



**Crunchy Corner**

Gross Profit  
**162.50M**

Gross Sales  
**673.75M**

Net Profit  
**61.13M**

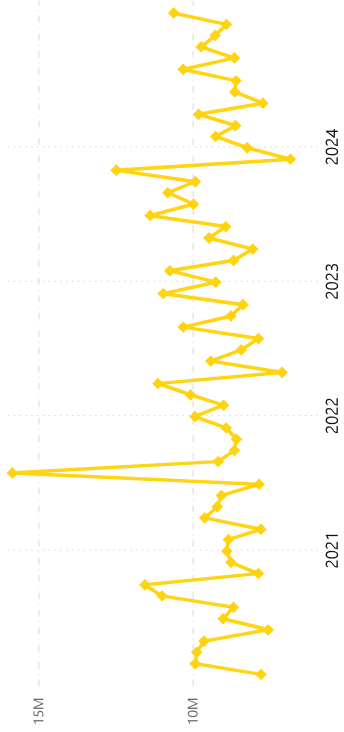
Volume  
**264.95K**

Net Revenue  
**560.07M**

Sum of Net Profit by Category



Sum of Net Revenue

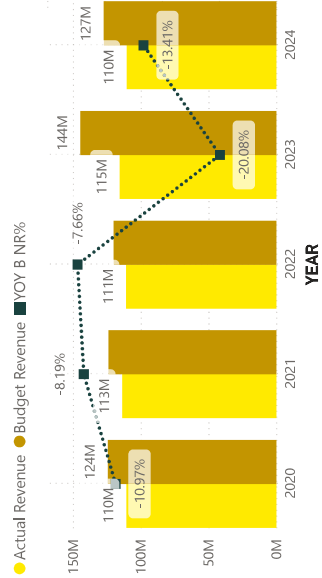


YTD Actual NR  
**110.06M**

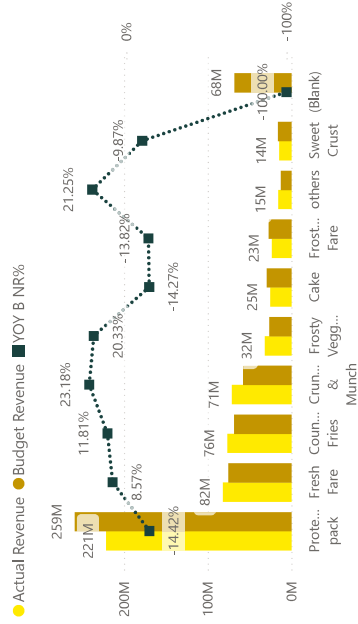
YTD Budget NR  
**127.10M**

YOY Budget NR%  
**-12.36%**

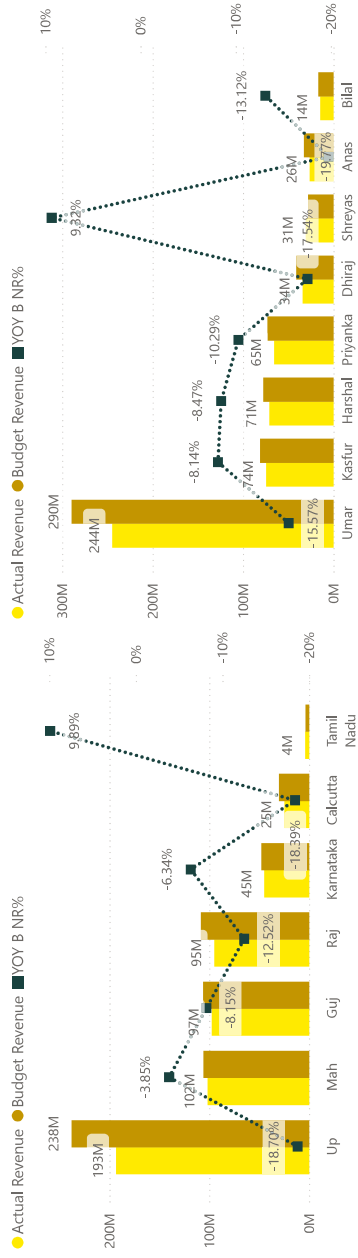
Actual Revenue, Budget Revenue and YOY B NR% by Year



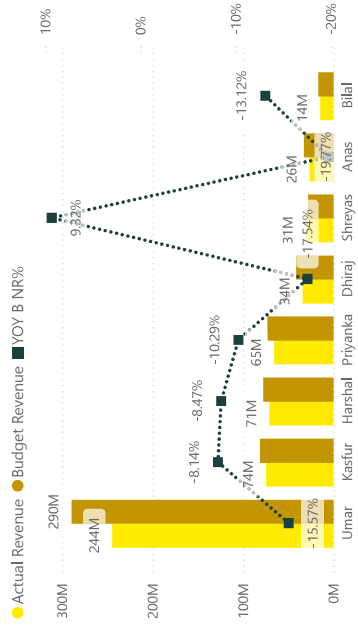
Actual Revenue, Budget Revenue and YOY B NR% by Category



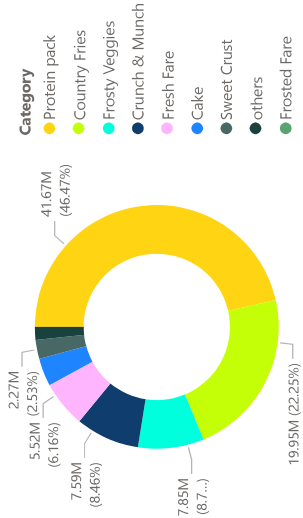
Actual Revenue, Budget Revenue and YOY B NR% by Location



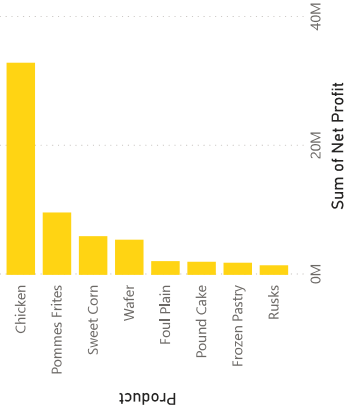
Actual Revenue, Budget Revenue and YOY B NR% by Cluster Head



EBITA by Category

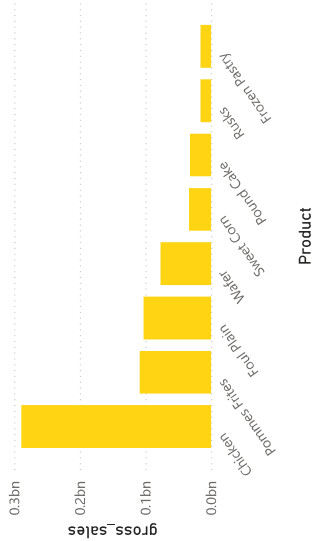


Sum of Net Profit by Product



Product	Actual Volume
Wafer	29,737.81
Sweet Corn	21,916.68
Rusks	2,524.61
Pound Cake	4,869.03
Pommes Frites	82,650.42
Frozen Pastry	3,326.08
Foul Plain	70,422.25
Chicken	49,498.83

gross\_sales by Product



Row Material Cost  
278.62M

Marketing Cost  
7.98M

T & D Cost  
113.68M

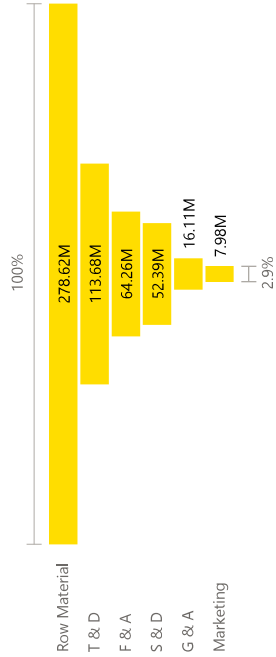
S & D  
52.39M

G & A  
16.11M

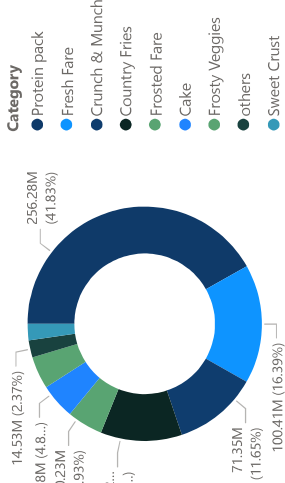
F & V  
64.26M

Channel	total exp	row material	marketing cost
Direct Sales	19,50,00,187.48	8,94,45,979.86	44,26,818.99
Distributor	9,55,24,651.52	3,19,38,581.24	17,69,920.91
Bulk Sales	12,10,56,692.89	5,17,59,597.74	15,12,616.25
Culinary Service	10,13,06,276.14	5,90,58,070.16	1,19,250.71
External Sales	5,26,54,745.49	2,51,49,994.37	73,959.55
Online Sales	24,99,409.22	13,74,445.36	44,602.91
Domestic Sales	4,34,09,216.76	1,92,60,772.80	29,644.60
others	8,64,912.05	4,32,682.52	4,356.85
Mfg Sales	3,04,855.25	1,96,106.06	602.44

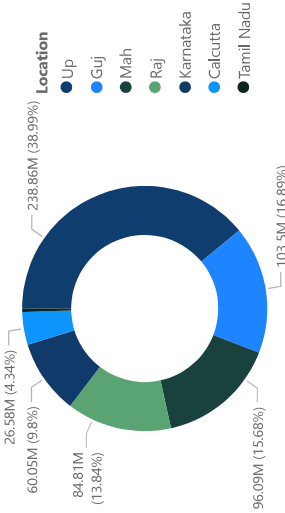
COST



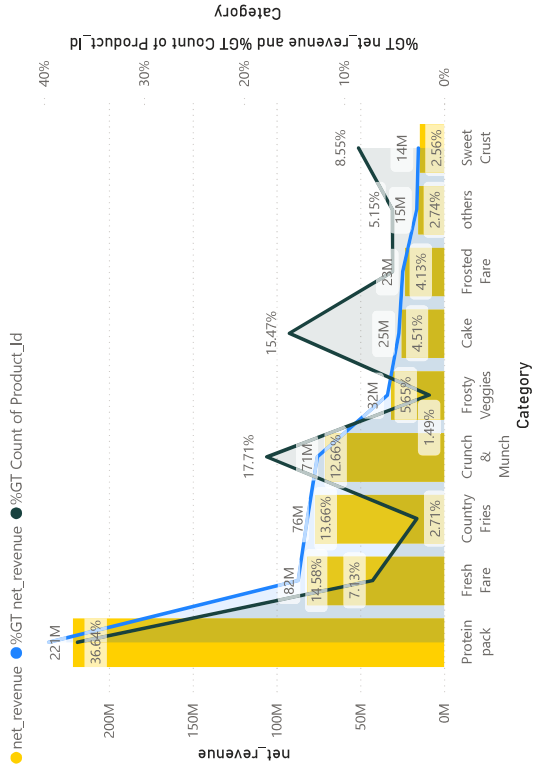
Total Expenses by Category



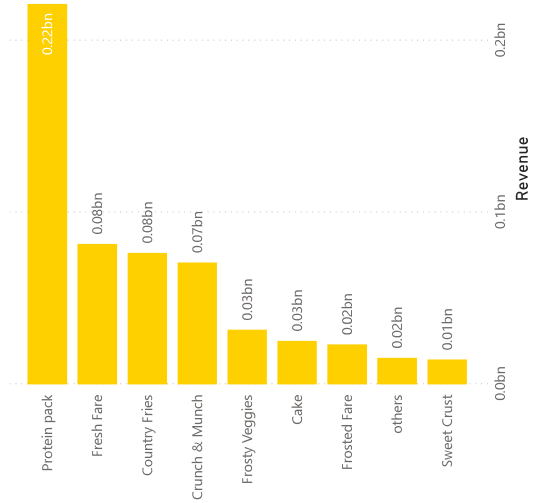
Total Expenses by Location



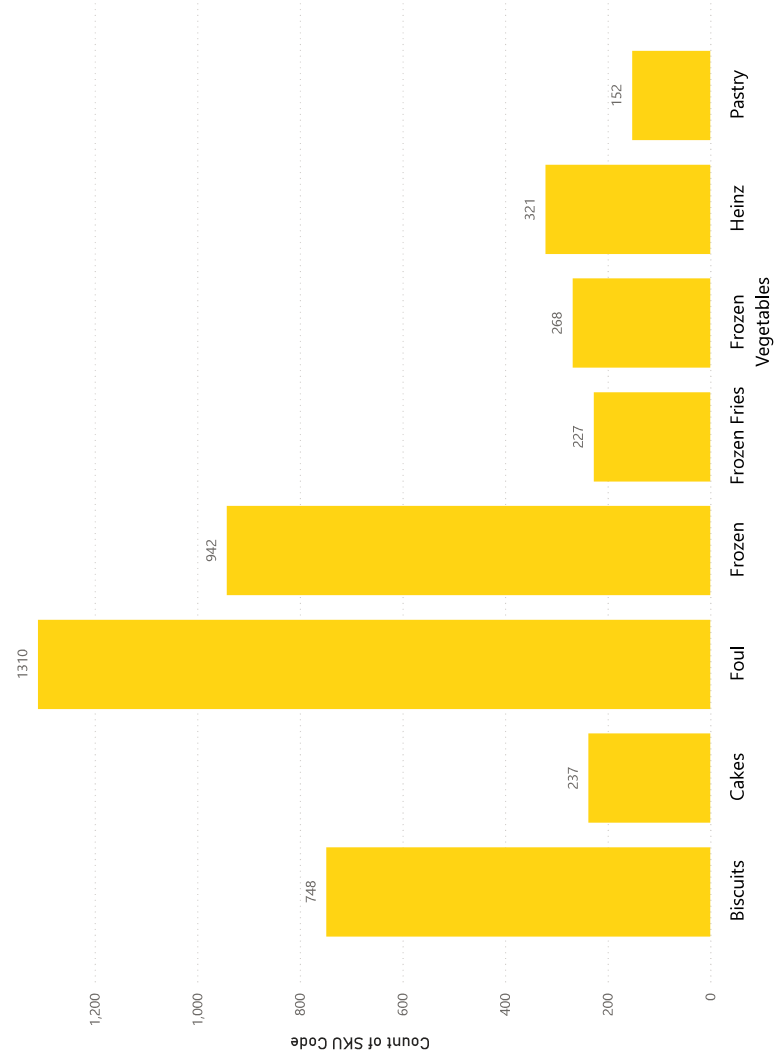
SKU Level Turn Over



SKU Level Turn Over



Count of SKU Code by Sub Category



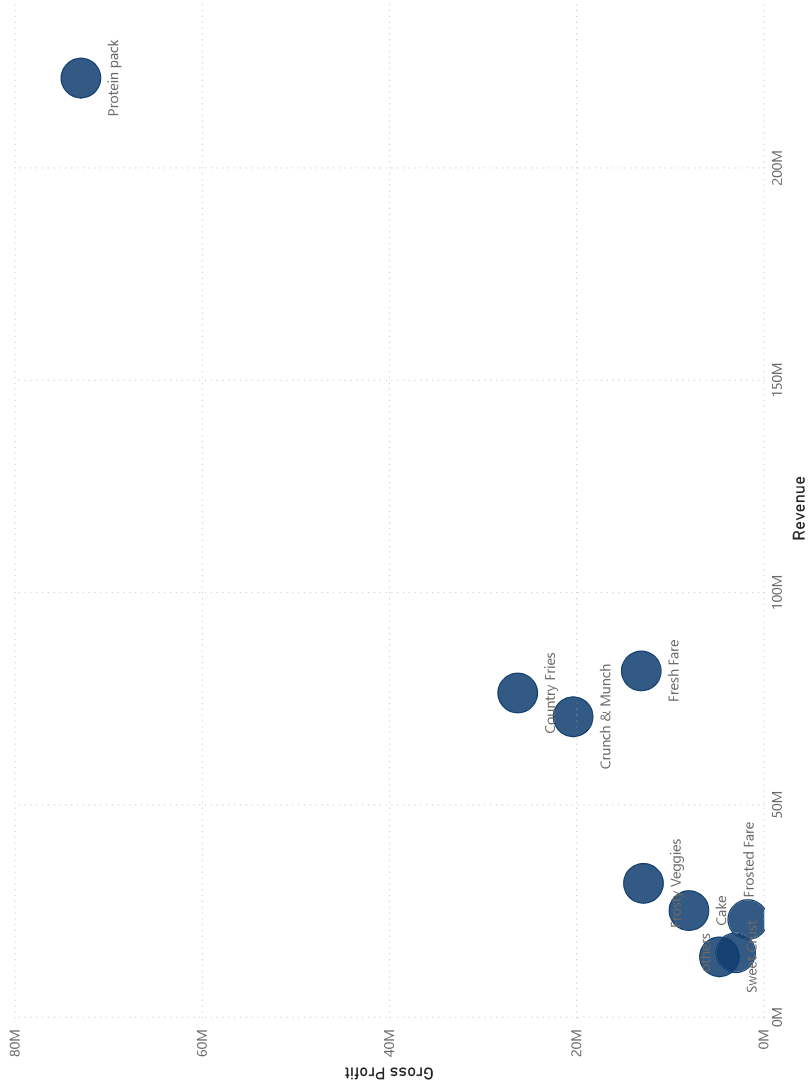
SKU Count  
4205

Selected Category  
(Blank)

Selected Sub Category  
(Blank)

Category	Sub Category
Cake	Cakes
Country Fries	Frozen Fries
Crunch & Munch	Biscuits
Fresh Fare	Foul
Frosted Fare	Frozen Fries
Frosty Veggies	Frozen Vegetables
others	Heinz
Protein pack	Frozen
Sweet Crust	Pastry

Revenue and Gross\_Profit by Category



Gross Profit  
**162.50M**

Net Revenue  
**560.07M**