

Variance % Color Coding		High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %	
Sales	16,788.91	25,183.36	21,996.09	3,187.27	14.49%	
Gross Profit	1,343.11	2,014.67	1,759.69	254.98	14.49%	
Direct Expenses	1.77	1.77	-60.53	62.30	-102.93%	
Employee Cost	290.03	290.03	443.04	-153.02	-34.54%	
Power Cost	1.28	1.28	3.62	-2.34	-64.55%	
Advertisement	516.70	516.70	153.15	363.55	237.38%	
Rent	788.19	788.19	64.60	723.60	1120.21%	
Finance Cost	588.97	588.97	681.89	-92.91	-13.63%	
Other Expenses	81.37	81.37	89.76	-8.40	-9.35%	
Total Expenses	2,268.32	2,268.32	1,375.54	892.79	64.90%	
Net Profit	-925.21	-253.65	384.15	-637.80	-166.03%	

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	3.94	1.77	-2.16	-54.94%
	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	1.77	62.30	-102.93%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
Staff Room Rent	2.28	6.53	4.25	186.67%
HO Water Expense	0.08	0.17	0.09	107.96%
HO Watch & Ward Expense	0.34	0.52	0.18	52.21%
HO Staff Medical Expense	0.11	0.17	0.05	46.79%
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%
MHUB Water Expense	0.00	0.03	0.03	0.00%
MHUB Staff Welfare Expense	0.00	0.23	0.23	0.00%
MHUB Watch & Ward Expense	0.00	0.52	0.52	0.00%
HO Meals Expense	0.00	0.17	0.17	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%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-49.95%
HO01 Incentive to Admin Staff	157.02	75.81	-81.22	-51.72%
HO Staff Welfare Expense	13.19	0.99	-12.19	-92.47%
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	290.03	-153.02	-34.54%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	WHUB Lighting	0.17	0.20	0.03	17.46%
	HO Lighting	2.88	1.08	-1.80	-62.45%
	CHB2 Lighting	0.57	0.00	-0.57	-100.00%
	Total	3.62	1.28	-2.34	-64.55%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Activity BTL	0.01	13.07	13.07	178620.62%
	Advertisement Anniversary	0.50	25.58	25.08	5041.76%
	Advertisement Branch Opening	1.58	12.54	10.96	694.38%
	Advertisement Campaign	8.49	54.67	46.18	544.06%
	Advertisement Outdoor Media	5.66	16.34	10.68	188.85%
	Advertisement Television	77.29	181.32	104.03	134.60%
	Advertisement Event	7.69	16.33	8.64	112.41%
	Advertisement Digital	40.21	84.61	44.41	110.46%
	Advertisement Exhibition	0.00	0.47	0.47	0.00%
	Advertisement Newspaper	139.14	116.69	-22.46	-16.14%
	Advertisement Budget Recovery From Suppliers	-128.68	-4.91	123.77	-96.18%
	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	516.70	363.55	237.38%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	1.00	104.94	103.94	10393.71%
	SOUTH-03	2.40	82.64	80.24	3350.08%
	WEST-02	1.74	57.88	56.14	3231.05%
	CHENNAI-02	2.30	72.73	70.43	3058.92%
	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	52.83	47.42	875.44%
	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	788.19	723.60	1120.21%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Charges	0.47	2.87	2.40	514.16%
	Bank Interest Against CC	204.62	360.15	155.53	76.01%
	Bank Loan Processing charges	6.00	10.10	4.10	68.33%
	Bank Interest Working Capital	97.51	102.28	4.77	4.89%
	Interest on Car & Property Loan	16.82	14.24	-2.58	-15.32%
	Bank interest for Term Loan a/c	133.14	99.33	-33.81	-25.39%
	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	588.97	-92.91	-13.63%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	COMPUTER EXPENSES	0.03	0.18	0.16	587.15%
	DIESEL & PETROL	0.41	1.00	0.59	142.65%
	MISCELLANEOUS EXPENSES	2.39	2.97	0.59	24.56%
	ADMINISTRATION EXPENSES	61.53	67.03	5.50	8.93%
	VEHICLE SPARES & SERVICE	0.00	0.91	0.91	0.00%
	TRAVELLING EXPENSES	7.18	6.33	-0.85	-11.79%
	TELEPHONE EXPENSES	1.77	1.33	-0.44	-25.01%
	PRINTING & STATIONARY	0.09	0.06	-0.03	-35.96%
	MAINTENANCE & EXPENSES	6.64	1.26	-5.39	-81.06%
	INSURANCE	9.69	0.29	-9.39	-96.96%
	POSTAGE & TELEGRAMS	0.03	0.00	-0.03	-100.00%
	Total	89.76	81.37	-8.40	-9.35%