

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	22,693.69	40,047.68	27,152.79	12,894.89	47.49%
Gross Profit	1,815.49	3,203.81	2,172.22	1,031.59	47.49%
Direct Expenses	4.42	4.42	-57.49	61.91	-107.68%
Employee Cost	383.84	383.84	322.16	61.68	19.15%
Power Cost	2.24	2.24	4.63	-2.39	-51.60%
Advertisement	143.95	143.95	1,090.93	-946.98	-86.80%
Rent	928.37	928.37	74.51	853.87	1146.04%
Finance Cost	530.60	530.60	1,280.43	-749.83	-58.56%
Other Expenses	23.77	23.77	581.48	-557.70	-95.91%
Total Expenses	2,017.19	2,017.19	3,296.63	-1,279.44	-38.81%
Net Profit	-201.69	1,186.63	-1,124.41	2,311.03	-205.53%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	1.10	7.15	6.05	547.72%
	HO01 Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	GHUB Freight Outward	0.00	0.00	0.00	0.00%
	MSWH Freight Outward	0.00	0.25	0.25	0.00%
	HO01 Discount Allowed Finance	-75.41	-3.01	72.40	-96.01%
	S2HB Freight Outward	1.92	0.02	-1.90	-98.96%
	HO01 Freight Outward	14.93	0.00	-14.93	-100.00%
	HO01 Service Expenses	-0.04	0.00	0.04	-100.00%
	Total	-57.49	4.42	61.91	-107.68%

	Detail	Last Year	Current Period	Variance	Variance %
Employee Cost	HO01 Incentive to Admin Staff	28.14	94.54	66.39	235.90%
	MHUB Watch & Ward Expense	0.23	0.55	0.32	137.39%
	HO Salary to Admin Staff	71.91	79.56	7.65	10.64%
	Incentive to Directors	56.39	60.26	3.86	6.85%
	Staff Room Rent	6.89	6.96	0.08	1.10%
	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%
	HO Meals Expense	0.00	0.10	0.10	0.00%
	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%
	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%
	HO PF to Admin Staff	3.18	3.05	-0.13	-4.04%
	SSSA Salary to Admin Staff	0.61	0.58	-0.03	-4.96%
	SSSA PF to Admin Staff	0.07	0.06	-0.01	-14.61%
	HO01 - ESI to Other Staff	0.50	0.41	-0.08	-16.43%
	HO Water Expense	0.23	0.18	-0.05	-20.65%
	HO Staff Medical Expense	0.36	0.23	-0.13	-35.75%
	HO Watch & Ward Expense	2.28	0.55	-1.73	-76.04%
	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%
	SSSA ESI to Admin Staff	0.01	0.00	-0.01	-104.00%
	HO Staff Welfare Expense	-4.06	3.26	7.32	-180.38%
	Total	322.16	383.84	61.68	19.15%
Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	WHUB Lighting	0.00	0.23	0.23	0.00%
	HO Lighting	4.63	2.00	-2.62	-56.67%
	Total	4.63	2.24	-2.39	-51.60%

Advertisement

Detail	Last Year	Current Period	Variance	Variance %
Advertisement Activity BTL	4.64	51.77	47.13	1016.48%
Advertisement Branch Opening	4.78	18.00	13.22	276.45%
Advertisement Outdoor Media	9.07	22.54	13.46	148.37%
Advertisement Digital	66.82	105.20	38.38	57.44%
Advertisement Newspaper	42.57	14.58	-27.99	-65.76%
Advertisement Anniversary	12.86	4.35	-8.51	-66.15%
Advertisement Television	310.60	102.79	-207.81	-66.91%
Advertisement Event	55.30	11.73	-43.57	-78.79%
Advertisement Campaign	13.96	1.99	-11.97	-85.71%
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	-189.00	-686.09	-138.02%
Total	1,090.93	143.95	-946.98	-86.80%

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	2.88	0.74	34.35%
	Bank Interest Against CC	331.10	325.22	-5.88	-1.78%
	Interest on Car & Property Loan	14.23	13.29	-0.94	-6.59%
	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	530.60	-749.83	-58.56%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	POSTAGE & TELEGRAMS	0.04	0.09	0.05	103.92%
	DIESEL & PETROL	0.28	0.21	-0.07	-24.16%
	TELEPHONE EXPENSES	2.17	1.52	-0.65	-29.87%
	COMPUTER EXPENSES	0.28	0.12	-0.16	-57.04%
	PRINTING & STATIONARY	0.41	0.09	-0.32	-78.05%
	TRAVELLING EXPENSES	44.22	7.23	-36.99	-83.65%
	VEHICLE SPARES & SERVICE	7.27	0.27	-7.00	-96.34%
	ADMINISTRATION EXPENSES	517.23	10.49	-506.74	-97.97%
	INSURANCE	82.06	0.00	-82.06	-100.00%
	PACKING CHARGES	0.10	0.00	-0.10	-100.00%
	MISCELLANEOUS EXPENSES	-72.58	3.75	76.33	-105.16%
	Total	581.48	23.77	-557.70	-95.91%