

Variance % Color Coding	High Risk	Risk	Fair	Good	New
Heads	Values	Projection	Last Year	Variance	Variance %
Sales	45,378.29	46,890.90	37,530.02	9,360.88	24.94%
Gross Profit	3,630.26	3,751.27	3,002.40	748.87	24.94%
Direct Expenses	4.58	4.58	-70.28	74.86	-106.52%
Employee Cost	410.66	410.66	550.17	-139.51	-25.36%
Power Cost	2.96	2.96	3.70	-0.75	-20.14%
Advertisement	357.13	357.13	390.55	-33.43	-8.56%
Rent	789.07	789.07	64.91	724.16	1115.64%
Finance Cost	577.58	577.58	734.26	-156.68	-21.34%
Other Expenses	76.14	76.14	122.56	-46.42	-37.88%
Total Expenses	2,218.11	2,218.11	1,795.88	422.23	23.51%
Net Profit	1,412.15	1,533.16	1,206.52	326.64	27.07%

Direct Expenses	Detail	Last Year	Current Period	Variance	Variance %
	HO01 Credit Card Commission Charges	0.00	0.00	0.00	0.00%
	HO01 Discount Allowed	3.86	2.66	-1.20	-31.00%
	S2HB Freight Outward	3.25	1.92	-1.33	-40.85%
	SSSA Credit Card Commission Charges	0.06	0.00	-0.06	-100.00%
	CHB2 Freight Outward	0.40	0.00	-0.40	-100.00%
	SHUB Freight Outward	0.30	0.00	-0.30	-100.00%
	S3HB Freight Outward	0.04	0.00	-0.04	-100.00%
	HO01 Discount Allowed Finance	-78.74	0.00	78.74	-100.00%
	WHUP Freight Outward	0.56	0.00	-0.56	-100.00%
	Total	-70.28	4.58	74.86	-106.52%

## Employee Cost

Detail	Last Year	Current Period	Variance	Variance %
HO Staff Medical Expense	0.08	0.71	0.63	744.77%
Staff Room Rent	2.28	6.89	4.61	202.06%
HO Salary to Admin Staff	47.22	66.36	19.14	40.52%
HO PF to Admin Staff	2.54	3.18	0.64	25.19%
HO01 - ESI to Other Staff	0.40	0.49	0.09	21.90%
HO Watch & Ward Expense	0.34	0.40	0.06	17.44%
Incentive to Directors	93.04	102.63	9.59	10.31%
SSSA Salary to Admin Staff	0.60	0.61	0.02	2.73%
SSSA Incentive to Admin Staff	0.11	0.11	0.00	1.59%
MHUB Incentive on Sales	0.00	0.00	0.00	0.00%
MSWH Incentive on Sales	0.00	0.00	0.00	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	0.25	0.25	0.00%
GHUB Incentive on Sales	0.00	0.00	0.00	0.00%
WHUP Staff Room Rent	0.06	0.06	0.00	0.00%
MHUB Watch & Ward Expense	0.00	0.49	0.49	0.00%
HO Meals Expense	0.00	0.04	0.04	0.00%
SSSA PF to Admin Staff	0.07	0.07	0.00	-5.20%
SSSA ESI to Admin Staff	0.02	0.01	-0.01	-32.90%
HO Water Expense	0.20	0.09	-0.11	-54.53%
HO01 Incentive to Admin Staff	235.34	93.27	-142.07	-60.37%
HO Staff Welfare Expense	8.33	2.97	-5.36	-64.32%
WHUB Water Expense	0.03	0.00	-0.03	-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%
S3HB Incentive to Admin Staff	0.08	0.00	-0.08	-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%
SNHB Watch & Ward Expense	0.23	0.00	-0.23	-100.00%
WHUP Water Expense	0.09	0.00	-0.09	-100.00%
Salary to Superannuation Staff	12.45	0.00	-12.45	-100.00%
SSSA Batta & Commission	0.44	0.00	-0.44	-100.00%
WHUP Staff Welfare Expense	0.53	0.00	-0.53	-100.00%
HO Batta & Commission	9.30	0.00	-9.30	-100.00%
WHUP PF to Admin Staff	0.26	0.00	-0.26	-100.00%
WHUP Incentive to Admin Staff	1.32	0.00	-1.32	-100.00%
<b>Total</b>	<b>550.17</b>	<b>410.66</b>	<b>-139.51</b>	<b>-25.36%</b>

Power Cost	Detail	Last Year	Current Period	Variance	Variance %
	HO Lighting	3.61	2.96	-0.65	-17.95%
	HO Diesel Generator	0.07	0.00	-0.07	-100.00%
	SNHB Lighting	0.03	0.00	-0.03	-100.00%
	Total	3.70	2.96	-0.75	-20.14%
Advertisement	Detail	Last Year	Current Period	Variance	Variance %
	Advertisement Activity BTL	0.42	5.82	5.41	1298.29%
	Advertisement Event	10.72	64.16	53.43	498.29%
	Advertisement Campaign	26.71	42.43	15.72	58.85%
	Advertisement Digital	39.70	51.41	11.71	29.50%
	Advertisement Television	292.62	245.14	-47.47	-16.22%
	Advertisement Anniversary	6.79	4.44	-2.36	-34.70%
	Advertisement Budget Recovery From Suppliers	-162.49	-96.25	66.24	-40.77%
	Advertisement Other Expenses	0.75	0.25	-0.50	-66.67%
	Advertisement Newspaper	119.90	34.16	-85.74	-71.51%
	Advertisement Branch Opening	8.10	1.31	-6.79	-83.84%
	Advertisement Outdoor Media	45.41	4.26	-41.14	-90.61%
	Credit Card Commission	0.00	0.00	0.00	-100.00%
	HO01 Advertisement Expenses	1.93	0.00	-1.93	-100.00%
	Total	390.55	357.13	-33.43	-8.56%
Rent	Detail	Last Year	Current Period	Variance	Variance %
	VIJAYAWADA-01	1.00	108.92	107.92	10792.40%
	WEST-02	1.74	57.75	56.02	3223.94%
	SOUTH-03	2.40	78.49	76.09	3176.76%
	CHENNAI-02	2.55	72.60	70.05	2744.51%
	WEST-01	4.10	76.61	72.52	1770.46%
	TIRUPATI-01	4.35	78.75	74.40	1710.38%
	TRICHY-01	4.97	58.88	53.91	1084.52%
	SOUTH-01	5.42	52.59	47.18	870.96%
	CHENNAI-01	14.96	124.20	109.24	730.18%
	NORTH ARCOT	4.58	33.03	28.45	621.28%
	SOUTH ARCOT	5.27	28.20	22.94	435.63%
	KL-SOUTH	0.00	7.10	7.10	0.00%
	HO01	13.59	11.92	-1.67	-12.26%
	Total	64.91	789.07	724.16	1115.64%

Finance Cost	Detail	Last Year	Current Period	Variance	Variance %
	Bank Charges	0.47	4.72	4.24	895.25%
	Bank Interest Against CC	248.75	360.81	112.06	45.05%
	Bank interest for Term Loan a/c	125.80	117.50	-8.29	-6.59%
	Interest on Car & Property Loan	15.76	14.37	-1.40	-8.87%
	Bank Loan Processing charges	27.71	20.15	-7.56	-27.28%
	Bank Interest Working Capital	92.54	60.04	-32.51	-35.12%
	CD Recovery From Suppliers	-51.76	0.00	51.76	-100.00%
	Interest on Lease Liabilities	274.99	0.00	-274.99	-100.00%
	Total	734.26	577.58	-156.68	-21.34%
Other Expenses	Detail	Last Year	Current Period	Variance	Variance %
	MISCELLANEOUS EXPENSES	1.50	2.65	1.15	76.34%
	POSTAGE & TELEGRAMS	0.04	0.05	0.01	28.52%
	TELEPHONE EXPENSES	1.83	2.31	0.48	26.40%
	DIESEL & PETROL	0.40	0.47	0.07	16.90%
	PRINTING & STATIONARY	0.37	0.41	0.04	11.24%
	MAINTENANCE & EXPENSES	5.18	5.06	-0.12	-2.28%
	ADMINISTRATION EXPENSES	90.10	66.18	-23.93	-26.56%
	COMPUTER EXPENSES	0.26	0.18	-0.08	-30.82%
	VEHICLE SPARES & SERVICE	0.70	0.16	-0.54	-77.38%
	TRAVELLING EXPENSES	14.02	0.68	-13.35	-95.17%
	INSURANCE	8.16	-2.00	-10.16	-124.52%
	Total	122.56	76.14	-46.42	-37.88%