

ECONOMICS OF CEMENT MARKETING IN MALABAR CEMENTS LTD

Effects of Reforms in Pricing & Distribution in 2014-15 and 2015-16

(Value in Rupees)							
District	Particulars	2013-14		2014-15		2015-16	
		Rail	Road	Rail	Road	Rail	Road
Palakkad	Annual Sales (MT)		151017.70		145143.35		141467.15
	Average Gross Billing Price per 50 KG Bag		300.29		329.84		364.74
	Average Price Difference vis-à-vis Rail Head Price (PD / PRF) - as per Sales Policy of 2010 per 50 KG Bag		NOT APPLICABLE		NOT APPLICABLE		NOT APPLICABLE
	Average Net Billing Price per 50 KG Bag		300.29		329.84		364.74
	Average Taxes & Duties per 50 KG Bag		74.19		81.33		88.32
	Average Freight per 50 KG Bag		0.00		1.59		2.25
	Average Discounts per 50 KG Bag as per Sales Policy 2010 & Board / Pricing Committee decisions		4.08		3.43		3.09
	AVERAGE NET REALISATION TO MALABAR CEMENTS LTD PER 50 KG BAG		222.02		243.49		271.08
Malappuram	Annual Sales (MT)	17,142.25	14,404.30	17,300.35	38,257.50	10,862.65	47,219.85
	Average Gross Billing Price per 50 KG Bag	298.83	303.90	314.00	335.15	355.19	365.77
	Average Price Difference vis-à-vis Rail Head Price (PD / PRF) - as per Sales Policy of 2010 per 50 KG Bag	-	-	-	6.02	-	8.85
	Average Net Billing Price per 50 KG Bag	298.83	303.90	314.00	329.13	355.19	356.92
	Average Taxes & Duties per 50 KG Bag	74.50	74.89	78.13	82.36	86.28	88.44
	Average Freight per 50 KG Bag (Including Clearance Charges & Wagon Discount for Rail Despatch)	16.82	7.85	17.64	14.81	17.27	14.35
	Average Discounts per 50 KG Bag as per Sales Policy 2010 & Board / Pricing Committee decisions	2.24	1.47	3.53	3.36	3.77	3.83
	AVERAGE NET REALISATION TO MALABAR CEMENTS LTD PER 50 KG BAG	205.27	219.70	214.71	228.60	247.88	250.30
Kozhikkode	Annual Sales (MT)	1,21,974.25	634.40	1,26,609.90	25,832.65	1,10,766.60	88,652.95
	Average Gross Billing Price per 50 KG Bag	300.92	302.54	319.35	351.18	351.51	369.33
	Average Discounts per 50 KG Bag as per Sales Policy 2010 & Board / Pricing Committee decisions	-	-	0.00	9.24	-	9.97
	Average Net Billing Price per 50 KG Bag	300.92	302.54	319.35	341.94	351.51	359.36
	Average Taxes & Duties per 50 KG Bag	74.85	74.75	79.97	85.42	85.90	88.98
	Average Freight per 50 KG Bag (Including Clearance Charges & Wagon Discount for Rail Despatch)	17.09	9.20	22.01	21.82	23.47	22.75
	Average Discounts per 50 KG Bag as per Sales Policy 2010 & Board / Pricing Committee decisions	6.84	1.72	5.13	5.13	5.69	5.56
	AVERAGE NET REALISATION TO MALABAR CEMENTS LTD PER 50 KG BAG	202.14	216.87	212.23	229.57	236.46	242.08
Note : In Dispricts other than Palakkad there were practically no despatches by lorries prior to 2014-15. In Palakkad, there are many Dealers who sell only small quantities on a daily basis, unlike dealers in other districts who were asked to pay 25% advance to take cement by rail. The date of payment of advance determines priority for despatch.							

Year -->		2014-15	2015-16
Sl No.	PALAKKAD DISTRICT	Road	Road
1	Increase in Price vis-à-vis previous year due to use of Wholesale bills of competetors	Rs./Bag 21.47	27.59
2	Increase in Price vis-à-vis previous year due to use of Wholesale bill Increase	Rs./Bag 8.90	21.70
3	Increase in Price vis-à-vis previous year due to use of Wholesale bills of competetors	Rs./Bag 12.70	12.51
4 = (1)- Average of 2 & 3	AVERAGE INCREASE FOR PALAKKAD VIS-À-VIS MALAPPURAM & KOZHIKODE DIDTRICTS	Rs./Bag 10.67	10.48
5 = (4)* Quantity Sold	Extra Profits got for Palakkad District Compared to Malappuram & Kozhikode Districts gain	INR Crores 3.10	2.97
6 = Reduction in Qty Sold * Profit / bag	LESS : Loss of Profits due to slight drop in Slae in Palakkad	INR Crores 0.25	0.20
7 = (5)-(6)	Extra Gain in Palakkad District when Compared to Kozhikode & Palakkad on account of pricing using competetors's whole sale trading bills (1-2)	INR Crores 2.85	2.76
	MALAPPURAM DISTRICT		
8 = Road Despatch * Increased realisation	Gain from Increased Realisation from Road despatch	INR Crores 1.06	0.23
	KOZHIKODE DISTRICT		
9 = Road Despatch * Increased realisation	Gain from Increased Realisation from Road despatch	0.90	1.00
10 = (7)+(8)+(9)	TOTAL GAIN IN THREE MAJOR DISTRICTS FROM DESPATCH BY ROAD	4.81 INR Crores	3.99
11	TOTAL INCREASE IN OVERALL PROFITS DUE FROM PROFITS DURING 2013-14	INR 39.47	INR Crores
	PERCENTAGE CONTRIBUTION FROM ADDITIONAL GAIN IN PALAKKAD DISTRICT & ROAD DESPATCH IN MALAPPURAM & KOZHIKODE DISTRICTS	22.28%	
12			

Basis : Primary data from SAP Based system in Malabar Cements Ltd
 Sales Policy of 2010
 Board meetings - 194th, 199th and 2000th and the respective Pricing Committee / Market Development Committee minutes

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MALABAR CEMENTS LIMITED

Average Sales Realisation by Road during 2013-14
Palakkad District

	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg. Freight Reimb.	Avg. Volume Discount	Avg. PRF	Avg Net Realization
Month	1	2	3	4	5	6	7	8=(2-3-4-5-6-7)
	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag
Apr-13	14528.00	307.73	37.63	38.77	0.00	1.59	0.00	229.74
May-13	14885.50	304.34	36.14	38.34	0.00	3.36	0.00	226.50
Jun-13	11248.00	302.01	36.12	38.08	0.00	6.61	0.00	221.20
Jul-13	11053.00	298.17	36.31	37.60	0.00	3.58	0.00	220.68
Aug-13	11831.25	295.23	35.58	37.22	0.00	7.68	0.00	214.76
Sep-13	12497.75	295.50	34.97	37.24	0.00	9.12	0.00	214.17
Oct-13	12891.00	307.74	36.87	38.79	0.00	1.96	0.00	230.11
Nov-13	13698.50	306.96	36.81	38.69	0.00	2.37	0.00	229.09
Dec-13	12901.75	307.05	36.81	38.70	0.00	2.32	0.00	229.21
Jan-14	11785.95	306.53	36.81	38.65	0.00	7.00	0.00	224.07
Feb-14	10447.75	289.85	36.03	36.71	0.00	2.31	0.00	214.81
Mar-14	13249.25	278.93	35.42	35.32	0.00	2.82	0.00	205.37
Gross Avg	151017.70	300.29	36.32	37.88	0.00	4.08	0.00	222.02

Figures compiled from Sales Journal Report of SAP & Customer ledger of SAP

(Signature)
T. MOHANAKRISHNAN
Information Officer (Statistics)

(Signature)
MOHAMMED ASHARAF. U
Asst. Manager (Finance)

(Signature)
BALAGOPALAN
Finance Manager (I/C)

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MALABAR CEMENTS LIMITED

Average Sales Realisation by Road during 2014-15

Palakkad District

	Sales Quantity	Avg Selling Price	Avg Excise Duty		Avg. Freight Reimb.	Avg. Volume Discount	Avg. PRF	Avg Net Realization
Month	1	2	3	4	5	6	7	8=(2-3-4-5-6-7)
	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag
Apr-14	13862.75	283.89	35.83	35.95	0.00	4.64	0.00	207.47
May-14	12948.50	290.05	36.38	36.73	0.90	2.91	0.00	213.13
Jun-14	13432.35	310.91	38.24	39.37	0.45	2.97	0.00	229.88
Jul-14	8168.00	341.57	40.96	43.26	0.43	4.93	0.00	251.99
Aug-14	9271.75	338.23	40.72	42.83	0.46	5.06	0.00	249.15
Sep-14	9182.00	332.88	39.93	42.15	0.99	2.55	0.00	247.26
Oct-14	9295.50	332.04	39.93	42.05	1.02	5.45	0.00	243.59
Nov-14	10084.25	326.72	39.43	41.38	2.31	2.37	0.00	241.23
Dec-14	17774.25	330.22	39.19	41.82	2.89	2.70	0.00	243.62
Jan-15	12641.25	355.39	41.34	45.01	2.66	3.03	0.00	263.36
Feb-15	13314.00	359.85	41.65	45.57	2.69	3.02	0.00	266.93
Mar-15	15168.75	361.96	42.10	45.84	2.85	2.90	0.00	268.27
Gross Avg	145143.35	329.84	39.56	41.77	1.59	3.43	0.00	243.49

Figures compiled from Sales Purnal Report of SRO & Customer Ledger of SRO

MOHAMMED SHARAFU
Manager (Finance)

T. MOHANAKRISHNAN
Information Officer (Statistics)

RAMESH BALAGOPALAN
Finance Manager (I/C)

Average Sales Realisation by Road during 2015-16

Palakkad District

	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg. Freight Reimb.	Avg. Volume Discount	Avg. PRF	Avg Net Realization
Month	1	2	3	4	5	6	7	8=(2-3-4-5-6-7)
	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag
Apr-15	13343.45	369.13	42.43	46.75	2.81	2.96	0.00	274.18
May-15	14238.15	371.96	43.00	47.10	2.85	2.98	0.00	276.03
Jun-15	8588.80	371.88	43.00	47.09	2.00	2.03	0.00	277.76
Jul-15	9475.00	370.92	42.92	46.97	2.33	2.47	0.00	276.22
Aug-15	10187.50	366.95	42.56	46.47	2.37	4.38	0.00	271.17
Sep-15	10921.25	360.83	41.81	45.69	1.96	2.92	0.00	268.45
Oct-15	12785.50	359.97	41.69	45.59	2.10	3.03	0.00	267.56
Nov-15	11128.25	359.91	41.69	45.58	2.01	3.17	0.00	267.46
Dec-15	13229.00	361.67	41.69	45.80	2.11	3.49	0.00	268.58
Jan-16	12443.25	361.94	41.69	45.84	2.09	3.16	0.00	269.16
Feb-16	12540.50	361.84	41.69	45.82	2.04	3.11	0.00	269.17
Mar-16	12586.50	362.01	41.69	45.84	2.08	3.17	0.00	269.22
Gross Avg	141467.15	364.74	42.13	46.19	2.25	3.09	0.00	271.08

MALABAR CEMENTS LIMITED

Comparison of Average Sales Realisation by Rail & Road during 2013-14

Malappuram District

Transport by Rail to	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg Railway Freight	Avg. Volume Discount	Avg. Wagon Discount	Avg. Clearing charge	Avg Net Realization
Tirur/ Tirunavai	1	2	3	4	5	6	7	8	9=(2-3-4-5-6-7-8)
	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag
Apr-13	2904.70	309.73	38.97	38.57	12.53	1.34	3.83		214.50
May-13	2048.80	304.76	38.11	37.44	12.20	1.80	7.79		207.43
Jun-13	760.80	302.00	36.46	37.39	12.20	4.82	5.98		205.15
Jul-13	1275.00	299.00	37.67	36.81	10.89	1.26	7.83		204.55
Aug-13	572.10	294.00	38.90	36.08	10.89	3.52	9.00		195.61
Sep-13	2699.70	294.00	36.87	36.04	10.89	3.63	8.23		198.35
Oct-13	1263.00	307.00	37.00	38.80	12.74	0.62	0.00		217.84
Nov-13	1266.00	307.06	37.11	38.82	12.74	0.98	0.00		217.42
Dec-13	0.00	0.00	0.00	0.00	0.00	1.51	0.00		-1.51
Jan-14	1269.00	307.00	37.15	38.13	12.74	5.61	5.31		208.07
Feb-14	1748.40	286.39	36.21	36.02	12.46	1.51	1.97		198.22
Mar-14	1334.75	268.79	35.50	33.83	12.46	0.93	1.63		184.44
Gross Avg	17142.25	298.83	37.36	37.14	12.07	2.24	4.74		205.27

Transport To MPM by	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg. Freight Reimb.	Avg. Volume Discount	Avg. PRF		Avg Net Realization
	1	2	3	4	5	6	7	8=(2-3-4-5-6-7)	
Road	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag		Rs./Bag
Apr-13	1609.00	308.75	37.69	38.97	7.14	0.00			224.97
May-13	1383.00	306.14	36.27	38.64	9.06	0.49			221.68
Jun-13	1012.75	303.73	36.27	38.37	4.09	4.08			220.92
Jul-13	1064.50	299.61	36.41	37.80	6.14	0.72			218.54
Aug-13	1019.50	296.36	35.61	37.40	6.14	3.42			213.80
Sep-13	1716.55	297.09	35.10	37.49	6.85	2.46			215.18
Oct-13	1551.75	309.76	37.09	39.10	7.02	0.00			226.56
Nov-13	1530.75	308.81	36.96	38.97	6.94	0.47			225.46
Dec-13	1573.50	309.20	37.00	39.04	7.16	1.51			224.48
Jan-14	844.75	308.51	36.95	38.98	0.00	4.99			227.59
Feb-14	749.25	294.47	36.19	37.29	8.36	1.51			211.11
Mar-14	349.00	279.54	35.71	35.40	9.42	0.89			198.12
Gross Avg	14404.30	303.90	36.52	38.37	7.85	1.47			219.70

MALABAR CEMENTS LIMITED

Comparison of Average Sales Realisation by Rail & Road during 2014-15

Malappuram District

Transport by Rail to	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg Railway Freight	Avg. Volume Discount	Avg. Wagon Discount	Avg. Clearing charge	Avg Net Realization
	1	2	3	4	5	6	7	8	9=(2-3-4-5-6-7-8)
MPM	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag
Apr-14	3039.75	277.74	34.45	34.42	13.16	4.15	1.95	4.00	185.62
May-14	2167.70	282.58	35.51	35.28	12.47	2.34	0.00	3.97	193.01
Jun-14	1736.50	295.17	37.82	36.87	13.86	3.24	0.00	4.00	199.38
Jul-14	306.10	320.77	41.31	40.12	14.05	6.04	0.00	4.00	215.26
Aug-14	443.25	319.00	41.29	39.89	15.35	6.63	0.00	4.00	211.84
Sep-14	409.40	315.34	40.27	39.43	15.35	3.56	0.00	4.00	212.74
Oct-14	811.25	315.12	40.27	39.40	17.55	3.75	0.00	4.00	210.15
Nov-14	741.50	311.30	40.19	38.92	17.56	3.59	0.00	4.00	207.05
Dec-14	2023.80	312.95	40.16	39.12	12.91	2.86	0.00	4.00	213.89
Jan-15	1332.90	341.00	40.98	42.68	12.91	3.26	0.00	4.00	237.17
Feb-15	2331.30	353.14	41.65	44.43	12.75	3.50	0.00	2.29	248.51
Mar-15	1956.90	356.00	42.13	44.58	12.91	3.82	0.00	4.00	248.57
Total Sales / Av. Price	17300.35	314.00	38.88	39.24	13.53	3.53	0.34	3.77	214.71

Transport to MPM by	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg. Freight Reimb.	Avg. Volume Discount	Avg. Price Difference		Avg Net Realization
	1	2	3	4	5	6	7	8=(2-3-4-5-6-7)	
Road	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag		Rs./Bag
Apr-14	2702.25	283.25	35.78	35.87	15.61	3.72	0.00		192.27
May-14	2304.00	291.16	36.48	36.87	15.60	2.28	0.00		199.93
Jun-14	2697.60	311.82	38.32	39.49	12.74	2.84	6.81		211.62
Jul-14	1529.75	342.66	41.07	43.39	14.42	5.24	5.93		232.61
Aug-14	2230.85	338.93	40.79	42.92	14.16	5.53	5.00		230.53
Sep-14	2190.00	333.60	40.01	42.25	15.52	3.00	6.99		225.83
Oct-14	2233.00	332.93	40.00	42.16	15.51	2.75	6.92		225.58
Nov-14	1872.75	328.00	39.54	41.54	15.52	2.57	7.15		221.68
Dec-14	6955.00	331.35	39.28	41.96	14.87	2.86	7.35		225.03
Jan-15	4520.75	356.27	41.36	45.12	15.32	3.25	7.06		244.17
Feb-15	4070.30	360.14	41.65	45.61	13.02	3.47	7.22		249.17
Mar-15	4951.25	362.50	42.10	45.91	15.60	3.81	7.06		248.03
Total Sales / Av. Price	38257.50	335.15	39.92	42.44	14.81	3.36	6.02	0.00	228.60

MALABAR CEMENTS LIMITED

Comparison of Average Sales Realisation by Rail & Road during 2015-16

Malappuram District

Transport by Rail to	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg Railway Freight	Avg. Volume Discount	Avg. Wagon Discount	Avg. Clearing charge	Avg Net Realization
	1	2	3	4	5	6	7	8	9=(2-3-4-5-6-7-8)
Tirur/ Tirunavai	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag
Apr-15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May-15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jun-15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jul-15	985.40	361.00	42.56	45.21	11.64	3.17	0.00	4.00	254.43
Aug-15	861.10	361.00	42.56	44.83	11.64	4.88	3.00	4.00	250.09
Sep-15	693.90	354.00	41.69	44.32	11.64	3.52	0.00	4.00	248.84
Oct-15	1396.80	354.00	41.69	44.32	13.38	3.25	0.00	4.00	247.36
Nov-15	1387.80	354.00	41.69	44.32	13.75	3.48	0.00	4.00	246.76
Dec-15	1377.75	354.00	41.69	44.32	13.40	3.92	0.00	4.00	246.67
Jan-16	1326.90	354.00	41.69	44.32	13.40	3.91	0.00	4.00	246.68
Feb-16	1390.80	354.00	41.69	44.32	13.40	3.99	0.00	4.00	246.60
Mar-16	1442.20	354.00	41.69	44.32	13.40	3.91	0.00	4.00	246.68
Total Sales / Average Realisation	10862.65	355.19	41.84	44.44	13.03	3.77	0.24	4.00	247.88

Transport to MPM by	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg. Freight Reimb.	Avg. Volume Discount	Avg. Price Diffrence		Avg Net Realization
	1	2	3	4	5	6	7		8=(2-3-4-5-6-7)
Road	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag		Rs./Bag
Apr-15	4866.15	370.37	42.45	46.90	15.00	4.36	7.16		254.50
May-15	4727.75	372.99	43.00	47.23	14.95	4.25	7.38		256.18
Jun-15	2582.00	372.93	43.00	47.23	13.86	3.00	6.99		258.86
Jul-15	2821.75	372.34	42.95	47.15	14.70	3.17	6.84		257.54
Aug-15	3034.50	367.92	42.56	46.59	15.10	4.88	9.90		248.88
Sep-15	4043.25	361.97	41.91	45.84	14.48	3.52	9.71		246.51
Oct-15	5277.75	361.06	41.69	45.72	12.09	3.25	8.29		250.03
Nov-15	3583.25	361.06	41.69	45.72	14.54	3.48	9.94		245.68
Dec-15	4248.95	362.90	41.69	45.96	14.51	3.92	9.93		246.89
Jan-16	4025.75	363.15	41.69	45.99	14.51	3.91	9.93		247.13
Feb-16	3833.25	363.25	41.69	46.00	14.52	3.99	10.00		247.05
Mar-16	4175.50	363.26	41.69	46.00	14.59	3.91	9.96		247.11
Total Sales / Average Realisation	47219.85	365.77	42.12	46.32	14.35	3.83	8.85	0.00	250.30

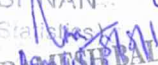
MALABAR CEMENTS LIMITED

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Comparison of Average Sales Realisation by Rail & Road during 2013-14
Kozhikode District

Transport by	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg Railway Freight	Avg. Volume Discount	Avg. Wagon Discount	Avg. Clearing charge	Avg Net Realization
	1	2	3	4	5	6	7	8	9=(2-3-4-5-6-7-8)
Rail	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag
Apr-13	11258.80	310.17	38.97	38.41	17.17	2.34	4.50	0.00	208.77
May-13	11245.20	305.08	38.77	37.49	17.37	2.37	6.65	0.00	202.43
Jun-13	7163.70	302.00	36.46	37.25	17.53	1.83	6.00	0.00	202.93
Jul-13	10438.50	299.06	37.32	36.76	15.92	2.17	6.63	0.00	200.26
Aug-13	9658.80	295.25	38.84	36.18	15.29	1.90	7.63	0.00	195.42
Sep-13	10302.60	294.00	37.23	36.06	15.85	2.28	7.00	0.00	195.57
Oct-13	13533.60	307.00	36.85	38.56	17.43	2.54	0.00	0.00	211.62
Nov-13	9860.40	307.00	37.15	38.61	18.02	2.15	0.00	0.00	211.07
Dec-13	10892.70	306.90	37.22	38.58	17.77	4.29	0.00	0.00	209.04
Jan-14	10046.10	306.21	37.15	38.07	17.73	9.34	3.47	0.00	200.45
Feb-14	9188.50	291.02	36.81	36.72	17.79	3.57	1.02	0.00	195.11
Mar-14	8385.35	279.16	36.05	35.02	17.29	2.93	2.66	0.00	185.22
Gross Avg	121974.25	300.92	37.45	37.40	17.09	3.15	3.69	0.00	202.14

Figures compiled from Sales Periodic Reports of SAP & Customer Ledger & SAP

 8/8/16
 T. MOHANAKRISHNAN
 Information Officer (Statistics)
 08/8/16
 MUHAMMED ASHRAF. U
 Asst. Manager (Finance)
 08/8/16
 RAMKUMAR BALAGOPALAN
 Asst. Manager (I/C)

Transport by Road to	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg. Freight Reimb.	Avg. Volume Discount	Avg. PRF		Avg Net Realization
	1	2	3	4	5	6	7		8=(2-3-4-5-6-7)
Kozhikode	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag		Rs./Bag
Apr-13	42.00	292.57	37.12	37.05	0.00	0.00	0.00		218.41
May-13	57.00	303.67	36.66	38.46	0.00	0.00	0.00		228.55
Jun-13	80.00	306.00	36.46	38.75	17.00	0.01	0.00		213.78
Jul-13	104.00	300.90	36.91	38.11	13.89	0.01	0.00		211.99
Aug-13	0.00	0.00	0.00	0.00	0.00	0.00	0.00		-
Sep-13	130.00	299.69	35.39	37.90	11.77	0.46	0.00		214.17
Oct-13	98.50	309.46	37.02	39.19	5.52	0.00	0.00		227.73
Nov-13	56.50	311.00	37.15	38.84	17.00	4.28	0.00		213.72
Dec-13	0.00	0.00	0.00	0.00	0.00	0.00	0.00		-
Jan-14	18.90	307.00	36.81	38.88	0.00	2.05	0.00		229.26
Feb-14	28.50	297.00	36.35	37.61	0.00	3.57	0.00		219.47
Mar-14	19.00	278.00	35.60	35.21	0.00	2.93	0.00		204.27
Gross Avg	634.40	302.54	36.50	38.25	9.20	1.72	0.00		216.87

Figures compiled from Sales Journal Report of SAP & Customer Ledger of SAP

T. MOHANAKRISHNAN
Information Officer (Statistics)

RAMESH BALAGOPALAN
Finance Manager (I/C)

M. MOHAMMED ASHRAF. U
Manager (Finance)

Comparison of Average Sales Realisation by Rail & Road during 2014-15
Kozhikode District

Transport by	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg Railway Freight	Avg. Volume Discount	Avg. Wagon Discount	Avg. Clearing charge	Avg Net Realization
	1	2	3	4	5	6	7	8	9=(2-3-4-5-6-7-8)
Rail	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag
Apr-14	9153.45	283.34	35.02	35.63	17.75	4.15	2.00	4.00	184.80
May-14	7747.80	291.46	35.42	36.40	17.50	4.22	0.00	4.00	193.92
Jun-14	9096.80	309.49	39.00	38.69	17.43	4.55	0.00	4.00	205.83
Jul-14	7816.70	327.54	41.31	40.97	15.58	5.62	0.00	4.00	220.06
Aug-14	9531.20	317.69	41.16	39.83	15.86	4.84	0.86	4.00	211.14
Sep-14	10066.05	315.51	40.27	39.45	16.69	4.59	0.00	4.00	210.51
Oct-14	14986.70	315.39	40.27	39.43	19.19	5.75	0.00	4.00	206.74
Nov-14	13054.80	310.90	40.27	38.86	19.28	5.12	0.00	4.00	203.36
Dec-14	12496.20	311.56	40.27	38.95	18.59	5.24	0.00	4.00	204.52
Jan-15	12449.20	343.16	41.24	42.95	19.23	5.64	0.00	4.00	230.11
Feb-15	10213.80	348.43	41.38	43.83	18.38	5.37	0.00	2.34	237.13
Mar-15	9997.20	349.24	42.06	44.19	19.07	5.36	1.06	1.34	236.14
Gross Avg	126609.90	319.35	39.96	40.02	18.06	5.13	0.29	3.66	212.23

Figures compiled from Sales Tourner Report of SAPR Customer ledger of SAP

T. MOHANAKRISHNAN
Information Officer (Statistics)

RAMESH BALAGOPALAN
Finance Manager (I/C)

MOHAMMED ASHRAF U
Manager (Finance)

Transport by Road to	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg. Freight Reimb.	Avg. Volume Discount	Avg. PRF		Avg Net Realization
	1	2	3	4	5	6	7		8=(2-3-4-5-6-7)
Kozhikode	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag		Rs./Bag
Apr-14	640.00	286.10	35.94	36.23	20.00	4.15	0.00		189.78
May-14	326.00	293.06	36.71	37.11	22.51	4.22	0.00		192.51
Jun-14	2244.25	320.81	39.09	40.63	22.39	4.55	6.36		207.79
Jul-14	860.00	345.75	41.31	43.79	24.52	5.62	8.45		222.07
Aug-14	491.50	343.40	41.23	43.49	21.24	4.84	9.81		222.79
Sep-14	297.00	333.55	40.06	42.24	19.36	4.59	9.68		217.62
Oct-14	339.50	333.06	40.01	42.18	20.94	5.75	10.00		214.18
Nov-14	491.50	332.51	39.64	42.11	15.85	5.12	10.00		219.79
Dec-14	2960.00	337.31	39.54	42.72	23.07	5.24	10.00		216.74
Jan-15	4911.50	359.16	41.39	45.48	22.90	5.64	10.00		233.75
Feb-15	6029.40	363.50	41.65	46.03	19.56	5.37	9.97		240.91
Mar-15	6242.00	364.85	42.10	46.20	22.83	5.36	9.97		238.39
Gross Avg	25832.65	351.18	40.94	44.47	21.82	5.13	9.24		229.57

Figures Compiled From Sales Journal Report of SAP & Customer Ledger of SAP

MOHAMMED ASHARAF. U
Asst. Manager (Finance)

Mk
8/8/14
(DLS)

T. MOHANAKRISHNAN
Information Officer (Statistics)

RAMESH BALAGOPALAN
Asst. Manager (I/C)

MALABAR CEMENTS LIMITED

Comparison of Average Sales Realisation by Rail & Road during 2015-16
Kozhikode District

Transport by	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg Railway Freight	Avg. Volume Discount	Avg. Wagon Discount	Avg. Clearing charge	Avg Net Realization
	1	2	3	4	5	6	7	8	9=(2-3-4-5-6-7-8)
Rail	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag
Apr-15	7961.40	357.84	42.56	44.81	17.99	5.57	0.00	4.00	242.90
May-15	1396.80	362.00	43.00	45.34	22.35	5.01	0.00	4.00	242.31
Jun-15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jul-15	6315.00	360.29	42.90	45.12	17.49	4.91	0.00	4.00	245.87
Aug-15	9237.30	356.43	42.56	44.50	17.45	5.91	1.06	4.00	240.94
Sep-15	9662.70	350.34	41.69	43.80	17.09	5.45	0.43	4.00	237.88
Oct-15	13356.90	349.44	41.69	43.75	19.83	5.65	0.00	4.00	234.53
Nov-15	11954.10	349.47	41.69	43.75	20.24	5.63	0.00	4.00	234.16
Dec-15	12194.70	349.43	41.69	43.74	20.12	5.61	0.00	4.00	234.27
Jan-16	13878.00	349.57	41.69	43.76	20.71	6.00	0.00	4.00	233.42
Feb-16	12057.90	349.44	41.69	43.75	20.15	5.79	0.00	4.00	234.07
Mar-16	12751.80	349.55	41.69	43.76	20.60	5.76	0.00	4.00	233.74
Gross Avg	110766.60	351.51	41.91	43.99	19.47	5.56	0.13	4.00	236.46

Transport by Road to	Sales Quantity	Avg Selling Price	Avg Excise Duty	Avg VAT	Avg. Freight Reimb.	Avg. Volume Discount	Avg. PRF		Avg Net Realization
	1	2	3	4	5	6	7		8=(2-3-4-5-6-7)
Kozhikode	(MT)	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag	Rs./Bag		Rs./Bag
Apr-15	6308.75	373.38	42.43	47.28	23.41	5.57	10.00		244.69
May-15	11342.00	375.67	43.00	47.48	23.28	5.01	10.00		246.89
Jun-15	8952.00	375.73	43.00	47.55	23.41	4.58	9.98		247.21
Jul-15	8014.75	375.16	42.95	47.51	23.26	4.91	9.98		246.55
Aug-15	5583.50	370.60	42.56	46.93	23.14	5.91	10.00		242.05
Sep-15	5566.00	364.82	41.82	46.20	22.05	5.45	9.89		239.41
Oct-15	7134.00	363.78	41.69	46.07	21.75	5.65	9.89		238.73
Nov-15	5355.75	363.65	41.69	46.05	21.93	5.63	10.00		238.35
Dec-15	6757.75	365.47	41.69	46.28	22.59	5.61	9.97		239.32
Jan-16	7024.70	365.75	41.69	46.32	22.38	6.00	10.00		239.37
Feb-16	8165.00	365.63	41.69	46.30	22.55	5.79	9.97		239.33
Mar-16	8448.75	365.59	41.69	46.30	22.54	5.76	10.00		239.31
Gross Avg	88652.95	369.33	42.22	46.76	22.75	5.56	9.97		242.08