

ORGANIZATION STUDY REPORT ON

“SKF ELIXER INDIA PRIVATE LTD”

Submitted by

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSIT, BELAGAVI

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



MASTER OF BUSINESS ADMINISTRATION

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SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

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DECLARATION

I here by declare that this Internship titled “SKF India Private Ltd” submitted by me to the Department of Management, Visveswaraya Technological University in partial fulfillment of requirement of MBA Programme is a bonafide work carried by me under the guidance of Dr. Vishnu Prasanna, Professor, Alva’s 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.

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ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this organization 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 deep sense of thanks to my Internal guide,

Dr. Vishnu Prasanna, Professor of MBA department for constant support and encouragement to carry out my report successfully without much difficulty. And I express my sincere gratitude to my External HR guide Teena, skf elixer India private ltd. And I would express my sincere thanks to all my faculties who were supported directly and indirectly. And I would express my sincere thanks to Principal Dr. Peter Fernandes, AIET, Moodbidri. I express my heartfelt thanks for their constant encouragement and support during the entire report.

Finally, I express my sincere thanks to my 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.

DATE:

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Executive summary

The organization study about SKF elixer India Pvt Ltd. which is presented in terms of various chapters which includes industry profile, company profile, McKinsey's 7S framework, Porter's Five Force Model, SWOC Analysis and also analysis of financial statements. The four weeks of duration was a good exposure for learning towards the operations of the organization and also how the organization deal with the employees.

There is detailed discussion about the introduction to the industry and organization, which includes background of the organization, nature of business it involved into, and vision, mission of the company, discussed the products or services they are into, the ownership pattern and future growth and prospects of the organization. The report also includes McKinsey's 7S model and five force model with special reference to the organization and SWOC analysis to understand all sorts of situation in organization.

The report includes the analysis of financial statement for the year – 2022, 2021, 2020 by using the financial statements including balance sheet, Profit and loss account statements of the organization also the ratios such as Current ratio, Quick ratio, Net profit ratio, Return on assets, Debt equity ratio.

The report also includes learning experience and conclusion which is learnt and understood from the virtual organization study of SKF Elixer India Pvt Limited.

CHAPTER -1

INTRODUCTION ABOUT THE ORGANISATION AND INDUSTRY

1.1 INTRODUCTION TO THE STUDY

1.INDUSTRY PROFILE:

In the past few years, Indian water purifier industry has witnessed an exponential growth of 22%. The water purifier industry sales grew dramatically during 2009 as compared to previous fiscals due to improving demand and expanding production capacity. The industry saw high growth of rate 17% during 2008 due to the increasing awareness for safe drinking water. The segment, which constitutes more than 55% of the industry and is a key focus area for water purifier manufacturers, due to the higher margins it offers.

Water purifier industry is focusing on middle class of the society because this class is educated and enough money to buy the products. Companies have to work less to sell their products to consumers. With increasing number of people becoming conscious of the risks of drinking contaminated water, the demand for water purifiers is rising rapidly. It offers a wide range of products and solutions in the area of agriculture and water management. To get high sales in market the companies have to differentiate their products from other products present in market. Water purifier it removes the undesirable chemicals, biological contaminants, suspended solids, gases from the water. The goal is to produce water that is fit for specific purposes.

Water is purified and disinfected for human consumption, but water purification may also be carried out for a variety of other purposes, including medical, pharmacological, chemical and industrial applications. The history of water purification includes a wide variety of methods. Water purification can reduce the concentration of particulate matter including bacteria, viruses and fungi.

A visual inspection cannot determine if water is of appropriate quality. Simple procedures such as boiling or the use of a household activated carbon filters are not sufficient for treating all possible contaminants that may be present in water from an unknown source.

CHAPTER – 2

ORGANISATION PROFILE

2.ORGANISATION PROFILE

SKF elixer is a 3 power house, under 1 roof it produces water purifier, automation of Paddy processing plant, sewage Treatment Plant. But it focuses mainly Paddy processing plant and Water purifiers where there is high demand. SKF elixer is a global leader in designing, manufacturing and marketing of paddy processing plants. skf is the best choice for global standard of quality checks, nutrition retention, hygiene process, energy saving design. Power boiling system can process all varieties of paddy and produces the quality as required.

Sri Kalikamba fabricators Elixer India PVT. LTD (SKF Elixer Pvt. Ltd) is an integral part of India's growing manufacturing industry. It is an ISO 9001-2008 certified company. The operations are managed by the team of highly experienced and dedicated professionals.

SKF Elixer is only company in India which designs and manufactures entire range of water purifiers for various purpose like domestic, institutional and commercial modes. SKF Elixer produces water purifiers which are suitable for home, hotel,hostel educational institutions, commercial institutions, marriage hall, church, hospitals, restaurants etc.

The SKF Elixer brand of water purifiers cum coolers, heaters are incorporating RO and UV purifying technology, have already conquered the market. SKF Elixer India Pvt. Ltd is the concern of SKF Group of companies located in Moodbidri, Karnataka, India. The flagship of group, SKF Boilers and Driers Pvt. Ltd, is today the global leader in the designing, manufacturing and marketing of food grain especially paddy, processing plant and machinery.

2.1 BACKGROUND OF THE COMPANY

Skf elixer India private limited is an unlisted private company incorporated on 05-November-2014.It is classified as a private limited company and is located in Dakshina Kannada, Karnataka.It is started by entrepreneur Ramakrishna Achar who is the managing director of Skf elixer India Pvt ltd. The Company is located in bannadka road, Belvai post Mangalore taluk. The company believe that by providing the best services to the customers the business will build longer and grow in the future.

G. Ramakrishna Achar, the entrepreneur, who is behind the success of elixer brand of water purifiers. After founding and consolidating SKF Boilers & Driers Pvt. Ltd into the

global leader in the designing, manufacturing and marketing. He started and designed the paddy processing plants and machine. Mr. G.R. Achar, the Chairman and Managing Director of the SKF Group of Companies, launched Elixer India Pvt. Ltd., with an aim to provide quality mineral drinking water to every Indian and simultaneously make the environment plastic (bottle) free!

The firm has engaged in processing of raw materials. The firm sells the water purifiers in Karnataka and outside like west Bengal, Bihar, Kerala, Maharashtra. Mr. Ramakrishna Achar managing the day-to-day operations of the company. He has 14yrs of experience in the operations. Through the promoter's experience in this industry the firm has gained and established healthy relationship with suppliers and customers. Skf elixer India pvt ltd has Authorized capital of 10.00cr and the total paid up capital is 9.2 cr. The company has an automatic machine which is designed and manufactured to offer three types of options like plain, cold and hot mineral drinking water, thus catering to the whole gamut of needs and requirements from babies to very old people! Another innovative dispenser is Sujala, the water vending machine- operated with coins/cards. It is the stated aim of Elixer India Pvt. Ltd to capture a major share of the Indian water purifiers' manufacturing sector, worth nearly one lakh crores annually.

It introduced new idea by putting 1Rs. Coin we can fill 1liters of water. This plan made much help to the poor and needy peoples. It helped more in their day-to-day life's as well as many businesses.

Now Skf Elixer has more than 250 employees in the industry and they are assigned to the various sections. The employees are working in the different departments under one roof. The works are divided among the departments. Skf Elixer provides best employees benefit's, health and medical insurance facilities, food facilities, vehicle facilities and it also takes proper working safety measures in the organization. It keeps good and friendly relationships among all the employees.

Skf Elixer has the current and major suppliers like Coral engineering works- Bangalore, Joy stick bio health-Gujarat, Fridge house-Bangalore.

2.2 NATURE OF BUSINESS

Sri kalikamba Febricators Elixer India PVT is an internal part of the Indian growing manufacturing industry it is an ISO 9001-2008 certified company this company company's operations are mainly managed by the team of highly experienced

and well dedicated professionals SFK Elixer is only company in India which design and manufacture entire range of water purifies for various purpose like domestics ,institutional and commercial modes .SFK Elixer produces water purifies which are suitable for home , hostel , hotel ,educational institutions and commercial institutions .the Elixer brand of water purifies cum coolers ,heaters are incorporating RO and UV purifying technology ,have already conquered the market.

Elixer India pvt ltd is the concern of SKF group of companies located in moodbidri, Karnataka, India the flagship of group SFK boilers and drivers PVT LTD is today global leader in the designing, manufacturing and marketing of food gain especially paddy, processing plant and machinery

2.3 VISION, MISSION AND QUALITY POLICY

“Total customer satisfaction”

Mission:

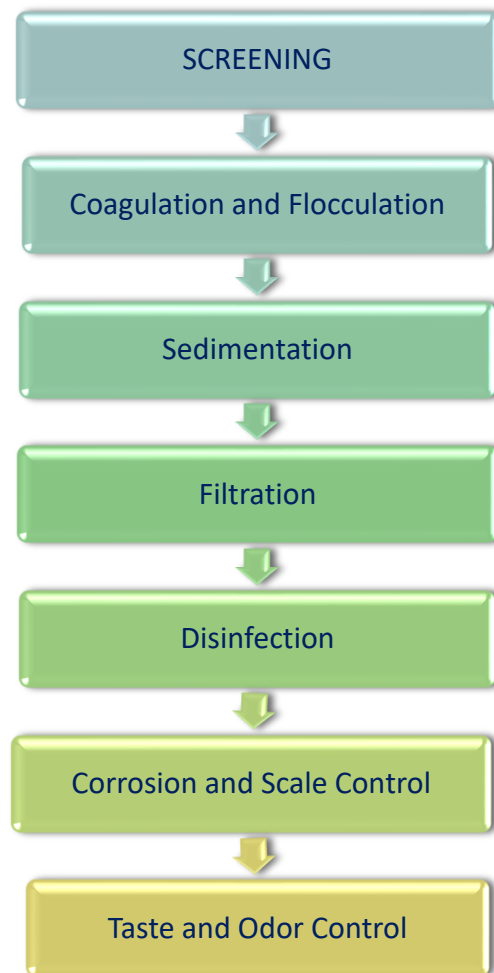
Company also planned to market statistic creation like sculpture internationally using modern management of marketing concepts and strategies.

Quality policy:

We at SKF Pvt. Ltd are committed to manufacture and supply water dispenser and purifier in time as per customer requirement, through improved quality management system and by involving employees.

2.4 WORK FLOW MODEL

WATER PURIFIER



1. Screening:

The first step in water purification is screening, which is when underground water passes through a screen to filter out wastes as it enters a treatment facility according to the Environmental Protection Agency. Water often passes through multiple screens before proceeding through the rest of the filtration system at the water treatment plant. First, it may flow through a coarse screen, which filters out large debris like plants, trash, and other solid items, per the EPA. After that, water passes through a fine screen, which removes smaller solid objects in the water, like chunks of sediment.

2. Coagulation and Flocculation:

The next step in the water purification process is coagulation and flocculation. During this phase of the drinking water treatment process, plant workers add positively charged chemicals to the water, which causes negatively charged particles like dirt to bind together into larger particles called floc.

3. Sedimentation:

During the third stage of water treatment, floc gets big and heavy enough that it sinks to the bottom of the water tank. This is an important step in the treatment of water for a town's supply because it helps further clear out any unwelcome debris.

4. Filtration:

Once the floc settles to the bottom of the tank, the water above it will pass through additional filters made of various materials like sand, gravel and charcoal to remove smaller particles like dust and chemicals. Filtration is also crucial water treatment and purification because it helps eliminate potentially harmful pathogens- like parasite's, bacteria and viruses-from the water supply.

5. Disinfection:

After filtration is completed, disinfectants like chlorine are added to the water supply to kill any remaining microorganisms or bacteria and helps to keep the water clean until distribution. After disinfection the purified water sits in a closed tank or reservoir until it flows through pipes to homes and businesses.

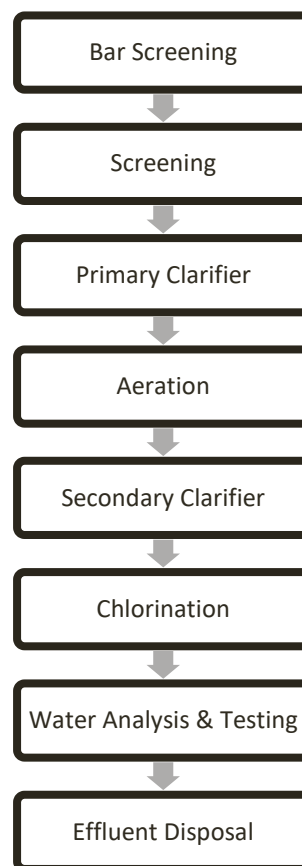
6. Corrosion and Scale Control:

Pipes may contain lead and copper, and if they deteriorate, it can lead to potentially dangerous metal exposure. Corrosion and scale control is an important step in the water treatment process that helps avoid this deterioration. It helps in pumping work its best and prevents damage and lead and copper poisoning. Proper water treatment helps prevent lead and copper poisoning. Drinking contaminated water can cause symptoms like high blood pressure, joint and muscle pain, headache. Proper water treatment helps in preventing the causes.

7. Taste and Odour Control:

One of the problems involved in water purification is that unpleasant tastes and odours may remain in the water, like those from algae. These typically don't pose any health hazards, but most people prefer to do without them. That's why water purification plants often remove tastes and odors through additional chemical treatment, distillation or filtration methods, according to the Water Quality Association. At this stage, treatment facilities can also add fluoride to the water, which helps safely and effectively prevent tooth decay.

SEWAGE TREATMENT PLANT:



1.Bar Screening:

Stage one is bar screening, it is the removal of large items from the influent to prevent the damage of pumps and equipment. The physical process of water treatment begins with screening out large items that have found their way into the sewer system, and if not removed, can damage pumps and effect water flow. A bar screen is usually used to remove large items of wastes and damages.

2. Screening:

The second stage is screening. In the second stage the sand, dust and stones are removed from the water. By removing the grit from the water, it helps the pumps and equipment to run smoothly. Here the too small grits to be screened out, this grit needs to be removed from the grit chamber.

3. Primary Clarifier:

After the grit removal the next step is initial separation of solid organic matter from wastewater. Solids known as organics/ sludge sink to the bottom of the tank and are pumped to a sludge sink to the bottom of the tank and are pumped to a sludge digester or sludge processing area. If the water flow is too fast, the solids don't have time to sink to the bottom resulting in negative impact on water quality downstream. If the water flow is too slow, it impacts the process up stream. The solid that falls to the bottom of the clarifier are known as sludge and pumped out regularly to ensure it doesn't impact the process of separation.

4. Aeration:

The fourth stage is Aeration. Here the Air is pumped into the aeration tank/basin to encourage conversion of Waste water to the pure water. By letting the air inside it helps in removal of bacteria from the waste.

5. Secondary Clarifier:

The next stage is Secondary clarifier, in this stage treated waste water is pumped into a secondary clarifier to allow any remaining organic sediment to settle out of treated water flow, treated wastewater is pumped into a secondary clarifier. Where any small solids sink to the bottom of the tank, just in the primary clarifier. These small solids, known as activated sludge, are mostly made up of active bacteria. A portion of this activated sludge is returned to the aeration tank to increase bacterial concentration.

6. Chlorination:

This is the sixth stage here to kill the remaining bacteria in the contact chamber, chlorine is added. With the increased concentration of bacteria as part of the aeration stage, it is necessary to test the outgoing effluent for the presence or absence of bacteria and to disinfect the water. This ensures that bacteria should not release to the environment

greater than specified. It also ensures the chlorine releasing to the environment it should be also in its limit.

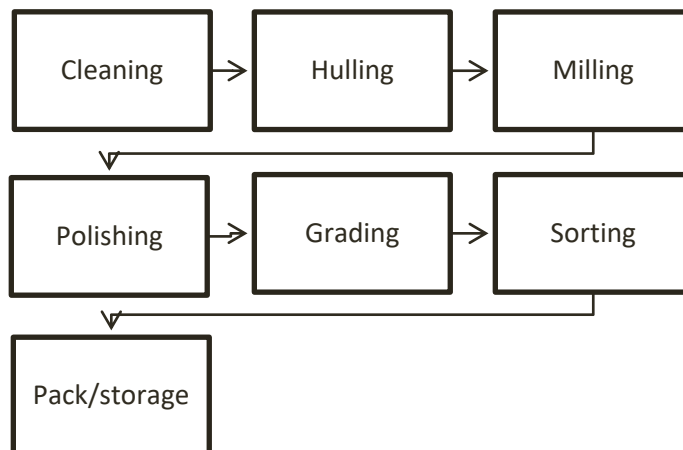
7. Water Analysis & Testing:

After chlorination the next step is water analysis and testing. Here the various tests are conducted like Testing of PH, ammonia, nitrates, phosphates, dissolved oxygen and residual chlorine levels to ensure compliance with the plant's performance. Although continuous testing is performed throughout the waste water treatment process to ensure optimal water flow, clarification and aeration. Final testing is done to ensure the effluent leaving the plant meets permit specifications.

8. Effluent Disposal:

Although testing is done continuously throughout the wastewater treatment process to ensure optimal water flow, clarification and aeration final testing is done. After meeting all permit requirements, clean water is reintroduced into the environment. This is the final stage.

PADDY PROCESSING PLANT:



1.Pre-Cleaning:

When paddy enters a rice mill factory, it contains many foreign materials such as straw, weed seeds, soil, rocks, and other inert materials. Such as straw, weed seeds, soil, rocks and other inert materials. Therefore, when the rice is harvested and transferred to the rice processing plant, it needs to be cleaned in advance to ensure the normal operation of the machine and to obtain clean rice. The capacity of the rice pre-clean is usually 1.5 times the grinding capacity. In this step you need Rice Cleaner, Rice Rotary Vibrating Screen, Rice Destoner etc.

2. Rice Hulling:

The next step is removing the husk from paddy to get the brown rice. After the husk is removed, the product is called brown rice and is ready for the milling process. The husk is removed by friction as the paddy grains pass between two abrasive surfaces that move at different speeds. After dehiscing, the husk is removed by suction and transported to a storage dump outside the mill. Husk accounts for 20% of the paddy weight & an efficient husker should remove 90% of the husk in a single pass. So, this is the process of rice hulling step.

3.Paddy Separation:

The paddy separator separates unhusked paddy rice from brown rice. The amount of paddy present depends on the efficiency of the husker and should not be more than 10%. Paddy separators work by making use of the differences in specific gravity and size between paddy and brown rice. In this step the paddy separator is also required.

4. Rice Milling:

This stage removes the bran layer of rice, transforming brown rice into white rice. White rice can be obtained in this step. Vertical Roller Rice Mill Machine, Vertical Roller Rice Mill Machine, Horizontal Roller rice mill machine can all be used in this step. The rice milling process is a critical component of the entire rice mill plant.

5.Rice Polishing:

The rice polisher Machine is mainly used for rice on polishing process to further improve rice's smooth finish. It's a key equipment for non-washing rice in rice processing plant. The surface of rice is smoothened and it is given a shine by passing it through a series of rollers.

6.Rice Grading:

It is a process in which broken rice is separated out and separating head rice into different lengths with rice grader, Such as Rice Length Grader, Rice Thickness Classifier. After polishing, White rice is separated into head rice, large and small broken rice.

7. Rice Sorting:

In this stage the discoloured, yellow and immature rice is removed by the machine. In this stage the adding value or price to rice-by-rice colour is sorted.

8. Packing:

The last step by the machine is packing, here the finished product is packed and it is stored to delivery to valued customers as per the orders by the automatic packing machine. This is the last step of the process.

2.5 PRODUCT/SERVICE PROFILE:

SKF Elixer produce differentiated products do be different or unique from their competitors. Skf Elixer manufactures

- 1.Sewage Treatment Plant
- 2.Water Purifiers
3. Paddy Processing Plant.

1. SEWAGE TREATMENT PLANT

- **Vulcan STP/ETP:**

Vulcan Effluent Treatment Plant is one type of waste water treatment method which is particularly designed to purify industrial waste water for its reuse and its aim is to release safe water to environment from the harmful effect caused by the effluent. The plant works at various levels & involves various physical, chemical and biological processes to treat waste water from different industry sectors like chemicals, drugs, pharmaceutical, dairy etc.

2. Water Purifiers:

Skf Elixer India put ltd. Manufactures the different varieties of water purifiers with unique names. Which contains different styles and colours. The water purifiers

produced by the skf Elixer are used in schools, College, Hospitals, Office Bank, Factory, Hostel, Bus stand, Temple, Railway station, Apartments, Church, Mosque, Hotel etc. In many places the water purifiers are used not only in one state company contains its own loyal customers from different states like Bangalore, Mangalore, Mumbai, Gujarat, Coimbatore etc. The different water purifiers produced by the skf Elixer are:

- Sujala Water Purifiers
- Regal UV UF Purifier
- COMFY
- NANO
- SNEHA
- SOUKHYA
- MARVEL

3. Paddy Processing Plants:

Under paddy processing plant skf Elixer produces different featured plants. They manufacture the paddy processing plant by receiving the customer orders, they design the plant based on the customer requirement. By receiving the customer orders and their requirement the plants are designed and prepared in an effective manner. Customer total satisfaction is the main aim of the company. The different variety of paddy processing plants are:

- **SINGLE STEAMED PADDY PROCESSING PLANT**
- **DOUBLE STEAMING PADDY PROCESSING PLANT**
- **ALL IN ONE PADDY PROCESSING PLANT**

2.6 OWNERSHIP PATTERN:

SKF Elixer India is a Private limited company structure, where G. Ramakrishna Achar is the Founder Chairman and Managing director of Skf Elixer India Pvt Ltd. The companies 90% shares are in the hands of Managing director of the company and other 10% shares are in the hand of his son who is the Joint Managing Director of the company. It follows the separate legal entity concept.

G. RAMAKRISHNA ACHAR:

Skf elixer company got the success by the knowledge, experience, hardworking and dedication of the employee's team. Ramakrishna Achar who has the many years of experience in the manufacturing field. Managing Director who applied many strategies to improve the growth of the company. He is an inspiring leader who believes in the power of people involvement in putting strategies into action that will have an impact on both top and bottom lines. He has the good decision-making skill. All the decisions about the management of the company are taken by the managing director. Skf company stand by their commitment to provide innovative solutions that ensure nutrition in every grain we eat, purity in the water we drink and safety in the environment we live in.

PRAJWAL ACHAR:**Joint Managing Director**

Sharing Mr. Achar's legacy is name other than his son Mr. Prajwal who is the Joint MD as well as the Director of Research and Development wing of SKF Elixer. Backed by an outstanding academic career. He is a Gold Medallist in MTech "(Mechanical Engineering)", he is at the forefront of managing the most advanced research and development activities of the company. Young and charismatic, he is determined to propel the Company to newer heights.

TEJAS ACHAR**Finance Director**

SKF Elixer's growth strategy and financial health is the sage hands of Mr. Achar's son, Teja's Achar. He is engaged in developing and implementing Commercial strategies (including new opportunities, pricing policies, market penetration etc) Which are in-line with the company's goals and objectives. He is engaged in developing and implementing Commercial strategies including new opportunities, pricing policies, market penetration etc. which are in – line with the company's goals and objectives. He is one of the key players in managing Customer relationship.

2.7 ACHIEVEMENT/ AWARDS:

Mr. Ramakrishna Achar won the national excellence award followed by the “RASHTRIYA EKATHA” award for social services and rural development in the year 1999. He has also won the award from LALITH KALA ACADEMY. Today SKF components are the worldwide direct sales partner. SKF components maintain many years of close business partnership with manufacturers and suppliers and have high demand on performance, flexibility and continuity.

SKF is certified as ISO 9001-2008 company. SKF also got Excellence Awards. SKF not only grabs the award but also presents annual award to other eminent personalities. On 5th October 2013, the SKF annual was presented Mr. Murthy, Raichur. SKF is named for the modern technology in Asia. SKF got govt. Award for its improved technology that is N.D.R. Award. SKF education foundation: The foundation is sponsored by the SKF group of companies, well known in the rice mill industry for its superior quality driers and boilers. Sri Kalikamba Industrial training center (S.K.F.I.T.C) has been established in the year 2003 by the SKF education foundation, with a view to impart the best quality of industrial training. The tremendous success, having made S.K.F. the global leader in the designing, manufacturing and marketing of grain processing plants, especially paddy, coffee beans etc. Mr. Achar, with decades of investing in R.D. (Research & development) in the field of water purification (70% of bottled drinking water is fake, containing only tap water!), S.K.F. has launched Elixer brand of Mineral Water Plants to provide you 100% pure mineral drinking water from your own source, considering 90% of all water sources is contaminated and unfit for human consumption.

2.8 FUTURE GROWTH AND PROSPECTUS:

SKF group as a whole has gained lot of popularity all over Karnataka and other states. It has earned goodwill on account of excellent performance of the Plant and machineries. Sales area of the group includes state of Karnataka, Indraprastha, Kerala, Maharashtra, and effort will be made to market the product in north India. Already enquires have been received about the parts from other countries like Sri Lanka and Nigeria. The management has decided to demonstrate this plant, at schools, colleges, offices etc. by providing mineral drinking water to the students one day, absolutely free of cost, to spread awareness about the importance of using /staff/people, for only pure,

mineral drinking water, removing all the contaminants from the water that cause sundry diseases, including fatal ones like cancer. Educated unemployed youth have a unique opportunity to set up Elixer water purifiers in urban and rural public places like temples, mosques, churches, hospitals, railway stations, bus stands, markets, malls etc. to provide pure mineral drinking water to the people at Rs 1/liter and earn Rs.50,000 to one lakh/month. S.K.F., are keen on training and guiding any interested youth on this. We invite them to contact us in this regard.

Chapter 3

McKinsey's 7S frame work

INTRODUCTION:

The McKinsey's 7S model was created by consulting company McKinsey and company in the early 1980s. Since then, it has been widely used by practitioner and academics alike in analyzing hundreds of organizations. The paper explains each of the seven components after model and the links between them. All of the authors worked as consultant at Mc Kinsey and company in the 1980's, they used the model to analyses over 70 large organization. The Mc Kinsey 7S framework was created as a recognizable and easily remembered model in business. The seven variables, which authors term levels, all begin with the letters. These 7 variables include structure, strategy, system, skills, style, staff, and shared values. Companies, in which this soft element is present, are usually more successful at the implementation of strategies. The function of SKF can be better understood with the help of the following.

HARD ELIMENTS	SOFT ELIMENTS
-	Shared Values
Strategy	Skills
Structure	Style
Systems	Staff

HARD ELEMENTS:

Strategy, structure and system are the hard parts of McKinney 7s model. The models hard aspects are easier to recognize, more concrete in form and directly controlled and impacted by the organization's leadership and management.

3.1.1 STRATEGY:

▪ Corporate Strategy:

The corporate strategy of SKF Elixer is about paddy processing plant, water purifier and sewage treatment plant that focuses on expanding the business through diversification into related industries. This can be achieved by acquiring or merging with complementary businesses, such as a packaging or distribution company for the paddy processing plant, and a wastewater treatment or filtration technology company

for the water purifier industry. Another corporate strategy can be to invest in research and development to create innovative and sustainable products that can cater to the changing needs of the market.

- **Business Strategy:**

In SKF Elixer the business strategy for a paddy processing plant can be to focus on increasing efficiency in the production process, reducing waste, and improving the quality of the output. This can be achieved by investing in modern machinery and technology, and by training the workforce to handle the equipment effectively. Another business strategy can be to diversify the product portfolio by introducing value-added products such as rice bran oil, rice flour, or rice noodles.

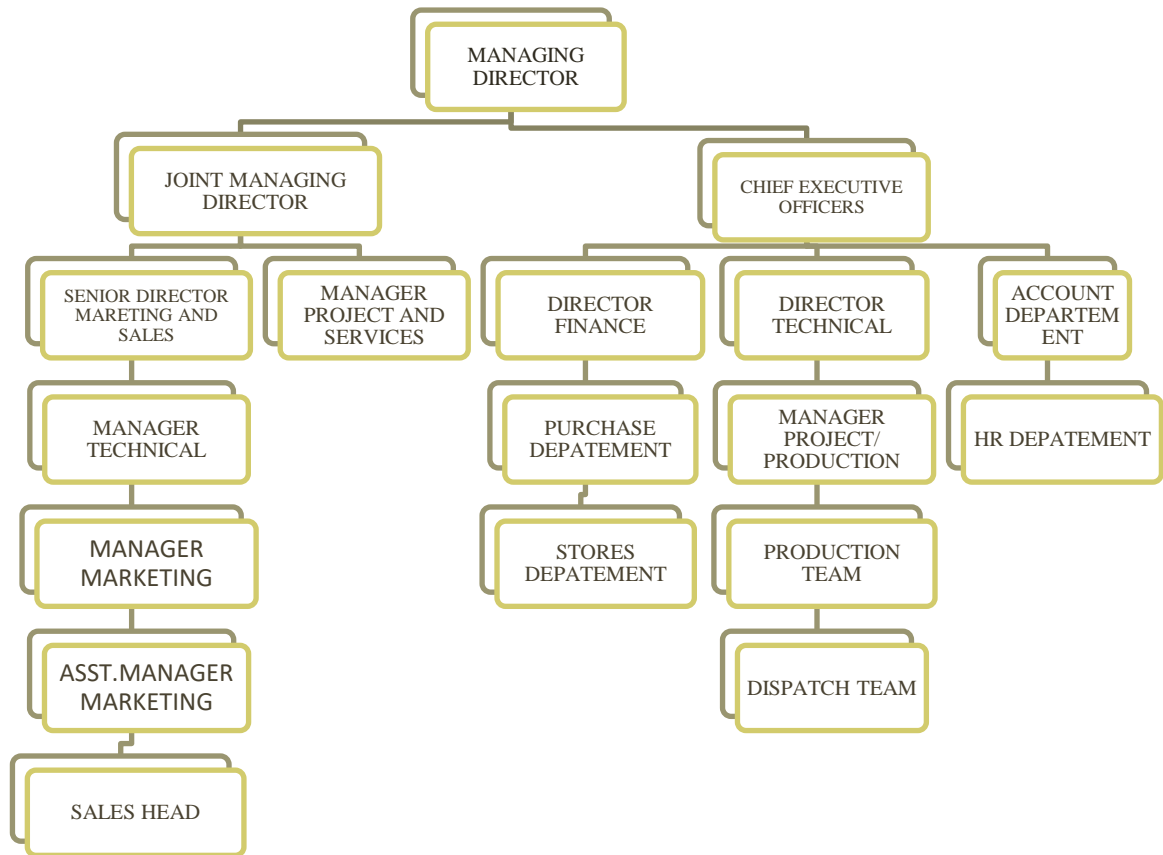
For a water purifier, the business strategy in SKF Elixer is focusing on the quality of the product and customer satisfaction. This can be achieved by investing in high-quality raw materials, advanced technology, and skilled manpower. Another business strategy can be to focus on providing after-sales service and maintenance support to customers, which helps to build long-term relationships and increase customer loyalty.

- **Operational Strategy:**

The operational strategy of paddy processing plant in SKF Elixer is to optimize the use of resources, such as energy, water, and labor, to reduce costs and increase efficiency. This can be achieved by implementing lean manufacturing principles, such as just-in-time inventory management and continuous improvement processes. Another operational strategy can be to ensure a steady supply of raw materials by partnering with local farmers or by setting up contracts with suppliers.

In SKF for a water purifier, the operational strategy is, to ensure the quality control at every stage of the manufacturing process, from raw material sourcing to final packaging. This can be achieved by implementing quality management systems, such as ISO 9001, and by investing in advanced testing equipment. Another operational strategy can be to streamline the distribution process by setting up regional warehouses or partnering with logistics companies to ensure timely delivery to customers.

3.1.2 STRUCTURE:



- **Managing Director:** In SKF Elixer the Managing Director is G. Ramakrishna Achar who is responsible for overseeing the company's overall operations and strategy, ensuring that the company is achieving its goals and objectives.
- **Joint Managing Director:** The Joint Managing Director of SKF Elixer is Prajwal Achar who is the son of MD. Works along with the Managing Director to support the company's operations and strategy. Who has more than 6yrs of experience as joint managing director in SKF Elixer?
- **Director Finance:** SKF Elixer's growth strategy and financial health is in the safe hands of Tejas Achar. The Director Finance oversees the company's financial operations, including accounting, budgeting, and financial reporting.

- **Senior Director Marketing and Sales:** In SKF Elixer the Senior Director Marketing and Sales is responsible for overseeing the company's marketing and sales efforts to promote the company's products and services to customers.
- **Manager Technical:** The Manager Technical is responsible for overseeing the technical aspects of the company's products and services, ensuring that they meet the required standards and are delivered in a timely and efficient manner.
- **Manager Marketing:** The Manager Marketing is responsible for developing and implementing marketing strategies to promote the company's products and services and increase sales.
- **Assistant Manager Marketing:** The Assistant Manager Marketing supports the Manager Marketing in developing and implementing marketing strategies.
- **Director Sales:** The Director Sales is responsible for overseeing the company's sales efforts, ensuring that the company is meeting its sales targets and objectives.
- **Sales Head:** The Sales Head manages the sales team and is responsible for driving sales performance and achieving sales targets.
- **Automation and Panel Board:** The Automation and Panel Board department is responsible for designing and manufacturing automation systems and electrical panel boards.
- **Executive Automation and Panel Board:** The Executive Automation and Panel Board oversees the design and manufacturing of automation systems and electrical panel boards.
- **Manager Project and Services:** The Manager Project and Services is responsible for overseeing the company's project management and service delivery, ensuring that projects are delivered on time and within budget, and that services are delivered to a high standard.
- **Chief Executive Officers:** The Chief Executive Officer is responsible for overseeing the company's operations and strategic direction, working closely with the Managing Director and other senior executives.
- **Purchase Department:** The Purchase Department is responsible for managing the procurement of goods and services for the company.
- **Stores Department:** The Stores Department manages the company's inventory and stock levels, ensuring that the company has sufficient supplies to meet its needs.

- **Director Technical:** The Director Technical oversees the company's technical operations, including research and development, engineering, and production.
- **Manager Project/Production:** The Manager Project/Production is responsible for overseeing the production of the company's products and the delivery of its services.
- **Production Team:** The Production Team is responsible for manufacturing and assembling the company's products.
- **Dispatch Team:** The Dispatch Team is responsible for shipping the company's products to customers.
- **Vice President Operations and HR:** The Vice President Operations and HR oversees the company's operations and human resources functions, including commercial operations, accounting, and human resources.
- **Commercial Department:** The Commercial Department is responsible for managing the company's commercial operations, including sales, marketing, and customer service.
- **Account Department:** The Account Department is responsible for managing the company's financial operations, including accounting, budgeting, and financial reporting.
- **HR Department:** The HR Department is responsible for managing the company's human resources functions, including recruitment, training, and employee relations.

3.1.3 SYSTEM:

- **Quality Control System:** The skf's paddy processing plant and water purifier needs to ensure that their products meet strict quality standards. A quality control system can help monitor and maintain consistent quality levels throughout the manufacturing process.
- **Water Treatment System:** In SKF Elixer there is water purifier system. Because the water purifier industry requires a water treatment system to purify and filter the water used in their products. This may include reverse osmosis systems, UV sterilization, and activated carbon filters.
- **Dust Collection System:** In the case of paddy processing plants, the milling and polishing of rice can generate a significant amount of dust. So, the dust collection

system can help to capture and remove this dust, improving air quality and reducing the risk of respiratory issues for workers.

- **Energy Management System:** The SKF Elixer use an energy management system to reduce energy consumption and lower operating costs. This includes the use of energy-efficient equipment, automated lighting systems, and renewable energy sources such as solar power.

Overall, the systems used by paddy processing plant and water purifier in their manufacturing process may vary based on their specific needs and requirements. However, they are designed to improve efficiency, maintain product quality, and promote sustainability.

SOFT ELEMENTS

3.1.4 SHARED VALUES:

- **Core Values:**

The SKF's fundamental principles are created and conveyed to foster a creative and supportive organizational structure that allows people to perform at their best while also increasing their motivation and organizational commitment. The skf's basic ideals include the following, but are not limited to:

- Honesty
- Judgement
- Responsibility
- Belief
- High-quality
- Cultural heritage

The shared value of the SKF's paddy processing plants and the water purifier lies in their contribution to sustainable agriculture and water management.

- In SKF the paddy processing plant, production of high-quality rice provides a nutritious staple food for millions of people around the world. Additionally, efficient processing of paddy can reduce waste and increase the economic value of the crop for farmers. By adopting sustainable farming practices and investing in innovative processing technologies, the industry can contribute to environmental conservation and increase profitability for farmers and processors.
- The water purifier contributes to the sustainable use of water resources by providing

safe drinking water to households and communities. SKF Elixer plays a vital role in addressing the global water crisis by developing technologies that reduce water wastage, increase access to clean water, and promote water conservation.

- Overall, the shared value of the SKF paddy processing plant and the water purifier lies in their ability to support sustainable agriculture and water management practices, improve food security, and contribute to the well-being of local communities.

3.1.5 STYLE

Skf elixer is a private Ltd, company. Most of the decisions are taken by Managing Director. Managing director who is the leader and the motivator for the employees in SKF Elixer. In SKF they follow different management or leadership styles they are:

- Hierarchical style: In this style, there is a clear chain of command with authority and decision-making centralized at the top of the organization. There may be multiple levels of management, with each level responsible for different areas of the business.
- Collaborative style: This style emphasizes teamwork and collaboration across different departments and levels of the organization. It encourages open communication and participation from all employees in decision-making processes.
- Entrepreneurial style: This style is focused on innovation, risk-taking, and the pursuit of new opportunities. It may involve a flatter organizational structure with less hierarchy and more autonomy given to employees to pursue new ideas.
- Customer-focused style: This style places a strong emphasis on understanding and meeting the needs of customers. It may involve close collaboration between different departments to ensure that customer needs are met and that the organization is responsive to changing market demands.

3.1.6 STAFF:

In SKF there are more than 250 employees and workers who contribute to SKF Elixer. Most of the employees from the IT, Engineering and Welding sectors.

Staff implies human resource schemes that include training, salaries, and intangibles, such as motivation, morale, and attitude of employees. The staff refers to any organization's workers.

- The top-level executives, such as the Managing Director, Joint Managing Director, and Chief Executive Officers, are responsible for overseeing the company's overall operations and strategy.
- The Senior Director Marketing and Sales is responsible for overseeing the company's marketing and sales efforts.
- The Manager Technical oversees the technical aspects of the company's products and services.
- The Manager Marketing and Assistant Manager Marketing are responsible for developing and implementing marketing strategies to promote the company's products and services and increase sales.
- The Director Sales and Sales Head manage the sales team and are responsible for driving sales performance and achieving sales targets.
- The Manager Project and Services is responsible for overseeing the company's project management and service delivery, and the Manager Project/Production oversees the production of the company's products and the delivery of its services.
- The Director Finance oversees the company's financial operations, and the Purchase and Stores Departments are responsible for managing the procurement of goods and services for the company and managing its inventory and stock levels.
- The Director Technical oversees the company's technical operations, including research and development, engineering, and production.
- The Vice President Operations and HR oversees the company's operations and human resources functions, including commercial operations, accounting, and human resources, and the Commercial Department manages the company's commercial operations, including sales, marketing, and customer service.
- The Account Department manages the company's financial operations, including accounting, budgeting, and financial reporting, and the HR Department manages the company's human resources functions, including recruitment, training, and employee relations.

3.1.7. SKILLS:

The paddy processing plant and water purifier industry requires skilled workers who can operate the machinery and equipment in a safe and efficient manner. To ensure that their workers have the necessary skills and knowledge, SKF provides both on-the-job

and off-the-job training programs.

- On-the-job training refers to training that is provided while the worker is performing their regular job duties. In the case of paddy processing plants, workers receive on-the-job training in the operation of the milling machines, polishing machines, and other equipment used in the processing of rice. Similarly, workers in the water purifier sector receives on-the-job training in the assembly and installation of water purifier systems.
- Off-the-job training refers to training that is provided away from the work environment. This includes classroom training, workshops, and seminars. Off-the-job training can provide workers with a broader understanding of the industry and help them acquire new skills that they can apply to their job duties. Off-the-job training can also be useful for developing leadership and management skills in workers who may be promoted to supervisory or managerial roles in the future.

Both on-the-job and off-the-job training are important for ensuring that workers have the necessary skills and knowledge to perform their job duties safely and efficiently. By investing in the training and development of their workers, paddy processing plants and water purifier industries can improve their productivity and quality, while also creating a more skilled and motivated workforce

3.2.0 PORTERS FIVE FORCE MODEL:

In reference to organization under study porter's five forces, based on Michael porter's ground- breaking that helps us to examine the competitive market forces in an industry or segment. With the help of porters five force model, come to identify

BARGAINING POWER OF SUPPLIERS	LOW
BARGAINING POWER OF BUYERS	HIGH
INDUSTRY RIVALRY	MODERATE
THREAT OF SUBSTITUTES	LOW
THREAT OF NEW ENTRANTS	LOW

3.2.1 BARGAINING POWER OF BUYERS: HIGH

- There are limited numbers of customers so that customer have higher rate of bargaining power of buyers.
- The switching cost is high as give reasonable price with high quality products. Commodity prices are also fixed based on the demand in the international market.
- Major buyers of Skf elixer Aqua pot Chennai, B S steel, M. K. Enterprises RO Mumbai, Shree Sai Enterprises Mumbai.

3.2.2 BARGAINING POWERS OF SUPPLIERS: LOW

- There are many numbers players in this industry so that they have less bargaining power of suppliers. SKF industry maintains good relationship with their suppliers so that they get large suppliers for raw material. Substitute is very limited.

Major raw material suppliers of SKF Elixer India Pvt Ltd

Name of the suppliers	Raw materials supplied
1. Coral engineering works, Bangalore	Stainless Steel Sheet
2. Joy stick bio health, Gujarat	Pre- filter bio plus
3. Fridge House Bangalore	Compressor soft copper pipes
4. Alpine refrigeration company, Bangalore	Sealed compressor
5. Shree Balaji industry, Coimbatore	Plain extension nipple with chrome plating

3.2.3. INDUSTRY RIVALRY: MODERATE

- The major competitors of the SKF Elixer are SKF Driers and Boilers, Buller's, APIT where they produce the similar products.
- SKF Elixer uses the high strategy which is much different than competitor so there is medium level of industry rivalry.

3.2.4. THREAT OF SUBSTITUTES: LOW

- There are no substitutes for these products so that they have less rate when

compared to the threat of substitutes. There is less common substitutes for these products because it requires more amount of cost to produce the products so there is low level of substitutes.

3.2.5. THREAT OF NEW ENTRANTS: LOW

- They required large amount of capital at the beginning.
- There are more entry barriers such as government rule and regulation while entering into these Industry.
- They require huge amount of capital for Research and Development.

Chapter 4

SWOT ANALYSIS

A SWOT analysis is a 2x2 analysis with the inner strategic elements, strengths and weaknesses, indexed within the first row. The outside strategic elements are opportunities and Threats are indexed within the second row. This SWOT analysis a strategic framework enables business managers to easily view all of the company's strengths, weaknesses, opportunities and threats in a single factor.

Internal Factor	External Factor
Strengths	Opportunity
Weakness	Threats

4.1 STRENGTHS:

- **Quality:** The SKF Elixer is known for its good quality products, which is a significant strength. Customers trust the company and are willing to pay a premium for its products. This has helped the SKF to establish itself as a leader in the market.
- **Manpower:** The dedication and focus of employees towards their work is an asset for the SKF Elixer. It ensures that the work is done efficiently, and the quality of the products is maintained. This also helps in reducing wastage and improving productivity.
- **Working Atmosphere:** SKF Elixer has a good working atmosphere that encourages employees to work to the best of their ability. A positive work environment can help in retaining employees and increasing their motivation levels, resulting in better productivity.
- **Market Segmentation:** The better market segmentation strategy helps the SKF Elixer to target specific customer groups and design products and services that meet their needs. This can help the company to increase its market share and profitability.
- **Employment opportunity:** SKF Elixer provides employment opportunities for communities, especially in rural areas. This can help to support local economies and create a positive impact on society.

4.2 WEAKNESS:

- **Ineffective policies:** SKF Elixer's company policies must be effective in all areas, including safety. Failure to implement effective policies can lead to accidents, injuries, and legal issues.

- **Lack of CCTV cameras:** The absence of CCTV cameras in the entrance can increase the risk of theft, unauthorized entry, and other security concerns. It can also affect the safety of employees and visitors.
- **Poor employee-supervisor relationships:** In SKF Elixer there is Poor relationships between employees and supervisors, can lead to lower employee morale and reduced productivity. It can also lead to higher employee turnover rates, which can be costly for the company.
- **Limited advertising:** The SKF Elixer's limited advertising can limit the visibility of the company in the market. It can lead to lower brand awareness, lesser market share, and reduced customer loyalty.
- **Lack of coordination:** In SKF Elixer employees are highly productive, but because of lack of coordination, it can affect the overall efficiency of the company. It can lead to delays, errors, and miscommunication, resulting in loss of time and money.

4.3 OPPORTUNITIES:

- **Branch expansion and market services:** SKF Elixer planning to expand its branches and market services to reach new customers and increase its market share. This can help the company to increase its revenue and profitability.
- **Employee development:** SKF Elixer provides opportunities for employees to update their knowledge so that improve their skills and productivity. It can also improve employee morale and retention.
- **Employment opportunities:** SKF Elixer provides employment opportunities to communities, especially in rural areas. This can help to support local economies and create a positive impact on society.
- **Continuous orders and demand:** SKF Elixer get continuous orders and worldwide demand, it can help the company to maintain steady revenue and profitability. It can also help the company to plan production more efficiently and reduce lead times.

4.4 THREATS:

- **Changing customer mindset:** The changing mindset of customers can be a threat to SKF Elixer, as customer preferences and demands are continuously evolving. The failure to meet the changing demands of customers can lead to reduced customer loyalty and decreased revenue.
- **Technical loopholes:** Technical loopholes can be a significant threat to SKF Elixer, as they can lead to issues with product quality, safety, and reliability. Any technical issues that arise can damage the company's reputation and impact customer confidence about the brand.
- **Competition:** Competition is a significant threat to the SKF Elixer. Even though the SKF delivers good quality products, competitors may offer similar or better-quality products at lower prices, which can impact the company's market share and revenue.

Chapter: 5

ANALYSIS OF FINANCIAL STATEMENT

ANNEXURE

5.1 BALANCE SHEET:

Balance sheet is a financial statement that reports a company's assets, liabilities and shareholder's equity at a specific point in time and provides a basis for computing rates of return and evaluating its capital structure. It is a financial statement that provides a snapshot of what a company owns and owes, as well as the amount invested by shareholders.

BALANCE SHEET OF SKF ELIXER INDIA PVT LTD. (Rs.in Crore)			
Particulars	2022	2021	2020
EQUITIES AND LIABILITIES			
SHARE HOLDERS FUND			
Equity share capital	6162.73	6162.73	6162.73
TOTAL SHARE CAPITAL		6162.73	6162.73
Reserves and surplus	12520.95	10650.57	7834.66
TOTAL RESERVES AND SURPLUS		10650.57	7834.66
TOTAL SHAREHOLDERS FUNDS	18683.68	16813.30	13997.39
NON-CURRENT LIABILITIES			
Long -term borrowings	0.00	0.00	0.00
Deferred tax liabilities(net)	0.00	0.00	0.00
Other long-term liabilities	4920.53	4617.77	4099.36
Long-term provisions	363.60	297.66	211.93
TOTAL NON-CURRENT LIABILITIES	5284.13	4915.43	4311.29
CURRENT LIABILITIES			
Short-term borrowings	0	0	0
Trade payables	220.82	170.93	122.97
Other current liabilities	398.54	380.02	518.62
Short-term provisions	162.95		
TOTAL CURRENT LIABILITIES	782.31	688.05	731.89
TOTAL CAPITAL AND LIABILITIES	24750.12	22416.78	19040.57
ASSETS			
NON-CURRENT ASSETS			
Tangible assets			

Intangible assets	590.23	496.40	291.97
Capital work-in progress	0.00	0.00	0.46
Other assets	0.00	0.00	442.63
	0.00	0.00	8.32
FIXED ASSETS	590.23	496.40	482.08
Non-current investments	12806.32	12232.59	1251.16
Deferred tax assets (net)	0.00	0.00	0.00
Long-term loans and advances	0.23	0.16	0.22
Other non-current assets	4720.91	4391.95	4080.72
TOTAL NON-CURRENT ASSETS	17527.46	17121.10	17078.18
CURRENT ASSETS			
Current investments	100.98	93.97	22.74
Inventories	20.66	14.98	30.67
Trade receivables	8.03	7.97	0.25
Cash and cash equivalents	1305.79	1071.48	253.51
Short-term loans and advances	0.00	0.00	0.00
Other current assets	5196.97	4107.28	1655.22
TOTAL CURRENT ASSETS	6632.43	5295.68	1962.39
TOTAL ASSETS	24750.12	22416.78	19040.57

INTERPRETATION: BALANCE SHEET

The balance sheet of SKF Elixer India Pvt LTD as on 31st March 2020 shows that the company's total assets are worth 24750.12 while its total liabilities stand of 24750.12. Share capital and reserve & surplus make up the shareholders' fund. The company has non-current liabilities such as long-term borrowings. Its current liabilities include trade payables, other current liabilities, short-term provisions.

In terms of assets, the company has fixed assets, non-current investments, long-term loans and advances, and other non-current assets. Its current assets include current investments, inventories, trade receivables, cash and cash equivalents and other current assets. Comparing the data from the past three years, there seems to be an increase in the company's total assets and liabilities. However, a detailed analysis of the changes in each category would give a clearer picture

5.2 INTERPRETATION: PROFIT AND LOSS A/C:

The profit and loss statement are a financial statement that summarizes the revenues, costs and expenses incurred during a specific period, usually a fiscal quarter or year. These records provide information about a company's ability or inability to generate profit by increasing revenue, reducing costs or both. The year ended 31st March 2022 there is an increase in revenue from operations (950.20) by comparing to the previous year 2021(845.16). Other income saw an increase of (12590.93) by comparing to the year 2020(10548.66). Employee benefits expenses increased in 2022 to 5.74 comparing to 2020 from (-18.04). Depreciation and amortization increased in 2022 comparing to 2020. Other expenses increased in 2022 by 530.84 from 240.14 in 2020. The profit after tax is increased in 2022 for 12307.63 from 10469.67 in 2020.

PROFIT & LOSS ACCOUNT OF SKF Elixer India pvt.ltd.			
Particulars	2022	2021	2020
INCOME			
REVENUE FROM OPERATIONS(GROSS)	950.20	845.16	430.92
LESS: Excise/Service tax/Other Levies			
REVENUE FROM OPERATIONS(NET)	0.00	0.00	115.53
	950.20	845.16	315.39
TOTAL OPERATING REVENUES	-	845.16	934.30
Other income	12590.93	11566.33	10548.66
Total Revenue	13541.13	12411.49	11482.96
EXPENSES			
Cost of materials consumed	5.55	5.09	18.39
Operating and direct expenses	0.00	0.00	151.62
Changes in inventories of FG, WIP and stock-in trade	17.10	15.68	-9.41
Employees benefit expenses	594.88	545.25	474.66
Finance cost	5.74	5.26	-18.04
Depreciation and Amortization expenses	59.34	54.39	26.25
Other expense			

	530.84	486.56	240.14
TOTAL EXPENSES	1213.45	1112.23	920.54
PROFIT/LOSS BEFORE EXCEPTIONAL EXTRAORDINARY ITEMS AND TAX	12327.68	11299.26	10562.42
Exceptional items	0.00	0.00	0.00
PROFIT/LOSS BEFORE TAX	12327.68	11299.26	10562.42
TAX EXPENSES -CONTINUED OPERATIONS			
Current tax		18.38	157.25
Less: MAT credit entitlement	0.00	0.00	37.88
Deferred tax	0.00	0.00	0.00
Tax for earlier years	0.00	0.00	-26.62
TOTAL TAX EXPENSES	20.05	18.38	92.75
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITEMS	12307.63	11280.88	10469.67
PROFIT/LOSS FROM CONTINUING OPERATIONS	12307.63	11280.88	10469.67
PROFIT/LOSS FOR THE PERIOD	12307.63	11280.8	10469.67
EARNINGS PER SHARE			
Basic EPS(Rs.)	19.97	18.31	16.87
Diluted EPS(Rs.)	19.97	18.31	16.87

RATIO ANALYSIS:

The analysis/examination of financial statements with the help of Ratio's is called as Ratio analysis. This analysis tool is widely used tool for financial analysis of the data. This analysis provides overall information about financial stability of the company.

Annual Data	Ratios	31-03-2020	31-03-2021	31-3-2022
Profitability Ratio	Gross profit ratio	30%	20%	26%
	Net profit ratio	17.54%	17.38%	14.11%
	Return on assets	54.98%	50.32%	49.72%
Liquidity ratio	Current ratio	2.68	7.70	9.18
	Quick ratio	2.64	7.67	8.45
Leverage ratio	Debt asset ratio	2.19	0.92	0.79
	Debt to equity ratio	0.52	0.4	0.041
Activity Ratio	Inventory Turnover Ratio	21.03times	20.87times	17.87times
	Asset Turnover Ratio	6.0 times	5.5times	5.47times

5.3.1. PROFITABILITY RATIO:

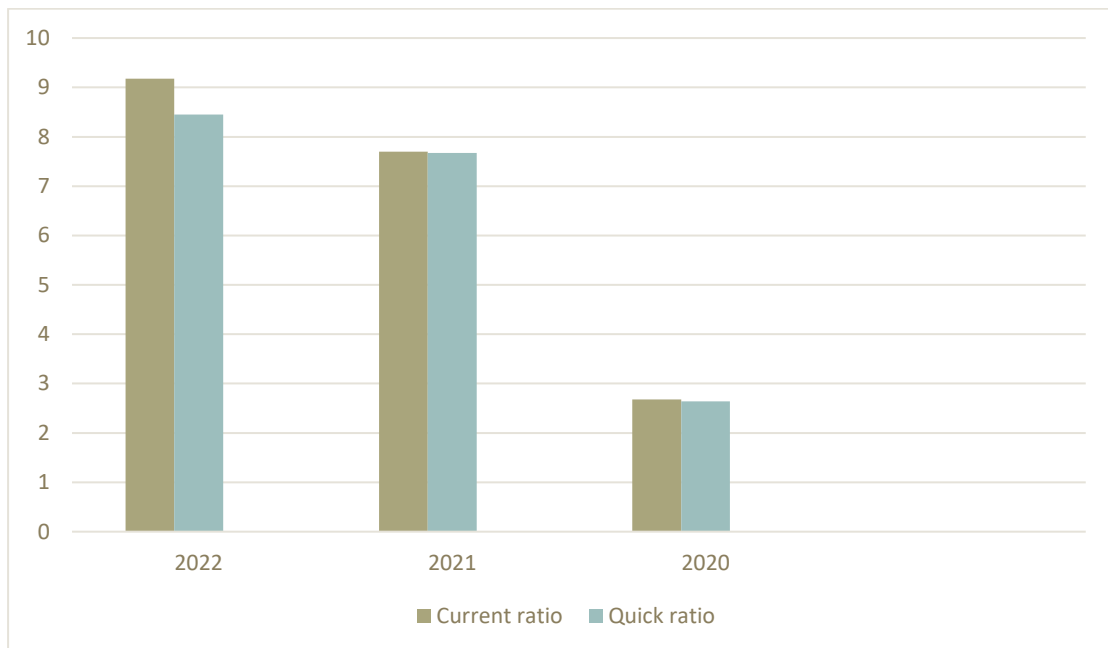


GROSS PROFIT RATIO: This ratio measures the gross profit earned by the company as a percentage of its revenue. The company's gross profit ratios for 2020, 2021, and 2022 were 30%, 20%, and 26%, respectively. This suggests that the company's gross profit margin has been fluctuating over the years, but overall, it has been low, especially in 2021.

NET PROFIT RATIO: The above table & graph shows the net profit ratio of the firm, when comparing to 3 years of ratio 2020 is having the highest ratio of 100.24 this shows the earning profit of the firm is high. A high percentage means that the firm did well in managing its expenses. But it gradually decreased in next few years which shows the firm has not managed its expenses

RETURN ON ASSETS (ROA): The above table & graph shows the return on assets ratio of the firm, when comparing to 3 years of ratio 2020 is having the highest ratio of 54.98. The higher ratio the higher net income for the firm. The higher ratio shows how the firm is more effective in managing its assets to produce greater amounts of net income.

5.3.2 LIQUIDITY RATIO:



CURRENT RATIO: The above table & graph shows the current ratio of the firm, 2022 is having the highest ratio of 9.18. which is a very good sign to the firm, where the liquidity position of the firm increased to a good extent. The standard current ratio is 2:1 which says that current assets should be always twice of that current liability.

QUICK RATIO: The above table & graph shows the quick ratio of the firm, when comparing to 3 years of ratio 2022 is having the highest ratio of 8.45 which is an indication that the firm is liquid and has the ability to meet its current or liquid liabilities in time. The ideal ratio is 1:1. It is generally thought that if quick assets are equal to current liabilities, then the concern may be able to meet its short-term obligations.

5.3.3 LEVERAGE RATIO:



DEBT TO ASSET RATIO: Based on the data provided, the debt asset ratio for the years 2022, 2021, and 2020 are 0.79, 0.92, and 2.19 respectively. This ratio measures the proportion of a company's total liabilities (debt) to its total assets, indicating the extent to which a company's operations are financed by debt.

DEBT TO EQUITY RATIO: Based on the data provided, the debt equity ratio for the years 2022, 2021, and 2020 are 0.041, 0.04, and 0.052 respectively. This ratio measures the proportion of a company's total liabilities (debt) to its total equity, indicating the extent to which a company's operations are financed by debt as opposed to equity. A lower debt equity ratio generally indicates a lower risk for the company since it has less debt to repay and is less reliant on debt financing.

5.3.4. ACTIVITY RATIO:



INVENTORY TURNOVER RATIO: This indicates that a high inventory turnover ratio indicates that company is selling and replacing its inventory at a faster rate in 2022 compared to the previous year (2021), as the inventory turnover ratio increased from 20.87 to 21.03. Similarly, there was an increase in the inventory turnover ratio from 2020 to 2021, indicating that the company was selling and replacing its inventory at a faster rate in 2021 than in 2020.

Overall, a higher inventory turnover ratio is generally considered better, as it indicates that the company is selling its inventory quickly and efficiently. However, it is important to analyze the ratio in conjunction with other financial metrics to gain a more complete understanding of the company's financial health.

ASSET TURNOVER RATIO: This indicates that the company was less efficient in generating revenue from its assets in 2022 compared to the previous year (2021), as the asset turnover ratio decreased from 5.5 to 5.47. Similarly, there was a significant decrease in asset turnover ratio from 2020 to 2021, indicating that the company was more efficient in generating revenue from its assets in 2020 than in 2021.

Overall, a higher asset turnover ratio is generally considered better, as it indicates that the company is generating more revenue from its assets. However, it is important to analyze the ratio in conjunction with other financial metrics to gain a more complete understanding of the company's financial health.

CHAPTER 6

LEARNING EXPERIENCE

Chapter-06

LEARNING EXPERIENCE

Everything cannot be learned by theory itself practical knowledge gives the chance to learn by the mistakes, so it gave me the opportunity to work in Organization, in the corporate atmosphere. From that I came to know about the working place operations, the culture of the organization, useful management tools personal relation skills, importance for the quality skills etc. This internship training gave us the opportunity to use that in the real situation. The project helped us in enhancing our communication skills.

It was a nice experience to build interpersonal relationships with different people. Realized the importance to finishing the work on time. This internship study made me to understand how they overcome the difficulties or issues and how smoothly the business is running.

I also learned how the key business process are carried out in an organization and how information is used in the organization for decision making at various levels. How the works are distributed among the different departments all things are came to only because of internship. This study helped me in improving my practical knowledge. The organization study was beneficial as it helped to gain confidence and awareness.

I was able to gain knowledge about different departments in the organization, which gave me a comprehensive understanding of how an organization operates. This experience helped me to appreciate the importance of collaboration and teamwork in an organization, and how the success of one department is dependent on the success of others.

Overall, the internship at SKF Elixer India Pvt. Ltd. was a valuable learning experience that helped me to understand how an organization operates and the essential factors that

contribute to its success. The practical nature of the learning experience helped me to see how the concepts and theories I had studied in the classroom are applied in real-world situations.

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