

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	27,113.79	30,018.84	23,455.44	6,563.39	27.98%
Gross Profit	2,169.10	2,401.51	1,876.44	525.07	27.98%
Direct Expenses	2.23	2.23	37.56	-35.33	-94.05%
Employee Cost	293.38	293.38	322.19	-28.81	-8.94%
Power Cost	1.80	1.80	5.34	-3.54	-66.28%
Advertisement	566.43	566.43	260.08	306.36	117.79%
Rent	757.04	757.04	539.39	217.65	40.35%
Finance Cost	474.89	474.89	311.06	163.83	52.67%
Other Expenses	89.04	89.04	139.29	-50.25	-36.07%
Total Expenses	2,184.82	2,184.82	1,614.90	569.92	35.29%
Net Profit	-15.71	216.69	261.54	-44.85	-17.15%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	GHUB Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	HO01 Service Expenses	0.03	0.02	-0.01	-46.43%
	HO01 Discount Allowed	8.39	2.02	-6.38	-75.97%
	WHUB Freight Outward	14.85	0.20	-14.65	-98.64%
	HO01 Discount Allowed Finance	-53.84	0.00	53.84	-100.00%
	SHUB Freight Outward	19.85	0.00	-19.85	-100.00%
	S2HB Freight Outward	14.88	0.00	-14.88	-100.00%
	SSSA Credit Card Commission Charges	0.01	0.00	-0.01	-100.00%
	CHB2 Freight Outward	28.02	0.00	-28.02	-100.00%
	WHUP Freight Outward	5.39	0.00	-5.39	-100.00%
	Total	37.56	2.23	-35.33	-94.05%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
Staff Room Rent	2.28	6.82	4.54	198.99%
HO Water Expense	0.14	0.24	0.11	79.02%
HO Salary to Admin Staff	45.96	66.76	20.80	45.27%
HO01 - ESI to Other Staff	0.38	0.50	0.12	31.89%
HO PF to Admin Staff	2.43	3.20	0.77	31.81%
Directors Salary	116.00	132.00	16.00	13.79%
SSSA Salary to Admin Staff	0.60	0.65	0.05	7.55%
HO Watch & Ward Expense	0.34	0.36	0.02	6.49%
WHUP Water Expense	0.09	0.09	0.01	6.09%
WHUB Water Expense	0.02	0.02	0.00	4.05%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MHUB Watch & Ward Expense	0.00	0.23	0.23	0.00%
WHUB Staff Welfare Expense	0.00	0.07	0.07	0.00%
MHUB Staff Welfare Expense	0.00	0.61	0.61	0.00%
S2HB Watch & Ward Expense	0.00	0.13	0.13	0.00%
MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
MHUB Water Expense	0.00	0.04	0.04	0.00%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
SSSA PF to Admin Staff	0.07	0.07	0.00	-0.43%
HO01 Incentive to Admin Staff	71.79	57.55	-14.24	-19.84%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-27.81%
Incentive to Directors	34.70	21.75	-12.95	-37.33%
WHUP Staff Welfare Expense	0.56	0.24	-0.32	-57.21%
HO Staff Medical Expense	4.96	1.09	-3.87	-77.95%
HO Staff Welfare Expense	5.27	0.90	-4.37	-82.96%
WHUP Salary to Admin Staff	2.26	0.00	-2.26	-100.00%
SNHB Watch & Ward Expense	0.23	0.00	-0.23	-100.00%
WHUP ESI to Admin Staff	0.06	0.00	-0.06	-100.00%
WHUP Watch & Ward Expense	0.16	0.00	-0.16	-100.00%
S3HB PF to Admin Staff	0.02	0.00	-0.02	-100.00%
WHUP PF to Admin Staff	0.25	0.00	-0.25	-100.00%
Salary to Superannuation Staff	4.85	0.00	-4.85	-100.00%
SSSA Batta & Commission	0.85	0.00	-0.85	-100.00%
S3HB Salary to Admin Staff	0.29	0.00	-0.29	-100.00%
HO Batta & Commission	27.56	0.00	-27.56	-100.00%
Total	322.19	293.38	-28.81	-8.94%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	WHUB Lighting	0.18	0.18	0.01	3.52%
	HO Diesel Generator	0.00	0.05	0.05	0.00%
	HO Lighting	3.94	1.57	-2.37	-60.18%
	CHB2 Lighting	0.76	0.00	-0.76	-100.00%
	SNHB Lighting	0.14	0.00	-0.14	-100.00%
	WHUP Lighting	0.33	0.00	-0.33	-100.00%
	Total	5.34	1.80	-3.54	-66.28%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Branch Opening	3.97	54.56	50.59	1273.91%
	Advertisement Anniversary	5.01	21.02	16.00	319.34%
	Advertisement Digital	59.39	156.40	97.01	163.33%
	Advertisement Television	168.22	261.10	92.88	55.21%
	Advertisement Newspaper	71.10	82.82	11.71	16.47%
	Advertisement Activity BTL	0.00	4.03	4.03	0.00%
	Advertisement Exhibition	0.00	9.10	9.10	0.00%
	Advertisement Event	64.10	46.14	-17.96	-28.02%
	Advertisement Budget Recovery From Suppliers	-165.89	-73.60	92.30	-55.64%
	Advertisement Outdoor Media	31.22	4.87	-26.36	-84.42%
	HO01 Advertisement Expenses	1.91	0.00	-1.91	-100.00%
	Advertisement Campaign	15.32	0.00	-15.32	-100.00%
	SSSA Advertisement Expenses	5.72	0.00	-5.72	-100.00%
	Total	260.08	566.43	306.36	117.79%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	29.10	97.88	68.78	236.35%
	TIRUPATI-01	44.20	75.91	31.71	71.74%
	SOUTH-03	47.46	77.11	29.65	62.47%
	TRICHY-01	36.37	57.72	21.35	58.72%
	CHENNAI-01	77.29	122.31	45.02	58.25%
	WEST-02	46.37	56.72	10.34	22.30%
	WEST-01	59.48	72.11	12.63	21.23%
	SOUTH ARCOT	25.35	28.02	2.67	10.51%
	SOUTH-01	42.77	45.71	2.95	6.89%
	CHENNAI-02	68.00	71.52	3.51	5.17%
	NORTH ARCOT	31.14	32.02	0.88	2.82%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	HO01	31.86	12.92	-18.94	-59.45%
	Total	539.39	757.04	217.65	40.35%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Loan Processing charges	4.25	10.85	6.60	155.39%
	Bank Interest Against CC	182.27	311.87	129.60	71.10%
	Bank Charges	2.65	3.89	1.24	46.53%
	Bank interest for Term Loan a/c	59.91	82.44	22.53	37.60%
	Interest on Car & Property Loan	13.17	14.72	1.56	11.81%
	Bank Interest Working Capital	87.38	51.11	-36.27	-41.51%
	CD Recovery From Suppliers	-38.58	0.00	38.58	-100.00%
	Total	311.06	474.89	163.83	52.67%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	VEHICLE SPARES & SERVICE	0.06	0.30	0.24	408.45%
	TELEPHONE EXPENSES	1.70	2.55	0.85	50.25%
	MISCELLANEOUS EXPENSES	1.99	2.90	0.91	45.80%
	DIESEL & PETROL	0.44	0.38	-0.06	-12.91%
	PRINTING & STATIONARY	0.24	0.21	-0.03	-13.58%
	ADMINISTRATION EXPENSES	92.22	67.20	-25.01	-27.13%
	MAINTENANCE & EXPENSES	16.11	9.04	-7.07	-43.88%
	TRAVELLING EXPENSES	16.48	6.05	-10.43	-63.28%
	COMPUTER EXPENSES	1.62	0.41	-1.21	-74.87%
	INSURANCE	8.16	0.00	-8.16	-100.00%
	POSTAGE & TELEGRAMS	0.28	0.00	-0.28	-100.00%
	Total	139.29	89.04	-50.25	-36.07%