

Variance % Color Coding		High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %	
Sales	12,625.42	21,042.37	25,419.48	-4,377.11	-17.22%	
Gross Profit	1,010.03	1,683.39	2,033.56	-350.17	-17.22%	
Direct Expenses	2.53	2.53	-49.91	52.44	-105.07%	
Employee Cost	268.28	268.28	460.65	-192.37	-41.76%	
Power Cost	0.22	0.22	5.63	-5.42	-96.15%	
Advertisement	98.96	98.96	-45.86	144.82	-315.80%	
Rent	777.81	777.81	64.47	713.34	1106.40%	
Finance Cost	516.72	516.72	688.85	-172.14	-24.99%	
Other Expenses	80.93	80.93	102.10	-21.18	-20.74%	
Total Expenses	1,745.44	1,745.44	1,225.95	519.49	42.37%	
Net Profit	-735.41	-62.05	807.61	-869.66	-107.68%	

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Freight Outward	0.00	-0.80	-0.80	0.00%
	S2HB Freight Outward	0.00	2.96	2.96	0.00%
	HO01 Discount Allowed	3.53	0.36	-3.17	-89.71%
	SSSA Credit Card Commission Charges	0.00	0.00	0.00	-100.00%
	HO01 Discount Allowed Finance	-56.38	0.00	56.38	-100.00%
	WHUP Freight Outward	0.94	0.00	-0.94	-100.00%
	S3HB Freight Outward	0.21	0.00	-0.21	-100.00%
	SHUB Freight Outward	0.14	0.00	-0.14	-100.00%
	CHB2 Freight Outward	0.09	0.00	-0.09	-100.00%
	MHUB Discount Allowed	1.55	0.00	-1.55	-100.00%
	Total	-49.91	2.53	52.44	-105.07%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
Staff Room Rent	2.28	6.89	4.61	202.06%
HO Salary to Admin Staff	46.66	66.13	19.47	41.73%
HO Watch & Ward Expense	0.34	0.46	0.12	34.64%
HO PF to Admin Staff	2.50	3.15	0.66	26.25%
HO01 - ESI to Other Staff	0.39	0.49	0.10	26.12%
HO Water Expense	0.13	0.15	0.02	17.51%
SSSA Salary to Admin Staff	0.60	0.65	0.05	7.55%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
MHUB Watch & Ward Expense	0.00	0.46	0.46	0.00%
MHUB Water Expense	0.00	0.03	0.03	0.00%
WHUB Staff Welfare Expense	0.00	0.26	0.26	0.00%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
HO PF to Sales Staff	0.00	0.00	0.00	0.00%
Directors Salary	132.00	132.00	0.00	0.00%
WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
SSSA PF to Admin Staff	0.07	0.07	0.00	-0.43%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-27.81%
HO01 Incentive to Admin Staff	146.88	56.59	-90.29	-61.47%
HO Staff Medical Expense	1.58	0.31	-1.28	-80.72%
HO Staff Welfare Expense	8.36	0.57	-7.79	-93.16%
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%
WHUP ESI to Admin Staff	0.06	0.00	-0.06	-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%
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	12.31	0.00	-12.31	-100.00%
Incentive to Directors	89.57	0.00	-89.57	-100.00%
Salary to Superannuation Staff	12.45	0.00	-12.45	-100.00%
WHUP Staff Welfare Expense	0.42	0.00	-0.42	-100.00%
WHUP Water Expense	0.09	0.00	-0.09	-100.00%
WHUB Water Expense	0.02	0.00	-0.02	-100.00%
SSSA Batta & Commission	0.62	0.00	-0.62	-100.00%
Total	460.65	268.28	-192.37	-41.76%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	4.71	0.22	-4.49	-95.39%
	CHB2 Lighting	0.54	0.00	-0.54	-100.00%
	WHUP Lighting	0.33	0.00	-0.33	-100.00%
	SNHB Lighting	0.06	0.00	-0.06	-100.00%
	Total	5.63	0.22	-5.42	-96.15%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Digital	7.59	26.79	19.21	253.09%
	Advertisement Activity BTL	0.00	3.96	3.96	0.00%
	Advertisement Anniversary	10.47	8.02	-2.45	-23.38%
	Advertisement Television	163.95	94.79	-69.16	-42.18%
	Advertisement Branch Opening	3.66	1.55	-2.11	-57.58%
	Advertisement Event	23.52	7.62	-15.91	-67.63%
	Advertisement Newspaper	65.65	18.05	-47.60	-72.51%
	Advertisement Budget Recovery From Suppliers	-376.08	-62.06	314.03	-83.50%
	Advertisement Campaign	40.08	0.23	-39.84	-99.42%
	SSSA Advertisement Expenses	4.56	0.00	-4.56	-100.00%
	Advertisement Outdoor Media	10.74	0.00	-10.74	-100.00%
	Total	-45.86	98.96	144.82	-315.80%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	TIRUPATI-01	1.75	78.51	76.76	4386.13%
	CHENNAI-02	1.97	71.70	69.72	3532.12%
	SOUTH-03	2.40	77.22	74.83	3123.96%
	WEST-02	2.56	57.29	54.73	2139.94%
	WEST-01	5.21	76.32	71.11	1364.80%
	SOUTH-01	4.42	48.21	43.79	990.66%
	CHENNAI-01	13.70	122.61	108.92	795.31%
	NORTH ARCOT	4.58	32.74	28.16	614.80%
	TRICHY-01	9.04	58.33	49.28	545.07%
	SOUTH ARCOT	5.27	28.20	22.94	435.63%
	VIJAYAWADA-01	0.00	106.67	106.67	0.00%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	HO01	13.59	12.92	-0.67	-4.90%
	Total	64.47	777.81	713.34	1106.40%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Loan Processing charges	4.25	10.07	5.82	137.01%
	Bank Interest Against CC	181.10	329.05	147.95	81.69%
	Interest on Car & Property Loan	16.47	13.59	-2.88	-17.49%
	Bank interest for Term Loan a/c	131.29	85.80	-45.49	-34.65%
	Bank Interest Working Capital	137.52	78.11	-59.41	-43.20%
	Bank Charges	0.30	0.09	-0.21	-70.88%
	Interest on Lease Liabilities	268.42	0.00	-268.42	-100.00%
	CD Recovery From Suppliers	-49.51	0.00	49.51	-100.00%
	Interest - other (FD)	-1.00	0.00	1.00	-100.00%
	Total	688.85	516.72	-172.14	-24.99%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	TELEPHONE EXPENSES	2.11	2.21	0.09	4.45%
	MAINTENANCE & EXPENSES	7.16	6.57	-0.59	-8.21%
	ADMINISTRATION EXPENSES	77.11	66.42	-10.68	-13.86%
	TRAVELLING EXPENSES	5.08	3.96	-1.12	-22.00%
	COMPUTER EXPENSES	0.17	0.09	-0.08	-45.57%
	MISCELLANEOUS EXPENSES	2.34	1.13	-1.21	-51.62%
	INSURANCE	8.16	0.53	-7.63	-93.54%
	PRINTING & STATIONARY	0.24	0.01	-0.23	-94.07%
	DIESEL & PETROL	-0.37	0.00	0.37	-100.00%
	VEHICLE SPARES & SERVICE	0.07	0.00	-0.07	-100.00%
	POSTAGE & TELEGRAMS	0.03	0.00	-0.03	-100.00%
	Total	102.10	80.93	-21.18	-20.74%