

Variance % Color Coding		High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %	
Sales	11,338.40	26,165.53	21,996.09	4,169.45	18.96%	
Gross Profit	907.07	2,093.24	1,759.69	333.56	18.96%	
Direct Expenses	0.89	0.89	-60.53	61.42	-101.48%	
Employee Cost	270.11	270.11	443.04	-172.93	-39.03%	
Power Cost	1.08	1.08	3.62	-2.54	-70.11%	
Advertisement	402.03	402.03	153.15	248.88	162.51%	
Rent	786.79	786.79	64.60	722.20	1118.03%	
Finance Cost	585.24	585.24	681.89	-96.65	-14.17%	
Other Expenses	67.07	67.07	89.76	-22.70	-25.29%	
Total Expenses	2,113.21	2,113.21	1,375.54	737.68	53.63%	
Net Profit	-1,206.14	-19.97	384.15	-404.12	-105.20%	

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	3.94	0.89	-3.05	-77.33%
	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	0.89	61.42	-101.48%

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	0.14	0.06	78.19%
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%
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%
MHUB Watch & Ward Expense	0.00	0.52	0.52	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	56.28	-100.74	-64.16%
HO Staff Welfare Expense	13.19	0.63	-12.56	-95.25%
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	270.11	-172.93	-39.03%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	2.88	1.08	-1.80	-62.45%
	CHB2 Lighting	0.57	0.00	-0.57	-100.00%
	WHUB Lighting	0.17	0.00	-0.17	-100.00%
	Total	3.62	1.08	-2.54	-70.11%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Activity BTL	0.01	13.07	13.07	178620.62%
	Advertisement Anniversary	0.50	22.25	21.75	4372.07%
	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 Exhibition	0.00	0.47	0.47	0.00%
	Advertisement Newspaper	139.14	112.39	-26.76	-19.23%
	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	402.03	248.88	162.51%
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	30.18	24.92	473.22%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	HO01	12.90	12.67	-0.23	-1.78%
	Total	64.60	786.79	722.20	1118.03%

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	0.19	-0.27	-58.27%
	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	585.24	-96.65	-14.17%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	COMPUTER EXPENSES	0.03	0.16	0.13	495.41%
	DIESEL & PETROL	0.41	1.00	0.59	142.65%
	VEHICLE SPARES & SERVICE	0.00	0.03	0.03	0.00%
	ADMINISTRATION EXPENSES	61.53	58.81	-2.73	-4.43%
	TELEPHONE EXPENSES	1.77	1.10	-0.67	-38.09%
	TRAVELLING EXPENSES	7.18	3.46	-3.71	-51.73%
	PRINTING & STATIONARY	0.09	0.04	-0.05	-53.04%
	MISCELLANEOUS EXPENSES	2.39	0.97	-1.42	-59.47%
	MAINTENANCE & EXPENSES	6.64	1.20	-5.44	-81.95%
	INSURANCE	9.69	0.29	-9.39	-96.96%
	POSTAGE & TELEGRAMS	0.03	0.00	-0.03	-100.00%
	Total	89.76	67.07	-22.70	-25.29%