

Revenue  
₹985M

Sales Qty  
2M

Years

2017

2018

2019

2020

Months

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

Dec 17

Jan 18

Feb 18

Mar 18

Apr 18

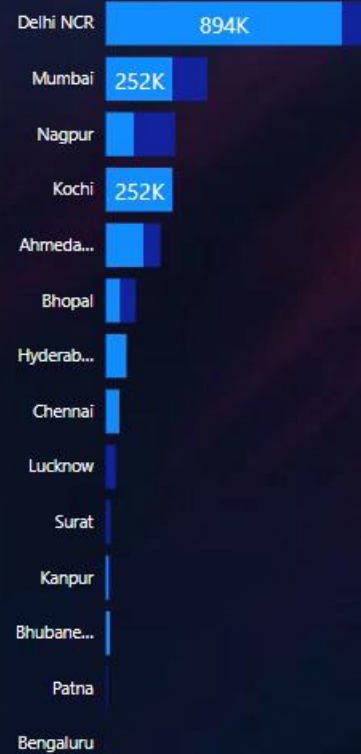
### Revenue by markets

custo... ● Brick & Mortar ● E-Commerce



### Sales Qty by markets

custo... ● Brick & Mortar ● E-Commerce



### Revenue Trend



### Customers Type

customer\_type ● Brick & Mortar ● E-Commerce

₹240M (24.4%)

₹744M (75.6%)



### Top 5 Products



Revenue  
₹985M

Sales Qty  
2M

Profit Margin  
₹24.7M

Years

2017

2018

2019

2020

Months

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

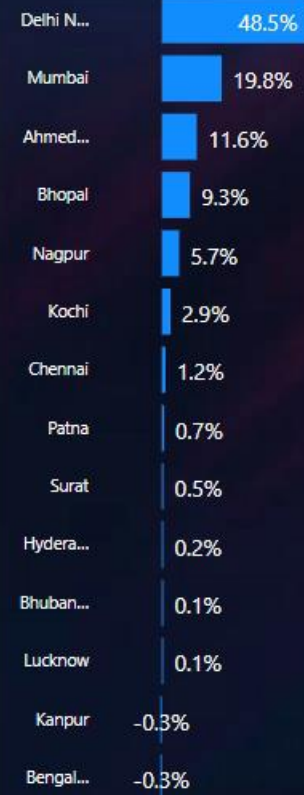
Dec 17

Jan 18

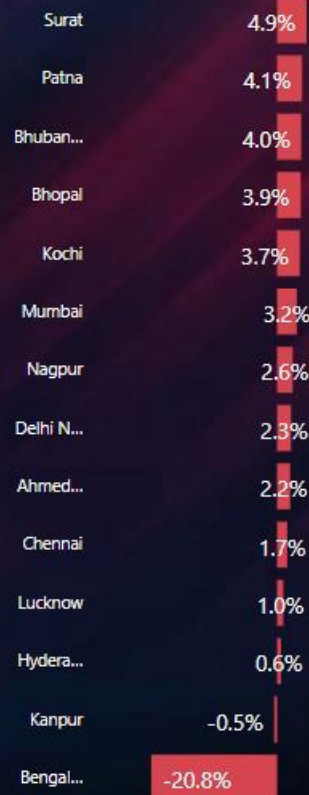
Revenue Contribution % by Markets



Profit Contribution % by Markets



Profit % by Markets



Revenue Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Leader	₹16,529,970	1.7%	5.1%	7.5%
Electricalsquipo Stores	₹1,330,361	0.1%	0.4%	6.6%
Power	₹5,727,123	0.6%	1.4%	6.2%
Elite	₹4,837,239	0.5%	0.9%	4.4%
Electricalsociety	₹17,489,935	1.8%	2.9%	4.1%
Nixon	₹43,893,083	4.5%	7.2%	4.1%
Sound	₹4,966,707	0.5%	0.8%	4.0%
Logic Stores	₹13,201,366	1.3%	2.0%	3.7%
Expression	₹430,368	0.0%	0.1%	3.5%
Flawless Stores	₹9,156,412	0.9%	1.3%	3.4%
Electricalslytical	₹49,644,189	5.0%	6.8%	3.4%
Propel	₹4,183,862	0.4%	0.6%	3.3%
Relief	₹5,230,158	0.5%	0.7%	3.3%
Total	₹984,813,463	100.0%	100.0%	2.5%



Revenue  
₹142M

Sales Qty  
350K

Profit Margin  
₹2.1M

Profit Target

2%

Years

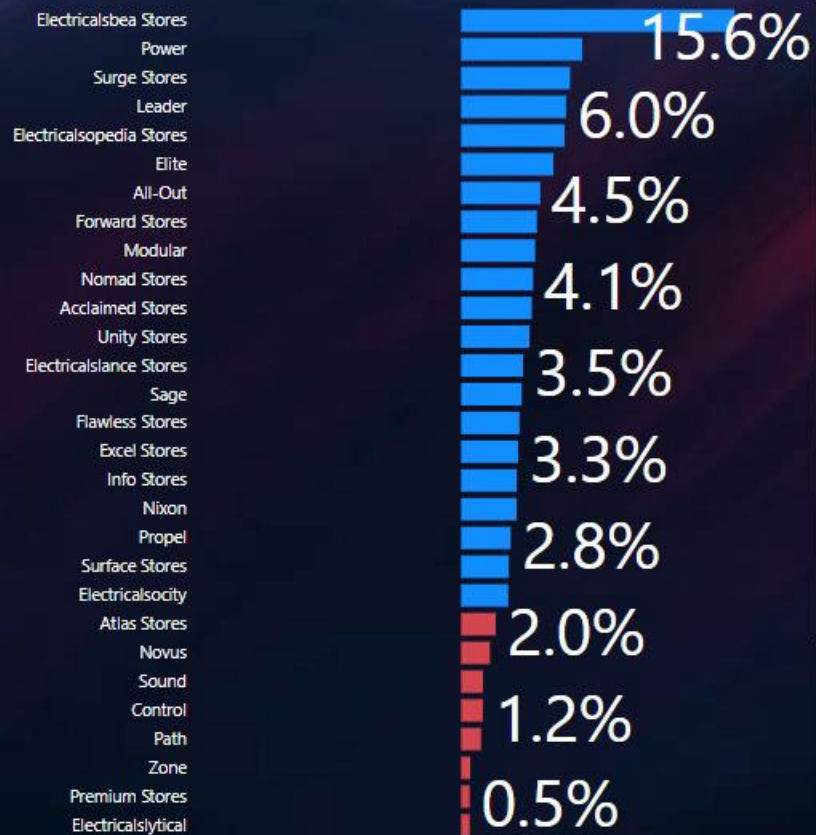
2017

2018

2019

2020

Revenue Contribution % by Markets



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹65,641,977	46.2%	11.9%	0.4%
Excel Stores	₹7,928,385	5.6%	12.5%	3.3%
Premium Stores	₹5,899,748	4.1%	1.4%	0.5%
Electricalslytical	₹5,537,904	3.9%	1.3%	0.5%
Info Stores	₹5,064,374	3.6%	7.8%	3.2%
Control	₹4,182,662	2.9%	2.5%	1.2%
Surge Stores	₹3,953,600	2.8%	11.9%	6.2%
Logic Stores	₹3,319,243	2.3%	0.6%	0.4%
Acclaimed Stores	₹3,116,384	2.2%	6.1%	4.0%
Nixon	₹3,028,345	2.1%	4.7%	3.2%
Epic Stores	₹3,002,834	2.1%	-6.8%	-4.7%
Forward Stores	₹2,560,961	1.8%	5.4%	4.3%
Electricalsocity	₹2,520,938	1.8%	3.3%	2.7%
Total	₹142,224,545	100.0%	100.0%	1.4%