

**“FINANCIAL ANALYSIS AND PERFORMANCE  
EVALUATION OF COCO-COLA COMPANY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**AKASH E S**

**(CCAVBCP030)**

Under the supervision of

**Ms. SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**Financial Analysis and Performance Evaluation of Coco-Cola Company**” is a bonafide record of project done by **AKASH ES**, Reg. No. CCAVBCP030, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**

**Co-ordinator (Bcom.Professional)**

**Ms. SRUTHY K S**

**Project Guide**



*Elizabeth Paul*  
*External Examiner* 19/3/24



## **DECLARATION**

I, **AKASH E S**, hereby declare that the project work entitled **“FINANCIAL ANALYSIS AND PERFORMANCE EVALUATION”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Sruthy K S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 2.02.2024**

  
**AKASH E S**

**CCAVBCP030**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our Principal, for providing various facilities.

I am thankful to Dr. K.O Francis, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Rakhi S , Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Sruthy K S, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**AKASH E S**

**Date: 02.02.2024**



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**“A STUDY ON THE FINANCIAL PERFORMANCE OF BERGER  
PAINTS PRIVATE LIMITED”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**AKHIL PRADEEP**

**(CCAVBCP031)**

Under the supervision of

**Ms.VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled "A Study on the Financial Performance of Berger paints private limited" is a bonafide record of a project done by **AKHIL PRADEEP**, Reg. No. CCAVBCP031, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Dr. K.O FRANCIS  
Co-ordinator

Ms. VIJAYA .E.S  
Project Guide



External Examiner

19/3/24

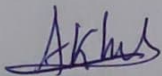
## DECLARATION

I, AKHIL PRADEEP , hereby declare that the project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF BERGER PAINTS PRIVATE LIMITED" is arecord of independent and bonafide project work carried out by me under the supervision and guidance of Ms.VIJAYA E.S Asst - professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 02-02-2024

  
AKHIL PRADEEP

CCAVBCP031



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI, our Principal, for providing various facilities.

I am thankful to Dr. K.O Francis , Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Rakhi Sreedevi, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Vijaya E S , Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

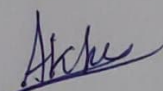
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I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

Date: 02-02-2024

  
AKHIL PRADEEP

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**“A STUDY ON THE FINANCIAL PERFORMANCE  
OF HINDUSTAN UNILEVER LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**AMAL KRISHNA M S**

**(CCAVBCP032)**

Under the supervision of

**Ms. RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled “A STUDY ON THE FINANCIAL PERFORMANCE OF HINDUSTAN UNILEVER LTD” is a bonafide record of project done by AMAL KRISHNA MS, Reg. No. CCAVBCP032, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE(PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K O Francis**  
Co-ordinator

**Ms. RAKHI S**  
Project Guide



Elizabeth Paul 19/7/24  
External Examiner



## **DECLARATION**

I, **AMAL KRISHNA MS**, hereby declare that the project work entitled “**A STUDY ON THE FINANCIAL PERFORMANCE OF HINDUSTAN UNILEVER LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Rakhi S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 02/02/2024**



**AMAL KRISHNA MS**

**CCAVBCP032**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

AMAL KRISHNA MS

Date: 2/02/24

CCAVBCP032

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**“A COMPARATIVE STUDY ON THE WORK-LIFE  
BALANCE AMONG TEACHERS OF CHRIST COLLEGE  
IRINJALAKUDA AND ST. JOSEPH’S COLLEGE  
IRINJALAKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**AMEEN SADATH**

**(CCAVBCP033)**

Under the supervision of

**Ms. SIJI PAUL V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE (PROFESSIONAL)**  
**CERTIFICATE**

This is to certify that the project report entitled **“A Comparative Study on the Work-life Balance among teachers of Christ College Irinjalakuda and St. Josephs College Irinjalakuda”** is a bonafide record of project done by **AMEEN SADATH**, Reg. No. CCAVBCP033, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
Co-ordinator

**Ms. SIJI PAUL V**  
Project Guide



External Examiner

18/3/24

## DECLARATION

I, **AMEEN SADATH**, hereby declare that the project work entitled "**A Comparative Study on the Work-life Balance among teachers of Christ College Irinjalakuda and St. Josephs College Irinjalakuda**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Siji Paul V Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 02/02/2024**

  
**AMEEN SADATH**

**CCAVBCP033**

## **ACKNOWLEDGEMENT**

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**Place:** Irinjalakuda

**AMEEN SADATH**

**Date:** 02/02/2024



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**“A STUDY ON THE FINANCIAL PERFORMANCE OF TATA STEEL  
LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE(PROFESSIONAL)**

Submitted by

**ANJALI KRISHNA K U**

**(CCAVBCP034)**

Under the supervision of

**Ms.RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE CERTIFICATE

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**Dr. K O Francis**  
Co-ordinator



**Ms. RAKHI S**  
Project Guide

Eliyaseth Paul  
External Examiner

19/3/24

## **DECLARATION**

I, **ANJALI KRISHNA K U**, hereby declare that the project work entitled **“A STUDY ON THE FINANCIAL PERFORMANCE OF TATA STEEL LTD”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Rakhi S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

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**Place:** Irinjalakuda

**Date:** 02/02/2024



**ANJALI KRISHNA K U**

**CCAVBCP034**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI, our principal, for providing various facilities.

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Place: Irinjalakuda

ANJALI KRISHNA K U

Date: 2/02/24

CCAVBCP034



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**“A CRITICAL STUDY ON CONSUMER SATISFACTION OF  
ONLINE MARKETING OF MOBILE PHONES”**

Project report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

In partial fulfilment of the requirement for the award of the degree of

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**ATHEENA S MAVELY**

**(CCAVBCP036)**

Under the supervision of

**Ms. SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**(PROFESSIONAL)**

**CERTIFICATE**

This is to certify that the project report entitled “**A CRITICAL STUDY ON CUSTOMER SATISFACTION OF ONLINE MARKETING OF MOBILE PHONES**” is a bonafide record of project done by **ATHEENA S MAVELY**, Reg. No. CCAVBBCP036, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**  
**Co-ordinator**  
**(B.Com Professional)**

**Ms. SRUTHY K S**  
**Project Guide**

## **DECLARATION**

I, **ATHEENA S MAVELY** hereby declare that the project work entitled “**A CRITICAL STUDY OF CONSUMER SATISFACTION OF ONLINE MARKETING OF MOBILE PHONES**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. SRUTHY K S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**ATHEENA S MAVELY**

**Date:**

**CCAVBCP036**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**ATHEENA .S. MAVELY**

**Date:**



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**“A STUDY ON THE FINANCIAL PERFORMANCE  
OF HINDUSTAN UNILEVER LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE(PROFESSIONAL)**

Submitted by

**DHEEPAK K BABU**

**(CCAVBCP037)**

Under the supervision of

**Ms.RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON THE FINANCIAL PERFORMANCE OF HINDUSTAN UNILEVER LTD**” is a bonafide record of project done by **DHEEPAK K BABU**, Reg. No. CCAVBCP037, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K O Francis**  
Co-ordinator



**Ms. RAKHI S**  
Project Guide

*Elizabeth Paul 19/3/24*  
External Examiner



## **DECLARATION**

I, **DHEEPAK K BABU**, hereby declare that the project work entitled "**A STUDY ON THE FINANCIAL PERFORMANCE OF HINDUSTAN UNILEVER LTD**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Rakhi S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 02-02-24**



**DHEEPAK K BABU**

**CCAVBCP037**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**Place: Irinjalakuda**

**DHEEPAK K BABU**

**Date: 2-02-24**

**CCAVBCP037**

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**“FINANCIAL ANALYSIS AND PERFORMANCE  
EVALUATION OF COCO-COLA COMPANY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**EDVIN LEO**

**(CCAVBCP038)**

Under the supervision of

**Ms. SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**Financial Analysis and Performance Evaluation of Coco-Cola Company**” is a bonafide record of project done by **EDVIN LEO**, Reg. No. CCAVBCP038, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**  
**Co-ordinator (Bcom. Professional)**



**Ms. SRUTHY K S**  
**Project Guide**

Elijaiah Paul 19/3/24  
External Examiner

## DECLARATION

I, EDVIN LEO, hereby declare that the project work entitled "FINANCIAL ANALYSIS AND PERFORMANCE EVALUATION" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Sruthy K S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 2/02/24



EDVIN LEO

CCAVBCP038



## **ACKNOWLEDGEMENT**

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**Place: Irinjalakuda**

**EDVIN LEO**

**Date: 2/2/24**

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**“A STUDY ON E-COMMERCE BUSINESS IN  
INDIA WITH SPECIAL REFERENCE TO  
AMAZON AND FLIPKART”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**GODSON JOY**

**(CCAVBCP039)**

Under the supervision of

**Ms. RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A Study on E-commerce Business in India with Special Reference to Amazon and Flipkart” is a bonafide record of project done by **GODSON JOY**, Reg. No. CCAVBBCP039, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
Co-ordinator

**Ms. RAKHI S**  
Project Guide



Elizabeth Paul 19/3/24  
External Examiner

## **DECLARATION**

I, **GODSON JOY**, hereby declare that the project work entitled "**A STUDY ON E-COMMERCE BUSINESS IN INDIA WITH SPECIAL REFERENCE TO AMAZON AND FLIPKART**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Rakhi S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

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**Place: Irinjalakuda**

**Date: 2/02/24**

**GODSON JOY**

**CCAVBCP039**





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**Place: Irinjalakuda**

**GODSON JOY**

**Date: 2/02/24.**



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**“COMPARATIVE ANALYSIS ON THE FINANCIAL  
PERFORMANCE OF WIPRO AND HCL TECH”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE ( PROFESSIONAL)**

Submitted by

**GOPIKISHAN PRAMOD**

**(CCAVBCP040)**

Under the supervision of

**Ms.SRUTHY K.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Comparative Analysis of Financial Performance of Wipro and HCLTech**” is a bonafide record of project done by **GOPIKISHAN PRAMOD**, Reg. No. CCAVBBCP040, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. Francis  
K.S**

**Co-coordinator**

**(B.com Professional)**



**Ms. SRUTHY**

**Project Guide**

*Elizabeth Paul* 18/3/24  
External Examiner

## **DECLARATION**

I, **GOPIKISHAN PRAMOD**, hereby declare that the project work entitled **“COMPARATIVE ANALYSIS ON THE FINANCIAL PERFORMANCE OF WIPRO AND HCL TECH”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sruthy K.S Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda.  
PRAMOD**

**Date:**

  
**GOPIKISHAN**

**CCAVBCP040**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda  
PRAMOD**

**GOPIKISHAN**

**Date:**

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**“A STUDY ON THE FINANCIAL PERFORMANCE OF BERGER  
PAINTS PRIVATE LIMITED”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

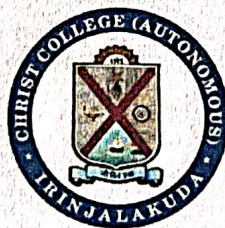
Submitted by

**GOUTHAM SURESH**

**(CCAVBCP041)**

Under the supervision of

**Ms.VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



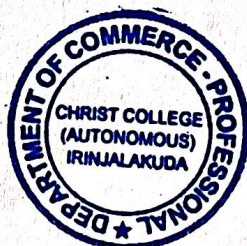
## DEPARTMENT OF COMMERCE

### CERTIFICATE

This is to certify that the project report entitled “A Study on the Financial Performance of Berger paints ” is a bonafide record of a project done by **GOUTHAM SURESH**, Reg. No. CCAVBCP041 , under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**  
Co-ordinator

**Ms. VIJAYA .E.S**  
Project Guide



19/3/24

External Examiner



## **DECLARATION**

I, **GOUTHAM SUERESH** , hereby declare that the project work entitled “**A STUDY ON THE FINANCIAL PERFORMANCE OF BERGER PAINTS** ” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.VIJAYA E.S Asst - professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.



**Place: Irinjalakuda**

**GOUTHAM SURESH**

**Date: 02-02-2024**

**CCAVBCP041**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI, our Principal, for providing various facilities.

I am thankful to Dr. K.O Francis , Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Rakhi Sreedevi, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Vijaya E S , Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**GOUTHAM SURESH**

**Date: 02/02/24**



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**“A STUDY ON THE INFLUENCE OF ADVERTISEMENT ON KIDS’  
CONSUMPTION BEHAVIOUR”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**HASHIMA K S**

**(CCAVBCP042)**

Under the supervision of

**Ms. SIJI PAUL. V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled "A STUDY ON THE INFLUENCE OF ADVERTISEMENT ON KID'S CONSUMPTION BEHAVIOUR" is a bonafide record of project done by HASHIMA K S, Reg. No. CCAVBCP042, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Dr K.O. Francis

Co-Ordinator



Ms. Siji Paul. V

Project Guide

EXTERNAL EXAMINER 19/3/24



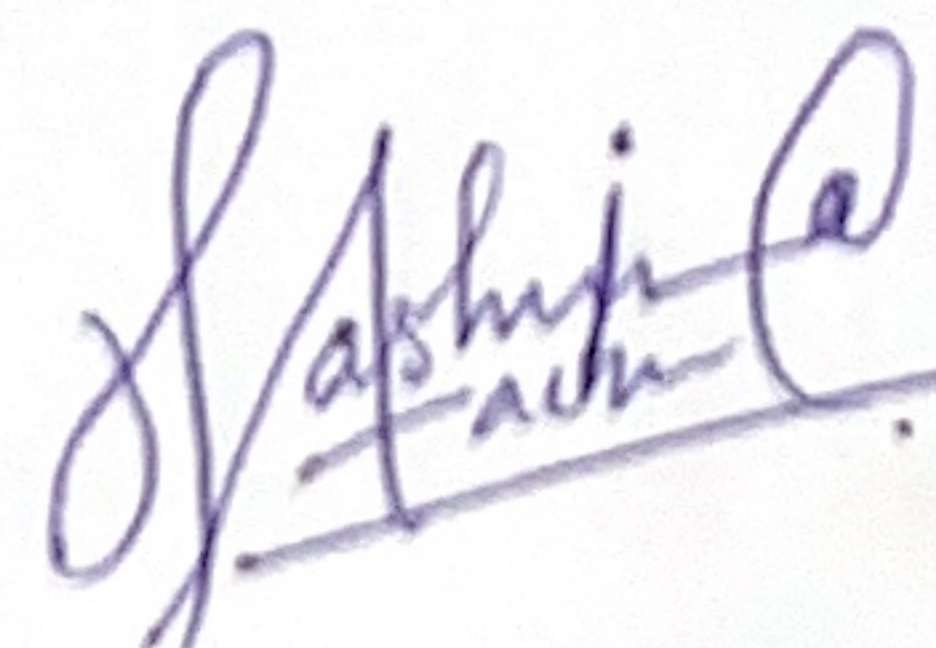
## DECLARATION

I, HASHIMA K S, hereby declare that the project work entitled  
"A STUDY ON INFLUENCE OF ADVERTISEMENT ON THE KIDS'  
CONSUMPTION BEHAVIOUR" is a record of independent and bonafide  
project work carried out by me under the supervision and guidance of Ms. Siji  
Paul. V Asst. Professor-On contract, Department of Commerce, Christ College  
(Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my  
knowledge. The report has not been previously submitted for the award of any  
Degree, Diploma, Associateship or other similar title of any other university or  
institute.

Place: Irinjalakuda

Date: 2-2-2024



HASHIMA K S

CCAVBCP042



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

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Place: Irinjalakuda

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Project Report submitted to

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**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**JEEVAN JOJY**

**(CCAVBCP045)**

Under the supervision of

**Ms.VIJAYA E S**



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**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled “A Study on the Financial Performance of Berger paints ” is a bonafide record of a project done by JEEVAN JOJY, Reg. No. CCAVBCP045 , under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**

**Co-ordinator**

**Ms. VIJAYA .E.S**

**Project Guide**



Elizabeth Paul

18/3/24

External Examiner




## DECLARATION

I, **JEEVAN JOJY** , hereby declare that the project work entitled “**A STUDY ON THE FINANCIAL PERFORMANCE OF BERGER PAINTS PRIVATE LIMITED** ” is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Ms.VIJAYA E.S** Asst - professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 02 - 02 - 2024**



**JEEVAN JOJY**

**CCAVBCP045**



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI, our Principal, for providing various facilities.

I am thankful to Dr. K.O Francis , Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

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I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

JEEVAN JOJY

Date: 02/02/24



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**“A STUDY ON E-COMMERCE BUSINESS IN  
INDIA WITH SPECIAL REFERENCE TO  
AMAZON AND FLIPKART”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**JERIN AD**

**(CCAVBCP046)**

Under the supervision of

**Ms. RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE

### CERTIFICATE

This is to certify that the project report entitled “A Study on E-commerce Business in India with Special Reference to Amazon and Flipkart” is a bonafide record of project done by **JERIN AD**, Reg. No. CCAVBBCP046, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
Co-ordinator



**Ms. RAKHI S**  
Project Guide

Elizabeth Paul 19/3/24  
External Examiner



## **DECLARATION**

I, **JERIN AD**, hereby declare that the project work entitled “**A STUDY ON E-COMMERCE BUSINESS IN INDIA WITH SPECIAL REFERENCE TO AMAZON AND FLIPKART**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Rakhi S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 2.02.2024**

  
**JERIN AD**

**CCAVBCP046**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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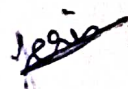
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**Place: Irinjalakuda**

**Date: 2.02.2024**

**JERIN AD**





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**“A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER  
BEHAVIOUR OF YOUTH WITH SPECIAL REFERANCE TO THE  
STUDENTS OF CHRIST COLLEGE (AUTONOMOUS),  
IRINJALAKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**MOHAMED AMAL SHAHUL HAMEED**

**(CCAVBCP048)**

Under the supervision of

**MS. SIJI PAUL. V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE (PROFESSIONAL)**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR OF YOUTH WITH SPECIAL REFERANCE TO THE STUDENTS OF CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**” is a bonafide record of project done by **MOHAMED AMAL SHAHUL HAMEED**, Reg. No. CCAVBCP048, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**

**Project Co-ordinator**



**Ms. SIJI PAUL. V**

**Project Guide**

*Elizabeth Paul*  
External Examiner 19/3/24



## DECLARATION

I, MOHAMED AMAL SHAHUL HAMEED, hereby declare that the project Work entitled "A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR OF YOUTH WITH SPECIAL REFERANCE TO THE STUDENTS OF CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Siji Paul.V, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 2 / 02 / 2024,

*Amal*

*Amal*

MOHAMED AMAL SHAHUL HAMEED

CCAVBCP048



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**Place:** Irinjalakuda

  
**MOHAMED AMAL SHAHUL HAMEED**

**Date:** 02 - 02 - 2024



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**“A STUDY ON THE CORPORATE SOCIAL  
RESPONSIBILITY OF TCS LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**MOHAMMED JASIM .A.M**

**(CCAVBCP049)**

Under the supervision of

**Ms.VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Corporate Social Responsibility of TCS Ltd**” is a bonafide record of a project done by **MOHAMMED JASIM .A.M** , Reg. No. CCAVBBCP049 , under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**  
**Co-ordinator**

**Ms. VIJAYA E.S**  
**Project Guide**



## **DECLARATION**

I, **MOHAMMED JASIM .A.M** , hereby declare that the project work entitled “**A STUDY ON THE CORPORATE SOCIAL RESPONSIBILITY OF TCS LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.VIJAYA E.S Asst.professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**MOHAMMED JASIM .A.M**

**Date:**

**CCAVBCP049**



## **ACKNOWLEDGEMENT**

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**Place: Irinjalakuda**

**MOHAMMED JASIM .A.M**

**Date:**



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Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfillment of the requirement for the award of the degree of*

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Submitted by

**MOHAMMED MIRZAB C.A**

**(CCAVBCP051)**

Under the supervision of

**Ms.VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

## CALICUT UNIVERSITY



### DEPARTMENT OF COMMERCE

### CERTIFICATE

This is to certify that the project report entitled “A Study on Corporate Social Responsibility of TCS Ltd” is a bonafide record of a project done by **MOHAMMED MIRZAB C.A** , Reg. No. CCAVBBCP051 , under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**  
Co-ordinator



**Ms. VIJAYA E.S**  
Project Guide

Elizabeth Paul  
External Examiner

19/3/24



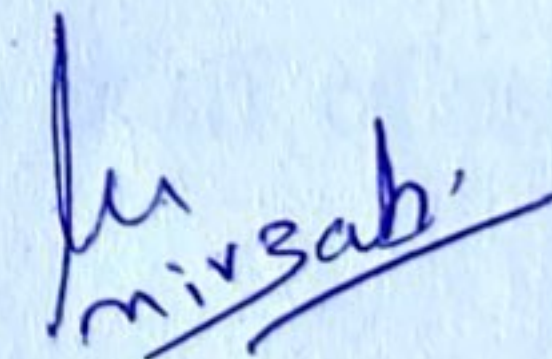
## DECLARATION

I, **MOHAMMED MIRZAB C.A** , hereby declare that the project work entitled “**A STUDY ON THE CORPORATE SOCIAL RESPONSIBILITY OF TCS LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.VIJAYA E.S Asst.professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 02-02-2024**



**MOHAMMED MIRZAB C.A**

**CCAVBCP051**



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI, our Principal, for providing various facilities.

I am thankful to Dr. K.O francis , Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

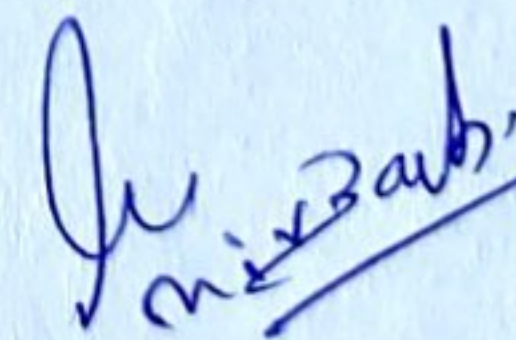
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**MOHAMMED MIRZAB C.A**

**Place: Irinjalakuda**

**Date: 02-02-2024**



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**“FINANCIAL ANALYSIS AND PERFORMANCE  
EVALUATION OF COCO-COLA COMPANY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**MUHAMMED**

**(CCAVBCP052)**

Under the supervision of

**Ms.SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**Financial Analysis and Performance Evaluation of Coco-Cola Company**” is a bonafide record of project done by **MUHAMMED**, Reg. No. CCAVBBCP052, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**

**Co-ordinator (Bcom. Professional)**



**Ms. SRUTHY K S**

**Project Guide**

*Elizabeth Paul* 19/3/24  
External Examiner



## **DECLARATION**

I, **MUHAMMED**, hereby declare that the project work entitled “**FINANCIAL ANALYSIS AND PERFORMANCE EVALUATION**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Sruthy K S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.



**Place:** Irinjalakuda

**Date:** 2/02/24

**MUHAMMED**

**CCAVBCP052**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I am thankful to my class teacher, Ms. Rakhi S , Asst. Professor, for providing proper help and encouragement in the preparation of this report.

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I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**MUHAMMED**

**Date:** 2/02/20



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**“A STUDY ON INVENTORY MANAGEMENT OF TATA  
MOTORS LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**NANDANA NR**

**(CCAVBCP053)**

Under the supervision of

**Ms. RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**

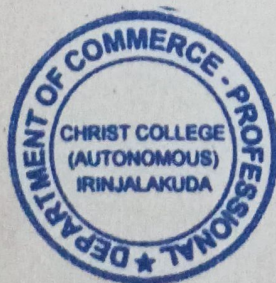


**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled “**A Study on Inventory Management Of Tata Motors Ltd**” is a bonafide record of project done by **NANDANA NR**, Reg. No. CCAVBBCP053, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. Francis**

**Co-ordinator**



**Ms. Rakhi S**

**Project Guide**

19/3/24

**EXTERNAL EXAMINER**



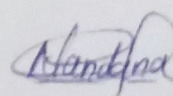
## DECLARATION

I, **NANDANA NR**, hereby declare that the project work entitled "**A STUDY ON INVENTORY MANAGEMENT OF TATA MOTORS LTD**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Rakhi S, Dr K.O Francis Co-ordinator, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place:** Irinjalakuda

**Date:** 08.02.24



**NANDANA NR**

**CCAVBCP053**



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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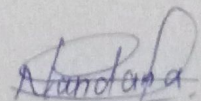
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**Place: Irinjalakuda**

**Date: 02.02.24**

  
**NANDANA NR**



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**“A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER  
BEHAVIOUR OF YOUTH WITH SPECIAL REFERENCE TO THE  
STUDENTS OF CHRIST COLLEGE (AUTONOMOUS),  
IRINJALAKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**SARAN BABU**

**(CCAVBCP056)**

Under the supervision of

**MS. SIJI PAUL. V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
UNIVERSITY OF CALICUT**

**MARCH 2024**



# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled “A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR OF YOUTH WITH SPECIAL REFERANCE TO THE STUDENTS OF CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA” is a bonafide record of project done by SARAN BABU, Reg. No. CCAVBCP056, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
Project Co-ordinator



**Ms. SIJI PAUL. V**  
Project Guide

Elizabeth Paul  
External Examiner

19/3/24



## DECLARATION

I, SARAN BABU, hereby declare that the project Work entitled “A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR OF YOUTH WITH SPECIAL REFERANCE TO THE STUDENTS OF CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Siji Paul.V, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place:** Irinjalakuda

**Date:** 2/02/2024



**SARAN BABU**

**CCAVBCP056**



## ACKNOWLEDGEMENT

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Place: Irinjalakuda



SARAN BABU

Date: 2-02-2024



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**“A STUDY OF EFFECTIVENESS OF ONLINE SHOPPING  
WITH SPECIAL REFERENCE TO COLLEGE STUDENTS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**SHAMAR SHAH**

**(CCAVBCP057)**

Under the supervision of

**Ms. SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE

### CERTIFICATE

This is to certify that the project report entitled “**A study of effectiveness of online shopping with special reference to college students**” is a bonafide record of project done by **SHAMAR SHAH**, Reg. No. CCAVBBCP057, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. Francis**

**Coordinator**



**Ms. SRUTHY K S**

**Project Guide**

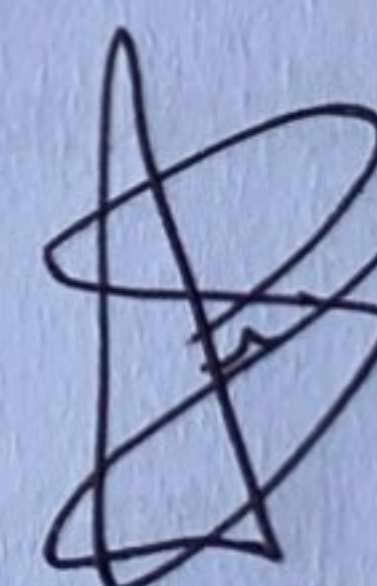
Elizabeth Paul 19/3/24  
External Examiner



## DECLARATION

I, **SHAMAR SHAH**, hereby declare that the project work entitled “**A study of effectiveness of online shopping with special reference to college students**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sruthy k s Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associate ship or other similar title of any other university or institute.



**Place:** Irinjalakuda

**Date:** 2-2-2024

**SHAMAR SHAH**

**CCAVBCP057**



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to **Rev.Fr. Dr. Jolly Andrews CMI** our Principal, for providing various facilities.

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**Place:** Irinjalakuda

**SHAMAR SHAH**

**Date:** 2-2-2024



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## CHAPTER 1

### INTRODUCTION



**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
TATA CONSULTANCY SERVICES LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**SINAN**

**(CCAVBCP058)**

Under the supervision of

**Ms. VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A Study on Financial Performance Analysis of TATA CONSULTANCY SERVICES LTD” is a bonafide record of project done by SINAN, Reg. No. CCAVBBCP058, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE(PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
Co-ordinator



**Ms. VIJAYA E S**  
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18/3/24

External Examiner



## DECLARATION

I, SINAN, hereby declare that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TATA CONSULTANCY SERVICES LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.VIJAYA E S Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 02-02-2024

SINAN

CCAVBCP058





## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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Place: Irinjalakuda

SINAN

Date: 02-02-24



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**“A STUDY ON INVENTORY MANAGEMENT OF TATA  
MOTORS LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**SREEPRIYA RAVEENDRAN**

**(CCAVBCP060)**

Under the supervision of

**Ms. RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**





## **DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled “**A Study on Inventory Management Of Tata Motors Ltd**” is a bonafide record of project done by **SREEPRIYA RAVEENDRAN**, Reg. No. CCAVBBCP060, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. Francis**  
**Co-ordinator**

**Ms. Rakhi S**  
**Project Guide**

### **DECLARATION**

I, **SREEPRIYA**, hereby declare that the project work entitled **A STUDY ON INVENTORY MANAGEMENT OF TATA MOTORS LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Rakhi S, Dr K.O Francis Co-ordinator, Department of Commerce, Christ College (Autonomous), Irinjalakuda.



The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**SREEPRIYA**

**Date:**

**CCAVBCP060**

## **ACKNOWLEDGEMENT**

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**Place: Irinjalakuda**

**SREEPRIYA**

**Date:**

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# **CHAPTER I**

## **INTRODUCTION**



## **1.1 Introduction**

Inventory is a central process in manufacturing unit. This inventory concerns to all departments that is for planning department to selling department in which it passes through production department, HR department, Logistics department, Finance department, Costing department and Commercial department etc... Hence managing of inventory has a wide scope in manufacturing companies. Every enterprise needs inventory for smooth running of its activities. It serves as a link between production and distribution process. There is generally a time lap between recognition of a need and its fulfilment. The greater the time lap, the higher the requirement for inventory.

Inventory control is one of the key elements of overhead management factor in the net profit of any business. Every organization needs it in running of its activities. Investment in inventory constitutes the most significant part of capital in most of the undertakings. Thus, it is very essential to have management of inventories. Raw materials, work in progress, and finished goods all are part of inventory. Each type represents money tied up until the inventory leaves as purchased products. Because of the large size of inventories, considerable amount of fund is required to be committed to them.

Inventories constitute the most significant part of current assets of a large majority of companies in India. On an average, inventories are approximately 60% of current assets in public limited companies in India. Because of the large size of inventories maintained by firms, a considerable amount of funds is required to be committed to them. It is, therefore, absolutely imperative to manage inventories efficiently and effectively in order to avoid unnecessary investment. It is possible for a company to reduce its



levels of inventories to considerable degree, e.g, 10 to 20 percent, without any adverse effect on production and sales, by using simple inventory planning and control techniques. The reduction in an excessive" inventory carries a favourable impact on a company's profitability.

Manufacturing inventory is typically classified into raw materials, finished products, component parts, supplies and work-in-process. In distribution, inventory is classified as in transit, meaning that it is being moved in the system, and warehouse, which is inventory in a warehouse or distribution centre. Retail sites carry inventory for immediate sale to customers. In services, inventory generally refers to the tangible goods to be sold and the supplies necessary to administer the service.

A firm neglecting the management of inventories will be jeopardizing its lot to run profitability and may fail ultimately. The reduction in excessive inventories carries a favourable impact on the company's profitability. The investment in inventories constitutes the most significant part of current assets and working capital in most undertakings. Thus, it is very essential to have a proper control and management of inventories. The purpose of inventory management is to ensure availability of material in sufficient quantity as and when required and also to minimize investment in inventories.

## **1.2 Statement of the problem**

Inventory forms an important part of finished products. It is an important element of cost. In many manufacturing concerns, material cost constitutes nearly 50 to 60 percent of the total cost of manufacturing. The financial statement various public and private companies shows that materials constitute 40 to 70 percent of total cost. Thus, material is the single largest element of cost. in order to



control the total cost, it is necessary to have a proper control over materials. This study focuses on the efficiency and effectiveness of the inventory management system of TATA MOTORS.

According to the preliminary discussion with the management, it is suggested that the management needs to have a good inventory control system which may be followed to have better inventory management. Hence this study is made to analyse the current inventory system.

### **1.3 Scope of the study**

Inventory management being a very important concept in all the companies, having a wide coverage often calls for management attention. In the modern times inventory management has become the integral part of the companies. Hence all the firms give special importance for inventory management; the study focuses on the efficiency and effectiveness of the inventory management of TATA MOTORS.

### **1.4 Significance of the study**

- This report helps to ensure continuous supply of required materials so that there is no production delay.
- This study helps to know how to minimize wastages, pilferages, and so on.
- This study helps to know effective utilization of funds.
- This report helps to reduce the amount of capital tied up in inventories.
- This study helps to reduce storage cost.
- It ensures efficient and optimum use of resources.



- It ensures maintenance of proper and up to date records of inventory.

### **1.5 Objectives of the study**

- To identify the technique which the company has adopting for inventory control.
- To analyse the inventory turnover ratio for the period 2019 to 2023.
- To analyse the relationship between inventory and sales of the company for the period of 5 years starting from 2019 to 2023.

### **1.6 Research design**

#### **1.6.1 Nature of the study**

The study is analytical and descriptive in nature

#### **1.6.2 Nature of data**

Secondary data is used in this study

#### **1.6.3 Source of data**

- Company annual report
- Web site
- Books
- Journals

#### **1.6.4 Period of study**

5 years that are from 2019-2023

### **1.7 Tools for analysis**

- Trend Analysis
- Ratio Analysis
- Correlation

### **1.8 Limitation**

- Time is an important constraint for making detailed study about the topic.



- The period of study is limited.
- Limited information is available for the study.

### **1.9 Chapterisation**

Chapter 1: Includes the statement of the problem, objective of the study, research design, sample design, tools of analysis, etc.

Chapter 2: Include conceptual review and empirical literature.

Chapter 3: Includes the industry profile and company profile.

Chapter 4: Includes data analysis and interpretation.

Chapter 5: Includes findings, suggestions, and conclusion.

## **CHAPTER II**

### **REVIEW OF LITERATURE**



## **2.1 Conceptual review**

Inventory management refers to the process of ordering, storing, using, and selling a company's inventory. This includes the management of raw materials, components, and finished products, well as warehousing and processing of such items

The earliest form of inventory management dates back over 50,000 years in which people used "tally sticks" to count. Over time, inventory management developed into slightly more accurate systems of accounting and record keeping, particularly in ancient Greck and Egyptian societies. The start of the second industrial revolution brought incredible breakthroughs for inventory management. Hollerith Herman\_ an American inventor, developed the first modern automatic computation machine. Since the mid1970's, the barcode has predominately been many industries' primary inventory management tool. Radio frequency identification (RFID) technology, similar to barcodes in terms of data collection was first patented in the 1970s and uses radio waves for the identification of items. At CITY, we invested in the ultimate inventory management tool. We use ultra- high frequency (UHF) RFID technology, the most sensitive tracking system available, to track garments throughout the laundering process. As part of our CITY Quality Management (CQM) System, our UHF technology enables us to provide accurate uniform inventories, as well as clean and compliant uniforms. CITY's application of UHF technology Shows both Gur commitment to using the most innovative solutions at our disposal as well as our commitment to serving our clients by the most efficient means possible.



### **2.1.1 Factors affecting inventory management**

Inventory management plays a decisive role in the enhancement of efficiency and competitiveness of business enterprises, moreover, helps to save money and inventory accuracy. When managing your inventory processes, there are a variety of factors which you need to consider. Both external and internal factors can affect inventory management in different ways, and it is important to be aware of these variables.

- **Financial Factors**

Factors such as the cost of borrowing money to stock enough inventory can greatly influence inventory management. In this case, your finances may fluctuate according to the economy, and it is wise to keep an eye on changing interest rates to help plan your spending.

- **Suppliers**

Suppliers can have a huge influence on inventory control. Successful businesses require reliable suppliers in order to plan spending and arrange production.

- **Lead Time**

Lead time is the time it takes from the moment an item is ordered to the moment it arrives. Lead time will vary widely depending on the product type and the various manufacturing processes involved, and therefore changes in these factors can require changes to inventory management.

- **Product Type**

Inventory management must take into consideration the different types of products in stock. For example, some products may be perishable and therefore have a shorter shelf life than others. In this case inventory must be managed to ensure that these items are rotated in line with expiration dates.

- **Management**



Ultimately, responsibility for managing your business inventory sits with you and any co-owners. While you may have multiple employees acting as managers to oversee inventory processes, they typically will not have the same stake in the business as you do.

- External Factors

There are multiple external factors that may affect inventory control. For example, economic downturns may occur and this is something that you will generally have very little control over. Assessing the economy is a must in order to guard against stock outs or a buildup of excess inventory.

- Consumer Demand

Consumer demand is the lifeblood of inventory management. To avoid these negative outcomes and their financial effects on your business you have to track customer demands and product sales, and order inventory accordingly.

- Amount of inventory

It's crucial to stock the right amount of inventory. Overstock can lead to major cash flow problems, with gaps in the budget due to dropping large amounts of capital on inventory at once. Ordering too little and you may compromise customer service by failing to have requested items available. To master this careful balance, you need an inventory management system that accurately predicts consumer demand based on data gathered from past sales.

- Inventory Price

The price of your inventory is much more than just the amount of capital it took to move the product from the manufacturer to your warehouse. To figure out your inventory price, use the economic order quantity.

- Inventory Theft

Inventory theft is one of the most common issues across the world. It is also one of the reasons that influence inventory. For instance,



you think inventory is available in the stock but when you check your warehouse you don't find inventory as per the expectation. It affects business in a negative way.

### **2.1.2 Components of inventory management**

**Raw material:** These are the basic input that can be converted into finished product through manufacturing. Raw material inventories are those units which have been purchased and stored for future production. The factor like availability of material, government regulation also affects the stock of raw material.

**Work-In-Progress:** Work in progress is the stage of stock between raw material and finished goods. The raw material enters into process of manufacturing but they are yet to attain final shape of finished goods. Work in progress is also known as semi-finished goods.

**Finished goods:** These are completely manufactured goods which are ready for sales.

**Packing material:** These are the material that is required for packing the finished goods.

### **2.1.3 Objectives of inventory control**

- To purchase quality material at reasonable price.
- To ensure minimum wastage.
- To minimize the risk of spoilage and obsolescence.
- To avail information about the availability of materials.
- To avoid excessive investment in materials.

### **2.1.4 Advantages of inventory management**

- Reduction of investment in inventories.
- Proper and efficient use of material.
- No bottleneck in production.



- Improvement in production and sale.
- Efficient and optimum use of physical as well as financial resources.

### **2.1.5 Disadvantages of inventory management**

- Bureaucracy
- Lack of personal touch
- Production problem
- Increased space is need to hold the inventory
- High implementation cost

### **2.1.6 Techniques/ Methods of inventory Control**

A number of techniques are available to exercise control over materials. They are;

- ABC Analysis
- VED Analysis
- JIT Inventory Techniques
- Stores Stock Level
- Economic Order Quantity

### **ABC ANALYSIS**

The concept of ABC analysis was coined by Practor, an Italian philosopher in the 19 centuries. Under ABC analysis all materials are classified into 3 categories ABC according to value Category A include high value materials category B includes medium or moderate value materials and category C includes low value materials. According to this technique 2 strict control is exercised over category A materials, a moderate control is exercised over category B materials and relatively lesser degree of control over category C materials. It aims at concentrating efforts in those items where attention is needed.



## VED ANALYSIS

This technique of material control is applicable to spare parts, oils, lubricants, and such like. Spare parts are classified into Vital, Essential, and Desirable. Vital spares are those which are very critical to production. If these are out of stock, it will lead to immediate production stoppage and heavy production loss. Essential spares are those which are very important. Without these, production can be done for a few hours or a day. Desirable spares are those which are required for production but factory can manage without them for some times say a week. While exercising control greater attention should be on vital spares.

## JIT INVENTORY TECHNIQUE

The system aims at minimizing inventories of raw materials and work-in-progress. It is a strategy for inventory management in which raw materials and components are delivered from supplier immediately before they are required in manufacturing process. It is also called zero inventory system.

## STORES STOCK LEVEL

Inventory control aims at maintaining stock of materials at optimum level. There should be neither overstocking nor under-stocking. Overstocking results in larger capital costs, stock costs, spoilage, obsolescence etc. Under-stocking results in production delays, production stoppages, loss of sales etc. To avoid these problems, inventory management can be classified into stock levels like Maximum level, Minimum level, Reorder level and Danger level.

## ECONOMIC ORDER QUANTITY



This technique of inventory control helps in deciding the purchase of most favourable quantity of materials when fresh supplies are required. One of the problems encountered by the purchase manager at the time of preparing a purchase order is deciding about quantity of materials to be ordered. The EOQ refers to the quantity which is most economical to order at a time. It is also referred to as optimum or standard ordering quantity. EOQ is the point at which inventory carrying costs are equal to ordering cost. EOQ can be calculated with the help of following formula:

$$EOQ = \frac{2C_0}{I}$$

C-Annual consumption

O-Cost of placing an order

I-Inventory carrying cost of one unit

### **2.1.7 Ratio Analysis**

Ratio analysis is one of the most powerful tools of financial analysis. It is a technique of analysis and interpretation of financial statements. It is the process of establishing and interpreting various ratios for making certain decisions. It also helps in understanding financial strength and weaknesses of a firm. Following ratios are used to analyse the effectiveness of inventory management system of Tata Motors Limited.

- Inventory turnover ratio.
- Days of inventory holding
- Ratio of total inventory to total asset
- Ratio of total inventory to current assets.
- Finished goods turnover ratio
- Days of finished goods holding.

### **INVENTORY TURNOVER RATIO**



Inventory turnover ratio is a ratio showing how many times a company's inventory is sold and replaced over a period of time. Inventory turnover measures how fast a company is selling inventory and is compared against industry averages. Generally, a 1. INVENTORY TURNOVER RATIO of 8 times considered satisfactory.

Inventory turnover ratio = cost of goods sold/average inventory

#### DAYS OF INVENTORY HOLDING

The days of inventory holding is a financial measure of a company's performance that gives investors an idea of how long it takes a company to turn its inventory into sales. Generally shorter days are preferred. But it is important to note that the average days of inventory holding vary from one industry to another. Here the inventory turnover ratio is expressed in times.

Days of inventory holding =  $365/\text{inventory turnover ratio in times}$

#### RATIO OF TOTAL INVENTORY TO CURRENT SSET (in lakhs)

Inventories to current asset ratio helps to find out the level of investment in proportion to current asset. If the proportion of inventories to current asset declines, inventories become more active, their turnover improves and this pushes up the turnover of current asset. Hence company has high profitability and liquidity.

Ratio of total inventory to current assets =  $(\text{value of inventory}/\text{value of current assets}) * 100$

#### TOTAL INVENTORY TO TOTAL ASSET RATIO (in lakhs)

Ratio of inventories to total asset helps to find out the level of investment made in inventories in proportion to total asset. These ratios are depending upon the nature of industry.

Ratio of total inventory to total assets =  $(\text{value of inventory}/\text{value of total assets}) * 100$



### FINISHED GOODS TURNOVER RATIO (in lakhs)

It indicates the velocity with stock of finished goods is sold i.e. replaced. Generally, it is expressed as number of times the average stocks has been "turned over" or rotate of during the year.

The following formula is used to calculate this ratio:

Finished goods turnover ratio =  $\text{cost of goods sold} / \text{average inventory at cost}$

### DAYS OF FINISHED GOODS HOLDING PERIOD

Finished goods turnover ratio is also expressed in days. It indicates the number of days the company keeps it in inventory and the time required to change it into sales.

Finished goods holding period =  $365 / \text{finished goods turnover ratio}$

### 2.1.8 Trend analysis

Trend simply means general tendency. Analysis of these general tendencies is called trend analysis in the context of financial analysis. Trend analysis means analysing general tendencies in each item of the financial statements on the basis of the data of the base year.

Trend ratio =  $(\text{current year value} / \text{base year value}) * 100$

### 2.1.9 Correlation

Correlation analysis helps in determining the degree of relationship between two or more variables. To determine the relationship between inventory and sales, The Karl Pearson's method, popularly known as Pearson's Coefficient of Correlation is used. The Pearson's Coefficient of Correlation is denoted by the symbol: R.



## **2.2 Empirical Review**

**Jose, et al, (1996)** for the twenty-year period from 1974 through 1993 of 2,718 firms offers strong evidence that aggressive workingcapital policies indicated by shorter cash conversion cycle enhance profitability.

**Cote, et.al, (1999)** argued the management of receivables, inventory and accounts payable have tremendous impact on cash flows, which in turn affect the profitability of firms. Each of the Working capital items (i.e., cash, receivables and inventories) helps in the management of firms in its own particular way.

**Deloof (2003)** investigated the relationship between working capital management and profitability for a sample of 1009 Belgian Companies for the period of 1960- 1992. He is of the opinion that the majority of the firms had invested a large amount of cash in



working capital and it is anticipated that the management of working capital of the firms would notably affect the profitability.

**Moyer et.al, (2003)** found that Working Capital consists of a large portion of Firm's total investment in assets, 40% in automobile and 50-60% in retailing and wholesale industries respectively. The firms could reduce its financing cost and increase the funds available for expansion if they minimise the funds tied up in current assets. They found that cash helps to keep the firm liquid. It enables the firm to pay its obligations and also protects the firm from becoming bankrupt.

**Eljely, A. (2004)** investigated the type of relationship between liquidity and profitability by measuring current ratio and cash gap on a sample of 29 joint stock companies in Saudi Arabia and the result of the study is there is significant negative relation between both the variables amount.

**Narware (2004)** in his empirical study on Indian National Fertilizer Limited, for 1990-91 to 1999-2000 signify that working capital management and profitability of the company disclosed both negative and positive association. He also found evidence that increase in the profitability of a company was less than the proportion to decrease in working capital.

**Padachi (2006)** found that high investment in inventories and receivables is associated with lower profitability. He used return on total assets as a measure of profitability for a sample of 58 small selected units In Automobile Industry in Mauritius for the period 1998 -2003.

**Negarbo (2006)** selected 250 firms as the sample to test the working capital management in them. The conclusions showed that predicting cash flows and growth rate of the firms are the major indicators of working capital management. They also found that changing the size and compound of the assets are not significantly



affected by the cash flows prediction and sales growth. They are highly influenced by some factors such as the business nature of the firms, sales, firm size and profitability.

**Sayaduzzaman (2007)** in his in-depth research article "Working Capital Management: A study on British American Tobacco Bangladesh Company Limited" mentions that the efficiency of working capital management of British American Tobacco Bangladesh Company Ltd. is highly satisfactory due to the positive cash inflows and planned approach in managing the major elements of working capital. He found that working capital management helps to maintain all around efficiency in operations.

**Afza and Nazir (2007)** studied the relationship among the aggressive/conservative working capital policies and profitability as well as risk of firms for 208 public limited companies listed at KSE for the period of 1998-2005. Their investigative results found the negative relationship between working capital policies and profitability.

**Raheman & Naser, (2007)** on a sample of 94 Selected units In Automobile Industry listed on Karachi Stock Exchange for a period of 6 years from 1999 - 2004, demonstrate a strong negative relationship exists between variables of the working capital management represents by liquidity and debt with profitability of the firm.

**Amilolo and Demirgne (2008)** conducted a study to examine the relationship between working capital management and profitability. Applying multiple regression analyses over a sample of selected units In Automobile Industry listed in Istanbul stock exchange for the period of 1998-2007, they found that the accounts receivable cycle, the inventory conversion period has negative impact on profitability, which means the shorter cycle of these variables profitability.



**Koperunthevi (2010)** studied Working Capital Management and Firms' Performance: An Analysis of Sri Lankan Automobile Companies by panel data analysis. Her study concluded that the working capital management very much influences on profitability of automobile companies and increase of the cash conversion cycle leads to less profitability. Current ratio and Quick ratio are positively related to the profitability.

**T. Afza et al. (2011)** examined a sample of 208 listed companies in Karachi Stock Exchange- KSE, the result of the study indicated a negative relationship between working capital policies and profitability and no significant relationship between the level of current assets and liabilities and risk of the firms.

**Akoto et.al, (2013)** conducted a study on the relationship between working capital management practices and profitability of all the 13 listed selected units In Automobile Industry in Ghana for the period from 2005 to 2009. The results revealed that there is a significantly negative relationship between profitability and accounts receivable days. However, he concludes that firms' cash conversion cycle (CCC), current asset ratio, size, and current asset turnover significantly positively influence the profitability.

**Basman Al Dalayeen (2017)** made an attempt to examine the impact of working capital management on the profitability of selected real estate companies in Jordan. The analysis of the data revealed that only debtors' turnover ratio in case of Jordan Decapolis Properties and current ratio in case of Al-Tajamouat are positively related with the profitability and their impact is also found to be significant.

**Iqbal, Baseer et.al, (2017)** analysed Panel data of 18 companies listed in KSE from cement sector from 2007 to 2011 and concluded from the results that asset turnover, current ratio and volume of sales



contribute positively in the profitability of cement sector companies of Pakistan.

**Niranjan Mandal and Dutta Smriti Mahavidyalaya, (2010)** in their study makes an attempt to provide an insight into the conceptual side of working capital and to assess the impact of working capital management on liquidity, profitability and noninsurable risk of ONGC, a leading public sector enterprise in India over a 9 year period (i.e. from 1998-99 to 2006-07). It also makes an endeavor to observe and test the liquidity and profitability position of the enterprise and to study the correlation between liquidity and profitability as well as between profitability and risk. They may be concluded that working capital management is very much useful to ensure better productive capacity, good profitability and sound liquidity of an enterprise, specifically the PSE in India, for managerial decision making regarding the creation of sufficient surplus for its growth and survival stability in the present competitive and complex environment.

**Koti Reddy and Raghav Baheti (2010)** in their study seeks to examine current policies and practices of working capital management at Saregama India Limited and tries to identify the strengths and weaknesses of the company; the opportunities it has and the threats it faces. It contains a detailed analysis of the various factors affecting the working capital requirements of the company and the impact they have on its profitability. The study concludes by suggesting solutions to address the concern areas that have been identified. The company is recommended to focus on digital sales, incentivize cash sales, follow a forecasting model that captures the tastes and preferences of consumers and strictly implement its credit policy.

**Jasmine Kaur (2010)** his study is concerned with the problems that arise in attempting to manage the Current Assets, Current



Liabilities and the interrelation that exists between them. This is a two-dimensional study which examined the policy and practices of cash management, evaluate the principles, procedures and techniques of Investment Management, Receivable and Payable Management dealt with analyzing the trend of working capital management and also to suggested an audit program to facilitate proper working capital management in Indian Tyre Industry. He revealed that there is a standoff between liquidity and profitability and the selected corporate has been achieving a trade of between risk and return. Efficient management of working Capital and its components have a direct effect on the profitability levels of tyre industry.

**Ranjith Appuhami (2008)** the purpose of his research is to investigate the impact of firms' capital expenditure on their working capital management. The study used Shulman and Cox's (1985) Net Liquidity Balance and Working Capital Requirement as a proxy for working capital measurement and developed multiple regression models. The empirical research found that firms' capital expenditure has a significant impact on working capital management. The study also found that the firms' operating cash flow, which was recognized as a control variable, has a significant relationship with working capital management, which is consistent with findings of previous similar researches. The findings enhance the knowledge base of working capital management and will help companies manage working capital efficiently in growing situations associated with capital expenditure.

**Pradeep Singh (2008)** in his study made an attempt to examine the inventory and working capital management of Indian Farmers Fertilizer Cooperative Limited (IFFCO) and National Fertilizer Limited (NFL). He concluded that the overall position of the working capital of IFFCO and NFL is satisfactory. But there is a



need for improvement in inventory in case of IFFCO. However inventory was not properly utilized and maintained by IFFCO during study period. The management of NFL must try to properly utilize the inventory and try to maintain the inventory as per the requirements, so that liquidity will not interrupt.

## **CHAPTER III**

# **THEORETICAL FRAMEWORK**

### **3.1 Industry Profile**

The Indian automobile industry has historically been a good indicator of how well the economy is doing, as the automobile sector plays a key role in both macroeconomic expansion and technological advancement. The two-wheelers segment dominates



the market in terms of volume, owing to a growing middle class and a huge percentage of India's population being young. Moreover, the growing interest of companies in exploring the rural markets further aided the growth of the sector. The rising logistics and passenger transportation industries are driving up demand for commercial vehicles. Future market growth is anticipated to be fuelled by new trends including the electrification of vehicles, particularly three-wheelers and small passenger automobiles.

India enjoys a strong position in the global heavy vehicles market as it is the largest tractor producer, second-largest bus manufacturer, and third-largest heavy truck manufacturer in the world. India's annual production of automobiles in FY22 was 22.93 million vehicles. India has a strong market in terms of domestic demand and exports. In FY23, total passenger vehicle sales reached 3.89 million. In FY23, total automobile exports from India stood at 47,61,487. This sector's share of the national GDP increased from 2.77% in 1992-1993 to around 7.1% presently. It employs about 19 million people directly and indirectly.

Tata Motors, a subsidiary of the Tata Group, is a prominent player in the automotive industry, both in India and globally. This provides an overview of Tata Motors' industry profile, highlighting its key strengths, challenges, and market position.

- **Historical Background:**

Tata Motors traces its roots back to 1945 when it was founded as Tata Engineering and Locomotive Co. Ltd. (TELCO). Over the decades, it has evolved into one of India's largest automobile manufacturers, with a diverse product portfolio spanning commercial vehicles, passenger cars, and electric vehicles.

**Foundation and Early Years (1945-1970s):**



Tata Motors traces its origins back to 1945 when it was established as Tata Engineering and Locomotive Co. Ltd. (TELCO). Initially focused on locomotive manufacturing, the company diversified into commercial vehicles, driven by the vision of its founder, J.R.D. Tata. In the 1950s, TELCO collaborated with leading global automotive companies like Daimler-Benz and began producing commercial vehicles, laying the foundation for its future growth.

#### Expansion and Innovation (1980s-1990s):

During the 1980s and 1990s, Tata Motors underwent significant expansion and modernization initiatives. It introduced new technologies, improved manufacturing processes, and diversified its product portfolio to include passenger cars, trucks, buses, and utility vehicles. The launch of the Tata Sierra in 1991 marked the company's entry into the passenger vehicle segment, followed by the iconic Tata Sumo in 1994, which became a popular choice in the Indian market.

#### Strategic Acquisitions and Globalization (2000s):

The early 2000s saw Tata Motors embark on a journey of global expansion and strategic acquisitions. In 2004, Tata Motors acquired Daewoo Commercial Vehicles Company in South Korea, marking its entry into the global commercial vehicle market. This was followed by the acquisition of Jaguar Land Rover (JLR) from Ford in 2008, a transformative move that catapulted Tata Motors into the league of global automotive giants.

#### Innovation and Sustainability (2010s-present):

In the 2010s, Tata Motors continued to focus on innovation, sustainability, and technological advancements. It launched several new models incorporating advanced features and eco-friendly



technologies. The introduction of electric vehicles like the Tata Nexon EV demonstrated the company's commitment to sustainable mobility solutions. Tata Motors also invested in research and development, enhancing its product offerings and strengthening its competitive position in both domestic and international markets.

- **Market Presence:**

Tata Motors is a leading player in the Indian automotive market, with a significant market share in various segments such as commercial vehicles, where it holds a dominant position. It has also expanded its presence internationally, with operations in several countries across continents.

- **Product Portfolio:**

Tata Motors offers a wide range of vehicles catering to different segments and customer preferences. Its product lineup includes compact cars like the Tata Tiago and Tata Altroz, SUVs like the Tata Harrier and Tata Safari, as well as commercial vehicles such as trucks, buses, and vans.

- **Technological Innovation:**

In recent years, Tata Motors has focused on innovation and technological advancements, particularly in the electric vehicle (EV) segment. It launched the Tata Nexon EV, India's first longrange electric SUV, and continues to invest in R&D to develop sustainable mobility solutions.

**Electric Vehicles (EVs):** Tata Motors has been actively working on electric vehicles, with models like the Tata Nexon EV and the Tigor EV. They are committed to driving the adoption of electric mobility in India.



**Connected Vehicles:** Tata Motors has introduced connected features in its vehicles through its 'iRA' technology, providing features like remote vehicle control, location tracking, and vehicle diagnostics.

**Safety Features:** Tata Motors has focused on enhancing safety in its vehicles with features such as ABS, EBD, multiple airbags, and structural enhancements to meet crash safety norms.

**Alternative Fuels:** Tata Motors has explored alternative fuel options, including compressed natural gas (CNG) and liquefied natural gas (LNG), to offer more sustainable transportation solutions.

**Autonomous and Semi-Autonomous Driving:** While not fully autonomous, Tata Motors has been working on advanced driver assistance systems (ADAS) to enhance vehicle safety and driving convenience.

**Design Innovations:** Tata Motors has introduced modern and innovative designs in its vehicles, such as the Impact Design philosophy, which focuses on aesthetics, aerodynamics, and structural integrity.

**Supply Chain and Manufacturing:** Tata Motors has invested in advanced manufacturing techniques and supply chain management to improve efficiency and reduce costs.

These innovations demonstrate Tata Motors' commitment to technological advancement and its vision for the future of transportation.

- **Global Expansion:**

Tata Motors has a growing international presence, with operations in various countries through subsidiaries and joint ventures. It has manufacturing facilities in countries like the UK, South Africa, and Thailand, catering to local and global markets.



- **Challenges:**

Despite its strengths, Tata Motors faces several challenges, including intense competition from both domestic and international players, fluctuating market demand, regulatory changes, and the need to adapt to evolving consumer preferences and technological trends.

- **Sustainability Initiatives:**

Tata Motors is committed to sustainability and has undertaken various initiatives to reduce its environmental footprint. This includes the development of electric and hybrid vehicles, investment in renewable energy, and efforts to enhance the efficiency of its manufacturing processes.

- **Future Outlook:**

Looking ahead, Tata Motors is well-positioned to capitalize on emerging opportunities in the automotive industry, particularly in the areas of electric and connected vehicles. By leveraging its brand reputation, technological expertise, and global presence, Tata Motors aims to sustain its growth trajectory and remain a key player in the automotive sector.

## **Market size**

The Indian passenger car market was valued at US\$ 32.70 billion in 2021, and it is expected to reach a value of US\$ 54.84 billion by 2027 while registering a CAGR of over 9% between 2022-27. The global EV market was estimated at approximately US\$ 250 billion in 2021 and by 2028, it is projected to grow by 5 times to US\$ 1,318 billion. In July 2023, the total production of passenger vehicles\*,



three wheelers, two wheelers, and quadricycles was 2.08 units. In the first quarter of 2023-24\*, total production of passenger vehicles, commercial vehicles, three wheelers, two wheelers, and quadricycles was 6.01 million units. India accomplished a significant milestone, with the sale of 8,32,434 EVs in 2023-24 (till August 2023). Electric vehicle (EV) market is estimated to reach Rs. 50,000 crore (US\$ 7.09 billion) in India by 2025.

### **Investments**

To keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry attracted Foreign Direct Investment equity inflow (FDI) worth US\$ 34.74 billion between April 2000-March 2023, accounting for 5.45% of the total equity FDI during the period. India is on track to become the largest EV market by 2030, with a total investment opportunity of more than US\$ 200 billion over the next 8-10 years.

Some of the recent/planned investments and developments in the automobile sector in India are as follows:

- In July 2023, Renault Nissan announced plans to invest US\$ 1,68,762.86 (Rs. 1.4 crore) to upgrade infrastructure at eight schools near Chennai.
- In July 2023, Mahindra & Mahindra was in advanced talks with British International Investment (BII) and some other global investors to raise up to US\$ 602.72 million (Rs. 5,000 crore) for its electric vehicles (EV) unit.
- In June 2023, Tata Motors announced to invest US\$ 2 billion towards developing new products and platforms over the next four years.



- In June 2023, Hero MotoCorp revealed plans to invest up to US\$ 180.81 million (Rs. 1,500 crore) for developing premium bikes and EVs in India.
- In June 2023, Kinetic Green Energy and Power Solutions revealed plans to raise up to US\$ 100 million by selling a 10-15% stake in the company to investors.
- In May 2023, Maruti Suzuki India revealed plans to invest over US\$ 5.5 billion to double capacity by 2030.
- In February 2023, Nissan and Renault revealed plan to invest US\$ 600 million in India over the next 3-5 years to expand their market share in passenger cars and electric vehicles.
- In February 2023, German luxury car maker Audi India began local production of the Audi Q3 and Audi Q3 Sportback at the Skoda Auto Volkswagen India Private Limited (SAVWIPL) plant in Aurangabad.
- In January 2023, MG Motor India announced plans to invest US\$ 100 million to expand capacity, eyes 70% growth in 2023.
- Tata Group Chairman, Mr. N Chandrasekaran said that “EV contribution in our portfolio is likely to increase to 25% in five years and reach 50% by 2030, thus significantly increasing investments in this sector in January 2023.

### **Government Initiatives**

The Government of India encourages foreign investment in the automobile sector and has allowed 100% FDI under the automatic route. Some of the recent initiatives taken by the Government of India are:

- The FAME Scheme was extended for a further period of 2 years up to 31<sup>st</sup> March, 2024



- In January 2023, under the FAME-II scheme, the Centre approves US\$ 97.77 million (Rs. 800 crore) for 7432 public fast charging stations.
- In July 2022, Gujarat government announced a semiconductor policy, where it will set up Dholera Semicon City and offered incentives for investment in this sector.
- In July 2022, the Government amended the National Policy on Biofuels – 2018. The target of 20% blending of ethanol in petrol and 5% blending of biodiesel in a diesel by 2030 was brought forward to 2025-26.
- As of July 15, 2022, under the FAME India Scheme I & II, a total of 532 EV charging stations have been installed by oil companies under the Ministry of Petroleum and Natural Gas (MoPNG).
- In February 2022, Mr. Nitin Gadkari, Minister of Road Transport and Highways, revealed plans to roll out Bharat NCAP, India's own vehicle safety assessment program.
- In September 2021, Minister of Road Transport and Highways, Mr. Nitin Gadkari, announced that the government is planning to make it mandatory for car manufacturers to produce flex-fuel engines after getting the required permissions from the Supreme Court of India.
- In August 2021, Prime Minister Mr. Narendra Modi launched the Vehicle Scrappage Policy, which aims to phase out old polluting vehicles in an environmentally safe manner.
- The Indian government has planned US\$ 3.5 billion in incentives over five years until 2026 under a revamped scheme to encourage the production and export of clean technology vehicles.
- In July 2021, India inaugurated the NATRAX, which is Asia's longest high-speed track and the fifth largest in the world.



### **3.2 Company Profile**



Tata Motors Limited is an Indian Multinational automotive company, headquartered in Mumbai, and part of the Tata Group.

The company produces cars, trucks, vans, and busses.

Tata Motors was founded in 1945, as a locomotive manufacturer. Tata Group entered the commercial vehicle sector in 1954 after forming a joint venture with Daimler-Benz of Germany in which Tata developed a manufacturing facility in Jamshedpur for Daimler lorries. By November 1954 Tata and Daimler manufactured their first goods carrier chassis at their Jamshedpur plant with 90-100 hp



and capacity of 3-5 tons. After years of dominating the commercial vehicle market in India, Tata Motors entered the passenger vehicle market in 1991 by launching the Tata Sierra, a sport utility vehicle based on the Tata Mobile platform. Tata subsequently launched the Tata Estate (1992; a station wagon design based on the earlier Tata Mobile), the Tata Sumo (1994, a 5-door SUV) and the Tata Safari (1998). Tata launched the Indica in 1998. A newer version of the car, named Indica V2, later appeared. Tata Motors also exported cars to South Africa.

In the 2000s, Tata Motors made a series of acquisitions and partnerships, acquiring Daewoo's South Korea-based truck manufacturing unit, a joint venture with the Brazil-based Marcopolo, Tata Marcopolo Bus, Jaguar Land Rover., Hispano Carrocera and an 80% stake in the Italian design and engineering company Trilix.

Subsidiaries include British Jaguar Land Rover and South Korean Tata Daewoo. Tata Motors has a joint venture with Hitachi (Tata Hitachi Construction Machinery) and Stellantis, which makes vehicle parts for Fiat Chrysler and Tata-branded vehicles. On 12 October 2021, private equity firm TPG invested \$1 billion in Tata Motors' electric vehicle subsidiary. Tata Motors has auto manufacturing and vehicle plants in Jamshedpur, Pantnagar, Lucknow, Sanand, Dharwad, and Pune in India, as well as in Argentina, South Africa, the United Kingdom, and Thailand. It has research and development centres in Pune, Jamshedpur, Lucknow, Dharwad, India and South Korea, the United Kingdom, and Spain. Tata Motors is listed on the BSE (Bombay Stock Exchange), where it is a constituent of the BSE SENSEX index, the National Stock Exchange of India, and the New York Stock Exchange. The company is ranked 265<sup>th</sup> on the Fortune Global 500 list of the world's biggest corporations as of 2019.



In conclusion, Tata Motors Ltd. stands as a formidable force in the global automotive industry, renowned for its innovation, resilience, and commitment to excellence. With a diverse portfolio spanning passenger vehicles, commercial vehicles, and electric mobility solutions, Tata Motors continues to drive forward with a vision of sustainable mobility and customer-centricity.

As evidenced by its strategic partnerships, robust financial performance, and relentless pursuit of technological advancements, Tata Motors remains at the forefront of shaping the future of mobility. Through its unwavering focus on quality, safety, and environmental sustainability, the company not only meets the evolving needs of its customers but also contributes positively to society and the planet.

Looking ahead, Tata Motors is poised to capitalize on emerging opportunities in electric and connected vehicles, while navigating challenges with agility and foresight. With a strong foundation built on innovation, collaboration, and ethical business practices, Tata Motors is well-positioned to continue its journey as a leader in the automotive industry, driving progress and prosperity for generations to come.

### **The Dynamics of Import and Export Activities of Tata Motors Ltd**

Tata Motors Ltd, a pioneering force in the automotive industry, operates on a global scale, making import and export activities integral to its operations. This delves into the intricacies of Tata Motors' import and export strategies, examining their significance, challenges, and impact on the company's performance and the broader automotive sector.

Import Activities:



Tata Motors engages in importing various components, technologies, and raw materials to support its manufacturing processes. Key imports include specialized machinery, automotive parts, electrical components, and advanced technologies crucial for vehicle production. By importing these inputs, Tata Motors can access superior quality materials and cutting-edge technologies that may not be readily available domestically. Additionally, importing allows the company to optimize its production processes, enhance product quality, and maintain competitiveness in the global market.

However, import activities come with their challenges. Fluctuations in currency exchange rates, trade regulations, and geopolitical factors can affect import costs and supply chain dynamics. Tata Motors must navigate these complexities to ensure a smooth flow of imported goods and minimize disruptions to its production schedules.

#### Export Activities:

Tata Motors is also a significant exporter, leveraging its diverse product portfolio to tap into international markets. The company exports a wide range of vehicles, including passenger cars, commercial vehicles, and utility vehicles, to various countries across the globe. Exporting enables Tata Motors to diversify its revenue streams, mitigate risks associated with domestic market fluctuations, and capitalize on the growing demand for automobiles in emerging economies.

Export activities contribute significantly to Tata Motors' global footprint and revenue generation. The company establishes strategic partnerships and distribution networks in target markets to effectively penetrate foreign markets and increase its market share.



Moreover, exporting allows Tata Motors to showcase its technological expertise, innovation, and product quality on a global stage, enhancing its brand image and competitiveness in the international automotive market.

#### Challenges and Opportunities:

Despite its benefits, Tata Motors faces challenges in both import and export activities. Regulatory compliance, customs procedures, and trade barriers can pose obstacles to seamless cross-border operations. Additionally, fluctuations in global demand, competitive pressures, and geopolitical tensions can impact export volumes and profitability.

Nevertheless, these challenges present opportunities for Tata Motors to innovate and adapt its strategies. Embracing digital technologies, optimizing supply chain management, and diversifying market penetration strategies can help Tata Motors mitigate risks and capitalize on emerging opportunities in the global automotive market. Moreover, forging strategic alliances, investing in research and development, and prioritizing sustainability can enhance Tata Motors' competitiveness and resilience in the face of evolving market dynamics.

#### **The Impact of the COVID-19 Pandemic on Tata Motors Ltd**

The COVID-19 pandemic has been a global crisis of unprecedented magnitude, disrupting economies, societies, and industries worldwide. Among the many sectors significantly affected is the automotive industry, with Tata Motors Ltd, one of India's leading automobile manufacturers, facing its own set of challenges and transformations as a result of the pandemic.



Firstly, the pandemic led to a significant decline in demand for automobiles globally, as lockdowns, travel restrictions, and economic uncertainty dampened consumer spending. This decline in demand directly impacted Tata Motors' sales figures, resulting in decreased revenue and profitability. The company had to adapt its production schedules, reduce manufacturing capacity, and streamline operations to align with the reduced market demand.

Supply chain disruptions also posed considerable challenges for Tata Motors. With restrictions on movement and trade disruptions, the company faced delays in receiving essential components and parts from suppliers, leading to production bottlenecks and increased costs. Moreover, fluctuations in commodity prices and currency exchange rates further exacerbated the supply chain challenges, impacting the company's cost structure and profit margins.

Furthermore, the shift towards remote work and virtual interactions during the pandemic altered consumer behavior and preferences. There has been a growing emphasis on digital channels for sales, marketing, and customer service. Tata Motors had to enhance its online presence, invest in digital marketing strategies, and develop innovative virtual platforms to engage with customers and sustain sales amidst the pandemic-induced restrictions.

In response to the crisis, Tata Motors also prioritized employee safety and well-being by implementing stringent health and safety protocols across its manufacturing facilities and offices. This included measures such as temperature screenings, social distancing guidelines, and remote working arrangements to



minimize the risk of COVID-19 transmission among employees. While these measures were essential for safeguarding employee health, they also added operational complexities and costs to the company's operations.

On the brighter side, the pandemic catalyzed innovation and accelerated the adoption of electric and connected vehicle technologies. As the world increasingly focuses on sustainability and environmental consciousness, Tata Motors intensified its efforts towards electric vehicle (EV) development and introduced new EV models to capitalize on the growing demand for ecofriendly transportation solutions. Additionally, the shift towards remote work and e-commerce created opportunities for Tata Motors to explore new revenue streams, such as last-mile delivery solutions and mobility-as-a-service offerings.

In conclusion, the COVID-19 pandemic has profoundly impacted Tata Motors Ltd, challenging its operations, disrupting its supply chains, and reshaping consumer preferences. Despite the adversities, the company has demonstrated resilience, adaptability, and innovation in navigating through these turbulent times. As the world gradually recovers from the pandemic, Tata Motors remains committed to driving sustainable growth, embracing digital transformation, and delivering value to its stakeholders in the evolving automotive landscape.



## **Joint Ventures**

Tata Motors, a prominent player in the global automotive industry, has strategically engaged in joint ventures (JVs) to expand its market presence and leverage expertise. This delves into Tata Motors' joint venture strategy, examining its rationale, key partnerships, benefits.

### **Rationale for Joint Ventures:**

Tata Motors opts for joint ventures to access new markets, technologies, and resources while mitigating risks. Collaborating with local partners facilitates navigating regulatory hurdles, cultural nuances, and market preferences. Additionally, JVs enable costsharing, enhancing competitiveness and fostering innovation.

### **Key Partnerships:**

Tata Motors has forged significant joint ventures with both domestic and international partners. Notable examples include the Tata Cummins JV for diesel engines, Tata Marcopolo for buses, and Tata Hitachi for construction equipment. Internationally, partnerships with Jaguar Land Rover, acquired in 2008, and Daewoo Commercial Vehicle in South Korea demonstrate Tata Motors' global reach.

### **Benefits of Joint Ventures:**

Joint ventures empower Tata Motors to access complementary capabilities, such as advanced technology, design expertise, and distribution networks. By pooling resources and sharing risks, Tata Motors accelerates market penetration and diversification. Furthermore, JVs foster knowledge exchange and cross-cultural collaboration, enriching organizational learning and innovation.



### Tata Marcopolo

Tata Marcopolo is a bus-manufacturing joint venture between Tata Motors (51%) and the Brazil-based Marcopolo S.A. (49%). The joint venture manufactures and assembles fully built buses and coaches targeted at developing mass rapid transportation systems. It uses technology and expertise in chassis and aggregates from Tata Motors, and know-how in processes and systems for bodybuilding and bus body design from Marcopolo. Tata Marcopolo has launched a low-floor city bus which is widely used by transport corporations in many Indian cities. Its manufacturing facility is based in Dharwad, Karnataka State, India and Lucknow, India. Tata Motors is expected to buy the 49% stake held by its partner Marcopolo in the bus-making joint venture for ₹100 crore by February 2021. The subsidiary will continue with the 'Marcopolo' trademark for a minimum of three years with a non-compete provision in India for a corresponding period.

### Fiat-Tata

Fiat-Tata is an India-based joint venture between Tata and Stellantis' Fiat which produces Fiat and Tata branded passenger cars, as well as engines and transmissions. Tata Motors has gained access to Fiat's diesel engine and transmission technology through the joint venture. The two companies formerly also had a distribution joint venture through which Fiat products were sold in India through joint Tata-Fiat dealerships. This distribution arrangement was ended in March 2013; Fiats have since been



distributed in India by Fiat Automobiles India Limited, a wholly owned subsidiary of Fiat and now Tata Motors.

## **CHAPTER IV**

# **DATA ANALYSIS AND INTERPRETATION**

The Data collection for Tata Motors can encompass various aspects of the company's operations, market performance, financials, and strategic initiatives. These are analysed using several variables and the results are given below:

### **4.1 Components of inventory**

**Table 4.1 Showing components of inventory**

<b>Components</b>	<b>Amount</b>	<b>Percentage</b>
-------------------	---------------	-------------------

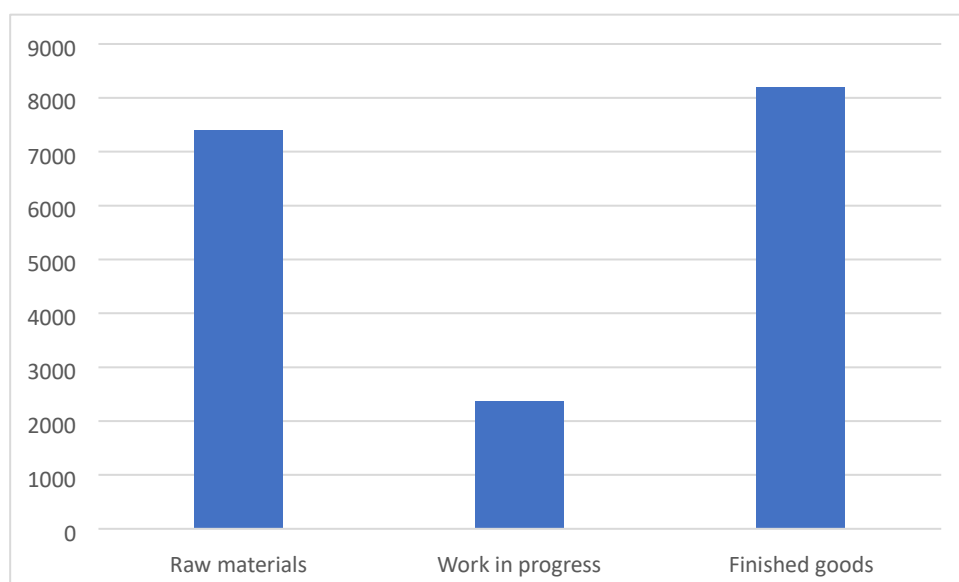


Raw materials	7394.15	41.18
Work in progress	2360.99	13.15
Finished goods	8198.84	45.66
Total inventory	17953.98	100

(source: secondary source)

The above table shows the components of inventory consists of 41.18% of raw materials, 13.15% of work in progress and 45.66% of finished goods. **Figure**

#### 4.1 Showing the components of inventory



#### 4.2 Composition of inventory

**Table 4.2 Showing composition of inventory**

Year	Raw materials		Work in progress		Finished goods		Total	
	Amount	%	Amount	%	Amount	%	Amount	%
2018-19	1554.32	36.84	406.77	09.64	2257.16	53.50	4218.25	100

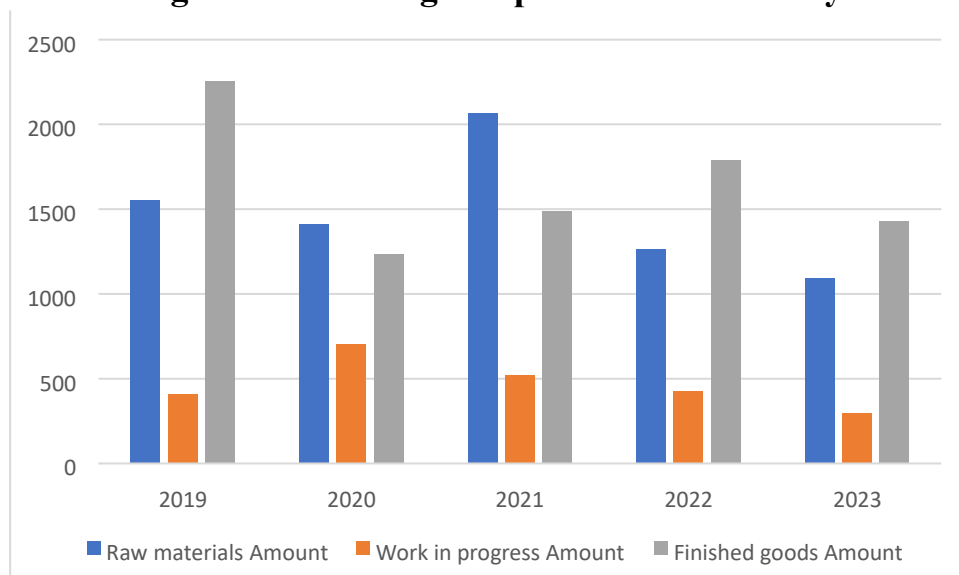


2019 -20	1415.65	42.1 7	703.89	20.9 6	1237.36	36.8 6	3356.9	10 0
2020 -21	2063.96	50.6 5	523.34	12.8 4	1486.93	36.4 9	4074.23	10 0
2021 -22	1263.95	36.3 3	427.66	12.2 9	1786.87	51.3 6	3478.48	10 0
2022 -23	1096.27	38.7 9	299.33	10.5 9	1430.52	50.6 1	2826.12	10 0
Tota l	7394.15		2360.99		8198.84		17953.9 8	

(source: secondary source)

The above table shows composition of inventory in 5 years. From this table, it is clear that the major portion of inventory consists of finished goods in all 5 years. Proportion of raw materials is highest in the year 2020-21 with 50.65% and the proportion of work in progress is highest in the year 2019-20 with 20.96%.

**Figure 4.2 showing composition of inventory**





### 4.3 Inventory turnover ratio

Inventory turnover ratio = cost of goods sold/average inventory

**Table 4.3 Showing inventory turnover ratio**

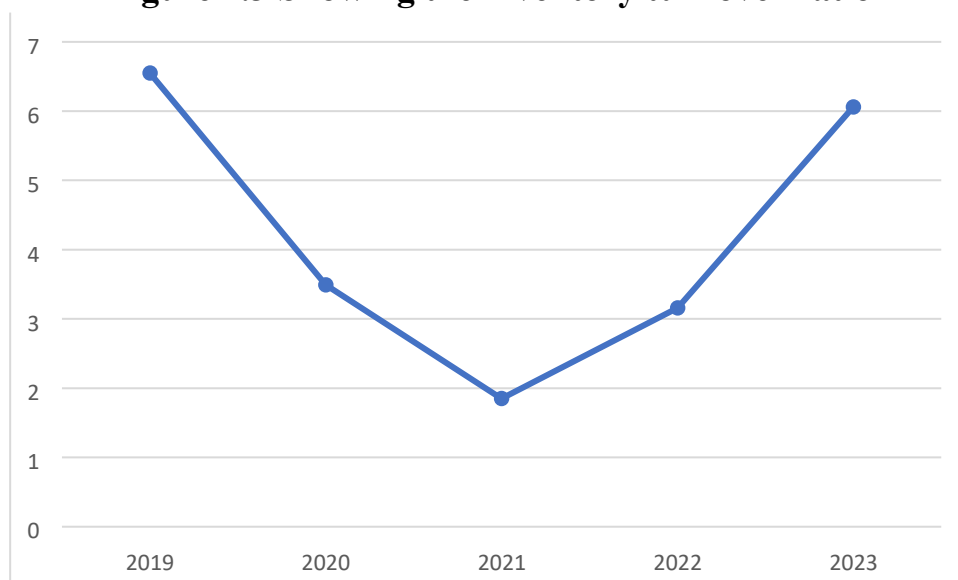
<b>Year</b>	<b>Cost of goods sold</b>	<b>Average stock of inventory</b>	<b>Inventory turnover ratio</b>
2018-19	50615.78	7722.28	6.55
2019-20	32574.51	9321.8	3.49
2020-21	21597.99	11662.78	1.85
2021-22	36319.24	11484.51	3.16
2022-23	49272.82	8126.76	6.06



(source: secondary source)

The above table show inventory turnover at decreasing ratio in the first 3 years then there is an increasing ratio in the next 2 years.

**Figure 4.3 Showing the inventory turnover ratio**



#### 4.4 Days of inventory holding

Days of inventory holding =  $365/\text{inventory turnover ratio in times}$

**Table 4.4 Showing days of inventory holding**

Year	Inventory turnover ratio	Days of inventory holding
2018-19	6.55	55
2019-20	3.49	104
2020-21	1.85	197
2021-22	3.16	115
2022-23	6.06	60

(source: secondary source)

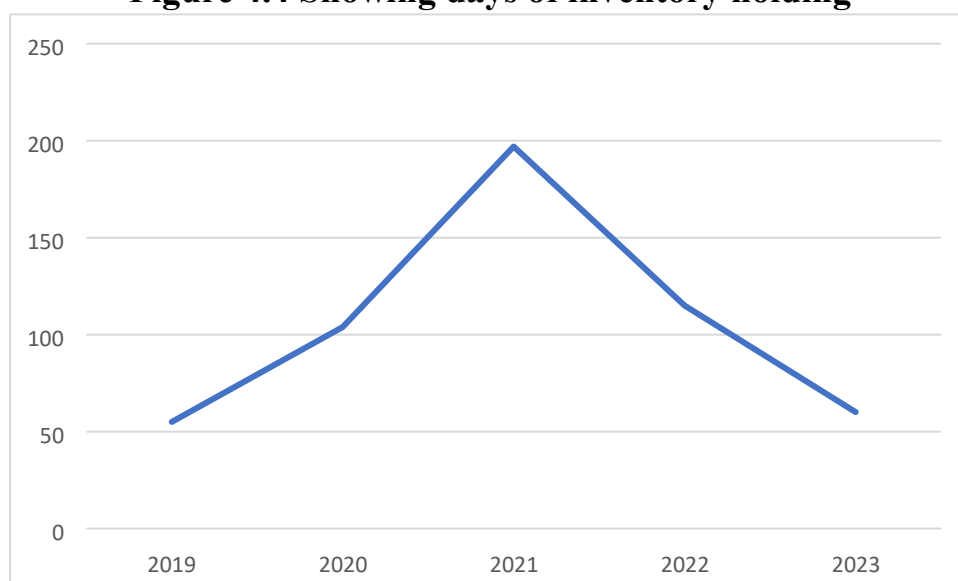
The inventory holding period shows a decreasing trend at the beginning and an increasing trend in the next 2 years and a decreasing trend in the next 2 years.

The lowest holding period is obtained in the year 2018-19 with 55 days. It is



the indication of goods inventory management. And the highest holding period is obtained in the year 2020-21 with 197 days.

**Figure 4.4 Showing days of inventory holding**



#### 4.5 Ratio of inventory to current assets

**Table 4.5 Showing ration to total inventory to current assets**

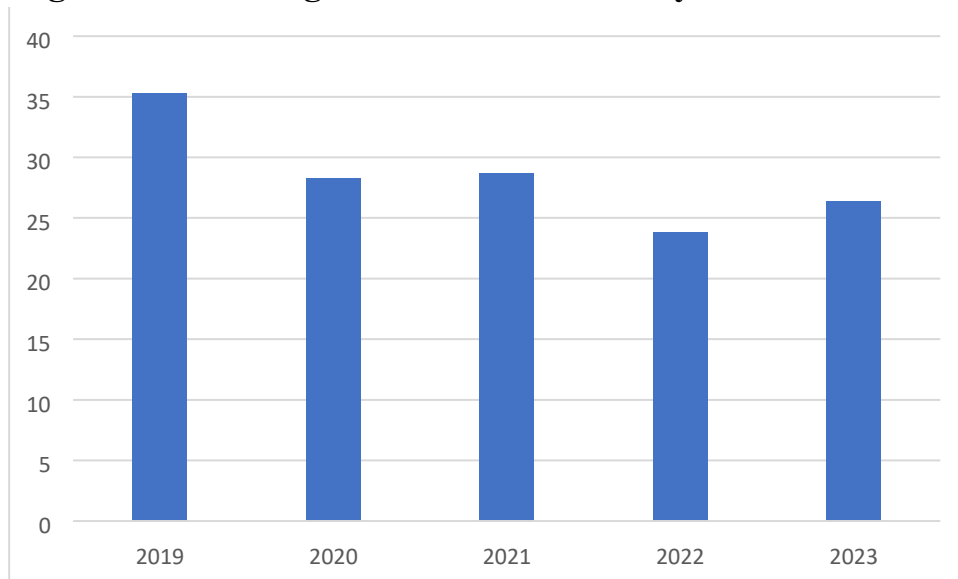
Year	Total inventory	Current assets	Percentage
2018-19	4662	13229.30	35.23
2019-20	3831.92	13568.76	28.24
2020-21	4551.71	15854.59	28.70
2021-22	3718.49	15619.61	23.80
2022-23	3027.90	11499.95	26.32

(source: secondary source)

Total inventory to current assets ratio is highest in the year 2018-19 with 35.23% and lowest in the year 2021-22 with 23.80%



**Figure 4.5 Showing ratio to total inventory to current assets**



#### **4.6 Total inventory to total assets ratio**

**Table 4.6 Showing total inventory to total assets ratio**

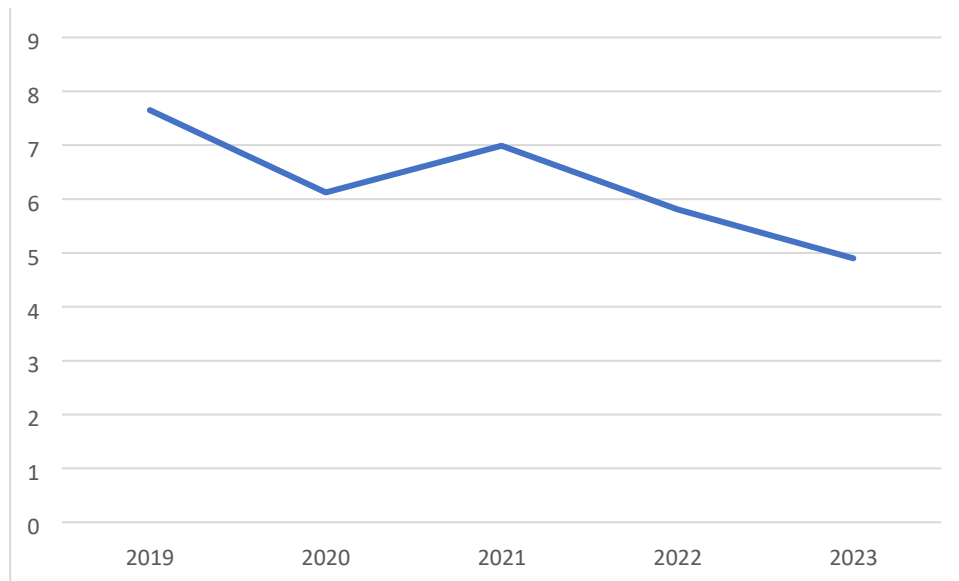
Year	Total Inventory	Total assets	Percentage
2018-19	4662	60909.63	7.65
2019-20	3831.92	62589.87	6.12
2020-21	4551.71	65059.66	6.99
2021-22	3718.49	63899.87	5.81
2022-23	3027.90	61770.77	4.90

(source: secondary source)

The total inventory to total assets shows a decreasing trend. The highest ratio of total inventory to total assets is in the year 2018-19 with 7.65% and the lowest is in the year 2022-23 with 4.90%

**Figure 4.6 Showing total inventory to total assets.**





#### 4.7 Finished goods turnover ratio

Finished goods turnover ratio = cost of goods sold/average inventory at cost

**Table 4.7 Showing finished goods turnover ratio**

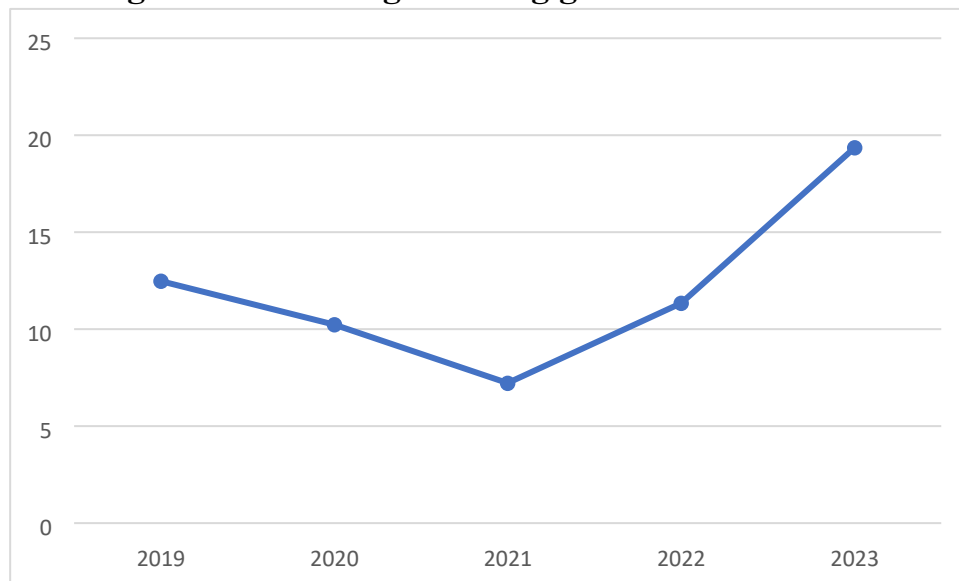
Year	Annual sales	Average stocks of finished goods	Ratio
2018-19	68764.88	5507.02	12.48
2019-20	43485.76	4246.96	10.23
2020-21	29769.07	4191.81	7.22
2021-22	46880.97	4135.1	11.33
2022-23	65298.84	3373.19	19.35

(source: secondary source)

The above table shows finished goods turnover ratio shows a decreasing trend for 3 years. Then an increasing trend in the next 2 years. The lowest ratio is recorded in the year 2020-21 with 7.22 times.



**Figure 4.7 Showing finishing goods turnover ratio**



#### **4.8 Days of finished goods holding period**

Finished goods holding period =  $365/\text{finished goods turnover ratio}$

**Table 4.8 Showing days of finished goods holding period**

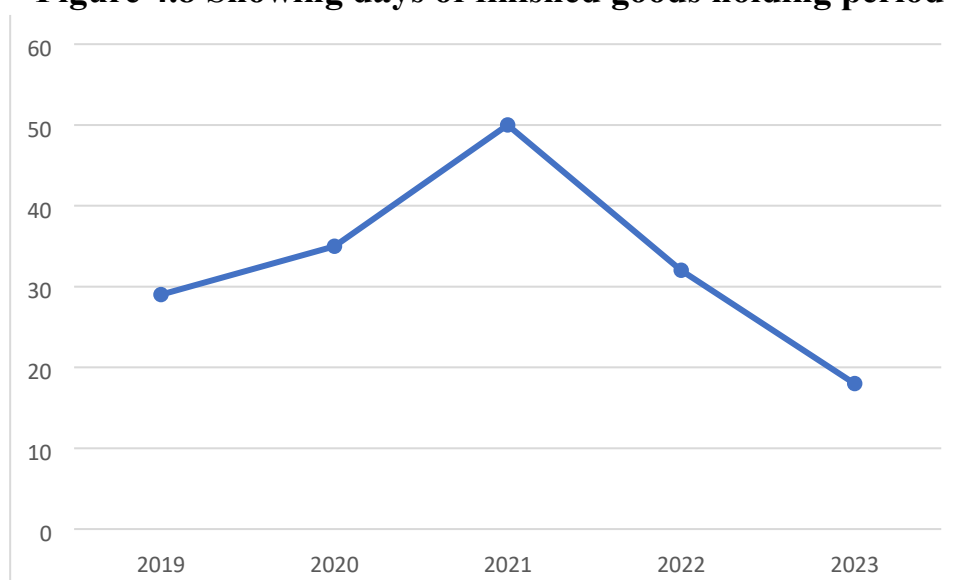
Year	Finished goods Turnover ratio	Days
2018-19	12.48	29
2019-20	10.23	35
2020-21	7.22	50
2021-22	11.33	32
2022-23	19.35	18

(source: secondary source)

The above table shows days of finished goods holding period. The lowest holding period of finished goods is in the year 2022-23 with 18 days it indicates greatest efficiency and increased sales. And the highest holding period of finished goods is in the year 2020-21 with 50 days it shows lower efficiency in handling finished goods.



**Figure 4.8 Showing days of finished goods holding period**



#### **4.9 Trend ratio of inventory**

**Table 4.9 Showing trend ratio of inventory**

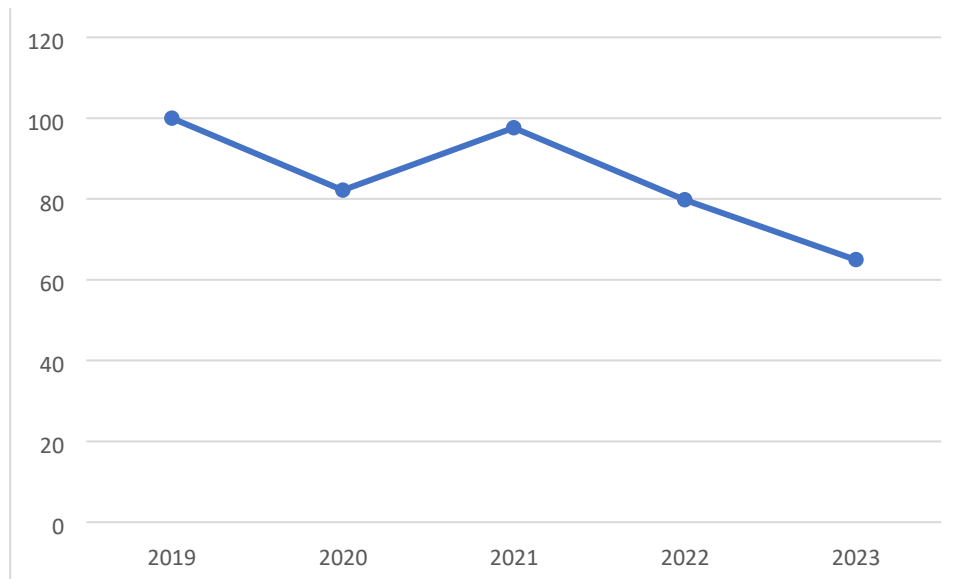
Year	Inventory	Trend ratio (%)
2018-19	4662	100
2019-20	3831.92	82.19
2020-21	4551.71	97.63
2021-22	3718.49	79.76
2022-23	3027.90	64.94

(source: secondary source)

The above table showing decreasing trend of inventory over the period. **Figure**

#### **4.9 Showing trend ratio of inventory**





#### 4.10 Trend ratio of sales

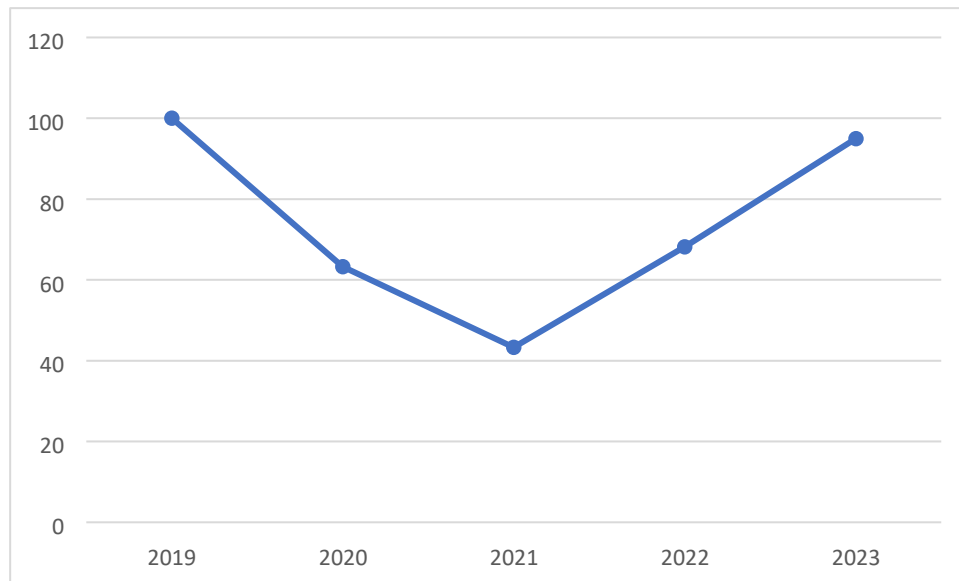
**Table 4.10 Showing trend ratio of sales**

Year	Sales	Trend ratio (%)
2018-19	68764.88	100
2019-20	43485.76	63.23
2020-21	29769.07	43.29
2021-22	46880.97	68.17
2022-23	65298.84	94.95

(source: secondary source)

The above table shows trend ratio of sales of decreasing trend till the year 2020-21 with 43.29% and an increasing trend in the next 2 years. **Figure 4.10 Showing trend ratio of sales**





## 4.11 Correlation

**Table 4.11 Showing correlation between inventory and sales**

Year	Inventory	Sales
2018-19	4662	68764.88
2019-20	3831.92	43485.76
2020-21	4551.71	29769.07
2021-22	3718.49	46880.97
2022-23	3027.90	65298.84

(source: secondary source)

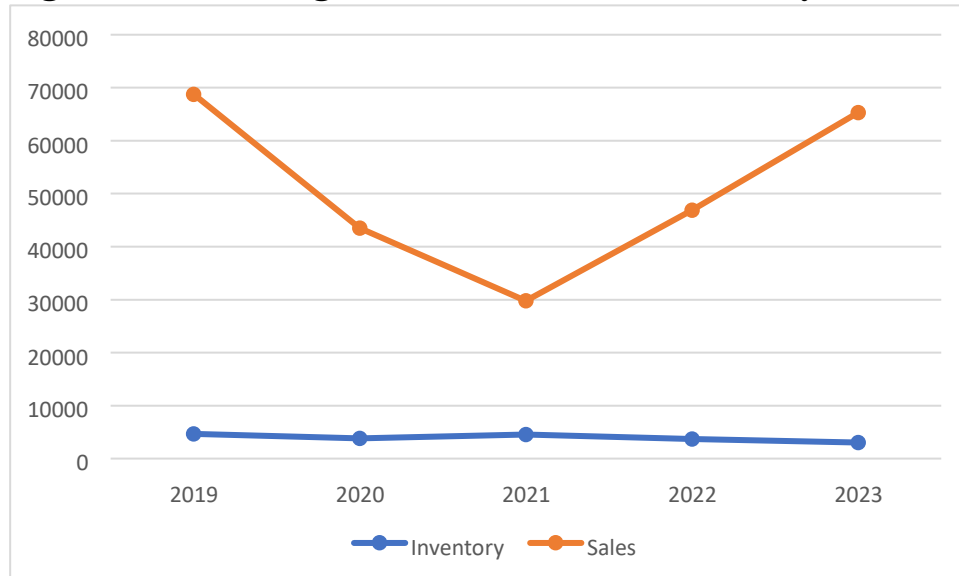
**R = -0.26**

The correlation between inventory and sales is -0.26. It shows that there is a negative correlation between inventory and sales. The reason for the negative



correlation is because one variable is increasing and the other is decreasing and vice versa.

**Figure 4.11 Showing correlation between inventory and sales**



## **CHAPTER V**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**



## 5.1 Findings

- The components of inventory consist of 41.18% of raw materials, 13.15% of work in progress and 45.66% of finished goods. That major portion of inventory comprises of finished goods.
- The major portion of inventory consists of finished goods in all 5 years. Proportion of raw materials is highest in the year 2020-21 with 50.65% and the proportion of work in progress is highest in the year 2019-20 with 20.96%.
- The inventory turnover at decreasing ratio in the first 3 years then there is an increase in the next 2 years. The lowest inventory turnover ratio is in the year 2021 with 1.85 times and the highest inventory turnover ratio is in the year 2019 with 6.55 times.
- The inventory holding period shows a decreasing trend at the beginning and an increasing trend in the next 2 years and a decreasing trend in the next 2 years. The lowest holding period is obtained in the year 2018-19 with 55 days. It is the indication of goods inventory management. And the highest holding period is obtained in the year 2020-21 with 197 days.
- Total inventory to current assets ratio is highest in the year 2018-19 with 35.23% and lowest in the year 2021-22 with 23.80%.
- The total inventory to total assets shows a decreasing trend. The highest ratio of total inventory to total assets is in the year 2018-19 with 7.65% and the lowest is in the year 2022-23 with 4.90%.
- The finished goods turnover ratio shows a decreasing trend for 3 years. Then an increasing trend in the next 2 years. The lowest ratio is recorded in the year 2020-21 with 7.22 times.



- The days of finished goods holding period. The lowest holding period of finished goods is in the year 2022-23 with 18 days it indicates greatest efficiency and increased sales. And the highest holding period of finished goods is in the year 2020-21 with 50 days it shows lower efficiency in handling finished goods.
- The trend ratio of inventory of tata motors is in a decreasing trend over the period.
- The trend ratio of sales of decreasing trend till the year 2020-21 with 43.29% and an increasing trend in the next 2 years.
- The correlation between inventory and sales is -0.26. It shows that there is a negative correlation between inventory and sales. The reason for the negative correlation is because one variable is increasing and the other is decreasing and vice versa.



## **5.2 Suggestions**

- Tata motors can adopt ABC analysis for inventory control, it helps to control the inventory according to their value.
- Adoption of EOQ system helps the company to decide the purchase of most favourable quantity of materials.
- The company should try to maintain the lower inventory holding period in the coming years that may help in increasing efficiency and increased sales.



### **5.3 Conclusion**

Inventory is the largest asset among current assets in a manufacturing concern. Thus, proper management of inventory is important to maintain and improve the health of an organization. Efficient management of inventories will improve the profitability of the organisation. Tata motors ltd is one of the leading companies for manufacturing car parts. This study was conducted to analyse the effectiveness of inventory management system prevailing in the company. From this study, it is clear that the inventory of the company consists of raw materials and finished goods. And the study shows that there is no over stocking of inventory. The inventory of the company is managed in a better way. From the details analysis, it is clear that the society is performing a satisfactory level.



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<https://www.tatamotors.com/>



# **ANNEXURE**



**“A STUDY ON FINANCIAL PERFORMANCE OF  
CIPLA LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**VISMAYA K**

**(CCAVBCP061)**

Under the supervision of

**Ms.VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS),IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Financial Performance of Cipla Ltd**” is a bonafide record of a project done by **VISMAYA K**, Reg. No. CCAVBCP061, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr.K O Francis**  
**Co-ordinator**



**Ms. VIJAYA E S**  
**Project Guide**

**Elizabeth Paul**  
**External Examiner** 18/3/24



## **DECLARATION**

I, **VISMAYA K**, hereby declare that the project work entitled “**A STUDY ON FINANCIAL PERFORMANCE OF CIPLA LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Vijaya E S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**VISMAYA K**

**Date:**

**CCAVBCP061**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I am thankful to Dr. K O Francis, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Rakhi Sreedevi, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Vijaya E S, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staff of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**VISMAYA K**

**Date:**



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CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF TATA STEEL LTD" is a bonafide record of project done by **AAMIL NISTHAR TN**, Reg. No. CCAVBCP001, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE(PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Dr. K O Francis  
Co-ordinator

Ms. RAKHI S  
Project Guide



Elizabeth Paul 18/3/24  
EXTERNAL EXAMINER



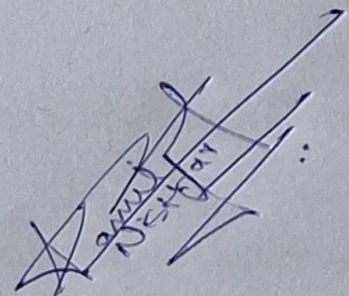
## DECLARATION

I, AAMIL NISTHAR TN, hereby declare that the project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF TATA STEEL LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Rakhi S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 02 - 02 - 2024



AAMIL NISTHAR TN

CCAVBCP001



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our principal, for providing various facilities.

I am thankful to Asso. Prof. Dr. K O Francis, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

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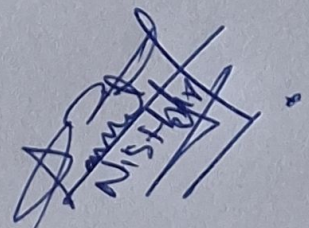
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Place: Irinjalakuda

Date: 02.02.2024



AAMIL NISTHAR TN

CCAVBCP001



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**“A STUDY ON FINANCIAL ANALYSIS AND  
PERFORMANCE OF WIPRO LTD”**

Project report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**AAQIL NISTHAR T N**

**(CCAVBCP002)**

Under the supervision of

**Ms.VIJAYA E.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A Study on Financial Analysis and Performance of Wipro LTD” is a bonafide record of project done by AAQIL NISTHAR T N, Reg. No. CCAVBCP002, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O Francis**  
**Co-Ordinator**



**Ms. VIJAYA E.S**  
**Project Guide**

Elizabeth Paul 18/5/24  
External Examiner



## **DECLARATION**

I, **AAQIL NISTHAR T N**, hereby declare that the project work entitled “**A STUDY ON FINANCIAL ANALYSIS AND PERFORMANCE OF WIPRO LTD**” is a record of independent and bonafede project work carried out by me under the supervision and guidance of Ms. Vijaya E.S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**AAQIL NISTHAR T N**

**Date:**

**CCAVBCP002**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I am thankful to Dr. K.O Francis, Co-Ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Rakhi Sreedevi, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

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I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**AAQIL NISTHAR T N**

**Date:**



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# **CHAPTER 1**

## **INTRODUCTION**



# **CHAPTER 2**

## **REVIEW OF LITERATURE**



**CHAPTER 3**  
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**PROFILE**



**CHAPTER 4**

**DATA ANALYSIS AND**

**INTERPRETATION**



**CHAPTER 5**

**FINDINGS, SUGGESTIONS &  
CONCLUSION**



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# **ANNEXURE**



**“A STUDY ON FINANCIAL PERFORMANCE OF APOLLO  
TYRES LIMITED”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**ADHWAITH P N**

**(CCAVBCP003)**

Under the supervision of

**Ms. RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "**A Study on Financial Performance of Apollo Tyres limited**" is a bonafide record of project done by ADHWAITH P N, Reg. No. CCAVBCP003, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr.K.O. FRANCIS**  
Co-ordinator



**Ms. RAKHI S**  
Project Guide

Elizabeth Paul  
External Examiner

18/3/24



## **DECLARATION**

I, ADHWAITH P N, hereby declare that the project work entitled “**A STUDY ON FINANCIAL PERFORMANCE OF APOLLO TYRES LIMITED**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. RAKHI S Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**ADHWAITH P N**

**Date:**

**CCAVBCP003**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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**Place: Irinjalakuda**

**ADHWAITH P N**

**Date:**



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# **CHAPTER I**

## **INTRODUCTION**



# **CHAPTER II**

## **REVIEW OF LITERATURE**



**CHAPTER III**  
**INDUSTRY AND COMPANY**  
**PROFILE**



**CHAPTER IV**  
**DATA ANALYSIS AND**  
**INTERPRETATION**



**CHAPTER V**

**FINDINGS, SUGGESTIONS AND  
CONCLUSION**



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**“A STUDY ON FINANCIAL PERFORMANCE OF APOLLO  
TYRES LIMITED”**

Project Report submitted to

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*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**ASHWIN SIVADAS**

**(CCAVBCP004)**

Under the supervision of

**Ms. RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "**A Study on Financial Performance of Apollo Tyres limited**" is a bonafide record of project done by **ASHWIN SIVADAS**, Reg. No. CCAVBCP004, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr.K.O. FRANCIS**  
Co-ordinator



**Ms. RAKHI S**  
Project Guide

Elizabeth Paul  
External Examiner 18/3/24



## **DECLARATION**

I, **ASHWIN SIVADAS**, hereby declare that the project work entitled “**A STUDY ON FINANCIAL PERFORMANCE OF APOLLO TYRES LIMITED**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. **RAKHI S** Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**ASHWIN SIVADAS**

**Date:**

**CCAVBCP004**



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**Place: Irinjalakuda**

**ASHWIN SIVADAS**

**Date:**



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**“A STUDY OF EFFECTIVENESS OF ONLINE SHOPPING  
WITH SPECIAL REFERENCE TO COLLEGE STUDENTS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**FAYAS SHAJI**

**(CCAVBCP005)**

Under the supervision of

**Ms. SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A study of effectiveness of online shopping with special reference to college students**” is a bonafide record of project done by **FAYAS SHAJI**, Reg. No. CCAVBCP005, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. Francis**  
**Coordinator**



**Ms. SRUTHY K S**  
**Project Guide**

**External Examiner** 19/3/24



## DECLARATION

I, **FAYAS SHAJI**, hereby declare that the project work entitled “**A study of effectiveness of online shopping with special reference to college students**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sruthy k s Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associate ship or other similar title of any other university or institute.

**Place:** Irinjalakuda

**Date:** 02/02/2024



**FAYAS SHAJI**

**CCAVBCP005**



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to **Rev.Fr. Dr. Jolly Andrews CMI** our Principal, for providing various facilities.

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I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**FAYAS SHAJI**

**Date:** 02/02/2024



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**“A STUDY ON THE FINANCIAL PERFORMANCE OF  
HINDUSTAN UNILEVER LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE(PROFESSIONAL)**

Submitted by

**HARIPRIYA C P**

**(CCAVBCP006)**

Under the supervision of

**Ms.RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled “A STUDY ON THE FINANCIAL PERFORMANCE OF HINDUSTAN UNILEVER LTD” is a bonafide record of project done by **HARIPRIYA C P**, Reg. No. CCAVBBCP006, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K O Francis**  
Co-ordinator



**Ms. RAKHI S**  
Project Guide

Elizabeth Paul  
External Examiner 18/3/24



## **DECLARATION**

I, **HARIPRIYA C P**, hereby declare that the project work entitled “**A STUDY ON THE FINANCIAL PERFORMANCE OF HINDUSTAN UNILEVER LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Rakhi S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**HARIPRIYA C P**

**Date:**

**CCAVBCP006**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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**Place: Irinjalakuda**

**HARIPRIYA C P**

**Date:**

**CCAVBCP006**



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**“A STUDY ON THE FINANCIAL PERFORMANCE OF TATA STEEL LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE(PROFESSIONAL)**

Submitted by

**JOYAL VP**

**(CCAVBCP007)**

Under the supervision of

**Ms.RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON THE FINANCIAL PERFORMANCE OF TATA STEEL LTD**” is a bonafide record of project done by **JOYAL VP**, Reg. No. CCAVBCP007, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K O Francis**  
Co-ordinator



**Ms. RAKHI S**  
Project Guide

*Elizabeth Paul*  
External Examiner 18/1/24



## **DECLARATION**

I, **JOYAL VP**, hereby declare that the project work entitled “**A STUDY ON THE FINANCIAL PERFORMANCE OF TATA STEEL LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Rakhi S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**JOYAL VP**

**Date:**

**CCAVBCP007**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I am thankful to Asso. Prof. Dr. K O Francis, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

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**Place: Irinjalakuda**

**JOYAL VP**

**Date:**

**CCAVBCP007**



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**“A STUDY ON THE CORPORATE SOCIAL  
RESPONSIBILITY OF TCS LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**ABHAY K.B**

**(CCAVBCP008)**

Under the supervision of

**Ms.VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "**A Study on Corporate Social Responsibility of TCS Ltd**" is a bonafide record of a project done by **ABHAY K.B**, Reg. No. CCAVBCP008, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**  
**Co-ordinator**

**Ms. VIJAYA E.S**  
**Project Guide**



**Elizabeth Paul**  
**External Examiner**

18/11/24



## **DECLARATION**

I, **ABHAY K.B** , hereby declare that the project work entitled “**A STUDY ON THE CORPORATE SOCIAL RESPONSIBILITY OF TCS LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.VIJAYA E.S Asst.professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**ABHAY K.B**

**Date:**

**CCAVBCP008**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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**Place: Irinjalakuda**

**ABHAY K.B**

**Date:**



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**“A STUDY ON IMPACT OF CUSTOMER  
SATISFACTION OF TATA Co. LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE  
(PROFESSIONAL)**

Submitted by

**ABHIJITH**

**(CCAVBCP009)**

Under the supervision of

**Ms.SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE

### CERTIFICATE

This is to certify that the project report entitled “A STUDY ON IMPACT OF CUSTOMER SATISFACTION OF TATA Co. LTD” is a bonafide record of project done by **ABHIJITH**, Reg. No. CCAVBBCP009, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Prof K.O. FRANCIS**  
Co-ordinator



**Ms. SRUTHY K. S**  
Project Guide

*Elizabeth Paul*  
External Examiner

18/3/24



## DECLARATION

I, **ABHIJITH**, hereby declare that the project work entitled "**A STUDY ON IMPACT OF CUSTOMER SATISFACTION OF TATA Co. LTD**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Sruthy K S, Department of Commerce, Christ College (Autonomous ), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 02-02-2024



**ABHIJITH**

**CCAVBCP009**



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**Place:** Irinjalakuda

**ABHIJITH**

**Date:** 02-02-2024



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**“A CRITICAL STUDY ON CONSUMER SATISFACTION OF  
ONLINE MARKETING OF MOBILE PHONES”**

Project report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

In partial fulfilment of the requirement for the award of the degree of

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**ADWAITH JAITHRAN**

**(CCAVBCP010)**

Under the supervision of

**Ms. SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**(PROFESSIONAL)**

**CERTIFICATE**

This is to certify that the project report entitled “**A CRITICAL STUDY ON CUSTOMER SATISFACTION OF ONLINE MARKETING OF MOBILE PHONES**” is a bonafide record of project done by **ADWAITH JAITHRAN**, Reg. No. CCAVBBCP010, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**  
**Co-ordinator**  
**(B.Com Professional)**

**Ms. SRUTHY K S**  
**Project Guide**



## **DECLARATION**

I, **ADWAITH JAITHRAN** hereby declare that the project work entitled “**A CRITICAL STUDY OF CONSUMER SATISFACTION OF ONLINE MARKETING OF MOBILE PHONES**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. SRUTHY K S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**ADWAITH JAITHRAN**

**Date:**

**CCAVBCP010**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**Place: Irinjalakuda**

**ADWAITH JAITHRAN**

**Date:**



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**“A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER  
BEHAVIOUR OF YOUTH WITH SPECIAL REFERANCE TO THE  
STUDENTS OF CHRIST COLLEGE (AUTONOMOUS),  
IRINJALAKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE(PROFESSIONAL)**

Submitted by

**AKHILA M J**

**(CCAVBCP012)**

Under the supervision of

**MS. SIJI PAUL. V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**  
**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE (PROFESSIONAL)**  
**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR OF YOUTH WITH SPECIAL REFERANCE TO THE STUDENTS OF CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA"** is a bonafide record of project done by **AKHILA M J**, Reg. No. CCAVBBCP012, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
Co-ordinator



**Ms. SIJI PAUL .V**  
Project Guide

*Sijith Paul* 18/3/24  
External Examiner



## **DECLARATION**

I, **AKHILA M J**, hereby declare that the project work entitled “**A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR OF YOUTH WITH SPECIAL REFERANCE TO THE STUDENTS OF CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Siji Paul.V, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**AKHILA M J**

**Date:**

**CCAVBCP012**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**Place: Irinjalakuda**

**AKHILA M J**

**Date:**



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**“A COMPARATIVE STUDY ON THE WORK-LIFE  
BALANCE AMONG TEACHERS OF CHRIST COLLEGE  
IRINJALAKUDA AND ST.JOSEPH COLLEGE  
IRINJALAKUDA ”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**ALLWIN MV**

**(CCAVBCP013)**

Under the supervision of

**Ms. SIJI PAUL V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE (PROFESSIONAL)**

**CERTIFICATE**

This is to certify that the project report entitled **“A Comparative Study on the Work-life Balance among teachers of Christ College Irinjalakuda and St. Josephs College Irinjalakuda”** is a bonafide record of project done by **ALLWIN MV**, Reg. No. CCAVBBCP013, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
Co-ordinator



**Ms. SIJI PAUL V**  
Project Guide

Elizabeta Paul  
External Examiner 18/3/24



## DECLARATION

I, ALLWIN MV, hereby declare that the project work entitled "A Comparative Study on the Work-life Balance among teachers of Christ College Irinjalakuda and St. Josephs College Irinjalakuda" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Siji Paul V Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 2/2/2024



ALLWIN MV

CCAVBCP013



## **ACKNOWLEDGEMENT**

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**Place: Irinjalakuda**

**ALLWIN MV**

**Date:**



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**“A CRITICAL STUDY ON CONSUMER SATISFACTION OF  
ONLINE MARKETING OF MOBILE PHONES”**

Project report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

In partial fulfilment of the requirement for the award of the degree of

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**ARWIN PAULY**

**(CCAVBCP014)**

Under the supervision of

**Ms. SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**(PROFESSIONAL)**

**CERTIFICATE**

This is to certify that the project report entitled “**A CRITICAL STUDY ON CUSTOMER SATISFACTION OF ONLINE MARKETING OF MOBILE PHONES**” is a bonafide record of project done by **ARWIN PAULY**, Reg. No. CCAVBCP014, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**  
Co-ordinator  
(B.Com Professional)



**Ms. SRUTHY K S**  
Project Guide

Elizbeth Paul 19/3/24  
External Examiner



## **DECLARATION**

**I, ARWIN PAULY hereby declare that the project work entitled “ A  
CRITICAL STUDY OF CONSUMER SATISFACTION OF ONLINE  
MARKETING OF MOBILE PHONES” is a record of independent and  
bonafide project work carried out by me under the supervision and guidance of  
Ms. SRUTHY K S, Asst. Professor, Department of Commerce, Christ College  
(Autonomous), Irinjalakuda.**

**The information and data given in the report is authentic to the best of  
my knowledge. The report has not been previously submitted for the award of  
any Degree, Diploma, Associateship or other similar title of any other  
university or institute.**

**Place: Irinjalakuda**

**Date: 2/2/2024**

  
**ARWIN PAULY**

**CCAVBCP014**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our Principal, for providing various facilities.

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I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**ARWIN PAULY**

**Date: 2/2/2024**



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**“A STUDY ON FINANCIAL PERFORMANCE OF  
BRITANNIA INDUSTRIES LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**ASWIN E.S**

**(CCAVBCP015)**

Under the supervision of

**Ms.SIJI PAUL .V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**

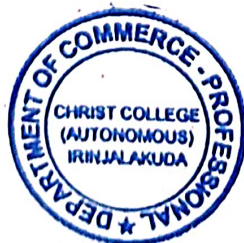


**DEPARTMENT OF COMMERCE (PROFESSIONAL)**

**CERTIFICATE**

This is to certify that the project report entitled “**A study on financial performance of Britannia Industries Ltd** ” is a bonafide record of a project done by **ASWIN E S**, Reg. No. CCAVBCP015, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr . K O FRANCIS**  
Co-ordinator



**Ms.SIJI PAUL . V**  
Project Guide

External Examiner

19/3/24



## DECLARATION

I, ASWIN E S, hereby declare that the project work entitled “A STUDY ON FINANCIAL PERFORMANCE OF BRITANNIA INDUSTRIES LTD” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.SIJI PAUL.V Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda.

Date: 2 / 2 / 2024



ASWIN E.S

CCAVBCP015

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI, our Principal, for providing various facilities.

I am thankful to Dr.KJ FRANCIS, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms.RAKHI S, Asst. Professor for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms.SIJI PAUL.A , Asst. Professor whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department especially for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

Date: 2 / 02 / 24

  
ASWIN E.S



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**“A STUDY ON IMPACT OF CUSTOMER  
SATISFACTION OF TATA Co. LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE  
(PROFESSIONAL)**

Submitted by

**ATHULYA V J**

**(CCAVBCP017)**

Under the supervision of

**Ms.SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON IMPACT OF CUSTOMER SATISFACTION OF TATA Co. LTD**” is a bonafide record of project done by **ATHULYA V J**, Reg. No. CCAVBBCP017, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Prof K.O. FRANCIS**  
**Co-ordinator**

**Ms. SRUTHY K. S**  
**Project Guide**

## **DECLARATION**

I, **ATHULYA V J**, hereby declare that the project work entitled “**A STUDY ON IMPACT OF CUSTOMER SATISFACTION OF TATA Co. LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Sruthy K S, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**ATHULYA V J**

**Date:**

**CCAVBCP017**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our Principal, for providing various facilities.

I am thankful to Prof. K.O. Francis, Co-ordinator of B.Com (Professional), for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Rakhi S, Class teacher, for providing proper help and encouragement in the preparation of this report.

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**Place: Irinjalakuda**

**ATHULYA V J**

**Date:**

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**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
TATA CONSULTANCY SERVICES LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**FATHIMA RUZA**

**(CCAVBCP019)**

Under the supervision of

**Ms. VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled "A Study on Financial Performance Analysis of TATA CONSULTANCY SERVICES LTD" is a bonafide record of project done by **FATHIMA RUZA**, Reg. No. CCAVBCP019, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
**Co-ordinator**



**Ms. VIJAYA E S**  
**Project Guide**

Eljabath Paul 19/3/24  
External Examiner

## **DECLARATION**

I, **FATHIMA RUZA**, hereby declare that the project work entitled “**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TATA CONSULTANCY SERVICES LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.VIJAYA E S Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**FATHIMA RUZA**

**Date:**

**CCAVBCP019**



## **ACKNOWLEDGEMENT**

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**Place: Irinjalakuda**

**FATHIMA RUZA**

**Date:**

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**“A STUDY ON FINANCIAL PERFORMANCE OF  
CIPLA LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**MUSAFAR HYDER SHARAF**

**(CCAVBCP020)**

Under the supervision of

**Ms.VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS),IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Financial Performance of Cipla Ltd**” is a bonafide record of a project done by **MUSAFAR HYDER SHARAF**, Reg. No. CCAVBCP020, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr.K O Francis**  
**Co-ordinator**



**Ms. VIJAYA E S**  
**Project Guide**

Elyaseth Paul  
External Examiner

18/3/24



## **DECLARATION**

I, **MUSAFAR HYDER SHARAF**, hereby declare that the project work entitled “**A STUDY ON FINANCIAL PERFORMANCE OF CIPLA LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Vijaya E S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**MUSAFAR HYDER SHARAF**

**Date:**

**CCAVBCP020**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**Place: Irinjalakuda**

**MUSAFAR HYDER SHARAF**

**Date:**



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**“A COMPARATIVE STUDY ON THE WORK-LIFE  
BALANCE AMONG TEACHERS OF CHRIST COLLEGE  
IRINJALAKUDA AND ST. JOSEPH’S COLLEGE  
IRINJALAKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**NANDHAKISHOR R**

**(CCAVBCP021)**

Under the supervision of

**Ms. SIJI PAUL V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE (PROFESSIONAL)**

**CERTIFICATE**

This is to certify that the project report entitled “**A Comparative Study on the Work-life Balance among teachers of Christ College Irinjalakuda and St. Josephs College Irinjalakuda**” is a bonafide record of project done by **NANDHAKISHOR R**, Reg. No. CCAVBCP021, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
**Co-ordinator**



**Ms. SIJI PAUL V**  
**Project Guide**

*Elizabeth Paul* 19/3/24  
External Examiner

## DECLARATION

I, **NANDHAKISHOR R**, hereby declare that the project work entitled **“A Comparative Study on the Work-life Balance among teachers of Christ College Irinjalakuda and St. Josephs College Irinjalakuda”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Siji Paul V Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 2/2/2024

  
**NANDHAKISHOR R**

CCAVBCP021



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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Place: Irinjalakuda

  
NANDHAKISHOR R

Date: 2/2/2024

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**“COMPARATIVE ANALYSIS ON THE FINANCIAL  
PERFORMANCE OF WIPRO AND HCL TECH”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE ( PROFESSIONAL)**

Submitted by

**NIRANJANA C GIRISH**

**(CCAVBCP022)**

Under the supervision of

**Ms.SRUTHY K.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Comparative Analysis of Financial Performance of Wipro and HCLTech**” is a bonafide record of project done by **NIRANJANA C GIRISH**, Reg. No. CCAVBCP022, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. Francis**  
**Co-coordinator**  
**(B.com Professional)**



**Ms. SRUTHY K.S**  
**Project Guide**

**External Examiner** 19/3/24



## DECLARATION

I, **NIRANJANA C GIRISH**, hereby declare that the project work entitled **“COMPARATIVE ANALYSIS ON THE FINANCIAL PERFORMANCE OF WIPRO AND HCL TECH”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sruthy K.S Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

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**Place: Irinjalakuda.**

**Date:** 02/02/2024



**NIRANJANA C GIRISH**

**CCAVBCP022**

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Place: Irinjalakuda

Date: 02/02/2024

  
NIRANJANA C GIRISH



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**“FINANCIAL ANALYSIS AND PERFORMANCE  
EVALUATION OF COCO-COLA COMPANY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**SAYANTH S D**

**(CCAVBCP023)**

Under the supervision of

**Ms. SRUTHY K S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**Financial Analysis and Performance Evaluation of Coco-Cola Company**” is a bonafide record of project done by **SAYANTH S D**, Reg. No. CCAVBCP023, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O FRANCIS**  
Co-ordinator (Bcom.Professional)



**Ms. SRUTHY K S**  
Project Guide

Elizabeth Paul  
External Examiner 19/12/24

## DECLARATION


I, **SAYANTH S D**, hereby declare that the project work entitled **“FINANCIAL ANALYSIS AND PERFORMANCE EVALUATION”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Sruthy K S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place:** Irinjalakuda

**Date:** 2 - 2 - 2024



  
**SAYANTH S D**  
**CCAVBCP023**



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our Principal, for providing various facilities.

I am thankful to Dr. K.O Francis, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Rakhi S , Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Sruthy K S, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**SAYANTH S D**

**Date: 2-2-2024**



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**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
TATA CONSULTANCY SERVICES LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**SNEHA A S**

**(CCAVBCP024)**

Under the supervision of

**Ms. VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

# CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled **“A Study on Financial Performance Analysis of TATA CONSULTANCY SERVICES LTD”** is a bonafide record of project done by **SNEHA A S**, Reg. No. CCAVBCP024, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr. K.O. FRANCIS**  
**Co-ordinator**



**Ms. VIJAYA E S**  
**Project Guide**

Elizabeth Paul 19/3/24  
External Examiner



## **DECLARATION**

I, **SNEHA A S**, hereby declare that the project work entitled “**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TATA CONSULTANCY SERVICES LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.VIJAYA E S Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**SNEHA A S**

**Date:**

**CCAVBCP024**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our Principal, for providing various facilities.

I am thankful to Dr. K.O.Francis, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Rakhi S, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Vijaya E S, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**SNEHA A S**

**Date:**



**“A STUDY ON FINANCIAL ANALYSIS AND  
PERFORMANCE OF WIPRO LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**V J JYOTSNA**

**(CCAVBCP025)**

Under the supervision of

**Ms. VIJAYA E.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE  
CERTIFICATE

This is to certify that the project report entitled “A Study on Financial Analysis and Performance of Wipro LTD” is a bonafide record of project done by V J JYOTSNA, Reg. No. CCAVBBCP025, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE (PROFESSIONAL) and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Dr. K.O Francis

Co-ordinator



Ms. VIJAYA E.S

Project Guide

Elizabeth Paul 19/3/24  
External Examiner



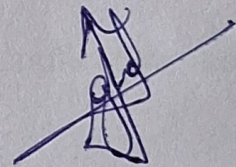
## DECLARATION

I, V J JYOTSNA, hereby declare that the project work entitled "A STUDY ON FINANCIAL ANALYSIS AND PERFORMANCE OF WIPRO LTD is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Vijaya E.S, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 02.02.24



V J JYOTSNA

CCAVBCP025



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I am thankful to Dr. K.O Francis, Co-Ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Rakhi Sreedevi, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

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I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place:** Irinjalakuda

**Date:** 02-02-24



**V J JYOTSNA**



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**“STUDY ON THE IMPACT OF CUSTOMER  
SATISFACTION OF TATA CO. LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

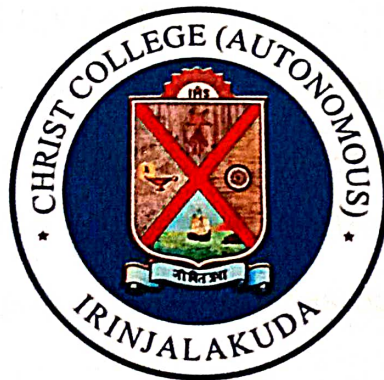
Submitted by

**ZION P.B**

**(CCAVBCP026)**

Under the supervision of

**Ms.SRUTHY K.S**



**DEPARTMENT OF COMMERCE**

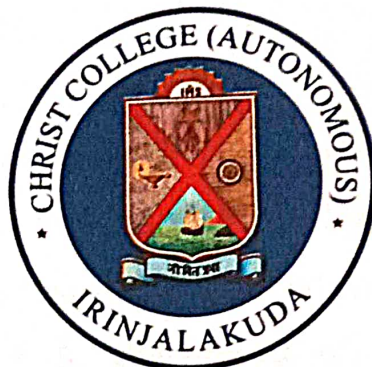
**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project entitled “A STUDY ON IMPACT OF CUSTOMER SATISFACTION OF TATA Co. LTD” is a bonafide record of project done by **ZION P.B**, Reg No. CCAVBCP026, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (PROFESSIONAL)** and it has not previously formed the basis for any Degree, Diploma and associateship or FELLOWSHIP.

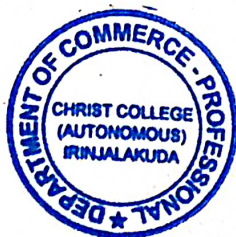
**Prof K.O. FRANCIS**

**Co-ordinator**

**(B.com Professional)**

**Ms. SRUTHY K. S**

**Project Guide**



*Elizabeth Paul*  
External Examiner 19/3/24



## **DECLARATION**

I, ZION P.B, hereby declare that the project work entitled “**A STUDY ON IMPACT OF CUSTOMER SATISFACTION OF TATA Co. LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Sruthy K S, Department of commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or any other similar title of any other university or institute.

**Place: Irinjalakuda**



**Zion P.B**

**Date: 2/2/24**

**CCAVBCP026**

## ACKNOWLEDGEMENT

Above all, I express me eternal gratitude to the Lord Almighty under whose divine guidance, I have been able to complete the work successfully.

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

I would like to express my sincere obligation to Rev.Dr Jolly Andrews, Principal-in-charge, Christ College Irinjalakuda for providing various facilities.

I am thankful to Prof. K.O. FRANCIS, Co-ordinator of B.com (Professional), for providing proper help and encouragement in the preparation of this report.

I am thankful to Ms. RAKHI S, Class teacher for her coordinial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Ms. SRUTHY K S, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the facilities of the Department for their interest and cooperation in this regard.

I extend my sincere thanks to my family and friends for their support in completing this report successfully.

Place:Irinjalakuda

ZION P.B

Date: 2/2/24



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**“A STUDY ON FINANCIAL PERFORMANCE OF  
BRITANNIA INDUSTRIES LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**ABDUL NAZAR M N**

**(CCAVBCP027)**

Under the supervision of

**Ms.SIJI PAUL .V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE (PROFESSIONAL)  
CERTIFICATE

This is to certify that the project report entitled “A study on financial performance of Britannia Industries Ltd” is a bonafide record of a project done by **ABDUL NAZAR M N**, Reg. No. CCAVBBCP027, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Dr. K O FRANCIS  
Co-ordinator



Ms. SIJI PAUL. V  
Project Guide

Elizabeth Paul

18/3/24

External Examiner

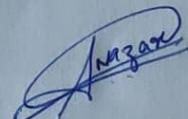
## DECLARATION

I, ABDUL NAZAR M N, hereby declare that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF BRITANNIA INDUSTRIES LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.SIJI PAUL.V Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda.

Date: 2 / 02 / 24



ABDUL NAZAR M N

CCAVBCP027



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI, our Principal, for providing various facilities.

I am thankful to Dr.K.O FRANCIS, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms.RAKHI S, Asst. Professor for providing proper help and encouragement in the preparation of this report.

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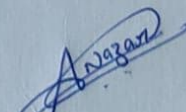
I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

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I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

Date: 2/02/24

  
ABDUL NAZAR M N

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**“A STUDY ON THE INFLUENCE OF ADVERTISEMENT ON KIDS’  
CONSUMPTION BEHAVIOUR”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE (PROFESSIONAL)**

Submitted by

**AJMAL PM**

**(CCAVBCP029)**

Under the supervision of

**Ms. SIJI PAUL. V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON THE INFLEUNCE OF ADVERTISEMENT ON KIDS' CONSUMPTION BEHAVIOUR"** is a bonafide record of project done by **AJMAL PM**, Reg. No. CCAVBCP029, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Dr K.O. Francis**  
**Cordinator**



**Ms. Siji Paul. V**  
**Project Guide**

**Elizabeth Paul**  
**External Examiner** 19/3/24



## DECLARATION

I, **AJMAL PM**, hereby declare that the project work entitled "**A STUDY ON THE INFLUENCE OF ADVERTISEMNET ON THE KIDS' CONSUMPTION BEHAVIOUR**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Ms. Siji Paul. V Asst. Professor-On contract, Department of Commerce, College (Autonomous), Irinjalakuda.**

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 02-02-2024**



**AJMAL PM**

**CCAVBCP029**

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I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

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**Place: Irinjalakuda**

  
**AJMAL PM**

**Date: 02-02-2024**



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