

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	12,274.96	42,280.42	33,018.62	9,261.80	28.05%
Gross Profit	982.00	3,382.43	2,641.49	740.94	28.05%
Direct Expenses	2.36	2.36	-91.43	93.79	-102.58%
Employee Cost	316.17	316.17	336.67	-20.50	-6.09%
Power Cost	0.00	0.00	3.18	-3.18	-100.00%
Advertisement	99.31	99.31	260.59	-161.28	-61.89%
Rent	895.41	895.41	39.03	856.39	2194.32%
Finance Cost	545.65	545.65	853.80	-308.14	-36.09%
Other Expenses	8.63	8.63	62.72	-54.09	-86.24%
Total Expenses	1,867.52	1,867.52	1,464.56	402.97	27.51%
Net Profit	-885.53	1,514.91	1,176.93	337.98	28.72%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	1.28	2.26	0.98	76.09%
	S2HB Freight Outward	0.00	0.10	0.10	0.00%
	HO01 Service Expenses	0.03	0.00	-0.03	-100.00%
	GHUB Credit Card Commission Charges	0.00	0.00	0.00	-100.00%
	HO01 Discount Allowed Finance	-92.74	0.00	92.74	-100.00%
	Total	-91.43	2.36	93.79	-102.58%

	Detail	Last Year	Current Period	Variance	Variance %
Employee Cost	HO01 Incentive to Admin Staff	41.03	93.84	52.82	128.74%
	MHUB Watch & Ward Expense	0.23	0.27	0.04	18.70%
	HO Salary to Admin Staff	71.68	76.95	5.27	7.35%
	Staff Room Rent	6.89	6.96	0.08	1.10%
	WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
	Directors Salary	132.00	132.00	0.00	0.00%
	WHUP Water Expense	0.00	0.00	0.00	0.00%
	WHUP Staff Welfare Expense	0.00	0.00	0.00	0.00%
	MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
	GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
	S2HB Watch & Ward Expense	0.00	0.00	0.00	0.00%
	S2HB Salary to Admin Staff	0.00	1.12	1.12	0.00%
	S2HB PF to Admin Staff	0.00	0.11	0.11	0.00%
	S2HB ESI to Admin Staff	0.00	0.02	0.02	0.00%
	HO PF to Admin Staff	3.15	3.03	-0.13	-3.97%
	SSSA Salary to Admin Staff	0.65	0.58	-0.06	-9.83%
	HO01 - ESI to Other Staff	0.50	0.42	-0.08	-16.67%
	SSSA PF to Admin Staff	0.07	0.05	-0.02	-22.36%
	HO Watch & Ward Expense	0.36	0.27	-0.09	-24.96%
	SSSA ESI to Admin Staff	0.01	0.01	0.00	-30.92%
	HO Water Expense	0.21	0.14	-0.07	-34.45%
	HO Staff Medical Expense	0.37	0.08	-0.29	-78.51%
	HO Staff Welfare Expense	25.19	0.24	-24.95	-99.03%
	Incentive to Directors	42.07	0.00	-42.07	-100.00%
	WHUB Water Expense	0.02	0.00	-0.02	-100.00%
	WHUB Staff Welfare Expense	0.32	0.00	-0.32	-100.00%
	MHUB Water Expense	0.03	0.00	-0.03	-100.00%
	Salary to Superannuation Staff	11.80	0.00	-11.80	-100.00%
	Loans and advance	0.04	0.00	-0.04	-100.00%
	Total	336.67	316.17	-20.50	-6.09%
Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	3.18	0.00	-3.18	-100.00%
	Total	3.18	0.00	-3.18	-100.00%

Advertisement

Detail	Last Year	Current Period	Variance	Variance %
Advertisement Outdoor Media	13.92	8.67	-5.26	-37.75%
Advertisement Newspaper	43.30	16.45	-26.85	-62.01%
Advertisement Digital	100.49	35.94	-64.55	-64.23%
Advertisement Campaign	54.68	14.06	-40.62	-74.29%
Advertisement Activity BTL	1.46	0.32	-1.14	-78.01%
Advertisement Television	158.07	28.63	-129.44	-81.89%
Advertisement Event	23.38	3.52	-19.86	-84.93%
Advertisement Branch Opening	4.70	0.37	-4.33	-92.10%
Advertisement Anniversary	23.07	1.46	-21.60	-93.66%
Advertisement Budget Recovery From Suppliers	-163.97	-10.12	153.85	-93.83%
Advertisement Exhibition	1.00	0.00	-1.00	-100.00%
Advertisement Other Expenses	0.50	0.00	-0.50	-100.00%
Total	260.59	99.31	-161.28	-61.89%

Rent

Detail	Last Year	Current Period	Variance	Variance %
WEST-03	0.00	30.68	30.68	76706375.00%
SOUTH-03	0.91	87.61	86.70	9484.91%
VIJAYAWADA-01	1.50	109.49	107.99	7199.54%
TRICHY-01	1.06	62.31	61.25	5763.41%
CHENNAI-01	1.62	87.77	86.16	5325.66%
WEST-01	1.60	63.27	61.67	3865.24%
CHENNAI-02	4.42	139.12	134.71	3050.52%
TIRUPATI-01	6.00	84.31	78.31	1305.10%
KL-SOUTH	1.25	16.53	15.28	1222.40%
SOUTH-01	4.64	56.86	52.22	1125.81%
NORTH ARCOT	3.21	36.57	33.36	1039.28%
HO01	12.92	13.98	1.06	8.17%
WEST-02	0.00	44.71	44.71	0.00%
KL-NORTH	0.00	28.59	28.59	0.00%
SOUTH ARCOT	-0.10	33.62	33.72	-34841.03%
Total	39.03	895.41	856.39	2194.32%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Interest Against CC	225.23	327.93	102.70	45.60%
	Bank Interest Working Capital	63.74	70.65	6.92	10.86%
	Interest on Car & Property Loan	14.67	12.93	-1.74	-11.83%
	Bank interest for Term Loan a/c	171.23	131.49	-39.73	-23.20%
	Bank Charges	3.73	2.64	-1.09	-29.18%
	Interest on Lease Liabilities	345.28	0.00	-345.28	-100.00%
	Bank Loan Processing charges	12.93	0.00	-12.93	-100.00%
	Guarantee Expenses	25.00	0.00	-25.00	-100.00%
	CD Recovery From Suppliers	-8.01	0.00	8.01	-100.00%
	Total	853.80	545.65	-308.14	-36.09%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	INSURANCE	0.00	0.06	0.06	16743.88%
	TRAVELLING EXPENSES	5.42	3.01	-2.41	-44.50%
	TELEPHONE EXPENSES	2.22	1.15	-1.07	-48.20%
	VEHICLE SPARES & SERVICE	0.22	0.11	-0.11	-49.80%
	COMPUTER EXPENSES	0.10	0.05	-0.06	-55.07%
	MISCELLANEOUS EXPENSES	2.05	0.71	-1.34	-65.40%
	ADMINISTRATION EXPENSES	52.06	3.54	-48.52	-93.19%
	DIESEL & PETROL	0.39	0.00	-0.39	-100.00%
	PRINTING & STATIONARY	0.18	0.00	-0.18	-100.00%
	POSTAGE & TELEGRAMS	0.08	0.00	-0.08	-100.00%
	Total	62.72	8.63	-54.09	-86.24%