

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	37,302.57	39,967.04	27,152.79	12,814.25	47.19%
Gross Profit	2,984.21	3,197.36	2,172.22	1,025.14	47.19%
Direct Expenses	7.37	7.37	-57.49	64.86	-112.83%
Employee Cost	384.53	384.53	322.16	62.37	19.36%
Power Cost	2.77	2.77	4.63	-1.86	-40.15%
Advertisement	272.81	272.81	1,090.93	-818.13	-74.99%
Rent	946.86	946.86	74.51	872.35	1170.85%
Finance Cost	542.53	542.53	1,280.43	-737.90	-57.63%
Other Expenses	32.69	32.69	581.48	-548.78	-94.38%
Total Expenses	2,189.56	2,189.56	3,296.63	-1,107.07	-33.58%
Net Profit	794.65	1,007.80	-1,124.41	2,132.21	-189.63%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	1.10	10.11	9.00	815.41%
	MSWH Discount Allowed	0.00	0.00	0.00	0.00%
	HO01 Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	GHUB Freight Outward	0.00	0.00	0.00	0.00%
	MSWH Freight Outward	0.00	0.25	0.25	0.00%
	HO01 Discount Allowed Finance	-75.41	-3.01	72.40	-96.01%
	S2HB Freight Outward	1.92	0.02	-1.90	-98.96%
	HO01 Freight Outward	14.93	0.00	-14.93	-100.00%
	HO01 Service Expenses	-0.04	0.00	0.04	-100.00%
	Total	-57.49	7.37	64.86	-112.83%

	Detail	Last Year	Current Period	Variance	Variance %
Employee Cost	HO01 Incentive to Admin Staff	28.14	94.54	66.39	235.90%
	MHUB Watch & Ward Expense	0.23	0.55	0.32	137.39%
	MHUB Water Expense	0.03	0.05	0.02	55.17%
	HO Salary to Admin Staff	71.91	79.56	7.65	10.64%
	HO Water Expense	0.23	0.25	0.02	8.40%
	Incentive to Directors	56.39	60.26	3.86	6.85%
	Staff Room Rent	6.89	6.96	0.08	1.10%
	MHUB Staff Welfare Expense	0.00	0.19	0.19	0.00%
	HO Meals Expense	0.00	0.10	0.10	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%
	WHUP Staff Room Rent	0.06	0.06	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%
	MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
	WHUP HR Statutory Expenses	0.00	0.25	0.25	0.00%
	S2HB Salary to Admin Staff	0.00	1.12	1.12	0.00%
	HO PF to Admin Staff	3.18	3.05	-0.13	-4.04%
	SSSA Salary to Admin Staff	0.61	0.58	-0.03	-4.96%
	SSSA PF to Admin Staff	0.07	0.06	-0.01	-14.61%
	HO01 - ESI to Other Staff	0.50	0.41	-0.08	-16.43%
	HO Staff Medical Expense	0.36	0.27	-0.09	-26.29%
	HO Watch & Ward Expense	2.28	0.55	-1.73	-76.04%
	WHUB Staff Welfare Expense	0.26	0.00	-0.26	-100.00%
	Loans and advance	-7.68	0.00	7.68	-100.00%
	Gratuity Expenses	63.41	0.00	-63.41	-100.00%
	HO Batta & Commission	-44.46	0.00	44.46	-100.00%
	Salary to Superannuation Staff	11.80	0.00	-11.80	-100.00%
	SSSA ESI to Admin Staff	0.01	0.00	-0.01	-104.00%
	HO Staff Welfare Expense	-4.06	3.61	7.66	-188.83%
	Total	322.16	384.53	62.37	19.36%
Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	WHUB Lighting	0.00	0.23	0.23	0.00%
	HO Lighting	4.63	2.53	-2.09	-45.22%
	Total	4.63	2.77	-1.86	-40.15%

Advertisement

Detail	Last Year	Current Period	Variance	Variance %
Advertisement Activity BTL	4.64	57.28	52.64	1135.18%
Advertisement Branch Opening	4.78	42.78	38.00	794.68%
Advertisement Outdoor Media	9.07	38.68	29.61	326.33%
Advertisement Digital	66.82	149.20	82.38	123.28%
Advertisement Campaign	13.96	23.97	10.00	71.65%
Advertisement Other Expenses	0.25	0.25	0.00	0.00%
Advertisement Exhibition	0.00	0.89	0.89	0.00%
Advertisement Event	55.30	50.43	-4.86	-8.80%
Advertisement Newspaper	42.57	26.26	-16.31	-38.32%
Advertisement Anniversary	12.86	6.36	-6.50	-50.56%
Advertisement Television	310.60	118.46	-192.13	-61.86%
HO01 Advertisement Expenses	22.06	0.00	-22.06	-100.00%
Sales Promotion Expenses	50.94	0.00	-50.94	-100.00%
Advertisement Budget Recovery From Suppliers	497.09	-241.74	-738.83	-148.63%
Total	1,090.93	272.81	-818.13	-74.99%

Rent

Detail	Last Year	Current Period	Variance	Variance %
WEST-03	0.00	31.04	31.04	124172100.00%
WEST-02	0.08	44.71	44.62	53121.83%
SOUTH-03	1.15	87.61	86.46	7501.78%
TRICHY-01	1.06	74.93	73.86	6950.43%
CHENNAI-02	4.54	142.53	137.99	3042.01%
SOUTH ARCOT	1.45	33.62	32.17	2223.81%
SOUTH-01	2.88	57.43	54.55	1895.21%
WEST-01	4.45	63.27	58.82	1323.21%
NORTH ARCOT	3.35	43.87	40.52	1209.52%
KL-SOUTH	3.88	20.53	16.66	429.81%
CHENNAI-01	46.25	87.70	41.45	89.61%
HO01	12.92	13.98	1.06	8.17%
KL-CENTRAL	0.00	8.45	8.45	0.00%
KL-NORTH	0.00	31.59	31.59	0.00%
HYDERABAD-01	0.00	6.25	6.25	0.00%
VIJAYAWADA-01	-4.50	114.99	119.49	-2655.40%
TIRUPATI-01	-3.00	84.37	87.37	-2912.20%
Total	74.51	946.86	872.35	1170.85%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Charges	2.15	3.26	1.11	51.69%
	Bank Interest Against CC	331.10	334.18	3.08	0.93%
	Interest on Car & Property Loan	14.23	13.29	-0.94	-6.59%
	Bank Interest Working Capital	93.36	78.85	-14.50	-15.54%
	Bank Loan Processing charges	10.00	6.54	-3.46	-34.58%
	Bank interest for Term Loan a/c	321.69	106.41	-215.27	-66.92%
	Interest on Lease Liabilities	366.73	0.00	-366.73	-100.00%
	CD Recovery From Suppliers	13.20	0.00	-13.20	-100.00%
	Guarantee Expenses	127.98	0.00	-127.98	-100.00%
	Total	1,280.43	542.53	-737.90	-57.63%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	POSTAGE & TELEGRAMS	0.04	0.09	0.05	103.92%
	COMPUTER EXPENSES	0.28	0.27	-0.01	-3.89%
	DIESEL & PETROL	0.28	0.21	-0.07	-24.16%
	TELEPHONE EXPENSES	2.17	1.53	-0.64	-29.40%
	PRINTING & STATIONARY	0.41	0.13	-0.28	-67.86%
	TRAVELLING EXPENSES	44.22	11.48	-32.74	-74.04%
	VEHICLE SPARES & SERVICE	7.27	0.42	-6.84	-94.20%
	ADMINISTRATION EXPENSES	517.23	14.52	-502.71	-97.19%
	INSURANCE	82.06	0.00	-82.06	-100.00%
	PACKING CHARGES	0.10	0.00	-0.10	-100.00%
	MISCELLANEOUS EXPENSES	-72.58	4.03	76.62	-105.56%
	Total	581.48	32.69	-548.78	-94.38%