

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	7,233.90	28,031.36	22,040.71	5,990.65	27.18%
Gross Profit	578.71	2,242.51	1,763.26	479.25	27.18%
Direct Expenses	0.83	0.83	-67.90	68.73	-101.22%
Employee Cost	237.29	237.29	272.12	-34.83	-12.80%
Power Cost	0.00	0.00	2.92	-2.92	-100.00%
Advertisement	138.16	138.16	-13.93	152.08	-1092.00%
Rent	788.65	788.65	53.83	734.82	1365.06%
Finance Cost	527.43	527.43	797.53	-270.10	-33.87%
Other Expenses	75.28	75.28	98.22	-22.94	-23.36%
Total Expenses	1,767.63	1,767.63	1,142.78	624.84	54.68%
Net Profit	-1,188.91	474.88	620.47	-145.59	-23.46%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	2.79	0.83	-1.96	-70.31%
	MHUB Freight Outward	0.00	0.00	0.00	-100.00%
	HO01 Credit Card Commission Charges	-17.21	0.00	17.21	-100.00%
	HO01 Discount Allowed Finance	-54.48	0.00	54.48	-100.00%
	S2HB Freight Outward	0.01	0.00	-0.01	-100.00%
	S3HB Freight Outward	0.99	0.00	-0.99	-100.00%
	Total	-67.90	0.83	68.73	-101.22%

	Detail	Last Year	Current Period	Variance	Variance %
Employee Cost	Staff Room Rent	2.28	6.89	4.61	202.06%
	HO PF to Admin Staff	2.64	3.27	0.64	24.07%
	MHUB Staff Welfare Expense	0.08	0.10	0.02	23.46%
	HO01 - ESI to Other Staff	0.41	0.49	0.08	18.67%
	GHUB Incentive on Sales	0.00	0.00	0.00	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	1.08	1.08	0.00%
	Demo Salary Received A/c	0.00	13.90	13.90	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%
	MHUB Watch & Ward Expense	0.00	0.26	0.26	0.00%
	MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
	MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
	HO Salary to Admin Staff	59.81	56.69	-3.12	-5.22%
	SSSA Salary to Admin Staff	0.60	0.50	-0.09	-15.48%
	SSSA PF to Admin Staff	0.07	0.05	-0.02	-23.36%
	HO Watch & Ward Expense	0.34	0.26	-0.08	-23.89%
	SSSA ESI to Admin Staff	0.02	0.01	-0.01	-51.01%
	HO01 Incentive to Admin Staff	46.96	20.47	-26.49	-56.40%
	HO Staff Medical Expense	0.24	0.08	-0.16	-66.53%
	HO Water Expense	0.12	0.03	-0.08	-71.96%
	HO Staff Welfare Expense	6.23	1.01	-5.23	-83.85%
	WHUP Watch & Ward Expense	0.16	0.00	-0.16	-100.00%
	SNHB Watch & Ward Expense	0.23	0.00	-0.23	-100.00%
	HO Batta & Commission	6.85	0.00	-6.85	-100.00%
	WHUB Staff Welfare Expense	0.08	0.00	-0.08	-100.00%
	WHUP Water Expense	0.07	0.00	-0.07	-100.00%
	WHUP Staff Welfare Expense	0.38	0.00	-0.38	-100.00%
	WHUB Water Expense	0.02	0.00	-0.02	-100.00%
	WHUP PF to Admin Staff	0.00	0.00	0.00	-100.00%
	WHUP ESI to Admin Staff	0.00	0.00	0.00	-100.00%
	WHUP Salary to Admin Staff	0.03	0.00	-0.03	-100.00%
	Salary to Superannuation Staff	12.45	0.00	-12.45	-100.00%
	Total	272.12	237.29	-34.83	-12.80%
Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	2.84	0.00	-2.84	-100.00%
	S2HB Diesel Generator	0.03	0.00	-0.03	-100.00%
	SNHB Lighting	0.05	0.00	-0.05	-100.00%
	Total	2.92	0.00	-2.92	-100.00%

Advertisement

Detail	Last Year	Current Period	Variance	Variance %
Advertisement Newspaper	0.24	7.15	6.91	2879.17%
Advertisement Event	5.50	25.31	19.81	360.34%
Advertisement Activity BTL	0.62	1.78	1.16	188.49%
Advertisement Anniversary	5.09	11.74	6.64	130.39%
Advertisement Branch Opening	3.25	7.13	3.88	119.39%
Advertisement Digital	45.74	55.79	10.05	21.98%
Advertisement Exhibition	0.00	0.04	0.04	0.00%
Advertisement Television	167.64	33.10	-134.54	-80.26%
Advertisement Campaign	42.05	5.99	-36.06	-85.76%
Advertisement Budget Recovery From Suppliers	-289.73	-9.87	279.86	-96.59%
HO01 Advertisement Expenses	-0.67	0.00	0.67	-100.00%
Advertisement Outdoor Media	6.10	0.00	-6.10	-100.00%
Advertisement Other Expenses	0.25	0.00	-0.25	-100.00%
Total	-13.93	138.16	152.08	-1092.00%

Rent

Detail	Last Year	Current Period	Variance	Variance %
VIJAYAWADA-01	2.00	104.94	102.94	5146.86%
TIRUPATI-01	1.75	79.08	77.33	4418.73%
WEST-02	1.74	58.09	56.36	3243.53%
SOUTH-03	2.90	81.38	78.48	2710.70%
CHENNAI-02	3.00	74.61	71.61	2384.93%
WEST-01	4.07	76.70	72.63	1784.90%
CHENNAI-01	7.71	117.15	109.44	1419.78%
SOUTH-01	4.30	52.86	48.57	1130.42%
TRICHY-01	5.00	60.91	55.91	1119.07%
NORTH ARCOT	3.93	33.43	29.51	751.73%
SOUTH ARCOT	4.95	29.17	24.22	489.39%
HO01	12.50	13.23	0.73	5.82%
KL-SOUTH	0.00	7.10	7.10	0.00%
Total	53.83	788.65	734.82	1365.06%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Interest Against CC	210.45	280.00	69.55	33.05%
	Bank Interest Working Capital	123.19	141.28	18.09	14.69%
	Interest on Car & Property Loan	16.42	13.23	-3.19	-19.41%
	Bank interest for Term Loan a/c	185.47	92.83	-92.64	-49.95%
	Bank Charges	0.15	0.07	-0.08	-51.08%
	CD Recovery From Suppliers	-31.72	0.00	31.72	-100.00%
	Bank Loan Processing charges	4.31	0.00	-4.31	-100.00%
	Interest - other (FD)	-0.98	0.00	0.98	-100.00%
	Interest on Lease Liabilities	290.24	0.00	-290.24	-100.00%
	Total	797.53	527.43	-270.10	-33.87%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	COMPUTER EXPENSES	0.05	0.08	0.04	78.90%
	MAINTENANCE & EXPENSES	4.78	4.99	0.22	4.51%
	ADMINISTRATION EXPENSES	71.51	63.97	-7.54	-10.55%
	TELEPHONE EXPENSES	2.07	1.34	-0.73	-35.39%
	MISCELLANEOUS EXPENSES	1.43	0.74	-0.69	-48.01%
	TRAVELLING EXPENSES	9.92	4.16	-5.76	-58.09%
	DIESEL & PETROL	0.05	0.00	-0.05	-100.00%
	POSTAGE & TELEGRAMS	0.09	0.00	-0.09	-100.00%
	PRINTING & STATIONARY	0.16	0.00	-0.16	-100.00%
	VEHICLE SPARES & SERVICE	0.02	0.00	-0.02	-100.00%
	INSURANCE	8.16	0.00	-8.16	-100.00%
	Total	98.22	75.28	-22.94	-23.36%