

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	23,612.17	25,298.76	21,996.09	3,302.67	15.01%
Gross Profit	1,888.97	2,023.90	1,759.69	264.21	15.01%
Direct Expenses	2.19	2.19	-60.53	62.72	-103.62%
Employee Cost	370.00	370.00	443.04	-73.04	-16.49%
Power Cost	3.73	3.73	3.62	0.11	2.93%
Advertisement	508.27	508.27	153.15	355.12	231.87%
Rent	800.09	800.09	64.60	735.49	1138.62%
Finance Cost	589.04	589.04	681.89	-92.85	-13.62%
Other Expenses	92.48	92.48	89.76	2.72	3.03%
Total Expenses	2,365.80	2,365.80	1,375.54	990.26	71.99%
Net Profit	-476.82	-341.90	384.15	-726.05	-189.00%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Discount Allowed	3.94	2.19	-1.75	-44.33%
	HO01 Discount Allowed Finance	-67.02	0.00	67.02	-100.00%
	SHUB Freight Outward	0.01	0.00	-0.01	-100.00%
	MHUB Freight Outward	0.00	0.00	0.00	-100.00%
	S2HB Freight Outward	0.64	0.00	-0.64	-100.00%
	S3HB Freight Outward	1.91	0.00	-1.91	-100.00%
	Total	-60.53	2.19	62.72	-103.62%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
Staff Room Rent	2.28	6.53	4.25	186.67%
HO Water Expense	0.08	0.19	0.11	139.87%
HO Staff Medical Expense	0.11	0.20	0.09	76.62%
HO Watch & Ward Expense	0.34	0.52	0.18	52.21%
HO PF to Admin Staff	2.63	3.23	0.59	22.43%
HO Salary to Admin Staff	55.81	67.34	11.54	20.67%
Incentive to Directors	48.43	57.88	9.45	19.52%
HO01 - ESI to Other Staff	0.41	0.49	0.08	18.30%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
MHUB Water Expense	0.00	0.03	0.03	0.00%
MHUB Staff Welfare Expense	0.00	0.23	0.23	0.00%
MHUB Watch & Ward Expense	0.00	0.52	0.52	0.00%
HO Meals Expense	0.00	0.17	0.17	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	1.08	1.08	0.00%
S2HB ESI to Admin Staff	0.00	0.02	0.02	0.00%
S2HB PF to Admin Staff	0.00	0.11	0.11	0.00%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
SSSA Salary to Admin Staff	0.58	0.50	-0.08	-13.64%
SSSA PF to Admin Staff	0.07	0.05	-0.01	-21.49%
HO01 Incentive to Admin Staff	157.02	95.74	-61.29	-39.03%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-49.95%
HO Staff Welfare Expense	13.19	3.10	-10.09	-76.51%
WHUP Watch & Ward Expense	0.16	0.00	-0.16	-100.00%
SNHB Watch & Ward Expense	0.23	0.00	-0.23	-100.00%
HO Batta & Commission	13.42	0.00	-13.42	-100.00%
WHUP Water Expense	0.07	0.00	-0.07	-100.00%
WHUP Staff Welfare Expense	0.43	0.00	-0.43	-100.00%
WHUB Water Expense	0.02	0.00	-0.02	-100.00%
SSSA Batta & Commission	0.18	0.00	-0.18	-100.00%
S3HB PF to Admin Staff	0.02	0.00	-0.02	-100.00%
WHUP ESI to Admin Staff	0.06	0.00	-0.06	-100.00%
WHUP PF to Admin Staff	0.26	0.00	-0.26	-100.00%
S3HB Salary to Admin Staff	0.29	0.00	-0.29	-100.00%
WHUP Salary to Admin Staff	2.29	0.00	-2.29	-100.00%
Salary to Superannuation Staff	12.58	0.00	-12.58	-100.00%
Total	443.04	370.00	-73.04	-16.49%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	2.88	3.52	0.64	22.31%
	WHUB Lighting	0.17	0.20	0.03	17.46%
	CHB2 Lighting	0.57	0.00	-0.57	-100.00%
	Total	3.62	3.73	0.11	2.93%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Activity BTL	0.01	13.07	13.07	178620.62%
	Advertisement Anniversary	0.50	25.58	25.08	5041.76%
	Advertisement Branch Opening	1.58	12.54	10.96	694.38%
	Advertisement Campaign	8.49	54.67	46.18	544.06%
	Advertisement Outdoor Media	5.66	16.34	10.68	188.85%
	Advertisement Television	77.29	181.32	104.03	134.60%
	Advertisement Event	7.69	16.33	8.64	112.41%
	Advertisement Digital	40.21	84.61	44.41	110.46%
	Advertisement Exhibition	0.00	0.47	0.47	0.00%
	Advertisement Newspaper	139.14	116.69	-22.46	-16.14%
	Advertisement Budget Recovery From Suppliers	-128.68	-13.35	115.34	-89.63%
	HO01 Advertisement Expenses	1.03	0.00	-1.03	-100.00%
	Advertisement Other Expenses	0.25	0.00	-0.25	-100.00%
	Total	153.15	508.27	355.12	231.87%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	1.00	109.44	108.44	10843.71%
	SOUTH-03	2.40	82.64	80.24	3350.08%
	WEST-02	1.74	57.88	56.14	3231.05%
	CHENNAI-02	2.30	72.73	70.43	3058.92%
	WEST-01	4.07	76.70	72.63	1784.90%
	CHENNAI-01	7.81	124.56	116.75	1495.11%
	TRICHY-01	4.97	60.88	55.91	1124.72%
	SOUTH-01	5.42	52.83	47.42	875.44%
	NORTH ARCOT	4.58	33.42	28.84	629.77%
	TIRUPATI-01	12.15	79.06	66.91	550.73%
	SOUTH ARCOT	5.27	30.18	24.92	473.22%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	HO01	12.90	12.67	-0.23	-1.78%
	Total	64.60	800.09	735.49	1138.62%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Charges	0.47	2.93	2.47	527.91%
	Bank Interest Against CC	204.62	360.15	155.53	76.01%
	Bank Loan Processing charges	6.00	10.10	4.10	68.33%
	Bank Interest Working Capital	97.51	102.28	4.77	4.89%
	Interest on Car & Property Loan	16.82	14.24	-2.58	-15.32%
	Bank interest for Term Loan a/c	133.14	99.33	-33.81	-25.39%
	CD Recovery From Suppliers	-59.04	0.00	59.04	-100.00%
	Interest - other (FD)	-0.04	0.00	0.04	-100.00%
	Interest on Lease Liabilities	282.40	0.00	-282.40	-100.00%
	Total	681.89	589.04	-92.85	-13.62%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	COMPUTER EXPENSES	0.03	0.23	0.20	739.19%
	DIESEL & PETROL	0.41	1.00	0.59	142.65%
	MISCELLANEOUS EXPENSES	2.39	3.12	0.73	30.69%
	TELEPHONE EXPENSES	1.77	2.13	0.36	20.28%
	ADMINISTRATION EXPENSES	61.53	72.61	11.08	18.00%
	PRINTING & STATIONARY	0.09	0.11	0.01	12.54%
	VEHICLE SPARES & SERVICE	0.00	0.91	0.91	0.00%
	TRAVELLING EXPENSES	7.18	6.71	-0.46	-6.45%
	MAINTENANCE & EXPENSES	6.64	5.37	-1.28	-19.22%
	INSURANCE	9.69	0.29	-9.39	-96.96%
	POSTAGE & TELEGRAMS	0.03	0.00	-0.03	-100.00%
	Total	89.76	92.48	2.72	3.03%