

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	12,088.46	36,265.38	27,152.79	9,112.58	33.56%
Gross Profit	967.08	2,901.23	2,172.22	729.01	33.56%
Direct Expenses	6.10	6.10	-57.49	63.59	-110.60%
Employee Cost	283.52	283.52	322.16	-38.64	-11.99%
Power Cost	0.23	0.23	4.63	-4.39	-94.93%
Advertisement	105.31	105.31	1,090.93	-985.62	-90.35%
Rent	928.37	928.37	74.51	853.87	1146.04%
Finance Cost	524.67	524.67	1,280.43	-755.75	-59.02%
Other Expenses	17.39	17.39	581.48	-564.08	-97.01%
Total Expenses	1,865.60	1,865.60	3,296.63	-1,431.03	-43.41%
Net Profit	-898.52	1,035.63	-1,124.41	2,160.04	-192.10%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	1.10	5.82	4.72	427.17%
	GHUB Freight Outward	0.00	0.00	0.00	0.00%
	MSWH Freight Outward	0.00	0.25	0.25	0.00%
	S2HB Freight Outward	1.92	0.02	-1.90	-98.96%
	HO01 Freight Outward	14.93	0.00	-14.93	-100.00%
	HO01 Discount Allowed Finance	-75.41	0.00	75.41	-100.00%
	HO01 Service Expenses	-0.04	0.00	0.04	-100.00%
	Total	-57.49	6.10	63.59	-110.60%

	Detail	Last Year	Current Period	Variance	Variance %
Employee Cost	HO01 Incentive to Admin Staff	28.14	57.69	29.54	104.97%
	MHUB Watch & Ward Expense	0.23	0.27	0.04	18.70%
	HO Salary to Admin Staff	71.91	79.56	7.65	10.64%
	Staff Room Rent	6.89	6.96	0.08	1.10%
	WHUP HR Statutory Expenses	0.00	0.25	0.25	0.00%
	Directors Salary	132.00	132.00	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%
	WHUP Staff Room Rent	0.06	0.06	0.00	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%
	SSSA Salary to Admin Staff	0.61	0.58	-0.03	-4.96%
	HO PF to Admin Staff	3.18	3.01	-0.17	-5.22%
	SSSA PF to Admin Staff	0.07	0.06	-0.01	-16.22%
	HO01 - ESI to Other Staff	0.50	0.41	-0.09	-17.35%
	HO Water Expense	0.23	0.16	-0.07	-29.46%
	HO Staff Medical Expense	0.36	0.14	-0.22	-62.15%
	SSSA ESI to Admin Staff	0.01	0.00	-0.01	-64.59%
	HO Watch & Ward Expense	2.28	0.27	-2.01	-88.02%
	Incentive to Directors	56.39	0.00	-56.39	-100.00%
	MHUB Water Expense	0.03	0.00	-0.03	-100.00%
	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%
	Salary to Superannuation Staff	11.80	0.00	-11.80	-100.00%
	HO Staff Welfare Expense	-4.06	0.84	4.90	-120.77%
	Total	322.16	283.52	-38.64	-11.99%
Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	WHUB Lighting	0.00	0.23	0.23	0.00%
	HO Lighting	4.63	0.00	-4.63	-100.00%
	Total	4.63	0.23	-4.39	-94.93%

Advertisement

Detail	Last Year	Current Period	Variance	Variance %
Advertisement Branch Opening	4.78	16.54	11.76	245.94%
Advertisement Outdoor Media	9.07	9.51	0.44	4.82%
Advertisement Digital	66.82	67.08	0.25	0.38%
Advertisement Anniversary	12.86	2.71	-10.15	-78.96%
Advertisement Newspaper	42.57	8.95	-33.62	-78.97%
Advertisement Event	55.30	8.23	-47.07	-85.12%
Advertisement Television	310.60	0.00	-310.60	-100.00%
Advertisement Activity BTL	4.64	0.00	-4.64	-100.00%
Advertisement Campaign	13.96	0.00	-13.96	-100.00%
Advertisement Other Expenses	0.25	0.00	-0.25	-100.00%
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	-7.70	-504.79	-101.55%
Total	1,090.93	105.31	-985.62	-90.35%

Rent

Detail	Last Year	Current Period	Variance	Variance %
WEST-03	0.00	31.04	31.04	124172100.00%
WEST-02	0.08	44.71	44.62	53121.83%
SOUTH-03	1.15	87.61	86.46	7501.78%
TRICHY-01	1.06	68.74	67.67	6367.87%
CHENNAI-02	4.54	140.78	136.24	3003.41%
SOUTH ARCOT	1.45	33.62	32.17	2223.81%
SOUTH-01	2.88	56.92	54.04	1877.52%
WEST-01	4.45	63.27	58.82	1323.21%
NORTH ARCOT	3.35	43.87	40.52	1209.52%
KL-SOUTH	3.88	20.53	16.66	429.81%
CHENNAI-01	46.25	86.12	39.86	86.18%
HO01	12.92	13.98	1.06	8.17%
KL-NORTH	0.00	31.59	31.59	0.00%
HYDERABAD-01	0.00	6.25	6.25	0.00%
VIJAYAWADA-01	-4.50	114.99	119.49	-2655.40%
TIRUPATI-01	-3.00	84.37	87.37	-2912.20%
Total	74.51	928.37	853.87	1146.04%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Charges	2.15	2.76	0.61	28.56%
	Bank Interest Against CC	331.10	320.01	-11.09	-3.35%
	Interest on Car & Property Loan	14.23	12.70	-1.53	-10.73%
	Bank Interest Working Capital	93.36	76.46	-16.90	-18.10%
	Bank Loan Processing charges	10.00	6.54	-3.46	-34.58%
	Bank interest for Term Loan a/c	321.69	106.20	-215.48	-66.99%
	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	524.67	-755.75	-59.02%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	TELEPHONE EXPENSES	2.17	1.27	-0.90	-41.50%
	PRINTING & STATIONARY	0.41	0.09	-0.32	-78.05%
	COMPUTER EXPENSES	0.28	0.06	-0.23	-80.30%
	TRAVELLING EXPENSES	44.22	6.16	-38.05	-86.06%
	VEHICLE SPARES & SERVICE	7.27	0.14	-7.12	-98.03%
	ADMINISTRATION EXPENSES	517.23	7.97	-509.26	-98.46%
	DIESEL & PETROL	0.28	0.00	-0.28	-100.00%
	POSTAGE & TELEGRAMS	0.04	0.00	-0.04	-100.00%
	INSURANCE	82.06	0.00	-82.06	-100.00%
	PACKING CHARGES	0.10	0.00	-0.10	-100.00%
	MISCELLANEOUS EXPENSES	-72.58	1.70	74.29	-102.35%
	Total	581.48	17.39	-564.08	-97.01%