

Variance % Color Coding		High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %	
Sales	25,285.75	26,157.67	25,419.48	738.19	2.90%	
Gross Profit	2,022.86	2,092.61	2,033.56	59.05	2.90%	
Direct Expenses	2.23	2.23	-49.91	52.14	-104.47%	
Employee Cost	301.74	301.74	460.65	-158.91	-34.50%	
Power Cost	4.63	4.63	5.63	-1.01	-17.92%	
Advertisement	161.49	161.49	-45.86	207.35	-452.16%	
Rent	774.93	774.93	64.47	710.45	1101.92%	
Finance Cost	537.86	537.86	688.85	-151.00	-21.92%	
Other Expenses	95.32	95.32	102.10	-6.78	-6.64%	
Total Expenses	1,878.19	1,878.19	1,225.95	652.24	53.20%	
Net Profit	144.67	214.42	807.61	-593.19	-73.45%	

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	S2HB Freight Outward	0.00	1.92	1.92	0.00%
	HO01 Freight Outward	0.00	-0.80	-0.80	0.00%
	HO01 Discount Allowed	3.53	1.10	-2.43	-68.77%
	HO01 Discount Allowed Finance	-56.38	0.00	56.38	-100.00%
	WHUP Freight Outward	0.94	0.00	-0.94	-100.00%
	SHUB Freight Outward	0.14	0.00	-0.14	-100.00%
	SSSA Credit Card Commission Charges	0.00	0.00	0.00	-100.00%
	CHB2 Freight Outward	0.09	0.00	-0.09	-100.00%
	MHUB Discount Allowed	1.55	0.00	-1.55	-100.00%
	S3HB Freight Outward	0.21	0.00	-0.21	-100.00%
	Total	-49.91	2.23	52.14	-104.47%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
Staff Room Rent	2.28	6.89	4.61	202.06%
HO Water Expense	0.13	0.19	0.06	42.45%
HO Salary to Admin Staff	46.66	66.13	19.47	41.73%
HO Watch & Ward Expense	0.34	0.46	0.12	34.64%
HO PF to Admin Staff	2.50	3.15	0.66	26.25%
HO01 - ESI to Other Staff	0.39	0.49	0.10	26.12%
SSSA Salary to Admin Staff	0.60	0.65	0.05	7.55%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MHUB Watch & Ward Expense	0.00	0.46	0.46	0.00%
Directors Salary	132.00	132.00	0.00	0.00%
MHUB Water Expense	0.00	0.03	0.03	0.00%
WHUB Staff Welfare Expense	0.00	0.26	0.26	0.00%
MSWH Incentive on Sales	0.00	0.00	0.00	0.00%
HO PF to Sales Staff	0.00	0.00	0.00	0.00%
WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
SSSA PF to Admin Staff	0.07	0.07	0.00	-0.43%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-27.81%
HO01 Incentive to Admin Staff	146.88	57.19	-89.69	-61.06%
Incentive to Directors	89.57	31.63	-57.93	-64.68%
HO Staff Medical Expense	1.58	0.36	-1.22	-77.26%
HO Staff Welfare Expense	8.36	1.71	-6.65	-79.57%
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%
S3HB PF to Admin Staff	0.02	0.00	-0.02	-100.00%
WHUB Water Expense	0.02	0.00	-0.02	-100.00%
HO Batta & Commission	12.31	0.00	-12.31	-100.00%
WHUP ESI to Admin Staff	0.06	0.00	-0.06	-100.00%
WHUP Staff Welfare Expense	0.42	0.00	-0.42	-100.00%
WHUP Water Expense	0.09	0.00	-0.09	-100.00%
SSSA Batta & Commission	0.62	0.00	-0.62	-100.00%
WHUP Watch & Ward Expense	0.16	0.00	-0.16	-100.00%
WHUP PF to Admin Staff	0.26	0.00	-0.26	-100.00%
Salary to Superannuation Staff	12.45	0.00	-12.45	-100.00%
SNHB Watch & Ward Expense	0.23	0.00	-0.23	-100.00%
Total	460.65	301.74	-158.91	-34.50%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	4.71	4.63	-0.08	-1.71%
	SNHB Lighting	0.06	0.00	-0.06	-100.00%
	CHB2 Lighting	0.54	0.00	-0.54	-100.00%
	WHUP Lighting	0.33	0.00	-0.33	-100.00%
	Total	5.63	4.63	-1.01	-17.92%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Digital	7.59	50.22	42.63	561.82%
	Advertisement Television	163.95	305.60	141.65	86.40%
	Advertisement Event	23.52	40.30	16.78	71.32%
	Advertisement Branch Opening	3.66	4.56	0.90	24.70%
	Advertisement Anniversary	10.47	12.33	1.86	17.76%
	Advertisement Activity BTL	0.00	4.64	4.64	0.00%
	Advertisement Budget Recovery From Suppliers	-376.08	-303.17	72.92	-19.39%
	Advertisement Newspaper	65.65	42.57	-23.08	-35.16%
	Advertisement Outdoor Media	10.74	4.21	-6.54	-60.83%
	Advertisement Campaign	40.08	0.23	-39.84	-99.42%
	SSSA Advertisement Expenses	4.56	0.00	-4.56	-100.00%
	Total	-45.86	161.49	207.35	-452.16%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	TIRUPATI-01	1.75	78.51	76.76	4386.13%
	CHENNAI-02	1.97	71.70	69.72	3532.12%
	SOUTH-03	2.40	77.22	74.83	3123.96%
	WEST-02	2.56	57.29	54.73	2139.94%
	WEST-01	5.21	76.32	71.11	1364.80%
	SOUTH-01	4.42	48.21	43.79	990.66%
	CHENNAI-01	13.70	124.20	110.51	806.91%
	NORTH ARCOT	4.58	32.74	28.16	614.80%
	TRICHY-01	9.04	58.85	49.81	550.88%
	SOUTH ARCOT	5.27	28.20	22.94	435.63%
	VIJAYAWADA-01	0.00	106.67	106.67	0.00%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	HO01	13.59	7.92	-5.67	-41.70%
	Total	64.47	774.93	710.45	1101.92%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Charges	0.30	2.08	1.78	592.48%
	Bank Loan Processing charges	4.25	10.07	5.82	137.01%
	Bank Interest Against CC	181.10	330.01	148.91	82.22%
	Interest on Car & Property Loan	16.47	14.92	-1.55	-9.43%
	Bank interest for Term Loan a/c	131.29	102.66	-28.63	-21.81%
	Bank Interest Working Capital	137.52	78.11	-59.41	-43.20%
	Interest - other (FD)	-1.00	0.00	1.00	-100.00%
	Interest on Lease Liabilities	268.42	0.00	-268.42	-100.00%
	CD Recovery From Suppliers	-49.51	0.00	49.51	-100.00%
	Total	688.85	537.86	-151.00	-21.92%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	TRAVELLING EXPENSES	5.08	14.69	9.61	189.24%
	VEHICLE SPARES & SERVICE	0.07	0.10	0.02	32.45%
	POSTAGE & TELEGRAMS	0.03	0.04	0.01	31.33%
	TELEPHONE EXPENSES	2.11	2.51	0.40	18.95%
	COMPUTER EXPENSES	0.17	0.16	-0.01	-5.22%
	ADMINISTRATION EXPENSES	77.11	71.12	-5.98	-7.76%
	PRINTING & STATIONARY	0.24	0.16	-0.08	-33.10%
	MISCELLANEOUS EXPENSES	2.34	1.38	-0.96	-40.92%
	MAINTENANCE & EXPENSES	7.16	4.14	-3.02	-42.21%
	INSURANCE	8.16	0.53	-7.63	-93.54%
	DIESEL & PETROL	-0.37	0.49	0.86	-229.74%
	Total	102.10	95.32	-6.78	-6.64%