

MIS standard

YTD _ MIS FY 2024-2025
<b>Particulars</b>
<b>Net Co. Revenue ( Net of Discounts, RTO, Cancellations etc &amp; inc. of GST)</b>
B2C
B2B
COGS
<b>Gross Margin</b>
% to Sales
Distribution Partner Costs ( Commission )
Logistics Costs
Packaging cost
<b>Contribution Margin = ( CM I )</b>
% to Sales
Performance Marketing
Brand Awareness spend
Brand Building, Sampling and R&D
Manpower Cost
Rent
Other Expenses (Admin+Tech+Professional+Stationery+Taxes)
<b>Total</b>
<b>EBIDTA</b>
EBT Margin
Finance Income / Expenses
<b>Profit Before Tax</b>

Debt Profile format -:

Sr
Bank Name
Total Loan
Amount