

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	16,486.61	42,590.41	37,530.02	5,060.39	13.48%
Gross Profit	1,318.93	3,407.23	3,002.40	404.83	13.48%
Direct Expenses	4.18	4.18	-70.28	74.46	-105.94%
Employee Cost	243.13	243.13	550.17	-307.04	-55.81%
Power Cost	0.00	0.00	3.70	-3.70	-100.00%
Advertisement	-5.22	-5.22	390.55	-395.77	-101.34%
Rent	785.56	785.56	64.91	720.65	1110.24%
Finance Cost	539.51	539.51	734.26	-194.75	-26.52%
Other Expenses	45.34	45.34	122.56	-77.22	-63.00%
Total Expenses	1,612.50	1,612.50	1,795.88	-183.38	-10.21%
Net Profit	-293.57	1,794.73	1,206.52	588.21	48.75%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	S2HB Freight Outward	3.25	1.92	-1.33	-40.85%
	HO01 Discount Allowed	3.86	2.26	-1.60	-41.50%
	SSSA Credit Card Commission Charges	0.06	0.00	-0.06	-100.00%
	HO01 Discount Allowed Finance	-78.74	0.00	78.74	-100.00%
	CHB2 Freight Outward	0.40	0.00	-0.40	-100.00%
	SHUB Freight Outward	0.30	0.00	-0.30	-100.00%
	S3HB Freight Outward	0.04	0.00	-0.04	-100.00%
	WHUP Freight Outward	0.56	0.00	-0.56	-100.00%
	Total	-70.28	4.18	74.46	-105.94%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
HO Staff Medical Expense	0.08	0.45	0.37	435.71%
Staff Room Rent	2.28	6.89	4.61	202.06%
HO Salary to Admin Staff	47.22	66.36	19.14	40.52%
HO PF to Admin Staff	2.54	3.18	0.64	25.19%
HO01 - ESI to Other Staff	0.40	0.49	0.09	21.90%
SSSA Salary to Admin Staff	0.60	0.61	0.02	2.73%
SSSA Incentive to Admin Staff	0.11	0.11	0.00	1.59%
Directors Salary	132.00	132.00	0.00	0.00%
WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
MHUB Incentive on Sales	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%
MHUB Watch & Ward Expense	0.00	0.23	0.23	0.00%
SSSA PF to Admin Staff	0.07	0.07	0.00	-5.20%
HO Watch & Ward Expense	0.34	0.23	-0.11	-32.68%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-32.90%
HO Water Expense	0.20	0.05	-0.15	-74.88%
HO01 Incentive to Admin Staff	235.34	32.08	-203.27	-86.37%
HO Staff Welfare Expense	8.33	0.33	-8.01	-96.09%
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	9.30	0.00	-9.30	-100.00%
Incentive to Directors	93.04	0.00	-93.04	-100.00%
WHUP Staff Welfare Expense	0.53	0.00	-0.53	-100.00%
WHUB Water Expense	0.03	0.00	-0.03	-100.00%
WHUP Water Expense	0.09	0.00	-0.09	-100.00%
SSSA Batta & Commission	0.44	0.00	-0.44	-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 Incentive to Admin Staff	0.08	0.00	-0.08	-100.00%
WHUP Incentive to Admin Staff	1.32	0.00	-1.32	-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	12.45	0.00	-12.45	-100.00%
Total	550.17	243.13	-307.04	-55.81%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	3.61	0.00	-3.61	-100.00%
	HO Diesel Generator	0.07	0.00	-0.07	-100.00%
	SNHB Lighting	0.03	0.00	-0.03	-100.00%
	Total	3.70	0.00	-3.70	-100.00%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Activity BTL	0.42	4.89	4.47	1074.23%
	Advertisement Digital	39.70	13.44	-26.27	-66.16%
	Advertisement Campaign	26.71	6.02	-20.69	-77.46%
	Advertisement Anniversary	6.79	1.50	-5.30	-77.98%
	Advertisement Budget Recovery From Suppliers	-162.49	-34.90	127.59	-78.52%
	Advertisement Branch Opening	8.10	1.31	-6.79	-83.84%
	Advertisement Event	10.72	0.62	-10.11	-94.26%
	Advertisement Television	292.62	1.91	-290.70	-99.35%
	Advertisement Newspaper	119.90	0.00	-119.90	-100.00%
	HO01 Advertisement Expenses	1.93	0.00	-1.93	-100.00%
	Advertisement Outdoor Media	45.41	0.00	-45.41	-100.00%
	Advertisement Other Expenses	0.75	0.00	-0.75	-100.00%
	Credit Card Commission	0.00	0.00	0.00	-100.00%
	Total	390.55	-5.22	-395.77	-101.34%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	1.00	106.67	105.67	10567.40%
	WEST-02	1.74	57.38	55.64	3202.16%
	SOUTH-03	2.40	78.49	76.09	3176.76%
	CHENNAI-02	2.55	72.57	70.02	2743.10%
	WEST-01	4.10	76.53	72.44	1768.45%
	TIRUPATI-01	4.35	78.75	74.40	1710.38%
	TRICHY-01	4.97	58.88	53.91	1084.52%
	SOUTH-01	5.42	52.59	47.18	870.96%
	CHENNAI-01	14.96	122.61	107.65	719.56%
	NORTH ARCOT	4.58	32.87	28.29	617.60%
	SOUTH ARCOT	5.27	28.20	22.94	435.63%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	HO01	13.59	12.92	-0.67	-4.90%
	Total	64.91	785.56	720.65	1110.24%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Interest Against CC	248.75	351.15	102.41	41.17%
	Interest on Car & Property Loan	15.76	13.64	-2.13	-13.48%
	Bank interest for Term Loan a/c	125.80	99.30	-26.49	-21.06%
	Bank Loan Processing charges	27.71	20.15	-7.56	-27.28%
	Bank Interest Working Capital	92.54	55.13	-37.41	-40.42%
	Bank Charges	0.47	0.13	-0.35	-72.97%
	CD Recovery From Suppliers	-51.76	0.00	51.76	-100.00%
	Interest on Lease Liabilities	274.99	0.00	-274.99	-100.00%
	Total	734.26	539.51	-194.75	-26.52%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	TELEPHONE EXPENSES	1.83	1.90	0.07	3.84%
	MISCELLANEOUS EXPENSES	1.50	1.01	-0.50	-32.93%
	COMPUTER EXPENSES	0.26	0.15	-0.11	-43.23%
	MAINTENANCE & EXPENSES	5.18	2.43	-2.75	-53.08%
	ADMINISTRATION EXPENSES	90.10	38.58	-51.52	-57.18%
	PRINTING & STATIONARY	0.37	0.09	-0.28	-75.41%
	TRAVELLING EXPENSES	14.02	1.19	-12.84	-91.54%
	POSTAGE & TELEGRAMS	0.04	0.00	-0.04	-100.00%
	DIESEL & PETROL	0.40	0.00	-0.40	-100.00%
	VEHICLE SPARES & SERVICE	0.70	0.00	-0.70	-100.00%
	INSURANCE	8.16	0.00	-8.16	-100.00%
	Total	122.56	45.34	-77.22	-63.00%