

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	46,220.57	55,109.15	34,077.67	21,031.48	61.72%
Gross Profit	3,697.65	4,408.73	2,726.21	1,682.52	61.72%
Direct Expenses	10.45	10.45	-93.95	104.40	-111.12%
Employee Cost	675.18	675.18	543.17	132.00	24.30%
Power Cost	2.52	2.52	4.31	-1.79	-41.51%
Advertisement	309.40	309.40	551.90	-242.51	-43.94%
Rent	886.93	886.93	43.56	843.38	1936.29%
Finance Cost	565.70	565.70	824.50	-258.80	-31.39%
Other Expenses	68.25	68.25	36.12	32.13	88.94%
Total Expenses	2,518.43	2,518.43	1,909.61	608.82	31.88%
Net Profit	1,179.21	1,890.30	816.60	1,073.70	131.48%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	4.14	6.76	2.62	63.42%
	MHUB Credit Card Commission Charges	0.00	0.01	0.01	0.00%
	HO01 Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	WHUB Freight Outward	0.00	0.00	0.00	0.00%
	S2HB Freight Outward	0.00	3.67	3.67	0.00%
	S2HB Credit Card Commission Charges	0.00	0.01	0.01	0.00%
	SSSA Credit Card Commission Charges	0.00	0.01	0.01	0.00%
	GHUB Credit Card Commission Charges	0.02	0.01	-0.02	-79.26%
	HO01 Discount Allowed Finance	-98.11	0.00	98.11	-100.00%
Total	-93.95	10.45	104.40	-111.12%	

	Detail	Last Year	Current Period	Variance	Variance %
Employee Cost	Incentive to Directors	47.51	266.74	219.23	461.45%
	MHUB Watch & Ward Expense	0.23	0.53	0.30	131.74%
	HO Watch & Ward Expense	0.36	0.53	0.17	46.51%
	Staff Room Rent	6.82	6.91	0.09	1.32%
	HO Salary to Admin Staff	72.80	73.43	0.63	0.87%
	GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
	MSWH Incentive on Sales	0.00	0.00	0.00	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%
	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	1.13	1.13	0.00%
	HO PF to Admin Staff	3.24	3.03	-0.21	-6.41%
	HO01 - ESI to Other Staff	0.51	0.42	-0.09	-17.84%
	HO Water Expense	0.21	0.18	-0.04	-18.40%
	SSSA Salary to Admin Staff	0.65	0.52	-0.12	-19.13%
	SSSA PF to Admin Staff	0.07	0.05	-0.02	-22.36%
	HO01 Incentive to Admin Staff	248.69	188.17	-60.53	-24.34%
	SSSA ESI to Admin Staff	0.01	0.01	0.00	-30.92%
	HO Staff Welfare Expense	2.47	1.04	-1.42	-57.69%
	HO Staff Medical Expense	3.66	0.29	-3.37	-91.96%
	Salary to Superannuation Staff	12.91	0.00	-12.91	-100.00%
	HO Batta & Commission	9.72	0.00	-9.72	-100.00%
	S2HB Watch & Ward Expense	0.27	0.00	-0.27	-100.00%
	WHUP Staff Welfare Expense	0.24	0.00	-0.24	-100.00%
	WHUB Water Expense	0.02	0.00	-0.02	-100.00%
	WHUP Water Expense	0.09	0.00	-0.09	-100.00%
	WHUB Staff Welfare Expense	0.07	0.00	-0.07	-100.00%
MHUB Staff Welfare Expense	0.53	0.00	-0.53	-100.00%	
MHUB Water Expense	0.03	0.00	-0.03	-100.00%	
	Total	543.17	675.18	132.00	24.30%
Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	WHUB Lighting	0.16	0.24	0.08	52.27%
	HO Lighting	4.10	2.28	-1.83	-44.51%
	HO Diesel Generator	0.05	0.00	-0.05	-100.00%
	Total	4.31	2.52	-1.79	-41.51%

Advertisement

Detail	Last Year	Current Period	Variance	Variance %
Advertisement Outdoor Media	4.87	48.79	43.92	902.82%
Advertisement Digital	107.64	154.55	46.92	43.59%
Sales Promotion Expenses	0.00	0.00	0.00	0.00%
HO01 Advertisement Expenses	0.17	0.16	-0.01	-6.72%
Advertisement Campaign	3.90	1.99	-1.91	-48.98%
Advertisement Newspaper	128.53	45.00	-83.53	-64.99%
Advertisement Television	283.11	60.94	-222.16	-78.47%
Advertisement Event	36.68	7.28	-29.39	-80.14%
Advertisement Budget Recovery From Suppliers	-59.19	-9.32	49.87	-84.25%
Advertisement Branch Opening	28.34	0.00	-28.34	-100.00%
Advertisement Anniversary	15.63	0.00	-15.63	-100.00%
Advertisement Activity BTL	2.23	0.00	-2.23	-100.00%
Total	551.90	309.40	-242.51	-43.94%

Rent

Detail	Last Year	Current Period	Variance	Variance %
SOUTH-03	0.11	87.10	86.99	80925.68%
WEST-02	0.19	60.50	60.31	31781.57%
CHENNAI-01	1.07	139.45	138.38	12876.22%
TIRUPATI-01	1.50	83.63	82.13	5475.52%
WEST-01	1.40	76.70	75.29	5363.31%
CHENNAI-02	4.32	86.80	82.48	1910.35%
SOUTH-01	3.72	51.66	47.94	1290.03%
TRICHY-01	5.00	64.49	59.49	1190.76%
NORTH ARCOT	2.83	35.15	32.32	1142.10%
VIJAYAWADA-01	10.50	112.15	101.65	968.12%
HO01	12.92	13.98	1.06	8.17%
SOUTH ARCOT	0.00	33.59	33.59	0.00%
KL-SOUTH	0.00	17.78	17.78	0.00%
KL-NORTH	0.00	23.96	23.96	0.00%
Total	43.56	886.93	843.38	1936.29%

	Finance Cost				
	Detail	Last Year	Current Period	Variance	Variance %
	Bank Interest Against CC	228.51	366.94	138.43	60.58%
	Interest on Car & Property Loan	15.28	14.03	-1.25	-8.16%
	Bank Loan Processing charges	11.13	9.67	-1.46	-13.11%
	Bank interest for Term Loan a/c	139.83	111.46	-28.37	-20.29%
	Bank Interest Working Capital	83.97	60.62	-23.34	-27.80%
	Guarantee Expenses	16.60	0.00	-16.60	-100.00%
	CD Recovery From Suppliers	-0.68	0.00	0.68	-100.00%
	Interest on Lease Liabilities	330.11	0.00	-330.11	-100.00%
	Bank Charges	-0.24	2.98	3.22	-1324.67%
	Total	824.50	565.70	-258.80	-31.39%
	Other Expenses				
	Detail	Last Year	Current Period	Variance	Variance %
	COMPUTER EXPENSES	0.17	0.60	0.43	260.11%
	ADMINISTRATION EXPENSES	22.29	51.10	28.81	129.26%
	TRAVELLING EXPENSES	6.12	11.41	5.29	86.45%
	TELEPHONE EXPENSES	2.18	2.82	0.64	29.19%
	INSURANCE	0.00	0.55	0.55	0.00%
	PRINTING & STATIONARY	0.08	0.05	-0.03	-41.03%
	MISCELLANEOUS EXPENSES	2.65	1.26	-1.39	-52.52%
	VEHICLE SPARES & SERVICE	2.44	0.40	-2.04	-83.50%
	DIESEL & PETROL	0.38	0.00	-0.38	-100.00%
	POSTAGE & TELEGRAMS	-0.19	0.07	0.26	-137.00%
	Total	36.12	68.25	32.13	88.94%