519	1.7%	5.0%	4.2%
Surface Stores	₹24,20,004	1.7%	3.2%	2.7%
Atlas Stores	₹21,89,613	1.5%	2.1%	2.0%
Nomad Stores	₹19,78,550	1.4%	4.0%	4.1%
Integration Stores	₹19,09,611	1.3%	-0.2%	-0.2%
Unity Stores	₹17,48,166	1.2%	3.3%	3.9%
Both	₹17,22,207	1.2%	1.0%	1.4%
Total	₹14,22,24,545	100.0%	100.0%	1.4%