

**INTERNSHIP REPORT ON
MANDOVI MOTORS PRIVATE LIMITED, MANGALORE**

SUBMITTED BY

SHRAVYA

4AL21BA074



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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EXTERNAL GUIDE

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Limited

Mangalore



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ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 – 23



MANDOVI MOTORS PRIVATE LIMITED
(AUTHORISED MARUTI SUZUKI DEALER)

Arvind Bldg., Balmatta Road, 'Hampankatta, Mangalore - 575 001

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GSTIN No.: 29AACCM4309H1ZI C.S.T.: 30167840 dt. 22-02-1999, STC No.: AACC M 4309 H ST001



Ref: MANG/HRD/4070/2022-23

Date: 19/11/2022

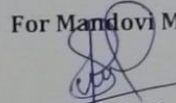
TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **Ms. Shravya (4AL21BA074)** studying 2nd year MBA at Alva's Institute of Engineering & Technology, Mijar, Moodbidri, D K -574225 has undergone Internship Training on HR Practices at our organization from 20th October, 2022 to 19th November, 2022.

During the tenure we found her to be sincere, hardworking and efficient with good Conduct and aptitude to gain knowledge.

We wish her all the success in her future career.

For Mandovi Motors Private Ltd


Shivaprasad A
Manager- HR



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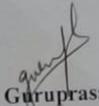
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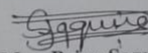
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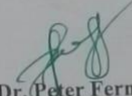
This is to certify that **SHRAVYA** bearing USN **4AL21BA074**, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**MANDOVI MOTORS PRIVATE LTD., MANGALORE**" is prepared by her under the guidance of **Mr. Guruprasad Pai**, Assistant 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, SHRAVYA hereby declare that this organization Study conducted at “Mandovi Motors Private Limited” the report has been submitted to Visvesvaraya Technological University, Belagavi for the fulfillment of the requirements for the award of the Degree of Master of Business and Administration is the record of study conducted by me under the guidance of internal guide MR. GURUPRASAD PAI, Assistant Professor, PG Department of Business Administration, Alva’s Institute of Engineering And Technology, Mijar and external assistance by MR. SHIVAPRASAD, HR Manager, Mandovi Motors Private Limited.

Shravya

Place: Mijar

ACKNOWLEDGEMENT

With regard to the internship study conducted on Mandovi Motors Private Limited, Mangalore, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like express my gratitude to my guide Mr. Guruprasad Pai, Assistant Professor, Department of Business and Administration, AIET for his excellent guidance, timely suggestions and support.

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I would also like to extend my thanks to Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, Mijar.

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EXECUTIVE SUMMARY

This study is conducted on overall activities of “Mandovi Motors Private Limited”. This report provides the general information about automotive sector and Mandovi Motors (The authorized dealers of Maruti Suzuki).

The study was conducted for the period of 4 weeks. The main objective of this study is to understand the working environment and to study the organizational strategies for gaining competitive advantages. This has given the theoretical as well as practical knowledge of working.

In this report you will find the details about the automobile industry and company profile of Mandovi Motors in the chapter 1. In the chapter 2 you will find details about vision, mission and workflow of the company. The 3rd chapter will explain about Mckency’s 7S framework and Porter’s 5 force Model. SWOT analysis of the organization is explained in the chapter 5. Financial analysis is explained in the chapter 6.

The main purpose of internship is to learn the working in practical environment and to apply the knowledge acquired during the studies in the real world scenario in order to tackle the programs using the knowledge and skills learnt during the process.

This internship report covers many important aspects which are basically related with the operations of the firm.

In the end the learning experience includes the working experience and things I have done during my internship.

CHAPTER – 1

**INTRODUCTION ABOUT ORGANISATION
AND INDUSTRY**

1. INTRODUCTION ABOUT ORGANISATION AND INDUSTRY

AUTOMOBILE INDUSTRY PROFILE

The word Automotive comes from the Greek word Auto for “Self” and Latin word Motive for “Motion”. The automotive industry comprises a wide range of companies and organizations involved in the design, development, manufacturing, marketing, and selling of motor vehicles, including most components, such as engines and bodies but excluding tires, batteries, and fuel.

Present is the age of Automobiles or self-propelled Vehicles. A self-propelled vehicle is one that generates its own power for movement, such as a moped, scooter, motorbike, automobile, jeep, tractor, bus, helicopter or rocket. An automobile is also known as ‘Automotive’, ‘Auto’, etc.

One of India's most significant economic development drivers and one with significant involvement in international value chains is the automobile sector. This industry has expanded as a result of the strong government backing, which has allowed it to create a distinct route among India's manufacturing sectors. This industry stands out among other nations that create cars since the country's autos are made specifically to meet the needs of low- and middle-income populations.

The first cars powered by internal combustion engines running on fuel gas appeared in 1806, which led to the introduction of the popularization of the modern gasoline or petrol fueled internal combustion engine in 1885. The history of automobiles dates back to 1769 with the development of steam engine automobiles capable of human transportation. Electric-powered automobiles first arrived in the 20th century, but they didn't become widely used again until the turn of the 21st. In accordance with the most common methods of combustion, the early history of the vehicle may be split into a number of eras. Later periods were characterized by size and utility choices, as well as external style trends. The first steam-powered vehicle was created about 1672 by Ferdinand Verbiest, a member of a Jesuit mission in China, as a toy for the Chinese Emperor. Although it was too tiny to accommodate a driver, it may have been the first functional gasoline-powered automobile.

In or around 1769, Nicolas Joseph Cugnot built a steam-powered tricycle, which is commonly regarded as the first self-propelled mechanical vehicle or car. He also built two steam tractors for the French army, one of which is now on display at the country's national arts and crafts museum. However, issues with maintaining steam pressure and the water supply made his designs less effective. Many consider Richard Trevithick's "puffing devil" road locomotive, which he built and displayed in 1801, to be the first demonstration of a steam-powered road vehicle.

Introduction to Indian Automobile Industry

The Indian automobile industry has had incredible growth since the first car drove into Mumbai in 1898, when it all began. This progress has continued to this day. The Indian car industry has currently established industry standards and a cosmic system of selection and variations that cater to any conceivable need. In addition to any others, the Indian car industry includes several notable brands including Maruti Suzuki, Mahindra & Mahindra, Tata Motors, Hyundai Motors, and Hindustan Motors.

Early on in its development, the Indian automobile industry heavily relied on foreign ideas. However, Indian farmers have been using their own unique technologies that have been developed as a part of the local soil throughout the years. Numerous vehicle manufacturers, including some of the reputed global pioneers, have relocated to the country due to its developing commercial center in an effort to raise their profile and possibilities. Following a temporary setback brought on by the global financial collapse, the Indian automotive sector has eventually gained a noteworthy power.

To meet the rising demand, several auto markets have begun spending extensively in various sectors of the industry over the last few months. The Indian passenger vehicle market is now valued at USD 32.70 billion and is anticipated to reach USD 54.84 billion by 2027. Between April 2000 and March 2022, the industry drew FDI of USD 32.4 billion, or 6% of all FDI in equities during that time.

History of Indian Automobile Industry

Before independence, the Indian market was viewed as a market for foreign automobiles, with general motors and other brands' cars being assembled on a regular basis. The Indian automotive sector first concentrated on servicing, dealerships, finance, and car maintenance; manufacturing didn't begin until ten years after independence. Since India's independence, the car industry has faced many difficulties and obstacles, such as limited production capacity due to license regulations that could not be changed, but despite these difficulties, the sector has continued to expand and achieve the success it has today.

The first automobile on an Indian road in 1897. Through the 1930's, all automobiles were small-scale imports. The government of India and the business sector started making attempts to establish an automotive component manufacturing industry to feed the automotive industry in the years after independence in 1947. The import of completely assembled automobiles started to be restricted in 1953 when the import substitution program was established.

There was no initial effort being made in R & D or expertise. Labor was unskilled therefore it required trial and error learning to become proficient. By the end of the 1970s, there had been substantial changes in the car industry. Strong and significant efforts like joint ventures for LCVs failed. Until the 1980's, the government's primary focus was on growth through large, lengthy, capital-intensive enterprises like steel production.

The emergence of a car industry in India was aided by the eventual approval of investments by global manufacturers in Indian markets. The government's 1980s-era efforts to support the car sector led to the creation of the first and most prosperous of these new players Maruti Suzuki. There were 12 significant automotive companies operating in India by 2000, the majority of them offshoots of multinational corporations. This development came as India started to liberalize its automotive market in 1991. A number of foreign firms also started joint ventures with already-existing Indian companies.

Growing demand and opportunities in automobile industry

- Strong demand will derive from rising middle class wealth and a large young population.

- The total number of passenger vehicles, three-wheelers, two-wheelers, and quadricycles produced in October 2022 was 2,191,090
- By 2030, India may be a global leader in shared mobility, opening doors for electric and self-driving cars.
- In order to reduce pollution, electric vehicles are becoming more popular.
- By 2030, the electric car sector is anticipated to generate five crore employment.

Government Initiatives

The Indian government supports foreign investment in the auto industry and has authorized 100% FDI under the automatic method. The Indian government has recently adopted a number of measures, including:

- The government changed the National Policy on Biofuels – 2018 in July 2022. The deadline for mixing 5% biodiesel and 20% ethanol into gasoline by 2030 was pushed back to 2025–2026.
- Oil firms working under the Ministry of Petroleum and Natural Gas have erected a total of 532 EV charging stations as of July 15, 2022, as part of the FAME India Scheme I & II (MoPNG).
- The following projects were outlined by the government in the Union Budget 2022–2023:

In order to make electric vehicles (EVs) more appealing to potential buyers, the government approved a battery-swapping regulation that would enable exhausted batteries to be exchanged out for charged ones at certain charging stations.

The Prime Minister's Gati Shakti Plan calls for a 25,000 km increase in the length of India's national highways between 2022 and 2023.

MANDOVI MOTORS COMPANY PROFILE

Mandovi Motors was established in 1963. Its name was derived from a river which flows through Goa. Initially, Mandovi was the dealer for Volkswagen cars and spare parts and in 1965 appointed as the dealer for suvegs mopeds. After that, has Appointed Mandovi Motors as dealers for Maruti Suzuki vehicles at Karnataka in year 1983.

Mandovi is one of the top Maruti dealers in India they are the first authorized dealers for Maruti in Karnataka and commenced its operations at Bangalore on 14th June 1984. And also started Maruti Suzuki's authorized dealership at Mysore in 1986 and later at Mangalore in 1989.

Mandovi is considered as one of the most professionally managed dealership. Mandovi motors was started by Late Aroor Shripathi Rao and now it is managed by his son Aroor Kishore Rao. The driving force behind Mandovi Motors Pvt. Ltd is Aroor Shripathi Rao, whose entrepreneurial acumen and visionary outlook ignited a trailblazing experiment in the automobile industry in his native Mangalore. The founder, who has guided the company to levels of distinction via his excellent commercial acumen, flare for organizations, and rigorous attention to detail, deserves credit for the organization's ongoing expansion and growth. This remarkable development has been made possible because of his charismatic personality, in-depth understanding of the industry and product, and foresight. He was a powerful leader with unwavering morals who won recognition for Mandovi Motors Pvt. Ltd. as the best in its field.

In the past 34 years, Mandovi has serviced over 4.1 million vehicles, sold over 3.7 lakh vehicles, and is the top NEXA dealer in Karnataka. With 10 showrooms, 9 e-outlets, 34 workshops, 6 showrooms for used vehicle sales (true value), and 7 Maruti driving schools, Mandovi now has the widest network of all the Maruti dealers in Karnataka. Over 3600 devoted specialists work for Mandovi to give its clients the finest possible service.

Mandovi Motors Pvt. Ltd., an authorized sales and service dealership, has been operating in Mangalore for a few years. The establishment quickly established a reputation for itself and greatly expanded its clientele. The dealership has always made sure that it upholds a high quality when it comes to serving its visitors. The business works to improve its clients' shopping experiences and attain the greatest degree of customer satisfaction. Since it has been in operation, the company has consistently shown that it is making an effort to stay abreast of customer needs as well as the expanding market. Recognizing that there are many options available, this showroom makes searching, buying, selling, as well as post-sale engagements, simple and easy.

Branches of Mandovi Motors

Mangalore

- New car showroom, true value division and workshop at around building, Balmatta road.
- Workshop, body repair and sales information counter, Suratkal, Mangalore.
- Body repair, service center and sales information counter at Adyar, Mangalore.
- Sales information center at Puttur, Sullivan and Belthangady.

Bangalore

- New car showroom at Lavelle road (first dealership)
- New car showroom at wheeler road.
- Workshop, sales information counters at Wilson garden.
- Workshop, true value and sales information counter at Vijayanagar.
- Body repair workshop Anepalya.
- True value, sales information counter and workshop at JP Nagar.
- Body repair shop at Bilekanahalli.
- Workshop, body repair. Sales information counter at Basveshwara Nagar.

Mysore

- New car showroom and work shop at KSR road.
- Stockyard and body repair at Hunsur road, Mysore.
- Workshop at Vinobha road Mysore.
- True value at Hunsur road Mysore.
- Workshop, sales information counter and MDS at banner road, Siddhartha layout, Mysore.
- Sales information counters at Mandya and Madikeri.

CHAPTER – 2

ORGANISATION PROFILE

2. 2.1 BACKGROUND OF THE COMPANY

A non-government organization, Mandovi Motors Private Limited was established on February 22, 1999. It is a "corporation limited by shares" and a private, unlisted firm. Its parent firm has almost 75 years of automotive industry expertise. The business has a strong commitment to quality in all that it does. It is involved in the production of components and accessories for motor vehicles and their engines, including steering wheels, steering columns, axles, road wheels, suspension shock absorbers, radiators, silencers, and exhaust pipes.

The name "Mandovi" has been associated with Maruti Suzuki throughout the period of its over 37 years in the dealership industry, and it is also regarded as one of the finest in terms of performance. Mandovi Motors is committed to providing excellent customer service and is continually working to raise the bar on its quality standards.

Due to the remarkable customer loyalty it has gained as a consequence, a sizable portion of its new business is generated by referrals from its customer interaction. Additionally, this has helped Mandovi to become: In 1997, the first auto dealer in South India to sell more than 50,000 vehicles. The first dealer in Karnataka to sell more than 100,000 vehicles. Only dealer servicing more than 26,000 vehicles each month in Karnataka. Another example of the confidence Mandovi customers have is that they continue to visit Mandovi workshops because of the high quality service and individualized attention they receive. Karnataka's first auto dealership to receive ISO certification. First Maruti dealer in India to consistently place first in a non-metro JD Power customer satisfaction assessment.

Mandovi now has the greatest network of all the Maruti dealers in Karnataka, with 5 Used Car Sale (True Value) Showrooms, 6 Maruti Driving Schools, 28 Workshops, 9 Showrooms, 9 E- Outlets, and 4 R-Outlets. It has a staff of more than 3000 devoted experts that are committed to giving their clients the finest support possible.

2.2 NATURE OF BUSINESS

The Mandovi Motors Private Limited business operates as Maruti Suzuki car Dealer. It is mainly a service business providing 3S facilities under one roof. 3S involves sales, services and spares. The company sells Maruti Suzuki passenger vehicles like hatchbacks, SUVs/MUVs, sedan cars, etc. They cater to every category of customers.

2.3 VISION, MISSION AND QUALITY PROFILE

Vision of the Company

Super passing client desire, charming the clients and to be India's top most dealership for MARUTI SUZUKI INDIA LTD.

Mission of the Company

In view of the corporate culture, Mandovi Motors further change over their vision into more unmistakable missions/approaches. Their administration works towards these missions in order to lead the association in the sought heading. The accompanying are some of principal missions.

- * Human resources are an asset that should be considered important.
- * All appraisals and incentives ought to be adjusted 100% Objective.
- * Internal recruiting ought to be first decision preceding setting outer enrolment promotions.
- * Strict Adherence to expenses according to Budget.

Quality Policy

“We at Mandovi, pledge to make quality a way of life through commitment to continual improvement in customer satisfaction and adhering to quality management system.

2.3 WORKFLOW MODEL

Customer Interface Process Standards

Step 1: Ensure display of workshop signage and availability of security at the workshop entry gate.

The workshop's durations shall be adequately displayed together with all other signage and notices in the first phase. These works are under the supervision of the general manager and works manager.

Step 2: Greet the customer on his/her arrival

The very next step is to welcome the customer when he comes in accordance with local custom. Security personnel are in charge of this, therefore he needs to be well-groomed and alert at all times.

Step 3: Request the customer to give information regarding his /her purpose of visit

When a customer comes, security staff should enquire as to whether they are there for service or repair.

Step 4: Enter vehicle entry time in the workshop

Security personnel should utilize a time tracking card and record the vehicle's entrance data before hanging the card on the car's interior rearview mirror.

Step 5: Record vehicle entry number in the workshop

Security personnel should use a magnetic cone on the car's roof to record the vehicle entry number in this phase, along with the type of service. Security personnel should let the customer know that the help desk co-ordinator will meet them.

Step 6: Guide/assist the customer to park the vehicle and inform the HDC

Security personnel should direct the consumer to the best available parking spot. And he should inform the HDC to meet the customer.

Step 7: Greet the customer

HDC should greet the customer and should introduce himself to the customer. He should understand the customer's reason for service visit and need to know whether there is appointment or not. Then, HDC should allocate the service advisor to the customer.

Step 8: Assist the customer for service initiation

For customer with appointment HDC should accompany the customer to initiate job slip completion process. HDC must have the list of appointment customers for the day. Customer without appointment should check with the works manager for service availability.

Step 9: Introduce the customer to the service advisor

Help desk coordinator should introduce the customer to service advisor and ensure that he meet the customer at reasonable time.

Step 10: Offer drop facility to the customers

Help desk coordinator should provide a shuttle service facility to customers.

2.5 PRODUCT OR SERVICE PROFILE

Services offered by Mandovi Motors

- **Free services**

Mandovi Motors offers 3 free services to its customers.

- 1 1 month or 1000kms whichever is earlier
- 2 6 months or 5000kms whichever is earlier
- 3 1 year or 10000kms whichever is earlier

Here only cost of labour service is free, they charge for other services.

- **True value**

Mandovi Motors developed the platform "True Value" to offer its old cars to clients at a competitive price. Currently, it has 6 showrooms spread out over the state of Karnataka where its used automobiles are sold.

- **Maruti mobile support**

They offer some services to their doorstep or any specified location. They offer services like dry wash and other services which are chargeable.

- **Workshop procedure**

When the customer arrives to the workshop, they meet with the help desk coordinator who allots the service advisor to them who takes the vehicle for road test to ascertain the condition and works to be done to the vehicle and then prepares the job card and then sends it to the service station. Soon after the work is completed a message is sent to the customer regarding the completion of work. A link is sent to fill after getting the delivery of vehicle from service regarding any complaints if any.

- **Service camp**

Service camps are conducted by them at various locations and offer free general checkups. They issue discount coupons to their customers which can be redeemed at the time of service.

- **Express service**

Mandovi motors offers express service to their customers which are completed within 90 minutes. They only do minor works in express service.

- **Insurance**

Mandovi motors offers insurance facility to its customers which helps them to cut down cost and procedure. It helps the customers by making it easier for them to claim it if necessary.

- **Customer lounge area**

Mandovi motors has exclusive waiting area for its customers while their vehicle is under service with facilities like Television, Coffee machines, Newspapers and Magazines.

- **Nexa**

NEXA is a platform created by Mandovi motors to sell brand new vehicles with a new brand name.

- **MOS service**

Mandovi motors offers on road service to its customers after getting in touch with them by calling their toll free number 1800 102 1800 / 1800 1800 180.

They offer services like:

- Vehicle towing / recovery
- Battery jump start
- Locked out / lost key
- Flat tyre assistance
- Minor onsite car repairs.

Products of Mandovi Motors

Maruti Suzuki products are best sold products in India. The cars are divided into categories like Hatchbacks, Sedans, MUVs, SUVs, Vans, etc. based on its features, designs, etc.

- **Hatchbacks**

1. Swift Alto Deca
2. Alto K 10w
3. Alto
4. Wagon R
5. Stingray
6. Ritz
7. Swift
8. Celerio

- **MUVS / SUVS**

- Ertiga
- Grand Vitara
- Brezza
- S-Presso

- **SEDANS**

- Dzire

- VANS
 - Omni
 - Eco
- Interiors
 - Bluetooth speaker set
 - Glass cleaner
 - Mats
 - Seat covers
- Exteriors
 - Body covers
 - Wheel covers
 - Alloy wheels

Alto

Maruti Alto is one of the best selling cars in India. It has included different new features in it like clear lens headlamps, sparking tail lamps, dynamic front grill and bumper, stylish fabric, rotary control for AC etc.

Omni

Maruti Omni first manufactured in 1984 in multi-utility vehicle that has been serving several business as well as families. Maruti Omni is a perfect family car. It had enough space for your stylish needs-whether you are going on a picnic, weekend outing or for a game of golf.

Wagon R

The wagon R is yet another stunning family car from Maruti's stable which is a made for India's version Suzuki Wagon R.

Swift

Maruti Suzuki Swift, which was launched in May 2005, has been a huge hit in India. This compact car was an effort by Maruti to incorporate fresh design and concept into their models.

Grand Vitara

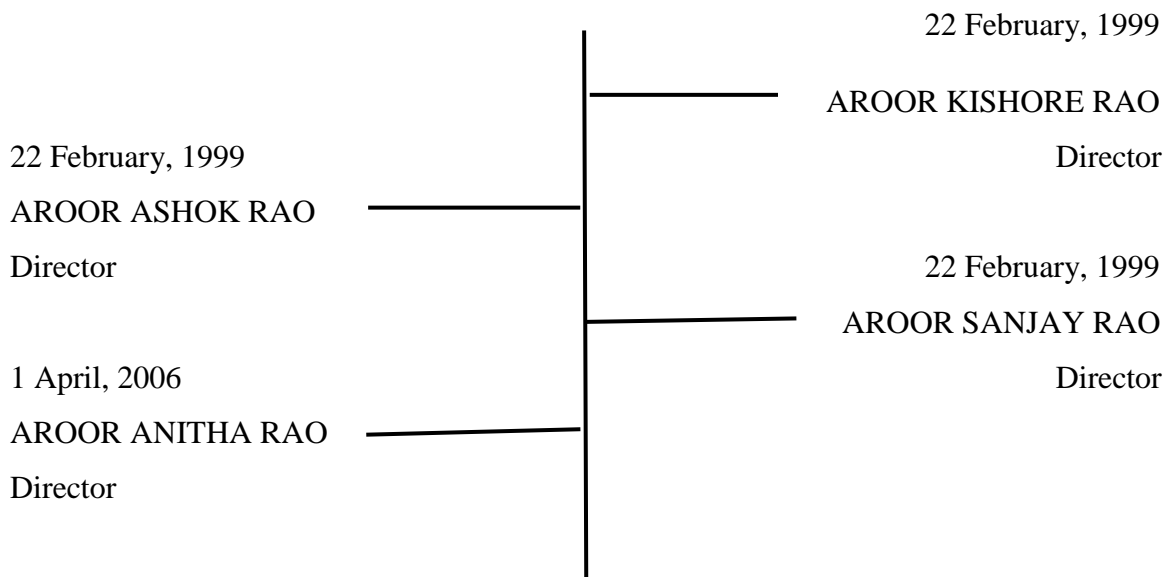
Grand Vitara XL -7 has 2.7 liter DOHC engine features zero maintenance costs and enhanced dependability.

2.6 OWNERSHIP PATTERN

There are four directors for Mandovi Motors Pvt Ltd. Aroor Kishore Rao, Aroor Ashok Rao, and Aroor Sanjay Rao, who were appointed on February 22, 1999, have served as board members the longest. For more than 23 years, they have served on the board. Aroor Anitha Rao was chosen as a director on April 1st, 2006, making her the most recent appointment.

With positions in a total of 4 firms, Aroor Kishore Rao has the most additional directorships. Through its directors, the company has connections to a total of 5 additional businesses.

Four Directors of Mondovi Motors Pvt. Ltd



Aroor Kishore Rao

Aroor Kishore Rao, director of ARVIND MOTORS INVESTMENTS AND LEASING PRIVATE LIMITED, has a DIN 00357245 registration with the Ministry of Corporate Affairs (MCA). He is Chief Executive Officer of Mandovi Motors who is seated in Kuloor branch.

Aroor Kishore Rao is a director in Supreme Auto Dealers Private Limited, Mandovi Motors Private Limited, and Arvind Motors Investments and leasing Private Limited. Arvind Motors Private Limited. Managing Director Aroor Kishore Rao's total paid-up capital in all firms where he has active positions is \$20,600,000.00.

Aroor Ashok Rao

Aroor Ashok Rao, director of MANDОВI MOTORS INVESTMENTS AND LEASING PRIVATE LIMITED, has a DIN 00357255 registration with the Ministry of Corporate Affairs (MCA). He is an Indian who lives in Bangalore, Karnataka.

Aroor Ashok Rao is now involved with three companies, including Arvind Motors Private Limited and Mandovi Motors Investments and leasing Private Limited. Ashok Rao is a managing director of Mandovi motors. Aroor Ashok Rao's total paid-up capital in all firms where he has active positions is \$18,100,000.00.

Aroor Sanjay Rao

Aroor Sanjay Rao has a Director Identification Number (DIN) of 357265 and is registered with the Ministry of Corporate Affairs (MCA). He is mentioned in four Indian corporations. Aroor Sanjay Rao was appointed the director of MANDОВI MOTORS PRIVATE LIMITED on 22-02-1999.

Aroor Anitha Rao

Aroor Anitha Rao, director of MANDОВI MOTORS PRIVATE LIMITED, has a DIN 00357268 registration with the Ministry of Corporate Affairs (MCA). She is an Indian who lives in Dakshina Kannada, Karnataka.

Aroor Anitha Rao is now connected with two companies, Mandovi Motors Private Limited and Kiran Motors Limited. Aroor Anitha Rao's total paid-up capital in all firms where she has active roles is \$19,000,000.00.

2.7 AWARDS AND ACHIVEMENTS

- Maruti top most all India awards from overall performance sales services and spare for the year 1997 from Maruti Udyog Limited and fame Gold Award for the year 1998.
- 1st dealer to set ISO certificate in automobile dealership.
- 1st to introduce mar “True value” Quality used cars in Karnataka.
- 1st automobile dealer to reach 50000 vehicles sales in south India 1997.
- Mandovi motors Maruti dealers in Karnataka connected operation on 14th June 1984 in Bangalore
- Expanded Maruti Suzuki dealership operation to Mysore in 1986 and Mangalore in 1989.
- Mandovi motors private limited over 2200 employees find awarded ISO 9001 certification in recognition of its high standard in Bangalore during 1997 subsequently in 2003 Mangalore and Mysore was awarded ISO 9001.
- Awarded diligent and promote tax player by commandance tax department of Karnataka during golden jubilee of independence in 1986 to 1992.
- Exclusive Maruti insurance division sells over 4000 policies for month.
- Best dealer in sale growth for 2008-09.
- Best dealer in Karnataka overall performance for 2008-09.

2.8 COMPETITORS

A Mondovi has a lot of competitors in a market of car dealership, there are other car dealers in the market dealing with other automobile – manufacturing company products.

Some of the competitors are:

Ford motors, Hyundai motors, Toyota motors, Mahindra and Mahindra Ltd., Fait India Pvt. Ltd. And also face competition from,

- Bimal auto
- Sagar Automobiles
- Kalyani
- Garuda
- RNS Motors
- Shruti Motors
- Pratham Motors

2.9 FUTURE GROWTH AND PROSPECTS

Due to its excellent caliber service, Mandovi motors has maintained very good customer loyalty. As of right moment, the corporation is not attempting to modify or expand how it operates. The business is attempting to implement some minor modifications, such as holiday incentives to clients and associated marketing campaigns. The growth and prospects of Mandovi Motors would depend on its ability to stay agile, adapt to changing market conditions, and meet the evolving needs of its customers.

CHAPTER - 3

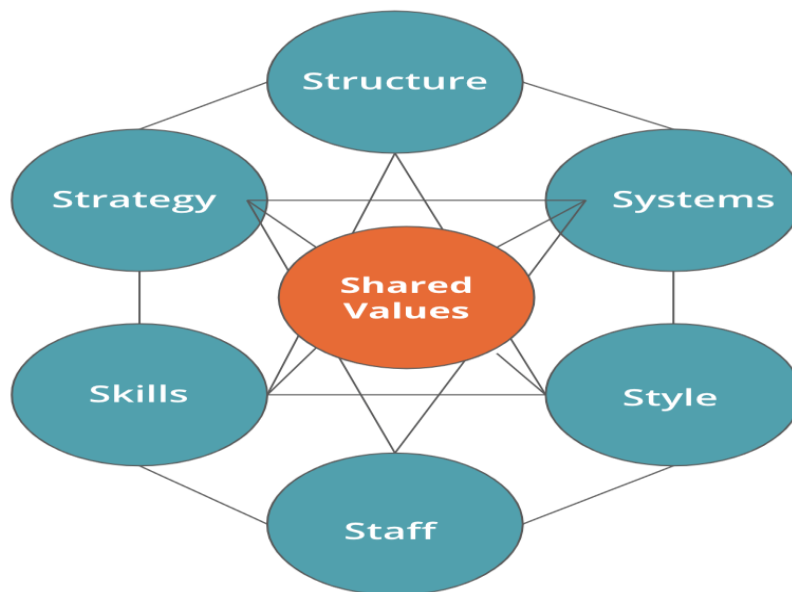
MCKENSY'S 7S FRAMEWORK AND PORTER'S FIVE FORCE MODEL

3.1 MCKINSEY'S 7S FRAMEWORK

Former McKinsey & Company consultants Tom Peters and Robert Waterman created the concept in the late 1970s. They identified seven internal components that must cooperate for a company to succeed. The components are strategy, structure, system, style, shared value, skill and staff.

The 7-S model may be applied in a number of circumstances when it is beneficial to assess how the various components of the company interact. For instance, it may assist companies in enhancing organizational performance or choosing the most effective method for carrying out a suggested approach.

The framework may be used to integrate departments and processes after a merger or acquisition, as well as to analyze the impact of any future organizational changes. The McKinsey 7-S model may be used to analyze team or project components.



1. Strategy

Strategy refers to plan of action designed to achieve a long term or overall aim of the organization. Maruti Suzuki rely on franchised dealers for virtually all new vehicles sales and for providing parts and services to the buyers. As a result, dealership performance has a significant impact on the profitability of the automaker

I. Corporate strategy

All staff members and stakeholders are informed of the strategy direction and overall business plan in a clear and concise manner. This helps the company manage performance, guide activities, and create different strategies that are in line with the corporate strategy.

II. Functional strategy

For Mandovi Motors Private Limited's strategy direction Marketing plays a crucial role in assisting businesses in directing stakeholder, employee, and staff behavior toward goal-achievement.

III. Business strategy

The company strategy establishes SMART Goals with both short- and long-term deadlines. This approach regularly takes into account changing consumer trends and demands, as well as shifting consumer market trends and consumption patterns. This is a crucial component of Mandovi Motors as it assists the company in detecting demand gaps in the consumer market and enables it to stay competitive and relevant to its target client groups.

IV. Operational strategy

Mandovi Motors is focusing on optimizing its operational processes to reduce costs and improve efficiency. This could include adopting new technologies, streamlining workflows, and reducing waste.

2. Style

Mandovi Motors is run in a cooperative manner. The business employs a participatory leadership approach, including workers in managerial and decision-making processes. This may increase corporate commitment and employee engagement. Internally, Mandovi Motors Marketing works with strong and efficient teams to accomplish tasks and achieve the company's many aims and objectives.

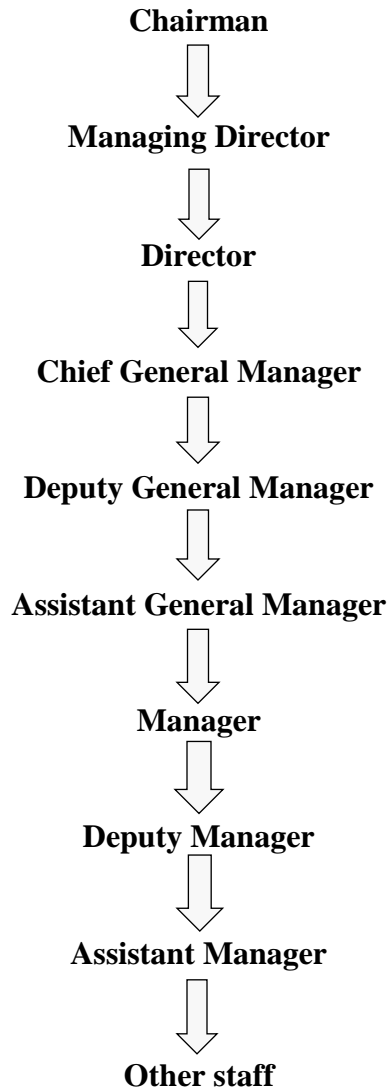
The company's management is supportive and helpful, and the leader sets a challenging but doable objective for the business to achieve. All workers may develop equitably and openly with the aid of the organizational development program and the human resource management system. As a consequence, effective teams are formed inside the business

rather than ineffective groups for various projects, along with department-specific duties and responsibilities.

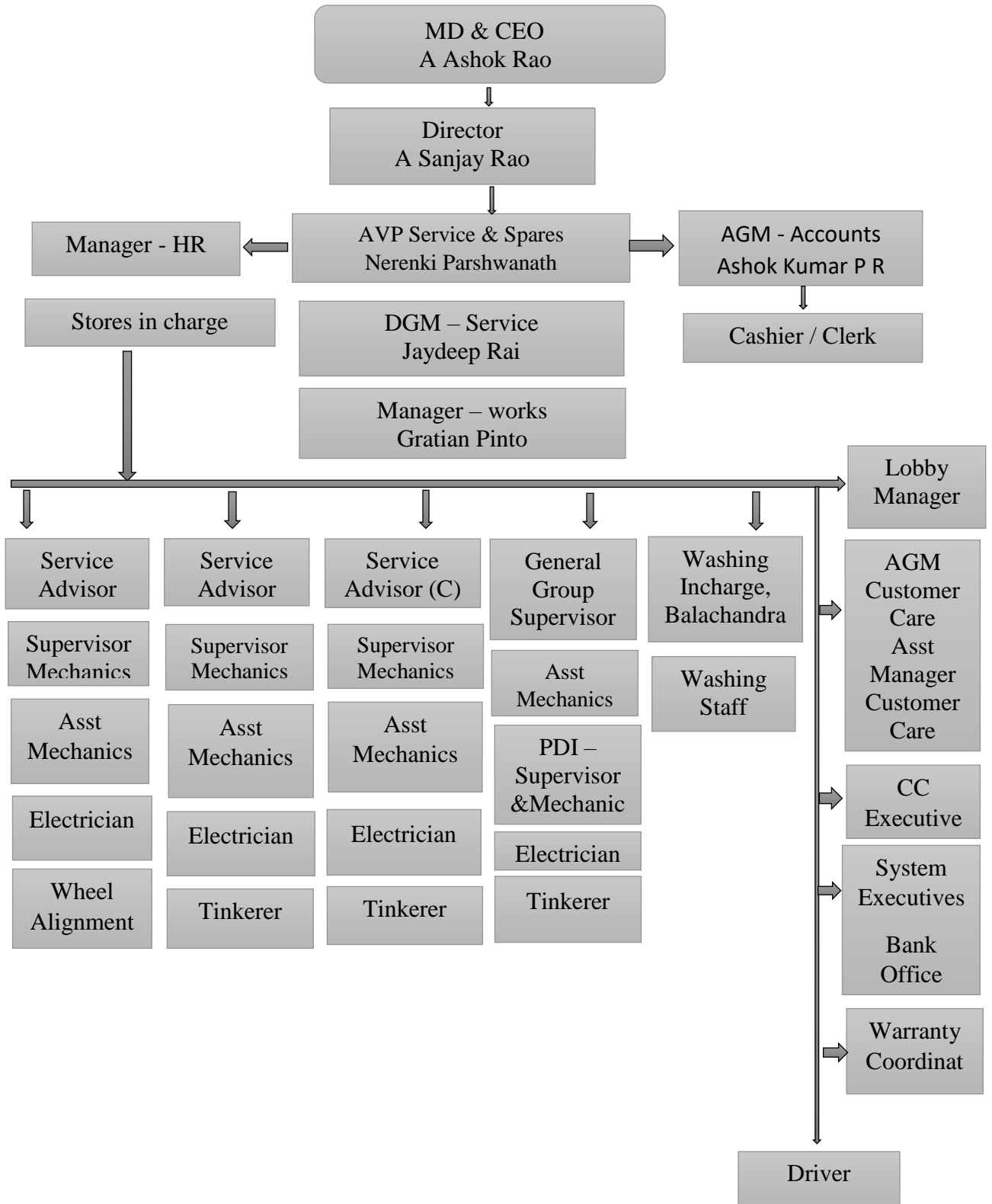
3. Structure

The company has a functional organizational structure is used to organize workers. This is the common type of organization structure where entire organization is divided into groups and departments based on their specialization. Mandovi Motors organization structure is divided into finance, marketing, human resource, service, and spares. The employees are grouped in to technicians, executives, electricians, mechanics, supervisors, and staffs.

Organization Structure



Communication Flow



4. System

In Karnataka, Mandovi Motors Maruti Suzuki has established clear-cut methods to guarantee that company operations are conducted successfully and that there are no problems or issues.

HR System

Formalities

- Joining formalities : New Members must submit without fail certain papers and details as stipulated in the offer letter/ letter of Intent. 4 passport size and 1 stamp size pictures, certificate indicating the schooling, Experience Certificates, evidence of a home address, a letter of resignation, and a salary system from prior employment certificate of good health, letter of recommendation.
- Employee Kit - The employee is provided with an employee kit to help them transition to their new jobs and quickly get familiar with how businesses operate. Some of its contents include an identity card, stationery, a code of conduct, etc.
- Compensation - Each month's salary is paid on or before the seventh. The letter of appointment includes a brief explanation of pay divisions. Breakups have been included to the Letter of Appointment/Letter of Intent in order to provide the employee with information regarding his or her pay system. The only way to take a leave of absence is with authorization. Only after confirmation and one year of employment may an employee use their 18 days of earned leave and 12 days of CL.
- Identity cards - which are given to all workers and are valid for three years, in case Identity card losses must be notified to the HR Department.
- Probation - Each new hire is placed on probation for a least of 10 months and a maximum of 2 years.
- Dress Code - According to corporate policies, every confirmed employee is given a uniform that must be worn starting in the third month of employment.
- Transfer Policy - Management decisions on staff transfers are made based on business requirements - Due to business needs, employees may be transferred to any

branch or department of M/s Mandovi Motors Pvt. Ltd, anywhere in Karnataka, as well as to its sister companies if necessary

- Communication - is based on the following principles in the organization:
 1. Meetings held daily, weekly, or monthly
 2. Display Board
 3. Letter
 4. Mail and Telephones
 5. Mandovi Happening, a workplace publication.
- Employee Welfare
 - Birthday celebrations at work - Employee birthdays are honoured on a certain day of the corresponding month at various units.
 - Suggestion scheme - Each unit has a suggestion box. Here, the employee can offer suggestions that will be considered by a panel of judges, who will then confirm and award them appropriately.
 - Mandovi Annual Day is observed annually in all locations to honour and thank the staff for coming together as a family. We evaluate our own performance and recognize the top contributors for the whole year.
 - Festival advance/Salary advance & Loans - Given to confirmed workers once every fiscal year based on specific requirements, and paid back via EMI for a specific number of months.
 - Children of confirmed employees who achieve academically receive a merit reward for their parents' work (X & XII standards). If both parents are Mandovi employees, only one of them may be eligible to receive this prize because it only applies to one kid each year.
 - Accident Insurance (Nagarika Suraksha): This policy provides coverage for unexpected events, particularly accidents that may happen inside or outside of the firm.
 - Group Mediclaim policy (HUM-TUM): Plan for employees and their dependents in which an employee must pay 50% of the premium and the management will cover the remaining 50% if the employee's salary is less than

Rs. 21,000 and 30% of the premium and the management will cover the remaining 70% if the employee's salary is greater than Rs.21,000.

- Performance-based incentive system: Top Performers in various categories are occasionally recognized and given rewards. This prize comes with a certificate or memento, and MD personally presents it.
 - Quarterly internal magazine: Mandovi Happening - Mandovi happening is a quarterly magazine published internally that provides information on events both inside and outside of Mandovi. A project by the HR department that involves the whole Mandovi and serves as a channel for contact with its relatives.
 - Counseling - this service is provided to specific workers who have been nominated by their departmental head or the HR Manager. The HR Manager can also be approached freely by employees, and everything is held in strict confidence.
 - Gratuity: This is permitted by law. An employee is qualified for a gratuity if they have 5 years of continuous employment with the company.
 - Handling grievances - The HR Manager handles grievances in accordance with a set of specified procedures, and a grievance handling cell is established to assist the aggrieved as soon as possible. The same report should be given to the CEO with observations.
- System for Performance Management

It is a technique for accurately assessing employee performance in order to provide for adequate advancement in terms of duties, positions, and pay. A promotion, increase, or prize will be granted in a proper manner based on his or her accomplishment. It reveals areas that need development, makes training easier, boosts performance, and increases management system openness. Mandovi PMS conducts both half-yearly and annual reviews.

- Key Results Attributes Critical areas are those where an individual is required to perform in accordance with established goals. Core job duties such as sales, service, true value, and insurance are quantified and reviewed by the department head, direct

supervisor, and human resources manager. Their direct supervisor evaluates the other supporting personnel.

- Exit interviews are conducted with workers who retire or leave the firm. The employee must complete the Exit Interview Form in order to learn the details of the separation and get recommendations for improvement. Additionally, the relevant department heads' signatures on the no-due form must be provided to the HR Manager.
- Employees receive training to improve their performance and efficiency on the job, to stay current with new technology and market conditions, and to retain the present workforce. Basically, there are two types of training offered:
 - On the Job Training - This is training that is organized internally by corporate employees with expertise as trainers on a variety of topics linked to work skills and improving employee performance.
 - MSIL Training - MSIL provides many types of external training to its employees in the sales, service, and POC departments.Every employee selected for the training must attend it and have the training card approved by the relevant trainer; otherwise, they risk facing the appropriate disciplinary measures. Employees should arrive to the training location 15 minutes early, either in formal attire or in uniform.
- Customizing the human resources division - Ensure that HR receive, read, and send the acknowledged copy of your appointment letter. This covers the laws and rules in general. Employees have two options for communication: your departmental head and the HR Department. It is beneficial to share issues with HR Manager or Head.

5. Shared Value

The core values of Mandovi Motors Private Limited Marketing are created and communicated in order to create an innovative and encouraging organizational structure that will aid employees in performing tasks successfully while also raising their motivation and organizational commitment. The fundamental tenets of Mandovi Motors

Private Limited Marketing include, but are not limited to, originality, honesty, transparency, accountability, trust, and quality.

Mandovi Motors Private Limited Marketing makes sure that all job responsibilities and functions are in line with the core principles of the business. This suggests that Mandovi Motors would adhere to its fundamental beliefs in all of its activities, processes, and strategic choices. The company will continue to make sure that all change management techniques and processes incorporate the core values in the case of organizational change, guaranteeing that the organizational culture is continuously protected and, if required, methodically changed.

6. Staff

A significant number of workers are engaged by Mandovi Motors Private Limited in Karnataka. Depending on the need and the required skill levels, employees are employed both within and outside for various job tasks and positions. This indicates that Mandovi Motors has employees that possess the necessary skills for their professions and job functions. All staff members receive internal training to help them become familiar with the business and its core principles. For skill level improvement, external training is offered in addition to internal training. There are 3000 employees working in Mandovi motors all over Karnataka.

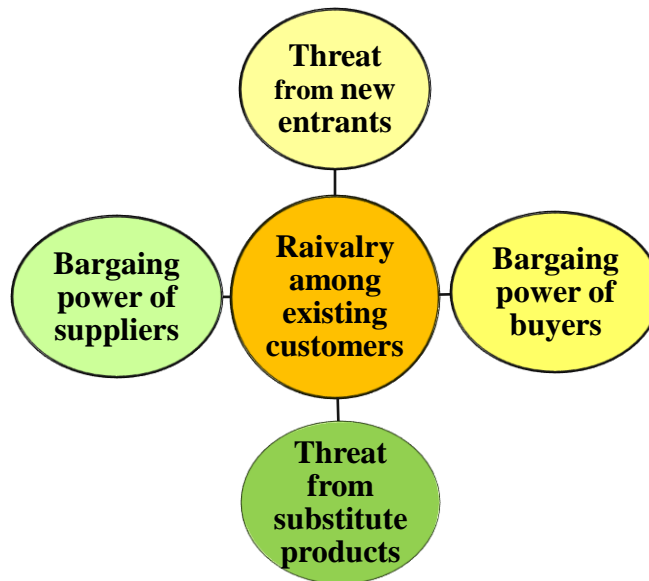
7. Skills

Mandovi Motors has a solid staff that possesses remarkable skills and competencies. All employees are chosen based on their qualifications and talents. In order to promote growth and development, it takes pleasure in hiring and fostering the best personnel. The organization places a high importance on the talents and competencies of its employees.

The human resources of the organization are one of its main competitive advantages. At Mandovi Motors, employee skills are developed specifically for work positions and requirements.

3.2 PORTERS FIVE FORCE MODEL

The strategy field underwent a revolution as a result of the views first put out by Michael Porter in his seminal 1979 Harvard Corporate Review essay. These insights still influence business practice and academic thought today. Companies may determine which sectors to compete in, how trends will effect industry competition, how appealing an industry is to them, and how to position themselves for success by using a Five Forces study.



FORCES	ANALYSIS	REASON
Bargaining power of suppliers	Low	<ul style="list-style-type: none">• High supplier switching costs• High importance of supplier's input• Low number of suppliers• The importance of sales volume to supplier's• low availability of substitute's• high threat of supplier's forward integration

		<ul style="list-style-type: none"> • low threat of industry's backward integration presence of substitute • Switching cost of suppliers is high.
Bargaining power of buyers	High	<ul style="list-style-type: none"> • Large number of options available. • Well informed customers. • High number of competing products. • High importance of buyers purchases volume. • High knowledge of cost structure. • High product differentiation • Buyers get incentive in the forms of cost discount • Better after sales services.
Threat from new entrants	Low	<ul style="list-style-type: none"> • Low economies of scale • Low capital requirements • The high access to distribution channel • Low learning curve high level of pro-competition government policy high expectation of retaliation from existing firms • Government policies • Asset specificity • Patent and proprietary knowledge.
Threat from substitutes	Medium to high	<ul style="list-style-type: none"> • Highly availability of substitutes • Low substitutes switching costs

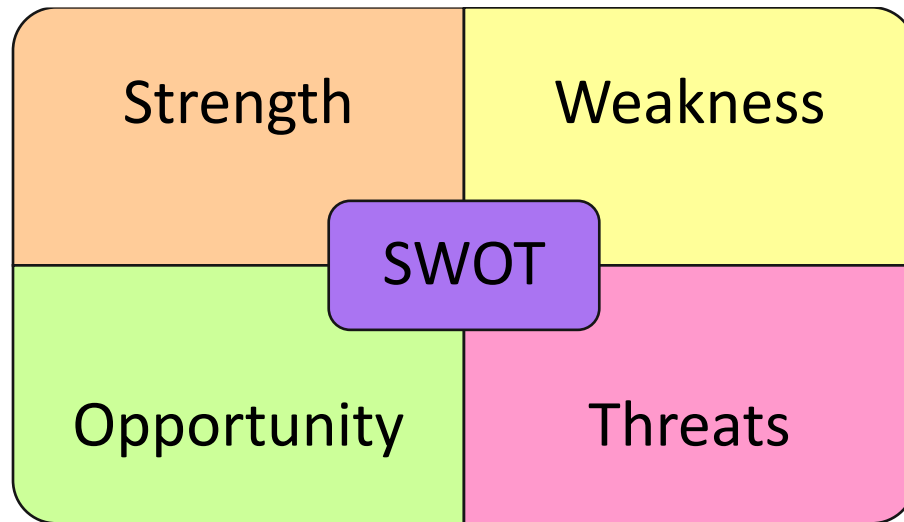
		<ul style="list-style-type: none"> • Strong players better technology
Competitive rivalry	High	<p>Competitive rivalry is a gauge of how strongly existing companies compete with one another. Intense competition can reduce profitability and encourage price reductions, higher advertising costs, or investments in service/product innovation and development.</p> <p>Many dealers like Bimal Auto, Sagar Automobiles, RNS Motors, Shruti Motors and are the competitors of Mandovi are the competitors.</p>

CHAPTER – 4

SWOT ANALYSIS

3. SWOT ANALYSIS

An organization's strengths, weaknesses, opportunities, and threats may be identified and analyzed using the SWOT analysis framework. The main objective of a SWOT analysis is to raise awareness of the variables that influence company decisions or the formulation of business strategies. Using a SWOT analysis, a person or organization may determine their strengths, weaknesses, opportunities, and threats in relation to project planning or competitive business environments.



Strength

- **Fully upgraded workshop with well-equipped machinery and tools.**

The service center is fully vast with well maintained service equipment's. The service area consists of separate lounge for vehicle customers. The pickup and delivery of vehicle services are also available. So Mandovi motors has been one of the best dealers in Mangalore.

- **The promoters have substantial industrial expertise.**

The promoters have more than 50 years of combined expertise in the automotive distributorship industry. The promoters are also in charge of other businesses, among them the important Tata motors dealer Arvind motors Pvt. Ltd.

- **Effective and efficient management.**

The organization has a highly skilled senior employees. There is a good team work and management of work by the employees which helped the organization to be the dealers.

- **long-term partnership with MSIL**

Since 1984, the business has been an authorized dealer of new and secondhand MSIL passenger vehicles in Karnataka. It was one of the first companies to sell MSIL vehicles.

- **There are several automobile servicing stations.**

The service stations of Mandovi motors are located in various places like in Surathkal, Pane Mangalore, Yeyyadi, Adyar, in Mangalore regions. And in Bangalore Mysore regions where customers can visit the service stations which is very near to them.

Weakness

- **Decreased Operating Margin Due to Increased Competition**

MILS has been under pressure to reduce expenses, particularly dealer commissions, in order to increase penetration and sales as a result of policies of other passenger car manufacturers. Dealers must thus frequently update their premises and service centers, which comes at a high cost given the low profitability.

- **To employee committed and permanent working for the company.**

The new employees joining the company will leave the company within the short span. The company has not been able to meet the requirements and have proper commitments with the employees.

- **To meet the requirements of customers at right time.**

Sometimes the company has been failed to reach the customer requirement. There are many complaints regarding the services offered by the company or the facilities offer to customers in the customer lounge.

- **The company needs to be operated under the guideline of Maruti Suzuki.**

As Mondovi motors is dealer for Maruti Suzuki it needs to operate under the guideline given by the Maruti Suzuki. Sometimes company may get less dealership commission but the company needs manage the expenses while updating services centers.

Opportunities

- **The middle- income group of people are targeted**

The marketplace has changed. When they offered automobiles to the middle class in India throughout the 1990s, Maruti was an immediate success. Nowadays, safety is valued. Customers are willing to spend 2 lacks more to purchase 4* and 5* rated vehicles. More people take road vacations now than they did ten years ago. Everyone wants to travel with their family in more safety and comfort. Tata received the Altroz turbo when Hyundai purchased the N-Line, and Maruti received the Swift Sports. Mandovi has everything prepared, including service centres in all feasible locations, the resale market, and the brand value. It must obtain the proper product at the proper moment.

- Innovation used in cars will lead to increase in sales.
- Attracting youth

Threats

- The increase in petrol and diesel prices will naturally put down the spirits of a positive automobile buyer.
- **Intense competition**
The Indian automotive industry is highly competitive, and Mandovi Faces intence competition from other dealerships and online marketplaces.
- **Economic uncertainty.**
Economic uncertainty could impact cosumer spending on automobiles, which could impact Mandovi motors revenue.

CHAPTER – 5

FINANCIAL STATEMENTS

Financial statements are documents that describe a company's operations and financial performance. Government organizations, accounting companies, etc. frequently audit financial accounts to guarantee accuracy and for tax, financing, or investment purposes. The balance sheet, income statement, statement of cash flow, and statement of changes in equity are the four basic financial statements for for-profit entities. A comparable but distinct set of financial statements is used by nonprofit organizations.

BALANCE SHEET

An organization's assets, liabilities, and owner equity as of any given date are listed on a balance sheet. Usually, a balance sheet is created at the conclusion of certain periods (e.g., every quarter; annually). In a balance sheet, there are two columns. The company's assets are shown in the column on the left.

Table no 5.2: Balance Sheet of Mandovi Motors Private Limited

Balance Sheet of Mandovi Motors Pvt. Ltd (in Rs. Cr)	March 22 12 month	Mar 21 12 month	Mar 20 12 month	Mar 19 12 month	Mar 18 12 month
Equities and liabilities shareholders fund					
Equity share capital	151.00	151.00	151.00	151.00	151.00
Total share capital	151.00	151.00	151.00	151.00	151.00
Reserve and surplus	51215.80	48286.00	45990.50	41606.30	36280.10
Total reserve and surplus	51215.80	48286.00	45990.50	41606.30	36280.10
Total shareholders fund	51366.80	48437.00	46141.50	41757.30	36431.10
Non – current liabilities					
Long term borrowings	0.00	0.00	0.00	0.00	0.00
Deferred tax liabilities (net)	384.70	598.40	564.00	558.90	466.20

Other long term liabilities	2164.50	2170.30	2036.50	1585.30	1105.00
Long term provisions	44.70	51.60	39.50	26.50	21.90
Total non-current liabilities	2593.90	2820.30	2640.00	2170.70	1593.10
Current liabilities					
Short term borrowings	488.80	106.30	149.60	110.80	483.60
Trade payable	10161.70	7494.10	9633.00	10497.00	8367.30
Other current liabilities	4714.60	3014.80	3743.30	4274.30	3926.50
Short term provisions	741.60	679.60	624.40	560.00	449.00
Total current liabilities	16106.70	11294.80	14150.30	15442.10	13226.40
Total capital and liabilities	70067.40	62552.10	62931.80	59370.10	51250.60
Assets					
Noncurrent assets					
Tangible assets	14735.80	15374.50	14956.70	13047.30	12919.70
Intangible assets	224.20	335.80	451.10	311.70	373.00
Capital work-in-progress	1192.30	1337.40	1600.10	2125.90	1252.30
Other assets	0.00	0.00	0.00	0.00	0.00
Fixed assets	16446.80	17118.60	17007.90	15484.90	14545.00
Noncurrent investment	33371.00	35248.80	31469.50	34072.90	26302.20
Deferred tax assets(net)	0.00	0.00	0.00	0.00	0.00
Long term loan and advance	0.20	0.20	0.20	0.20	0.30
Other noncurrent assets	1722.70	1757.10	2092.60	1890.70	1626.90
Total non-current assets	51540.70	54124.70	50570.20	51448.70	42474.40
Current assets					
Current investment	8415.70	1218.80	5045.00	1217.30	2178.80
Inventories	3050.00	3214.90	3214.90	3160.80	3262.20
Trade receivable	1276.60	1974.90	2310.40	1461.80	1199.20

Cash and cash equivalents	3036.40	21.10	178.90	71.10	13.80
Short term loans and advance	23.00	16.90	16.00	3.00	2.50
Other current assets	2725.00	1980.80	1485.10	2007.40	2119.70
Total current assets	18526.70	8427.40	12361.60	7921.40	8776.20
Total assets	70067.40	62552.10	62931.80	59370.10	51250.60
Other additional information contingent liabilities, commitments					
Contingent liabilities	15502.20	12955.50	12090.30	10181.20	9642.10
CIF VALUE OF IMPORTS					
Raw materials	2875.00	2487.60	4396.90	3887.90	375.40
Stores, spares and loose tools	475.30	64.00	58.50	66.10	20.10
trade/other goods	475.30	64.00	58.50	66.10	20.10
Capital goods	672.10	917.30	1331.20	678.30	1481.80
Expenditure in foreign exchange					
Expenditure in foreign currency	7855.00	9099.00	12802.70	3872.50	0.00
Remittances in foreign currencies for dividends					
Dividend remittance in foreign currency	-	-	-	-	-

Earning in foreign exchange					
FOB value of goods					
Other earnings	4585.70	5424.60	5218.60	5455.90	-
Bonus details					
Bonus equity share capital					
Non-current investments					
Non-current investments Quoted Market Value	1132.30	84.30	1077.30	337.60	329.00
Non-current investments Quoted Market Value	32422.40	34775.70	30609.10	33041.90	25606.20
Current investments					
Non-current investments Quoted Market Value					
Non-current investments Quoted book Value	8415.70	1218.80	5045.50	1217.30	2178.80

PROFIT AND LOSS STATEMENT

A financial report called a profit and loss statement, also known as an income statement or a P and L statement, displays a company's net income by deducting all costs and expenses from all income and revenue.

Table no 5.1: Profit and Loss Statement of Mandovi Motors Private Limited

P/L A/C OF MANDOVI MOTORS (IN RS CR)	MAR 22	MAR 21	MAR 20	MAR 19	MAR 18
INCOME					
Revenue from operation(gross)	66,562.10	71,690.40	83,026.50	80,336.50	76,140.80

Less: Excise/Service Tax/Other Levies	0.00	0.00	0.00	2,231.70	9,231.40
REVENUE FROM OPERATIONS [NET]	66,562.10	71,690.40	83,026.50	78,104.80	66,909.40
TOTAL OPERATING REVENUES	70,332.50	75,610.60	86,020.30	79,762.70	68,034.80
Other income	2,946.40	3,420.80	2,561.00	2,045.50	2,300.10
Total revenue	73,278.90	79,031.40	88,581.30	81,808.20	70,334.90
Expenses					
Cost Of Materials Consumed	33,296.90	34,636.60	45,023.90	44,941.30	42,629.60
Operating And Direct Expenses	0.00	0.00	0.00	0.00	0.00
Changes In Inventories Of FG,WIP And Stock-In Trade	273.10	-238.10	210.80	40.70	-380.10
Employee benefit expenses	3,402.90	3,383.90	3,254.90	2,833.80	2,331.00
Finance Costs	100.80	132.90	75.80	345.70	89.40
Depreciation And Amortization Expenses	3,031.50	3,525.70	3,018.90	2,757.90	2,602.10
Other Expenses	10,839.90	11,889.20	11,634.00	9,991.50	8,724.10
TOTAL EXPENSES	68,119.50	71,966.60	78,115.70	70,804.80	60,374.60
PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY ITEMS AND TAX	5,159.40	7,064.80	10,465.60	11,003.40	9,960.30
Exceptional Items	0.00	0.00	0.00	0.00	0.00

PROFIT/LOSS BEFORE TAX	5,159.40	7,064.80	10,465.60	11,003.40	9,960.30
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CASHFLOW STATEMENT

Table no. 5.3: Cashflow Statement of Mandovi Motors Private Limited

Cashflow Statement of Mandovi Motors	Mar 22	Mar 21	Mar 20	Mar 19	Mar 18
	12 months	12 months	12 months	12 months	12 months
Net profit or loss before extraordinary items	4,582.30	5159.40	7064.80	10465.60	11003.40
Net cash flow from operating activities	1791.20	8838.80	3405.10	6593.20	11785.00
Net Cash Used In Investing Activities	-189.00	-7,283.90	-463.90	-3,538.30	-8,282.10
Net Cash Used From Financing Activities	-1,602.50	-1,540.80	-3,100.00	-2,947.80	-3,446.00
Foreign Exchange Gains / Losses	0.00	0.00	0.00	0.00	0.00
Adjustments On Amalgamation Merger Demerger Others	0.00	0.00	0.00	0.00	0.00
NET INC/DEC IN CASH AND CASH EQUIVALENTS	-0.30	14.10	-158.80	107.10	56.90
Cash And Cash Equivalents Begin of Year	32.30	18.20	177.00	69.90	13.00
Cash And Cash Equivalents End Of Year	32.00	32.30	18.20	177.00	69.90

LIQUIDITY RATIO

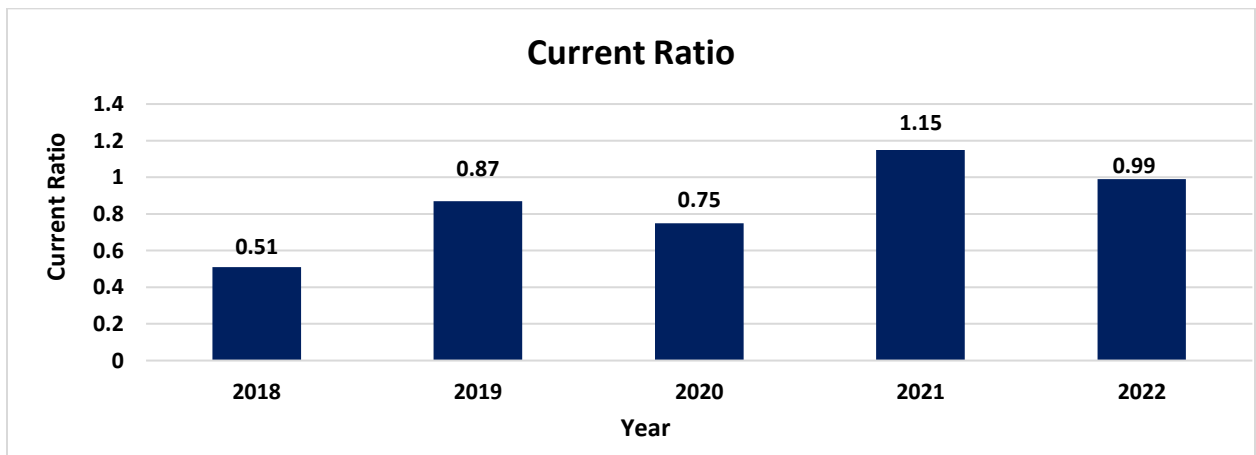
Current Ratio: Current ratio is a liquidity ratio that measures the company's ability to pay short term obligations or those due within one year. Current ratio is the difference between current asset and current liability. Current assets include cash, accounts receivable, inventory, and other current assets. Current liabilities include accounts payable, wages, taxes payable, short- term debts, and the current portion of long term debts.

Current ratio = total current assets / total current liability

Table no. 5.4: Current Ratio

Year	2022	2021	2020	2019	2018
Current Ratio	0.99	1.15	0.75	0.87	0.51

Chart no 5.1: Current Ratio



Interpretation: We can see that the company's current ratio has fluctuated over the years, but generally indicates that the company may have difficulty paying its short-term obligations with its current assets. A current ratio of less than 1 may suggest that the company does not have sufficient current assets to cover its current liabilities. However, it's important to look at other financial ratios and factors in order to fully evaluate a company's financial health.

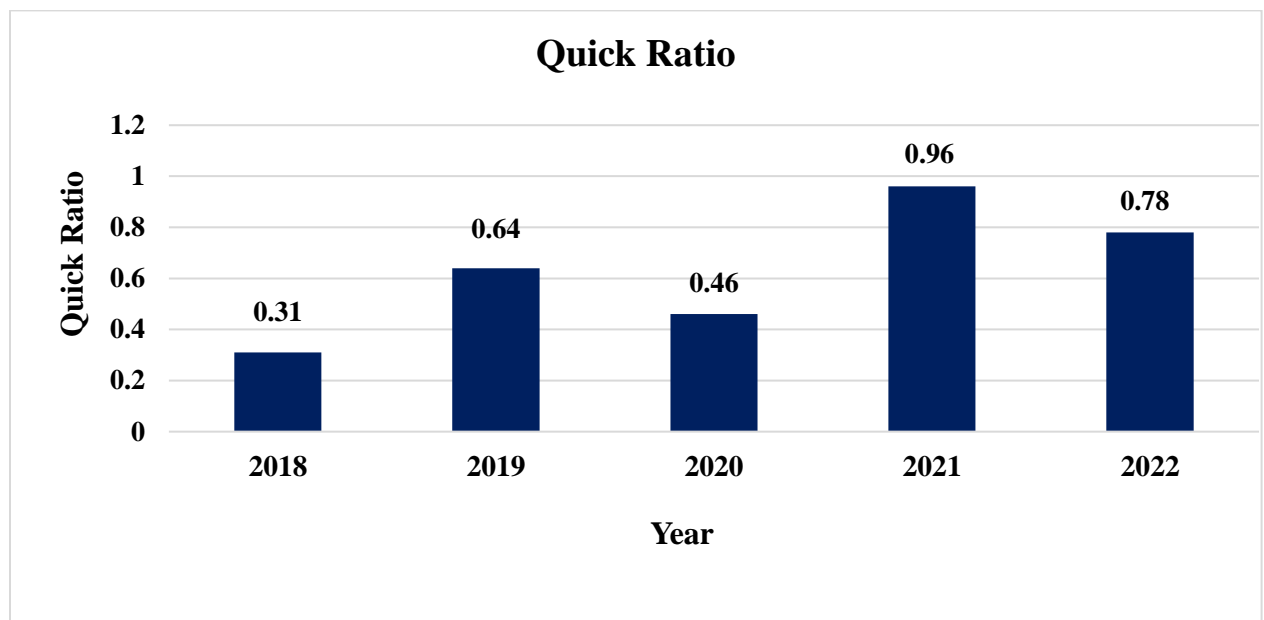
Quick Ratio: The quick ratio assesses a company's capacity to satisfy its short-term commitments using its most liquid assets and serves as an indicator of its short-term liquidity situation.

Quick ratio = $\frac{\text{Current Assets} - \text{Inventory}}{\text{Current Liabilities}}$

Table no. 5.5: Quick Ratio

Year	2022	2021	2020	2019	2018
Quick Ratio	0.78	0.96	0.46	0.64	0.31

Chart no. 5.2: Quick Ratio



Interpretation: The trend in the quick ratio over the past five years indicates that the company's ability to meet its short-term obligations with its most liquid assets has been declining. A higher quick ratio is generally considered better, as it suggests that the company has more current assets available to pay off its current liabilities.

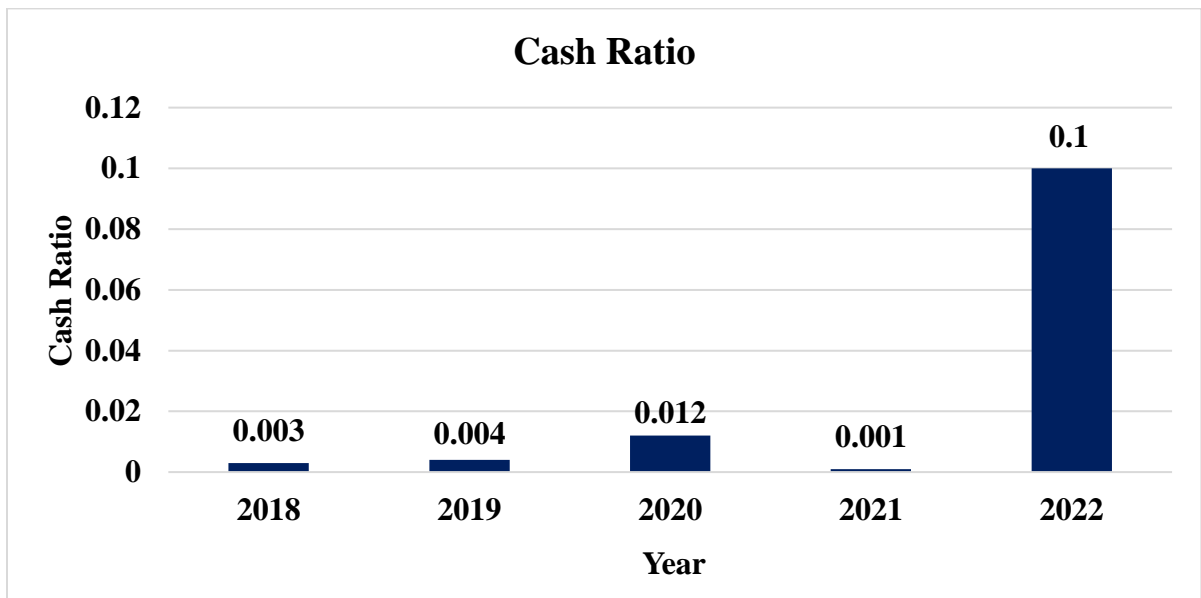
Cash Ratio: The cash ratio is a financial ratio that measures a company's ability to meet its short-term obligations with its cash and cash equivalents. It is calculated by dividing the sum of cash and cash equivalents by the total current liabilities.

$$\text{Cash Ratio} = (\text{Cash and Cash Equivalents}) / \text{Current Liabilities}$$

Table no. 5.6: Cash Ratio

Year	2022	2021	2020	2019	2018
Cash ratio	0.1	0.001	0.012	0.004	0.003

Chart no. 5.3: Cash Ratio



Interpretation: The trend in the cash ratio over the past five years indicates that the company's ability to meet its short-term obligations with its cash and cash equivalents has been volatile. A higher cash ratio is generally considered better, as it suggests that the company has more cash available to pay off its current liabilities.

TURNOVER RATIO

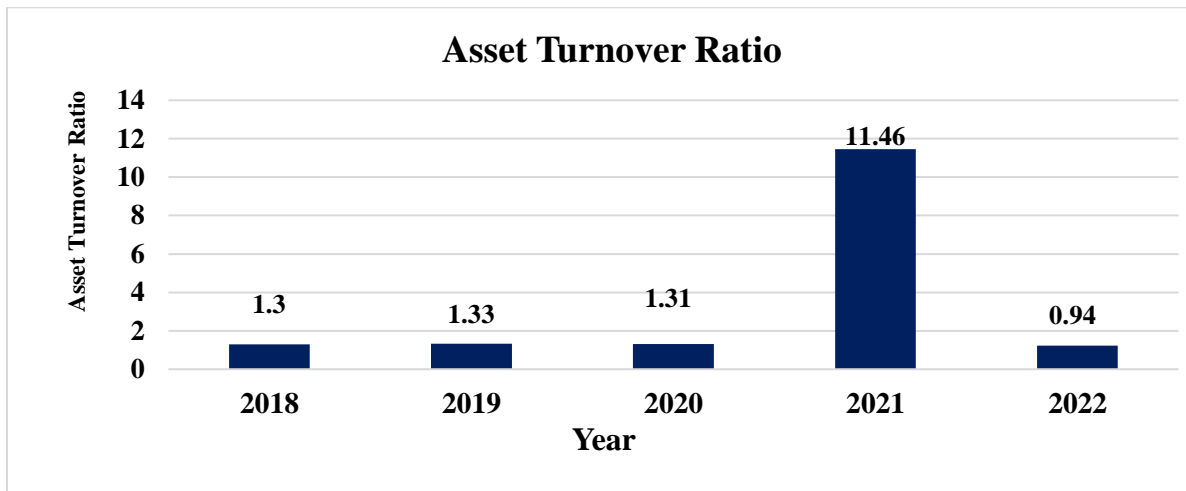
Asset Turnover Ratio: Is the ratio of the value of a company's sales or revenue generated relative to the value of its asset. The asset turnover ratio can often be used as an indicator of the efficiency with which is developing its asset in generating revenue.

Asset turnover ratio = Net sales / Average total assets

Table no. 5.7: Asset Turnover Ratio

Year	2022	2021	2020	2019	2018
Asset Turnover Ratio	0.94	11.46	1.31	1.33	1.30

Chat no. 5.4: Asset Turnover Ratio



Interpretation: Looking at the table you provided, we can see that the asset turnover ratio for the company has fluctuated over the past five years. In 2022, the ratio was 0.94, which indicates that the company generated 0.94 in revenue for every 1 of assets it owned. This suggests that the company may not be using its assets as efficiently as it could be.

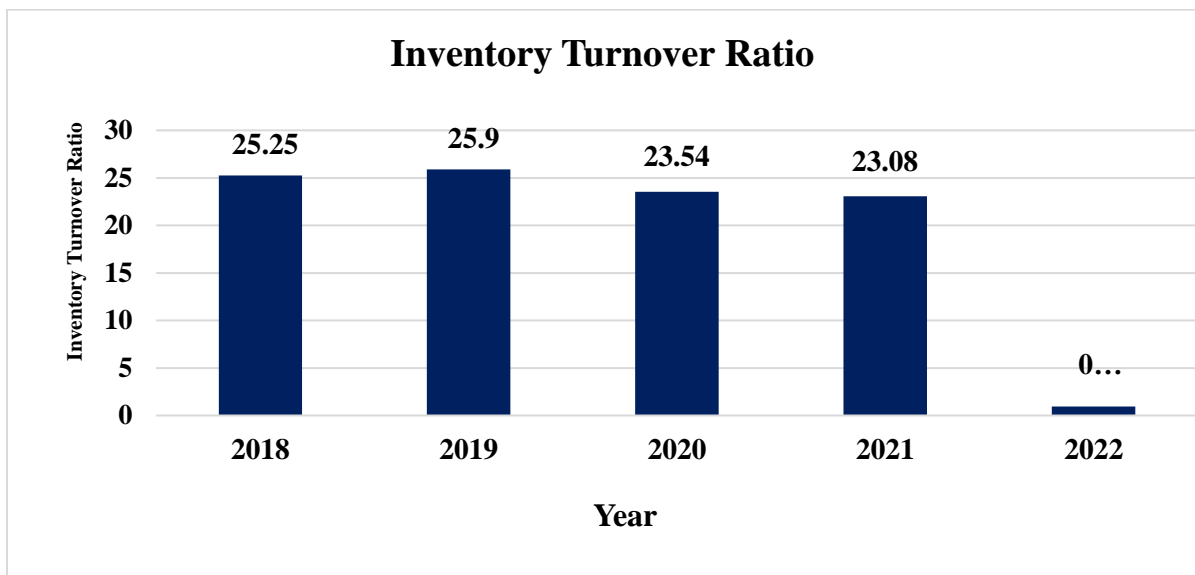
Inventory turnover ratio: The inventory turnover ratio is the number of times a company has sold and replenished its inventory over a specific amount of time. The formula can also be used to calculate the number of days it will take to sell the inventory on hand.

Inventory turnover ratio = cost of goods sold/ average inventories

Table no. 5.8: Inventory Turnover Ratio

Year	2022	2021	2020	2019	2018
Inventory Turnover Ratio	12.70	23.08	23.54	25.90	25.25

Chart no 5.5: Inventory Turnover Ratio



Interpretation: In the above graph we can see that the inventory turnover ratio for the company has fluctuated over the past five years. In 2022, the ratio was 12.70, which suggests that the company sold and replaced its inventory 12.70 times during the year. This indicates that the company is managing its inventory fairly well

SOLVENCY RATIO

Potential business lenders frequently utilize a solvency ratio as a significant indicator of a company's capacity to repay its long-term debt. A company's financial health may be assessed by looking at its solvency ratio, which determines if its cash flow is sufficient to cover its long-term obligations.

Proprietary Ratio

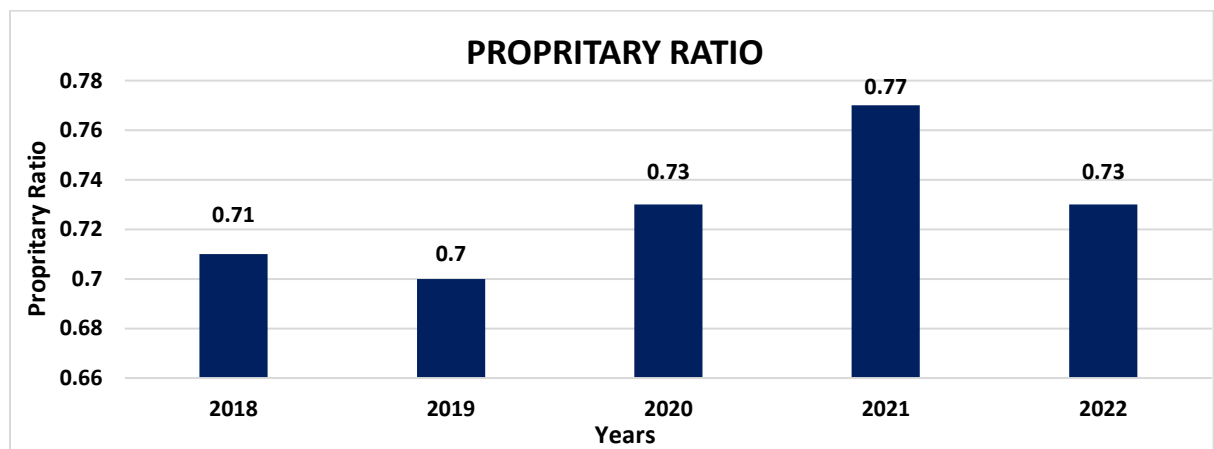
A sort of solvency ratio called a proprietary ratio is helpful for figuring out how much shareholders or business owners contribute to the overall assets of the company. It is sometimes referred to as the net worth ratio, shareholder equity ratio, or equity ratio.

Proprietary Ratio = Shareholders Fund / Total Assets

Table no. 5.9: Proprietary Ratio

Year	2022	2021	2020	2019	2018
Proprietary Ratio	0.73	0.77	0.73	0.70	0.71

Chart no. 5.6: Proprietary Ratio



Interpretation: We can see that the company's Proprietary Ratio has remained relatively stable over the years, with only minor fluctuations. A higher Proprietary Ratio indicates that a greater proportion of the company's assets are financed by its owners' equity, which can be a positive sign of financial stability and security.

PROFITABILITY RATIO

A type of accounting ratio called a profitability ratio helps in assessing the company's financial success at the closure of an accounting period. Profitability ratios demonstrate a business's capacity to generate profits from its activities.

Net Profit Ratio

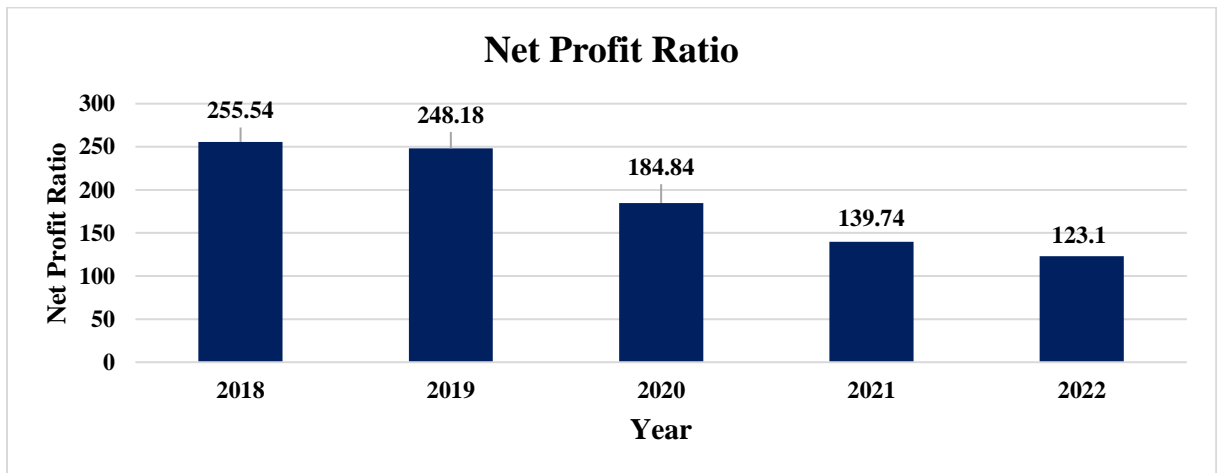
The Net Profit Ratio, also known as the Net Profit Margin, measures the percentage of net profit a company earns from its total revenue.

$$\text{Net Profit Ratio} = \text{Net Profit} / \text{Sales} * 100$$

Table no. 5.10: Net Profit Ratio

Year	2022	2021	2020	2019	2018
Net Profit Ratio	123.10	139.74	184.80	248.18	255.54

Chart no. 5.7: Net Profit Ratio



Interpretation: In the above graph we can see that the net profit ratio for the company has also fluctuated over the past five years. In 2022, the net profit ratio was 123.10%, which suggests that the company's net profit exceeded its revenue during that year. This could be due to various factors, such as significant one-time gains or a decrease in expenses.

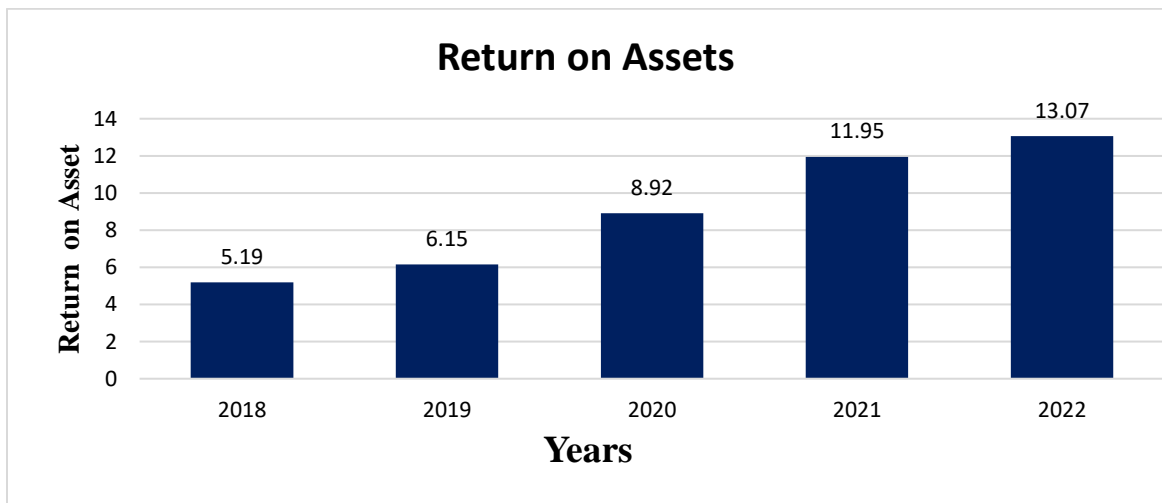
Return on assets ratio: Return on Assets (ROA) is a type of return on investment (ROI) metric that measures the profitability of a business in relation to its total assets. This ratio indicates how well a company is performing by comparing the profit (net income) it's generating to the capital it's invested in assets.

$$\text{Return on Assets Ratio} = \text{Net Profit} / \text{Total Asset} * 100$$

Table no. 5.11: Return on Assets Ratio

Year	2022	2021	2020	2019	2018
Asset Turnover Ratio	13.07	11.95	8.92	6.15	4.3

Chart no. 5.8: Return on Assets Ratio



Interpretation: The above graph shows the increase in the Return on asset. While comparing 5 years the graph shows the continuous increase from 2018 to 2022 which means the company's Asset Turnover Ratio has increased over the years, which suggests that the company is utilizing its assets more efficiently to generate revenue.

Chapter – 6

Learning Experience

Learning Experience

My internship learning experience has been a great in Mandovi Motors Pvt. Ltd. The 4 weeks of my internship have been very instructive for me. The work assigned during the internship made me learn many new things. Working under Mr. Shivaprasad has been a great experience. The classes where conducted by them about joining formalities, ESI and EPF gave me much informations about human resource activities. The induction program conducted by HR made me to understand more about the organization.

Working in job fair conducted by the organization gave me lot of information about interview process. The DGM Mr. Jaideep was very supportive throughout the internship. The classes conducted by him about corporate identity was very informative. The information given by Yogitha, Relationship Manager - NEXA about products was very helpful.

The staffs in the organization where very helpful and never made me to feel like an intern. Everybody was so supportive and guided me throughout the internship.

CONCLUSION

The primary aim of this organizational study is to gain practical knowledge about company's functions. The study helped in leaning company's culture and how it works. The Mandovi motors private limited is the top dealership company which has high profit ratio and has maintained a good brand loyalty among the customers. The company is lacking behind in retaining its employees due to the low salary where it need to take counter actions.

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