

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	36,520.88	53,911.78	37,530.02	16,381.75	43.65%
Gross Profit	2,921.67	4,312.94	3,002.40	1,310.54	43.65%
Direct Expenses	4.18	4.18	-70.28	74.46	-105.94%
Employee Cost	407.86	407.86	550.17	-142.31	-25.87%
Power Cost	0.89	0.89	3.70	-2.81	-75.93%
Advertisement	89.82	89.82	390.55	-300.73	-77.00%
Rent	787.81	787.81	64.91	722.90	1113.71%
Finance Cost	560.43	560.43	734.26	-173.84	-23.67%
Other Expenses	60.80	60.80	122.56	-61.76	-50.39%
Total Expenses	1,911.78	1,911.78	1,795.88	115.90	6.45%
Net Profit	1,009.89	2,401.16	1,206.52	1,194.64	99.01%

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%
	SSSA Credit Card Commission Charges	0.06	0.00	-0.06	-100.00%
	CHB2 Freight Outward	0.40	0.00	-0.40	-100.00%
	SHUB Freight Outward	0.30	0.00	-0.30	-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%
	WHUP Freight Outward	0.56	0.00	-0.56	-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 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%
HO Watch & Ward Expense	0.34	0.40	0.06	17.44%
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%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
Directors Salary	132.00	132.00	0.00	0.00%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
MHUB Watch & Ward Expense	0.00	0.49	0.49	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%
HO Water Expense	0.20	0.09	-0.11	-56.43%
HO01 Incentive to Admin Staff	235.34	93.27	-142.07	-60.37%
HO Staff Welfare Expense	8.33	0.76	-7.57	-90.91%
WHUB Water Expense	0.03	0.00	-0.03	-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%
S3HB Incentive to Admin Staff	0.08	0.00	-0.08	-100.00%
WHUP ESI to Admin Staff	0.06	0.00	-0.06	-100.00%
S3HB PF to Admin Staff	0.02	0.00	-0.02	-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%
Salary to Superannuation Staff	12.45	0.00	-12.45	-100.00%
SSSA Batta & Commission	0.44	0.00	-0.44	-100.00%
WHUP Staff Welfare Expense	0.53	0.00	-0.53	-100.00%
HO Batta & Commission	9.30	0.00	-9.30	-100.00%
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%
Total	550.17	407.86	-142.31	-25.87%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	3.61	0.89	-2.71	-75.27%
	HO Diesel Generator	0.07	0.00	-0.07	-100.00%
	SNHB Lighting	0.03	0.00	-0.03	-100.00%
	Total	3.70	0.89	-2.81	-75.93%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Activity BTL	0.42	5.82	5.41	1298.29%
	Advertisement Event	10.72	45.46	34.74	323.94%
	Advertisement Campaign	26.71	29.01	2.30	8.62%
	Advertisement Digital	39.70	36.95	-2.75	-6.92%
	Advertisement Anniversary	6.79	4.37	-2.42	-35.67%
	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%
	Advertisement Outdoor Media	45.41	0.00	-45.41	-100.00%
	Credit Card Commission	0.00	0.00	0.00	-100.00%
	Advertisement Other Expenses	0.75	0.00	-0.75	-100.00%
	HO01 Advertisement Expenses	1.93	0.00	-1.93	-100.00%
	Total	390.55	89.82	-300.73	-77.00%
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 Charges	0.47	2.70	2.22	469.29%
	Bank Interest Against CC	248.75	360.81	112.06	45.05%
	Interest on Car & Property Loan	15.76	13.64	-2.13	-13.48%
	Bank interest for Term Loan a/c	125.80	103.09	-22.70	-18.05%
	Bank Loan Processing charges	27.71	20.15	-7.56	-27.28%
	Bank Interest Working Capital	92.54	60.04	-32.51	-35.12%
	CD Recovery From Suppliers	-51.76	0.00	51.76	-100.00%
	Interest on Lease Liabilities	274.99	0.00	-274.99	-100.00%
	Total	734.26	560.43	-173.84	-23.67%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	POSTAGE & TELEGRAMS	0.04	0.05	0.01	28.52%
	DIESEL & PETROL	0.40	0.47	0.07	16.90%
	TELEPHONE EXPENSES	1.83	1.98	0.16	8.57%
	MISCELLANEOUS EXPENSES	1.50	1.31	-0.20	-13.00%
	COMPUTER EXPENSES	0.26	0.18	-0.08	-30.82%
	ADMINISTRATION EXPENSES	90.10	53.53	-36.57	-40.59%
	MAINTENANCE & EXPENSES	5.18	2.61	-2.57	-49.55%
	PRINTING & STATIONARY	0.37	0.11	-0.26	-69.44%
	VEHICLE SPARES & SERVICE	0.70	0.16	-0.54	-77.38%
	TRAVELLING EXPENSES	14.02	0.39	-13.63	-97.19%
	INSURANCE	8.16	0.00	-8.16	-100.00%
	Total	122.56	60.80	-61.76	-50.39%