

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	39,756.14	39,756.14	27,152.79	12,603.34	46.42%
Gross Profit	3,180.49	3,180.49	2,172.22	1,008.27	46.42%
Direct Expenses	8.77	8.77	-57.49	66.26	-115.26%
Employee Cost	416.86	416.86	322.16	94.70	29.40%
Power Cost	2.77	2.77	4.63	-1.86	-40.15%
Advertisement	189.17	189.17	1,090.93	-901.76	-82.66%
Rent	969.96	969.96	74.51	895.45	1201.86%
Finance Cost	542.58	542.58	1,280.43	-737.85	-57.62%
Other Expenses	34.02	34.02	581.48	-547.46	-94.15%
Total Expenses	2,164.12	2,164.12	3,296.63	-1,132.51	-34.35%
Net Profit	1,016.37	1,016.37	-1,124.41	2,140.77	-190.39%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	1.10	11.42	10.32	934.51%
	MSWH Discount Allowed	0.00	0.00	0.00	0.00%
	GHUB Freight Outward	0.00	0.00	0.00	0.00%
	MSWH Freight Outward	0.00	0.00	0.00	0.00%
	HO01 Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	S2HB Freight Outward	1.92	0.36	-1.56	-81.25%
	HO01 Discount Allowed Finance	-75.41	-3.01	72.40	-96.01%
	HO01 Freight Outward	14.93	0.00	-14.93	-100.00%
	HO01 Service Expenses	-0.04	0.00	0.04	-100.00%
	Total	-57.49	8.77	66.26	-115.26%

	Detail	Last Year	Current Period	Variance	Variance %
Employee Cost	HO01 Incentive to Admin Staff	28.14	105.89	77.75	276.25%
	MHUB Water Expense	0.03	0.05	0.02	55.17%
	Salary to Superannuation Staff	11.80	16.68	4.89	41.42%
	MHUB Watch & Ward Expense	0.23	0.27	0.04	18.70%
	HO Water Expense	0.23	0.27	0.04	18.10%
	HO Salary to Admin Staff	71.91	83.89	11.98	16.67%
	Incentive to Directors	56.39	60.26	3.86	6.85%
	HO Meals Expense	0.00	0.23	0.23	0.00%
	MHUB Staff Welfare Expense	0.00	0.19	0.19	0.00%
	Directors Salary	132.00	132.00	0.00	0.00%
	WHUP Staff Room Rent	0.06	0.06	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%
	WHUP HR Statutory Expenses	0.00	0.25	0.25	0.00%
	GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
	MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
	Staff Room Rent	6.89	6.69	-0.19	-2.79%
	HO PF to Admin Staff	3.18	3.05	-0.13	-4.04%
	SSSA Salary to Admin Staff	0.61	0.58	-0.03	-4.96%
	SSSA PF to Admin Staff	0.07	0.06	-0.01	-14.61%
	HO01 - ESI to Other Staff	0.50	0.41	-0.08	-16.43%
	HO Staff Medical Expense	0.36	0.27	-0.09	-26.29%
	HO Watch & Ward Expense	2.28	0.27	-2.01	-88.02%
	WHUB Staff Welfare Expense	0.26	0.00	-0.26	-100.00%
	Loans and advance	-7.68	0.00	7.68	-100.00%
	Gratuity Expenses	63.41	0.00	-63.41	-100.00%
	HO Batta & Commission	-44.46	0.00	44.46	-100.00%
	SSSA ESI to Admin Staff	0.01	0.00	-0.01	-104.00%
	HO Staff Welfare Expense	-4.06	4.22	8.28	-204.03%
	Total	322.16	416.86	94.70	29.40%
Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	WHUB Lighting	0.00	0.23	0.23	0.00%
	HO Lighting	4.63	2.53	-2.09	-45.22%
	Total	4.63	2.77	-1.86	-40.15%

Advertisement

Detail	Last Year	Current Period	Variance	Variance %
Advertisement Activity BTL	4.64	57.28	52.64	1135.18%
Advertisement Branch Opening	4.78	42.78	38.00	794.68%
Advertisement Outdoor Media	9.07	38.68	29.61	326.33%
Advertisement Digital	66.82	149.20	82.38	123.28%
Advertisement Campaign	13.96	27.32	13.36	95.66%
Advertisement Exhibition	0.00	0.89	0.89	0.00%
Advertisement Other Expenses	0.25	0.25	0.00	0.00%
Advertisement Event	55.30	50.43	-4.86	-8.80%
Advertisement Newspaper	42.57	26.26	-16.31	-38.32%
Advertisement Anniversary	12.86	6.36	-6.50	-50.56%
Advertisement Television	310.60	118.46	-192.13	-61.86%
HO01 Advertisement Expenses	22.06	0.00	-22.06	-100.00%
Sales Promotion Expenses	50.94	0.00	-50.94	-100.00%
Advertisement Budget Recovery From Suppliers	497.09	-328.74	-825.82	-166.13%
Total	1,090.93	189.17	-901.76	-82.66%

Rent

Detail	Last Year	Current Period	Variance	Variance %
WEST-03	0.00	31.04	31.04	124172100.00%
WEST-02	0.08	45.61	45.52	54193.26%
SOUTH-03	1.15	88.12	86.96	7545.67%
TRICHY-01	1.06	74.93	73.87	6950.78%
CHENNAI-02	4.54	142.53	138.00	3042.05%
SOUTH ARCOT	1.45	34.16	32.72	2261.40%
SOUTH-01	2.88	57.77	54.90	1907.16%
WEST-01	4.45	63.94	59.50	1338.30%
NORTH ARCOT	3.35	43.98	40.63	1212.87%
KL-SOUTH	3.88	20.53	16.66	429.81%
CHENNAI-01	46.25	83.90	37.64	81.39%
HO01	12.92	13.98	1.06	8.17%
KL-CENTRAL	0.00	19.85	19.85	0.00%
KL-NORTH	0.00	31.59	31.59	0.00%
HYDERABAD-01	0.00	13.93	13.93	0.00%
VIJAYAWADA-01	-4.50	119.57	124.07	-2757.07%
TIRUPATI-01	-3.00	84.53	87.53	-2917.66%
Total	74.51	969.96	895.45	1201.86%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Charges	2.15	3.31	1.16	54.07%
	Bank Interest Against CC	331.10	334.18	3.08	0.93%
	Interest on Car & Property Loan	14.23	13.29	-0.94	-6.59%
	Bank Interest Working Capital	93.36	78.85	-14.50	-15.54%
	Bank Loan Processing charges	10.00	6.54	-3.46	-34.58%
	Bank interest for Term Loan a/c	321.69	106.41	-215.27	-66.92%
	Interest on Lease Liabilities	366.73	0.00	-366.73	-100.00%
	CD Recovery From Suppliers	13.20	0.00	-13.20	-100.00%
	Guarantee Expenses	127.98	0.00	-127.98	-100.00%
	Total	1,280.43	542.58	-737.85	-57.62%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	POSTAGE & TELEGRAMS	0.04	0.09	0.05	103.92%
	COMPUTER EXPENSES	0.28	0.27	-0.01	-3.89%
	DIESEL & PETROL	0.28	0.21	-0.07	-24.16%
	TELEPHONE EXPENSES	2.17	1.64	-0.53	-24.38%
	PRINTING & STATIONARY	0.41	0.13	-0.28	-67.86%
	TRAVELLING EXPENSES	44.22	12.00	-32.21	-72.86%
	VEHICLE SPARES & SERVICE	7.27	0.42	-6.84	-94.20%
	ADMINISTRATION EXPENSES	517.23	14.77	-502.45	-97.14%
	INSURANCE	82.06	0.00	-82.06	-100.00%
	PACKING CHARGES	0.10	0.00	-0.10	-100.00%
	MISCELLANEOUS EXPENSES	-72.58	4.47	77.05	-106.16%
	Total	581.48	34.02	-547.46	-94.15%