REVENUE APPLICATION

Mar-08 | Mar-07
---|---
**REVENUE** (Rupees in thousand) | | |
Gross Sales | 17,430,805 | 20,106,320 |
Other Income | 23,589 | 77,604 |
**Total Revenue** | 17,454,394 | 20,183,924 |

**APPLICATION**

Mar-08 | Mar-07
---|---
**Product Cost** | | |
Cost of Sales | 11,448,806 | 13,640,934 |
(excluding employees' remuneration and government levies) | | |
**Other Costs** | | |
Operating Expenses | 231,285 | 306,970 |
(excluding employees' remuneration) | | |
Dealers' Commission | 356,070 | 429,042 |
Financial Charges | 233,651 | 305,491 |
**Total Other Costs** | 821,006 | 1,041,503 |

**Employees**

Mar-08 | Mar-07
---|---
Employees' remuneration | 319,895 | 383,083 |
WPPF | 3,417 | - |
**Total Employees** | 323,312 | 383,083 |

**Government**

Mar-08 | Mar-07
---|---
WWF | 1,298 | - |
Sales Tax & SED | 2,359,240 | 2,622,163 |
Custom Duties | 2,437,116 | 2,977,892 |
Income Tax | (11,393) | (217,109) |
**Total Government** | 4,786,261 | 5,382,946 |

**Shareholders**

Mar-08 | Mar-07
---|---
Dividend | - | - |
Retained in Business | 75,010 | (264,540) |
Profit / (Loss) Retained | | |
**Total Shareholders** | 75,010 | (264,540) |

**REVENUE**

Mar-08 | Mar-07
---|---
**Total Revenue** | 17,454,394 | 20,183,924 |

**APPLICATION IN %**

Mar-08 | Mar-07
---|---
Product Cost | 66 | 67 |
Other Costs | 5 | 5 |
Employees | 2 | 2 |
Government | 27 | 27 |
Shareholders | 0 | 0 |
Retained in Business | 0 | (1) |
**Total** | 100 | 100 |