

Reconciliation Summary

COMPANY

VEERA LIFESTYLE

CHANNEL

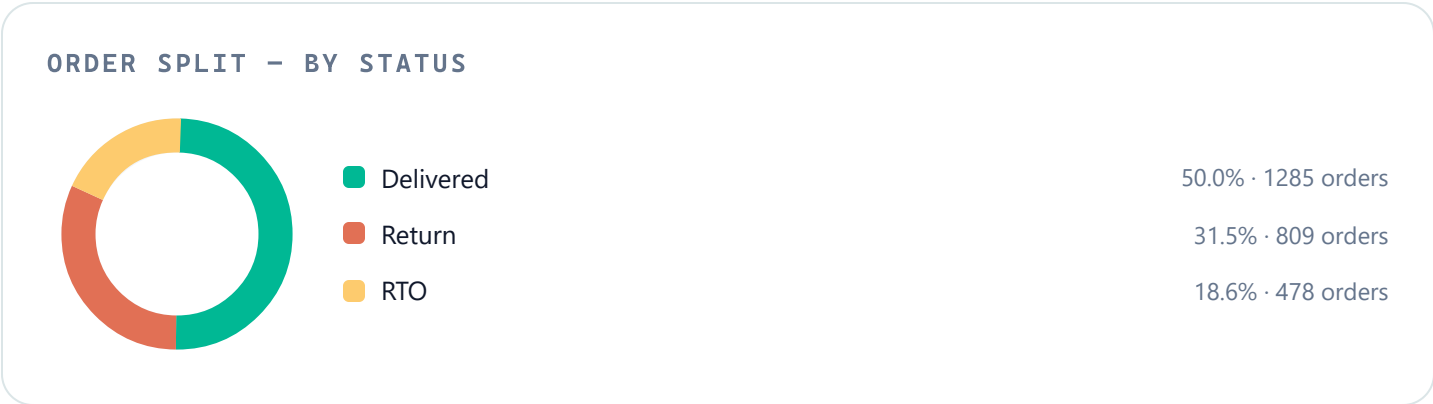
VEERA LIFESTYLE - MYNTRA

PERIOD

July 2026

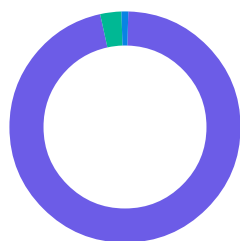
<div>2572</div> <div>ORDERS</div>	<div>₹20,46,491</div> <div>NET SALES</div>
<div>₹12,75,289</div> <div>SETTLEMENT</div>	<div>₹1,24,984</div> <div>PROFIT</div>

ORDER SUMMARY



<div>COUNT & VALUE</div> <div><div>₹41,18,199</div><div>Total · 2572 orders</div></div>	<div><div>₹20,46,491</div><div>Delivered · 1285 orders</div></div>
<div><div>₹12,92,214</div><div>Return · 809 orders</div></div>	<div><div>₹7,79,494</div><div>RTO · 478 orders</div></div>

SALES MIX – BY ARTICLE



Kurta Sets

96.0% · ₹19,64,513

Co-Ords

3.0% · ₹61,002

Ethnic Dresses

1.0% · ₹20,976

CHANNEL CHARGES – on delivered sales

Forward Shipping	₹3,24,646
Commission	₹59,508
Fixed Fees	₹43,865
Collection Fees	₹3,424
Reverse Shipping	₹2,03,213
Royalty Charges	₹1,21,718
Total Charges	₹7,56,374

TAXES (TCS / TDS)

TCS	₹8,169
TDS	₹1,634
Total Deducted Taxes	₹9,803

RECONCILIATION - NET SALES → SETTLEMENT

Net Sales (Delivered)	₹20,46,491
- Forward Charges	- ₹5,34,602
- Taxes (TCS / TDS)	- ₹9,803
= Delivered Settlement	₹15,02,087
Returns / RTO settlement	₹-2,24,136
= Total Settlement	₹12,75,289

PROFIT

Total Settlement	₹12,75,289
- Cost	- ₹11,50,305
= Net Profit	₹1,24,984

TOP SKUS - BY NET SALES

BLOOM_PINK_FLARE1	₹1,44,109
OPAL_BLUE_RELAX2	₹1,32,596
SAGE_WHITE	₹1,15,331
NOOR_WINE_SLIM2	₹79,145
CORAL_BROWN	₹78,973
OPAL_BEIGE_SLIM1	₹75,805
LOTUS_GREEN	₹64,706
ONYX_WHITE_STRAIGHT2	₹61,818

TOP STATES – BY NET SALES

Uttar Pradesh	₹3,56,810
Maharashtra	₹2,58,623
Karnataka	₹1,47,148
Delhi	₹1,37,532
Bihar	₹1,08,494
West Bengal	₹1,04,198
Madhya Pradesh	₹1,03,990
Haryana	₹91,354

ARTICLE REPORT

ARTICLE	NET SALES	ORDERS	DELIVERED	RETURNS	RTO	RETURN %
Kurta Sets	₹19,64,513	2393	1214	729	450	37.5%
Co-Ords	₹61,002	94	50	27	17	35.1%
Ethnic Dresses	₹20,976	85	21	53	11	71.6%

BRAND WISE PROFIT / LOSS

BRAND	NET SALES	ORDERS	DELIVERED	RETURNS	RTO	RETURN %	PROFIT / LOSS
Kiara Co	₹20,46,491	2572	1285	809	478	38.6%	₹1,26,700