

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	13,623.19	35,193.24	27,159.29	8,033.94	29.58%
Gross Profit	1,089.86	2,815.46	2,172.74	642.72	29.58%
Direct Expenses	0.08	0.08	-58.50	58.58	-100.13%
Employee Cost	250.26	250.26	320.66	-70.40	-21.95%
Power Cost	0.00	0.00	4.15	-4.15	-100.00%
Advertisement	104.80	104.80	144.11	-39.30	-27.27%
Rent	759.71	759.71	623.52	136.19	21.84%
Finance Cost	523.42	523.42	300.92	222.51	73.94%
Other Expenses	46.01	46.01	162.59	-116.58	-71.70%
Total Expenses	1,684.29	1,684.29	1,497.44	186.85	12.48%
Net Profit	-594.43	1,131.17	675.30	455.87	67.51%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Service Expenses	0.00	0.03	0.03	0.00%
	WHUB Freight Outward	0.00	0.00	0.00	0.00%
	SHUB Freight Outward	0.00	0.00	0.00	0.00%
	GHUB Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	HO01 Discount Allowed	3.55	0.05	-3.50	-98.59%
	CHB2 Freight Outward	0.20	0.00	-0.20	-100.00%
	S2HB Freight Outward	0.00	0.00	0.00	-100.00%
	WHUP Freight Outward	0.18	0.00	-0.18	-100.00%
	SSSA Credit Card Commission Charges	0.01	0.00	-0.01	-100.00%
	HO01 Discount Allowed Finance	-59.67	0.00	59.67	-100.00%
	MHUB Freight Outward	0.03	0.00	-0.03	-100.00%
	Freight Recovery from Suppliers	-2.81	0.00	2.81	-100.00%
	Total	-58.50	0.08	58.58	-100.13%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
Staff Room Rent	2.28	6.82	4.54	198.99%
HO Staff Welfare Expense	8.10	19.81	11.71	144.57%
HO Watch & Ward Expense	0.34	0.50	0.16	45.66%
HO Salary to Admin Staff	46.78	65.43	18.66	39.88%
HO PF to Admin Staff	2.50	3.08	0.58	23.16%
HO01 - ESI to Other Staff	0.40	0.48	0.08	20.28%
SSSA Salary to Admin Staff	0.60	0.65	0.05	7.55%
HO Water Expense	0.13	0.14	0.01	4.00%
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 HR Statutory Expenses	0.00	0.04	0.04	0.00%
WHUB Staff Welfare Expense	0.00	0.07	0.07	0.00%
Directors Salary	132.00	132.00	0.00	0.00%
WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
MHUB Watch & Ward Expense	0.00	0.23	0.23	0.00%
S2HB Watch & Ward Expense	0.00	0.13	0.13	0.00%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
SSSA PF to Admin Staff	0.07	0.07	0.00	-0.43%
WHUB Water Expense	0.02	0.02	0.00	-2.53%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-27.81%
HO Staff Medical Expense	0.17	0.08	-0.09	-52.04%
HO01 Incentive to Admin Staff	49.04	20.64	-28.40	-57.91%
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	14.94	0.00	-14.94	-100.00%
Salary to Superannuation Staff	12.45	0.00	-12.45	-100.00%
Incentive to Directors	46.92	0.00	-46.92	-100.00%
MHUB Incentive to Admin Staff	0.11	0.00	-0.11	-100.00%
WHUP Staff Welfare Expense	0.34	0.00	-0.34	-100.00%
WHUP Water Expense	0.09	0.00	-0.09	-100.00%
WHUP ESI to Admin Staff	0.06	0.00	-0.06	-100.00%
S3HB PF to Admin Staff	0.02	0.00	-0.02	-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%
Total	320.66	250.26	-70.40	-21.95%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	CHB2 Lighting	0.73	0.00	-0.73	-100.00%
	HO Lighting	3.36	0.00	-3.36	-100.00%
	SNHB Lighting	0.06	0.00	-0.06	-100.00%
	Total	4.15	0.00	-4.15	-100.00%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Anniversary	0.76	9.16	8.40	1098.26%
	Advertisement Campaign	20.64	20.46	-0.19	-0.90%
	Advertisement Activity BTL	0.56	0.48	-0.08	-13.92%
	Advertisement Television	215.09	85.79	-129.30	-60.11%
	Advertisement Newspaper	79.92	25.70	-54.22	-67.84%
	Advertisement Digital	29.53	5.25	-24.28	-82.22%
	Advertisement Branch Opening	5.80	1.01	-4.78	-82.54%
	Advertisement Budget Recovery From Suppliers	-309.25	-48.90	260.35	-84.19%
	Advertisement Outdoor Media	38.64	4.49	-34.15	-88.38%
	Advertisement Event	50.63	1.36	-49.27	-97.32%
	Advertisement Renovation	0.04	0.00	-0.04	-100.00%
	SSSA Advertisement Expenses	8.44	0.00	-8.44	-100.00%
	HO01 Advertisement Expenses	3.05	0.00	-3.05	-100.00%
	Advertisement Other Expenses	0.25	0.00	-0.25	-100.00%
	Total	144.11	104.80	-39.30	-27.27%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	40.05	103.73	63.68	158.99%
	CHENNAI-01	77.62	116.53	38.91	50.13%
	WEST-02	44.15	56.79	12.64	28.63%
	SOUTH-03	63.58	77.11	13.54	21.29%
	TIRUPATI-01	62.96	76.00	13.03	20.70%
	SOUTH-01	41.44	48.35	6.91	16.67%
	SOUTH ARCOT	25.65	27.88	2.23	8.68%
	NORTH ARCOT	31.14	32.23	1.09	3.49%
	WEST-01	70.44	72.65	2.21	3.13%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	CHENNAI-02	73.06	71.70	-1.36	-1.86%
	TRICHY-01	61.56	56.72	-4.84	-7.86%
	HO01	31.86	12.92	-18.94	-59.45%
	Total	623.52	759.71	136.19	21.84%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Loan Processing charges	4.37	51.25	46.88	1073.31%
	Bank interest for Term Loan a/c	59.82	101.02	41.20	68.89%
	Bank Interest Against CC	190.65	310.08	119.43	62.64%
	Interest on Car & Property Loan	13.61	12.98	-0.63	-4.61%
	Bank Interest Working Capital	113.44	46.25	-67.18	-59.23%
	Bank Charges	6.97	1.84	-5.13	-73.62%
	CD Recovery From Suppliers	-87.93	0.00	87.93	-100.00%
	Total	300.92	523.42	222.51	73.94%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	VEHICLE SPARES & SERVICE	0.05	0.11	0.06	127.85%
	MISCELLANEOUS EXPENSES	0.70	0.92	0.22	31.02%
	PRINTING & STATIONARY	0.00	0.15	0.15	0.00%
	TELEPHONE EXPENSES	1.41	1.32	-0.08	-5.98%
	DIESEL & PETROL	0.89	0.41	-0.48	-54.19%
	MAINTENANCE & EXPENSES	15.94	5.15	-10.79	-67.68%
	ADMINISTRATION EXPENSES	120.49	34.77	-85.72	-71.14%
	TRAVELLING EXPENSES	14.37	3.18	-11.19	-77.87%
	POSTAGE & TELEGRAMS	0.07	0.00	-0.07	-100.00%
	INSURANCE	8.16	0.00	-8.16	-100.00%
	COMPUTER EXPENSES	0.51	0.00	-0.51	-100.00%
	Total	162.59	46.01	-116.58	-71.70%