

| Variance % Color Coding | High Risk | Risk       | Fair      | Good      | New        |
|-------------------------|-----------|------------|-----------|-----------|------------|
| Heads                   | Values    | Projection | Last Year | Variance  | Variance % |
| Sales                   | 27,404.31 | 39,149.01  | 27,152.79 | 11,996.22 | 44.18%     |
| Gross Profit            | 2,192.34  | 3,131.92   | 2,172.22  | 959.70    | 44.18%     |
| Direct Expenses         | 6.32      | 6.32       | -57.49    | 63.81     | -110.99%   |
| Employee Cost           | 384.21    | 384.21     | 322.16    | 62.05     | 19.26%     |
| Power Cost              | 2.30      | 2.30       | 4.63      | -2.32     | -50.20%    |
| Advertisement           | 261.57    | 261.57     | 1,090.93  | -829.37   | -76.02%    |
| Rent                    | 941.13    | 941.13     | 74.51     | 866.63    | 1163.17%   |
| Finance Cost            | 543.41    | 543.41     | 1,280.43  | -737.02   | -57.56%    |
| Other Expenses          | 24.79     | 24.79      | 581.48    | -556.69   | -95.74%    |
| Total Expenses          | 2,163.72  | 2,163.72   | 3,296.63  | -1,132.91 | -34.37%    |
| Net Profit              | 28.62     | 968.20     | -1,124.41 | 2,092.61  | -186.11%   |

| Direct Expenses | Detail                              | Last Year | Current Period | Variance | Variance % |
|-----------------|-------------------------------------|-----------|----------------|----------|------------|
|                 | HO01 Discount Allowed               | 1.10      | 9.05           | 7.95     | 719.73%    |
|                 | 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    | 6.32           | 63.81    | -110.99%   |

|               | 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%      |
|               | HO Meals Expense               | 0.00      | 0.10           | 0.10     | 0.00%      |
|               | 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%      |
|               | 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 Water Expense               | 0.23      | 0.22           | 0.00     | -1.16%     |
|               | 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 Staff Medical Expense       | 0.36      | 0.27           | -0.09    | -26.29%    |
|               | 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     | 3.55           | 7.61     | -187.50%   |
|               | Total                          | 322.16    | 384.21         | 62.05    | 19.26%     |
| Power Cost    | Detail                         | Last Year | Current Period | Variance | Variance % |
|               | WHUB Lighting                  | 0.00      | 0.23           | 0.23     | 0.00%      |
|               | HO Lighting                    | 4.63      | 2.07           | -2.56    | -55.27%    |
|               | Total                          | 4.63      | 2.30           | -2.32    | -50.20%    |

## Advertisement

| Detail                                       | Last Year       | Current Period | Variance       | Variance %     |
|----------------------------------------------|-----------------|----------------|----------------|----------------|
| Advertisement Activity BTL                   | 4.64            | 57.28          | 52.64          | 1135.18%       |
| Advertisement Branch Opening                 | 4.78            | 35.45          | 30.67          | 641.45%        |
| Advertisement Outdoor Media                  | 9.07            | 26.68          | 17.61          | 194.07%        |
| Advertisement Digital                        | 66.82           | 130.88         | 64.06          | 95.86%         |
| Advertisement Exhibition                     | 0.00            | 0.89           | 0.89           | 0.00%          |
| Advertisement Event                          | 55.30           | 46.94          | -8.36          | -15.12%        |
| Advertisement Campaign                       | 13.96           | 10.49          | -3.48          | -24.90%        |
| Advertisement Newspaper                      | 42.57           | 20.97          | -21.60         | -50.74%        |
| Advertisement Anniversary                    | 12.86           | 5.06           | -7.80          | -60.66%        |
| Advertisement Television                     | 310.60          | 116.94         | -193.66        | -62.35%        |
| 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          | -190.00        | -687.09        | -138.22%       |
| <b>Total</b>                                 | <b>1,090.93</b> | <b>261.57</b>  | <b>-829.37</b> | <b>-76.02%</b> |

## 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         | 74.93          | 73.86         | 6950.43%        |
| CHENNAI-02    | 4.54         | 144.28         | 139.74        | 3080.57%        |
| SOUTH ARCOT   | 1.45         | 33.62          | 32.17         | 2223.81%        |
| SOUTH-01      | 2.88         | 57.43          | 54.55         | 1895.21%        |
| 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-CENTRAL    | 0.00         | 2.56           | 2.56          | 0.00%           |
| 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%       |
| <b>Total</b>  | <b>74.51</b> | <b>941.13</b>  | <b>866.63</b> | <b>1163.17%</b> |

| Finance Cost   | Detail                          | Last Year | Current Period | Variance | Variance % |
|----------------|---------------------------------|-----------|----------------|----------|------------|
|                | Bank Charges                    | 2.15      | 3.00           | 0.85     | 39.82%     |
|                | Bank Interest Against CC        | 331.10    | 335.31         | 4.21     | 1.27%      |
|                | Interest on Car & Property Loan | 14.23     | 13.29          | -0.94    | -6.59%     |
|                | Bank Interest Working Capital   | 93.36     | 78.85          | -14.50   | -15.54%    |
|                | Bank Loan Processing charges    | 10.00     | 6.54           | -3.46    | -34.58%    |
|                | Bank interest for Term Loan a/c | 321.69    | 106.41         | -215.27  | -66.92%    |
|                | 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  | 543.41         | -737.02  | -57.56%    |
| Other Expenses | Detail                          | Last Year | Current Period | Variance | Variance % |
|                | POSTAGE & TELEGRAMS             | 0.04      | 0.09           | 0.05     | 103.92%    |
|                | COMPUTER EXPENSES               | 0.28      | 0.22           | -0.07    | -23.27%    |
|                | DIESEL & PETROL                 | 0.28      | 0.21           | -0.07    | -24.16%    |
|                | TELEPHONE EXPENSES              | 2.17      | 1.53           | -0.64    | -29.40%    |
|                | PRINTING & STATIONARY           | 0.41      | 0.09           | -0.32    | -77.22%    |
|                | TRAVELLING EXPENSES             | 44.22     | 7.55           | -36.67   | -82.93%    |
|                | VEHICLE SPARES & SERVICE        | 7.27      | 0.27           | -7.00    | -96.34%    |
|                | ADMINISTRATION EXPENSES         | 517.23    | 11.06          | -506.16  | -97.86%    |
|                | INSURANCE                       | 82.06     | 0.00           | -82.06   | -100.00%   |
|                | PACKING CHARGES                 | 0.10      | 0.00           | -0.10    | -100.00%   |
|                | MISCELLANEOUS EXPENSES          | -72.58    | 3.76           | 76.35    | -105.18%   |
|                | Total                           | 581.48    | 24.79          | -556.69  | -95.74%    |