

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	6,549.38	50,757.70	47,396.02	3,361.68	7.09%
Gross Profit	523.95	4,060.62	3,791.68	268.93	7.09%
Direct Expenses	0.00	0.00	-118.81	118.81	-100.00%
Employee Cost	258.28	258.28	430.83	-172.54	-40.05%
Power Cost	0.00	0.00	2.96	-2.96	-100.00%
Advertisement	74.54	74.54	328.49	-253.95	-77.31%
Rent	945.25	945.25	21.39	923.86	4318.86%
Finance Cost	494.68	494.68	978.81	-484.13	-49.46%
Other Expenses	1.52	1.52	114.16	-112.64	-98.67%
Total Expenses	1,774.27	1,774.27	1,757.82	16.45	0.94%
Net Profit	-1,250.32	2,286.35	2,033.86	252.49	12.41%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	S2HB Freight Outward	0.00	0.00	0.00	0.00%
	HO01 Credit Card Commission Charges	0.00	0.00	0.00	-100.00%
	HO01 Discount Allowed	2.66	0.00	-2.66	-100.00%
	HO01 Discount Allowed Finance	-121.47	0.00	121.47	-100.00%
	Total	-118.81	0.00	118.81	-100.00%

	Detail	Last Year	Current Period	Variance	Variance %
Employee Cost	SSSA Salary to Admin Staff	0.50	0.58	0.08	15.51%
	HO Salary to Admin Staff	72.89	78.34	5.45	7.48%
	S2HB Salary to Admin Staff	1.08	1.12	0.05	4.34%
	S2HB ESI to Admin Staff	0.02	0.02	0.00	3.84%
	SSSA PF to Admin Staff	0.05	0.06	0.00	3.62%
	S2HB PF to Admin Staff	0.11	0.11	0.00	1.79%
	Directors Salary	132.00	132.00	0.00	0.00%
	HO Batta & Commission	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%
	WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
	Staff Room Rent	6.89	6.69	-0.19	-2.79%
	HO PF to Admin Staff	3.23	3.07	-0.16	-4.93%
	HO01 - ESI to Other Staff	0.50	0.42	-0.07	-14.56%
	SSSA ESI to Admin Staff	0.01	0.00	0.00	-51.48%
	HO01 Incentive to Admin Staff	89.99	35.58	-54.41	-60.47%
	HO Water Expense	0.09	0.02	-0.07	-78.32%
	HO Staff Medical Expense	0.71	0.08	-0.63	-88.73%
	HO Staff Welfare Expense	3.54	0.12	-3.42	-96.58%
	HO Watch & Ward Expense	0.17	0.00	-0.17	-100.00%
	MHUB Watch & Ward Expense	0.26	0.00	-0.26	-100.00%
	Incentive to Directors	102.63	0.00	-102.63	-100.00%
	MHUB Water Expense	0.03	0.00	-0.03	-100.00%
	WHUB Staff Welfare Expense	0.25	0.00	-0.25	-100.00%
	SSSA Incentive to Admin Staff	0.11	0.00	-0.11	-100.00%
	Salary to Superannuation Staff	15.67	0.00	-15.67	-100.00%
	HO Meals Expense	0.04	0.00	-0.04	-100.00%
	Total	430.83	258.28	-172.54	-40.05%
Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	2.96	0.00	-2.96	-100.00%
	Total	2.96	0.00	-2.96	-100.00%

Advertisement

Detail	Last Year	Current Period	Variance	Variance %
Advertisement Anniversary	4.44	4.51	0.07	1.59%
Advertisement Outdoor Media	4.26	3.89	-0.38	-8.81%
Advertisement Event	64.21	43.41	-20.79	-32.38%
Advertisement Newspaper	34.16	12.31	-21.84	-63.95%
Advertisement Campaign	42.43	10.42	-32.01	-75.44%
Advertisement Television	246.14	0.00	-246.14	-100.00%
Advertisement Digital	51.41	0.00	-51.41	-100.00%
Advertisement Branch Opening	1.31	0.00	-1.31	-100.00%
Advertisement Activity BTL	5.82	0.00	-5.82	-100.00%
Advertisement Budget Recovery From Suppliers	-125.94	0.00	125.94	-100.00%
Advertisement Other Expenses	0.25	0.00	-0.25	-100.00%
Total	328.49	74.54	-253.95	-77.31%

Rent

Detail	Last Year	Current Period	Variance	Variance %
WEST-03	0.00	31.04	31.04	124172100.00%
WEST-02	0.05	45.61	45.55	88650.56%
CHENNAI-02	1.15	140.78	139.63	12153.64%
SOUTH-03	0.76	88.12	87.35	11444.67%
SOUTH-01	0.85	57.14	56.29	6614.84%
TIRUPATI-01	1.34	84.53	83.19	6189.41%
CHENNAI-01	1.23	76.21	74.98	6117.87%
TRICHY-01	1.20	68.74	67.54	5639.94%
WEST-01	1.81	63.94	62.13	3439.60%
NORTH ARCOT	2.37	43.98	41.61	1759.11%
KL-SOUTH	1.25	20.53	19.28	1542.40%
HO01	12.92	13.98	1.06	8.17%
VIJAYAWADA-01	0.00	119.57	119.57	0.00%
KL-NORTH	0.00	31.59	31.59	0.00%
HYDERABAD-01	0.00	13.93	13.93	0.00%
KL-CENTRAL	0.00	11.40	11.40	0.00%
SOUTH ARCOT	-3.53	34.16	37.70	-1067.10%
Total	21.39	945.25	923.86	4318.86%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Interest Working Capital	61.61	82.12	20.51	33.29%
	Bank Interest Against CC	254.71	320.31	65.60	25.76%
	Bank interest for Term Loan a/c	208.43	92.25	-116.18	-55.74%
	Bank Charges	4.73	0.00	-4.73	-99.97%
	Interest on Car & Property Loan	2.86	0.00	-2.86	-100.00%
	Bank Loan Processing charges	10.00	0.00	-10.00	-100.00%
	CD Recovery From Suppliers	-1.51	0.00	1.51	-100.00%
	Interest on Lease Liabilities	358.72	0.00	-358.72	-100.00%
	Guarantee Expenses	79.27	0.00	-79.27	-100.00%
	Total	978.81	494.68	-484.13	-49.46%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	VEHICLE SPARES & SERVICE	0.00	0.00	0.00	0.00%
	TRAVELLING EXPENSES	4.73	1.25	-3.48	-73.64%
	MISCELLANEOUS EXPENSES	2.65	0.28	-2.37	-89.50%
	COMPUTER EXPENSES	0.29	0.00	-0.29	-100.00%
	ADMINISTRATION EXPENSES	93.93	0.00	-93.93	-100.00%
	DIESEL & PETROL	0.11	0.00	-0.11	-100.00%
	PRINTING & STATIONARY	0.41	0.00	-0.41	-100.00%
	POSTAGE & TELEGRAMS	0.05	0.00	-0.05	-100.00%
	INSURANCE	10.16	0.00	-10.16	-100.00%
	TELEPHONE EXPENSES	1.84	0.00	-1.84	-100.25%
	Total	114.16	1.52	-112.64	-98.67%