

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	42,438.43	50,599.67	37,530.02	13,069.64	34.82%
Gross Profit	3,395.07	4,047.97	3,002.40	1,045.57	34.82%
Direct Expenses	4.56	4.56	-70.28	74.84	-106.49%
Employee Cost	408.19	408.19	550.17	-141.98	-25.81%
Power Cost	0.90	0.90	3.70	-2.80	-75.57%
Advertisement	290.09	290.09	390.55	-100.46	-25.72%
Rent	788.69	788.69	64.91	723.78	1115.06%
Finance Cost	563.11	563.11	734.26	-171.15	-23.31%
Other Expenses	73.37	73.37	122.56	-49.19	-40.13%
Total Expenses	2,128.92	2,128.92	1,795.88	333.04	18.54%
Net Profit	1,266.15	1,919.05	1,206.52	712.53	59.06%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	HO01 Discount Allowed	3.86	2.64	-1.21	-31.47%
	S2HB Freight Outward	3.25	1.92	-1.33	-40.85%
	CHB2 Freight Outward	0.40	0.00	-0.40	-100.00%
	S3HB Freight Outward	0.04	0.00	-0.04	-100.00%
	SSSA Credit Card Commission Charges	0.06	0.00	-0.06	-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%
	SHUB Freight Outward	0.30	0.00	-0.30	-100.00%
	Total	-70.28	4.56	74.84	-106.49%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
HO Staff Medical Expense	0.08	0.71	0.63	744.77%
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%
WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
Directors Salary	132.00	132.00	0.00	0.00%
MHUB Watch & Ward Expense	0.00	0.49	0.49	0.00%
MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MHUB Incentive on Sales	0.00	0.00	0.00	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	0.83	-7.50	-89.98%
WHUB Water Expense	0.03	0.00	-0.03	-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 Incentive to Admin Staff	0.08	0.00	-0.08	-100.00%
WHUP Incentive to Admin Staff	1.32	0.00	-1.32	-100.00%
HO Batta & Commission	9.30	0.00	-9.30	-100.00%
S3HB Salary to Admin Staff	0.29	0.00	-0.29	-100.00%
WHUP Staff Welfare Expense	0.53	0.00	-0.53	-100.00%
WHUP Watch & Ward Expense	0.16	0.00	-0.16	-100.00%
Salary to Superannuation Staff	12.45	0.00	-12.45	-100.00%
WHUP Water Expense	0.09	0.00	-0.09	-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 Salary to Admin Staff	2.29	0.00	-2.29	-100.00%
SSSA Batta & Commission	0.44	0.00	-0.44	-100.00%
Total	550.17	408.19	-141.98	-25.81%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	3.61	0.90	-2.70	-74.90%
	HO Diesel Generator	0.07	0.00	-0.07	-100.00%
	SNHB Lighting	0.03	0.00	-0.03	-100.00%
	Total	3.70	0.90	-2.80	-75.57%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Activity BTL	0.42	5.82	5.41	1298.29%
	Advertisement Event	10.72	53.01	42.28	394.31%
	Advertisement Campaign	26.71	30.26	3.55	13.30%
	Advertisement Digital	39.70	37.35	-2.35	-5.91%
	Advertisement Television	292.62	244.61	-48.01	-16.41%
	Advertisement Anniversary	6.79	4.37	-2.42	-35.67%
	Advertisement Budget Recovery From Suppliers	-162.49	-96.25	66.24	-40.77%
	Advertisement Other Expenses	0.75	0.25	-0.50	-66.67%
	Advertisement Branch Opening	8.10	1.31	-6.79	-83.84%
	Advertisement Outdoor Media	45.41	4.26	-41.14	-90.61%
	Advertisement Newspaper	119.90	5.10	-114.80	-95.75%
	HO01 Advertisement Expenses	1.93	0.00	-1.93	-100.00%
	Credit Card Commission	0.00	0.00	0.00	-100.00%
	Total	390.55	290.09	-100.46	-25.72%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	1.00	108.92	107.92	10792.40%
	WEST-02	1.74	57.63	55.89	3216.55%
	SOUTH-03	2.40	78.49	76.09	3176.76%
	CHENNAI-02	2.55	72.60	70.05	2744.51%
	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	124.20	109.24	730.18%
	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	11.92	-1.67	-12.26%
	Total	64.91	788.69	723.78	1115.06%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Charges	0.47	4.66	4.18	882.91%
	Bank Interest Against CC	248.75	360.81	112.06	45.05%
	Interest on Car & Property Loan	15.76	14.37	-1.40	-8.87%
	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	563.11	-171.15	-23.31%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	POSTAGE & TELEGRAMS	0.04	0.05	0.01	28.52%
	TELEPHONE EXPENSES	1.83	2.18	0.36	19.56%
	DIESEL & PETROL	0.40	0.47	0.07	16.90%
	MAINTENANCE & EXPENSES	5.18	5.06	-0.12	-2.28%
	MISCELLANEOUS EXPENSES	1.50	1.35	-0.15	-10.12%
	ADMINISTRATION EXPENSES	90.10	63.26	-26.84	-29.79%
	COMPUTER EXPENSES	0.26	0.18	-0.08	-30.82%
	PRINTING & STATIONARY	0.37	0.14	-0.23	-61.95%
	VEHICLE SPARES & SERVICE	0.70	0.16	-0.54	-77.38%
	TRAVELLING EXPENSES	14.02	0.52	-13.51	-96.32%
	INSURANCE	8.16	0.00	-8.16	-100.00%
	Total	122.56	73.37	-49.19	-40.13%