

Variance % Color Coding		High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %	
Sales	9,693.01	29,079.02	21,996.09	7,082.94	32.20%	
Gross Profit	775.44	2,326.32	1,759.69	566.63	32.20%	
Direct Expenses	0.15	0.15	-60.53	60.68	-100.25%	
Employee Cost	234.35	234.35	443.04	-208.69	-47.10%	
Power Cost	0.05	0.05	3.62	-3.57	-98.54%	
Advertisement	388.77	388.77	153.15	235.62	153.85%	
Rent	786.42	786.42	64.60	721.82	1117.46%	
Finance Cost	585.22	585.22	681.89	-96.66	-14.18%	
Other Expenses	36.32	36.32	89.76	-53.44	-59.54%	
Total Expenses	2,031.29	2,031.29	1,375.54	655.75	47.67%	
Net Profit	-1,255.85	295.03	384.15	-89.12	-23.20%	

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	3.94	0.15	-3.79	-96.16%
	HO01 Discount Allowed Finance	-67.02	0.00	67.02	-100.00%
	SHUB Freight Outward	0.01	0.00	-0.01	-100.00%
	MHUB Freight Outward	0.00	0.00	0.00	-100.00%
	S2HB Freight Outward	0.64	0.00	-0.64	-100.00%
	S3HB Freight Outward	1.91	0.00	-1.91	-100.00%
	Total	-60.53	0.15	60.68	-100.25%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
Staff Room Rent	2.28	6.89	4.61	202.06%
HO Water Expense	0.08	0.13	0.05	63.07%
HO Watch & Ward Expense	0.34	0.52	0.18	52.21%
HO PF to Admin Staff	2.63	3.23	0.59	22.43%
HO Salary to Admin Staff	55.81	67.34	11.54	20.67%
HO01 - ESI to Other Staff	0.41	0.49	0.08	18.30%
MHUB Watch & Ward Expense	0.00	0.52	0.52	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%
HO Meals Expense	0.00	0.17	0.17	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%
S2HB ESI to Admin Staff	0.00	0.02	0.02	0.00%
S2HB PF to Admin Staff	0.00	0.11	0.11	0.00%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
SSSA Salary to Admin Staff	0.58	0.50	-0.08	-13.64%
SSSA PF to Admin Staff	0.07	0.05	-0.01	-21.49%
HO Staff Medical Expense	0.11	0.08	-0.03	-29.82%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-49.95%
HO01 Incentive to Admin Staff	157.02	20.64	-136.39	-86.86%
HO Staff Welfare Expense	13.19	0.52	-12.67	-96.06%
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	13.42	0.00	-13.42	-100.00%
Incentive to Directors	48.43	0.00	-48.43	-100.00%
WHUP Water Expense	0.07	0.00	-0.07	-100.00%
WHUP Staff Welfare Expense	0.43	0.00	-0.43	-100.00%
WHUB Water Expense	0.02	0.00	-0.02	-100.00%
SSSA Batta & Commission	0.18	0.00	-0.18	-100.00%
S3HB PF to Admin Staff	0.02	0.00	-0.02	-100.00%
WHUP ESI to Admin Staff	0.06	0.00	-0.06	-100.00%
WHUP PF to Admin Staff	0.26	0.00	-0.26	-100.00%
S3HB Salary to Admin Staff	0.29	0.00	-0.29	-100.00%
WHUP Salary to Admin Staff	2.29	0.00	-2.29	-100.00%
Salary to Superannuation Staff	12.58	0.00	-12.58	-100.00%
Total	443.04	234.35	-208.69	-47.10%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	2.88	0.05	-2.83	-98.16%
	CHB2 Lighting	0.57	0.00	-0.57	-100.00%
	WHUB Lighting	0.17	0.00	-0.17	-100.00%
	Total	3.62	0.05	-3.57	-98.54%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Activity BTL	0.01	13.07	13.07	178620.62%
	Advertisement Anniversary	0.50	22.11	21.62	4345.30%
	Advertisement Branch Opening	1.58	9.87	8.30	525.45%
	Advertisement Campaign	8.49	22.95	14.46	170.35%
	Advertisement Television	77.29	165.42	88.13	114.03%
	Advertisement Outdoor Media	5.66	7.19	1.53	27.11%
	Advertisement Digital	40.21	48.16	7.96	19.79%
	Advertisement Newspaper	139.14	99.74	-39.41	-28.32%
	Advertisement Event	7.69	0.26	-7.43	-96.63%
	Advertisement Budget Recovery From Suppliers	-128.68	0.00	128.68	-100.00%
	HO01 Advertisement Expenses	1.03	0.00	-1.03	-100.00%
	Advertisement Other Expenses	0.25	0.00	-0.25	-100.00%
	Total	153.15	388.77	235.62	153.85%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	1.00	104.94	103.94	10393.71%
	SOUTH-03	2.40	82.06	79.67	3326.07%
	WEST-02	1.74	57.88	56.14	3231.05%
	CHENNAI-02	2.30	71.79	69.49	3018.17%
	WEST-01	4.07	76.70	72.63	1784.90%
	CHENNAI-01	7.81	117.15	109.34	1400.32%
	TRICHY-01	4.97	60.88	55.91	1124.72%
	SOUTH-01	5.42	52.94	47.53	877.47%
	NORTH ARCOT	4.58	33.43	28.85	629.92%
	TIRUPATI-01	12.15	79.06	66.91	550.73%
	SOUTH ARCOT	5.27	29.81	24.54	466.18%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	HO01	12.90	12.67	-0.23	-1.78%
	Total	64.60	786.42	721.82	1117.46%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Interest Against CC	204.62	360.15	155.53	76.01%
	Bank Loan Processing charges	6.00	10.00	4.00	66.67%
	Bank Interest Working Capital	97.51	102.28	4.77	4.89%
	Interest on Car & Property Loan	16.82	13.51	-3.31	-19.70%
	Bank interest for Term Loan a/c	133.14	99.11	-34.04	-25.56%
	Bank Charges	0.47	0.18	-0.29	-61.68%
	CD Recovery From Suppliers	-59.04	0.00	59.04	-100.00%
	Interest - other (FD)	-0.04	0.00	0.04	-100.00%
	Interest on Lease Liabilities	282.40	0.00	-282.40	-100.00%
	Total	681.89	585.22	-96.66	-14.18%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	COMPUTER EXPENSES	0.03	0.16	0.13	479.31%
	DIESEL & PETROL	0.41	0.48	0.07	16.64%
	VEHICLE SPARES & SERVICE	0.00	0.00	0.00	0.00%
	TELEPHONE EXPENSES	1.77	1.10	-0.67	-38.09%
	ADMINISTRATION EXPENSES	61.53	30.46	-31.07	-50.50%
	PRINTING & STATIONARY	0.09	0.04	-0.06	-62.02%
	MISCELLANEOUS EXPENSES	2.39	0.72	-1.66	-69.70%
	TRAVELLING EXPENSES	7.18	2.00	-5.17	-72.07%
	MAINTENANCE & EXPENSES	6.64	1.07	-5.57	-83.90%
	INSURANCE	9.69	0.29	-9.39	-96.96%
	POSTAGE & TELEGRAMS	0.03	0.00	-0.03	-100.00%
	Total	89.76	36.32	-53.44	-59.54%