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A Study On Ratio Analysis Of The Fast – Moving Consumer Goods Sector (Fmcg)

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Abstract

The Fast-Moving Consumer Goods (FMCG) sector, one of the most dynamic and competitive industries in India, plays a critical role in shaping the nation's economy and consumer behavior. This study aims to evaluate the financial performance and operational efficiency of selected Indian FMCG companies—namely HUL, ITC, Nestlé India, Varun Beverages, and Britannia—through comprehensive ratio analysis. Financial ratios such as liquidity, solvency, turnover, profitability, and valuation metrics have been examined over a 10-year period (2015–2024) using secondary data sourced from company websites and stock exchanges. The analysis highlights trends in working capital management, asset utilization, debt levels, profitability margins, and shareholder returns. Key findings suggest varying financial strategies and outcomes across companies, reflecting their adaptability to market shifts and internal efficiencies. This comparative study not only offers

insights for investors and stakeholders but also contributes to academic literature by showcasing the relevance of ratio analysis in financial decision-making within the FMCG sector.

INTRODUCTION

The Fast- Moving Consumer Goods (FMCG) sector is one of the largest and most essential sectors of the global economy. Comparing products that are sold quickly and at relatively low cost- such as packaged foods, beverages, toiletries, over-the-counter drugs, and other consumables- this industry has a direct impact on the daily lives of millions. Due to its vast reach, frequent consumption, and competitive nature, financial analysis of FMCG companies is crucial for investors, analysts, and business strategists alike.

Durable goods have shelf life of three years or more, while nondurable goods have shelf life of less than three years. Fast- moving consumer goods are the largest segment of consumer goods. They fall into the nondurable category, as they are consumed immediately and have a short shelf life. Everyone uses FMCGs daily. They are the small- scale consumer purchases we make at the produce stand, grocery store, supermarket, or the local CVS on the way home. Examples include milk, gum, fruit and vegetables, toilet paper, soda, beer, and over-the-counter medications like aspirin. Nondurable goods, including FMCGs, account for more than half of all consumer spending on goods but tend to be low-involvement purchases. Consumers are more likely to show off durable goods, such as new car or beautifully designed smartphone, than a new energy drink they picked up for \$2.50 at the convenience store.

Ratio analysis is a vital tool in financial statement analysis that helps evaluate a company's performance and financial health. It provides insights into various aspects such as profitability, Liquidity, solvency, and efficiency by comparing key figures from financial statements. For stakeholders in FMCG sector, where high turnover and tight margins are the norm, ratio analysis offers a clear and structured way to assess operational effectiveness and financial stability.

This project aims to study and interpret the financial ratios of selected FMCG companies to understand how effectively these firms manage their resources, generate profits, maintain liquidity, and sustain growth in highly competitive environment. The analysis will provide a comparative overview of companies within the sector, highlighting strengths, weaknesses, and potential areas of improvement. Through this study, the goal is to develop a comprehensive understanding of the financial health of the FMCG sector using ratio analysis as a lens and to derive meaningful conclusions that can support strategic decision- making, investment evaluation, and academic research.

Fast-Moving consumer goods (FMCG) sector is the 4th largest sector in the Indian economy with Household and Personal Care accounts for 50% of FMCG sales in India. The main growth driver for this sector is rising awareness and change in lifestyle of consumers. The urban segment is the largest contributor

to the overall revenue generated by the FMCG sector in India (accounts for 55% revenue share) However, in the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. FMCG industries work heavily on distribution network. Because they want their product to reach every nook and corner of the country or the world. If any new player who wishes to enter the market have to spend heavily on distribution and promoting brands as there many other set players in the market.

Introduction to Company:

Top players in FMCG Sector (based on their revenue) 1.HUL

2.ITC

3.NESTLE

4.VARUN BEVARAGES LTD

5.BRITANNIA INDUSTRIES LTD

1.HINDUSTAN UNILEVER LIMITED (HUL)

A leading FMCG company with a diverse portfolio of Brands, focusing on sustainability and innovation. HUL is an Indian consumer goods company headquartered in Mumbai, India. It is a subsidiary of Unilever, a British company. Its products include foods, beverages, clothing agents, personal care products, water purifiers and other fast-moving consumer goods. HUL was established in 1931 as Hindustan Vanaspati Manufacturing Co. and following a merger of constituent groups in 1956, it was renamed Hindustan Lever Limited. The Company was renamed in June 2007 as Hindustan Unilever Limited.

2.ITC LIMITED

Established in 1910, ITC limited is a diversified conglomerate with business spanning Fast Moving Consumer Goods comprising Foods, personal Care, Cigarettes and Cigars, Branded Apparel, Education & Stationery Products, Income Sticks and safety Matches; Hotels, Paperboards and packaging, Agri Business and information Technology. The Company was incorporated in August 24, 1910 under the name Imperial Tobacco Company of India Limited. Where ITC is today no longer an acronym or an initialized form.

3. NESTLE

Nestle is the world's Largest food and Beverage company, Known for its diverse portfolio of brands and presence in over 190 countries. Founded in 1866, the company initially focused on infant nutrition and has since expanded into a wide range of products, including dairy, coffee, chocolate, and pet care. Nestle operation in over 191 countries, serving a wide range of consumers with diverse needs and preferences. It is heavily in research and development, continuously innovating to meet evolving consumer needs and preferences.

4.VARUN BEVERAGES LIMITED

Varun Beverages Limited is a prominent player in the beverage industry, particularly as one of PepsiCo's largest global franchisees outside the United States. VBL manufactures, distributes, and sells a wide range of PepsiCo beverages, including carbonated soft drinks and non-carbonated beverages across India and several international markets. The company's extensive portfolio includes brands like Pepsi, Mountain Dew, 7up, Tropicana and Aquafina.

5. BRITANNIA INDUSTRIES LIMITED

Britannia Industries Limited is a leading Indian food and beverages company, known for its diverse portfolio of Biscuits, Bread, and dairy products. Founded in 1892, it has grown from a small biscuit manufacturer to a major player in the FMCG sector serving a wide range of consumer needs across India and beyond. A leading player in the Indian biscuit market and with a strong presence in the bread and dairy sectors products. Britannia is a brand that many generations of Indians have grown up with, known for its quality and taste. Continues to innovate and introduce new products while maintaining quality.

REVIEW OF LITERATURE

1) Ranu Saini (2021), in his research paper titled "A Study on Financial Analysis on FMCG" intends to know about the FMCG industry and its contribution towards Indian economy. To guide investor that in which company is stock to invest in. To find out some ratios and analyze them for the purpose of investment. To calculate the risk of the stocks. This study deals with the evaluation's financial performance of the selected FMCG firms in India (ITC & HUL). The liquidity position of the firm has been analyzed with the help of the current ratio & quick ratio. The solvency position of the selected firms has been analyzed with the help of debt-equity ratio while for the profitability analysis, return on assets has been used. The study also revealed the impact of sales on liquidity, solvency & profitability of selected FMCG firms with the help of simple regression analysis. The main findings of the study & the conclusion drawn can be summarized as follows. The main value of profitability of selected FMCG firms during the study period was 25.36 indicating sound return for the shareholder of the company or satisfactory profitability position. Liquidity ratios i.e. quick ratio & current ratio has been a little lower than the standard norms but still firms had a satisfactory liquidity position & have been able to meet short term obligations.

2) Dr. (Smt). A.N. Tamragundi & Purushottam N Vaidya (2016) in their research paper titled, "A Study of ten leading FMCG companies in India" aim to identify the nature and extent of the relationship between liquidity and profitability of ten leading FMCG companies in India and also to check the validity of liquidity - profitability tradeoff for the ten leading FMCG companies in India. The Study discloses that the study was exploratory in nature and its conclusion is restricted to group of FMCG companies and the periods examined that the ten leading FMCG companies between 2005-06 to 2014-15.

- 3) Ms. Ishita Mittal & Ms. Sonam Rani (2024) in their research paper titled, “Comparative study on Ratio analysis of Indian FMCG companies. Assessing financial performance and efficiency.” proposes to investigate profitability or liquidity of FMCG and to evaluate the effectiveness of the method by which company Operates and also to make the accounting information easier to understand and assist in comparative analysis, including internal and external comparison between companies. The study discovers that there is a competitive advantage for Indian FMCG business due to the availability of crucial raw materials, cheaper labor costs and presence across the whole value chain.
- 4) Dr.Chithra (2024) in her research paper titled, “A Study on overview of FMCG Sector in India.” desires to understand the concept of FMCG and to study the role of FMCG sector on economic development of a country and even to examine the opportunities and problems of FMCG sector. To analyses the role of FMCG for development of stakeholders. The study reveals that FMCG sector have a vital role in the growth of economy of a country and it helps to create employment opportunities. FMCG sector not effectively reach the rural market and it faces many problems form the unbranding products and un organized institutions. This sector faces the problem of regional disparities.
- 5) Akansh Garg & Anshu Tyagi (2022) in their research paper titled, “A comparative study on Financial Analysis with special Reference to FMCG Sector” have in view to know about the FMCG sector. To analyze the financial position of the selected FMCG companies. To compare the financial position of the selected FMCG companies. The study let drop the net profit The Net Profit Margin (%) of Indian Tobacco Company Ltd. (ITC) for the year 2020-2021 is higher than Hindustan Unilever Limited (HUL) and Dabur Ltd. • The Return on Investment (ROI) of Indian Tobacco Company Ltd. (ITC) for the year 2020-2021 is higher than Hindustan Unilever Limited (HUL) and Dabur Ltd. • The Current Ratio of Indian Tobacco Company Ltd. (ITC) for the year 2020-2021 is higher than Hindustan Unilever Limited (HUL) and Dabur Ltd. • The Liquid Ratio of Indian Tobacco Company Ltd. (ITC) for the year 2020-2021 is higher than Hindustan Unilever Limited (HUL) and Dabur Ltd.
- 6) Shailesh Rajhans & Kiran Chandra Nerkar, in their research paper titled, “Financial performance analysis of FMCG Company” aspire to analyses the liquidity ratio of the Britannia FMCG company. To evaluate the Profitability position of the Britannia FMCG company. The study gives away the current ratios less than the required ratio of 2:1 hence the company should take steps to improve the current ratio so as to enjoy credit worthiness. The company is controlling its stock position by maintaining liquid ratio below than the normal ratio of 1:1. Proprietors' contribution to the total assets is not sufficient. Gross profit margin for the study period is not satisfactory. The company has not been controlling overhead cost to generate good gross profit. The net profit has been increasing every year and reached 8.47 in the year 2014-2015. Hence, the net profit ratios for the study periods are satisfactory level. The company should take steps to minimize operating expenses so as to increase the gross profit or operating profit. The operating expenses are very high. Inventory turnover ratio shows the efficiency of the concern in maintaining inventory level or sales.

RESEARCH METHODOLOGY

Data and Calculation: The data has been collected from the secondary sources like NSE website and respective companies' websites for the ten years and collected data has been analyzed by calculating various ratios like current ratio, Debt Equity Ratio etc.

Scope of the Study

Financial scope of the study is to analyze financial performance of Indian FMCG companies through ratio analysis. For this study researcher has selected five Indian FMCG companies viz., HUL Ltd, ITC Ltd, Nestle India Ltd, Varun Beverages and Britannia, which are listed in NSE Nifty. So, whole India is geographical criteria for this research study.

Objective of the study

1. To Analyze the Performance of FMCG Companies through Ratio Analysis
2. To study the factors, impact on the Performance of Companies.

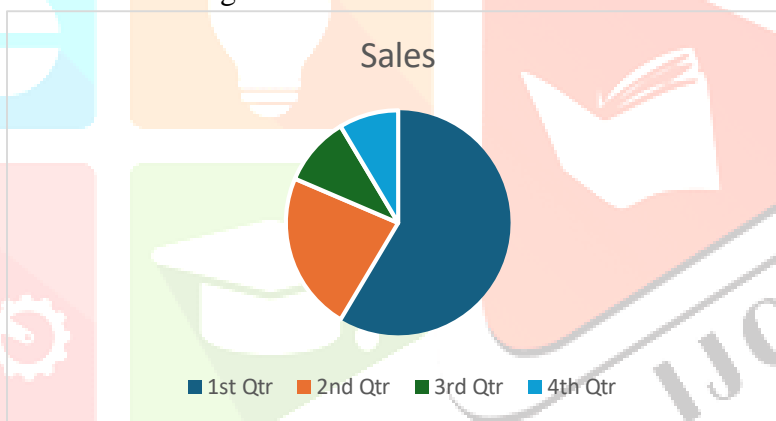
Limitation of Study

1. The data collected is through the secondary sources hence the reliability of the data is not 100%
2. We have taken only past 10 years financial information.
3. The data analyzed using only few ratios for ten years.

DATA ANALYSIS & INTERPRETATION**HUL Limited LIQUIDITY RATIO****TABLE 1: CURRENT RATIO**

| Year | Current Assets Rs | Current Liabilities Rs | Current Ratio |
|------|-------------------|------------------------|---------------|
| 2015 | 8067 | 10359 | 0.77 |
| 2016 | 8535 | 8043 | 1.06 |
| 2017 | 7264 | 8685 | 0.83 |
| 2018 | 10000 | 10581 | 0.94 |
| 2019 | 10792 | 10663 | 1.01 |
| 2020 | 12822 | 11924 | 1.07 |
| 2021 | 13843 | 21066 | 0.65 |
| 2022 | 14199 | 2402 | 5.91 |
| 2023 | 16385 | 21554 | 0.76 |
| 2024 | 19095 | 25787 | 0.74 |

Source: Compiled by the researcher using MS-Excel.



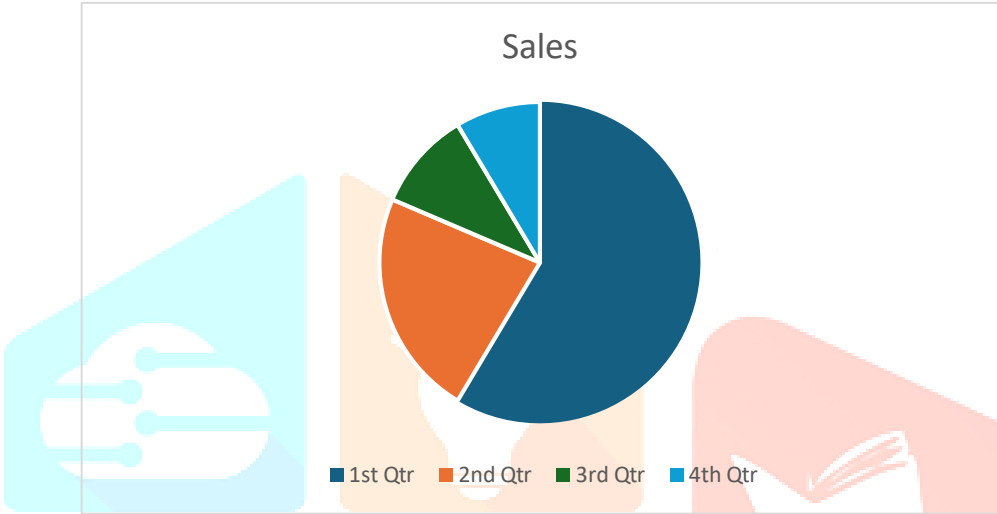
Data Interpretation: The table presents the current ratio of the company over a period of 10 years. The data suggests that the company has struggled to maintain a healthy current ratio, with the exception of 2016, 2020, and 2022, where the ratio was above or near 1, indicating a relatively better liquidity position during those years.

TABLE 2: - QUICK RATIO

| Year | Current Assets | Inventory | Current Liabilities | Quick Ratio |
|------|----------------|-----------|---------------------|-------------|
| 2015 | 8067 | 77 | 10359 | 8066.6 |
| 2016 | 8535 | 75 | 8043 | 8534.9 |
| 2017 | 7264 | 67 | 8685 | 7263.9 |

| | | | | |
|------|-------|----|-------|---------|
| 2018 | 10000 | 65 | 10581 | 9999.9 |
| 2019 | 10752 | 59 | 10663 | 10751.9 |
| 2020 | 12822 | 65 | 11924 | 12821.9 |
| 2021 | 13843 | 66 | 21066 | 13842.9 |
| 2022 | 14199 | 65 | 20402 | 14198.9 |
| 2023 | 16385 | 55 | 21554 | 16384.9 |
| 2024 | 19095 | 55 | 25787 | 19094.9 |

Source: Compiled by the researcher using MS-Excel



Data Interpretation: The data suggests that the entity’s liquidity position, as indicated by the Quick ratio, has shown an increasing trend from 2015 to 2024. The sales distribution across the four quarter contributing significantly to the total sales.

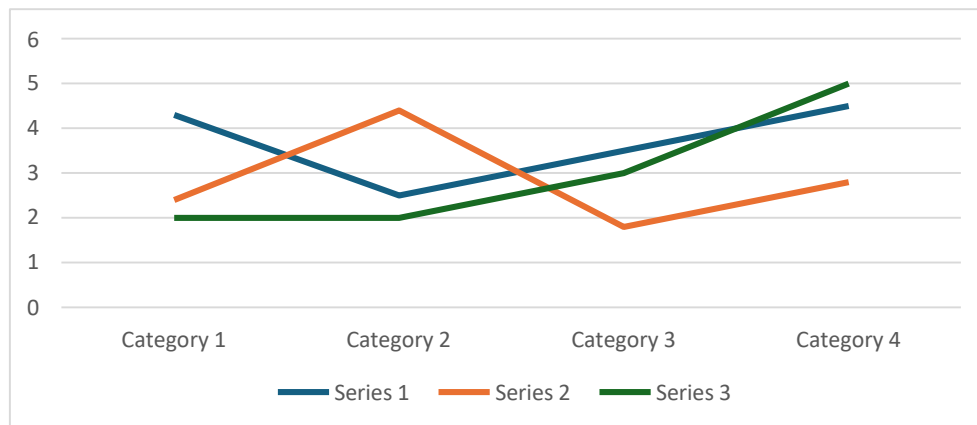
SOLVENCY RATIO

TABLE 3: - DEBT - EQUITY RATIO

| Year | Total Debt | Shareholders’ Equity | Debt-to-Equity Ratio |
|------|------------|----------------------|----------------------|
| 2015 | 43 | 4027 | 0.01 |
| 2016 | 177 | 6573 | 0.02 |
| 2017 | 277 | 6744 | 0.04 |
| 2018 | 0 | 7281 | 0 |
| 2019 | 99 | 7867 | 0.01 |
| 2020 | 0 | 8229 | 0 |
| 2021 | 0 | 47674 | 0 |
| 2022 | 1043 | 49061 | 0.02 |

| | | | |
|------|------|-------|------|
| 2023 | 1219 | 50304 | 0.02 |
| 2024 | 1484 | 51218 | 0.02 |

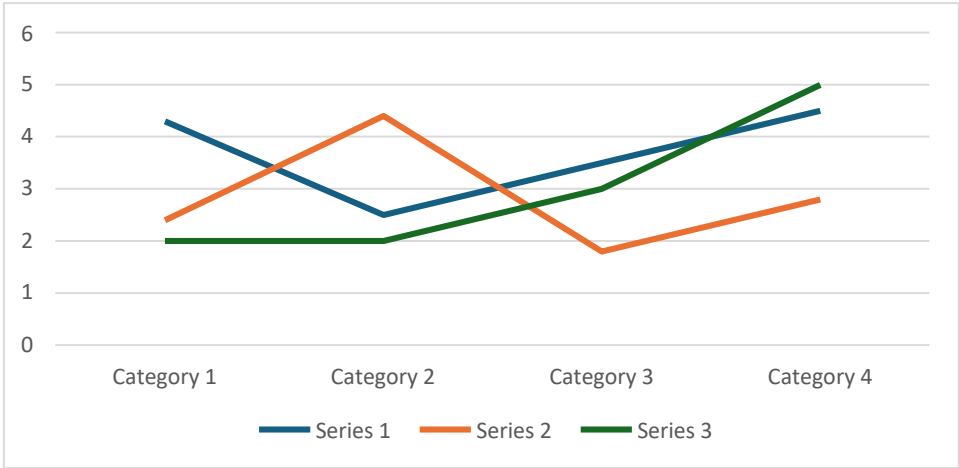
Source: Compiled by the researcher using MS-Excel.



Data interpretation: The debt – to equity ratio indicates that the company’s reliance on debt financing has increased over the years, with a notable surge in total debt from 2021 onwards. The company’s financial leverage has remained relatively stable, with the debt-to equity ratio ranging from 0 to 0.03, suggesting a manageable level of indebtedness.

TABLE 4: - DEBT ASSET RATIO

| Year | Total debt | Total Asset | Debt-Asset Ratio Ratio |
|------|------------|-------------|------------------------|
| 2015 | 43 | 14430 | 0.002 |
| 2016 | 177 | 14793 | 0.011 |
| 2017 | 277 | 15706 | 0.0176 |
| 2018 | 0 | 17862 | 0 |
| 2019 | 99 | 18629 | 0.0053 |
| 2020 | 0 | 20153 | 0 |
| 2021 | 0 | 68740 | 0 |
| 2022 | 1043 | 70506 | 0.0147 |
| 2023 | 1219 | 73077 | 0.0166 |
| 2024 | 1484 | 78489 | 0.0189 |



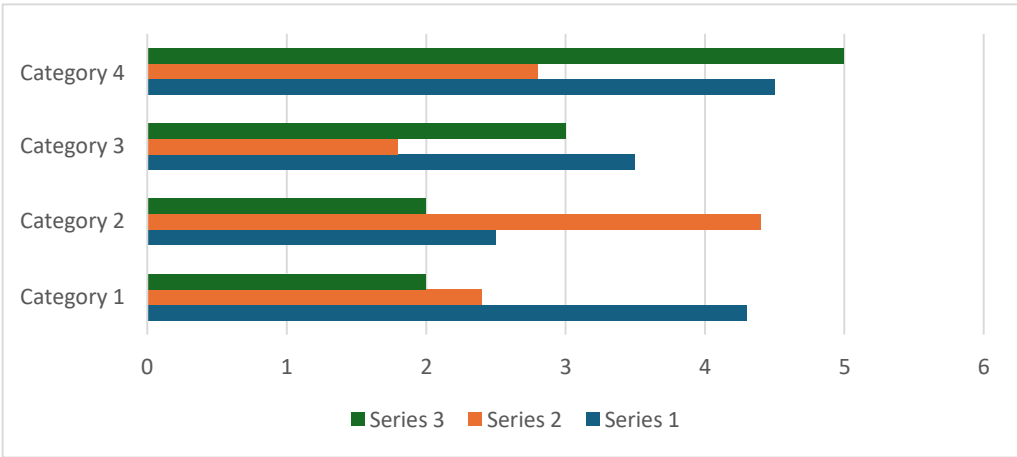
Source: Compiled by the researcher using MS-Excel.

Data Interpretation: The table presents the debt asset ratio for an entity over a decade (2015-2024), showing a fluctuating trend with total debt increasing from 43in 2015 to 1484 in 2024, while total assets grew from 14430 to 78489. The debt asset ratio, although generally low, indicates a rising trend from 0.002in 2015 to 0.0189 in 2024, suggesting a gradual increase in leverage despite significant asset growth.

TABLE 5: TURN OVER RATIO INVENTORY TURN OVER RATION

| Year | Cost of goods sold | Average inventory | Inventory turnover ratio |
|------|--------------------|-------------------|--------------------------|
| 2015 | 31972 | 26560 | 1.20 |
| 2016 | 32186 | 26276 | 1.22 |
| 2017 | 33162 | 26834 | 1.23 |
| 2018 | 35545 | 28046 | 1.26 |
| 2019 | 39310 | 30430 | 1.29 |
| 2020 | 39783 | 29925 | 1.32 |
| 2021 | 47028 | 35402 | 1.32 |
| 2022 | 52446 | 39589 | 1.32 |
| 2023 | 60580 | 19433 | 3.11 |
| 2024 | 61896 | 47237 | 1.31 |

Source: Compiled by the researcher using MS-Excel.

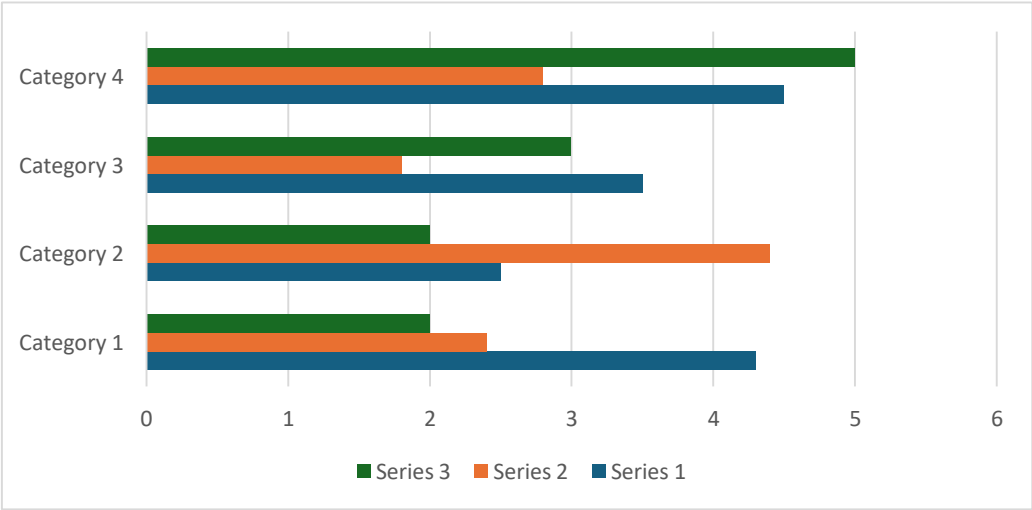


Data Interpretation : The Inventory turnover ratio has remained relatively stable from 2015 to 2024, indicating consistent inventory management , with a notable exception in 2023 where it spiked to 3.11. the bar chart shows varying performance across category, with category one having the highest values across all series.

TABLE 6: - ASSET TURN OVER RATIO

| Year | Net Sales | Average Total Asset | Asset Turnover Ratio |
|------|-----------|---------------------|----------------------|
| 2015 | 31972 | 7215 | 4.43 |
| 2016 | 32186 | 7397 | 4.35 |
| 2017 | 33162 | 7853 | 4.22 |
| 2018 | 35545 | 8931 | 3.97 |
| 2019 | 39310 | 9315 | 4.22 |
| 2020 | 39783 | 10077 | 3.94 |
| 2021 | 47028 | 34370 | 1.36 |
| 2022 | 52446 | 35253 | 1.48 |
| 2023 | 60580 | 36539 | 1.65 |
| 2024 | 61896 | 39245 | 1.57 |

Source: Compiled by the researcher using MS-Excel.



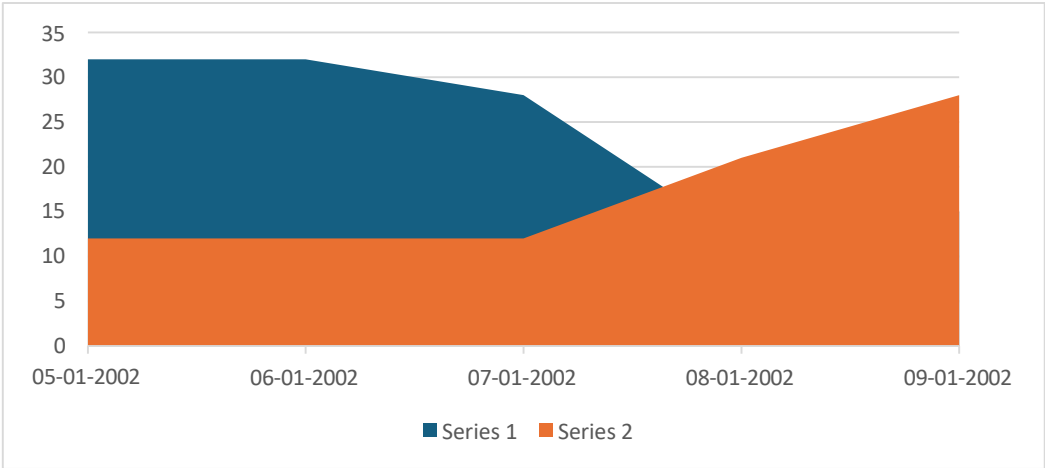
Data Interpretation: The asset turnover ratio has declined significantly from 4043 in 2015 to 1.57 in 2024, including a decrease in the efficiency of asset utilization to generate sales. The bar chart shows varying performance across different categories, with category 1 consistently having higher values across all series compare to other categories.

ROFITABILITY RATIO

TABLE 7 :- GROSS PROFIT RATIO

| Year | Gross Profit | Revenue | Gross Profit Ratio |
|------|--------------|---------|--------------------|
| 2015 | 5412 | 4376 | 123.3 |
| 2016 | 5910 | 4151 | 142.3 |
| 2017 | 6328 | 4490 | 140.9 |
| 2018 | 7499 | 5227 | 143.4 |
| 2019 | 8880 | 6060 | 146.5 |
| 2020 | 9861 | 6756 | 145.9 |
| 2021 | 11626 | 7999 | 145.3 |
| 2022 | 12857 | 8892 | 144.5 |
| 2023 | 14147 | 10143 | 139.4 |
| 2024 | 14659 | 10282 | 142.5 |

Source: Compiled by the researcher using MS-Excel.

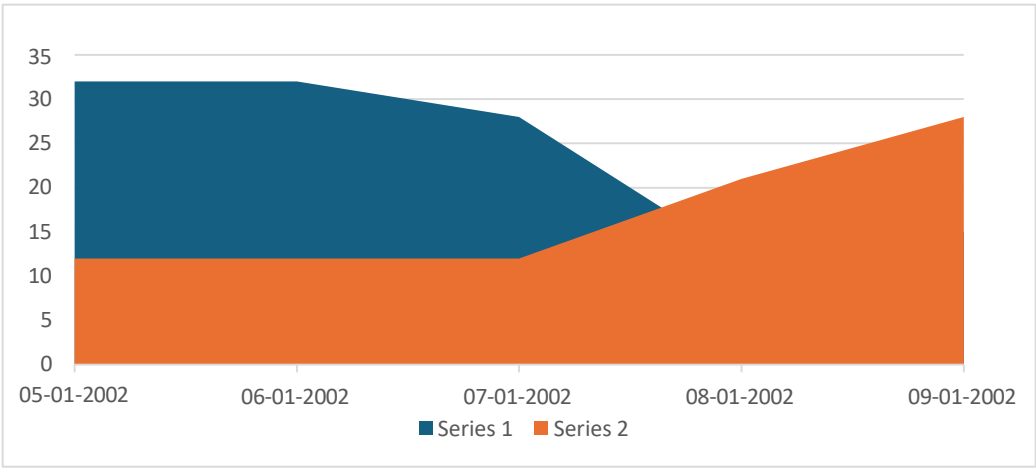


Data Interpretation: The table presents the gross profit ratio for an unspecified company over several years, showing a steady increase in revenue and gross profit ratio from 2015 to 2024. The graph below the table appears to illustrate a trend or comparison between two series, but the exact details are unclear due to the image quality and lack of labels.

TABLE 8: - NET PROFIT RATIO

| Year | Net Income | Revenue | Net Profit Ratio |
|------|------------|---------|------------------|
| 2015 | 1247 | 4376 | 0.28 |
| 2016 | 486 | 4151 | 0.11 |
| 2017 | 606 | 4490 | 0.13 |
| 2018 | 353 | 5227 | 0.06 |
| 2019 | 322 | 6060 | 0.05 |
| 2020 | 424 | 6756 | 0.06 |
| 2021 | 170 | 7999 | 0.02 |
| 2022 | 219 | 8892 | 0.02 |
| 2023 | 448 | 10143 | 0.04 |
| 2024 | 817 | 10282 | 0.07 |

Source: Compiled by the researcher using MS-Excel.



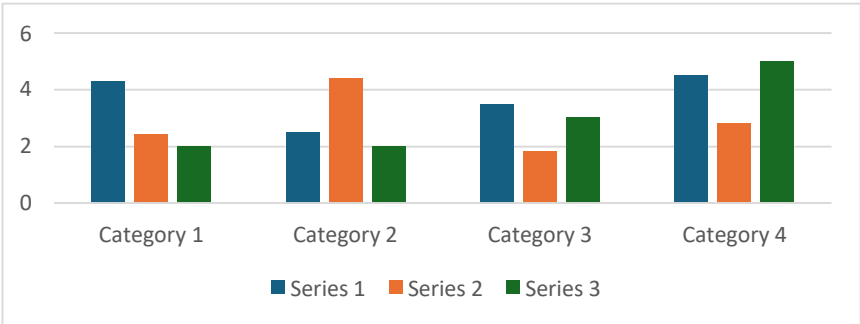
Data Interpretation: The table presents a company’s financial data from 2015 to 2024, showing a fluctuating net income and revenue, with a general upward trend in revenue but a declaim in net profit ratio over the years. The graph below the table appears to illustrate a different dataset, displaying a decline in one series (blue) and a corresponding increase in another series (orange) over a specific period in 2002.

VALUATION RATIO
TABLE 9: - PRICE TO EARNING RATIO

| Year | stock price | EPS | Price Earnings Ratio |
|------|-------------|-----|----------------------|
| 2015 | 750 | 20 | 37.5 |
| 2016 | 733 | 19 | 38.5 |
| 2017 | 1232 | 21 | 58.6 |
| 2018 | 1661 | 24 | 69.2 |
| 2019 | 1777 | 28 | 63.4 |
| 2020 | 2252 | 31 | 72.6 |
| 2021 | 2249 | 34 | 66.1 |
| 2022 | 2478 | 38 | 65.2 |
| 2023 | 2618 | 43 | 60.8 |
| 2024 | 2327 | 44 | 52.8 |

Source: Compiled by the researcher using MS-Excel.

Data Interpretation: The table presents a valuation ratio analysis, specifically the price- to –earnings ratio,

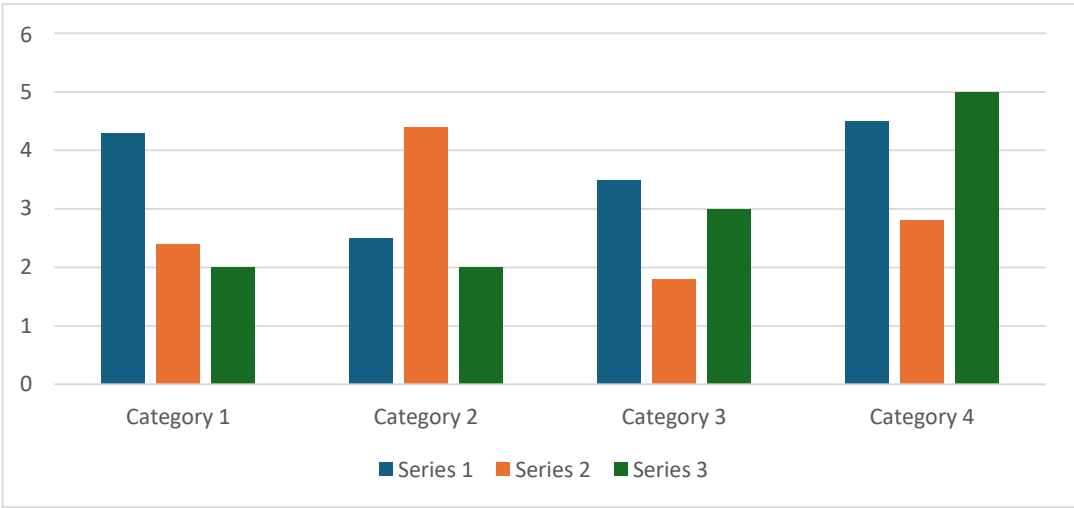


for a company over a decade from 2015 to 2024, showing a general increase in stock price and earning per share (EPS) over the years. The bar graph below appears to be unrelated to the table, displaying data across four categories with three series each, but without clear labels or context, its specific meaning or relevant to the valuation ratio analysis is unclear.

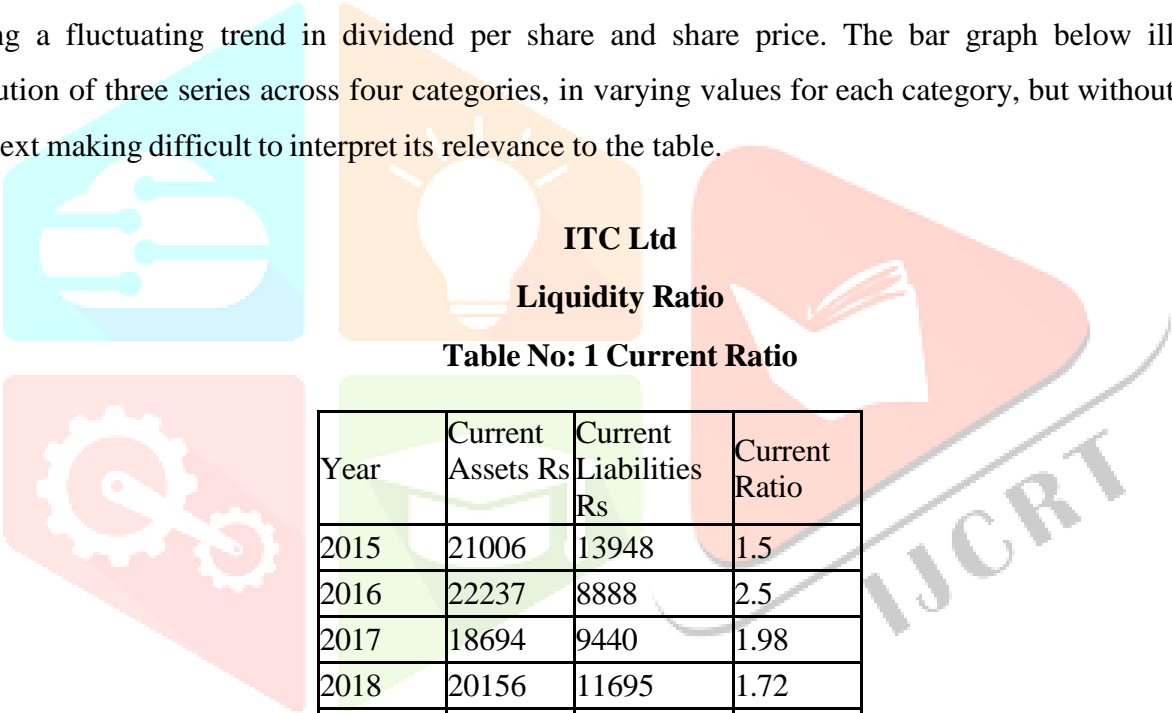
TABLE 10: - DIVIDEND YIELD RATIO

| Year | Dividend Per Share | Share price | Dividend Ratio | Yield |
|------|--------------------|-------------|----------------|-------|
| 2015 | 6.5 | 750 | | 0.008 |
| 2016 | 7 | 733 | | 0.009 |
| 2017 | 8 | 1232 | | 0.006 |
| 2018 | 9 | 1661 | | 0.005 |
| 2019 | 11 | 1777 | | 0.006 |
| 2020 | 14 | 2252 | | 0.006 |
| 2021 | 15 | 2249 | | 0.006 |
| 2022 | 17 | 2478 | | 0.006 |
| 2023 | 18 | 2618 | | 0.006 |
| 2024 | 10 | 2327 | | 0.004 |

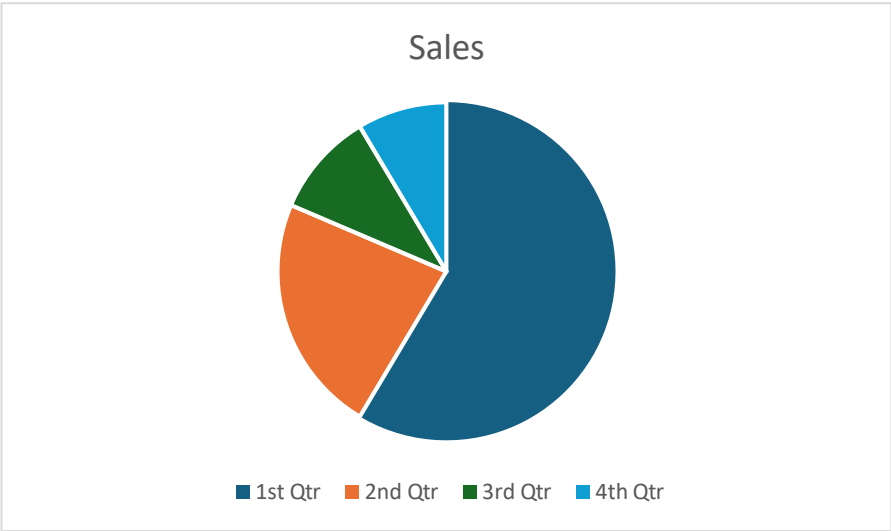
Source: Compiled by the researcher using MS-Excel.



Data Interpretation: The table presents the dividend yield ratio for company over the years 2015 to 2024, showing a fluctuating trend in dividend per share and share price. The bar graph below illustrates the distribution of three series across four categories, in varying values for each category, but without clear labels or context making difficult to interpret its relevance to the table.



Source: Compiled by the researcher using MS-Excel.

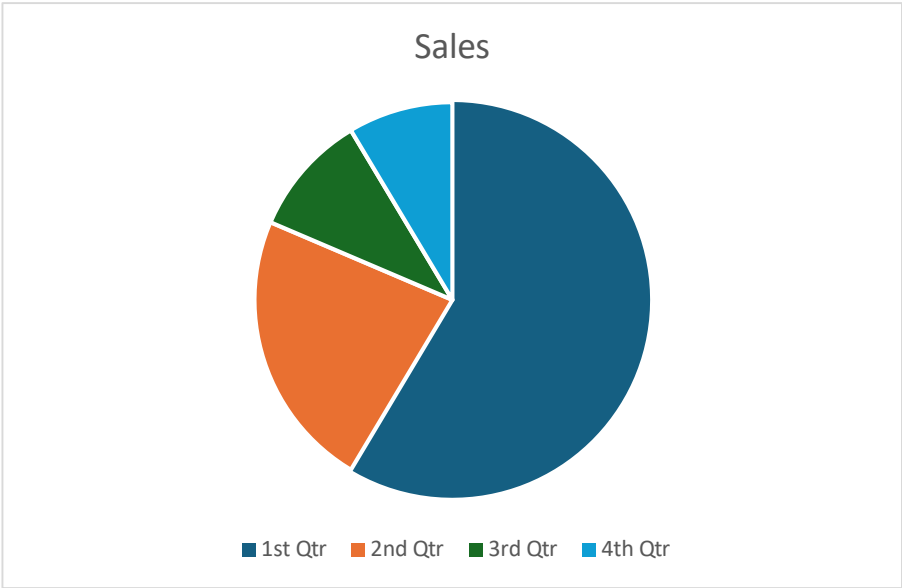


Data Interpretation: - The 1st Quarter is the company’s peak sales period. This suggests that strategic Marketing, stock, and budgeting decisions should be focused around Q1. Q4 has the lowest sales, indicating either a seasonal dip or underperformance during that period

Table No: 2 Current Ratio

| Year | Current Assets | Inventory | Current Liabilities | Quick Ratio |
|------|----------------|-----------|---------------------|-------------|
| 2015 | 21006 | 212 | 13948 | 21006 |
| 2016 | 22237 | 244 | 8888 | 22237 |
| 2017 | 18694 | 185 | 9440 | 18694 |
| 2018 | 20156 | 173 | 11695 | 20156 |
| 2019 | 23185 | 165 | 12585 | 23185 |
| 2020 | 23678 | 187 | 11760 | 23678 |
| 2021 | 21580 | 189 | 13143 | 21580 |
| 2022 | 24898 | 150 | 14491 | 24898 |
| 2023 | 27561 | 148 | 16370 | 27560.9 |
| 2024 | 29959 | 190 | 16944 | 29959 |

Source: Compiled by the researcher using MS-Excel.



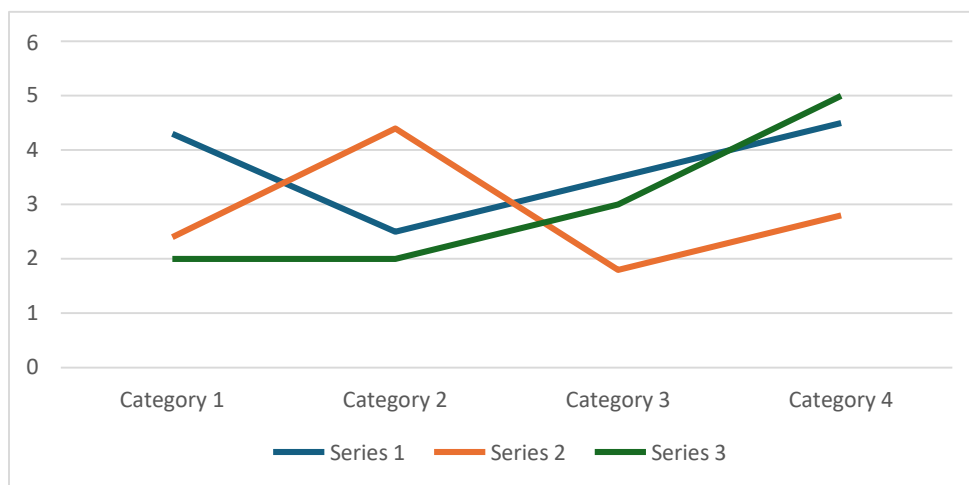
Data Interpretation: - The 1st Quarter is the company’s peak sales period. This suggests that strategic Marketing, stock, and budgeting decisions should be focused around Q1. Q4 has the lowest sales, indicating either a seasonal dip or underperformance during that period.

SOLVENCY RATIO

TABLE-3: - DEBT EQUITY RATIO

| Year | Total Debt | Shareholders' Equity | Debt-Equity Ratio |
|------|------------|----------------------|-------------------|
| 2015 | 269 | 31736 | 0.0084 |
| 2016 | 84 | 42680 | 0.0019 |
| 2017 | 46 | 46413 | 0.00099 |
| 2018 | 36 | 52510 | 0.00068 |
| 2019 | 13 | 59141 | 0.00021 |
| 2020 | 277 | 65233 | 0.0042 |
| 2021 | 271 | 60347 | 0.0044 |
| 2022 | 249 | 62455 | 0.0039 |
| 2023 | 306 | 69155 | 0.0044 |
| 2024 | 303 | 74507 | 0.004 |

Source: Compiled by the researcher using MS-Excel.

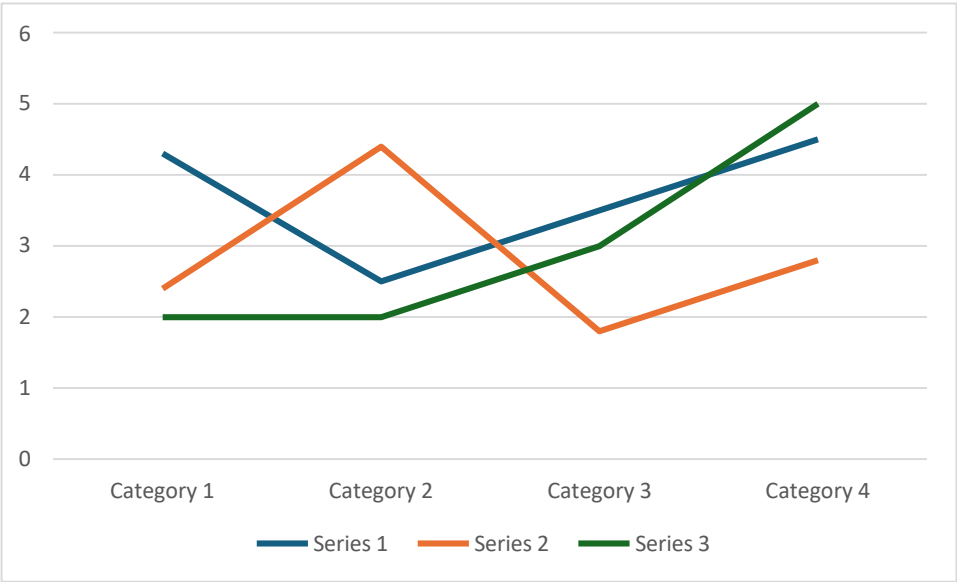


Data interpretation: - The Data- Equity Ratio is consistently very low, suggesting the company is almost entirely equity-financed. The Lowest point was in 2019. A slight upward trend from 2020 onwards, but the ratio remains in a safe and financially healthy range.

TABLE-4: - DEBT-TO- ASSET RATIO

| Year | Total Debt | Total Asset | Debt-Asset Ratio |
|------|------------|-------------|------------------|
| 2015 | 269 | 45952 | 0.0059 |
| 2016 | 84 | 51651 | 0.0016 |
| 2017 | 46 | 55898 | 0.0008 |
| 2018 | 36 | 64241 | 0.0006 |
| 2019 | 13 | 71739 | 0.0002 |
| 2020 | 277 | 77311 | 0.0036 |
| 2021 | 271 | 73761 | 0.0037 |
| 2022 | 249 | 77169 | 0.0032 |
| 2023 | 306 | 85831 | 0.0036 |
| 2024 | 303 | 91754 | 0.0033 |

Source: Compiled by the researcher using MS-Excel



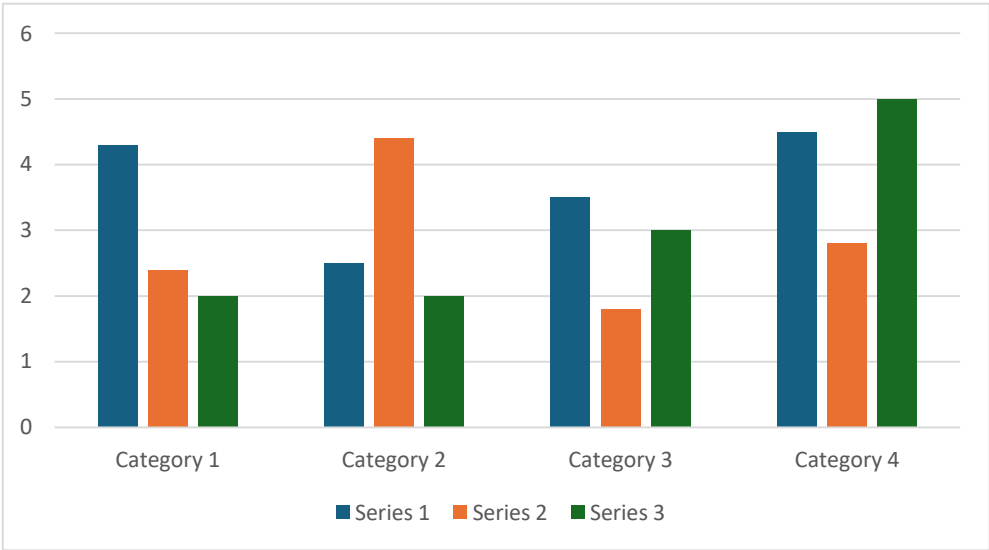
Data Interpretation: - The debt to asset ratio remained low throughout 2015-2024, indicating a strong asset base with minimal reliance on debt. However, a gradual increase from 2020 to 2024 suggests a rising dependence on debt financing in recent years.

TURNOVER RATIO

TABLE-5: - INVENTORY RATIO

| Year | Cost of goods sold | Average Inventory | Inventory Turnover Ratio |
|------|--------------------|-------------------|--------------------------|
| 2015 | 38817 | 24565 | 1.58 |
| 2016 | 39192 | 24661 | 1.58 |
| 2017 | 42768 | 27298 | 1.56 |
| 2018 | 43449 | 26928 | 1.61 |
| 2019 | 48340 | 29044 | 1.66 |
| 2020 | 49388 | 30044 | 1.64 |
| 2021 | 49257 | 32192 | 1.53 |
| 2022 | 60645 | 40022 | 1.51 |
| 2023 | 70919 | 45215 | 1.56 |
| 2024 | 70866 | 44633 | 1.58 |

Source: Compiled by the researcher using MS-Excel

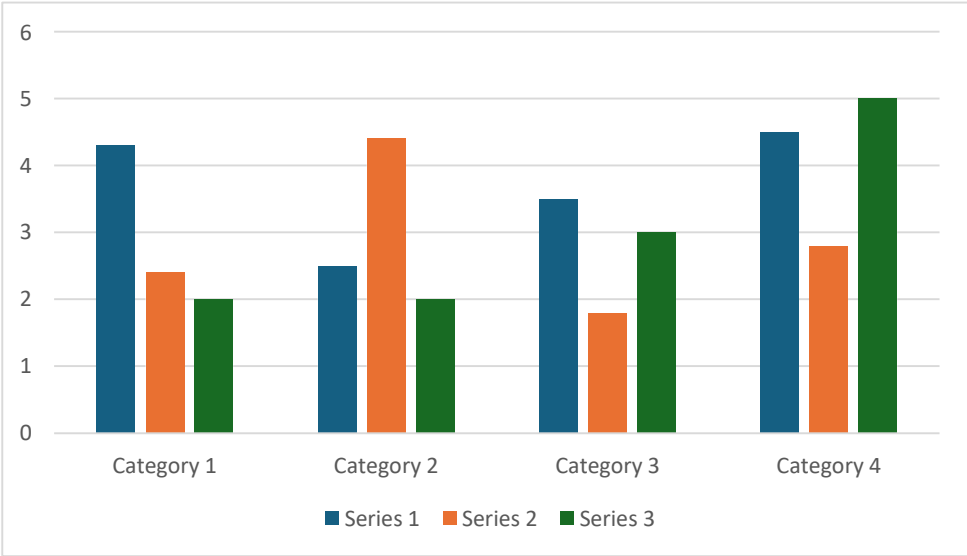


Data Interpretation: - The inventory turnover ratio remained fairly stable from 2015 to 2024, ranging between 1.50 and 1.58, indicating consistent inventory management. A slight dip in 2021 to 1.50 suggests slower inventory movement that year, possibly due to reduced sales or overstocking. By 2024, the ratio improved back to 1.58, reflecting better inventory efficiency.

TABLE-6: - ASSET TURNOVER RATIO

| Year | Net sales | Average Total Assets | Asset Turnover Ratio |
|------|-----------|----------------------|----------------------|
| 2015 | 38817 | 22976 | 1.68 |
| 2016 | 39192 | 25826 | 1.53 |
| 2017 | 42768 | 27949 | 1.53 |
| 2018 | 43449 | 32121 | 1.35 |
| 2019 | 48340 | 35870 | 1.34 |
| 2020 | 49388 | 38656 | 1.27 |
| 2021 | 49257 | 36881 | 1.33 |
| 2022 | 60645 | 38598 | 1.57 |
| 2023 | 70919 | 42916 | 1.65 |
| 2024 | 70866 | 45877 | 1.54 |

Source: Compiled by the researcher using MS-Excel



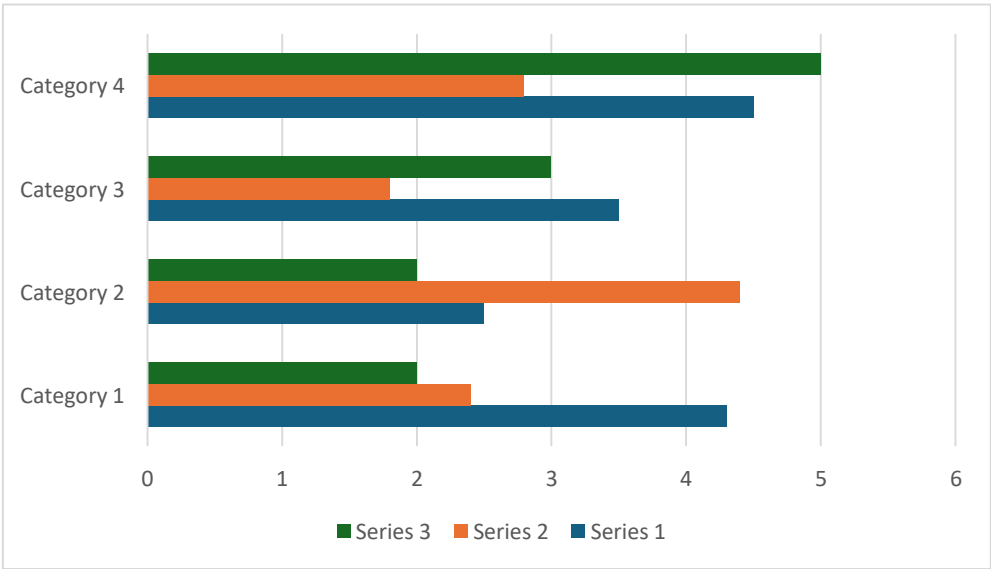
Data Interpretation: - The asset turnover ratio fluctuated over the years, peaking at 1.68 in 2015 and dipping to 1.32 in 2021, indicating variable efficiency in utilizing assets to generate sales. A strong rebound in 2023 to 1.65 suggests improved asset utilization and higher operational efficiency.

PROFITABILITY RATIO

TABLE-7: - GROSS PROFIT RATIO

| Year | Gross Profit | Revenue | Gross Profit Ratio |
|------|--------------|---------|--------------------|
| 2015 | 14252 | 9779 | 145.741 |
| 2016 | 14531 | 9501 | 152.942 |
| 2017 | 15470 | 10477 | 147.657 |
| 2018 | 16521 | 11493 | 143.748 |
| 2019 | 18537 | 12836 | 144.414 |
| 2020 | 19344 | 15593 | 124.056 |
| 2021 | 17065 | 13383 | 127.513 |
| 2022 | 20623 | 15503 | 133.026 |
| 2023 | 25704 | 19477 | 131.971 |
| 2024 | 26289 | 20751 | 126.688 |

Source: Compiled by the researcher using MS-Excel

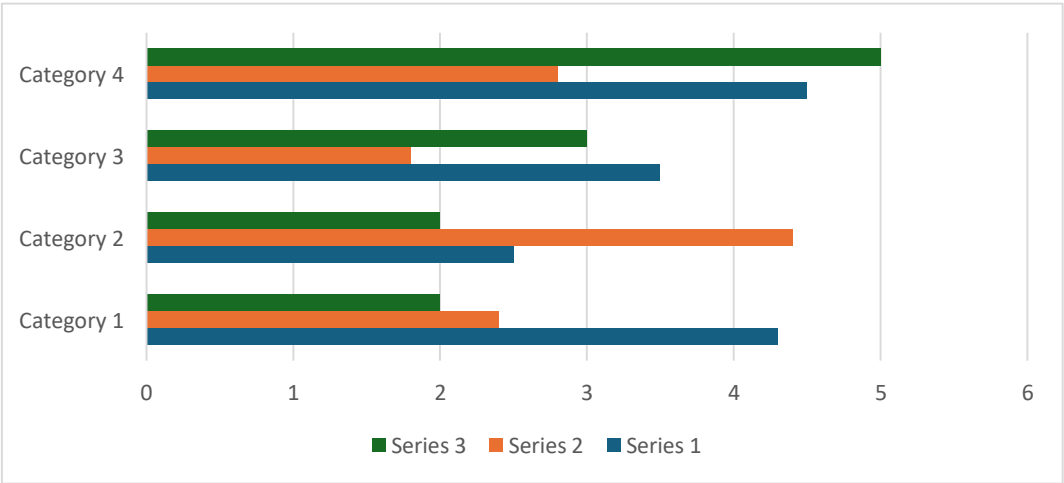


Data Interpretation: - The Gross Profit Ratio shows a fluctuating trend from 2015 to 2024, with a notable decline from 2015 (145.74%) to 2022 (116.65), indicating rising costs or reduced pricing efficiency. However, a recovery is observed in 2023 and 2024, suggesting improved cost management or pricing strategies.

TABLE-8: - NET PROFIT RATIO

| Year | Net Income | Revenue | Net Profit Ratio |
|------|------------|---------|------------------|
| 2015 | 1229 | 9779 | 0.12 |
| 2016 | 1483 | 9501 | 0.15 |
| 2017 | 1759 | 10477 | 0.16 |
| 2018 | 2240 | 11493 | 0.19 |
| 2019 | 2080 | 12836 | 0.16 |
| 2020 | 2417 | 15593 | 0.15 |
| 2021 | 2577 | 13383 | 0.19 |
| 2022 | 1910 | 15503 | 0.12 |
| 2023 | 2098 | 19477 | 0.1 |
| 2024 | 2804 | 20751 | 0.13 |

Source: Compiled by the researcher using MS-Excel



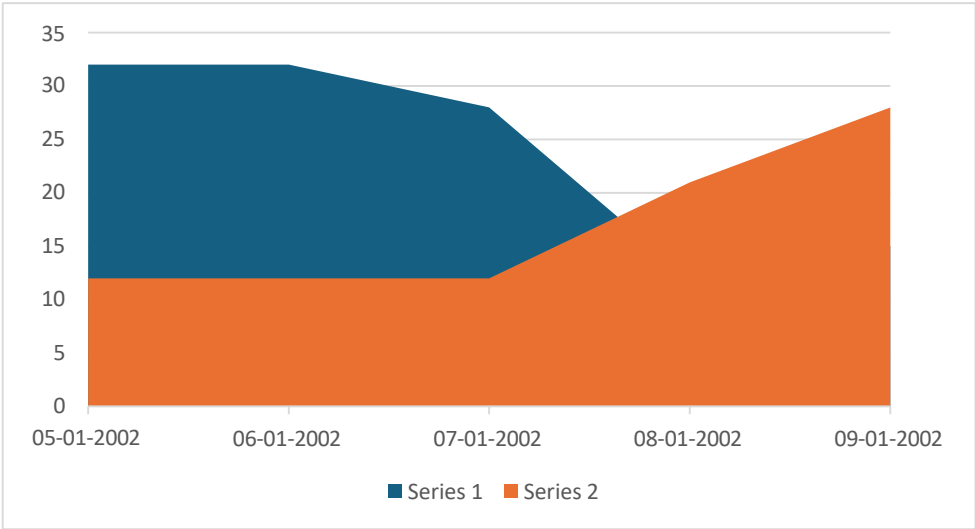
Data Interpretation: - The Net Profit Ratio shows a stable performance from 2015 to 2021, fluctuating between 0.12 and 0.16, indicating consistent profitability. However, a decline is seen in 2023 (0.10), with slight recovery in 2024 (0.13), suggesting a temporary dip possibly due to increased expenses reduced margins.

VALUATION RATIO

TABLE-9: - PRICE TO EARNING RATIO

| Year | Stock Price | EPS | Price to Earnings Ratio |
|------|-------------|-------|-------------------------|
| 2015 | 2416 | 8.04 | 300.498 |
| 2016 | 250 | 7.74 | 32.2997 |
| 2017 | 300 | 8.47 | 35.4191 |
| 2018 | 275 | 9.24 | 29.7619 |
| 2019 | 285 | 10.27 | 27.7507 |
| 2020 | 349 | 12.45 | 28.0321 |
| 2021 | 400 | 10.69 | 37.4181 |
| 2022 | 390 | 12.37 | 31.5279 |
| 2023 | 500 | 15.44 | 32.3834 |
| 2024 | 399 | 16.39 | 24.3441 |

Source: Compiled by the researcher using MS-Excel

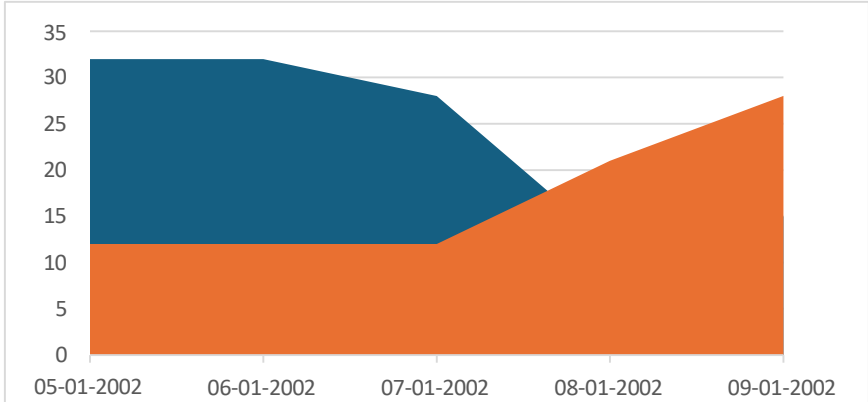


Data Interpretation: - The Price to Earnings Ratio shows a significant decline from an extremely high 300.50 in 2015 to a more stable 24.34 in 2024, indicating a normalization in stock valuation relative relative to earning over the years. This trend suggests improved earnings performance and a more rational market valuation in recent years.

TABLE-10: - DIVIDEND YIELD

| Year | DPS | Share Price | Dividend Yield |
|------|-------|-------------|----------------|
| 2015 | 5.36 | 2416 | 0.0022 |
| 2016 | 6.21 | 250 | 0.02 |
| 2017 | 5.44 | 300 | 0.0183 |
| 2018 | 10.17 | 275 | 0.036 |
| 2019 | 14.67 | 285 | 0.051 |
| 2020 | 13.01 | 349 | 0.037 |
| 2021 | 13.01 | 400 | 0.032 |
| 2022 | 11.5 | 390 | 0.029 |
| 2023 | 10.88 | 500 | 0.021 |
| 2024 | 13.75 | 399 | 0.0344 |

Source: Compiled by the researcher using MS-Excel



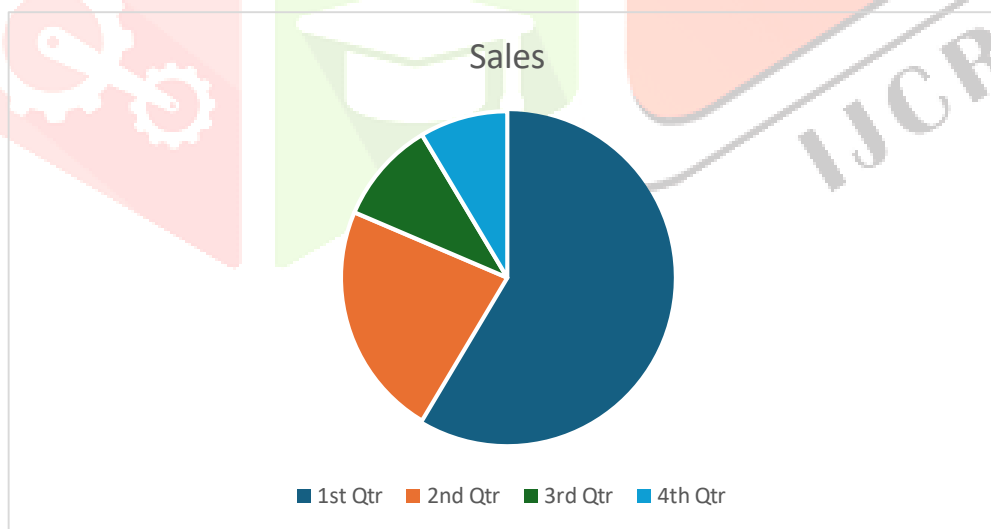
Data Interpretation: - The Dividend Yield shows a significant increase from 0.0022 in 2015 to 0.0844 in 2024, indicating better returns to shareholders relative to the share price. This upward trend reflects improved dividend payouts and potentially a more investor- friendly dividend policy over the years.

NESTLE INDIA LIMITED LIQUIDITY RATIO

TABLE-1: - CURRENT RATIO

| Year | Current Asset | Current Liabilities | Current Ratio |
|------|---------------|---------------------|---------------|
| 2015 | 1633 | 3251 | 0.5 |
| 2016 | 2136 | 3495 | 0.61 |
| 2017 | 2673 | 3907 | 0.68 |
| 2018 | 2924 | 4379 | 0.66 |
| 2019 | 2937 | 5065 | 0.57 |
| 2020 | 3618 | 5733 | 0.63 |
| 2021 | 4219 | 6021 | 0.7 |
| 2022 | 4799 | 6249 | 0.76 |
| 2023 | 4799 | 6249 | 0.76 |
| 2024 | 4857 | 6838 | 0.71 |

Source: Compiled by the researcher using MS-Excel

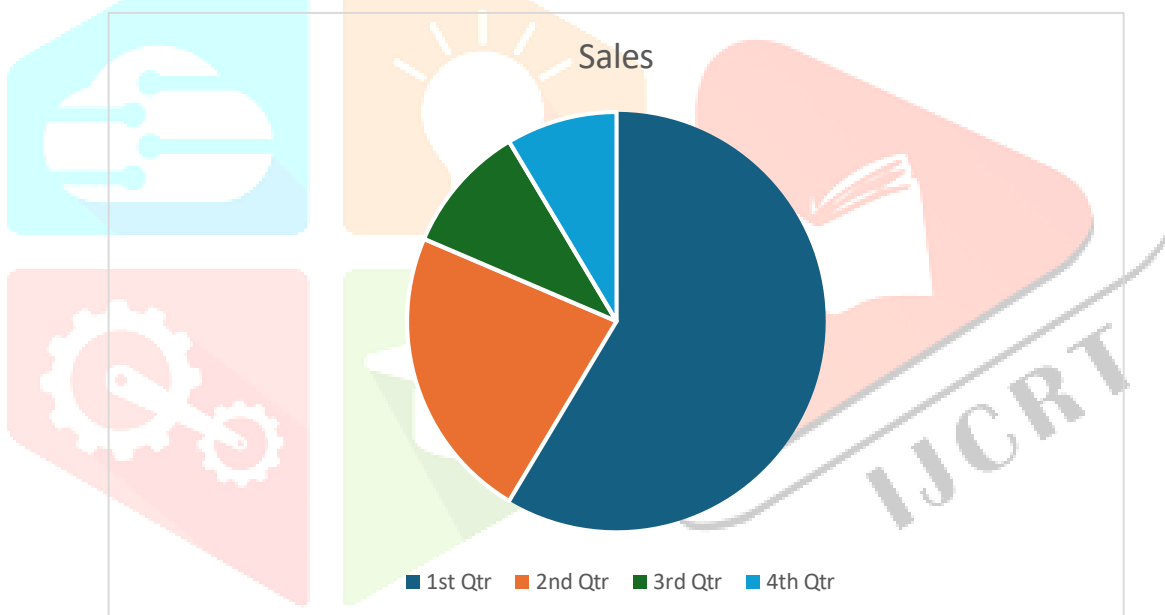


Data Interpretation: The current ratio shows a steady improvement from 0.50 in 2015 to 0.71 in 2024, indicating enhanced liquidity and a better ability to cover short-term liabilities over time. The pie chart below reflects quarterly sales distribution, with the 1st and 2nd quarters contributing the largest portions, suggesting seasonal variations in revenue.

QUICK TABLE-2: -RATIO

| Year | Current Asset | Inventory | Current Liabilities | Quick Ratio |
|------|---------------|-----------|---------------------|-------------|
| 2015 | 1633 | 103 | 3251 | 1633 |
| 2016 | 2136 | 107 | 3495 | 2136 |
| 2017 | 2673 | 91 | 3907 | 2673 |
| 2018 | 2924 | 92 | 4379 | 2924 |
| 2019 | 2937 | 107 | 5065 | 2937 |
| 2020 | 3618 | 107 | 5733 | 3618 |
| 2021 | 4219 | 111 | 6021 | 4219 |
| 2022 | 4799 | 110 | 6249 | 4799 |
| 2023 | 4799 | 83 | 6249 | 4799 |
| 2024 | 4857 | 83 | 6838 | 4857 |

Source: Compiled by the researcher using MS-Excel

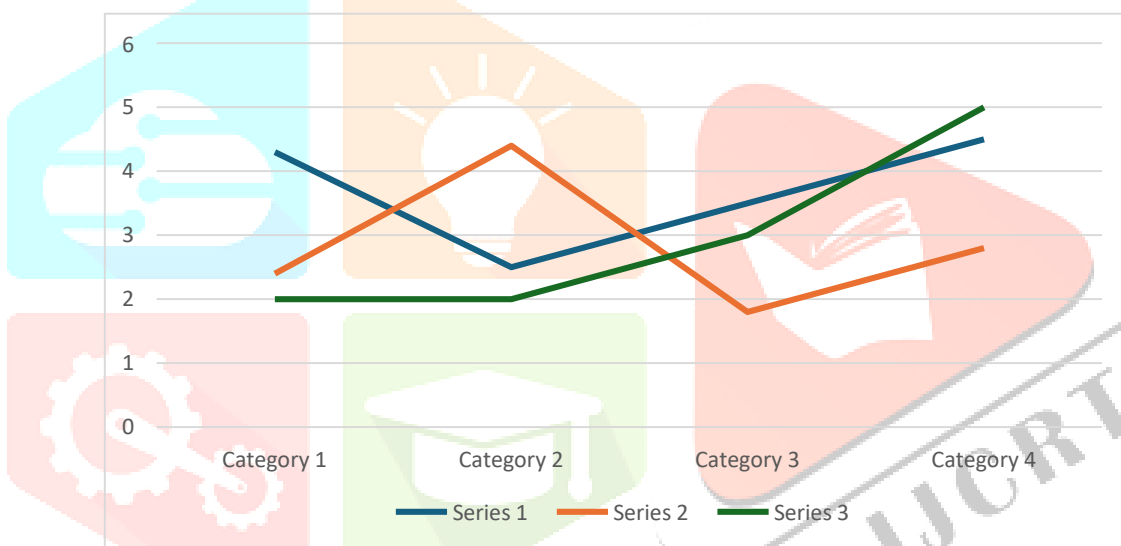


Data Interpretation: - The quick ratio has shown a consistent increase from 1632.96 in 2015 to 4856.98 in 2024, indicating a strong and improving ability of the company to meet its short-term obligations without relying on inventory. The sales pie chart reveals that the 1st Quarter contributes the largest share of annual sales, followed by the 2nd Quarter, highlighting seasonal demand patterns.

SOLVENCY RATIO**TABLE-3 :-DEBT EQUITY RATIO**

| Year | Total Debt | Shareholders' Equity | Debt Equity Ratio |
|------|------------|----------------------|-------------------|
| 2015 | 18 | 2817 | 0.006 |
| 2016 | 33 | 3282 | 0.01 |
| 2017 | 35 | 3420 | 0.01 |
| 2018 | 35 | 1918 | 0.018 |
| 2019 | 189 | 2019 | 0.093 |
| 2020 | 147 | 2019 | 0.072 |
| 2021 | 266 | 1946 | 0.136 |
| 2022 | 271 | 2459 | 0.11 |
| 2023 | 271 | 2459 | 0.11 |
| 2024 | 345 | 3340 | 0.103 |

Source: Compiled by the researcher using MS-Excel



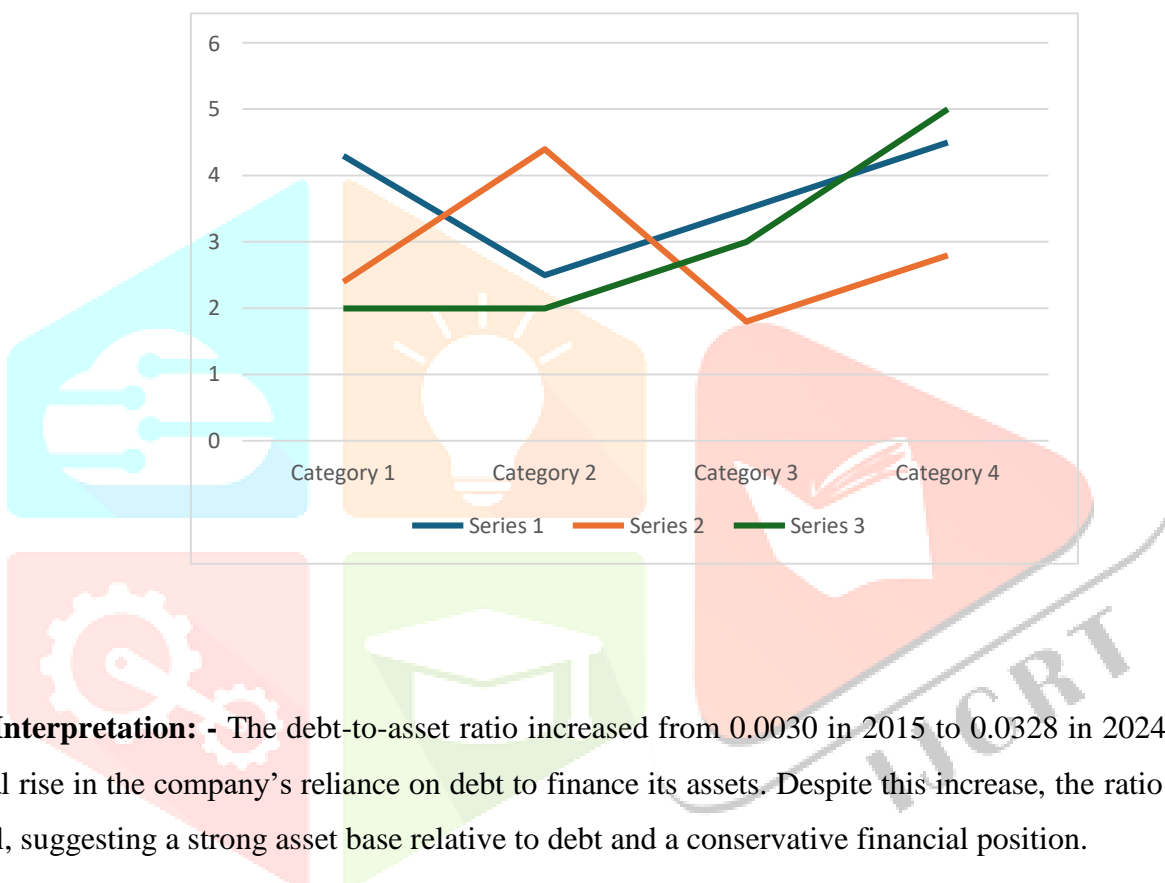
Data Interpretation: - The debt-equity ratio increased from 0.006 in 2015 to a peak of 0.136 in 2021, before slightly declining to 0.103 in 2024, indicating a gradual rise in financial leverage over the years. Despite the increase, the overall ratios remain low, suggesting the company relies more on equity than debt to finance its operations, maintaining a conservative capital structure.

TABLE-4: - DEBT-TO-ASSET RATIO

| Year | Total Debt | Total Asset | Debt-Asset Ratio |
|------|------------|-------------|------------------|
| 2015 | 18 | 6086 | 0.003 |
| 2016 | 33 | 6810 | 0.0048 |
| 2017 | 35 | 7363 | 0.0048 |

| | | | |
|------|-----|-------|--------|
| 2018 | 35 | 8088 | 0.0043 |
| 2019 | 189 | 7173 | 0.0263 |
| 2020 | 147 | 7900 | 0.0186 |
| 2021 | 266 | 8234 | 0.0323 |
| 2022 | 271 | 8979 | 0.0302 |
| 2023 | 271 | 8979 | 0.0302 |
| 2024 | 345 | 10523 | 0.0328 |

Source: Compiled by the researcher using MS-Excel



Data Interpretation: - The debt-to-asset ratio increased from 0.0030 in 2015 to 0.0328 in 2024, indicating a gradual rise in the company's reliance on debt to finance its assets. Despite this increase, the ratio remains low overall, suggesting a strong asset base relative to debt and a conservative financial position.

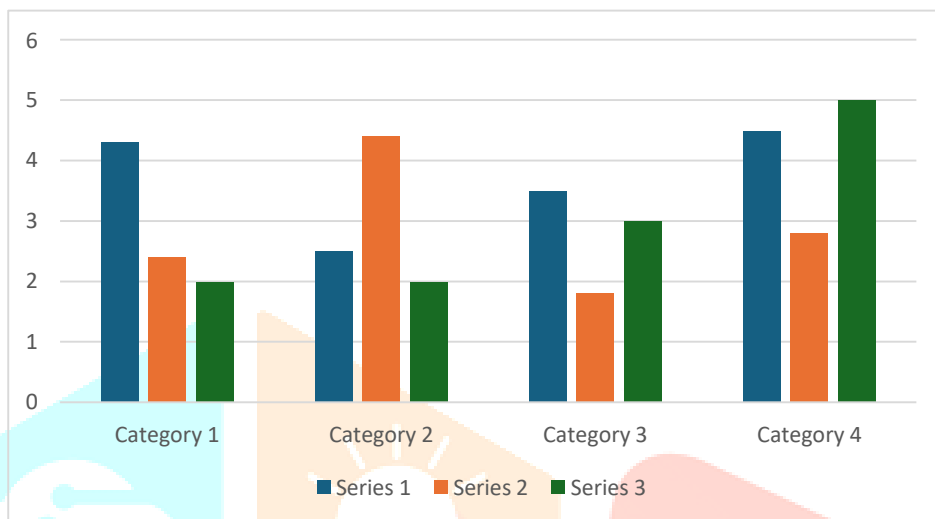
TURNOVER RATIO

TABLE-5: - INVENTORY TURNOVER RATIO

| Year | Cost of Goods Sold | Average Inventory | Inventory Turnover Ratio |
|------|--------------------|-------------------|--------------------------|
| 2015 | 8175 | 6620 | 1.23 |
| 2016 | 9141 | 7291 | 1.25 |
| 2017 | 10010 | 7913 | 1.26 |
| 2018 | 11292 | 8674 | 1.3 |
| 2019 | 12369 | 9443 | 1.3 |

| | | | |
|------|-------|-------|------|
| 2020 | 13350 | 10148 | 1.31 |
| 2021 | 14741 | 11179 | 1.31 |
| 2022 | 16897 | 13191 | 1.28 |
| 2023 | 19126 | 14655 | 1.3 |
| 2024 | 24394 | 18581 | 1.31 |

Source: Compiled by the researcher using MS-Excel

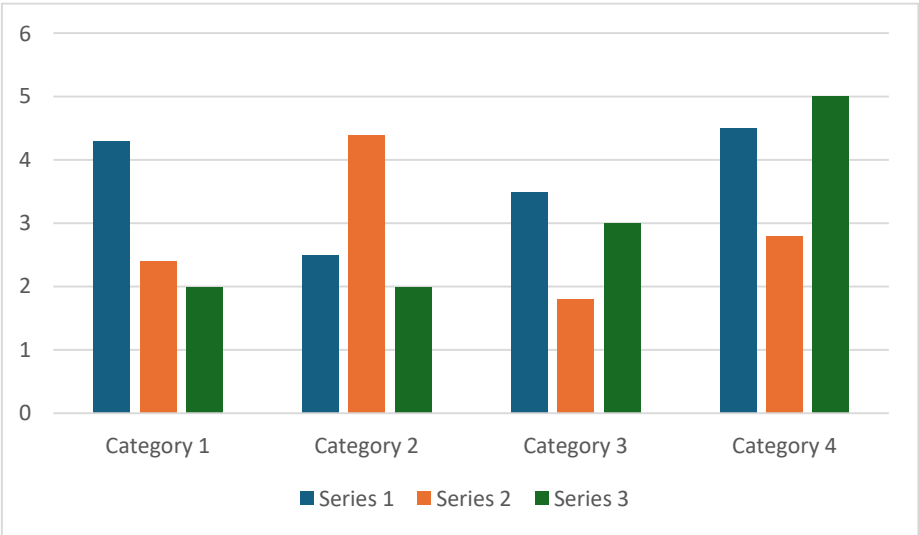


Data Interpretation: - The debt-to-asset ratio increased from 0.0030 in 2015 to 0.0328 in 2024, indicating a gradual rise in the company's reliance on debt to finance its assets. Despite this increase, the ratio remains low overall, suggesting a strong asset base relative to debt and a conservative financial position.

TABLE-6: - ASSET TURNOVER RATIO

| Year | Net Sales | Average Total Asset | Asset Turnover Ratio |
|------|-----------|---------------------|----------------------|
| 2015 | 8175 | 3043 | 2.68 |
| 2016 | 9141 | 3405 | 2.68 |
| 2017 | 10010 | 3682 | 2.71 |
| 2018 | 11292 | 4044 | 2.79 |
| 2019 | 12369 | 3587 | 3.44 |
| 2020 | 13350 | 3950 | 3.37 |
| 2021 | 14741 | 4117 | 3.58 |
| 2022 | 16897 | 4490 | 3.76 |
| 2023 | 19126 | 4490 | 4.25 |
| 2024 | 24394 | 5262 | 4.63 |

Source: Compiled by the researcher using MS-Excel



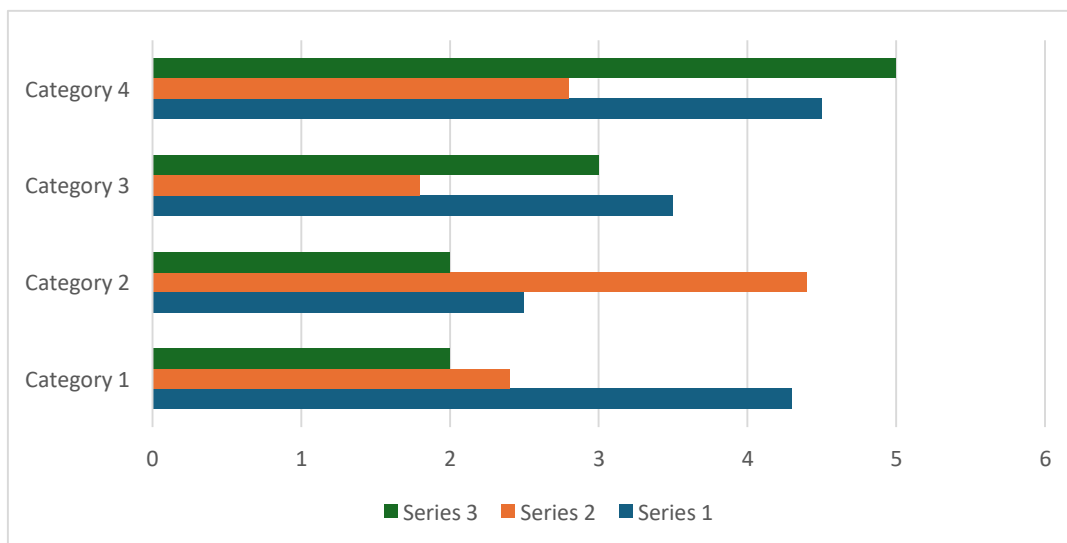
Data Interpretation: - The Asset Turnover Ratio shows a consistent upward trend from 2015 (2.68) to 2024 (4.63), indicating improved efficiency in using assets to generate sales over the years. This suggests the company has become more effective in leveraging its assets to drive revenue growth.

PROFITABILITY RATIO

TABLE-7: - GROSS PROFIT RATIO

| Year | Gross Profit | Revenue | Gross Profit Ratio |
|------|--------------|---------|--------------------|
| 2015 | 1555 | 563 | 276.2 |
| 2016 | 1850 | 1001 | 184.81 |
| 2017 | 2097 | 1225 | 171.18 |
| 2018 | 2618 | 1607 | 162.91 |
| 2019 | 2926 | 1968 | 148.67 |
| 2020 | 3202 | 2082 | 153.79 |
| 2021 | 3562 | 2118 | 168.17 |
| 2022 | 3706 | 2391 | 154.99 |
| 2023 | 4471 | 2999 | 149.08 |
| 2024 | 5813 | 3933 | 147.8 |

Source: Compiled by the researcher using MS-Excel

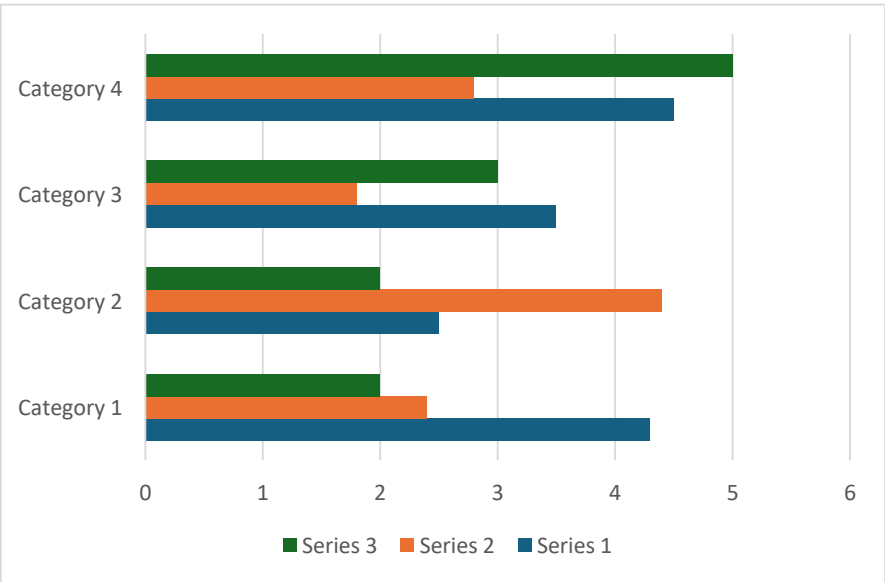


Data Interpretation: - The gross profit ratio of the company has fluctuated over the years, with a peak in 2016 at 171.18% and a decline to 147.30% in 2023, indicating a potential decrease in profitability. The bar graph shows a comparison of different categories across three series, with Category 1 having the highest value in Series 1, suggesting a strong performance in this area.

TABLE-8: - NET PROFIT RATIO

| Year | Net Income | Revenue | Net Profit Ratio |
|------|------------|---------|------------------|
| 2015 | -391 | 563 | -0.69 |
| 2016 | 140 | 1001 | 0.139 |
| 2017 | 177 | 1225 | 0.144 |
| 2018 | 259 | 1607 | 0.161 |
| 2019 | 247 | 1968 | 0.125 |
| 2020 | 146 | 2082 | 0.07 |
| 2021 | -112 | 2118 | -0.052 |
| 2022 | 107 | 2391 | 0.044 |
| 2023 | 116 | 2999 | 0.038 |
| 2024 | 159 | 3933 | 0.04 |

Source: Compiled by the researcher using MS-Excel



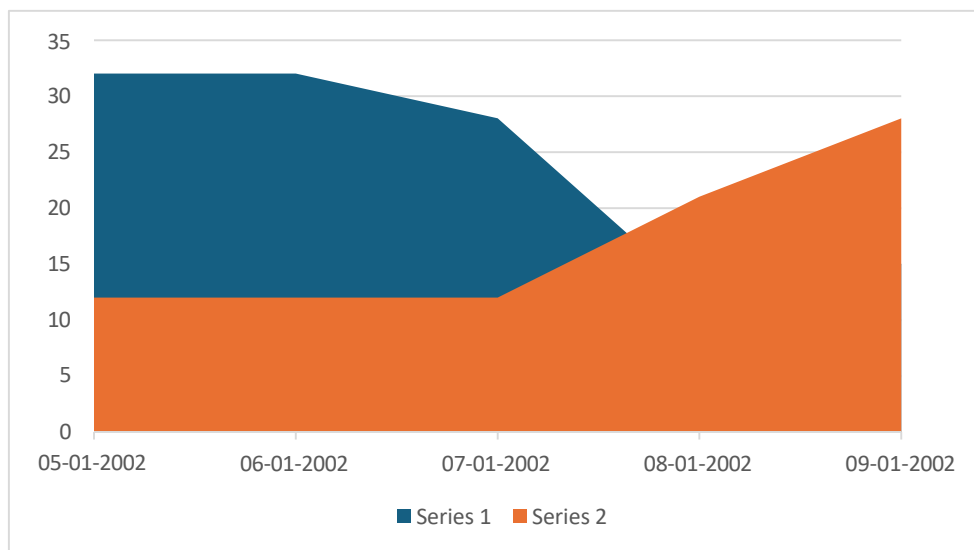
Data Interpretation: - The table presents the net profit ratio of a company from 2015 to 2024, showing a fluctuating trend with a significant increase in revenue over the years. The data interpretation could be that the company has experienced varying levels of profitability, with general upward trend in revenue, but a declining net profit ratio in recent years, indicating potential challenges in maintaining profitability despite growing sales.

VALUATION RATIO

TABLE-9: - PTICE TO EARNING RATIO

| Year | Stock Price | EPS | Price to Earnings Ratio |
|------|-------------|-------|-------------------------|
| 2015 | 5824 | 5.84 | 997.26 |
| 2016 | 6030 | 10.39 | 580.36 |
| 2017 | 7845 | 12.71 | 617.23 |
| 2018 | 11107 | 16.67 | 666.28 |
| 2019 | 14790 | 20.42 | 724.28 |
| 2020 | 18392 | 21.6 | 851.48 |
| 2021 | 17492 | 21.97 | 796.17 |
| 2022 | 2110 | 24.79 | 85.11 |
| 2023 | 5012 | 31.1 | 161.15 |
| 2024 | 2276 | 40.79 | 55.79 |

Source: Compiled by the researcher using MS-Excel

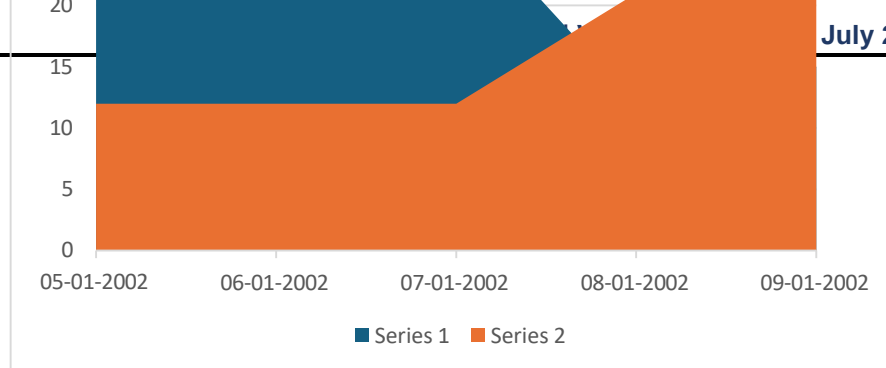


Data Interpretation: - The table presents a valuation ratio analysis, specifically the Price to Earnings (P/E) ratio, for a company over a period of 10 years from 2015 to 2024. The data indicates a fluctuating P/E ratio, with a significant decrease from 997.26 in 2015 to 55.79 in 2024, suggesting a potential shift in investor sentiment or market valuation.

TABLE-10: - DIVIDEND YIELD

| Year | Dividend Per Share | Share Price | Dividend Yield Ratio |
|------|--------------------|-------------|----------------------|
| 2015 | 18.5 | 5824 | 0.0031 |
| 2016 | 63 | 6030 | 0.0104 |
| 2017 | 86 | 7845 | 0.0109 |
| 2018 | 26 | 11107 | 0.0023 |
| 2019 | 27 | 14790 | 0.0018 |
| 2020 | 65 | 18392 | 0.0035 |
| 2021 | 75 | 17492 | 0.0042 |
| 2022 | 75 | 2110 | 0.0355 |
| 2023 | 32.2 | 5012 | 0.0064 |
| 2024 | 25.5 | 2276 | 0.0112 |

Source: Compiled by the researcher using MS-Excel



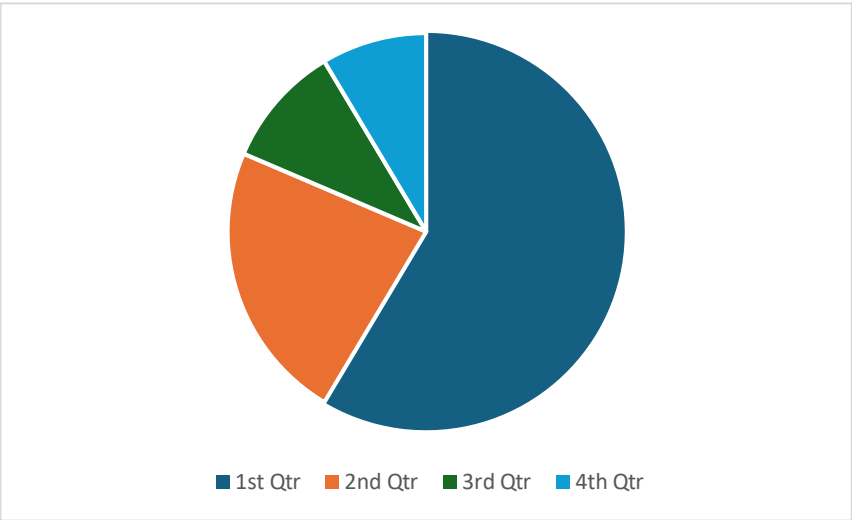
Data Interpretation: - The table presents the dividend yield data for a company from 2015 to 2024, showing fluctuations in dividend per share, share price, and dividend yield ratio over the years. The graph below the table appears to be unrelated to the dividend yield data, displaying a downward trend in two series May 2002 to September 2002, but its connection in time periods and lack of labels.

VARUN BEVERAGES LIMITED LIQUIDITY RATIO

TABLE -1: - CURRENT RATIO

| Year | Current Asset | Current Liabilities | Current Ratio |
|------|---------------|---------------------|---------------|
| 2015 | 894 | 1680 | 0.53 |
| 2016 | 1006 | 915 | 1.09 |
| 2017 | 1141 | 852 | 1.33 |
| 2018 | 1247 | 1192 | 1.04 |
| 2019 | 1833 | 1630 | 1.12 |
| 2020 | 1972 | 1707 | 1.15 |
| 2021 | 2772 | 2113 | 1.31 |
| 2022 | 4079 | 2632 | 1.54 |
| 2023 | 4835 | 2819 | 1.71 |
| 2024 | 8496 | 3688 | 2.3 |

Source: Compiled by the researcher using MS-Excel

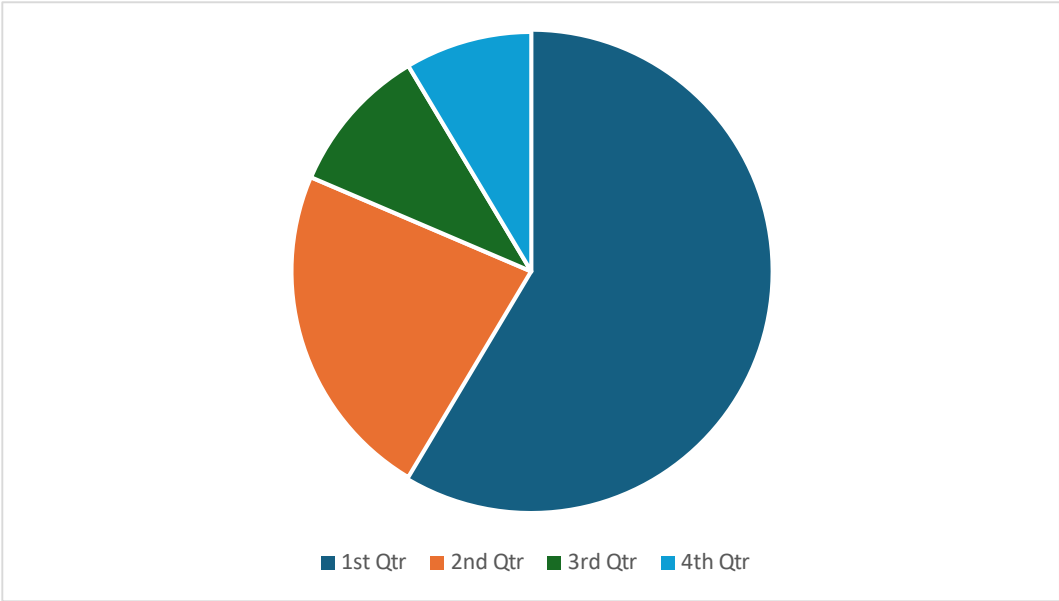


Data Interpretation: -The company’s liquidity position has significantly improved from 2015 to 2024, as indicated by the increasing Current Ratio. The data suggests a positive trend in managing current asset and liabilities, with the highest liquidity observed in 2024.

TABLE – 2: -QUICK RATIO

| Year | Current Asset | Inventory | Current Liabilities | Quick Ratio |
|------|---------------|-----------|---------------------|-------------|
| 2015 | 894 | 90 | 1680 | 893.94 |
| 2016 | 1006 | 103 | 915 | 1005.88 |
| 2017 | 1141 | 88 | 852 | 1140.89 |
| 2018 | 1247 | 94 | 1192 | 1246.92 |
| 2019 | 1833 | 100 | 1630 | 1832.93 |
| 2020 | 1972 | 123 | 1707 | 1971.92 |
| 2021 | 2772 | 131 | 2113 | 2771.93 |
| 2022 | 4079 | 116 | 2632 | 4078.95 |
| 2023 | 4835 | 106 | 2819 | 4834.96 |
| 2024 | 8496 | 114 | 3688 | 8495.96 |

Source: Compiled by the researcher using MS-Excel



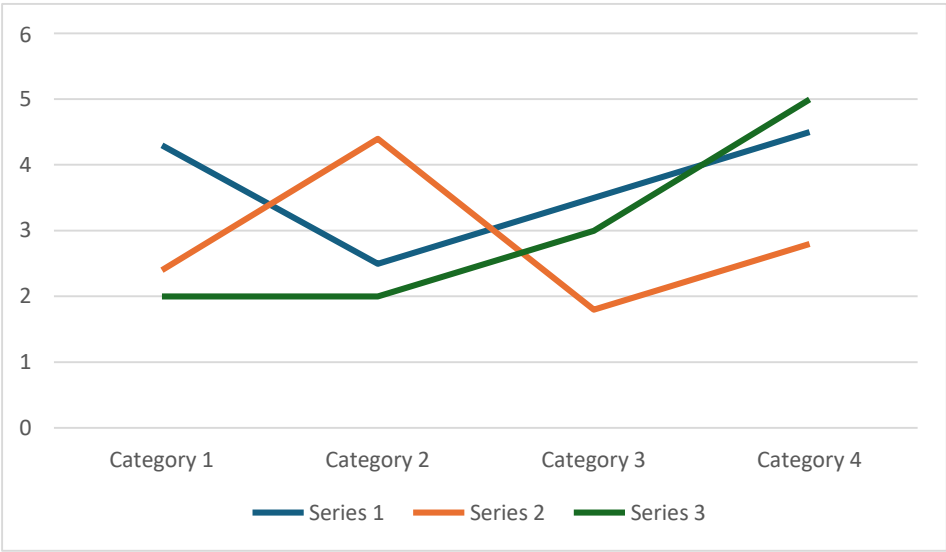
Data Interpretation: -The table presents the quick ratio of a company over a period of 10 years, from 2015 to 2024, with the quick ratio increasing steadily from 891.94 in 2015 to 8495.96 in 2024, indicating an improvement in the company’s liquidity position. The pie chart below the table appears to represent the distribution of the quick ratio across different years or categories, but the exact labels and values are not clearly visible, making it difficult to provide a precise interpretation.

SOLVENCY RATIO

TABLE-3: - DEBT EQUITY RATIO

| Year | Total Debt | Shareholders' Equity | Debt-Equity Ratio |
|------|------------|----------------------|-------------------|
| 2015 | 2527 | 225 | 11.23 |
| 2016 | 2215 | 1693 | 1.3 |
| 2017 | 2654 | 1770 | 1.49 |
| 2018 | 2808 | 1999 | 1.4 |
| 2019 | 3417 | 3329 | 1.02 |
| 2020 | 3216 | 3524 | 0.91 |
| 2021 | 3387 | 4080 | 0.83 |
| 2022 | 3884 | 5103 | 0.76 |
| 2023 | 5431 | 6937 | 0.78 |
| 2024 | 2826 | 16610 | 0.17 |

Source: Compiled by the researcher using MS-Excel

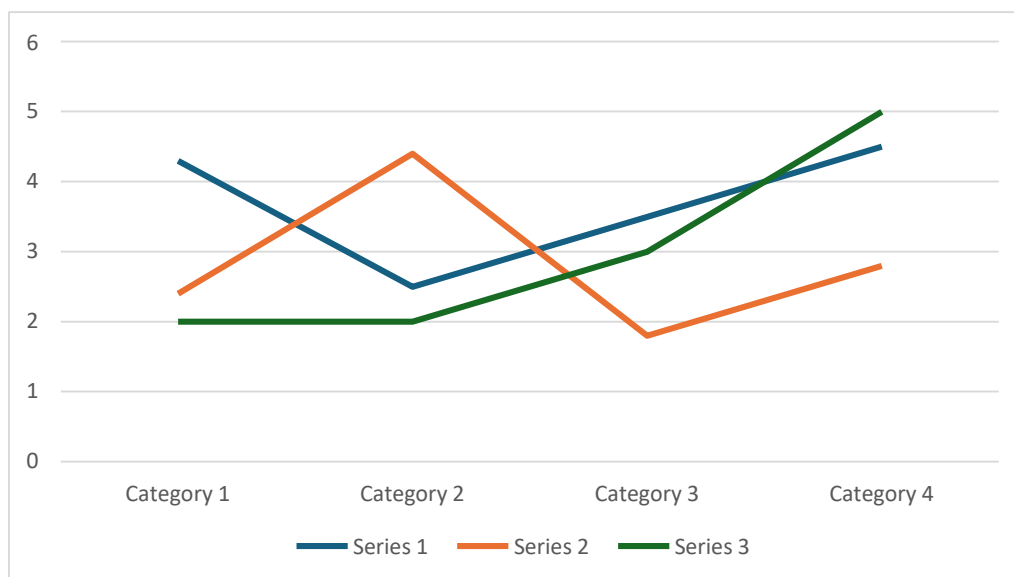


Data Interpretation: -The table presents a declining debt-equity ratio from 2015 to 2024, indicating a reduction in financial leverage and improved solvency. The graph below, although unclear due to unlabeled axes, appears to show varying trends across three series, potentially representing different financial metrics or categories.

TABLE – 4: - DEBT –TO – ASSET RATIO

| Year | Total Debt | Total Asset | Debt-Asset Ratio |
|------|------------|-------------|------------------|
| 2015 | 2527 | 4431 | 0.57 |
| 2016 | 2215 | 4824 | 0.45 |
| 2017 | 2654 | 5276 | 0.5 |
| 2018 | 2808 | 5998 | 0.46 |
| 2019 | 3417 | 8376 | 0.4 |
| 2020 | 3216 | 8447 | 0.38 |
| 2021 | 3387 | 9579 | 0.35 |
| 2022 | 3884 | 11618 | 0.33 |
| 2023 | 5431 | 15187 | 0.35 |
| 2024 | 2826 | 23124 | 0.12 |

Source: Compiled by the researcher using MS-Excel



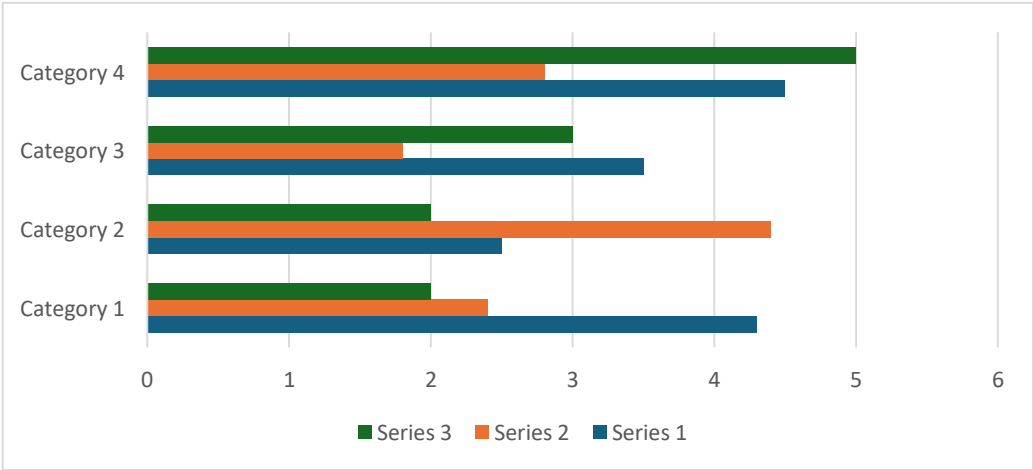
Data Interpretation: -The table present a debt-to-asset ratio analysis from 2015 to 2024, showing a general increase in total debt and total assets over the years, with the debt –to-asset ratio decreasing from 0.57 in 2015 to 0.12 in 2024, indicating a reduction in the proportion of debt relative to assets. The graph below the table appears to illustrate a similar trend, with the lines representing different categories or series showing varying patterns, but the exact meaning is unclear due to the lack of labels on the x-axis.

TURNOVER RATIO

TABLE -5: - INVENTORY TURNOVER RATIO

| Year | Cost of Goods Sold | Average Inventory | Inventory Turnover Ratio |
|------|--------------------|-------------------|--------------------------|
| 2015 | 3394 | 2752 | 1.23 |
| 2016 | 3861 | 3051 | 1.26 |
| 2017 | 4004 | 3166 | 1.26 |
| 2018 | 5105 | 4069 | 1.25 |
| 2019 | 7130 | 5668 | 1.25 |
| 2020 | 6450 | 5235 | 1.23 |
| 2021 | 8823 | 7129 | 1.23 |
| 2022 | 13173 | 10310 | 1.27 |
| 2023 | 16043 | 11228 | 1.42 |
| 2024 | 20008 | 15193 | 1.31 |

Source: Compiled by the researcher using MS-Excel

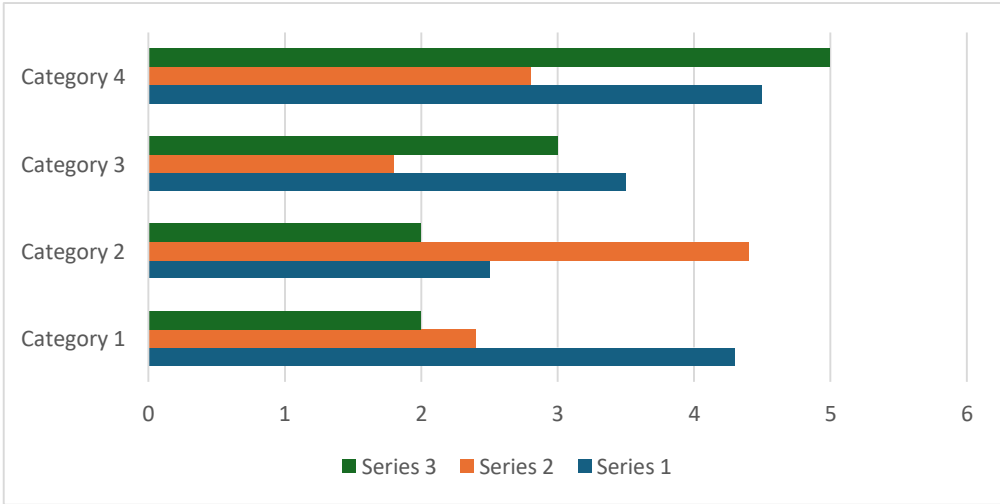


Data Interpretation: - The table presents the inventory turnover ratio for an unspecified company from 2015 to 2024, showing a general increase in the cost of goods sold and average inventory over the years, with the inventory turnover ratio remaining relatively stable, ranging from 1.23 to 1.42. the data suggests that the company’s inventory management has been consistent, with some fluctuations in the turnover ratio, indicating a need for further analysis to understand the underlying factors.

TABLE -6: - ASSET TURNOVER RATIO

| Year | Net Sales | Average Total Asset | Asset Turnover Ratio |
|------|-----------|---------------------|----------------------|
| 2015 | 3394 | 2216 | 1.53 |
| 2016 | 3861 | 2412 | 1.6 |
| 2017 | 4004 | 2638 | 1.51 |
| 2018 | 5105 | 2999 | 1.7 |
| 2019 | 7130 | 4188 | 1.7 |
| 2020 | 6450 | 4224 | 1.52 |
| 2021 | 8823 | 4790 | 1.84 |
| 2022 | 13173 | 5809 | 2.26 |
| 2023 | 16043 | 7594 | 2.11 |
| 2024 | 20008 | 11562 | 1.73 |

Source: Compiled by the researcher using MS-Excel



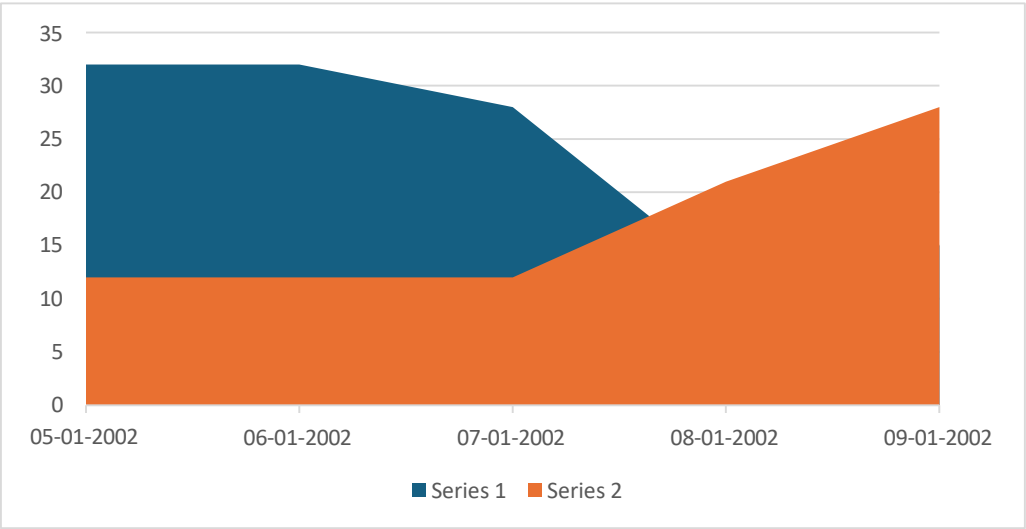
Data Interpretation: -The table shows a steady increase in Net sales and average Total Asset from 2015 to 2024, with a corresponding fluctuation in the Asset Turnover Ratio. The Asset Turnover Ratio generally trends upwards, indicating improved efficiency in utilizing assets to generate sales over the years.

PROFITABILITY RATIO

TABLE – 7: - GROSS PROFIT RATIO

| Year | Gross Profit | Revenue | Gross Profit Ratio |
|------|--------------|---------|--------------------|
| 2015 | 642 | 113 | 568.14 |
| 2016 | 810 | 48 | 1687.5 |
| 2017 | 838 | 214 | 391.58 |
| 2018 | 1036 | 300 | 345.33 |
| 2019 | 1462 | 472 | 309.74 |
| 2020 | 1215 | 357 | 340.33 |
| 2021 | 1694 | 746 | 227.07 |
| 2022 | 2863 | 1550 | 184.7 |
| 2023 | 3717 | 2102 | 176.83 |
| 2024 | 4815 | 2634 | 182.8 |

Source: Compiled by the researcher using MS-Excel

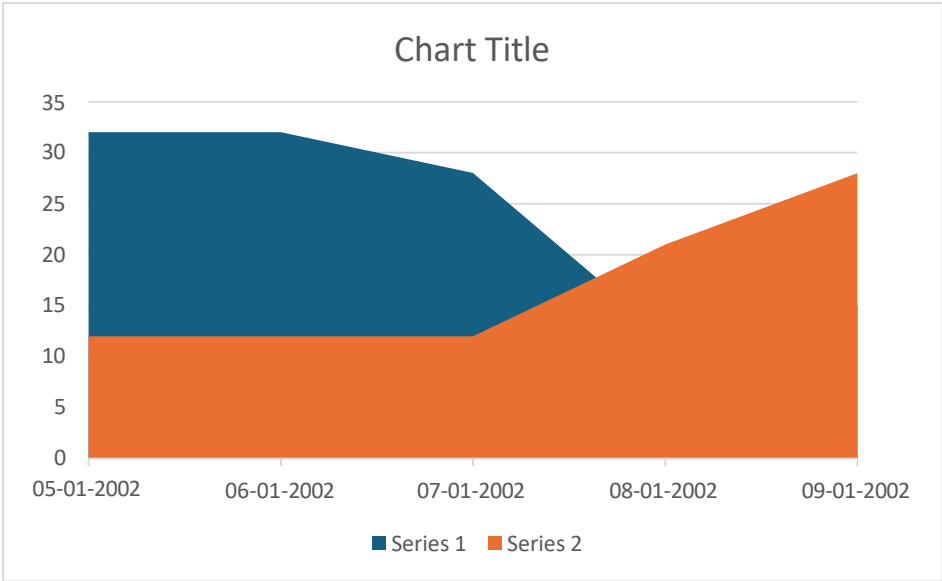


Data Interpretation: -The table presents the gross profit ratio from 2015 to 2024, showing a fluctuating trend with general increase in gross profit and revenue over the years. The gross profit ratio has decreased from 1687.5 in 2016 to 182.80 in 2024, indicating a change in profitability despite rising gross profit and revenue.

TABLE – 8: - NET PROFIT RATIO

| Year | Net Income | Revenue | Net Profit Ratio |
|------|------------|---------|------------------|
| 2015 | 36 | 113 | 0.31 |
| 2016 | 27 | 48 | 0.56 |
| 2017 | 14 | 214 | 0.06 |
| 2018 | 6 | 300 | 0.02 |
| 2019 | 47 | 472 | 0.09 |
| 2020 | -30 | 357 | -0.08 |
| 2021 | 51 | 746 | 0.06 |
| 2022 | -18 | 1550 | -0.01 |
| 2023 | -5 | 2102 | -0.002 |
| 2024 | 48 | 2634 | 0.018 |

Source: Compiled by the researcher using MS-Excel



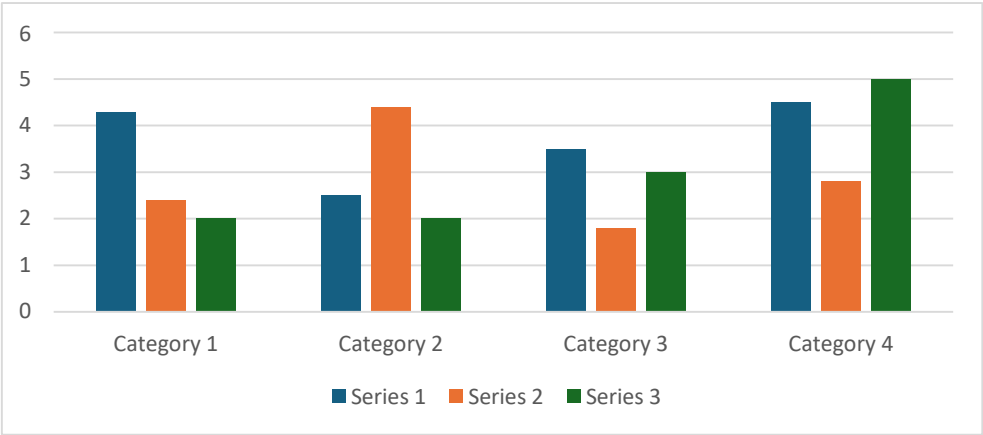
Data Interpretation: - The table shows a influencing net profit ratio over the years, either a significant increase in revenue from 2015 to 2024, while the chart below illustrates a trend where Series 2 overtakes Series 1 around 1/7/2002. The data suggests a shift in the relative performance of the two series over time.

VALUATION RATIO

TABLE – 9: - PRICE TO EARNING RATIO

| Year | Stock Price | EPS | Price to Earnings Ratio |
|------|-------------|------|-------------------------|
| 2015 | 2942 | 0.15 | 19613.33 |
| 2016 | 445 | 0.14 | 3178.57 |
| 2017 | 445 | 0.68 | 654.41 |
| 2018 | 512 | 0.95 | 538.94 |
| 2019 | 445 | 1.44 | 309.02 |
| 2020 | 345.5 | 1.01 | 342.07 |
| 2021 | 496 | 2.14 | 231.77 |
| 2022 | 496 | 4.61 | 107.59 |
| 2023 | 419 | 6.33 | 66.19 |
| 2024 | 419 | 7.67 | 54.62 |

Source: Compiled by the researcher using MS-Excel

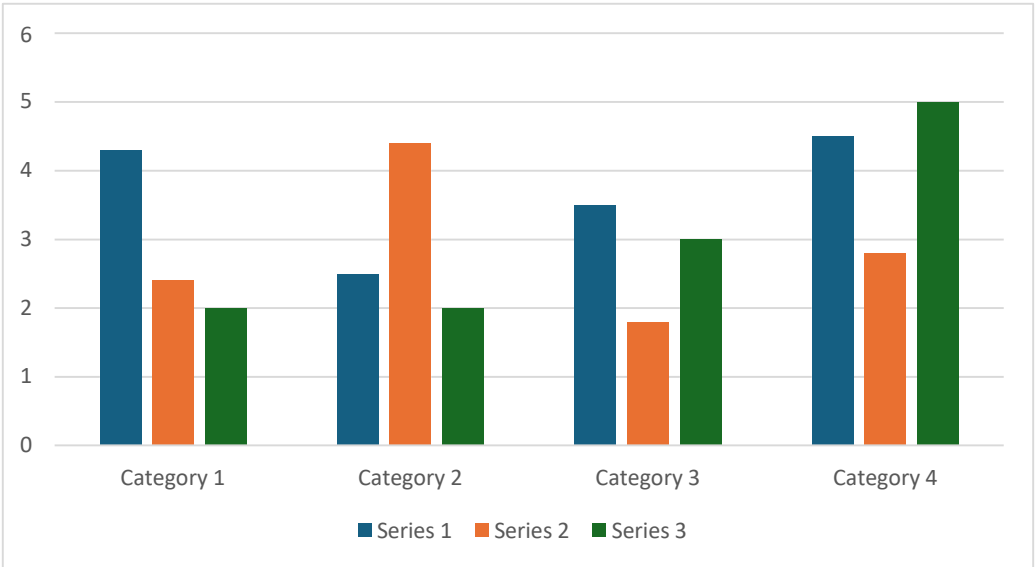


Data Interpretation: - The table presents the Price to Earnings Ratio (P/E Ratio) for a company over the years 2015 to 2024. the P/E Ratio has shown a significant decrease from 19613.33 in 2015 to 54.62 in 2024, indicating a potential shift in investor perception or company performance.

TABLE - 10: - DIVIDEND YIELD

| Year | DPS | Share Price | Dividend Yield |
|------|------|-------------|----------------|
| 2015 | 15 | 2942 | 0.005 |
| 2016 | 1.66 | 445 | 0.0037 |
| 2017 | 0.15 | 445 | 0.0003 |
| 2018 | 0.15 | 512 | 0.0002 |
| 2019 | 2.5 | 445 | 0.0056 |
| 2020 | 1.66 | 345.5 | 0.0048 |
| 2021 | 2.5 | 496 | 0.005 |
| 2022 | 2.5 | 496 | 0.005 |
| 2023 | 2.25 | 419 | 0.0053 |
| 2024 | 1.25 | 419 | 0.0029 |

Source: Compiled by the researcher using MS-Excel



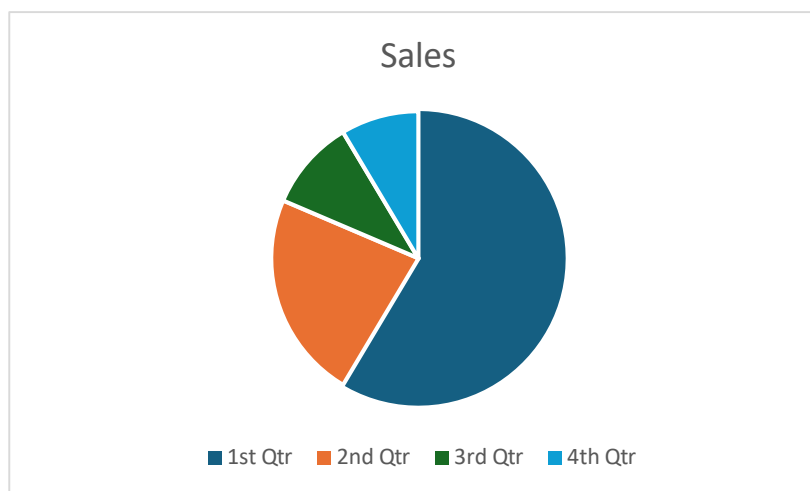
Data Interpretation: - The table presents dividend yield data from 2015 to 2024, showing fluctuations in dividend per share (DPS), share price, and dividend yield over the years. The bar graph below illustrates the distribution of three series across four categories, with varying values for each category.

BRITANNIA INDUSTRY LIMITED LIQUIDITY RATIO

TABLE -1: - CURRENT RATIO

| Year | Current Assets | Current Liability | Current Ratio |
|------|----------------|-------------------|---------------|
| 2015 | 1383 | 1403 | 0.985744833 |
| 2016 | 1665 | 1271 | 1.309992132 |
| 2017 | 2432 | 1288 | 1.888198758 |
| 2018 | 2560 | 1581 | 1.619228336 |
| 2019 | 2972 | 1829 | 1.624931657 |
| 2020 | 3019 | 1889 | 1.598200106 |
| 2021 | 3310 | 2331 | 1.41999142 |
| 2022 | 3475 | 2487 | 1.397265782 |
| 2023 | 3266 | 2819 | 1.158566868 |
| 2024 | 3346 | 3065 | 1.091680261 |

Source: Compiled by the researcher using MS-Excel

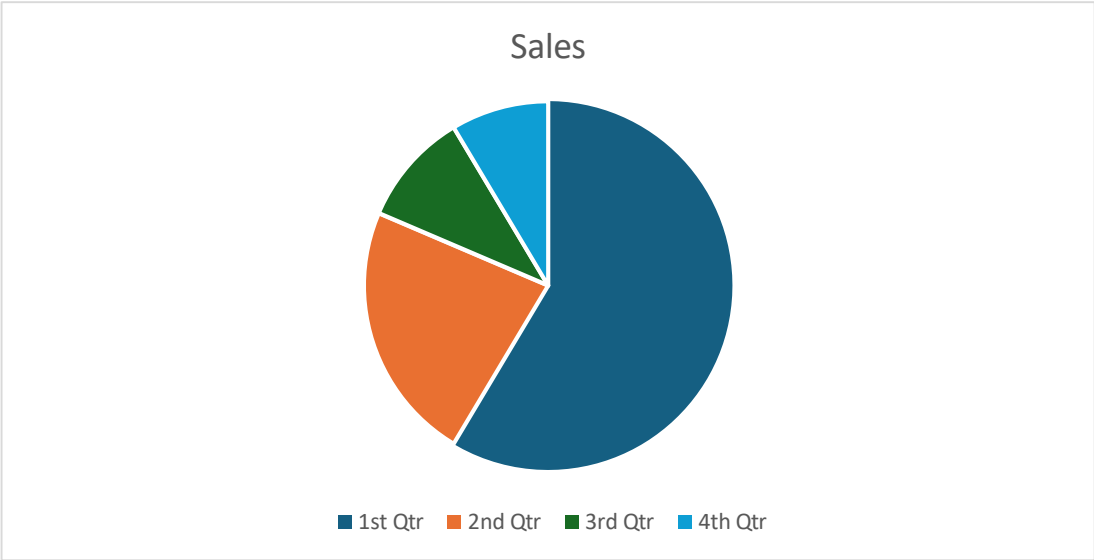


Data Interpretation: - The Current Ratio, a measure of liquidity, has fluctuated over the years, indicating varying levels of ability to meet short- term obligations, with a general downward trend from 2017- 2024. The pie chart distribution of sales across different quarters, with the largest share coming from the 1st quarter, suggesting a seasonal pattern in sales.

TABLE-2: - QUICK RATIO

| Year | Current Assets | inventory | Current liability | Quick Ratio |
|------|----------------|-----------|-------------------|-------------|
| 2015 | 1383 | 145 | 1403 | 1382.89665 |
| 2016 | 1665 | 131 | 1271 | 1664.89693 |
| 2017 | 2432 | 125 | 1288 | 2431.90295 |
| 2018 | 2560 | 201 | 1581 | 2559.87287 |
| 2019 | 2972 | 156 | 1829 | 2971.91471 |
| 2020 | 3019 | 1538 | 1889 | 3018.18581 |
| 2021 | 3310 | 2122 | 2331 | 3309.08966 |
| 2022 | 3474 | 2481 | 2487 | 3473.00241 |
| 2023 | 3266 | 2997 | 2819 | 3264.93686 |
| 2024 | 3346 | 2065 | 3065 | 3345.32626 |

Source: Compiled by the researcher using MS-Excel



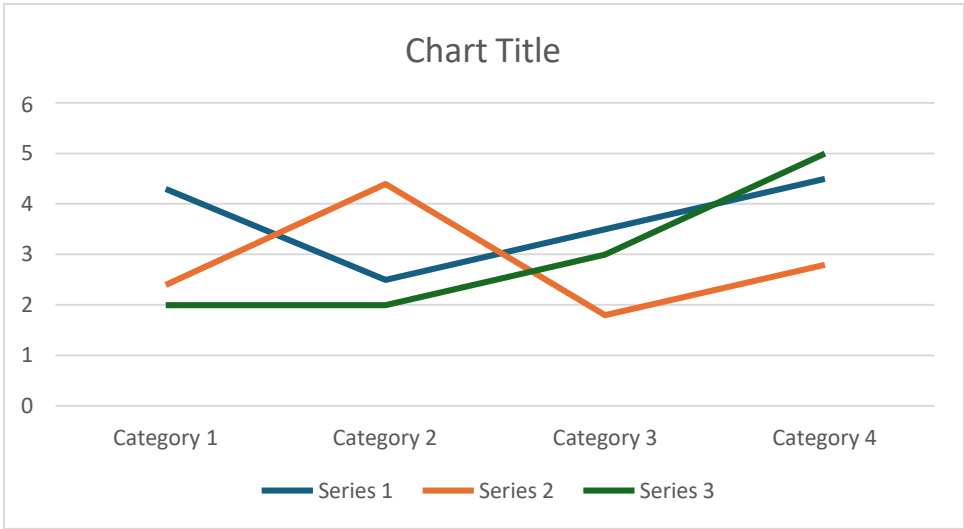
Data Interpretation: - The data presented in the accompanying pie chart illustrates a steady increase in the quick ratio from 2015 to 2024, indicating an improvement in the company’s liquidity position over the years. The pie chart, representing sales, suggests a driver’s distribution across different segments.

SOLVANCY RATIO

TABLE-3: - DEBT –EQUITY RATIO

| Year | Total Debt | Shareholders' Equity | Debt-to-Equity Ratio |
|------|------------|----------------------|----------------------|
| 2015 | 145 | 1245 | 0.11 |
| 2016 | 131 | 2092 | 0.06 |
| 2017 | 125 | 2696 | 0.04 |
| 2018 | 201 | 3406 | 0.05 |
| 2019 | 156 | 4253 | 0.03 |
| 2020 | 1538 | 4403 | 0.34 |
| 2021 | 2122 | 3548 | 0.59 |
| 2022 | 2481 | 2558 | 0.96 |
| 2023 | 2997 | 3534 | 0.84 |
| 2024 | 2065 | 3941 | 0.52 |

Source: Compiled by the researcher using MS-Excel

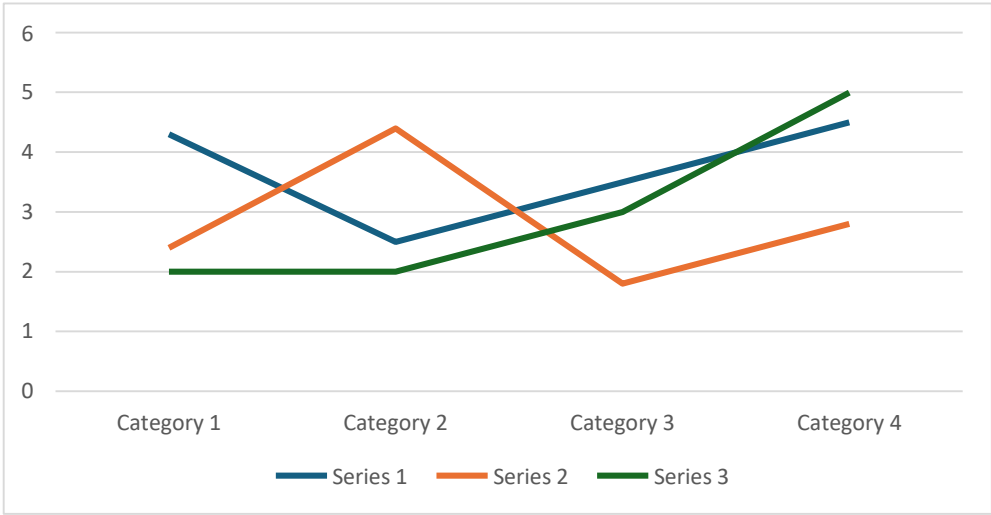


Data Interpretation: - The Debt-to-equity ratio for an unspecified company from 2015 to 2024, showing fluctuating trend with a significant increase in recent years. The data indicates that while the company’s total debt has generally risen over the period, its shareholder’s equity has also grown influencing debt to equity ratio.

TABLE-4: - DEBT TO ASSET RATIO

| Year | Total Debt | Total Asset | Debt-Asset Ratio |
|------|------------|-------------|------------------|
| 2015 | 145 | 2793 | 0.05 |
| 2016 | 131 | 3494 | 0.03 |
| 2017 | 125 | 4109 | 0.03 |
| 2018 | 201 | 5188 | 0.03 |
| 2019 | 156 | 6238 | 0.02 |
| 2020 | 1538 | 7830 | 0.19 |
| 2021 | 2122 | 8000 | 0.26 |
| 2022 | 2481 | 7527 | 0.32 |
| 2023 | 2997 | 9351 | 0.32 |
| 2024 | 2065 | 9072 | 0.22 |

Source: Compiled by the researcher using MS-Excel



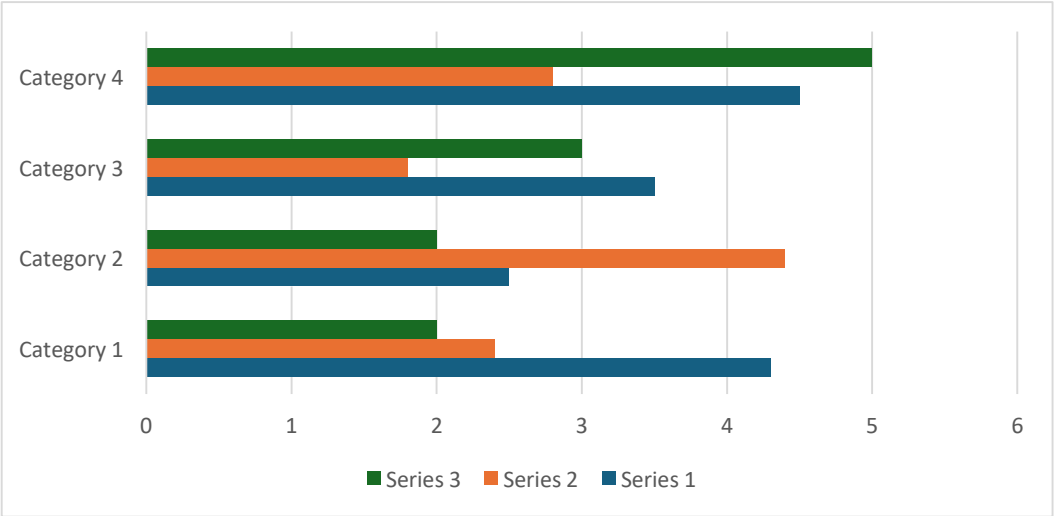
Data Interpretation: - The Debt to Asset Ratio remained consistently low from 2015 to 2020, indicating minimal reliance on debt financing, but began to rise sharply from 2021 onward, peaking in 2023 at 0.32. This trend suggests an increasing dependence on debt to finance assets in recent years, possibly reflecting expansion or increased financial leverage.

TURNOVER RATIO

TABLE-5: - INVENTORY TURNOVER RATIO

| Year | Cost of Goods Sold | Average Inventory | Inventory Turnover Ratio |
|------|--------------------|-------------------|--------------------------|
| 2015 | 7858 | 6988 | 1.12 |
| 2016 | 8397 | 7173 | 1.17 |
| 2017 | 9054 | 7776 | 1.16 |
| 2018 | 9914 | 8413 | 1.17 |
| 2019 | 11055 | 9323 | 1.18 |
| 2020 | 11600 | 9757 | 1.18 |
| 2021 | 13136 | 10627 | 1.23 |
| 2022 | 14136 | 11935 | 1.18 |
| 2023 | 16301 | 13470 | 1.21 |
| 2024 | 16769 | 13602 | 1.23 |

Source: Compiled by the researcher using MS-Excel

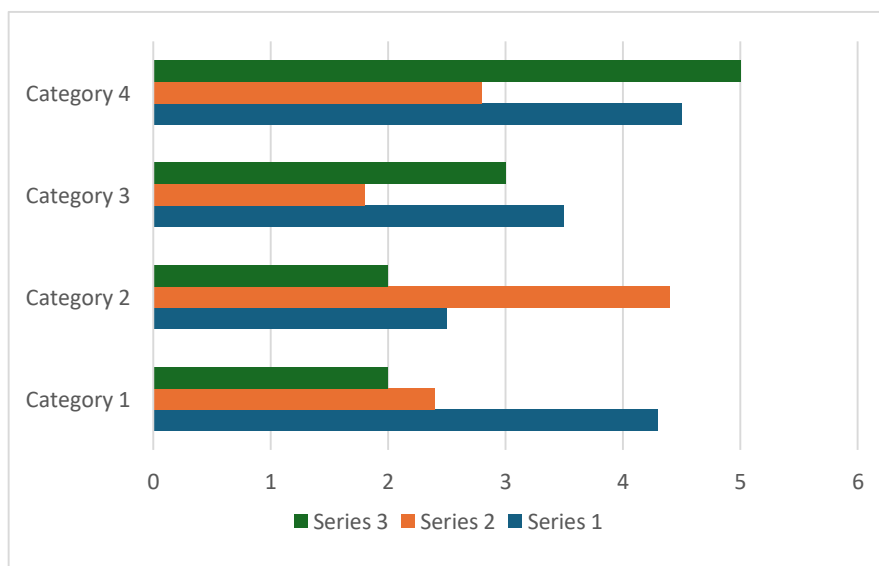


Data Interpretation: - The inventory turnover ratio remained relatively stable from 2015 to 2024, fluctuating slightly between 1.12 and 1.23, indicating consistent inventory management over the years. This suggests that the company maintained a steady pace in converting inventory into sales, reflecting operational efficiency.

TABLE-6: - ASSET TURNOVER RATIO

| Year | Net Sales | Average Total Asset | Asset Turnover Ratio |
|------|-----------|---------------------|----------------------|
| 2015 | 7858 | 1397 | 5.62 |
| 2016 | 8397 | 1747 | 4.8 |
| 2017 | 9097 | 2055 | 4.42 |
| 2018 | 9914 | 2594 | 3.82 |
| 2019 | 11055 | 3119 | 3.54 |
| 2020 | 11600 | 3915 | 2.96 |
| 2021 | 13136 | 4000 | 3.25 |
| 2022 | 14136 | 3764 | 3.75 |
| 2023 | 16301 | 4676 | 3.48 |
| 2024 | 16769 | 4536 | 3.69 |

Source: Compiled by the researcher using MS-Excel



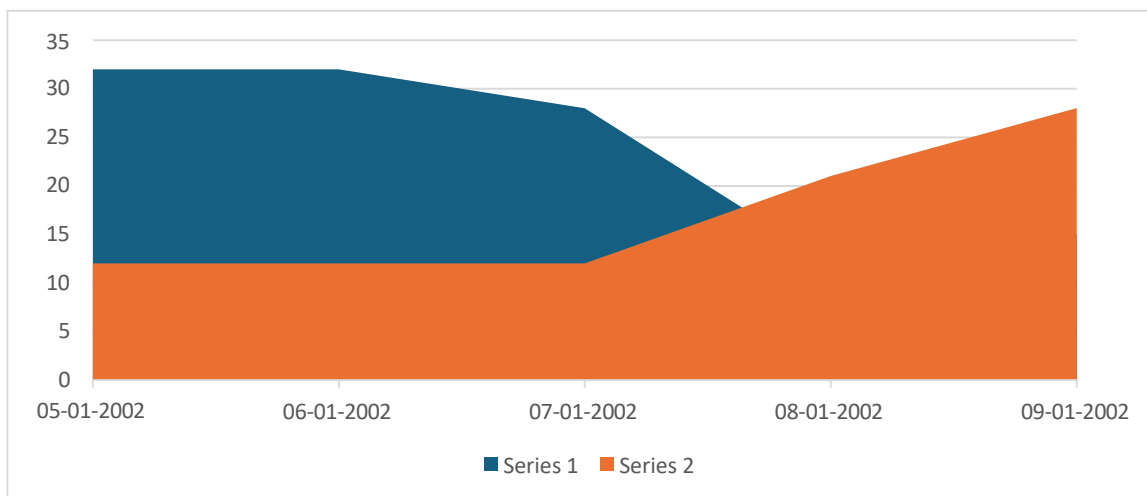
Data Interpretation: -The assets turnover ratio has generally decreased over the years from 2015 to 2024, indicting a decline in the efficiency of the company in generating sales from its assets. The ratio fluctuated between 2015 and 2024, with peak in 2015 (5.62) and a low in 2020 (2.56), suggesting varying levels of asset Utilization efficiency during period.

PROFITABILITY RATIO

TABLE-7: - GROSS PROFIT RATIO

| Year | Gross Profit | Revenue | Gross Profit Ratio |
|------|--------------|---------|--------------------|
| 2015 | 870 | 689 | 126.26995 |
| 2016 | 1224 | 825 | 148.3636364 |
| 2017 | 1278 | 885 | 144.4067797 |
| 2018 | 1501 | 1004 | 149.501992 |
| 2019 | 1732 | 1155 | 149.95671 |
| 2020 | 1843 | 1394 | 132.2094692 |
| 2021 | 2509 | 1851 | 135.5483522 |
| 2022 | 2201 | 1516 | 145.1846966 |
| 2023 | 2831 | 2316 | 122.2366149 |
| 2024 | 3167 | 2134 | 148.4067479 |

Source: Compiled by the researcher using MS-Excel

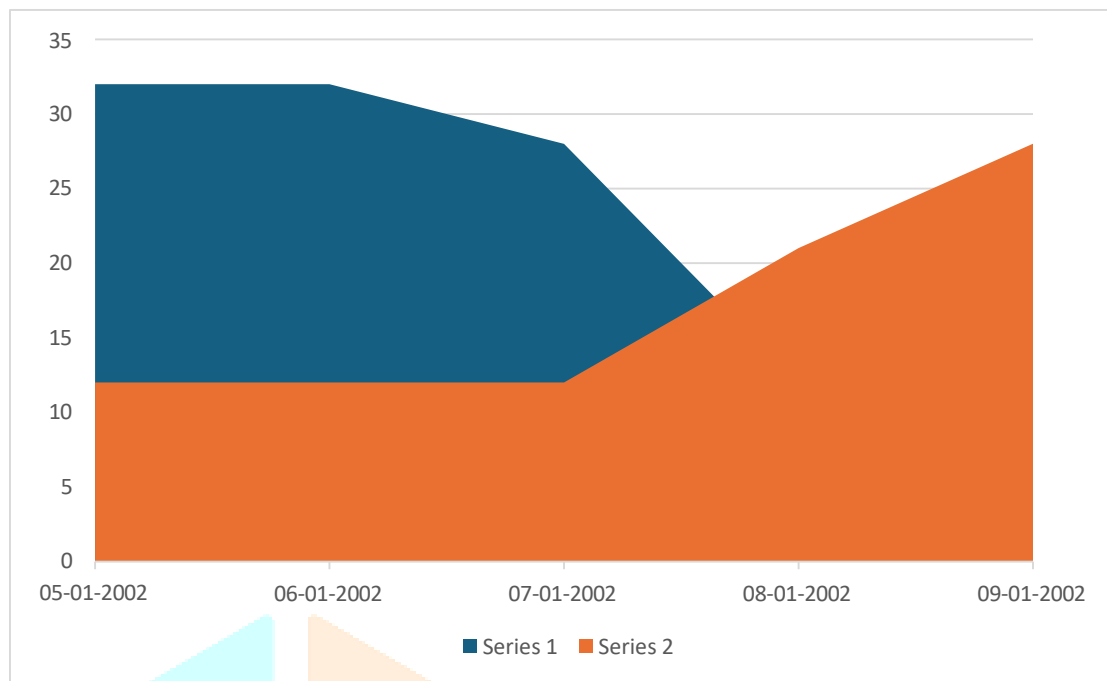


Data Interpretation: - The Gross profit ratio has shown a fluctuating trend over the years, with a significant increase from 126.26 in 2015 to 148.40 in 2014, indicating a overall positive growth in profitability. The data suggests that the company has been able to maintain a relatively stable gross profit margin despite changes in revenue, with some variations in the ratio over the year.

TABLE-8: - NET PROFIT RATIO

| Year | Net Income | Revenue | Net Profit Ratio |
|------|------------|---------|------------------|
| 2015 | 228 | 689 | 0.33 |
| 2016 | 115 | 825 | 0.13 |
| 2017 | 151 | 885 | 0.17 |
| 2018 | 166 | 1004 | 0.16 |
| 2019 | 206 | 1155 | 0.17 |
| 2020 | 263 | 1394 | 0.18 |
| 2021 | 313 | 1851 | 0.52 |
| 2022 | 222 | 1516 | 0.14 |
| 2023 | 597 | 2316 | 0.21 |
| 2024 | 211 | 2134 | 0.09 |

Source: Compiled by the researcher using MS-Excel



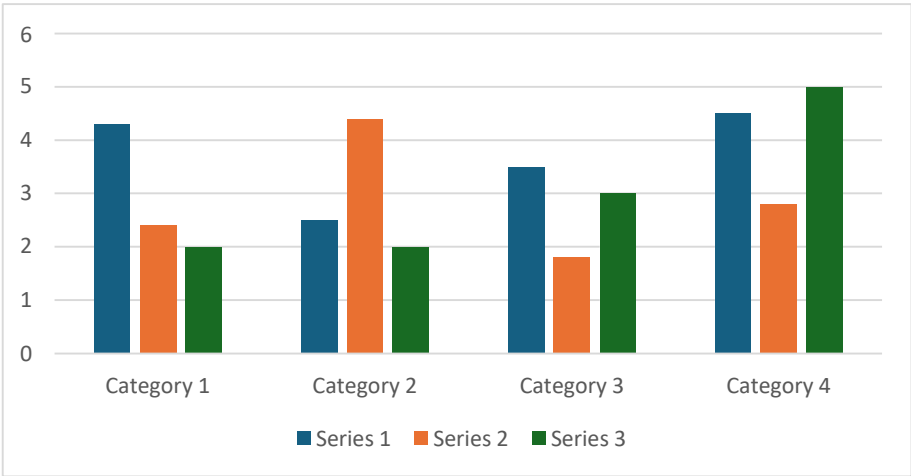
Data Interpretation: - Net Profit Ratio over the years 2005 to 2014. The data suggests that while the net income has fluctuated, the net profit ratio has generally decreased over period, indicating a decline in profitability despite some carnations in revenue.

VALUATION RATIO

TABLE-9 PRICE TO EARNING RATIO

| Year | Stock Price | EPS | Price to Earnings Ratio |
|------|-------------|-----|-------------------------|
| 2015 | 1312 | 29 | 45.24137931 |
| 2016 | 1286 | 35 | 36.74285714 |
| 2017 | 2111 | 37 | 57.05405405 |
| 2018 | 2804 | 42 | 66.76190476 |
| 2019 | 2740 | 48 | 57.08333333 |
| 2020 | 3344 | 58 | 57.65517241 |
| 2021 | 3440 | 77 | 44.67532468 |
| 2022 | 4180 | 63 | 66.34920635 |
| 2023 | 5270 | 96 | 54.89583333 |
| 2024 | 4763 | 89 | 53.51685393 |

Source: Compiled by the researcher using MS-Excel

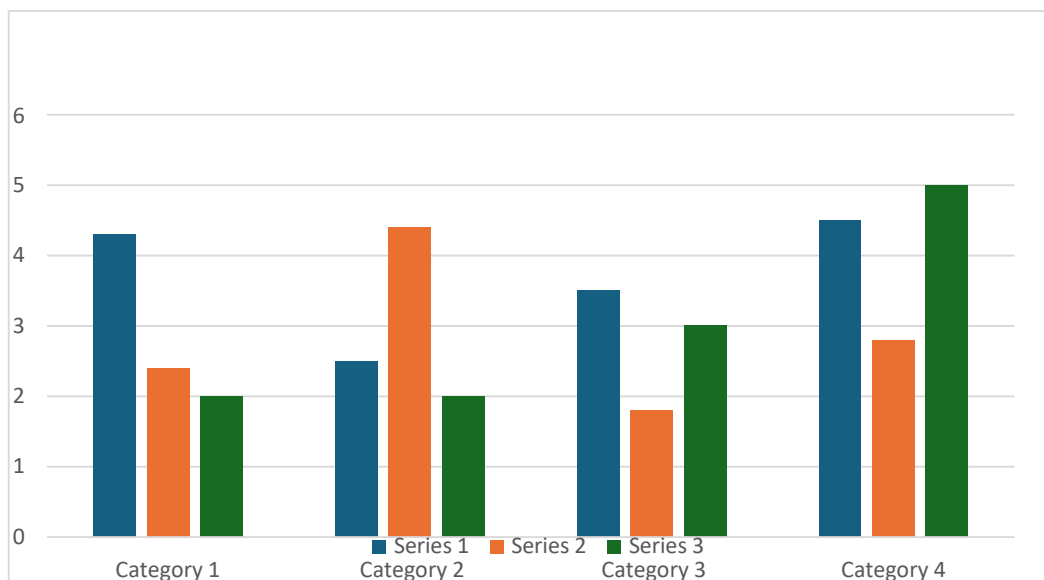


Data Interpretation: - Price to earnings ratio, for a company over a decade from 2015 to 2024, showing fluctuations in stock price, earning per share, and the resulting ratio. The data indicates that while the stock price and EPS have generally increased over the years, the price earnings ratio has varied, peaking in 2017 and 2021, suggesting periods of high market valuation relative to earnings.

TABLE-10: - DIVIDEND YIELD

| Year | Dividend Per Share | Share Price | Dividend Yield Ratio |
|------|--------------------|-------------|----------------------|
| 2015 | 14 | 1312 | 0.01 |
| 2016 | 11 | 1286 | 0.008 |
| 2017 | 12 | 2111 | 0.0056 |
| 2018 | 11 | 2804 | 0.0039 |
| 2019 | 56.5 | 2740 | 0.02 |
| 2020 | 73.5 | 3344 | 0.02 |
| 2021 | 157.5 | 3440 | 0.045 |
| 2022 | 56.5 | 4180 | 0.013 |
| 2023 | 72 | 5270 | 0.013 |
| 2024 | 73 | 4763 | 0.0155 |

Source: Compiled by the researcher using MS-Excel



Data Interpretation: - Dividend Yield data from 2015 to 2024, showing a fluctuating trend in dividend yield ratio over the years. The bar graph below the table displays data across four categories, with varying values for three series, but lacks clear labels to provide a specific interpretation.

FINDINGS AND SUGGESTIONS

Findings

- The study reveals that the stock price performance; 18.27% jump in the last three months due to improved rural demand and premium product interest in HUL. It has growth by strong distribution network, smart production and use of digital technology.
- The study shows that Market capitalization of dollar 218.57 billion (NESTLE). Price - to – earnings ratio is 20.08.and recent performance nestle India limited is among the FMCG stocks that have railed up to 24% from march lows. The company maintains a healthy dividend payout of around 91%.
- The study Exposes that stock price performance of ITC is 18.27% jump in the last three months driven by rural demand revival and premiumization trend. Expansion into chocolates, dairy and other FMCG products, along with improvements in agriculture and paperboards.

- The study passes on that Varun beverages have recently outperformed competitors by acquiring the Beverage company and expanding manufacturing and distribution. Its impressive revenue growth at CAGR of 27% and net Income growth at 48% over the past 5 years. The company has delivered good profit growth of 49.2% CAGR over the past 5 years.

- The study admits the Britannia Industries limited, revenue and net income have seen different CAGR of 9.3% and 11.5% respectively over the past 5 years. The company maintains a high Dividend distribution of 123%.

Suggestions

- **NESTLE INDIA LIMITED** should Optimize Inventory Management to improve inventory turnover ratio to reduce inventory holding costs and improve operational efficiency. Also should focus on prioritizing sustainability in sourcing and packaging to appeal to environmentally conscious consumers.
- **VARUN BEVERAGES LIMITED** should focus on reducing debt and improving debt – to equity ratio to reduce financial risk. And also improve operational efficiency by optimizing production and distribution processes.
- **ITC LIMITED** should focus on High – segments like FMCG and hotels to drive growth. And also should prioritize on sustainability and environmentally friendly practice to appeal to conscious consumers. Continue to diversify product portfolio to reduce dependence on tobacco business.
- **BRITANIA INDUSTRIES** should focus on improving operational efficiency by optimizing production and distribution processes. Continuously innovate and launch new products to stay ahead of competition.
- **HUL LIMITED** should focus on High – margin products and optimize pricing strategies. Improve inventory turnover ratio to reduce holding costs and should focus on High-Growth segments as investing in segments like health and wellness to drive growth.

Conclusion

The Fast-Moving Consumer Goods (FMCG) sector is one of the most dynamic and competitive sectors of the economy, characterized by high volume, low margin, and fast turnover of goods. Through ratio analysis of selected FMCG companies, this study has provided valuable insights into their financial health, operational efficiency, and profitability.

The analysis of liquidity ratios, such as the current ratio and quick ratio, revealed that most companies in the sector maintain adequate short-term financial stability. Profitability ratios, including net profit margin, return on assets (ROA), and return on equity (ROE), showed that while margins are generally thin due to the competitive nature of the sector, efficient cost management and strong brand equity help maintain profitability.

The solvency ratios highlighted that leading FMCG companies maintain a relatively low level of financial risk, with conservative use of debt to finance operations. Efficiency ratios like inventory turnover and asset turnover demonstrated the sector's focus on maintaining high operational efficiency to support volume-based business models.

Overall, the ratio analysis underscores that the FMCG sector, despite facing challenges such as inflation, changing consumer preferences, and supply chain disruptions, remains financially resilient and strategically strong. Investors and stakeholders can rely on ratio analysis as a critical tool to assess company performance, benchmark against peers, and make informed decisions.

This project not only emphasizes the importance of ratio analysis in financial decision-making but also reinforces its role in identifying strengths and weaknesses within the sector, thereby aiding in strategic planning and sustainable growth.

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