Particulars	For the quarter ended			For the year ended	
	31/03/2018	31/12/2017	31/03/2017	31/03/2018	31/03/2017
	Audited (Refer Note 6)	Unaudited	Audited (Refer Note 6)	Audited	Audited
Income					
(a) Revenue from operations	11,79,58	10,38,18	12,09,70	43,77,05	44,25,91
(b) Other income	84,17	60,67	70,02	2,57,41	2,39,06
Total Income	12,63,75	10,98,85	12,79,72	46,34,46	46,64,97
Expenses					
(a) Cost of materials consumed	3,15,90	3,13,71	2,99,72	12,51,96	11,50,75
(b) Purchase of stock-in-trade	32,53	34,96	47,19	1,39,64	1,53,85
(c) Changes in inventories of work-in-progress, stock-in-trade and finished goods	25,27	(26,34)	29,52	40,98	(7,66)
(d) Excise duty	-	-	1,06,89	60,54	4,34,63
(e) Employee benefits expense	1,37,59	1,31,75	1,02,31	5,27,73	4,50,86
(f) Depreciation and amortisation expense					
(g) Other expenses	14,54	15,14	17,70	64,37	64,18
(i) Advertising and promotion	1,69,26	1,12,53	1,73,52	5,46,73	5,14,67
(ii) Others	2,49,00	2,64,05	2,32,54	9,26,12	8,90,49
(h) Finance costs	77	17	87	2,03	2,78
Total Expenses	9,44,86	8,45,97	10,10,26	35,60,10	36,54,55
Profit before tax (1-2)	3,18,89	2,52,88	2,69,46	10,74,36	10,10,42
Income tax expense					
(a) Current tax	1,04,25	85,18	88,01	3,61,91	3,70,24
(b) Deferred tax	2,83	4,04	5,57	12,35	(16,50)
Total tax expense	1,07,08	89,22	93,58	3,74,26	3,53,74
Profit for the period (3-4)	2,11,81	1,63,66	1,75,88	7,00,10	6,56,68
Other comprehensive income					
(i) Items that will not be reclassified to profit or loss					
Remeasurements of post-employment benefit obligations	12,66	2,95	4,18	25,49	33,03
(ii) Income tax relating to items that will not be reclassified to profit or loss	(4,38)	(1,02)	(1,45)	(8,82)	(11,43)
Total other comprehensive income, net of income tax	8,28	1,93	2,73	16,67	21,60
Total comprehensive income for the period (5+6)	2,20,09	1,65,59	1,78,61	7,16,77	6,78,28
Paid up equity share capital	42,06	42,06	42,06	42,06	42,06
(Face value of Equity Shares)	10	10	10	10	10
Earnings per share (of Rs 10/- each) (not annualised): (a) Basic	50.36	38.91	41.82	166.47	156.15