

**ORGANISATION STUDY REPORT ON**  
**“MANIPAL UTILITY PACKAGING SOLUTIONS**  
**PVT LTD”**

Submitted by  
**Miss Rakshitha**  
**USN:-4AL21BA062**  
Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**  
**In partial fulfilment of the requirements for the award of the degree of**  
**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of  
**INTERNAL GUIDE**  
**Dr. Catherine Nirmala**  
**Professor**  
**PG Department of**  
**Business Administration AIET Mijar.**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.**  
**OCTOBER 2022**



Manipal Technologies Limited

## Manipal Utility Packaging Solutions Private Limited

(A Subsidiary of Manipal Technologies Limited)

MUPSPL/HRTA/2223/0087

30th January, 2023

To Whomsoever It May Concern

**Subject: Internship Completion certificate for Ms. Rakshitha**

Dear Sir/Madam

We hereby state on record that Ms. Rakshitha has completed an internship project in our Finance & Accounts Department of Manipal Utility Packaging Solutions Private Limited, Manipal from 20th October, 2022 to 19th November, 2022 under the guidance of Mr. Venkatapathi Mallya, Deputy Manager.

During this period of internship, Ms. Rakshitha has successfully met the objectives of the internship as set at the beginning of the internship. We found her hard working and resourceful.

We wish Ms. Rakshitha all success in her future endeavors.

Thanking you  
Yours Sincerely

  
Vidya Shenoy  
Manager - HR

**Regd. Office:** Udayavani Building, Press Comer, Manipal - 576 104, Karnataka, India.  
CIN: U21014KA2008PTC045299  
Tel: +91 820 2205000, +91 820 4275000 Fax: +91 820 2570831  
**e-mail:** info@manipalgroup.info. **web:** www.manipaltechnologies.com  
**Production Units:**  
**Packaging:** 19/B Shivalli Industrial Area, Manipal - 576 104  
**Packaging:** Plot No 46/47, Changodar Industrial Estate, Sarkhej Bavla Road,  
Changodar, Ta-Sanand, Dist-Ahmedabad, - 382213, Gujarat  
**Corrugation:** Plot No 24/25, Shivalli Industrial Area, Manipal - 576 104  
**Labels :** No. 3/415, Singaravelan Salai, Neelankarai, Chennai - 600 041



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# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

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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 **RAKSHITHA** bearing USN **4AL21BA062**, 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 "**MANIPAL UTILITY PACKAGING SOLUTIONS PRIVATE LIMITED., MANIPAL**" is prepared by her 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.

**Dr. Catherine Nirmala**  
Internal Guide

**Mrs. Priya Sequeira**

DEAN  
Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MJAR - 574 225

**Dr. Peter Bernandes**  
Principal

Alva's Institute of Engg. & Technology  
MJAR, MOODBIDRI - 574 225, D.K

Shobhavana Campus, Mjar, Moodbidri - 574225, Mangalore, Karnataka, India

08258-262724 (O), 262725 (P)

principalaietos@gmail.com

www.aiet.org.in

## **DECLARATION**

I hereby declare that this Internship titled **MANIPAL UTILITY PACKAGING SOLUTIONS PVT LTD** submitted by me to the Department of Management, Vishveswaraya Technological University in partial fulfilment of requirement of MBA Program is a bonafide work carried by me under the guidance of **Dr .Catherine Nirmala, Professor, ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY MIJAR** .This has not been submitted earlier to any other University or Institution for the award of any degree/diploma/certificate or published any time before.

**Place:** Mijar

Signature of the Student

**Date:**

(Rakshitha)

## ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this organizational study. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandes**, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide **Dr. Cathrine Nirmala Professor of MBA department**, for constant support and encouragement to carry out my report successful without much difficulty.

I express my heartfelt thanks for their constant encouragement and support during the entire report.

I extend my sincere thanks to my external guide for their guidance.

Finally, I express my sincere thanks to my parents, family, friends and all the staff of MBA department, whose support and encouragement kept me going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this report.

Thank You,  
Rakshitha

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## CHAPTER -1 INTRODUCTION

## **EXECUTIVE SUMMARY:**

This report details the four-week required internship that was held at Manipal Utility Packaging Solutions Pvt Ltd. Studying an organization's structure, departments, and functions was the study's main goal. The internship was designed to provide an opportunity to apply the theory learned in school to real-world work in an actual firm.

Every MBA student is required by VTU policy to complete a unique internship Programme for organizational study. I've now completed my 4-week internship, which lasted from 20 October 2022 to 20 November 2022. It gave me the chance to interact with the majority of the company's employees and was the only opportunity I had to put what I had learned in the classroom into practice in a real-world setting. It also gave me some insight into how an organization runs.

In India's top suppliers of packaging boxes and corrugated boxes, Manipal Utility Packaging Solutions Pvt. Ltd has established a solid reputation. It is a division of the Manipal group and has its corporate headquarters there. The supplier business is among the top distributors of the mentioned goods and is based in Ahmedabad, Gujarat. Mr. Girish Kini serves as the chairman. A thorough analysis of the ownership structure, accomplishments, and honours of the company was conducted from a business standpoint. future expansion and outlook. Additionally, the business was analyzed using Mckensy's 7 5 framework. Strengths, weaknesses, opportunities, and threats were emphasized through a detailed SWOT analysis. To ascertain the company's general soundness, a financial study was performed.

It can be concluded that the business has a solid history in its field and will remain the finest in India. The management has been adjusting to the situation and the government agencies, and they are well-prepared for the upcoming technological challenges.

## **INTRODUCTION ABOUT THE INDUSTRY:**



Manipal Utility Packaging Solutions is a part of Packaging Industries. Beginning in the late 19th century, the folding carton gave rise to the modern packaging business. The method entails folding a paperboard carton that has been printed, laminated, folded, and glued before being delivered to packagers. The cartons are delivered flat to a packager, who uses specialized equipment to fold each one into the final shape of a product container. Cereal boxes are the standard illustration of such a carton.

Some folding carton designs can be produced using flexographic presses, the more recent digital platforms, or corrugated fiberboard with E-flute or micro-flute. Businesses safeguard their lower-value documents, such as transcripts, coupons, and prescription pads, by implementing some of the elements described below to make sure that they cannot be falsified or that data tampering can't happen covertly. The security printing sector employs a variety of technical techniques. Security printing can be done on plastic materials, but security paper is where it most frequently happens.

In order to meet specific packaging needs, Manipal Utility Packaging Solutions provides services. The division has received explosive License from Nagpur's Petroleum & Explosives Safety Organization and the Bureau of Indian Standards' First Certification. This unit boasts complete traceability of operations throughout the process thanks to its adoption of all standard operating procedures.

Pharmaceutical, food & beverage, and personal products/toiletries categories are where Manipal Utility Packaging Solutions places a specific emphasis while providing packaging solutions. Modern techniques are used to produce high-end folding cartons with value enhancements including window patching and printing on non-absorbent surfaces. The conversion capacity of the unit, which spans a production area of more than 30,000 square feet, is roughly 800 tons of paperboard each month.

From its facilities in Manipal, Manipal Tech-UPSL, Chennai, India, and MPPL, Manipal Utility Package Solutions manufactures labels. For niche brands in sectors like breweries and distilleries, Kenya-based MUPS produces self-adhesive and wet decorative labels. Transportation, banking, consumer electronics, and entertainment. Garments. Telecom. Confectioneries. packaged water, FMCGs, and office supplies. Pharmaceuticals, chemicals, computer accessories, and other items A wide range of industry verticals are served by Manipal Utility Packaging Solutions' high-quality pressure sensitive adhesive, shrink sleeve, flower sleeve, and specialized security labels.

The science, art, and technology of packaging encloses or protects products for distribution, storage, sale, and use. The process of creating, assessing, and packaging is referred to as packaging. Packaging can be characterized as a planned method of getting products ready for transportation, warehousing, logistics, sale, and final use. Packaging provides security, preservation, transportation, information, and marketing. It is thoroughly integrated into government, business, institutional, industrial, and personal use in a number of nations.

Any written, electronic, or graphic communications on the box or on a different label that is nonetheless connected with the item are referred to as labelling.

There are numerous goals for packaging and package labelling :

Physical protection- The items inside the packaging might need to be guarded from things like mechanical shock, vibration, electrostatic discharge, compression, temperature, etc.

Barrier Protection- Protection from barriers, such as those to dust, oxygen, and water vapour, is frequently necessary. A key component of design is permeation. Desiccants or oxygen absorbers may be included in some packages to help them last longer. Furthermore, certain food packaging maintains modified or controlled atmospheres. One of the main purposes is to keep the contents tidy, fresh, sterile, and secure for the duration of the desired shelf life. A barrier is also used when two materials need to be separated before being used, such as when specific glues, medicinal fluids, or other fluids are involved.

Containment - For the sake of storage and selling efficiency, little goods are frequently contained in one package. Liquids, powders, and granular materials need containment; for instance, handling 1000 pencils in a box as opposed to 1000 individual pencils needs less physical effort.

Communication of information - Labels and packaging convey instructions on how to handle, move, recycle, or discard the package or product. Government legislation mandates certain forms of information for products like drugs, food, medical devices, and chemicals. For track and trace purposes, some packages and labels are also used. Most products have serial and lot numbers on the packaging, and for food, medicine, and some chemicals, the packaging frequently includes an expiration or best-before date. Usually in a shortened format. Packages may use a symbol to identify the construction material.

Marketing -Labels and packaging are tools marketers can use to persuade consumers to buy a product. Physical design and package graphic design are significant, ever-evolving phenomena

that have been around for a while. On the package's exterior and in the point-of-purchase display, marketing communications and graphic design are used. A brand's identity and message are typically reflected in its box design.

**Security-** Packaging can significantly help to lower the security risks associated with shipping. To prevent manipulation, packages can be modified to be more tamper-resistant and they can also incorporate tamper-evident features that show when tampering has occurred. It is possible to design packages to help lower the risks of package theft or the theft and resale of goods: Some package designs contain pilfer-indicating seals and are more resistant to theft than other designs. With the help of such anti-counterfeiting technology, counterfeit consumer goods, unlawful sales (diversion), material replacement, and tampering can all be reduced or eliminated. Security printing and authenticity seals can be used on packages to help show that the packaging and its contents are authentic.

**Convenience-** Packages may include characteristics that make distribution, handling, and stacking easier. display, capsule, opening, closure, dispensing, utilizing, reusing, recycling, and simplicity of disposal.

**Portion control-** Single serving or single dosage packaging has a precise amount of contents that can be controlled. Bulk goods, like salt, can be divided into packages that are more appropriately sized for individual households. Selling milk in sealed one-liter bottles rather than asking customers to bring their own bottles to fill themselves helps keep inventory under control.

**Branding and Positioning-** The materials utilized and the design options made are crucial to the storytelling component of brand creation. Packaging and labels are increasingly employed to move beyond marketing to brand positioning.

Packaging may be described in relation to the type of product being packaged, such as medical device packaging, bulk chemical packaging, over-the-counter drug packaging, retail food packaging, pharmaceutical packaging, etc.

By layer or function, such as "Primary," "secondary," etc., it might be useful to group packages.

The initial material used to enclose and hold the goods is called primary packaging. The packaging that is in direct contact with the contents is often the smallest unit of distribution or use. In order to deter theft or to group primary goods together, secondary packaging, which is located outside of primary packaging, may be employed.

For bulk handling, warehouse storage, and transportation shipping, tertiary or transit packing is utilized. The most typical kind is a container-tight palletized unit load.

These broad classifications could be arbitrary in some cases. Shrink wrapping, for instance, can be used as primary packaging when applied directly to the product, secondary packaging when used to combine smaller packages, or tertiary packaging when used to simplify certain types of distribution, such as attaching a number of cartons to a pallet

The packaging industry contributes significantly to the value of a number of manufacturing industries, including agriculture, pharmaceuticals, retail, and FMCG, to mention a few. Basically, strong demand from the food and pharmaceutical industries has led to market growth. More than 30% of the global packaging market share comes from the paper packaging industry, which also dominates other packaging categories.

## **PACKAGING AND PRINTING TECHNIQUES:**

### **Design of a corrugated box**

It involves connecting corrugated fiber board box design elements to functional physical processing needs and end-user specifications. The goal of packaging engineers is to achieve a box's performance criteria while minimizing overall system expenses. Printed bar codes, labels, and graphic design are essential in addition to the structural design covered in this article.

### **Simulated watermarks**

Simulated watermarks are visible at an angle and are printed in white ink. They reflect light differently than the background paper. It cannot be photocopied or scanned since the ink is white. oroidin varnish, which only produces reflections under specific viewing angles and is transparent otherwise, can produce a similar effect. On polymer currency, watermarks can

occasionally be replicated by printing a corresponding pattern, but this has minimal anti-counterfeiting effect.

### **printing with intaglio**

A surface is incised with the use of the printing method known as intaglio. It is customary to use copper or zinc plates, and the incisions are made by etching or engraving the image. However, mezzotint may also be used. When printing, the surface is coated in ink, which is then aggressively removed off the surface while leaving the ink in the incisions. A damp sheet of paper is placed on top, and the plate and the paper are passed through a printing press, which applies pressure to the paper to transfer the ink to it.

## **Trays/holders**

Using holders for trays to display products on shelves is a need of organized retailing, which puts pressure on retailers to make things accessible as soon as they are received by the stores. Manipal Tech meets this demand by offering Ready to Exhibition Trays Holders, which have dual purposes of packaging and display.

Depending on the needs of the customer, the boxes can be designed in a variety of sizes and shapes. The production facility's color management processes guarantee accurate reproduction of the art work's colors, and the post-press operations provide flawlessly formed boxes. The packaging team at Manipal Tech is known for its inventiveness, which has been well received by the industry and has made us the go-to company for clients in the pharmaceutical, consumer goods, and retail sectors.

## **Micro Printing**

This type of writing, which is typically found on coinage and bank checks, uses incredibly small lettering. Generally speaking, the text is too small to be read with the unaided eye. As a signature line on a check, for instance, microprint is used.

## **optically variable ink**

Mica is used to create optically variable ink (OV), and colored magnetic inks are generated by adding chromatic pigments with strong color intensity. The range of colors that can be achieved is typically limited by the magnetic pigments' strong inherent colour. In general, pigments should be employed at high concentrations to make sure that enough magnetizable material is placed even in narrow offset coats. Due to their decreased blackness, some magnetic pigment is best suited for colored magnetic inks. On pigment made of spherical particles, homogenous magnetization in the preferred orientation is easily attained.

## **Holograms**

A hologram can be incorporated into paper or plastic using hot-stamping foil, which involves applying a very thin layer of material—only a few micrometres thick—to the surface using a hot-melt adhesive known as a size coat and heat from a metal die. Alternatively, a hologram can be directly embossed onto holographic paper, the laminate of a card, or onto the paper itself. Hologram hot stamping foils are made into security foils that deter counterfeiting of valuable papers like bank notes, credit cards, passports, and travel documents when combined with a unique design pattern or brand.

### **Threads of security**

Metal threads and foils are frequently used. These can have simple iridescent features, foil colour copying, or additional optically variable effects. Security threads come in two different varieties. One is a thin polyester film thread with microprinting that is partially demetallized and coated with aluminium and is implanted in security paper such as banknote or passport paper. The other type of security thread used for passport booklet bookbinding is a single or multicolor sewing thread produced from cotton or synthetic fibres, most commonly UV fluorescent.

### **Magnetic ink**

Magnetic ink character recognition, mainly for personal checks, is widely utilized in banking because of how quickly computer systems can read them. The ink used in magnetic ink character recognition (MICR) technology is also utilized to drastically cut down on errors in automated reading. The pigment is applied by pressing or hot melt to a carrier film after being distributed in a binder system (resin, solvent), wax compound, or both (usually polyethylene).

### **Prismatic Coloration**

The use of colour can significantly help to prevent frauds. In order to make a copy of a document that contains colour, a colour photocopier must be required; nevertheless, using these devices also tends to improve the performance of other technologies such as Void Pantographs and Verification Grids. A prismatic appearance can be produced in the background by blending two or more colours together. Either a conventional press or a digital press can be used for this. When a document created using this method is attempted to be photocopied, the scanning and re-creation by a colour copier are inaccurate and typically result in banding or blotching, which makes the copy of the document immediately obvious. On checks, prismatic colouring is frequently used in combination with other security measures like the Void Pantograph to make counterfeiting more difficult.

## **Halo**

Images that have been carefully made can be disguised in the picture or the background of a paper. Without the aid of a cheap lens with n-specific line screening, these images are invisible. The image becomes visible when it is moved away from its original location and turned. Halo images are lost during photocopies of documents. Scrambled Indicia is a well-known implementation. Halo can be printed using conventional presses or digital ones. Traditional presses have the advantage of allowing numerous images to be superimposed in one spot and emerge one at a time when the lens is routed.

## **False-positive tests**

Because a test needs both a false and a positive response to validate a document, it is called false-positive testing. The commonly used counterfeit detector marker that can be found in many businesses and banks is the most prevalent example. Chemical contact between the substrate and counterfeit detecting markers is used. Typically, a document's colour is changed using paper, which is a substance.

## **Phosphorescent and fluorescent dyes**

When exposed to ultraviolet rays or other odd illumination, fluorescent dyes interact with fluorescence. Under normal lighting, they manifest as words, patterns, or images and may be discernible or undetectable. Numerous banknotes and other papers, such contracts, also contain this feature. The Grants Causeway, a nearby "8th wonder," was depicted in UV light by Northern Ireland NHS medication. Some manufacturers use multi-frequency, fluorescence which causes various elements to fluoresce only at certain light frequencies. When the UV light is turned off, phosphorescence, which can accompany fluorescence, emits an afterglow.

## **Heat-chromic ink**

When the ink is rushed, often by the fingertips, it will either vanish or change colours, with a normal "trigger" temperature of 88 °E (31 °C).



## **CHAPTER 2**

# **ORGANISATION PROFILE**

## **HISTORY OF THE COMPANY**

A subsidiary of Manipal Technologies Ltd. is Manipal Utility Packaging Solutions Pvt. Ltd. The Manipal-based Manipal Technologies Limited (MTL) was established in 1941 as Manipal Power Press, which provided printing services to banks. MIL has developed into an end-to-end secure print service provider over the years, providing a variety of services including security printing, variable data printing, digital printing, book printing, pre media services, banking cards smart cards, card management services, outsourced print management services, smart cards, packaging solutions, payment system, examination solutions, etc. MIL is specialized in providing solutions in the areas of publishing, government, telecom, retail, pharma, FMCG, and others. MTL currently serves clients all over the world and has locations in all major Indian cities. Nigeria, Germany, and Kenya. Over the course of nearly seven decades, Manipal Technologies has expanded by leaps and bounds from having just one letter press machine, a small staff of 15, and just one client—Syndicate Bank. ever since 1941. Manipal Press Lad (at the time) swiftly changed from being a back office for Syndicate Bank to a service provider for all the banks in the nation under the supporting leadership of Mr. Mohandas Pai and the committed leadership of Mr. Satish Pai. And by 1955, a Security Production Division had been created; in 1984, it was the first security facility in India to receive RBI approval due to its compliant setting.

Then, in 1988, a Business Stationery Division was established to help with the needs of the clients.

After that, the nineties mostly focused on extending the production capabilities to more recent industrial segments like government, corporate companies, etc. and, in general, chalking up a pan-India presence.

In 1997, Mr. Gautham Pai assumed control of Manipal Technologies' operations at a time when the worldwide markets seemed promising due to recently created opportunities. In order to keep up with the times, the security facility received IRA approval in 2000. Gautham's youthful vitality and acceptance of international technologies led to the establishment of fresh commercial initiatives. A Transactional Production Division was established in 2003, and a Card Division was established in 2004 to produce secure paper cards for the telecom industry.

Then, in 2007, Manipal Digital Systems was founded to serve the digital and commercial printing sectors. In 2008–2009, Manipal Technologies, which was bullish on their expansion, made huge investments by selling off a new Packaging business, a new Commercial

Manufacture facility, and MCT Cards and Technology Ltd, the largest secure card production plant in India. 2008 is a star. Manipal Technologies concentrated its skills on developing goods and industry solutions that were objective and catered to the changing needs of the identified business verticals.

## **BUSINESS NATURE**

Custom packaging needs are met by Manipal Utility Packaging Solutions. The division has received both an explosive license from the Petroleum & Explosives Safety Organization in Nagpur and ISI certification from the Bureau of Indian Standards in Bangalore. This unit boasts complete operation traceability throughout the process due to the implementation of all standard operating procedures.

Pharmaceutical, food & beverage, personal care, and hygiene are just a few of the industries Manipal Utility Packaging Solutions specializes in providing packaging solutions to. Recent innovations include the production of high-end folding cartons with valuable extras like window patching and printing on non-absorbent surfaces. With a production area of more than 30,000 square feet, the unit has a conversion capability of over 800 tones of paperboard each month.

## **Labels**

Labels are created by Manipal Utility Packaging Solutions at its facilities in Manipal, ManipalTech-UPSL... Chennai, India, and MPPL Kenya. Breweries & Distillers, among other specialty brands in many industry verticals, use self-adhesive and decorative labels made by MUPS. Consumer electronics, banking, apparel for entertainment, and automobiles. Telecom. Confectioneries. packaged water, FMCGs, and stationery. Chemicals, computers, pharmaceuticals, and other things.

Manipal Utility Packaging Solutions creates premium pressure sensitive adhesive, shrink sleeve, floral sleeve, and specialty security labels, providing tailored labelling solutions across a wide range of business verticals.

The Manipal facility creates specialty labels utilizing holographic and intaglio technology and is equipped to print any kind of labels in sheet form.

## **Infrastructure & Technology**

The Packaging and Labelling division, which is housed in a secure building, is proud of its high volume, high speed, automated, and secure manufacturing lines, which ensure a monthly output of more than 300 tone of paperboard. The equipment used includes the Heidelberg Foldergluer, Komori Lithrone, and Heiber 7 Schroeder, which offers high-quality cartons, multi-color printing, and labels attached in Cardline machines, Mark Andy 2200, and NilpeterFB. These machines are equipped to print on a variety of materials, including Pressure Sensitive Paper, Ce Film, and Non-Adhesive Paper/Board.

## **VISION**

To be the best at whatever we do, we innovate & leave a mark on society that will endure.

## **MISSION**

Being a new, dynamic media outlet that delivers content from the viewpoint of people's ambitions, possibilities, accomplishments, and enjoyment while urging the people and society to greater prosperity.

## **VALUES**

### **Creativity & Innovation**

We seize every chance to be innovative and offer unique goods and solutions that not only address our clients' current problems but also address any new ones that may arise.

### **Pioneering & Leading**

We think that the aim to become a leader can only be fulfilled through innovation, including the development of cutting-edge new technologies in each of our Strategic Business Units.

### **Reliability & Credibility**

We are aware that both our clients and our vendor partners require a dependable and trustworthy partner in every business transaction, regardless of the nature of the goods and services being provided. Our organizational structure and work practises reflect this value.

### **Sincerity and integrity**

Manipal residents live a homely lifestyle. As honesty is considered to be natural to all good humans, it makes working at Manipal easier for all employees. This belief stems from the idea that a positive work or home environment facilitates natural behaviour of every individual.

### **-Honor for the Person**

We think that the key stakeholders in the business are the employees because they are what drives us forward with their inspiration, commitment, and innovation. As a result, we value each person and give them the room they need to develop and try new things.

## **MODEL FOR WORK FLOW**

### **Workflow Model Definition**

1. A model of the development process that is intended to represent it specifically rather than an algorithm or program.
2. The conceptual illustration of a workflow's task-based structure, including data and control dependencies between tasks.

## **Operational procedures at Manipal Utility Packaging Solutions**

### **1. Placement of Order**

The first step is for the business to receive orders from its customers. For MCT, the majority of its customers are banks, and the orders will be placed for ATM cards, passbooks, and any other security printing options.

### **2. Confirmation of Payment**

A certain sum must be paid in advance when the company estimates the production after the order is placed.

### **3. Creation of the product**

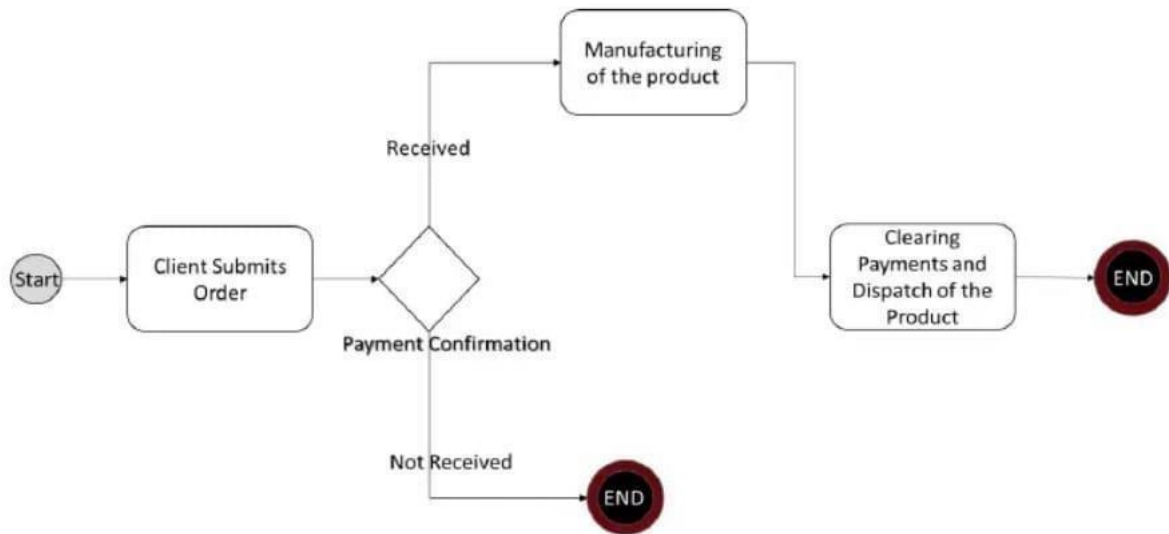
Once the payment was confirmed, the business began producing the goods in accordance with the specifications and designs created by customers or by the business itself.

### **4. Dispatch**

Following manufacture, the products will be delivered to the clients or the clients' customers (such as account holders at the bank) on behalf of the clients.

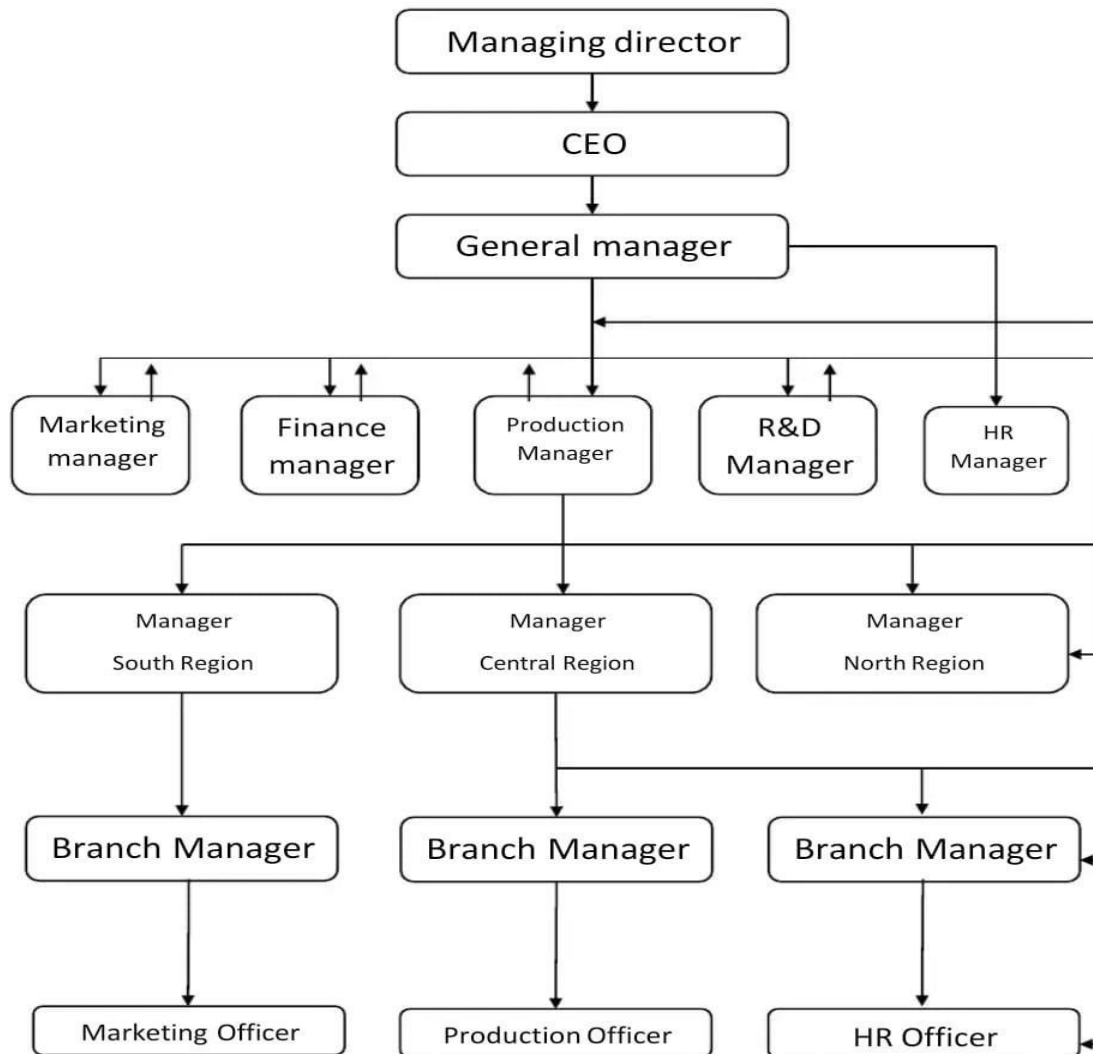
## **A Workflow Diagram: What Is It?**

A flowcharted representation of a business process, or workflow, is called a workflow diagram. The specific steps required to accomplish a process are described using standardized symbols, together with the people who are in charge of each stage and their responsibilities. Two American mechanical engineers, Honry Giant and Frederick Wilson Taylor, are credited with creating the "workflow" as we know it today. They were both well known for their contributions to the growth of scientific management.



## ORGANIZATIONAL STRUCTURE

To accomplish their tasks, managers must decide how to group people together. Common approaches like functional, divisional, matrix, team, and networking assist managers in making departmental grouping decisions (groupings of position into departments). The five structures are Basic organizational structures that are modified to suit the requirements of an organization. Different components of mechanical and organic structures are combined in each of the few methods. For instance, the organizational design trend of today contains the fewest bureaucratic traits and emphasizes more aspects of the organic design, such as a decentralized structure of authority, less rules and procedures, etc. Functional structure is made possible through Manipal Technology. Production, marketing, finance, and human resources are typical groupings within a functional structure. Positions are divided into work units based on similar activities, skills, expertise, and resources.





## **Persons & Skills**

### **Director of Production and Planning**

He makes plans, organizes, leads, and is in charge of the unit's P&L.

### **Manager-Prepress Senior**

Offering clients complete prepress solutions. to support prepress requirements for production.

### **Manager of a program**

Every month, He puts job validation into practices and keeps it going. active coordination with marketing and planning leaders on P&L analysis and the success of various product segments.

### **Manager-Production**

To maintain the satisfaction of external paying customers, plan, organize, lead, and control the production and delivery of goods and services. He is also in charge of encouraging teamwork and ensuring an efficient workflow.

### **Leadership with Vision in Manufacturing**

#### **Quality Assistant Manager**

A group in charge of meeting the quality requirements and machine-wise targets leads VLFM.

#### **Quality Assistant Manager**

To offer comprehensive quality assurance and control in relation to goods for commercial printing that meet customer needs.

### **Senior Web Executive**

Taking care of Web Offer activities in accordance with consumer demands for products related to commercial printing. Taking good care of people, things, and machines.

### **Foreman senior, sheet fed**

Taking care of sheet feed processes in accordance with customer demands for goods including commercial printing.

### **Creating, Scheduling, and Controlling**

Attains the EBITDA and revenue levels anticipated. Reach the desired SFI. the verification of

finished work (Profit Analysis) Job planning, full-form order processing, billing and payment collection, planning for raw materials, customer support, Hi-flex, and SAP deployment.

**Binding for senior executives**

Handling all finishing and converting tasks associated to commercial printing products in accordance with client needs to prepare the goods for shipping. Automation of manual tasks reduces the dependence on human labour and raises EBITDA without interfering with normal operations.

**Deputy Manager Dispatch**

Handling the shipping of Commercial Printing Products according to customer specifications.

## **PRODUCT-SERVICE REPORT**

**1. Mono Cartons:** In a market where consumers are king, like India, packaging is used extremely extensively. Consumer goods, medicine, IT, and telecom industries all need a lot of mono- canons. Manipal Technology meets the packaging needs of sectors like pharmaceutical, food and beverage, consumer goods, and retail. Each sector has its own requirements for the cartons. While consumer goods prefer colourful, vibrant packaging with a lot of post-press processing, pharmaceuticals prefer austere looks with security features. We offer premium goods that are made to order to satisfy the needs of each client. Along with the basic shapes, we also provide custom die cuts to create goods with non-standard shapes. There are additional capabilities for inner lining and window patching.

**2. Corrugated Boxes:** In the world of transport packaging, corrugated boxes are frequently used. The goal of the corrugated industry's research and development is to optimizing the strength-to-weight ratio. Corrugated boxes come in a wide variety of designs and configurations, from standard Box sizes to customized options. One of the few packaging materials that can be sliced and folded into different sizes and forms is corrugated board. Corrugated boxes, arguably one of the most versatile packaging options available, have a lot to offer customers.

Corrugated boxes have certain advantages:

- Extremely lightweight;
- versatile; widely utilized;
- fully recyclable;
- less expensive to purchase than alternative transport packaging providers;
- corrugated packaging

A few factors, including its design, the kind of flute utilized, and overall paper quality, must be taken into account in order to obtain the best corrugated option.

All of these factors aid in determining the best corrugated packaging for your circumstances and goods. Corrugated packing options come in a variety of forms:

### **Double Wall Corrugated**

Double wall corrugated consists of two facings, two corrugated mediums and an inner liner in between, adding up to five papers in total. The most common type is RC, which consists of one B-Flute and one C-flute .

### **Triple Wall Corrugated**

If a stronger box is needed, a triple wall corrugated can be considered. Triple wall bound consists of seven layers of paper, in which three of them are flutes. These triple wall boxes are named according to the same system as double wall (for example: BCB)

### **Slotted Boxes**

The slotted boxes can often be found as double folded sheets of corrugated board, which fold simply into a four-sided box. The top flaps meet in the center and can be taped, glued or stapled.

### **Dual-Wall Corrugated Steel**

Two facings, two coated mediums, and an inner liner are all included in double wall corrugated, making a total of five papers. The most popular variety is called RC, which has one B-Flute and one C-flute.

### **Corrugated Triple Wall**

A triple wall corrugated might be used if a stronger box is required. Three of the seven layers of paper that make up a triple wall bound are flutes. The naming convention for these triple wall boxes is the same as that used for double wall (for example: BCB)

### **Integrated Boxes**

The slotted boxes are frequently encountered as sheets of corrugated board that have been twice folded and folded easily into a four-sided box. The top flaps can be sealed by taping, sticking, or stapling them together in the center. Slotted boxes are supplied to the client folded to conserve space and reduce shipping costs.

### **Die-Cut Boxes**

When high technique, unique sizes, and/or a high level of customization are required, die-cut

boxes are an excellent option. The die-cut technique enables the production of nearly any shape or style of box while guaranteeing a better level of size and consistency precision.

### **Edge board**

Strong paperboard is laminated into numerous layers to create edge board. To create an incredibly solid profile, high-quality reusable carton board is glued together under intense pressure

**3. Trays:** Organized retailing mandates the usage of holders for trays to display goods on shelves, placing a burden on merchants to make goods accessible as soon as they are delivered to the stores. Manipal Tech meets this demand by offering Ready to Display Trays/Holders, which have two uses: they may be used for packaging and for shelf display.

Depending on the needs of the customer, several sizes and shapes can be designed for the boxes. Our production facility's colour management systems guarantee accurate colour reproduction of the artwork, and the post-press processes provide flawlessly formed boxes.

Carton s with specific remedies, such as

- pre-sealed inner tube or
- a window with intermittent cuts
- Window with lengthwise pre-heated creasing and shaped die cuts

With a strong emphasis on the pharmaceutical, food & beverage, and personal care/toiletries areas, Manipal Utility Packaging Solutions provides packaging solutions to a variety of market segments. Modern technologies are installed, such as printing on non-absorbent surfaces and producing premium folding cartons with value enhancements like window patching. The unit has a conversion capability of around 2000 tons of paperboard per month, and it occupies a production space of more than 30,000 square feet.

### **PATTERN OF OWNERSHIP**

The private company Manipal Utility Packaging Solutions Private Limited is not publicly traded.

On February 15, 2008, Manipal utility Packaging Solutions was officially established. Six directors and three reported key management personnel make up the organization. The company's registered office is located in Manipal, Karnataka, near UDAYAVANI-BUILDING PRESS CORNER.

The paid-up capital is 40.70 cr. in total. According to our data, the company's most recent

reported AGM (Annual General Meeting) took place on September 27, 2018. Additionally, according to our data, a lead balance sheet for the period ending on March 31, 2018, was created.

### **COMMITTEE OF DIRECTORS**

Six directors and three reported key management personnel make up the organization. Tonse Satish Upendra Pai and Tonse Gautham Pai, who were appointed on February 15, 2008, have served as board members the longest. For more than 11 years, they have served on the board. Nagarmutt Padmakar Nayak, who was appointed on August 16, 2016, is the most recent director. Gautham, Tonse Pai holds seats at 19 different firms, making him the director with the most additional directorships. The company is linked to 32 other businesses overall through its direction.

### **Awards and Successes**

Carton 7 Containers - 2009 IPAMA Awards.

## **Future Development and Outlook**

Manipal Utility Packaging Solutions wants to grow even more. Additionally, the items now meet all international criteria. Along with growing its clientele and product line, the business also intends to expand globally. The Manipal Group is supported by a strong R&D and Product Development team that is continually looking into new products, services, and business processes to bring value to its customers' enterprises and offers diversified exposure to global trends to improve skill-sets and, as a result, productivity. The staff may stay up to date with the latest multimedia in the internal technical knowledge collection, which is continually updated.

Manipal organizations Every year, the R&D cell receives fresh impetus through additional investments and a renewed mandate to improvise resulting in enhanced productivity and recommend process improvements to reduce cost, to identify long-term revenue opportunities, and to add value to existing products. Quality is a watermark across the procedures and ensures that the company attracts new business clients and is capable of competing internationally as well

# **CHAPTER-3**

## **MCKINSEY's 7S FRAME WORK**



## **Introduction:**

The McKinsey's 7s framework was created by two people. Tom Peters and Robert Waterman, two consultants at McKinsey, were the ones who created this paradigm. In the articles titled "The art of Japanese Management" and "In search of perfection," they published their 7s model. It is a crucial component of the company. There will be a soft-S and a hard-S strategy in this 7s framework; the soft-S are style, staff, skill, and shared values. The hard-S are systems and structure.

## **Hard-S**

Structure: How the organization is set up and who is responsible for what.

Systems: It will govern the day to day activity of formal and informal procedure of the organization.

Strategy: The direction and scope for long period of the organization is strategy.

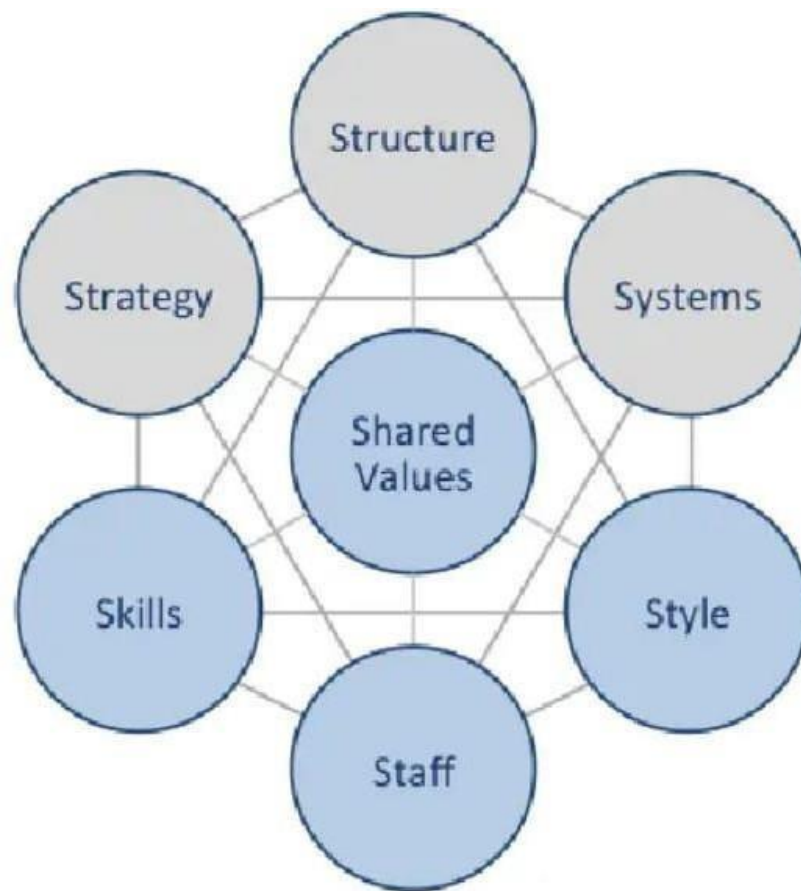
## **Soft-S**

Style: The style of the leadership adopted in the organization.

Staff: The company's staff and their general aptitude for the job

Skill: The actual abilities and skills of the workers for the company.

Shared Values: Employees are ultimately guided toward a work ethic by the organization's values and principles.



Regarding MUPSPL the 7's Model

**1. Strategy:** As a packaging manufacturer, our strategy is to dominate our sector. The plan calls for offering their customers the greatest services possible, growing their business abroad, and doing in-depth research and development.

**2. Systems:** To maintain better client services, the company's systems and procedures are crucial. As a result, it is clearly stated and accessible to the appropriate members and staff. The company's employees will develop a positive opinion of the procedure, which also advances society.

**3. Structure:** The hierarchy and several divisions work together to coordinate the management's actions. It provides information on the organization's channels of communication. Both centralized and decentralized decision-making and control exist! The organizational structure is created in accordance with the act's norms and regulations. President, board of directors, and management make up this group.

**4. Style:** According to McKinsey's framework, it is one of the seven levels that the top management can employ to alter the organization, as is seen from the course of action that the top management team members have taken throughout time. The McKinsey framework views

"Style" as more relevant to top management style. Each operational unit's management and conduct are effectively under internal supervision. Using the established guidelines and directives from the top management, the manager makes decisions on their own.

**5. Staff:** The crew is structured well. We hire both seasoned professionals and newer hires. In order to increase staff productivity, the company hires new employees, trains them, and develops their expertise in their jobs. To this end, the staff is provided with all the necessary resources, such as a competitive salary with annual raises. All employees receive a year-end incentive to encourage them.

**6. Skill:** Manipal Utility Packaging Solutions Pvt. Ltd. is working to keep its members' knowledge current in order to meet both their needs and the needs of the company. Training programs and policies are well-planned. continuously updated and upgraded to raise the level of worker expertise. In order to suit the needs of the consumers and take into account environmental changes, the employees' skill and competence have been kept up to date. The employees of the organization each have unique skills for their jobs. The company's highly qualified employees possess important capabilities like technical, financial, economic, marketing, and public relations abilities.

**7. Shared Values:** This invisible software's son operates effectively when all 65 of the aforementioned tasks are completed successfully and correctly, as well as when institutions produce the necessary level of output. Shared values are the guiding ideals, concepts, and aspirations that bind a group of people together for a particular goal. They influence people in any organization to act in a certain way. It speaks about the core or fundamental values and central beliefs that are generally held within the organization and act as important guiding principles.

# **PORTER'S FIVE FORCE MODEL**



#### **Buyers' bargaining power:**

an evaluation of how simple it is for consumers to influence price reductions. The quantity of consumers in the market, the value of every consumer to the company, and the expense to the consumer of switching suppliers all play a role in this.

The company has a small number of strong customers who frequently set the terms, but because of integrated services, the customers don't stand to earn much either.

#### **Suppliers' bargaining power:**

an evaluation of the ease with which providers can raise prices. The availability of each necessary input's providers determines this: distinctiveness of their service or product: a supplier's relative size and strength; the expense of switching suppliers; and, The fact that the majority of Manipal Utility Packaging Solutions' suppliers are part of the parent company Manipal Technologies helps them.

**New Entrant Threat:**

Profitability is eroded as a result of new competitors entering profitable markets. Unless the market leaders have substantial and long-lasting entry hurdles, such as patents, economies of scale, capital requirements, or government regulations, then profitability will drop to a level that is competitive. The packaging sector has several limitations and obstacles; thus, the threat of new entrants is very minimum.

**Possibility of Substitutes:**

The possibility that customers may switch to alternatives in reaction to price rises increases when there are close substitute products available on the market. As a result, the market is less appealing and providers' power is diminished. Since the company's mono carton is one of its most popular goods and offers integrated services to its customers, there is no significant threat of substitutes for the company's products.

**Competitive conflict:**

This considers the quantity and quality of your rivals. How many competitors do you have? How do their goods and services stack up against yours in terms of quality and who are they? Manipal Utility Packaging Solutions faces little competition and is the only company offering their services; this gives them an advantage over their rivals.

# **CHAPTER 4**

## **SWOT ANALYSIS**

An organization's internal strengths and weaknesses as well as external opportunities and threats are analyzed using the SWOT method. Additionally, SWOT is a framework for analysis that assesses an entity's capabilities and limitations. To achieve goals is very beneficial for the organization. It should be founded on logic and rational thought so that an effective strategy increases the business strength and opportunity of the organization while simultaneously reducing its weakness and threats. An organization develops the best strategies to assist it reach its goals by analyzing its SWOT.

### **Strengths:**

Internal organizational strengths influence an organization's ability to accomplish its goals. The company's key advantages are

- The company's integrated services.
- The Manipal Group's global technology assessment.
- A skilled labour force.
- Extensive Sector Knowledge

### **Weaknesses:**

Weakness is an internal issue that the company must address to stay profitable. These are the negative traits of the company that make it more difficult to operate.

Some of the organization's flaws include

- There are not many people who buy the company's items.
- Government rules for the sector.
- The threat of substitute goods, such as biodegradable.



**Opportunities:**

These uncontrollable external elements that affect a company's performance reflect the expansion of society in the external environment. It enables the company to make more money.

Among the significant prospects the company has are

- The potential for the export industry to increase
- Attracting more business clients
- Low manufacturing costs
- Technological advancement
- A surge in e-commerce

**Threats:**

External variables are what have an impact on the organization's expansion.

The principal threats to the corporation are

- Environmental Issues
- Threat to growth because of governmental control
- Threat of rivalry

# **CHAPTER 5**

## **Financial Statement Analysis**

## ANNUAL REPORT ANALYSIS

### INCOME STATEMENT ANALYSIS (Rs. Cr):

<b>Particulars</b>	<b>March 2022</b>	<b>March 2021</b>	<b>March2020</b>	<b>March2019</b>	<b>March2018</b>
Sales	22059	33196	29619	22870	21259
Other income	107	128	199	130	163
Total income	22059	33324	29819	23001	21423
Total expenditure	19521	28962	26016	20109	19211
EBIT	2537	4362	3802	2891	2212
Interest	1801	1502	1231	1048	925
Tax	279	677	751	196	496
Net profit	456	2183	1819	1647	790

**CASH FLOW STATEMENT (Rs .Cr):**

<b>Cash Flow From</b>	<b>March 2022</b>	<b>March 2021</b>	<b>March 2020</b>	<b>March 2019</b>	<b>March 2018</b>
Operating activities	383	-3745	1477	270	-1274
Investing activities	-1502	1891	-3166	-1694	453
Financing activities	1538	2397	1890	737	1659
Others	1	5	3	18	2

**BALANCE SHEET ANALYSIS :**

Balance Sheet (in Rs. Cr) 5years;

<b>Equities &amp;Liabilities</b>	<b>March 2022</b>	<b>March 2021</b>	<b>March 2020</b>	<b>March 2019</b>	<b>March 2018</b>
Share Capital	293	293	292	284	284
Reserves &Surplus	7469	8442	7127	6108	4979
Current Liabilities	14794	15315	14191	10399	8241

Other Liabilities	15569	15069	11905	9876	8693
<b>Total Liabilities</b>	<b>38126</b>	<b>39121</b>	<b>33517</b>	<b>26668</b>	<b>22198</b>

<b>Assets</b>	<b>March 2022</b>	<b>March 2021</b>	<b>March 2020</b>	<b>March 2019</b>	<b>March 2018</b>
Fixed assets	7489	6257	5927	5727	5223
Current Assets	15309	16487	14421	11162	8868
Other Assets	15328	16376	13168	9778	8106
<b>Total Assets</b>	<b>38126</b>	<b>39121</b>	<b>33517</b>	<b>26668</b>	<b>22198</b>

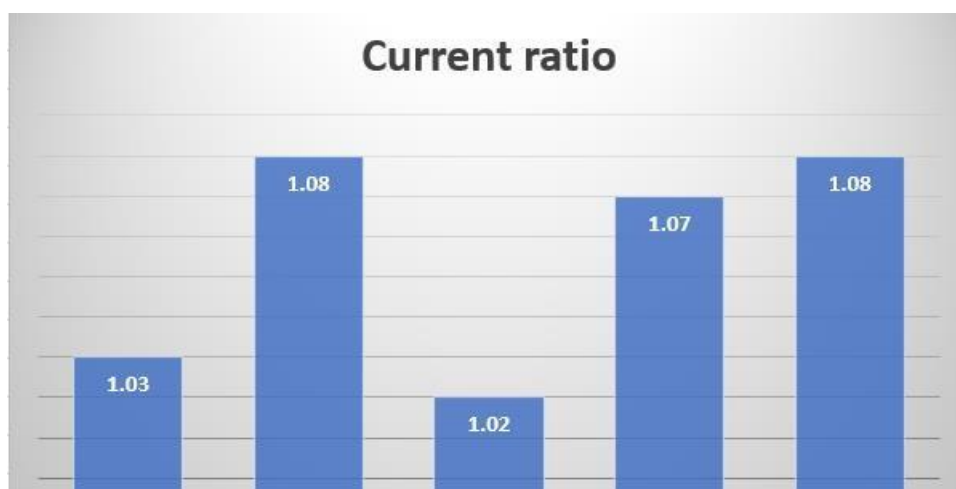
<b>Contingent Liabilities</b>	<b>794</b>	<b>863</b>	<b>638</b>	<b>593</b>	<b>434</b>
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## **RATIO ANALYSIS :**

### **Liquidity Ratio:**

#### **➤ Current Ratio: Current Assets/ Current Liabilities**

Ratio	2022	2021	2020	2019	2018
Current ratio(x)	1.03	1.08	1.02	1.07	1.08

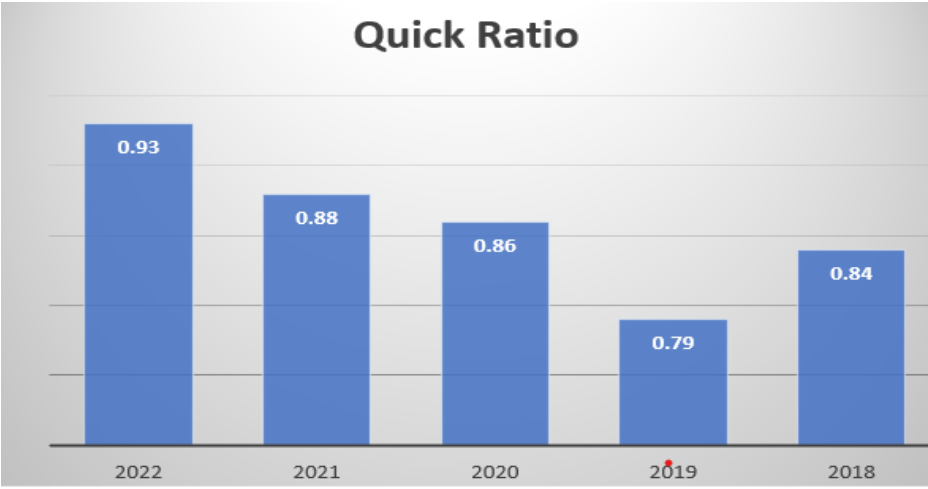


### ANALYSIS

Between 1.2 to 2 is considered to be a good current ratio, means that current assets is 2times more than the liabilities to cover its debts. Here the company has good current ratio over the 5 years that means company has enough liquid assets to cover its liabilities.

### Quick Ratio: Quick Assets/ Quick Liabilities

Ratio	2022	2021	2020	2019	2018
Quick Ratio(x)	0.93	0.88	0.86	0.79	0.84



## Analysis:

Quick Ratio of the company has been increasing which is the good sign to the organization. More the liquid assets mean better the company's financial health. The company has satisfactory level of quick ratio as it is increasing.

### Turnover Ratio:

➤ **Asset Turnover Ratio(%)= Sales/ Total Assets**

Ratio	2022	2021	2020	2019	2018
Asset Turnover Ratio(%)	57.57	84.85	88.36	85.76	95.77





## Analysis :

Assets turnover ratio of company in 2022 is less because of less sales done by the company and the assets which the company had during the year. The company is said to be efficient if there is higher the asset turnover ratio which will be generating from its assets.

### **Inventory Turnover Ratio: cost of goods sold/ average inventories**

Ratio	2022	2021	2020	2019	2018
Inventory Turnover Ratio(x)	14.29	10.84	13.42	7.88	11.06



### Analysis:

High turnover implies strong sales or insufficient inventory. Here in the year 2022 the inventory turnover ratio is high compared to last 5 years inventory turnover ratio.

### Profitability Ratio:

$$\text{Operating Profit} = \frac{\text{Operating Profit}}{\text{Net Sales}} * 100$$

Ratio	2022	2021	2020	2019	2018
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Operating Profit (%)	11.80	13.14	12.83	12.46	12.31
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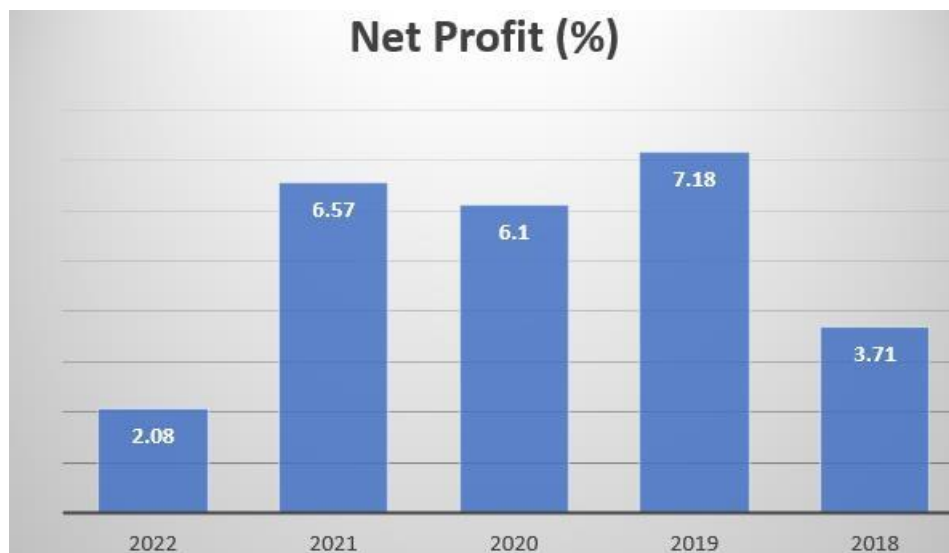


### Analysis:

The company has made high profit during the year 2021 after paying the variable costs of productions like wages, raw materials etc, and in 2022 company has made less profit compared to other 4 years.

$$\text{Net Profit} = \text{Net Profit} / \text{Net sales} * 100$$

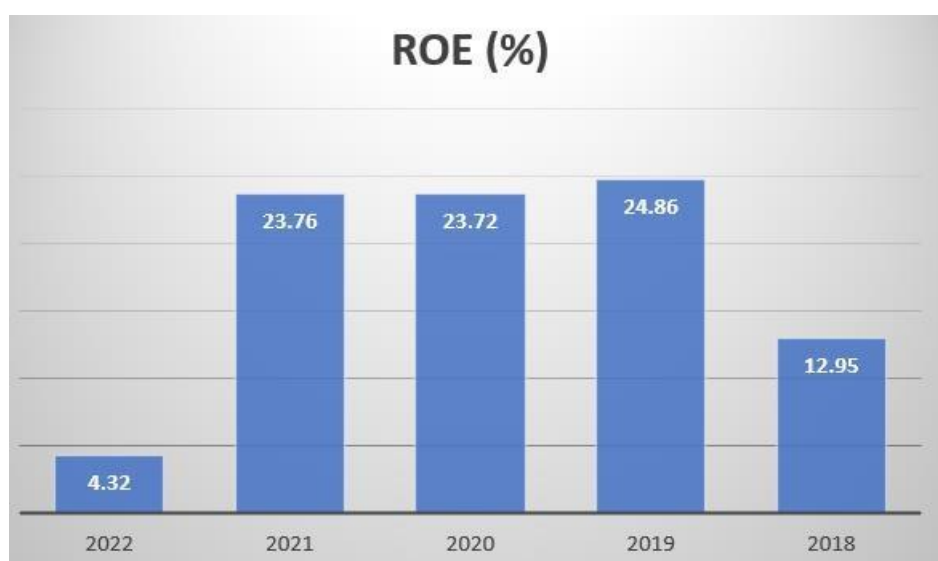
Ratio	2022	2021	2020	2019	2018
Net Profit (%)	2.08	6.57	6.10	7.18	3.71



Net profit is the way to measure the financial performance of the company. But in the year 2022 the net profit is very low due to the decrease in the net profit done by the company. In 2018 the net profit of company was very high.

➤ **Return on Equity: Net Profit/ Equity \* 100**

Ratio	2022	2021	2020	2019	2018
ROE (%)	4.32	23.76	23.72	24.86	12.95

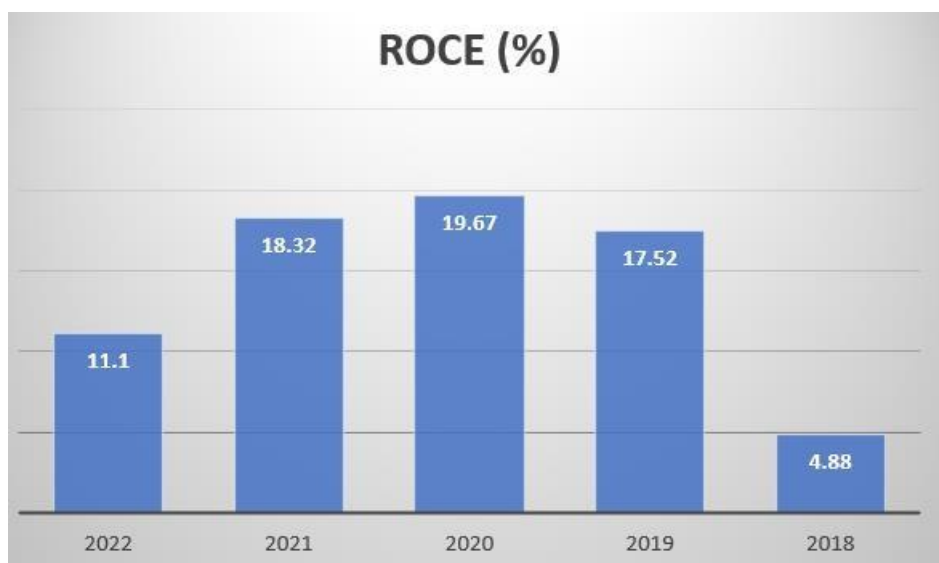


**Analysis:**

Generally ROEs of 15-20% are considered to be good. But in the 2022 the ROE was 4.32% which is not satisfactory due to the less in net profit during that year. In 2018 the ROE was satisfactory because the high net profit on that year.

**Return on Capital Employed: EBIT/ Capital Employed \* 100**

Ratio	2022	2021	2020	2019	2018
ROCE (%)	11.10	18.32	19.67	17.52	4.88

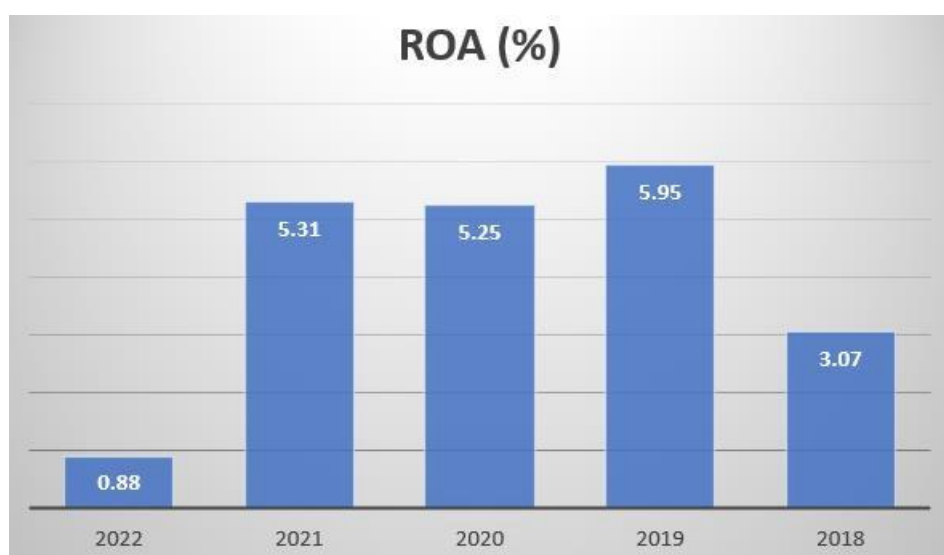


**Analysis:**

ROCE indicates profitability and capital efficiency of the company. The ROCE is less during March 2020 due to the unnecessary assets allowed for the less capital to be employed to generate the same amount of production.

➤ **Return on Asset: Net Profit/ Total Assets \* 100**

Ratio	2022	2021	2020	2019	2018
ROA (%)	0.88	5.31	5.25	5.95	3.07



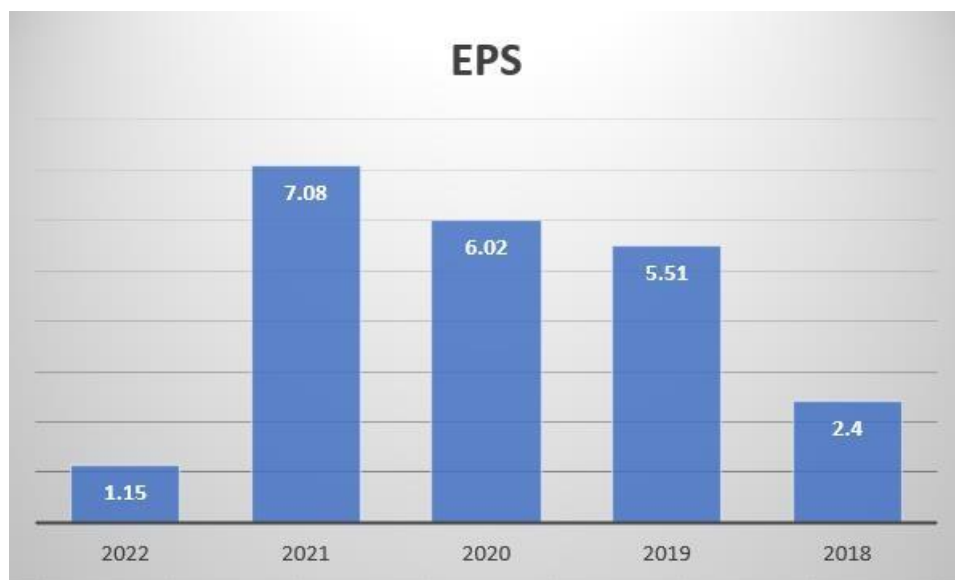
### Analysis:

Above the 5% is considered to be good ROA. But in the above table during the year 2020 the ROA is below the 5% this is due to sell in net profit done by the company. And in 2017 as there was high in net profit there is also high in ROA.

### Marketability Ratio

➤ **EPS= Net Profit/ Number of Equity Shares**

Ratio	2022	2021	2020	2019	2018
EPS	1.15	7.08	6.02	5.51	2.40



**Analysis:**

High EPS shows more worth since speculator will pay more for an organization with higher benefits. EPS during the year 2022 is less due to the less in net profit, 2020 has high EPS compared to 2018 even though the net profit of the company is high during the year 2018 but number of equity shares is less during the 2017 compared to 2019.

**Book Value Per Share= Shareholders Equity/ No. of Equity Share**

Ratio	2022	2021	2020	2019	2018
Book Value/ Share (Rs)	30.30	33.45	28.17	24.53	19.96

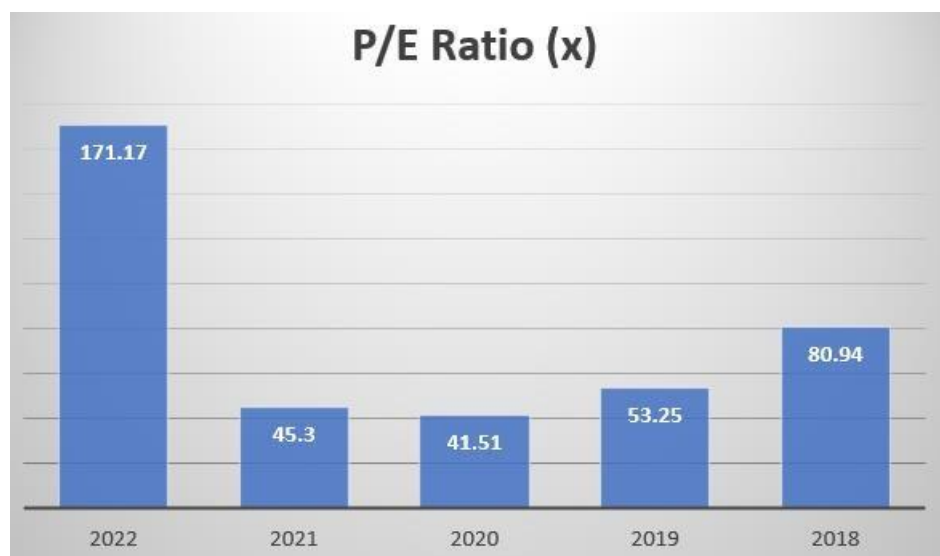


**Analysis:**

Book value per share of the company was high in the year 2021 has the company had high equity shares during this year compared to other 4 years. And less during the year 2018 because of less equity shares declared during the year.

$$\text{P/E Ratio} = \text{Market Price Per Share} / \text{EPS}$$

Ratio	2022	2021	2020	2019	2018
P/E Ratio (x)	171.17	45.3	41.51	53.25	80.94





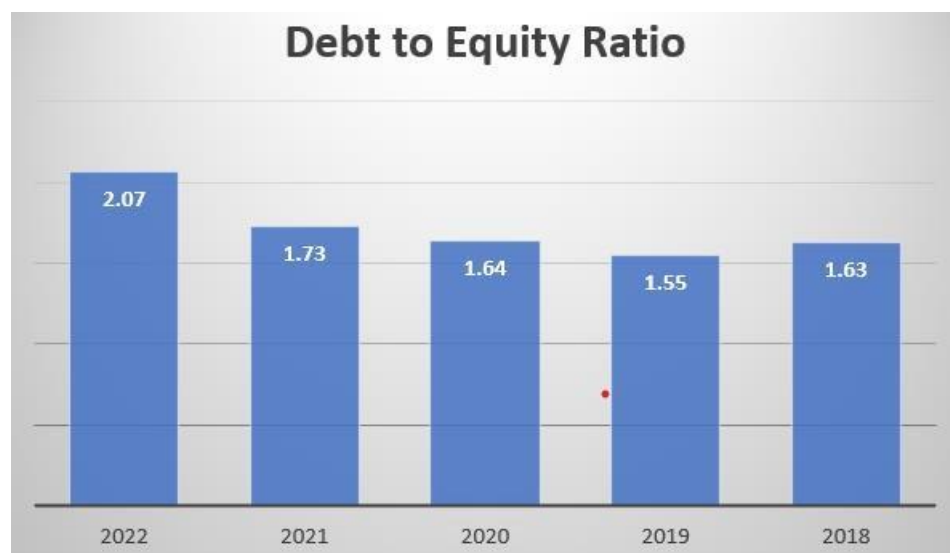
**Analysis:**

The P/E proportion is significant as it provides a measuring tool for comparison of stocks whether it is overvalued or undervalued. The P/E ratio of the current year 2022 is high

compared to other 4 years but this P/E ratio is not meant for comparing.

Debt Equity Ratio= Long Term Debt/ Equity

Ratio	2022	2021	2020	2019	2018
Debt to Equity Ratio (x)	2.07	1.73	1.64	1.55	1.63

**Analysis:**

Company has high level of debt to equity ratio which shows that there is more creditor financing like loans are used more than the investors financing. In current year the debt to equity is high than compared to last years.

## **CHAPTER 6**

# **LEARNING AND EXPERIENCE**

## **LEARNING EXPERIENCE**

It was an amazing learning experience, great work for students. This report is a unique experience and gave me a good opportunity to learn and explore myself and also to understand a various aspects of the company.

This Organization Study has allowed me to enlarge my knowledge, and gave me a platform to understand about the realistic industrial situation. The report had a purpose of gaining experience in the realistic world, to get organizations detail knowledge on the job responsibilities, to compare with the real scenario with the lessons learnt in college, to fulfil the requirement of the MBA program.

Through Organizational Study, I got to experience a lot of new things as in how an organization function works. I also learnt about the working conditions, different problems that occur and also how they tackle all problems.

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