

# Revenue Application

	2012	2011
	(Rupees in thousand)	
<b>Revenue</b>		
Sales	19,769,285	26,472,067
Other income	204,456	83,977
<b>Total</b>	<b>19,973,741</b>	<b>26,556,044</b>

## Application

### Product Cost

Cost of sales (excluding employees' remuneration and government levies)	14,093,776	18,018,212
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### Other costs

Operating expenses (excluding employees' remuneration)	365,718	230,196
Dealers' commission	304,826	438,269
Financial charges	151,926	152,255
	822,470	820,720

### Employees

Employees' remuneration	402,706	373,376
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### Government

WWF	-	2,130
Sales tax and excise duties	2,864,851	4,007,689
Custom duties	2,288,742	3,578,744
Income tax	33,409	53,625
	5,187,002	7,642,188

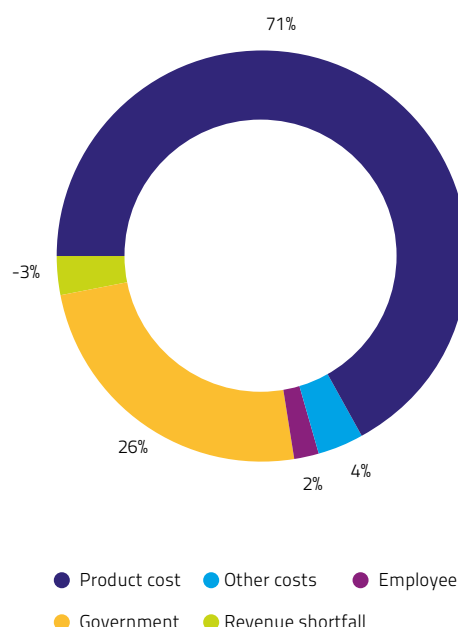
Revenue shortfall	(532,213)	(298,452)
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<b>Revenue</b>	<b>19,973,741</b>	<b>26,556,044</b>
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## Application (%)

Product cost	71	68
Other costs	4	3
Employees	2	1
Government	26	29
Revenue shortfall	-3	-1
	100	100

## March 31, 2012



## March 31, 2011

