

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	24,095.67	43,939.16	37,530.02	6,409.13	17.08%
Gross Profit	1,927.65	3,515.13	3,002.40	512.73	17.08%
Direct Expenses	4.18	4.18	-70.28	74.46	-105.94%
Employee Cost	407.72	407.72	550.17	-142.46	-25.89%
Power Cost	0.00	0.00	3.70	-3.70	-100.00%
Advertisement	48.62	48.62	390.55	-341.93	-87.55%
Rent	787.81	787.81	64.91	722.90	1113.71%
Finance Cost	539.84	539.84	734.26	-194.42	-26.48%
Other Expenses	59.32	59.32	122.56	-63.24	-51.60%
Total Expenses	1,847.49	1,847.49	1,795.88	51.61	2.87%
Net Profit	80.17	1,667.65	1,206.52	461.13	38.22%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	S2HB Freight Outward	3.25	1.92	-1.33	-40.85%
	HO01 Discount Allowed	3.86	2.26	-1.60	-41.50%
	CHB2 Freight Outward	0.40	0.00	-0.40	-100.00%
	WHUP Freight Outward	0.56	0.00	-0.56	-100.00%
	S3HB Freight Outward	0.04	0.00	-0.04	-100.00%
	HO01 Discount Allowed Finance	-78.74	0.00	78.74	-100.00%
	SSSA Credit Card Commission Charges	0.06	0.00	-0.06	-100.00%
	SHUB Freight Outward	0.30	0.00	-0.30	-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 Watch & Ward Expense	0.34	0.49	0.15	43.43%
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%
Incentive to Directors	93.04	102.63	9.59	10.31%
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%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MHUB Watch & Ward Expense	0.00	0.49	0.49	0.00%
Directors Salary	132.00	132.00	0.00	0.00%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
SSSA PF to Admin Staff	0.07	0.07	0.00	-5.20%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-32.90%
HO01 Incentive to Admin Staff	235.34	93.27	-142.07	-60.37%
HO Water Expense	0.20	0.06	-0.14	-69.51%
HO Staff Welfare Expense	8.33	0.55	-7.78	-93.35%
WHUP PF to Admin Staff	0.26	0.00	-0.26	-100.00%
WHUP Incentive to Admin Staff	1.32	0.00	-1.32	-100.00%
SSSA Batta & Commission	0.44	0.00	-0.44	-100.00%
HO Batta & Commission	9.30	0.00	-9.30	-100.00%
WHUB Water Expense	0.03	0.00	-0.03	-100.00%
WHUP Salary to Admin Staff	2.29	0.00	-2.29	-100.00%
WHUP Watch & Ward Expense	0.16	0.00	-0.16	-100.00%
S3HB Incentive to Admin Staff	0.08	0.00	-0.08	-100.00%
S3HB Salary to Admin Staff	0.29	0.00	-0.29	-100.00%
Salary to Superannuation Staff	12.45	0.00	-12.45	-100.00%
S3HB PF to Admin Staff	0.02	0.00	-0.02	-100.00%
WHUP Staff Welfare Expense	0.53	0.00	-0.53	-100.00%
SNHB Watch & Ward Expense	0.23	0.00	-0.23	-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%
Total	550.17	407.72	-142.46	-25.89%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	3.61	0.00	-3.61	-100.00%
	SNHB Lighting	0.03	0.00	-0.03	-100.00%
	HO Diesel Generator	0.07	0.00	-0.07	-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 Event	10.72	45.46	34.74	323.94%
	Advertisement Anniversary	6.79	3.87	-2.92	-43.03%
	Advertisement Digital	39.70	16.78	-22.92	-57.74%
	Advertisement Campaign	26.71	9.42	-17.29	-64.74%
	Advertisement Budget Recovery From Suppliers	-162.49	-40.39	122.10	-75.14%
	Advertisement Branch Opening	8.10	1.31	-6.79	-83.84%
	Advertisement Newspaper	119.90	5.10	-114.80	-95.75%
	Advertisement Television	292.62	2.19	-290.43	-99.25%
	Credit Card Commission	0.00	0.00	0.00	-100.00%
	Advertisement Other Expenses	0.75	0.00	-0.75	-100.00%
	Advertisement Outdoor Media	45.41	0.00	-45.41	-100.00%
	HO01 Advertisement Expenses	1.93	0.00	-1.93	-100.00%
	Total	390.55	48.62	-341.93	-87.55%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	1.00	108.92	107.92	10792.40%
	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	787.81	722.90	1113.71%

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	99.56	-26.23	-20.85%
	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	0.20	-0.27	-57.88%
	Interest on Lease Liabilities	274.99	0.00	-274.99	-100.00%
	CD Recovery From Suppliers	-51.76	0.00	51.76	-100.00%
	Total	734.26	539.84	-194.42	-26.48%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	TELEPHONE EXPENSES	1.83	1.98	0.16	8.57%
	MISCELLANEOUS EXPENSES	1.50	1.18	-0.32	-21.35%
	ADMINISTRATION EXPENSES	90.10	51.88	-38.23	-42.43%
	COMPUTER EXPENSES	0.26	0.15	-0.11	-43.23%
	MAINTENANCE & EXPENSES	5.18	2.60	-2.57	-49.72%
	PRINTING & STATIONARY	0.37	0.11	-0.26	-69.44%
	TRAVELLING EXPENSES	14.02	1.41	-12.61	-89.95%
	DIESEL & PETROL	0.40	0.00	-0.40	-100.00%
	POSTAGE & TELEGRAMS	0.04	0.00	-0.04	-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	59.32	-63.24	-51.60%