An Internship Report On

GURUCHARAN INDUSTRIES

BY

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SUBMITTED TO

VISVESVARAYA TECHNOOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal guide	**External guide**
Dr. Catherine Nirmala David	**Mrs. Thriveni**
Professor	**Administrative manager**
Department of MBA	**Gurucharan Industries**
AIET, Mijar, Moodbidri	**Baikampady, Manhgalore**

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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23 NOVEMBER 2022

Certificate

This is to certify that ***Mr.Jovel Rakshith Sequeira*** **(USN:4AL21BA035)** MBA student of ***Alva's Institute of Engineering and Technology, Moodbidri*** *has undergone Organization Study in our Organization From 15/10/2022 to 20/11/2022 .He has acquainted himself with all the departments and successfully completed his Internship.*

During the study, we found him quite regular and took keen interest in understanding the organization, sincere, hard working and enthusiasm to work. We also found his performance and conduct is good.

We wish him all success in his future endeavors.

For **GURUCHARAN INDUSTRIES,**

MANAGER

GURUCHARAN INDUSTRIES BAIKAMPADY MANGALORE-11

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation ®,Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NBA (CSE & ECE)

DATE: 30/01/2023

CERTIFICATE

This is to certify that **JOVEL RAKSHITH SEQUEIRA** bearing USN **4AL21BA035,** is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on **"GURUCHARAN INDUSTRIES, BAIKAMPADY, MANGALORE"** is prepared by him under the guidance of **Dr. Catherine Nirmala**, Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I, Jovel Rakshith Sequeira hereby declare that the Internship conducted at **Gurucharan Industries, Baikmpady, Mangalore** is record of independent work carried out by me under the internal guidance of **Dr. Catherine Nirmala David**, **Assistance Professor, Dept. of MBA** and external guidance by **Mrs.Thriveni, Administrative Manager, Gurucharan Industries.**

I also declare that this internship is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visveshvaraya Technological University, Belagavi.

I have undergone an internship of a period of four weeks, I further declare that this internship is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma/ from any other University/Institution.

Place: Mijar, Moodbidri **Signature of the student**

Date: **USN: 4AL21BA035**

ACKNOWLEDGEMENT

"It is not possible to prepare a report without the assistance and encouragement of other people. This one is certainly no exception."

On the very outset of this report, I would like to extend my sincere and heartfelt obligation towards all the personages who have helped me in this endeavor. Without their active guidance, help, cooperation and encouragement, I would not have made headway in this report.

I would like to express my special thanks of gratitude to my external guider **Mrs. Thriveni, Administrative manager of Gurucharan Industries, Baikampady, Mangalore** for her able guidance and support in completing my report.

I am grateful to **Mrs. Priya Sequeira, HOD OF MBA Department, AIET, Mijar, Moodbidri** for her proficient guidance and encouragement.

I would like to offer my gratitude to **Dr.Catherine Nirmala David, Professor,** MBA Department, Alva's Institute of Engineering and Technology Mijar, Moodbidri for her valuable help and constant support in carrying our internship.

I wish to express my sincere gratitude to all the teaching and non-teaching staff members of MBA department of Alva's Institute of Engineering and Technology for their constant support. Last but not least; I think my parents, my friends and all my well-wishes who have directly or indirectly helped me in completing this internship. This work would not have been possible without their encouragement and support.

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EXECUTIVE SUMMARY

This Internship of GURUCHARAN INDUSTRIES carried out for a period of 4 weeks commencing from 15th October 2022 to 14th November 2022 under the guidance of Prof. Dr. Catherine Nirmala David, Department of Master of Business Administration, is submitted in partial fulfillment of the requirement for the award of Master of Business Administration degree of Visvesvaraya Technological University, Belagavi.

This report is presented in terms of various chapters such introduction to industry, organization profile, McKinsey 7S model, SWOT analysis, analysis of financial statement. In these four weeks of duration, there was a good exposure for learning towards the operation of the organization and financial analysis of organization virtually.

There is detailed discussion on about the introduction of the organisation study, industry profile. The industry profile includes background, nature of business, vision, mission, quality policy of the company and ownership pattern. The report also includes McKinsey 7S model with special reference to Gurucharan Industries and SWOT analysis to understand all sort of situations in the organization.

The report includes the analysis of the financial statement for the year 2016-17, 2017-18, 2018-19, 2019-20, 2020-21 and 2021-22 by using ratios such as current ratio, quick ratio, proprietary ratio, fixed asset turnover ratio, total asset turnover ratio etc. Financial Analysis is very much in consideration for decision making, in deciding what to do and what not to do are required to analyze the data as per their requirements.

I have analyzed Organization's financial position and situation and I have also interpreted the data. Based on the analysis and interpretation I tried to give my findings and suggestions for the Organization as per the knowledge.

Finally, this organization study helps me in knowing the practical things of the corporate world and also, I have tried to learn the manufacturing activities to realize it with my knowledge.

CHAPTER 1

INTRODUCTION ABOUT THE ORGANISATION AND INDUSTRY

INDUSTRY PROFILE

Ever since 1996, the plastic processing machinery industry in India has made significant achievement as it made a modest but promising beginning by commencing production of polystyrene, such as potential Indian market has motivated the entrepreneurs in the country to acquire technical expertise, achieve high quality standard and built capacities in various facets of the booming machine industry. The phenomenal developments in plastic machine sector both which support the plastic Processing sector. This has facilitated the processor to build capacities for the service of both domestic market and the market overseas. Today Indian Plastic processing sector companies of over 300000 unit involved in producing a variety of items through injection mounding blow mounding, extrusion and calendaring the capacity build in most segment of the industry coupled with inherent capacity has made us capable of servicing the overseas market, the Indian machinery industry has taken great strategies in the past few decades, the industry has grown to the status of leading sector in the country with the sizable base.

Plastic processing machinery industry is making significant contribution to the economic development and growth of various key sectors in the country. Since independence, plastic processing industries in India have been playing a predominant role in shaping our lives. As it an indispensable item in our day to day activity, so its importance cannot be undermined.

Since last decade with the advent of new and improved technologies, the industry has gained importance with the production of better and improved quality of polymers which has supported the radical change in human life and its day to day activities.

The Plastic India Foundation estimates that using of plastics products are reaching 20kg per head in the year 2016. Other than shortage of labor in India also faces the problem of scarcity of power. Power problem is increasing year by year it will help growth of company who give solution to power problem.

In the few decades, the Indian hardware sector has undergone tremendous transformations; the business has grown to become a driving force in the country. With a sizable base, According to another investigation research by the global market pieces of knowledge, industrial market machinery is expected to reach USD771.59, because of China's remarkable industrial machinery market shares across all application zones. Asia explicitly drives global revenue. Untapped potential, as well as persistent interest in the area, will contribute to the strong growth rate. By 2022, the global market for plastic handling machinery is expected to reach US$39.3 billion, owing to the widespread use of plants in virtually all buyer-located, industrial, and economic sectors. Innovation breakthroughs, dropping-type-of-equipment costs, and the resulting increases in the ability to regulate the cost of this hardware in value-sensitive developing countries are also projected to benefit the market's growth. Plastic in Asia speaks to the world's largest as well as fastest growing market driven by a surge in local interest in bundling, development, automotive, and industrial parts. Despite the global economic slump, China continues to be a significant worldwide power, buoyed by demand for high quality intelligent machines.

The potential Indian Market has motivated Indian entrepreneurs to acquire technical expertise, achieve high quality standards and build capacities in various facets of booming plastic processing machinery industry. Phenomenal developments in the plastic machinery sector coupled with matching developments in the petrochemical sector with both support the plastic processing sector. Plastic processing sector facilitated the processors to build capacities for the service of the domestic market and the market overseas.

The economic reforms launched in India since 1991, have added further fillip to the Indian plastic processing industry, Joint venture, foreign investments, easier access to technology from developed countries etc. have opened up new vistas to further facilitate the growth of this industry.

Indian plastic processing machinery industry will be a global player providing to customers leading technology products at competitive price. By using inclusive and cooperative approach to raise the level of Indian plastic processing machinery to the world scale in terms of quality, technology, cost competitiveness and process standards, and thereby create value for plastic industry.

Indian plastic processing industry offers excellent potential in terms of capacity, infrastructure and skilled manpower. It supported by a large number of polymers producers,

and mold manufacturer in the country. Among the industry major strength is the availability of raw materials in the country. Thus the plastic processors do not have to depend on imports. These raw materials, including polyethylene, low density polyethylene are manufactured domestically.

The global market for plastic processing machinery is expected to advance 4.0 percent annually through 2019 to $35.8 billion. Injection moulding equipment will remain the most widely used type, while 3D printers will glow the fastest. This study analyzes the $29.4 billion plastic processing machinery industry. It represents historical demand data and forecast by product and primary application for sic world regions and 23 major countries. Total demand is given for an additional seven countries.

Team of Gurucharan Industries

Gurucharan Industry organization is backed by a team of industries professionals, which has tremendous years of experiences in this domain. The proficiency of our team in efficiently handling the varied process helps in achieving the goal of providing satisfaction to clients. Their personnel hold rich industry experiences that provide it with a holistic understanding of industry and clients requirements. Globally, dedicated and committed towards achieving total client satisfaction, their team has following specialized professionals:

- ENGENEERS
- TECHNICIANS
- QUALITY INSPECTORS
- MARKETING AND PERSONNEL SELECTION
- RESEARCH AND DEVELOPMENT EXPERTS

Export value of plastic machinery in India

The export value of plastic processing machinery across India was approximately 13.5 billion India n rupees in fiscal year 2021. It was an increase from around 3.4 billion rupees in fiscal year 2020. The machine tool and heavy engineering sector forms a part of the capital goods segment. The plastic processing machinery export from India around 5.1k exported by 87 suppliers and India exports plastic processing machinery to Ghana ,Italy , Nigeria . India export plastic processing machinery to 70 countries.

The industry provided approximately 1.4 million direct and seven million indirect employment opportunities**.**

Market overview of plastic processing machinery industry

The plastic processing machinery market is expected to reach a value of USD 31.42 billion in 2020 and is expected to reach USD 42.44 billion by 2026, registering a CAGR of 5.24% over the forecast period of 2021 - 2026.

- Plastic moulding processing technology has been widely used in the manufacturing of various products, such as auto parts, connectors, displays, mobile phones, 3C electronic products, plastic optical lenses, biomedical application products, and general daily necessities, etc. With the growing trend of diversification of product usage and variability in functional requirements, plastic moulding processing technology is booming day by day.
- Compared to other materials, such as metal, stone, and wood, plastic has the advantages of low cost and strong plasticity. Thus it is widely used in the economy and daily life. The plastic products and industry occupies an extremely important position in the world; the production of plastic products has developed rapidly all over the world for many years. According to Plastics Europe (PEMRG) data, the global production of plastics in 2018 stood at 359 million metric tons and seeing steady growth.
- To the sheer growth in demand for plastic products, the industry is seeing Owing significant growth in demand for plastic processing equipment. Amongst all the techniques, plastic injection moulding is one of the most commonly-used plastic formation techniques with numerous industrial applications; the market demand for the technology is continually expanding and evolving. Custom made plastic injection moulding parts offer the perfect solution for numerous industries that are striving to produce a great volume of high-quality and cost-efficient parts.
- The growing need for upgrades combined with the modernization of plastics processing plants in developing nations is expected to spur the replacement demand for injection moulding machinery and other equipment demand. The

growth is also augmented by the technological developments which are driving down the equipment cost and increasing affordability of equipment in price-sensitive markets.

- The plastics industry hosts more than 2,000 exporters and comprises o more than 30,000 processing units. About 85-90% of these units are small- and medium-sized enterprises.
- The government of Japan plans to reduce its carbon footprint by EVs, which has resulted in substantial investments toward EV infrastructure development. Japan witnessed an increase in the number of EV charging stations, to support the rising number of EVs, on account of the introduction of government subsidies for EV buyers.

The competitive rivalry in the plastic processing machinery market is high owing to the presence of some key players such as Brown Machine Group, Haitian International Holdings Limited amongst others. Through research and development, these companies have gained a competitive advantage by continually innovating their offerings. These players through innovation and mergers and acquisitions have been able to gain a strong footprint in the market as well as being able to further develop the technology.

September 2020 - Engel Austria expanded the series of e-speed mould injection into the lower clamping force ranges, with a particular focus on manufacturers of thin-walled containers, buckets and matching lids. The new e-speed with a clamping force of 2800 Kg will produce 1-litre round containers made of polypropylene in thin-wall technology.

April 2020 - Hillenbrand Inc. announced that it entered a definitive agreement under which Hillenbrand acquired Milacron in a cash and stock transaction valued at approximately USD2 billion, including net debt of approximately USD 686 million as of March 31, 2019. This transaction represented a pivotal step in Hillenbrand's vision to become a world-class global diversified industrial company by adding new strategic businesses in hot runner systems and injection moulding to Hillenbrand's portfolio through Milacron's leading brands, including Mould-Masters.

CHALLENGES FACED BY PLASTIC INDUSTRY:

The main challenges faced by plastic processing machinery industry are as follows-

- Government control on usage of plastic
- Difficulty in Inventory control
- Increasing Return on Investment
- Skilled labor shortage
- Managing sales lead
- Coping with new technological advance
- Narrow Financial Capital

CHAPTER 2

ORGANISATION PROFILE

Organization profile:

2.1 BACKGROUND:

GURUCHARAN INDUSTRIES was promoted by **Mr. JAYAKAR SHETTIGAR** in the year 1996 to manufacture the following:

1. Plastic Processing Machineries.
2. Allied Machineries.
3. Spare Parts and Components of Plastic Processing & Allied Machineries.

To undertake vast research in extrusion of films, GURUCHARAN INDUSTRIES has started manufacturing of single screw HMHDPE/LDPE/LLDPE Blown Film Plant and PP Blown Film Plant at the initial stage. Gradually developed the same to Twin Die, Four Die and Rotating Die Blown Film Plants in HMHDPE/LDPE/LLDPE and Twin Die Film Plant in PP. Also developed single Color Flexor Printing Machine, Pepsi Plant ,HMHDPE/LDPE/ LLDPE Blown Film Plant with Rotating Die & On-line printing attachment, Two Layer HMHDPE/LDPE / LLDPE Blown Film Plant with Haul off Attachment, Nano Blown Film Plant, Also invented other allied machineries such as Scrap Crusher. Twin Chamber Air Cooled Reprocessing Plant, Water Cooled Reprocessing Plant. Gussetting Machine, Hopper Dryer, Mixing Machine(screw type & Air Force) , Pneumatic Punching Machine etc. To save time and labour in color printing, we have developed a HMHDPE two color film extrusion with two color flexo printing. Our new addition is Two Three Layer (A+B+A) HMHDPE/LDPE/ LLDPE Blown Film Plant with Haul off Attachment & Three Layer HMHDPE/LDPE/ LLDPE Blown Film Plant with Haul off and Stripped Film Attachment introduced to the market.

The unit has got latest and state of the art special purpose facilities for in house machining. The unit manufactures critical components of extruder machines like screws, barrels, dies, spirals, helical gearbox, housing etc.

Machines are sturdy and robust built, a unique quality of power, labour and space saving device introduced to the global market. They got an experienced technical team to cater the needs of companies valued customers and troubleshooting will be attended promptly Since 2001, the unit is exporting its products to Mauritius, Uganda, Ghana, Nigeria, Oman, UAE, Qatar, Congo, Angola, K.S.A., Nepal, Sri Lanka, Kenya, Egypt, Turkey, Iran, Myanmar, Philippines, Ethiopia, etc. and most of the overseas customers also have encouraged with their repeat orders.

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Company Detail:

Name	Gurucharan Industries
Type	Private
Industry	Manufacturer, Exporter
Founded	1996
Founder	Mr. Jayakar Shettigar
Location	Baikmpady

Employees	100 to 150
Website	https://www.gci-india.com

2.2 Nature of Business

Gurucharan industry is one of the growing manufacturing industries. it manufactures plastic processing machine, allied machine, spare parts, and component of plastic processing and allied machineries. Moreover, they export their product to foreign country like Uganda, Nigeria, Nepal, Kenya, Sri Lanka, Iran etc and also, they supply domestically states like Rajasthan, Uttar Pradesh, Bihar etc. They sell 80 percent of their machineries to domestic customer and 20 percent sell to foreign customers and they deliver services their customers at a specific time and they give quality product to customers and they manufacture different size machineries according to size and type of machinery thy fix the price. Gurucharan Industries main activity or nature is manufacturing and supplying the machineries.

2.3 Vision, Mission, Quality policy

Vision:

- The vision of Gurucharan Industries is to emerge as a key supplier with best quality maintaining time.
- To schedules interaction with customers to assess their needs.
- To be a leader in plastic processing machines productions and professional development to their customers and help them to meet their goals through their people, service and solution.

MISSION:

- 100% quality assurance to customers.
- To achieve meaningful social and business outcomes by mobilizing intellectual capital, operational and financial challenges.

- Their mission is to produce and continually develop quality products at a competitive price while fostering a climate where environmental technologies can thrive.
- Gurucharan Industries always strive to service their customers with the utmost integrity, and to their complete satisfaction.
- To continuously upgrade the products through innovation and new technologies.
- Gurucharan Industries will give their employees the opportunity for both personal and professional growth.

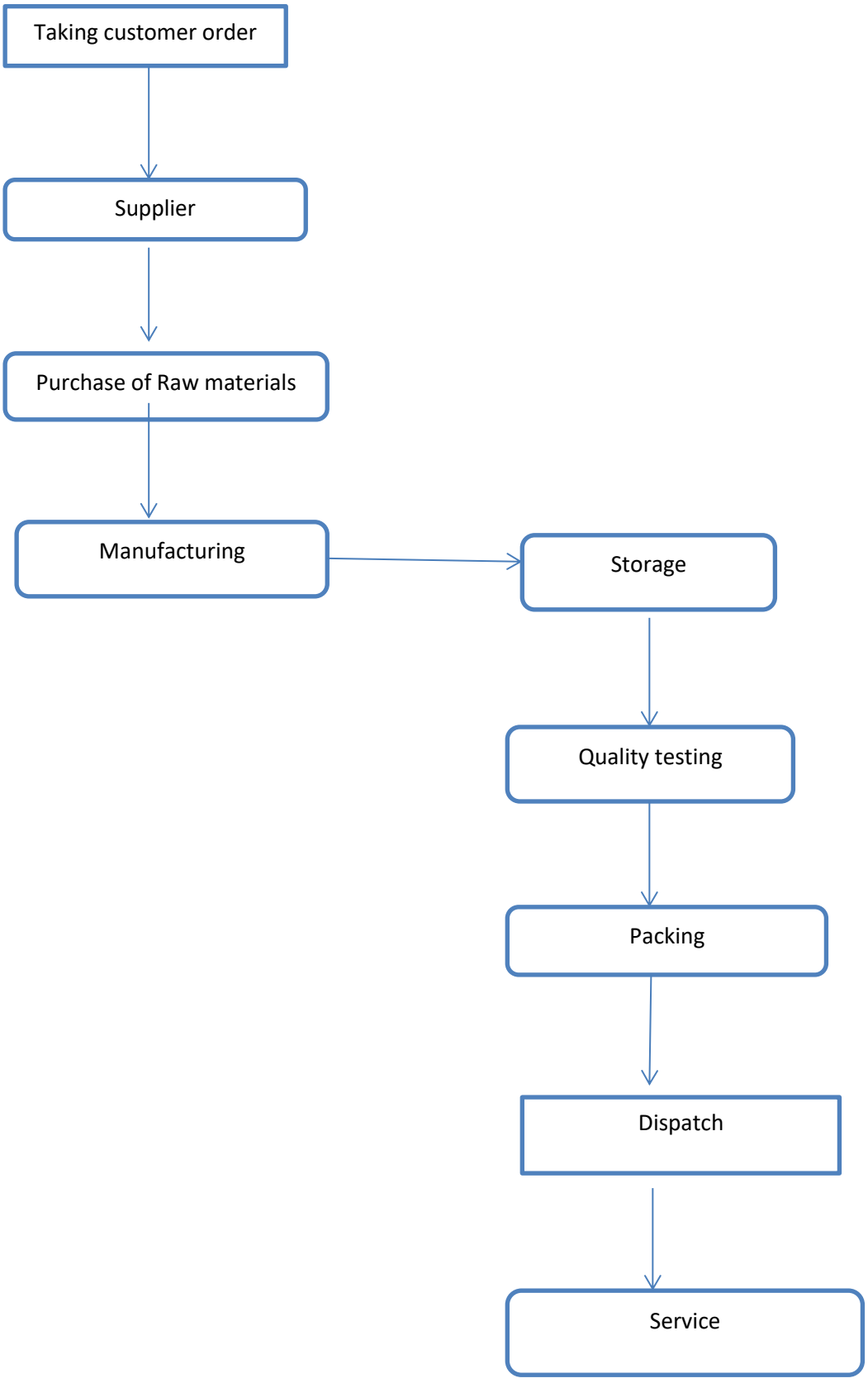
QUALITY POLICY:

- Expanding the customer base.
- Enhancing the brand image and business reputation.
- Gurucharan Industries aims at providing excellent products to the customers thereby achieving the desired goals.
- They strive to have a good relationship with their customers to build a bond of trust and gain loyalty.
- To gain customer satisfaction
- To add value to their industry along with expecting good revenues

2.4 Workflow Model

A workflow model is **the sequential series of tasks and decisions that make up a business process**. Designing a workflow model lets business users see how a process works and helps them streamline and optimize it for best results and high efficiency.

Flow chart of the manufacturing process:



2.5 Product/Service profile:

PRODUCTS MANUFACTURED BY GURUCHARAN INDUSTRIES

Features of Machines:

A. AC Variable Frequency Drives
B. Automatic Air Filling System for Bubble
C. Automatic Pneumatic Control System for Nip Roller and Embossing Roller Adjustment
D. In-house control panel
E. Low Power Consumption with High Output
F. Knurling Roller Attachment
G. Haul Off Attachment
H. PID Temperature Controllers
I. Auto Roll Weight Change Siren
J. Compact Design -space saving device

GURUCHARAN INDUSTRIES Manufacturing different types of Machineries.

Such as:

1. Compact Model High Output HMHDPE/LDPE/Blown Film Plant:

A HDPE/LDPE Blown film extrusion machine is a machine which converts the raw polyethylene pellets into rolled plastic bundles. This machine can handle both high densities as well as low density polyethylene.

Film is made by extruding molten plastic through a circular die, forming an inflated tubular bubble that moves through a cage as it cools, that id than collapsed and formed into rolls.

The typical film blowing process consists of a series of stages, including extrusion, blowing, collapsing and winding.

Bubble puncture sirens are incorporated into the design to detect any puncture of plastic film during operation and also auto roll weight siren is included in it for alerting the workers about the limit of roll that has to be reached.

Uses of HM HDPE Film

- Green Sheet for Agriculture/Rubber Estates
- Nursery Bags
- Pickup Bags
- Garbage Bags
- Dry food packing
- Multi-purpose Liner sheets
- Grocery bags

2. Polypropylene Transparent Single Die Head Blown Film Plant:

GCI have the expertise in providing a precision engineered array of Polypropylene Transparent Single Die Head Blown Film Plant. These types of plants are fabricated using high-quality raw material, which is soured from reliable vendors of the industry. Available with a complete set of control panels, their range can be customized as per specifications stated by their clients.

3. High Speed Twin Die Head Polypropylene Blown Film Plant

As per the client’s specifications, GCI offers a wide range of High-Speed Twin Die Head Polypropylene Blown Film Plant. It is available in two different models, and is offered with bath tubs, filters, winders, winder motors, take off motors and air-cooling rings. These types of plants are widely demanded by various industries because of their tensile strength and robust construction.

4. AIR COOLED REPROCESSING PLANT

With the support of their technical workforce GCI manufacture and supply a wide array of Air-Cooled Reprocessing Plant, which is available with double cooling chambers. These machines are highly demanded for tensile strength, sturdy construction and higher performance. Also, their range can be custom designed as per the client's specific requirements.

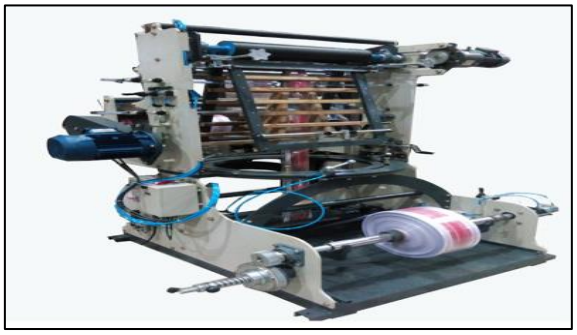
5. Water Cooled Reprocessing Plant:

The plastic expertise, know-how is now utilized for the invention of power, labour and space saving device with improved quality and high output, the result is the Water-Cooled Reprocessing Plant. The output is good quality reprocessed granules.

6. Pneumatic Punching Machine:

In GCI, Pneumatic punching machines are available with a wide range, which is fabricated using high components to ensure optimum performance. Designed at par with industry specific requirements. These types of machine are widely used for turning, grinding, honing and heat treatment.

7. Rotate Gazetting Machine:



GCI gazetting machine is for the use of gazetting HMHDPE/LDPE and PP film. These machines are fabricated using high-quality raw material, which is sourced from consistent vendors of the market after a quality check process.

8. Air Force Mixing Machine:

It is available with a comprehensive range of Air Force Mixing machines, which is fabricated using premium quality raw material. The range is offered by using superior quality raw material, procured from reliable vendors of the industry. Extensively used for mixing purposes, it is highly demanded by varied industries.

9. Scrap Crusher:

The range of scrap crushers offered by is widely used for reprocessing waste material, just to make sure that their clients can get 100% return for the raw material. Fabricated using superior quality raw material, these crushers can be availed in the customized form as well.

3.6 OWNERSHIP PATTERN:

Gurucharan Industry is a private limited company. GCI was promoted by Mr. Jayakar Shettigar in the year 1996 with the initial investment of 1.5 crore. This industry owned and managed by a single person and he is responsible for the profits and loss of the business.

3.7 ACHIEVEMNTS/AWARDS:

They have been felicitated with Export Award 2004 and Business Award 2006, for Special Recognition as an Exporter, under SME Category (Plastic Processing Machineries and Spare Parts) by Canara Chamber of Commerce & Industry, Mangalore, India. Our company is a promising name in the forefront of plastic and printing machinery. With a legendary leader, advanced technology and highly efficient technical personnel, we are all geared up to revolutionize today's machinery for an efficient tomorrow.

- Export Award– 2004
- Business Award- 2006

Participations:

GCI has participated in several exhibitions over the years to demonstrate the power and efficiency of its product. This demonstration has worked for the benefit of CGI with new and diverse client portfolio.

PLASTIVISION INDIA	2001	Mumbai
PLASTASIA	2004	Bangalore
PLASTIVISION INDIA	2004	Mumbai
IPLEX	2005	Chennai
PLASTINDIA	2006	New Delhi
PLASTASIA	2007	Bangalore
IPLEX	2007	Hyderabad
PLASTIVISION INDIA	2007	Mumbai
PLASTINDIA	2012	New Delhi
INTERNATIONAL INDUSTRIAL EXHIBITION	2014	Kerala
SRILANKA PLAST	2014	Sri Lanka
KENYA PLANT	2015	Kenya
IPLEX	2016	Kochi
COMPLAST	2018	Vietnam
COMPLAST	2019	Nigeria
NEPAL 5P	2019	Nepal

COMPLAST	2020	South Africa
IPLEX	2020	Kerala

2.8 FUTURE GROWTH AND PROSPECTUS:

- The demand for products in India and abroad is steadily increasing
- Industry has a product development facility
- Industry is trying to build a better future by decreasing cost and increasing the effectiveness wherever possible.

CHAPTER 3

MCKINSEY'S 7S FRAMEWORK AND PORTER'S FIVE FORCE MODEL

3.1 MCKINSEY'S 7S FRAMEWORK:

McKinsey's 7S model is a strategic tool and framework that helps managers and businesses asses their performance. The model was developed by Robert Waterman and Tom Peters in 1980.The McKinsey 7S model identifies 7 key elements for an organization that need to be focused and aligned for successful change management processes as well as for regular performance enhancements. The model can be used widely in various situations where an alignment is required:

- For improving organizational performance.
- Analyzing and evaluating the effects of futuristic changes on the organization.
- Providing a recommended framework for implementing a strategic plan of action.
- The model can be effectively applied to various teams or groups projects as well.

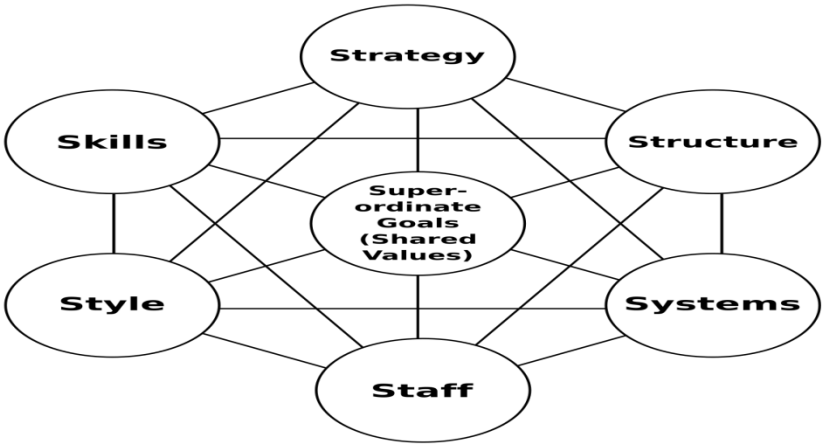
The model comprises a mix of hard elements, which are clear-cut and influenced by management, and soft elements which are fuzzier and influenced by corporate culture.

The hard elements are within the direct control of the management as it can be easily defined and identified. Hard elements are an organization are:

1. Structure
2. Strategy
3. System

The soft elements are less tangible and are difficult to be defined and identified as such elements are more governed by the culture. Soft elements are an organization is:

1. Shared values
2. Skills
3. Style
4. Staff



1. STRUCTURE:

Organization Structure refers to the way in which the various units in the organisation relate to each other that is centralized, decentralized, matrix, network, functional, divisional etc. In the Gurucharan Industry, the CEO frames in the organisation structure to run in the company. They have a formal organisation that is flexible to changing conditions. It is revised from time to time to increase growth opportunities. The structure shows delegation of authority and responsibility, which is used to co-ordinate activities of various departments, in this Industry, main head was the CEO of the company under the CEO fallows manager and various department heads.

- CEO
- Manager
- Administrative Manager
- Marketing Manager
- Technical Manager
- Financial Manager
- Employee

2. STRATEGY:

While taking about the strategic activities this company uses the strategy in such a way that, when the demand increases, they increase the price, quality will be maintained at the same level. Some of the business executives will undertake the different strategic plans, strategies for achieving sustainable profitable growth while overcoming the associated organizational and management challenges. Strategy helps the growth through Innovation.

- Multi business diversification
- International Expansion
- Corporate Strategy
- Modes of alliances and Acquisition Strategy

Competitive advantage strategic activities involve the formulation and the implementation of the major goals and initiatives takes by the companies.

3. SYSTEM:

System refers to the formal processes and procedures used to manage the organisation, including the management control system, performance management measurement and reward systems, planning, budgeting, resource allocation systems, information systems and distribution systems. These systems include:

Core process System:

The core process systems include primary activities like product development and demand management and other fulfilments.

Gurucharan Industry develops new products and tests them in the market in order to know the demand for the product. While introducing the new product in to the market it conducts tests and market researches. In addition, depending on the result of test market and market research production will take place.

Gurucharan Industry fulfills demand by quickly delivering the product and also delivering good quality products to the customer. It will get orders from various area officers and will supply goods to various officers or dealers.

Support System

The various supporting systems include,

- Human Resource
- Capital Resource
- Intimation Resource
- Control System

The performance of the company is very progressive, the capital of the company increased with the strong financial discipline. The working capital management could be efficient managed. Gurucharan Industry is smoothly doing the costing, payroll activities and maintenance of personnel and production budget.

4. SKILL:

Gurucharan Industry has managerial and technically skilled employees. Managerial skills comprise of conceptual skills, communication skills, effectiveness skills and interpersonal skill. Technical skill refers to the skill that are typically best understood by people who are specialised in that field of area.

5. STYLE:

Gurucharan Industry has adopted participative leadership style. This style involves the leader including one or more employees in the decision-making process.

6. STAFF:

The staff in the company classified into two categories: They are technical staff and non-technical staff. In this Industry the staffs are well trained with the latest technology when they enter the company. GCI also has some training programs particularly to the staff members.

- Total Number of employees : 101 - 150 People
- No of Research/QC staff : 5 - 10 People
- No of Engineers and Technicians : 11 - 30 People

- No of Skilled Staff : 11 - 20 People
- No of Semi-Skilled Staff : 11 - 20 People
- No of Consultants : 10 - 20 People
- Remaining Workers

7. SHARED VALUES:

This Industry has to use various concepts and program is frequently combined with precepts of the lean manufacturing initiatives. The program is said to yield excellent results. Implementation of the program involves introducing elements in order, which reportedly generates multiple benefits, including product diversification, higher quality lower costs, and reliable delivers.

- Responsive and learning organisation.
- Continuously improve to achieve world-class standards and total customer satisfaction.
- Maintain cost effective service to the customer.
- Ensure a common culture and a common set of values throughout the organisation.
- Recognize individual's contributions.
- Develop stronger leadership skills, greater teamwork and a global perspective.

3.2 PORTER 'S FIVE FORCE MODEL

Porter's Five Forces is a model that identifies and analyses five competitive forces that shape every industry and helps determine an industry's weakness and strengths. Five forces analysis is frequently used to identify an industry's structure to determine corporate strategy. Porters model can be applied to any segment of the economy to understand the level of competition with in the industry and enhance a company's long-term profitability. The five forces model is named after Harvard Business School professor, Michael E.Porter

Porter's Five Forces is a business analysis model that helps to explain why various industries are able to sustain different levels of profitability.The model was published in Michael E.

porter's book "competitive strategy : Techniques for analysing industries and competitors" in 1980

The five forces model is widely used to analyzer the industry structure of a company as well as its corporate strategy. Porter identified five undeniable forces that play a part in shaping every market and industry in the world , with some caveats. The five forces are frequently used to measure competition intensity, attractiveness, and profitability of an industry or market.

PORTER'S FIVE FORCES MODEL

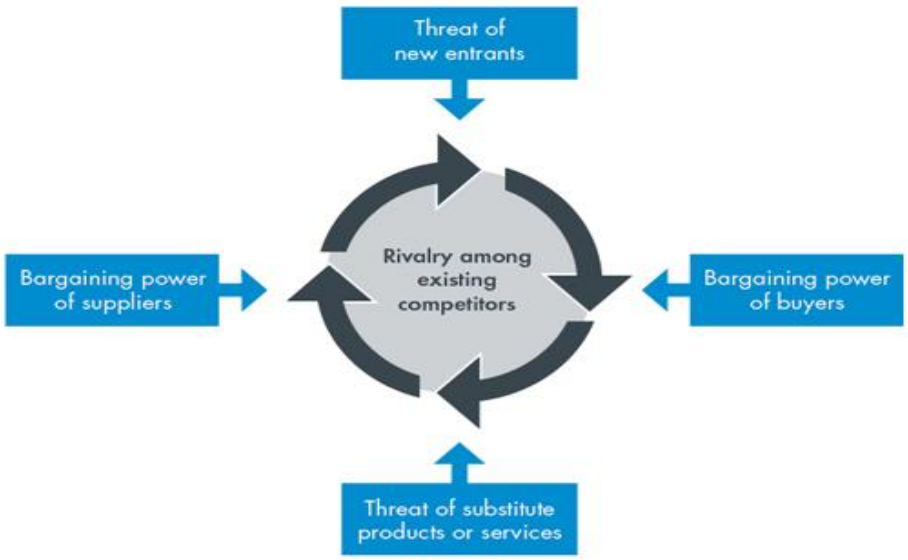
1. Competition in the industry

2. Potential of new entrants into the industry

3. Power of suppliers

4. Powers of customers

5. Threat of substitute products



1.Threat of New Entrants

The porters five forces, threat of new entrants refers to the threat new competitors pose to existing competitors in an industry. It is essential for existing organisations to create high barriers to enter to it deter new and entrants

Profitable industries that yield high returns will attract new entities. New entrance eventually will decrese profitability for other firms in the industry . unless the entry of new firm can be make more difficult by incumbents, abnormal profitability will fall towards zero (pefect competition), which is the minimium level of profitability required to keep an industry in business.

New entrants in plastic processing machinery industries brings innovation, new way of doing things and put pressure on gurucharan company through lower pricing stretegy, reducing costs, and providing new value propositions to the customers. Gurucharan company has to manage all these challenges and build effective to to safeguard to competitive edges.

How Gurucharan Can Tackle The Threat of New Entrants

- By innovating new product and services. New products not only bring new customers to the fold but also give old customer a reasons to buy gurucharan indusatries machinery
- By building economics of scale so that it can lower the fixed cost per unitt
- Building capacities and spending money on research and development. New entrants are less likely to enterr a dynamic industry where the established player such as gurucharan industries keep defining the standars regularly. it significantly reduces the window of extraordinary profits for the new firms thus discourage new playersin the industry.

2. Bargaining power of supplier

The bargaining power of suppliers is also described as the market of inputs. suppliers of raw material, components, labour and services (such as expertise) to the firm can be a source of power over the firm when there are few substitutes. Suppliers may refuse to work with the firm or charge excessively high price for unique resources.

All most all companies in the plastic processing machinery industry buy their raw material from numerous suppliers. Suppliers in dominant position can decrease the margins Gurucharan industries can earn in the market. The overall impact of higher supplier bargaining power is that it lowers the overall profitability of machinery industry.

How Gurucharan industries can tackle Bargaining power of the supplier

- By building efficient supply chain with multiple suppliers.
- By experimenting with product designs using different materials so that if the price goes up of one raw material, then company can shift another.

3. Bargaining Power of Buyers

The bargaining power of customers is also described as the market of outputs: the ability of customers to put the firm under pressure, which also affects the customer sensitivity to price changes. Firms can take measures to reduce buyers power is high if buyers have many alternatives. It is low if they have few choices. Buyers are often a demanding lot. they want buy the best offering available by paying minimum price as possible. This put pressure on Gurucharan industries profitability in long run. The smaller and more powerful the customer base is if Gurucharan industries the higher the bargaining power of the customer and higher their ability to seek increasing discount and offers.

How Gurucharan industries can tackle the bargaining power of buyers

- By building a large base of customers. This will be helpful in two ways. It will reduce the bargaining power of buyers plus it will provide an opportunity to the firm to streamline its sales and production process.
- By rapidly innovating new products. customers often seek discounts and offering on established products so if Gurucharan industries keep on coming up with new product then it can limit the bargaining power of buyers.
- New products will also reduce the defection of existing customers of Gurucharan industries to its competitors.

4. Threats of Substitution

Threats from substitutes exist if there are alternative product with lower price or better performance parameters for the same purpose. They could potentially attract a significant proportion of market volume and hence reduce the potential sales volume for existing players. This category also relates to complementary products.

When a new product or service meets a similar customers need in different ways, industry profitability suffers. For example, services like Drop box and Google Drive are substitutes for storage hardware drives. The threat of substitute product or service is high it offers a value proposition that is uniquely different from present offering of the industry.

How Gurucharan industries can tackle the threat of Substitute product

- By being service oriented rather than just product oriented.
- By understanding the core need of the customer rather than what the customer is buying.
- By increasing the switching cost for the customer.

5. Rivalry among the Existing competitors

For the most industries the intensity of competitive rivalry is the major determination of the competitive of the industry. Having an understanding of industry rivals is vital to successfully market a product. Positioning pertains to how the public perceives a product and distinguish it from competitors. An organisation must be aware of its competitors marketing strategies and pricing also be active to changes any made.

CHAPTER 4

SWOT ANALYSIS

SWOT ANALYSIS:

SWOT Analysis is another well-known technique that helps in analyzing the internal and external environment of a business. In general, SWOT refers to Strength, Weakness, Opportunities, and Threats. Strength and weakness are considered internal factors which can be changed but Opportunities and Threats are considered external factors which are not in our hands.

- **Strength:** Characteristics of the enterprise of group that provide it and benefits over other in the industry.
- **Weakness:** Characteristics that locate the company at a drawback relative to others.
- **Opportunities:** External probabilities to make greater income or profile in thje environment.
- **Threats:** External factors in the surroundings that should reason trouble for the business.

STRENGTHS:

- Near to N.H66 so, there is easy to transportation
- Quality machineries available at a good rate
- There are good facilities of raw material and semi-finished goods from another source which are essentially required for the production
- Localized products
- Highly skilled workforce
- Hard work in the organization by the workers
- Involvement by the owner of the company
- Feature of the business it good so it contributes the positive image
- There is positive attributes in the industry
- In this industry because of the positive attributes of the people such as knowledge, background, education, reputation, skill it helps to increase the industry strengths
- Skill in committed team
- Low set up cost
- Favorable consumer perception
- Ability to negotiate on the bulk project
- Reduces the capital cost

WEAKNESS:

- Product is exporting therefore little bit transportation cost
- Production starting after giving orders
- Investment in R&D are below the industry average
- Exposure to fluctuating stainless steel cost
- Infrastructure are unauthorized environment are restrictive offering time consuming challenges that are costly to change
- Advertising opening have been misuse due to limited resources in the industry
- Marketing campaigns are overlooked or not connected to units by developed sustainable messages for local promotion
- Limited separation of duties

OPPORTUNITIES:

Keeping in mind of everyone what they are have listed as their company strengths can now influence the opportunities for the business. These can be seen as targets to achieve and exploit in future.

- Opportunities for growth and enrichment to their employees and in everything they do they strive for honesty, fairness and integrity and trustworthy.
- Good financial position creating a good reputation for future bank loans and borrowings
- Skilled work force means that they can be moved and trained to other areas of the business
- Competitor going bankrupt
- Broadband technology has been installed in the area(useful for technological manufacture)
- Moving a product into a new market sector
- Strategy of expert management team
- Expand the local items from current parterres
- Establish menu development team
- Reduces the waste and increase the yield
- Increase the space in units due to specialization and standardization ordering system
- Increase the customer demand
- Partnership with community gardens

THREATS:

The final part of the analysis will also be seen as the most feared threats. It has to be done and therefore taking into account what you have listed as your weakness, the threats will now all seen too clear.

- Large and increasing competition
- Local authority refusing plans for future building expansion

- Existing product becoming unfashionable or unpopular
- Large number of competition
- Rising pay levels
- Rising raw material prices
- Government policies

CHAPTER 5

ANALYSIS OF FINANCIAL STATEMENT

ANALYSIS OF FINACIAL STATEMENT:

Financial statement analysis is the process of reviewing and analyzing a company's financial statements to make better economic decision to earn income in future. These statements include the income statement, balance sheet, statement of cash flows, notes to accounts and a statement of changes in equity (if applicable). Financial statement analysis is a method or process involving specific techniques for evaluating risks, performance, financial health, and future prospectus of an organization.

It is used by a variety of stakeholders, such as credit and equity investors, the government, the public and decision makers within the organization. These stakeholders have different interests and apply a variety of different techniques to meet their needs. For example, equity investors are interested in the long term earnings power of the organization and perhaps the sustainability and growth of dividend payments. Creditors want to ensure the interest and principal is paid on the organizations debt securities when due.

RATIO ANALYSIS:

1. CURRENT RATIO:

The current ratio is a liquidity ratio that measures a company's ability to pay short-term obligations or those due within one year. It measures whether a firm has enough resources to pay its debts in a financial year. It is an indicator of market liquidity.

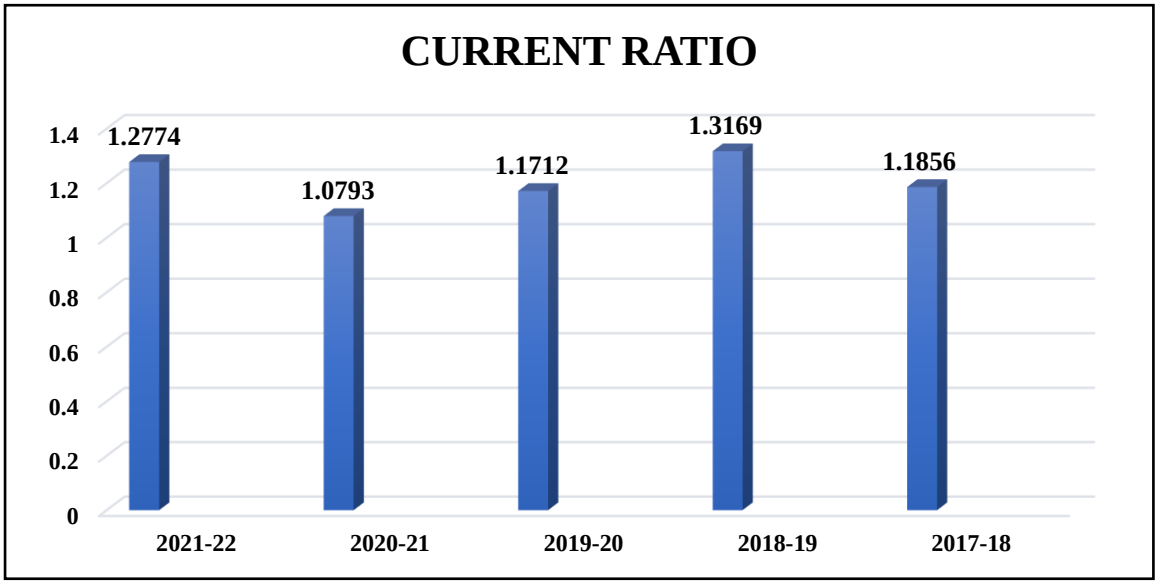
CURRENT RATIO =CURRENT ASSETS / CURRENT LIABILITIES

Table 5.1 Current Ratio

Year (Rs.in.CR)	**2021-22**	**2020-21**	**2019-20**	**2018-19**	**2017-18**
Current assets	3.96	3.81	3.56	2.95	2.30
Current liabilities	3.10	3.53	3.04	2.24	1.94

Current ratio	1.2774	1.0793	1.1712	1.3169	1.1856

Figure 5.1 Current Ratio



Interpretation:

In GCI the current ratio is 1.2774 in 2021-22, here current ratio is not constant. It varies from year to year. The company has a high current ratio of 1.3169 in 2018-19. The company is more capable of paying its obligations, so it has a larger proportion of asset value relative to the value of liabilities.

2. QUICK RATIO:

The quick ratio is also called the acid test ratio. It is the ratio of liquid assets to current liabilities. The quick ratio indicates a company's capacity to pay its current liabilities without needing to sell its inventory or get additional financing.

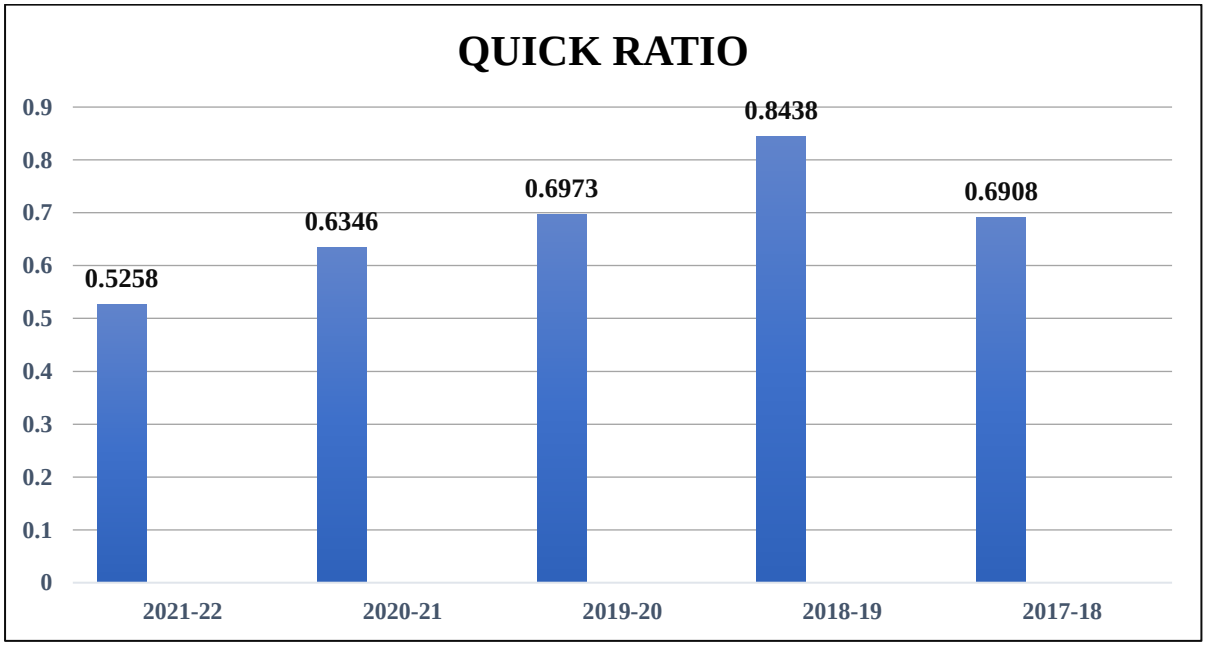
QUICK RATIO = QUICK ASSETS / CURRENT LIABILITIES

QUICK ASSETS = CA- (STOCK+PREPAID EXPENSES)

Table 5.2 Quick Ratio

Year (Rs.in.CR)	2021-22	2020-21	2019-20	2018-19	2017-18
Quick assets	1.63	2.24	2.12	1.89	1.34
Quick liabilities	3.10	3.53	3.04	2.24	1.94
Quick ratio	0.5258	0.6346	0.6973	0.8438	0.6908

Figure 5.2 Quick Ratio



Interpretation:

Here the quick ratio is less than 1, which means the company doesn't have enough quick assets to meet all its short-term obligations. In the previous five years, the financial year 2018-19 is 0.8438 which highest among the five years.

3. GROSS PROFIT RATIO:

The gross profit ratio is a profitability ratio that measures the relationship between gross profit and net sales revenue. The main objectives of computing the Gross Profit Ratio are to determine the efficiency of the business.

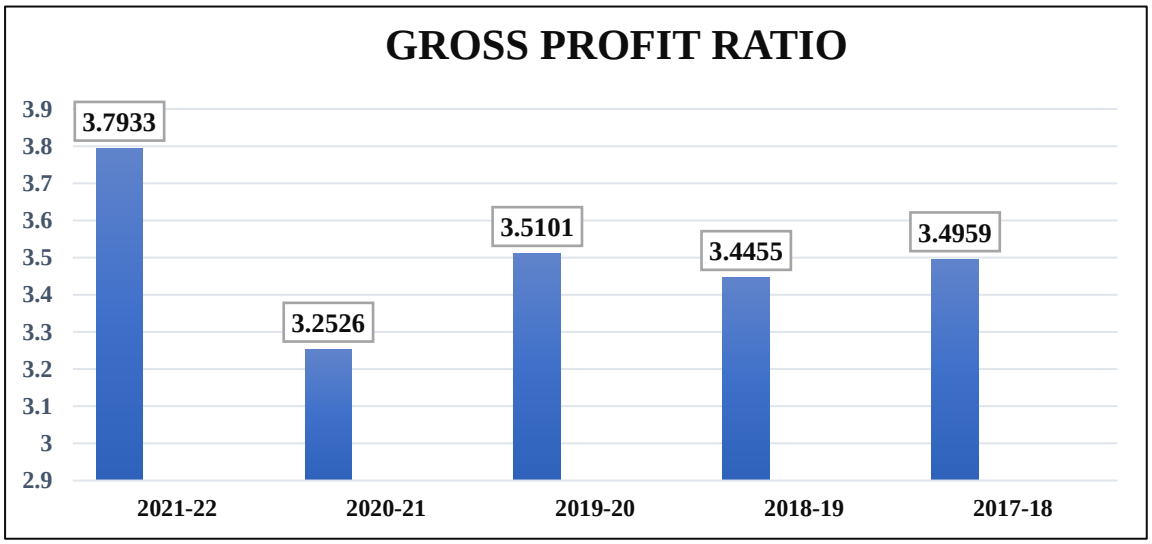
GROSS PROFIT RATIO = (GROSS PROFIT / NET SALES)*100

GROSS PROFIT = NET SALES – COST OF GOODS SOLD

Table 5.3 Gross Profit Ratio

Year (Rs.in.CR)	2021-22	2020-21	2019-20	2018-19	2017-18
Gross profit	0.58	0.43	0.45	0.43	0.38
Net sales	15.29	13.22	12.82	12.48	10.87
Gross profit ratio	3.7933	3.2526	3.5101	3.4455	3.4959

Figure 5.3 Gross Profit Ratio



Interpretation:

Gross profit is very important for any business. A higher ratio is considered better. Here in 2021-22, the gross profit ratio is 3.7933 and in 2020-21 it is 3.2526. so, it shows that unfavorable purchase and sales policy.

4. CASH RATIO:

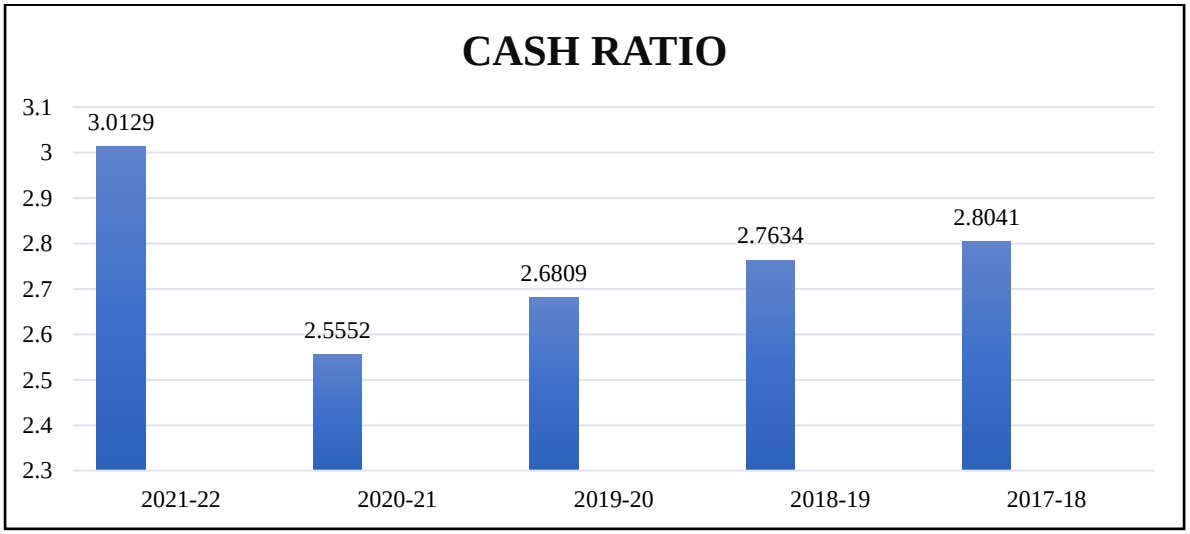
The cash ratio is a liquidity measure that shows a company's ability to cover its short-term obligations using only cash and cash equivalents. The cash ratio is derived by adding a company's total reserves of cash and near-cash securities and dividing that sum by its total current liabilities.

CASH RATIO= CASH + CASH EQUIVALENT / TOTAL CURRENT LIABILITIES

Table 5.4 Cash Ratio

Year (Rs.in.CR)	2021-22	2020-21	2019-20	2018-19	2017-18
Cash	9.34	9.02	8.15	6.19	5.44
Total Current Liabilities	3.10	3.53	3.04	2.24	1.94
Cash Ratio	3.0129	2.5552	2.6809	2.7634	2.8041

Figure 5.4 Cash Ratio



Interpretation:

Cash assets are those assets that can be converted into cash within a short period, the standard ratio for Cash ratio is 1:1. The company has a good liquidity position in 2021-22 Cash ratio is 3.0129. it is generally favorable when compared to the last four years.

5. TOTAL ASSET TURNOVER RATIO:

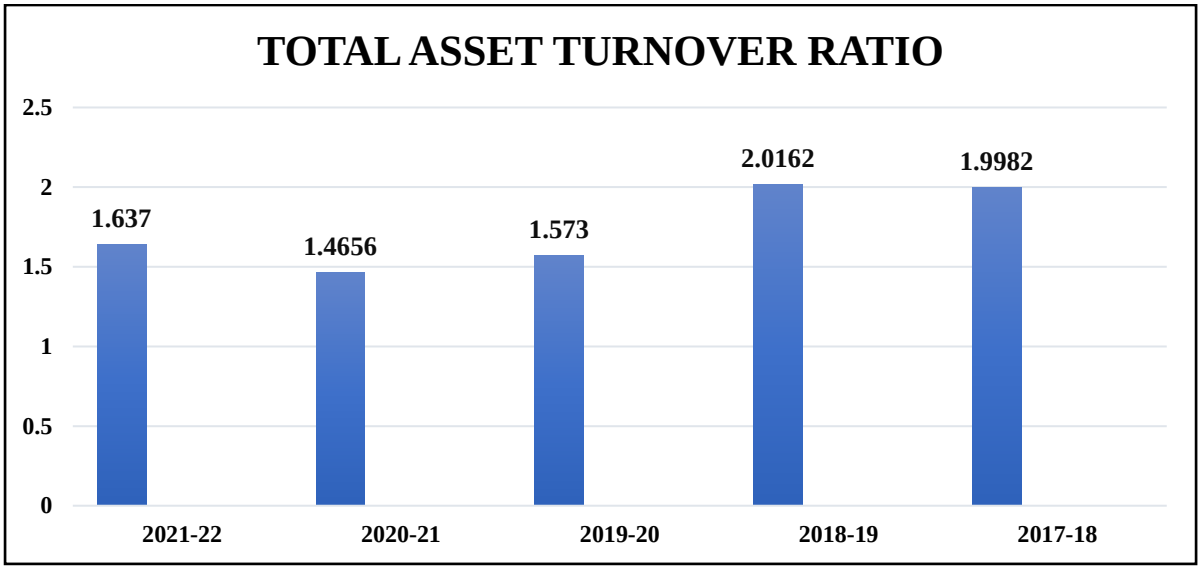
It is a financial ratio that measures the efficiency of a company's use of its asset in generating sales revenue or sales revenue or sale income of the company. it is completed by dividing net sales by the average total asset for a given period.

TOTAL ASSET TURNOVER RATIO = NET SALES / TOTAL ASSET

Table 5.5 Total Asset Turnover Ratio

Year (Rs.in.CR)	**2021-22**	**2020-21**	**2019-20**	**2018-19**	**2017-18**
Net sales	15.29	13.22	12.82	12.48	10.87
Total asset	9.34	9.02	8.15	6.19	5.44
Total asset turnover ratio	1.6370	1.4656	1.5730	2.0162	1.9982

Figure 5.5 Total Asset Turnover Ratio



Interpretation:

Typically, the asset turnover ratio is calculated on an annual basis. The higher the asset turnover ratio, the better the company is performing. Here, the company has a high ratio of 2.0162 in the year 2018-19.

6. FIXED ASSET TURNOVER RATIO:

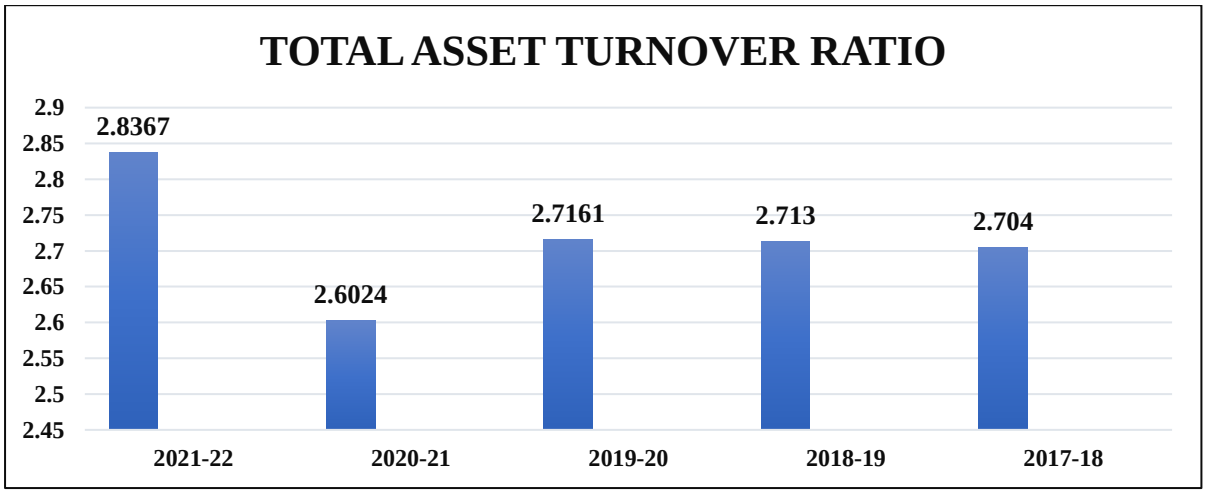
The fixed asset ratio is an efficiency ratio calculated by dividing a company's net sales by its net property, plant, and equipment. It measures how well a company generates sales from its property, plant, and equipment.

FIXED ASSET TURNOVER RATIO = NET SALES / FIXED ASSET

Table 5.6 Fixed Asset Turnover Ratio

Year (Rs.in.CR)	2021-22	2020-21	2019-20	2018-19	2017-18
Net sales	15.29	13.22	12.82	12.48	10.87
Fixed asset	5.39	5.08	4.72	4.60	4.02
Fixed asset turnover ratio	2.8367	2.6024	2.7161	2.7130	2.7040

Figure 5.6 Total Asset Turnover Ratio



Interpretation:

There's no ideal ratio that's considered a benchmark for all industries. it should compare a company's fixed asset turnover ratio to those of other companies in the same sector. If a company has a higher fixed asset turnover ratio than its competitors, it shows the company is using its fixed assets to generate sales better than its competitors, here the ratio is high in the previous 5 years which means the company is effectively utilizing its fixed asset & performing well.

7. INVENTORY TURNOVER RATIO

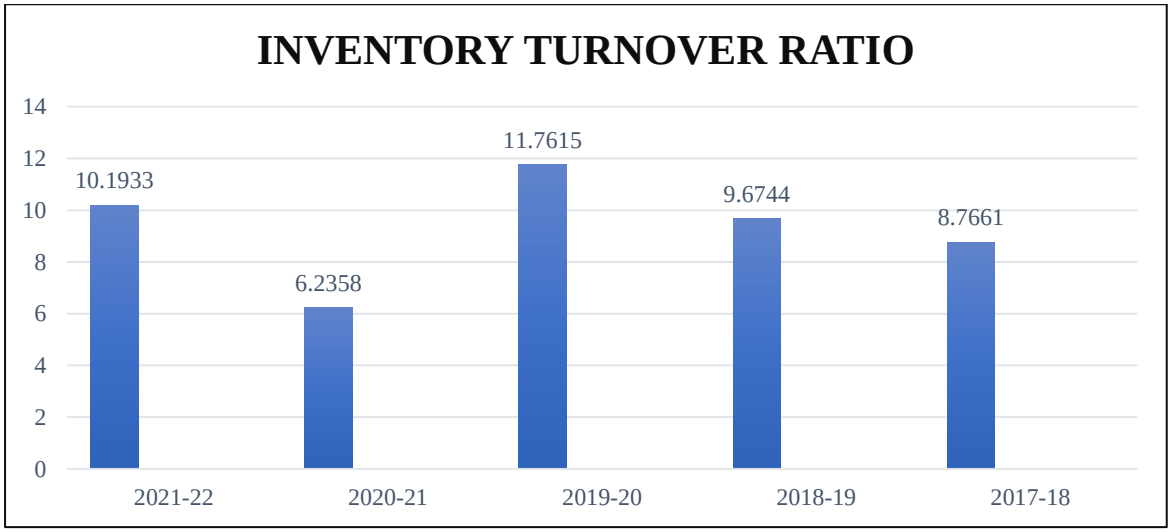
Inventory turnover is a measure of the number of times inventory is sold or used in a period such as a year. It is calculated to see if a business has an excessive inventory in comparison to its sales level. Inventory turnover is also known as inventory turns, merchandise turnover, stock turn, stock turns, turns, and stock turnover.

INVENTORY TURNOVER RATIO = COGS / AVERAGE INVENTORY

Table 5.7 Inventory Turnover Ratio

Year (Rs.in.CR)	2021-22	2020-21	2019-20	2018-18	2017-18
Cost of goods sold	15.29	13.22	12.82	12.48	10.87
Average Inventory	1.50	2.12	1.09	1.29	1.24
Inventory turnover ratio	10.1933	6.2358	11.7615	9.6744	8.7661

Figure 5.7 Inventory Turnover Ratio



Interpretation:

A low turnover implies weak sales and possibly excess inventory, while a high ratio implies either strong sales or insufficient inventory. Here in this company ratio is high in the year 2019-20 which is 11.7615 which means it has strong sales, similarly in the year 2020-21 it is 6.2358 which is very low & has weak sales compared to other years.

8. RETURN ON ASSET RATIO:

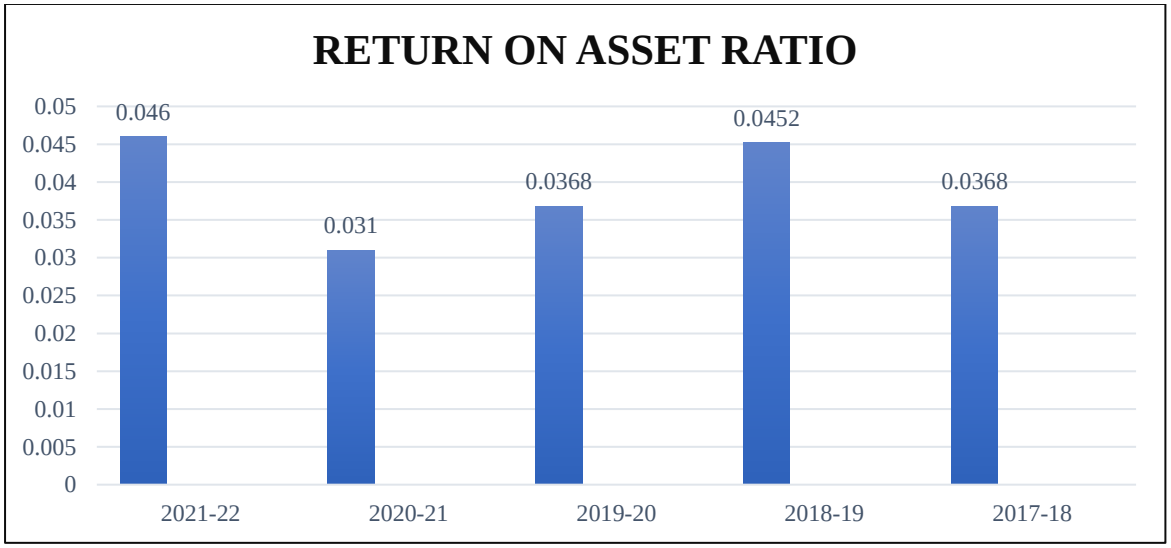
It indicates how worthwhile a corporation is relative to its whole assets. Return on asset measures how efficiently an organization can earn a return on its investment in assets. In different words, return on asset shows how successfully an employer can convert the cash used to purchase property into internet earnings or profits.

RETURN ON ASSET RATIO = NET INCOME /TOTAL ASSETS

Table 5.8: Return on Asset Ratio

Year (Rs.in.CR)	**2021-22**	**2020-19**	**2019-20**	**2018-17**	**2017-16**
Net profits	0.43	0.28	0.30	0.28	0.20
Total assets	9.34	9.02	8.15	6.19	5.44
Return on asset ratio	0.0460	0.0310	0.0368	0.0452	0.0368

Figure 5.8: Return on Asset Ratio



Interpretation:

In Return on asset ratio, the ideal ratio should be less than 0.5; a higher ratio indicates the chance of higher financial risk. Here in this company Return on asset ratio is below 0.5 in the previous five years which means the company has a lower Return on assets.

CHAPTER 6

LEARNING EXPERIENCE

Learning Experience:

It was a great experience for me as an intern at Gurucharan industry, Internship here gave me a good experience on how the plastic processing machinery industry works. The practical knowledge I gained helped me improve my communication and professional skills.

In the first week of the internship, I learned about the overview of the Gurucharan industry and how this industry works. I learned about the raw materials and how its transported from their place of origin to the manufacturing warehouse. After getting to know about the raw materials, I learned the type of products that the industry manufactures. I even visited the manufacturing plant to get to know more about the type of products produced there.

The internship at Gurucharan industry was a very good learning experience for me. The management and employees here treated me very well. They were very friendly and helped me to work well and taught me about the corporate environment which I was unaware of before.

Skills acquired during the Internship:

- Culture influences communication, and as an MBA student, I learned that every organization has its own culture. It is essential to observe others and learn how they engage and interact with co-workers.
- Improved my Communication and customer interaction skills.
- This internship gave me the opportunity to learn valuable information and acquire skills about my chosen carrier as an MBA graduate.
- I even got information about different marketing strategies of Gurucharan Industries and even learnt about various management functions of this industry.
- I got a sense of accomplishment when I completed the given task on time and it helped me to understand that an employee must have good time management.
- Being adaptive to the changing environment is one of the skill I learnt as an intern in Gurucharan Industry.

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ANNEXURE

BALANCE SHEET:

BALANCE SHEET (Rs.in.CR)	**MARCH 2021-22**	**MARCH 2020-21**	**MARCH 2019-20**	**MARCH 2018-19**	**MARCH 2017-18**
	12 months	12 months	12 months	12 months	12 months
EQUITY AND LIABILITIES					
CAPITAL ACCOUNT:	31985545.56	31158440.09	22870954.88	14112674.21	10603723.52
RESERVE AND SURPLUS:					
Subsidy	861183.00	947301.30	-	620000.00	-
LOANS AND ADVANCES:					
1. Bank Loan	4900000.00	10429133	25436933.26	12433527.00	12108952.00
2. Advance from Customers	22489166.83	15273400.23	20833674.84	11271685.00	11313665.00
Rent Deposits	2197065.00	3727900.00	1203374.43	1076600.00	876600.00
CURRENT LIABILITIES:					
Bank C.C. A/C	4500936.00	15814346.34	-	300000.00	8820159.59
HDFC Credit Card	28323.30	40036.35	-	-	_
Sundry Creditors	22098037.69	9078968.19	8112925.43	18559628.19	8065279.84
Other current	-	-	-	-	1306445.00

liabilities					
PROVISION FOR INCOME TAX:					
Other Provisions	2900963.68	2613133.45	1658357.00	1879067.00	-
Provision for Income tax	1486100.00	1075483.20	1383980.00	1581338.00	1255717.00
TOTAL LIABILITIES	**93447321.06**	**90158142.15**	**81500199.41**	**61834519.40**	**54350541.95**
ASSETS					
FIXED ASSETS:					
Net Block	52728565.69	50798756.09	49987526.62	36009922.20	34004528.05
DEPOSITS AND INVESTMENT:					
Deposits	1151106.00	1245849.00	333517.00	1300000.00	800000.00
CURRENT ASSETS:					
Closing Stock	16088900.00	15223329.00	12902230.00	2464900.00	9022296.00
Sundry Debtors	3592335.00	13146610.40	6422610.00	14684203.56	5641308.70
CASH AND BANK BALANCES:					
Cash in Hand	176362.17	556522.85	876353.25	9321.24	1526420.96
Balance with Bank	582005.99	870289.15	7568257.93	884043.50	1703498.81
Other Current Assets	11920446.21	8173785.66	3279000.05	6352128.90	1460869.43
ADVANCES:					

Rent Receivable	7207600.00	143000.00	130704.00	130000.00	191620.00
TOTAL ASSETS	**93447321.06**	**90158142.15**	**81500199.41**	**61834519.40**	**54350541.95**

PROFIT AND LOSS ACCOUNT:

	MARCH 2021-22	**MARCH 2020-21**	**MARCH 2019-20**
	12 months	12 months	12 months
INCOME:			
Revenue from operation(sale)	152934651.56	132202368.00	128236296.96
Other Income	45310474.69	24155408.00	23430746.06
TOTAL INCOME	**198245126.25**	**156357776.00**	**151667043.02**
EXPENSES:			
Purchases	130762303.19	91643027.09	88893736.28
Employee Benefit Expenses	13463801.00	9748890.00	9456423.30
Finance Cost	1516178.00	2721273.00	2639634.81
Depreciation and Amortization	4889289.00	4152638.00	4028058.86
Other Taxes	20999281.20	16451673.58	15958122.76
Other Expenses	12606660.49	13169365.01	12774284.06
Repairs and Maintenance	692888.20	1474911.07	1430663.74
Insurance	185377.44	123796.00	120082.12
Audit fees	18000.00	18000.00	17461.42
E.S.I Paid	348450.20	474820.00	460575.40
Advertisement	51470.00	6199517.00	4779257.90

Commission	1441340.00	420000.00	1641673.59
Traveling Expenses	429296.51	1541197.87	1494961.93
Freight Charges	5021470.23	3625064.00	3516311.81
TOTAL EXPENSES	**192425805.46**	**151764172.62**	**147211247.44**
PROFIT BEFORE TAX	5819320.79	4593603.69	4455795.58
LESS: INCOME TAX	1486100.00	1781338.00	1533897.86
NET PROFIT:	**4333220.79**	**2812265.69**	**2921897.72**