

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	31,219.20	32,259.84	27,159.29	5,100.55	18.78%
Gross Profit	2,497.54	2,580.79	2,172.74	408.04	18.78%
Direct Expenses	2.79	2.79	-58.50	61.29	-104.77%
Employee Cost	341.54	341.54	320.66	20.89	6.51%
Power Cost	3.18	3.18	4.15	-0.96	-23.25%
Advertisement	252.87	252.87	144.11	108.76	75.47%
Rent	779.36	779.36	623.52	155.84	24.99%
Finance Cost	522.36	522.36	300.92	221.44	73.59%
Other Expenses	117.71	117.71	162.59	-44.88	-27.60%
Total Expenses	2,019.81	2,019.81	1,497.44	522.37	34.88%
Net Profit	477.73	560.98	675.30	-114.32	-16.93%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	S2HB Freight Outward	0.00	1.48	1.48	49308.33%
	GHUB Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	HO01 Service Expenses	0.00	0.03	0.03	0.00%
	WHUB Freight Outward	0.00	0.00	0.00	0.00%
	SHUB Freight Outward	0.00	0.00	0.00	0.00%
	HO01 Discount Allowed	3.55	1.28	-2.27	-63.91%
	SSSA Credit Card Commission Charges	0.01	0.00	-0.01	-100.00%
	HO01 Discount Allowed Finance	-59.67	0.00	59.67	-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%
	Freight Recovery from Suppliers	-2.81	0.00	2.81	-100.00%
	Total	-58.50	2.79	61.29	-104.77%

Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
HO Staff Welfare Expense	8.10	25.19	17.09	211.01%
Staff Room Rent	2.28	6.89	4.61	202.06%
HO Staff Medical Expense	0.17	0.37	0.21	123.15%
HO Water Expense	0.13	0.21	0.07	55.36%
HO Salary to Admin Staff	46.78	71.68	24.90	53.23%
HO01 - ESI to Other Staff	0.40	0.50	0.11	26.34%
HO PF to Admin Staff	2.50	3.15	0.65	25.96%
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%
MHUB Watch & Ward Expense	0.00	0.23	0.23	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%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
WHUB Staff Welfare Expense	0.00	0.32	0.32	0.00%
S2HB Watch & Ward Expense	0.00	0.00	0.00	0.00%
Directors Salary	132.00	132.00	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 Incentive on Sales	0.00	0.00	0.00	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%
Salary to Superannuation Staff	12.45	11.80	-0.65	-5.23%
HO01 Incentive to Admin Staff	49.04	45.90	-3.13	-6.39%
Incentive to Directors	46.92	42.07	-4.85	-10.34%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-27.81%
WHUP Water Expense	0.09	0.00	-0.09	-100.00%
WHUP Staff Welfare Expense	0.34	0.00	-0.34	-100.00%
WHUP ESI to Admin Staff	0.06	0.00	-0.06	-100.00%
S3HB PF to Admin Staff	0.02	0.00	-0.02	-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%
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	14.94	0.00	-14.94	-100.00%
MHUB Incentive to Admin Staff	0.11	0.00	-0.11	-100.00%
Total	320.66	341.54	20.89	6.51%

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	3.36	3.18	-0.17	-5.18%
	CHB2 Lighting	0.73	0.00	-0.73	-100.00%
	SNHB Lighting	0.06	0.00	-0.06	-100.00%
	Total	4.15	3.18	-0.96	-23.25%
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	43.30	-36.62	-45.82%
	Advertisement Budget Recovery From Suppliers	-309.25	-162.47	146.78	-47.46%
	Advertisement Event	50.63	22.63	-28.00	-55.30%
	Advertisement Outdoor Media	38.64	13.92	-24.71	-63.96%
	SSSA Advertisement Expenses	8.44	0.00	-8.44	-100.00%
	Advertisement Renovation	0.04	0.00	-0.04	-100.00%
	HO01 Advertisement Expenses	3.05	0.00	-3.05	-100.00%
	Total	144.11	252.87	108.76	75.47%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	40.05	108.15	68.10	170.03%
	CHENNAI-01	77.62	122.61	44.99	57.96%
	WEST-02	44.15	57.29	13.13	29.75%
	TIRUPATI-01	62.96	80.50	17.53	27.84%
	SOUTH-03	63.58	77.22	13.65	21.47%
	SOUTH-01	41.44	48.30	6.86	16.56%
	SOUTH ARCOT	25.65	28.20	2.55	9.93%
	WEST-01	70.44	74.32	3.87	5.50%
	NORTH ARCOT	31.14	32.73	1.59	5.10%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	CHENNAI-02	73.06	71.70	-1.36	-1.86%
	TRICHY-01	61.56	58.33	-3.24	-5.26%
	HO01	31.86	12.92	-18.94	-59.45%
	Total	623.52	779.36	155.84	24.99%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Loan Processing charges	4.37	58.75	54.38	1245.01%
	Bank interest for Term Loan a/c	59.82	101.02	41.20	68.89%
	Bank Interest Against CC	190.65	306.61	115.97	60.83%
	Interest on Car & Property Loan	13.61	13.77	0.16	1.17%
	Bank Charges	6.97	3.73	-3.24	-46.48%
	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	522.36	221.44	73.59%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	VEHICLE SPARES & SERVICE	0.05	0.43	0.38	786.94%
	MISCELLANEOUS EXPENSES	0.70	2.05	1.35	193.30%
	DIESEL & PETROL	0.89	1.28	0.39	43.31%
	TELEPHONE EXPENSES	1.41	1.74	0.33	23.60%
	POSTAGE & TELEGRAMS	0.07	0.08	0.01	14.53%
	PRINTING & STATIONARY	0.00	0.18	0.18	0.00%
	ADMINISTRATION EXPENSES	120.49	102.91	-17.58	-14.59%
	TRAVELLING EXPENSES	14.37	5.33	-9.04	-62.91%
	MAINTENANCE & EXPENSES	15.94	3.62	-12.33	-77.31%
	COMPUTER EXPENSES	0.51	0.10	-0.41	-79.62%
	INSURANCE	8.16	0.00	-8.16	-100.00%
	Total	162.59	117.71	-44.88	-27.60%