

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	29,339.53	32,483.05	27,159.29	5,323.76	19.60%
Gross Profit	2,347.16	2,598.64	2,172.74	425.90	19.60%
Direct Expenses	1.22	1.22	-58.50	59.72	-102.09%
Employee Cost	325.15	325.15	320.66	4.49	1.40%
Power Cost	0.92	0.92	4.15	-3.23	-77.76%
Advertisement	267.54	267.54	144.11	123.43	85.65%
Rent	763.52	763.52	623.52	140.00	22.45%
Finance Cost	522.16	522.16	300.92	221.24	73.52%
Other Expenses	106.23	106.23	162.59	-56.37	-34.67%
Total Expenses	1,986.74	1,986.74	1,497.44	489.30	32.68%
Net Profit	360.43	611.91	675.30	-63.40	-9.39%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	WHUB Freight Outward	0.00	0.00	0.00	0.00%
	GHUB Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	HO01 Service Expenses	0.00	0.03	0.03	0.00%
	SHUB Freight Outward	0.00	0.00	0.00	0.00%
	HO01 Discount Allowed	3.55	1.20	-2.35	-66.28%
	S2HB Freight Outward	0.00	0.00	0.00	-100.00%
	HO01 Discount Allowed Finance	-59.67	0.00	59.67	-100.00%
	SSSA Credit Card Commission Charges	0.01	0.00	-0.01	-100.00%
	Freight Recovery from Suppliers	-2.81	0.00	2.81	-100.00%
	CHB2 Freight Outward	0.20	0.00	-0.20	-100.00%
	MHUB Freight Outward	0.03	0.00	-0.03	-100.00%
	WHUP Freight Outward	0.18	0.00	-0.18	-100.00%
	Total	-58.50	1.22	59.72	-102.09%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
Staff Room Rent	2.28	6.82	4.54	198.99%
HO Staff Welfare Expense	8.10	23.01	14.91	184.09%
HO Staff Medical Expense	0.17	0.37	0.21	123.15%
HO Watch & Ward Expense	0.34	0.73	0.39	112.98%
HO Salary to Admin Staff	46.78	65.43	18.66	39.88%
HO Water Expense	0.13	0.18	0.05	36.02%
HO PF to Admin Staff	2.50	3.08	0.58	23.16%
HO01 - ESI to Other Staff	0.40	0.48	0.08	20.28%
SSSA Salary to Admin Staff	0.60	0.65	0.05	7.55%
HO01 Incentive to Admin Staff	49.04	49.19	0.15	0.30%
WHUB Staff Welfare Expense	0.00	0.32	0.32	0.00%
Directors Salary	132.00	132.00	0.00	0.00%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MHUB Watch & Ward Expense	0.00	0.46	0.46	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%
HO HR Statutory Expenses	0.00	0.04	0.04	0.00%
MHUB Water Expense	0.00	0.03	0.03	0.00%
SSSA PF to Admin Staff	0.07	0.07	0.00	-0.43%
WHUB Water Expense	0.02	0.02	0.00	-2.53%
Incentive to Directors	46.92	42.07	-4.85	-10.34%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-27.81%
Salary to Superannuation Staff	12.45	0.00	-12.45	-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%
WHUP Water Expense	0.09	0.00	-0.09	-100.00%
HO Batta & Commission	14.94	0.00	-14.94	-100.00%
MHUB Incentive to Admin Staff	0.11	0.00	-0.11	-100.00%
WHUP Staff Welfare Expense	0.34	0.00	-0.34	-100.00%
WHUP Salary to Admin Staff	2.29	0.00	-2.29	-100.00%
S3HB PF to Admin Staff	0.02	0.00	-0.02	-100.00%
S3HB Salary to Admin Staff	0.29	0.00	-0.29	-100.00%
WHUP PF to Admin Staff	0.26	0.00	-0.26	-100.00%
SNHB Watch & Ward Expense	0.23	0.00	-0.23	-100.00%
Total	320.66	325.15	4.49	1.40%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	3.36	0.92	-2.43	-72.53%
	SNHB Lighting	0.06	0.00	-0.06	-100.00%
	CHB2 Lighting	0.73	0.00	-0.73	-100.00%
	Total	4.15	0.92	-3.23	-77.76%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Anniversary	0.76	22.90	22.13	2893.83%
	Advertisement Digital	29.53	100.49	70.96	240.29%
	Advertisement Activity BTL	0.56	1.46	0.90	160.94%
	Advertisement Campaign	20.64	52.97	32.33	156.60%
	Advertisement Other Expenses	0.25	0.50	0.25	100.00%
	Advertisement Exhibition	0.00	1.00	1.00	0.00%
	Advertisement Branch Opening	5.80	4.70	-1.10	-18.97%
	Advertisement Television	215.09	151.47	-63.62	-29.58%
	Advertisement Newspaper	79.92	43.05	-36.87	-46.13%
	Advertisement Budget Recovery From Suppliers	-309.25	-147.55	161.70	-52.29%
	Advertisement Event	50.63	22.63	-28.00	-55.30%
	Advertisement Outdoor Media	38.64	13.92	-24.71	-63.96%
	Advertisement Renovation	0.04	0.00	-0.04	-100.00%
	SSSA Advertisement Expenses	8.44	0.00	-8.44	-100.00%
	HO01 Advertisement Expenses	3.05	0.00	-3.05	-100.00%
	Total	144.11	267.54	123.43	85.65%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	40.05	105.20	65.15	162.67%
	CHENNAI-01	77.62	116.53	38.91	50.13%
	WEST-02	44.15	56.79	12.64	28.63%
	TIRUPATI-01	62.96	78.25	15.28	24.27%
	SOUTH-03	63.58	77.11	13.54	21.29%
	SOUTH-01	41.44	48.44	7.00	16.89%
	SOUTH ARCOT	25.65	27.88	2.23	8.68%
	NORTH ARCOT	31.14	32.23	1.09	3.49%
	WEST-01	70.44	72.65	2.21	3.13%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	CHENNAI-02	73.06	71.70	-1.36	-1.86%
	TRICHY-01	61.56	56.72	-4.84	-7.86%
	HO01	31.86	12.92	-18.94	-59.45%
	Total	623.52	763.52	140.00	22.45%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Loan Processing charges	4.37	51.25	46.88	1073.31%
	Bank interest for Term Loan a/c	59.82	101.02	41.20	68.89%
	Bank Interest Against CC	190.65	313.92	123.28	64.66%
	Interest on Car & Property Loan	13.61	13.77	0.16	1.17%
	Bank Charges	6.97	3.72	-3.25	-46.62%
	Bank Interest Working Capital	113.44	46.25	-67.18	-59.23%
	CD Recovery From Suppliers	-87.93	-7.78	80.15	-91.15%
	Total	300.92	522.16	221.24	73.52%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	VEHICLE SPARES & SERVICE	0.05	0.33	0.28	579.36%
	MISCELLANEOUS EXPENSES	0.70	1.42	0.72	102.32%
	TELEPHONE EXPENSES	1.41	1.74	0.33	23.60%
	PRINTING & STATIONARY	0.00	0.15	0.15	0.00%
	ADMINISTRATION EXPENSES	120.49	92.10	-28.38	-23.56%
	DIESEL & PETROL	0.89	0.41	-0.48	-54.19%
	MAINTENANCE & EXPENSES	15.94	5.40	-10.55	-66.16%
	TRAVELLING EXPENSES	14.37	4.58	-9.79	-68.14%
	COMPUTER EXPENSES	0.51	0.10	-0.41	-80.01%
	INSURANCE	8.16	0.00	-8.16	-100.00%
	POSTAGE & TELEGRAMS	0.07	0.00	-0.07	-100.00%
	Total	162.59	106.23	-56.37	-34.67%