

INTERNSHIP REPORT ON “RELIANCE TRENDS”

Submitted By

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Submitted To

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAUM**



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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Mrs. Priya Sequeira Assistant Professor.

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P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI 2022-2023.



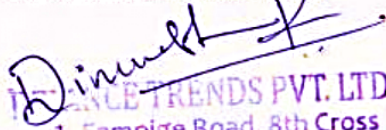
TO WHOMSOEVER IT MAY CONCERN

This is certify that **Mr. SUMANTH K S (USN: 4AL21BA118)** Student of **ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, (MBA) Mijar**, has successfully completed his internship report at **Reliance Trends Malleshwaram, Bangalore** in our organization with the duration of 4 weeks.

During the internship report he demonstrated good design skills with a self motivated attitude to learn new things. His performance exceeded expectations and was able to complete the report successfully on time.

We wish him all the best for his future endeavours.

For Reliance Trends Pvt Ltd


RELANCE TRENDS PVT. LTD.
25/1, Sampige Road, 8th Cross
Malleshwaram, Bangalore-560 003
Manager

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DATE: 30/01/2023

CERTIFICATE

This is to certify that **SUMANTH K S** bearing USN **4AL21BA118**, 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 "**RELIANCE TRENDS, BANGALORE**" is prepared by him under the guidance of **Mrs. Priya Sequeira**, HOD, Sr. 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.

Mrs. Priya Sequeira
Internal Guide

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I wish to convey my deep senses of this gratitude to my internal guide **Mrs. Priya Sequeira** HOD, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the Organization Study.

My thanks to **Dr. Peter Fernandes**, Principal of **Alva's Institute of Engineering and Technology** for his whole hearted support in all our endeavors.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, **Alva's Institute of Engineering and Technology, Mijar, Moodbidri.**

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

SUMANTH K S

4AL21BA118

DECLARATION

I hereby declare that this Organization Study Report on Reliance Trends, is prepared by me during the academic year 2022-2023 under the guidance of **Mrs. Priya Sequeira**.

I also declare that this organization study is towards the partial of the university regulation for the award of degree of Master of Business Administration by **Visvesvaraya Technological University, Belagavi**.

I have undergone an organization study for a period of four weeks. I further declare that this organization study is based on the original study undertaken by me and not been submitted for the award of any degree from any other university/institution.

Date:

Signature of Student:

Place:

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As MBA student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY it is a part of study for everyone to undergo internship at some good organization so, this purpose I got the opportunity of internship program in Reliance Trends.

This report is divided into six chapters. The first chapter deals with the introduction about the internship, industry profile. The second chapter is about the organization profile,

- Background,
- Nature of business,
- Vision mission, quality policy,
- Workflow model,
- Product/service profile,
- Ownership pattern,
- Achievements/award if any,
- Future growth and prospects.

Third chapter is Mckensey's 7s framework and porter's five force model with special reference to organization under study.

The fourth chapter deals with the SWOT analysis. The fifth chapter is analysis of financial statements.

CHAPTER-1

INTRODUCTION OF ORGANIZATION AND INDUSTRY PROFILE

INTRODUCTION:

A group of people who work together in a structured manner to fulfill needs or achieve group objectives on a regular basis constitute an organization. Before a student interacts with the professional working environment, they receive training in organizing. The students may benefit from this practical experience under the supervision of professionals from the industry. These types of organization study programs are typically offered alongside collared professions, allowing students enrolled in post-graduation courses to do organization study in the industries of their choice and learn more about such businesses.

Few authors have provided definitions for organizational studies; Farce is one of them. According to the organization, studies are programs that involve students in volunteer work intended to provide them hands-on experience to improve their learning or comprehension of issues pertinent to a particular field of study.

INDUSTRY PROFILE

RETAILING:

The French term "Retailer," which means "Cut a piece" or "Break bulk," is where the word "retail" originates. It simply refers to interaction between the first craft and the buyer.

From the time a product is first imagined until it is delivered to the customer, the retailer interacts directly with them. They also organize all commercial activities.

One of the most dynamic and quickly changing businesses in the world, industry has helped many nations' economies flourish.

RETAIL INDUSTRY AT GLOBAL LEVEL

Retail markets have been around for a very long time. Trading activity at first used the barter system, which was eventually replaced by money. Around the 7th millennia BCE, economic activities like buying and selling are thought to have begun in Asia in Turkey. Assyria, Egypt, Phoenicia, and Babylonia all had open-air markets. The town's market was busy, and it was surrounded by artists, leather and metal workers, among others. Agora in Greece served as a market, and the forum in Rome served as a venue for commerce. Romanum Forum and Trajan's Forum were the two forums of

Rome. By the ninth century BC, the Phoenicians had developed trading power and were adept at navigating the Mediterranean Sea. They traded in wood, textiles, and agricultural products including wine, oils, dried fruits, and nuts. Due to the enormous volume of commodities, they traded, they needed to maintain records and write letters. Small producers sold excess produce in the Greco-Roman era, and huge estates attracted traders to their farm gates, but wealthy landowners handled their own distribution through commerce.

China has a long history of pioneering retail methods. Chinese began branding and packaging approximately 200 BCE, and they focused on product quality, location, and single families. Between 600 and 900 CE, the government imposed the product branding. Customers bought the goods from traders' shops in medieval Europe and England. In the thirteenth century, London had Mercers and Haberdashers who handled foodstuffs. Consumables were purchased in markets and fairs in big cities. Every week, markets were conducted in populated towns and cities where customers could buy fruits, vegetables, baked goods, meat, poultry, and many other products. The Grand Bazaar in Istanbul was built in 1455 and is the oldest continuously operating bazaar. The largest market in the Americas in the fifteenth century was Tlateloco in Mexico. The English monarchs appointed the local lords. According to the research of Braudel and Reynolds, there were regional markets held in the major cities outside of Europe, which later evolved into permanent stores with set business hours. In English cities, Permanent Shops rose to prominence in the 17th century. The stores sold a variety of goods. As the number of stores increased, changes occurred and the interior of the stores became visible.

Later, businesses adopted creative customer service methods. According to Savitt, American merchants who were exporters and importers began playing wholesale or retail roles in the 18th century. The end of the 18th century saw the introduction of magnificent retail malls in both Europe and the tropics. Midway through the 19th century, great commercial centers started to emerge.

The modern retailing age has been referred to as the 21st century. In America, department stores first appeared. Department stores offered more than just retail; they also offered leisure and amusement. Retailers struggled to create the contemporary retail marketing strategies throughout this time. Since the fifteenth century, a select few industries have used catalog sales. Using a scientific method, Edward Filene created the

automatic bargain basement. By the turn of the century, megastores started to appear. Carrefour's first hypermarket was launched in St Genevieve-de-Bois. The number of stores is shrinking but their use of internet shopping is growing in the modern era. Many retailers in North America are gradually leaving their operations altogether.

RETAIL INDUSTRY INDIA:

There are two categories of retail in India: organized retail and unorganized retail. Up until the 1990s, the policies and regulations were strict, which forced the production to go via monopolies and resulted in a 30% loss in infrastructure and logistics. From 1991 to 2010, consumers have access to a wide range of high-quality, convenient products. Wholesale acquired a cash and carry node in 1997. Later, in 2006, automated permission was given. According to Indian legislation, FDI has been permitted in the cold chain, however due to the ban on multiband or any assured route, none have arrived. Due to the intermediaries, retail growth was constrained until 2010. By 2010, the retail sector in India saw the emergence of large stores, convenience stores, and supermarkets, which made up 4% of the sector. Prior to 2011, the central government only permitted 51% FDI in single brands and prohibited FDI in multi-brand businesses. However, due to criticism from the opposition, the central government opted against reforming the retail sector by allowing single brand and multi-brand products. Later in 2012, the single brand received 100% approval

In June 2012, IKEA opened 25 new locations. Later, after a few months, the central government legalized multiband, subject to the approval of specific states, and supported reforming the retail sector. This decision was praised by economists as well. Later, they permitted 51% of multi-brand retail in India. According to the study by A.T. Kearney, organized retail holds a 31% market share in India, while home goods are expanding at a rate of 20%–30%. According to PWC's estimates, the multi-brand market would increase to \$220 billion by 2020. Future Group, Pantaloons, Shoppers Stop, Spencer's, Reliance, Birla More, Lifestyle, and many others are just a few of the organized retail formats in India.

CLOTHING:

The value of the Indian clothing industry is one trillion rupees. Nearly a third of its knitwear manufacture and around a quarter of its woven garment manufacturing, both

measured in volume, are exported. Approximately 25% of its total garment manufacturing is ultimately exported, leaving the remaining 75% for home use.

FMCG INDUSTRY IN INDIA:

The fourth-largest industry in India is fast-moving consumer goods (FMCG), with domestic and personal care products making about half of all FMCG sales. The key forces behind the sector's rise have been heightened awareness, greater access, and shifting lifestyles. The largest contributor to the total revenue created by the FMCG sector in India (which represents roughly 55% of the total income generated by the sector) is the urban market. However, in recent years, the FMCG sector in rural India has grown more quickly than that in urban India. Semi-urban and rural areas are quickly growing, and half of all rural expenditure is on FMCG products.

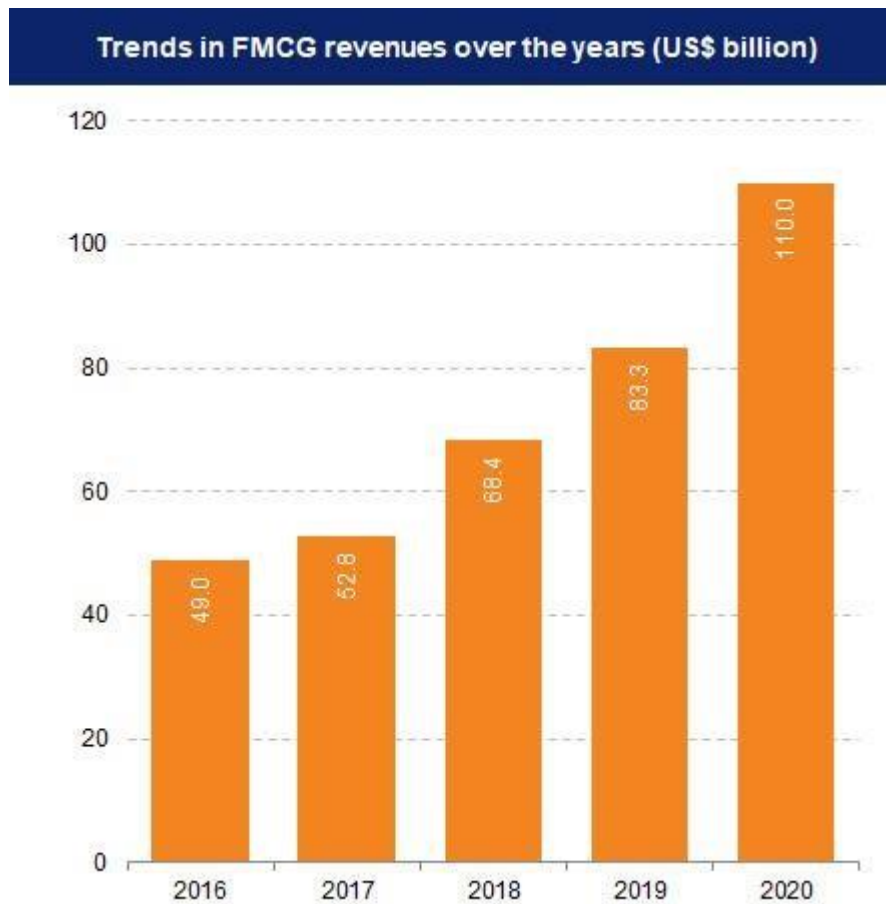
INDIAN FMCG INDUSTRY MARKET SIZE:

By 2020, the Indian retail market is forecast to grow to US\$ 1.1 trillion from US\$ 840 billion, with modern trade expected to grow at a rate of 20–25 percent annually, enhancing FMCG income. The FMCG sector in India is expected to develop at a CAGR of 14.9%, from US\$ 110 billion in 2020 to US\$ 220 billion in 2025. According to Nielsen, the Indian FMCG sector grew by 9.4% in the January–March quarter of 2021 as a result of consumer-driven growth and value expansion from higher product prices, particularly for essentials.

The rural market expanded by 14.6% in the same quarter, while metro markets experienced their first growth in two quarters. Final consumption expenditure increased at a CAGR of 5.2 percent from 2015 to 20. Real household expenditure is anticipated to increase 9.1% YoY in 2021 after declining >9.3% in 2020 as a result of the pandemic's economic effects, according to Fitch Solutions.

CRISIL Ratings predicts that the FMCG sector's revenue growth will double from 5 to 6 percent in FY21 to 10 to 12 percent in FY22. Growth is being fueled by price increases across all product categories, volume expansion, and a rebound in demand for luxuries. In spite of lockdowns in various parts of the nation, the FMCG sector grew by 36.9% from April to June of 2021.

FMCG GROWTH IN INDIA



In September 2021, rural FMCG consumption climbed by 58.2 percent year on year, which is twice as much as urban consumption (27.7 percent).

In April-June 2021, the domestic FMCG market grew 36.9% year on year.

Due to several government programs (such as packaged staples and hygiene categories); high agricultural produce, reverse migration, and a lower unemployment rate, rural India saw a double-digit growth recovery of 10.6 percent in the third quarter of FY20. The FMCG market will be driven by an increase in rural consumption. By 2025, the Indian processed food market is expected to reach US\$ 470 billion, up from US\$ 263 billion in 2019-20.

TYPES OF FMCG INDUSTRY:

- Foods that have been processed
- Breakfast cereal, for example, is a processed food.
- Beverages: Fruit juice and bottled water are examples of packaged beverages.

- Dry Goods is a term used to describe a type of product Coffee, tea, sugar, and beans are examples of dry products.
- Meals that have been prepared
- Cosmetics
- Toiletries
- Candy for Over-the-Counter Medications

GDP CONTRIBUTING FOR INDIAN FMCG:

The FMCG industry is India's fourth largest industry, accounting for roughly 20% of the country's GDP.

TOP 10 FMCG PLAYERS IN INDIA:

- Hindustan unilever
- ITC Limited
- Amul
- Parle Argo
- Britannia Industries Limited
- Dabur
- Marico Limited
- Godrej Consumer Products Limited
- Tata consumer products
- Emami

CURRENT SCENARIO OF RETAILING

- The retailing in India has gone through a huge transformation in last decade in organized sector of retailing. India is considered to be the 5th largest retailing market in the world.
- Earlier the income from organized retailing in the year 2011-2012 was 23 lakh crore which a growth rate of 7% while the currently the income has grown to 47 lakh crore with a annual compound growth rate of 15%.

- The income from unorganized sector is 583000cr and 5000cr from organized sector. The retailing market in Indian is estimated to be US\$500.
- It also accounts for 20% of the country's GDP and also contributes for 8% of employment.
- It is also expected that the revenue from online is generated by 2020 will go up to US\$60. The Supermarkets have gone up from 500 in 2006 to 8500 by 2016.
- It is expected that the B2B ecommerce is going to increase up to US\$700 billion by 2020. Organized sector contributes for 9% and unorganized sector by 91%.
- It is expected that in the next five years 23%. It has also been estimated that B2C business will grow from US\$ 26 billion to US\$ 3 billion.
- It has also found that India has replaced China and has promised a retail market in India.

The reason for the growth of the organized retail sector is as follows

- Increase of nuclear families in the present scenarios.
- Increase in the working class.
- Now a day's people tend to dispose more income when compared to the past and also increase in aspiration of customers.
- Increase in demand of the luxurious goods.
- Liberation in the FDI policies by government.
- Urbanization has been increased.

The problems in the retailing in the present scenario are

- There is a long way to go to meet the international standards in retailing in India.
- Improper or ineffective management of supply chain management.
- There is no proper consumption pattern in retail sector.
- Retail space which is required is lacked.
- Retail sector is facing a problem of trained manpower.
- There is no proper infrastructure and distribution channel

TOP PLAYERS IN RETAILING:

- Infiniti retail Limited
- V-Mart retail Limited
- Trent Limited
- Shoppers stop
- Aditya Birla Fashion & Retail
- Avenue Super marts Limited
- Future Retail limited
- Reliance retail Limited

TECHNOLOGIES USED IN RETAILING INDUSTRY:

- The Internet of Things (IoT)
- Recognizing people by their faces
- Store attendants and autonomous delivery robots
- Stores with no cashiers
- Shopping with augmented reality
- e-commerce via voice
- All of this is, of course, supported by All

TYPES OF RETAILING:

- Store retailing
- Non-store retailing
- Corporate retailing
- Internet retailing
- Service retailing

IN RETAILING THE TECHNOLOGIES USED ARE AS FOLLOWS

- Usage of computers for the purpose of merchandise planning and management, control off inventory costs and supplies using various software such as SAP and other.

- Now a day the replenishment of goods and internal billing is done electronically.
- Now a day's new format has emerged in retailing of next generation by going online

The Indian retail trade is the 5th largest in the world. With the exception of organized and unorganized sectors, India has been one of the flourishing industries in India in recent years. Although at first the retail trade in India was basically unorganized, but with the changes in tastes and preferences of consumers, the industry is becoming increasingly popular and organized. With increasing market demand, the industry is expected to grow at a rate of 25-30% per annum. The Indian retail sector is expected to grow by Rs. 35,000 crores in 2004-05 to rs. 109,000crores by the year 2010.

The retail scenario² in India is one of its kind. Much of this lies in the unorganized sector with over 12 million¹ branches of various sizes and formats. Nearly 96% of these retail stores are less than 500 square feet, the per capita retail area of India is 2 square meters compared to the US number of 16 square meters of India's per capita retail space is thus the lowest in the world.

Indian retail industry is divided into two organized retail and unorganized retail. Till 1990s the policies and the regulations were rigid which made the produce to go through monopolies and caused a loss of 30% in logistics and infrastructure. In between 1991 to 2010 consumers got choice, quality and convenience to products. In 1997 wholesale got a mode of cash and carry. Later automated approval was granted in 2006. FDI has been allowed in cold chain as per the Indian regulations but due to the ban on multi brand or any assured way none have come. Till 2010 the growth a limited in retail because of the intermediaries. By 2010 large stores, convenience stores and supermarkets came into picture in India in retail industry and contributed 4% to industry. Till 2011 central government did not allow FDI in multi brand and single brand was limited to 51%. But the central government decided to reform the retail industry by allowing multi brand and single brand but due to the opposition pressure they holder. Later in 2012 the approved 100% for single brand. IKEA opened 25 stores in June 2012. Later after a couple of months central government approved multi brand subject to individual states and reform the retail industry and this decision was been welcomed by the economist also. And later they allowed 51% multi-brand retail in India. As per the study A.T Kearney organized retail in India has 31% share at the same time home supplies are growing at a rate of 20%-30%. By 2020 the multi-brand will grow till \$220 billion is been estimated by PWC.

Some of the organized retail formats in India are Future Group, Pantaloons, Shoppers Stop, Spencer's, Reliance, Birla More, Lifestyle and many more.

Retail in India - Present At present the Retail industry in India is accelerating. Though India is still not at an equal pace with other Asian counterparts, Indian is geared to become a major player in the Retail Market. The fact that most of the developed nations are saturated and the developing ones still not prepared, India secures a great position in the international market. Also with a highly diverse demography, India provides immense scope for companies bringing in different products targeting different consumers. According to the Global Retail Development Index, India is positioned as the foremost destination for Retail investment and business development. The factor that is presently playing a significant role here is the fact that a large section of Indian population is in the age group of 20-34 with a considerably high purchasing power; this has caused the increase in the demand in the urban market resulting in consistent growth in the Retail business.

CHAPTER – 2
ORGANIZATION PROFILE

COMPANY PROFILE:



Company	Reliance Trends
No of employees	110
Founded	2007
Head quarters	Mumbai
Bangalore Store Maintenance (Owner)	Shankar Prasad, Kumar, Annapurna
Location	Reliance trends at 25/1, Sampige Road, 8th Cross Road, Yalappa Garden, Malleswaram

OVERVIEW OF THE COMPANY:

Reliance trends were established in the year 2007 in Malleswaram Bangalore Rends is the country's largest fashion store chain. Trends' wide array of own brands, national and international brands offer fashionable, high-quality products across the Bangalore city like Women's wear, Menswear, Kids wear, and fashion accessories etc.

The Malleswaram reliance trends store's which spans 8,000 to 24,000 square feet of retail space, is designed to provide a unique shopping experience for the entire family, with spacious aisles, coordinated displays, and highly educated fashion consultants providing best-in-class customer service.

PROMOTERS

- Shankar Prasad
- Kumar
- Annapurna

VISION:

As an industry partner, we are completely committed to establishing a reputation as the most professional and highly appreciated circuit board provider to our customer base.

MISSION:

To provide real value to our clients, we will continue to invest in our people, the most up-to-date procedures, and improved manufacturing capacities.

QUALITY POLICY:

- Return and Refund Policy
- Return of or refund for purchased Products shall not be entertained by RELIANCE TRENDS

PRODUCT / SERVICES:

1. Women wear

- Indian wear
- Semi formal wear
- Dress material
- Casual wear
- Lingerie

2. Men's wear

- Semi formal wear
- Dress material
- Casual wear

- Sports
- Under garments

3. Kids wear

- Infants
- Toddlers
- Girls 2-8 yr
- Girls 8-14 yr
- Boys 2-8 yr
- Boys 8-14 yr

4. Accessories

- Handbags
- Socks
- Sports goods

AREAS OF OPERATION:

At present reliance trends perform its operation over all the India. The areas of operation are;

- Bangalore
- Gadag
- Hassan
- Mysore
- Shivamogga
- Chikkmagalur
- Mangalore Etc.

INFRASTRUCTURE FACILITIES:

Reliance trends Malleswaram Bangalore infrastructure facilities are

- Parking facility
- Chats area
- Quarter's facility

- Drinking water facilities.
- Labour Room.

COMPETITORS:

- **Pantaloons:** Pantaloons is our playground where we get the pleasure of helping people on their journeys via fashion. We work hard to make shopping for our customers a fun, enjoyable, and engaging experience by assisting them in being their most fashionable selves.

One of the most popular fashion brands in India, Pantaloons, a branch of Aditya Birla Fashion and Retail Ltd., has more than 344 stores distributed over 170+ towns and cities in the nation and has more than 24 years of retail expertise. We have a broad selection and sell more than 100 licensed national and international brands, as well as our own unique house brands.

- **Lifestyle International (P) Ltd:** In 1999, Lifestyle International (P) Ltd. opened its first Lifestyle store in India. In just over a decade, the company has grown to become one of the top retail businesses in the nation.

It is a component of the multibillion-dollar Landmark Group, a retail and hospitality company with offices in Dubai. As a hip, young, and lively store, Lifestyle provides customers with a pleasurable shopping experience. Each Lifestyle store unites a variety of ideas under one roof, including apparel, footwear, children's wear, beauty products, and accessories, giving customers a convenient one-stop shop and a selection of top national and worldwide brands.

Home Centre, Lifestyle's first specialized, standalone home improvement store, debuted in 2005. Home Centre is a one-stop shop for high-quality furniture, home goods, and soft furnishings.

FUTURE GROWTH AND PROSPECTS:

Reliance trends future plans and growth prospects: Reliance is frequently associated with its petrochemical and communications businesses. Their retail sector, which is becoming into a powerhouse, is frequently disregarded.

With more than 12,711 locations throughout India, the firm was already the biggest retailer in the nation. By paying \$3.4 billion to acquire the Future Group, the corporation

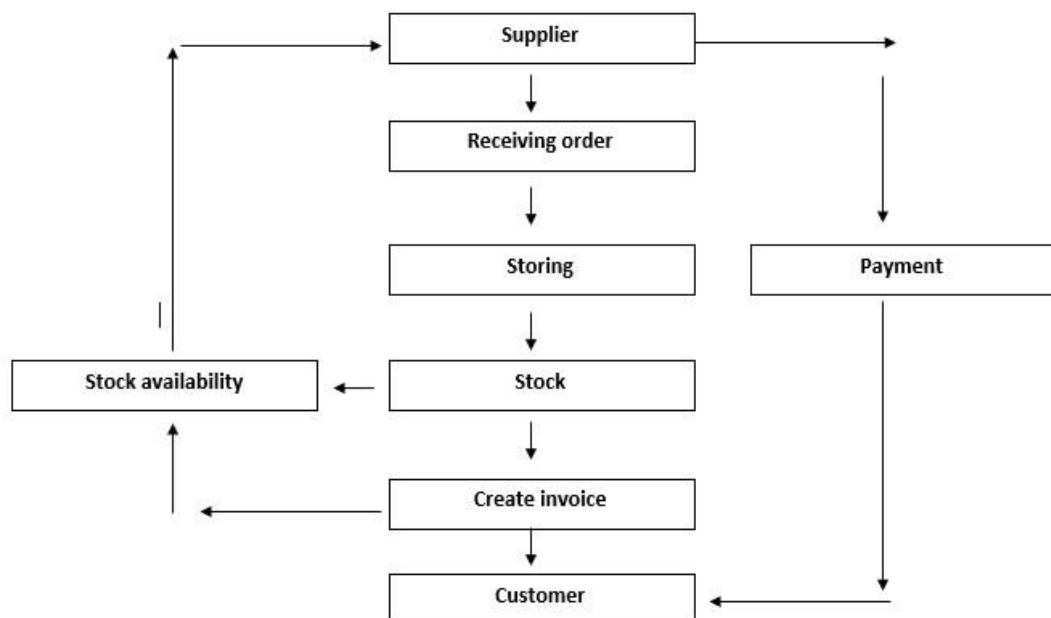
has further solidified its position as India's largest. The number of Reliance Retail stores has risen to 14,000 thanks to this agreement.

To improve its retail division, Reliance has been speeding up its efforts to acquire whatever advantage it can.

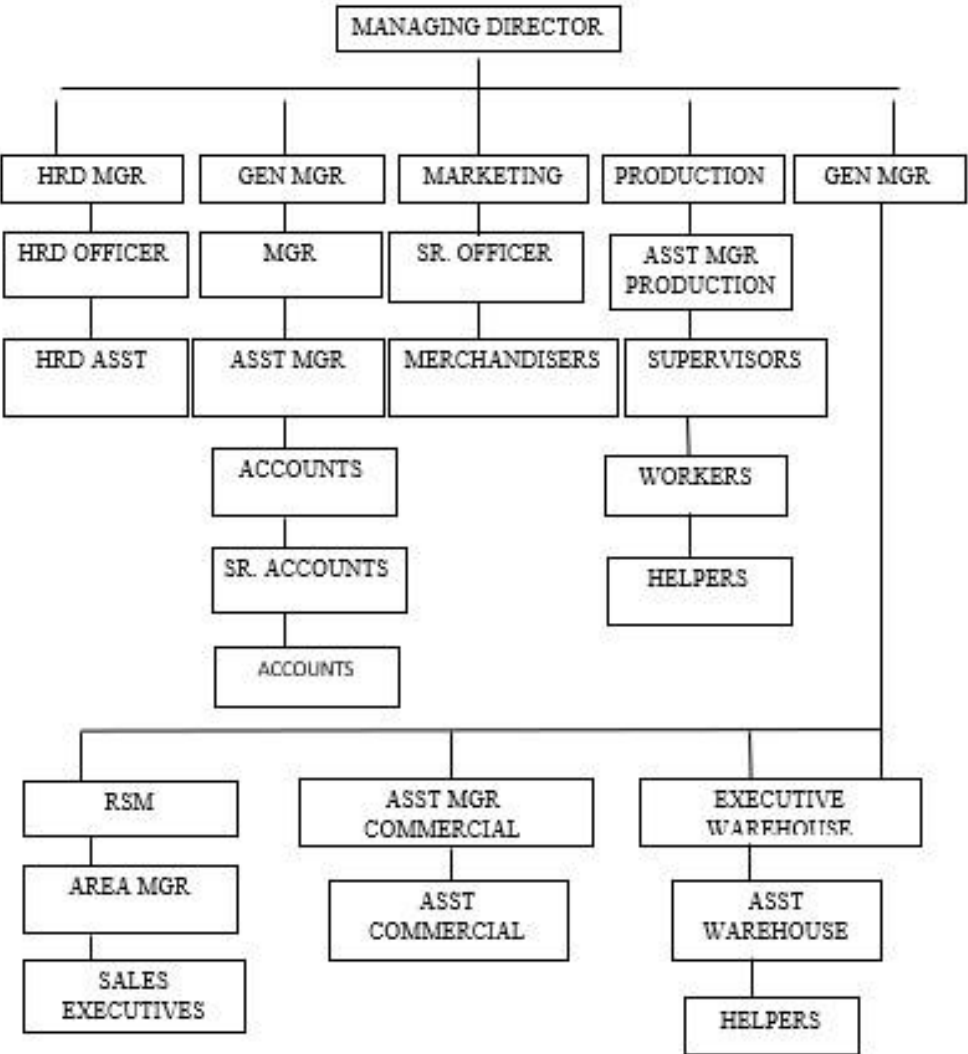
RELIANCE TRENDS WORK FLOW MODEL:

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

Bellow image shows the reliance trends work flow chart:



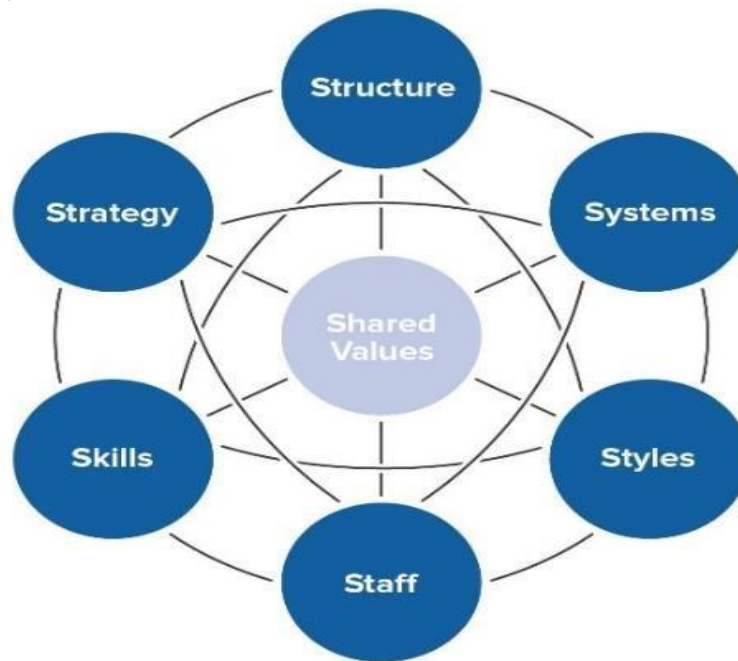
RELIANCE TRENDS ORGANIZATION CHART:



CHAPTER-3

**MCKINSEYS 7S FRAME WORK AND PORTER'S FIVE FORCE
MODEL**

McKinsey's 7S Framework of Reliance Trends:



The McKinsey's 7S model is a useful framework for reviewing an organization's marketing capabilities from different viewpoints. The 7S model can be used to Review the effectiveness of an organization in its marketing operations.

The 7-S display provides a framework for analyzing the association and overall sufficiency. It first appeared without precedent in 1981 for Richard Pascal and Anthony Athos' "the specialty of Japanese administration." In 1978, the four designers got together and came up with the 7-S demonstrations

. Subsidiaries and watermen noticed it as they searched for perfection, and the global administrative consultant saw it as a crucial tool. The 7-S display provides a framework for analyzing the association and overall sufficiency. It first appeared without precedent in 1981 for Richard Pascal and Anthony Athos' "the specialty of Japanese administration." In 1978, the four designers got together and came up with the 7-S demonstrations. Subsidiaries and watermen noticed it as they searched for perfection, and the global administrative consultant saw it as a crucial tool.

These elements can be further subdivided into the "Hard S's" and "Soft S's".

- **Strategy**

Reliance Trends is a retail chain of fashion and lifestyle products, and it operates under Reliance Retail Limited, a subsidiary of Reliance Industries Limited. It includes

Corporate Level Strategy:

Reliance Retail's corporate-level strategy is to be the leading retail player in India and expand its footprint globally. The company aims to achieve this through organic and inorganic growth. It has been expanding its retail network by opening new stores across India and exploring opportunities in other countries. Additionally, Reliance Retail has been acquiring stakes in other retail chains to increase its market share.

Business Level Strategy

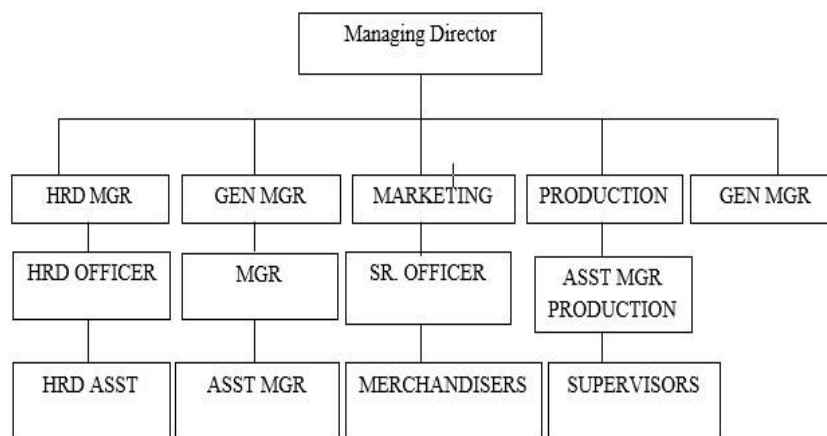
Reliance Trends' business-level strategy is to provide fashionable and trendy clothing and lifestyle products at affordable prices. The company focuses on providing a wide range of products to cater to the diverse needs of its customers. To achieve this, Reliance Trends focuses on several key factors:

- **Product Differentiation:** Reliance Trends offers a wide range of fashionable and trendy clothing and lifestyle products that cater to different segments of customers. The company focuses on providing value for money by offering affordable prices without compromising on quality.
- **Cost Leadership:** Reliance Trends has a low-cost structure, enabling it to offer its products at competitive prices. The company optimizes its supply chain and inventory management to reduce costs.
- **Customer Focus:** Reliance Trends places significant importance on customer satisfaction. The company ensures that its products meet customer needs and preferences by conducting market research and trend analysis.
- **Digitalization:** Reliance Trends has been focusing on digitalization to enhance the customer experience. The company has launched an online platform to provide customers with a seamless shopping experience and increase its reach

Functional strategy

- **Product differentiation:** Reliance Trends offers a wide range of products in different categories such as ethnic wear, casual wear, formal wear, and accessories. The company's strategy is to provide customers with a diverse range of products that cater to different needs and preferences.
- **Customer-centric approach:** The company is focused on providing customers with a seamless shopping experience both in-store and online. The company's strategy is to constantly engage with customers to understand their needs and preferences, and to offer personalized recommendations and assistance.
- **Efficient supply chain management:** Reliance Trends has invested heavily in its supply chain management system to ensure timely delivery of products to its stores and customers. The company uses advanced technology and analytics to optimize its inventory management, logistics, and distribution processes.
- **Cost optimization:** Reliance Trends operates on a low-cost business model, which allows it to offer affordable products to customers without compromising on quality. The company leverages its scale and supply chain efficiencies to keep its operating costs low.

- **Structure**



High range product has department like marketing department. Financial department, sales department, unit production department. The decision-making process is based on the delegated power of each unit. The directors of this company are empowered in formulate policies regarding the declaration of powers to various functional heads.

• **Systems**

Reliance Trends defined and well-demarcated systems in place to ensure that the business operations are managed effectively and that there are no conflicts or disputes. The systems by Reliance Trends Making largely departmental in nature, and include, for example:

- Human resource management
- Finance
- Marketing
- Operations
- Sales
- Supply chain management
- Public Relation Management
- Strategic leadership

Defined controls for systems

Each of the defined and demarcated systems at Reliance Trends Making especially designed tools and methods as controls for evaluating performance and goal attainment. These controls and measures are designed specifically in different departments based on the nature of their tasks and responsibilities

Monitoring and evaluating controls

Reliance Trends Making choice continually evaluates its systems through the designed controls. This monitoring of the performance is continual and ongoing. This is largely done through observation and informal discussions. Feedback to employees and overall department heads is informally given regularly as and when is required. Formal evaluation of performance is also conducted semi-annually – or quarterly, depending on the need and the urgency of the projects and assigned tasks. This is a formal process that is undertaken by supervisors and managers to ensure the identification of performance lags, and suggestive means of improvement.

Internal processes for organizational Reliance Trends Making a of Choice also has special processes and methods for ensuring that all departments and systems within the

organization are aligned and working in harmony towards the greater business goals and targets.

- **Style**

Management/leadership style Reliance Trends Making a Choice has a participative leadership style. Through a participative leadership style, Reliance Trends is able to engage and involve its employees in decision-making processes and managerial decisions.

Effectiveness of leadership style

The participative leadership style is highly effective in achieving the business goals and vision of the organization. Employees feel to be active members of the organization who are valued for their suggestions, feedback, and input.

Cooperation vs competition – internally

With its supportive and encouraging organizational culture, by Reliance Trends gives way to internal collaboration and cooperation between employees, systems, teams, and departments. This cooperation and collaboration at Reliance Trends making choice is important since its operations are spread globally, and also because tasks and responsibilities within the company often require inter-departmental feedback and input.

Team vs groups

Reliance Trends has effective and functional teams and works with them internally to achieve its various business goals and objectives, and complete tasks. The company's management is encouraging and supportive, and the leadership provides a motivating and pragmatic vision to achieve.

- **Staff:**

Employee skill level vs business goals

Reliance Trends has a sufficient number of employees employed across its global operations. Employees for different job roles and positions are hired internally as well as

externally – depending on the urgency and the skill levels required. All employees are given in house training to familiarize themselves with the company and its values.

External training along with in-house training is provided for skill level enhancement.

Number of employees

Reliance Trends has employed a large number of employees. The number of employees varies from country to country as per the requirements and needs of the business and operations. The global team of Reliance Trends is an inclusive one that accepts, and encourages diversity, and works in synchronization with members to ensure attainment of business goals.

Gaps in required capabilities and capacities

Reliance Trends has a well-defined system for identifying potential needs of capabilities and capacities for the organization. The human resource function of the business has a systematic process that aligns all other departments to identify potential vacancies or skill gaps. Based on the nature of the need, the human resource department arranges for recruitments which may be permanent or contractual in nature, as well as arranges training sessions if need be for the current workforce.

• Skills:

Employee skills

Reliance Trends has a commendable workforce, with high skills and capacities. All employees are recruited based on their merit and qualifications. Reliance Trends prides itself on hiring the best professionals and grooming them further to facilitate growth and development.

Employee skills vs task requirements

Reliance Trends has defined tasks and job roles and hires and trains employees for skill levels accordingly with respect to those. The company ensures that all its job requirements are met and that employees have the sufficient skills to perform their respective jobs.

Skill management

Reliance Trends pays particular attention to enhancing the skills and capacities of its employees. It arranges regular training and workshops – internally as well as externally managed- to provide growth and development opportunities for its employees.

Company's competitive advantage

The human resource is one of the core competitive advantages of the company. The skills of employees are developed specifically for job roles and requirements at by Reliance Trends and provide a competitive benefit to the company.

• Shared values:

Core values

The core values at Reliance Trends Making are defined and communicated to foster a creative and supportive organizational structure that will allow employees to perform optimally, and enhance their motivation and organizational commitment. The core values at Reliance Trends include, but are not limited to:

- Creativity
- Honesty
- Transparency
- Accountability
- Trust
- Quality
- Heritage

Corporate culture

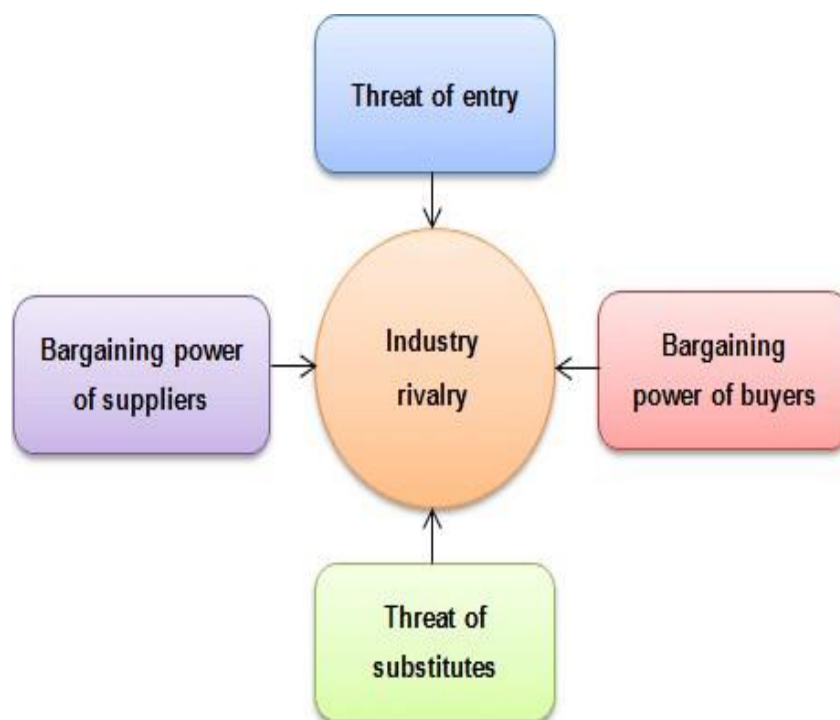
Reliance Trends encourages an inclusive culture that celebrates diversity. The company has an international presence, and production units that are spread across different countries, as such, by Reliance Trends Making ensure that its organizational culture is supportive of diversity, and has internal policies to reduce incidences of discrimination.

Task alignment with values

Reliance Trends ensures that all its job tasks and roles are aligned with the core values that the company propagates. This means that all activities, tactics, and strategic tactics employed by Reliance Trends will reflect its core values, and will not deviate away from these. This is to ensure a consistent, and reliable brand image, as well as an honest organizational culture.

PORTERS 5 FORCE MODEL OF RELIANCE TRENDS LIMITED

Porter's Five Forces Framework is a tool for analyzing competition of a business. It draws from industrial organization economics to derive five forces that determine the competitive intensity and, therefore, the attractiveness of an industry in terms of its profitability.



1. Threat of new entrants:

Reliance Trends is a retail clothing and accessories brand owned by Reliance Industries Limited, which operates in a highly competitive market. The threats of new entrants are as follows:

- **Established competition:** The retail clothing and accessories industry is already saturated with many established players such as Zara, H&M, and Forever 21. New entrants would have to compete against these established brands, which have strong brand recognition, customer loyalty, and economies of scale.
- **High capital requirements:** Starting a retail clothing and accessories brand requires a significant amount of capital investment. New entrants would need to invest in store locations, inventory, equipment, and marketing, which can be a significant barrier to entry.
- **Marketing and advertising costs:** To gain market share, new entrants need to invest heavily in advertising and promotion to create brand awareness and attract customers. This can be costly and may not yield immediate results.
- **Supplier relationships:** Established players in the industry have long-standing relationships with suppliers and manufacturers. New entrants would have to build their own relationships, which can be difficult and time-consuming.
- **Regulatory compliance:** Retail clothing and accessories brands must comply with various regulations related to labour laws, safety standards, and environmental regulations. New entrants would need to invest in compliance to avoid legal issues and penalties.

2. **Bargaining power of suppliers:**

- **Number of suppliers:** If there are a large number of suppliers offering similar products to Reliance Trends, then the bargaining power of suppliers would be low. This is because Reliance Trends would have more options to choose from and can easily switch to another supplier if one supplier becomes too difficult to deal with.
- **Size of suppliers:** If the suppliers of Reliance Trends are large and have a dominant position in the market, then their bargaining power would be high. This is because they can dictate terms and conditions to Reliance Trends and can even raise prices if they feel that they are not getting a fair deal.
- **Switching costs:** If the switching costs for Reliance Trends to switch to another supplier are high, then the bargaining power of suppliers would be high. This is because Reliance Trends would have to incur additional costs to find and train new suppliers, which would increase their overall costs.
- **Availability of substitutes:** If there are a large number of substitutes available for the products supplied by the suppliers of Reliance Trends, then their bargaining

power would be low. This is because Reliance Trends can easily switch to another supplier or substitute product if the current supplier becomes too difficult to deal with.

3. **Bargaining power of buyers**

- **Number of customers:** If there are a large number of customers, the bargaining power of each individual customer is likely to be low. However, if the number of customers is small and they are concentrated, then their bargaining power can be high.
- **Availability of substitutes:** If there are many other options for customers to buy similar products, the bargaining power of buyers is high. Reliance Trends faces competition from other retail brands, both online and offline, which increases the bargaining power of buyers.
- **Price sensitivity:** If customers are highly price-sensitive, they are more likely to negotiate for better prices. Reliance Trends operates in the mid-range segment of the market, so customers may be more willing to pay a slightly higher price for better quality products.
- **Switching costs:** If customers can easily switch to another brand without incurring significant costs, they are more likely to use their bargaining power to negotiate better deals. However, if there are high switching costs, such as the time and effort required to find a new supplier or adapt to a new product, then buyers may have lower bargaining power.
- **Loyalty programs:** If customers are loyal to Reliance Trends due to rewards programs or other incentives, they may be less likely to exercise their bargaining power.

4. **Threat of substitutes**

- **Other Retailers:** There are several other retailers in the market that offer similar products to Reliance Trends. Customers can choose to shop at these retailers instead of Reliance Trends.
- **Online Retailers:** Online shopping has become increasingly popular in recent years, and there are several online retailers that offer fashion and apparel products. Customers can choose to shop at these online retailers instead of visiting physical stores like Reliance Trends.

- **Second-Hand Stores:** Customers may choose to shop at second-hand stores or thrift shops to save money on their clothing purchases. These stores offer gently used clothing at a lower price point than new items, which may be an attractive option for some customers.
- **Designer Outlets:** Designer outlets offer high-end fashion and apparel products at a discounted price. Customers may choose to shop at these outlets to get designer clothing at a lower price point than purchasing new items from Reliance Trends.

5. **Rivalry among existing competitors**

Rivalry among existing competitors is a common phenomenon in most industries, including the retail industry. In the case of Reliance Trends, the company faces competition from a number of established players in the retail sector, such as Lifestyle, Shoppers Stop, Pantaloons, and Westside, among others.

The intensity of rivalry among competitors can have both positive and negative impacts on Reliance Trends. On the one hand, competition can drive innovation and improvements in product quality, customer service, and pricing, which can ultimately benefit consumers. On the other hand, intense competition can also lead to price wars and reduced profit margins, which can negatively impact Reliance Trends' bottom line.

CHAPTER-4
SWOT ANALYSIS



A person or company can use the SWOT analysis (also known as the SWOT matrix) as a strategic planning tool to assist them evaluate their strengths, weaknesses, opportunities, and threats in relation to commercial competitiveness or project planning. It is intended for usage in the early stages of decision-making processes and can be used as a tool to assess the strategic position of a city or organization. This technique works by "peeling back layers of the corporation." It is meant to outline the goals of the business venture or project and list the internal and external variables that are advantageous and detrimental to accomplishing those goals. In order to make a SWOT analysis helpful and discover their competitive advantages, users frequently ask and respond to questions to provide meaningful information for each area. Although SWOT has been referred to as the tried-and-true tool of strategic analysis, its shortcomings have also been pointed out.

SWOT analysis of Reliance Retail analyses the brand by its strengths, weaknesses, opportunities & threats. In Reliance Retail SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

The below lists the Reliance Retail SWOT, competitors and includes its target market, segmentation, positioning & USP. Let us start the Reliance Retail SWOT Analysis:

- Strengths
- Weaknesses
- Opportunities
- Threats

SWOT Analysis of Reliance Retail

For Reliance Retail, SWOT analysis can help the brand focus on building upon its strengths and opportunities while addressing its weaknesses as well as threats to improve its market position.

STRENGTHS

The strengths of Reliance Retail look at the key aspects of its business which gives it competitive advantage in the market. Some important factors in a brand's strengths include its financial position, experienced workforce, product uniqueness & intangible assets like brand value. Below are the Strengths in the SWOT Analysis of Reliance Retail

- 1.It is Indian retail chain with 900+ stores in 80 cities in India
- 2.Hyper market with 95000 markets with tailoring, shoe and watch repair, laundry
- 3.It owns various private label brands
- 4.It has strong distribution network- 1600 channels in villages
- Strong backing of the parent company.

WEAKNESSES

The weaknesses of a brand are certain aspects of its business which are it can improve to increase its position further. Certain weaknesses can be defined as attributes which the company is lacking or in which the competitors are better. Here are the weaknesses in the Reliance Retail SWOT Analysis:

- 1.Product variety is available but more SKUs are not present due to inefficient back-end infrastructure.
2. Poor inventory control at certain locations is a concern.

OPPORTUNITIES

The opportunities for any brand can include areas of improvement to increase its business. A brand's opportunities can lie in geographic expansion, product improvements, better communication etc. Following are the opportunities in Reliance Retail SWOT Analysis:

- 1.Sourcing directly from farmers; no middlemen could earn more profit as number of farmers will increase five times in next 5 years.
- 2.Leveraging on brand name and entering into Reliance saloon.
- 3.Large potential to reduce operation cost in cities using strong supply chain.

THREATS

The threats for any business can be factors which can negatively impact its business. Some factors like increased competitor activity, changing government policies, alternate products or services etc. can be threats. The threats in the SWOT Analysis of Reliance Retail are as mentioned:

1. Strong competition globally from Carrefour, Metro A.G., Tesco.
- 2.Operationg cost are too high.
- 3.Wallmart is biggest competitor when it comes to sourcing/ backward integration.

CHAPTER-5
ANALYSIS OF FINANCIAL STATEMENT

BALANCE SHEET AS ON 31st MARCH 2021 TO 2019

Particular (in Cr)	2021	2020	2019
Assets			
Non- current assets			
Property, plant and equipment	233391	213127	216168
Capital work in progress	24128	36200	10800
Intangible assets	270000	355000	190000
Financial assets			
Other financial assets	15788	11343	9986
Income tax assets (net)	28423	19527	21232
Other non-current assets	16488	14502	11129
Total Non-current assets	320918	262411	260523
Current assets			
Inventories	622863	540808	443555
Financial assets			
Investments	52109	-	-
Loans	28.96	24.92	22.94
Trade receivables	109913	102436	88272
Cash and cash equivalents	20577	8646	4418
Other financial assets	64.92	70.98	62.05
Other current assets	15527	22166	18711
Total current assets	830377	683646	563455
Total assets	1151295	946057	823978
Equity and Liabilities			
Equity			
Equity share capital	111.54	111.54	111.54
Other equity	654627	518716	397166
Total equity	665781	529870	408320
Non-current liabilities			
Financial liabilities			
Barrowings	39784	24299	34537

Deferred tax liabilities (net)	11156	7906	8991
Other non-current liabilities	11568	7708	7350
	62508	39913	50878
Current liabilities			
Financial liabilities			
Barrowings	27482	49134	99862
Trade payables	111227	94119	82049
Other financial liabilities	228994	180203	144496
Other current liabilities	20880	18970	14749
Provisions	16903	10007	5442
Current tax liabilities	17520	23841	18182
	423006	376274	364780
Total liabilities	485514	416187	416558
Total equity and liabilities	1151295	946057	823978

**STATEMENT OF PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDING
MARCH 2021 TO 2019**

Particular (in Cr)	2021(in Cr)	2020	2019
Income			
Revenue from operation	2132061	1796243	1618423
Other income	16113	8480	10813
Finance income	8226	1336	5732
Total income	2156400	1806059	1634968
Expenses			
Cost of raw material consumed	735423	665799	543265
Purchases of traded goods	223288	97472	203264
(increase) decrease in inventories	(96419)	(77643)	(65423)
Excise duty on sale of goods	1927	644	433
Employee benefits expenses	375622	312692	323454
Depreciation and amortization expense	24718	24120	26510
Finance costs	18019	17795	16565
Other expenses	478999	422095	397605
Total expenses	1761577	1462914	1125025
Profit before tax (EBIT)	394823	343085	509943
Tax expenses			
Current tax	124500	112000	1120.43
Deferred tax	40.41	(4.35)	(2.43)
Income tax expenses	128541	111566	110323
Profit for the year	266282	231519	222366
Other comprehensive income			
other comprehensive income not be reclassified to profit of loss in subsequent periods			
Re-measurement gain/ (losses) on defined benefit plans	(22.86)	(18.81)	(16.98)

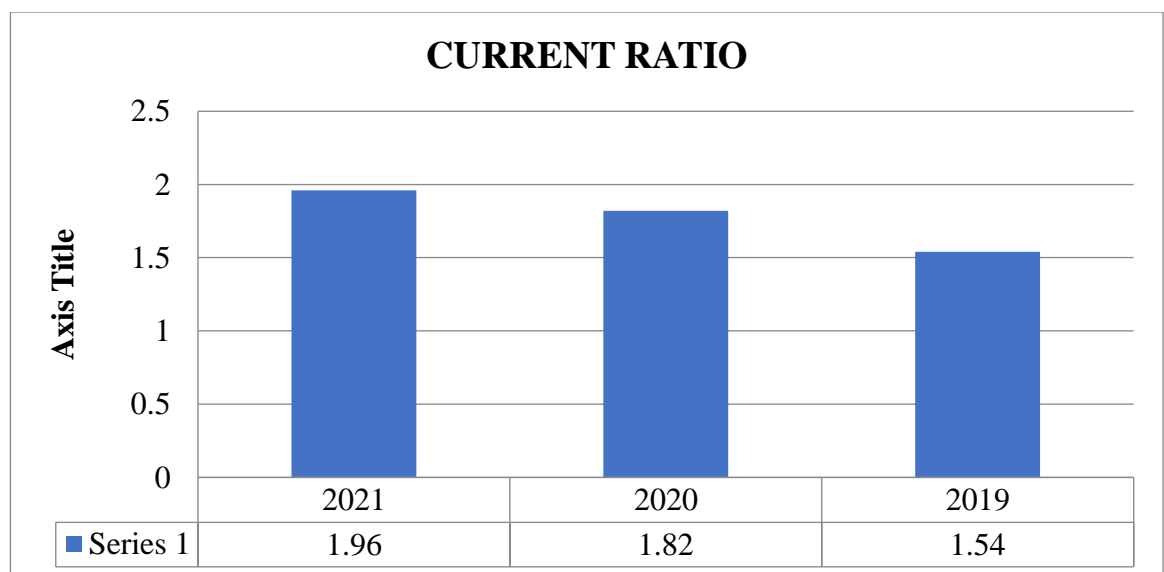
Income tax effect	7.91	6.51	5.65
Other comprehensive income for the year, net of tax	(14.95)	(12.30)	(11.06)
Total comprehensive income for the year, net of tax	264787	230289	225662
Earnings per share (par value 10 per share)			

RATIO ANALYSIS:

1. Calculation of Current ratio:

Current ratio = current assets/current liability

Particular	2021	2020	2019
Current assets	830377	376274	563455
Current liabilities	423006	683646	364780
Ratio	1.96	1.82	1.54



Interpretation:

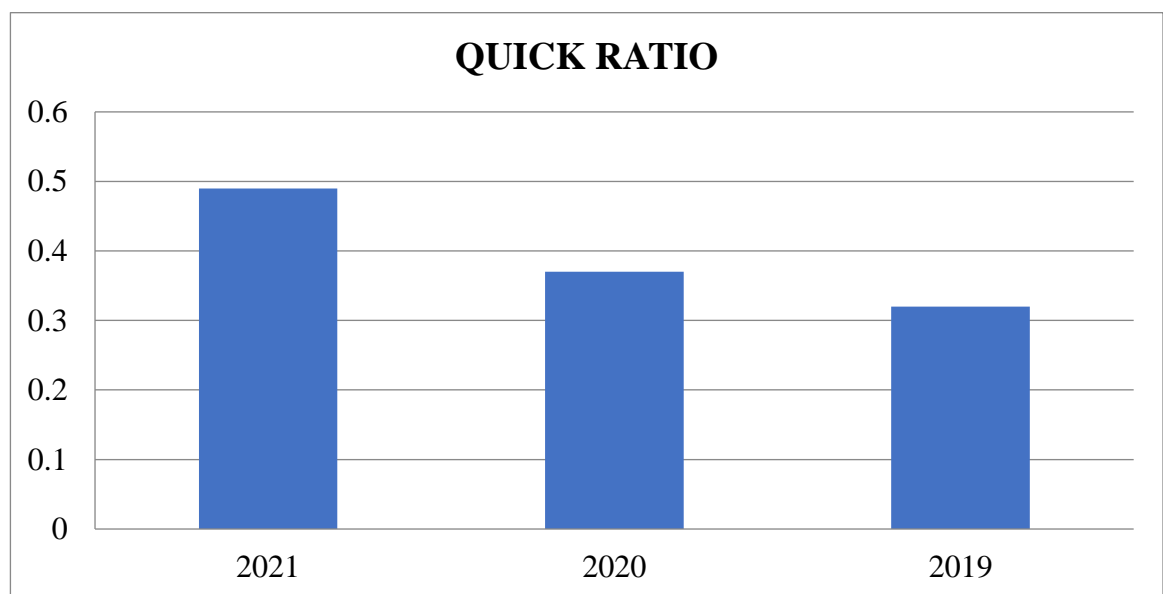
A current ratio of 1.96 in 2021 means that Reliance Trends had 1.96 times more current assets than current liabilities, indicating that the company had a strong financial position and was able to meet its short-term obligations comfortably. This is an improvement from the previous year's ratio of 1.82, which suggests that the company's liquidity position has strengthened.

In 2019, the company had a current ratio of 1.54, which was lower than the following years' ratios. This could indicate that the company was facing some financial difficulties or had lower levels of liquidity at that time.

2. Calculation of Quick ratio:

$$\text{Quick Ratio} = \frac{\text{Quick Assets}}{\text{Current liability}} = \frac{\text{Current Assets} - \text{Inventory}}{\text{Current liability}}$$

Current liability		Current liability	
Particular	2021	2020	2019
Quick assets	207514	142838	1199
Quick liabilities	423006	376274	364780
Ratio	0.490	0.379	0.329



Interpretation:

In the first time period, the Quick Ratio of Reliance Trends was 0.490. This indicates that the company had 49 cents of highly liquid assets (such as cash and marketable securities) to cover every dollar of current liabilities (such as accounts payable and shortterm debt). This suggests that Reliance Trends was in a relatively healthy financial position at that time, with a strong ability to meet its short-term obligations.

In the second time period, the Quick Ratio of Reliance Trends decreased to 0.379. This suggests that the company's ability to cover its short-term liabilities with its most liquid assets weakened during this time period. It could be an indication that the company's cash position declined or that its current liabilities increased. In the third time period, the Quick Ratio of Reliance Trends decreased further to 0.329. This suggests that

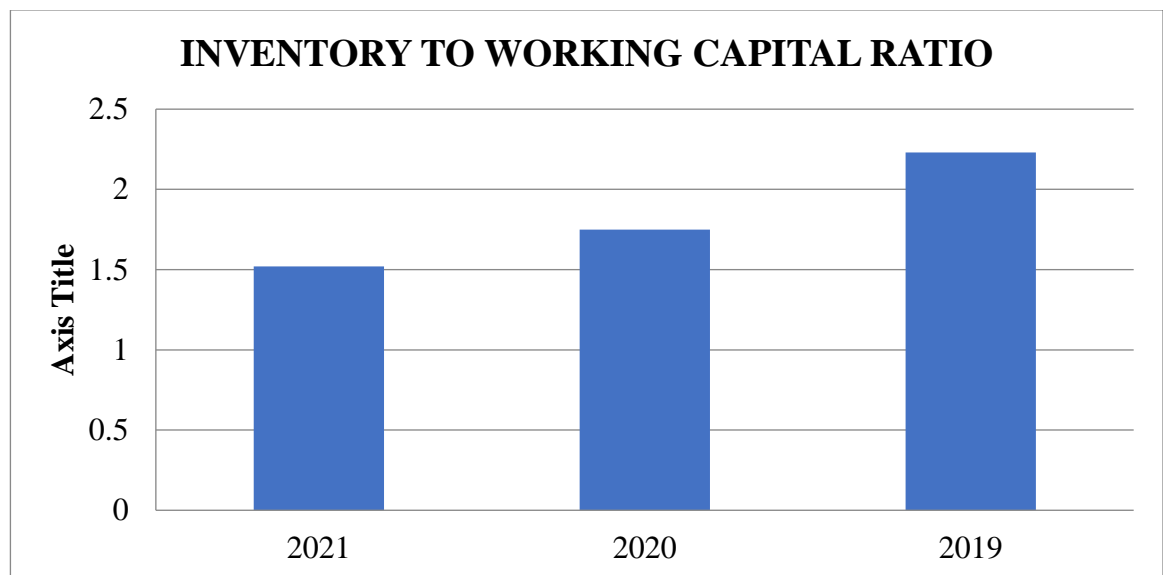
the company's short-term liquidity position deteriorated even more, and its ability to meet its current obligations with its most liquid assets was weaker than before.

3. Calculation of Inventory to working capital: Inventory

$$\text{to working capital} = \frac{\text{Inventory}}{\text{Working capital}}$$

Working capital = Current Assets - Current Liability

Particular	2021	2020	2019
Inventory	622863	540811	443555
Working capital	407871	307372	198675
Ratio	1,527	1.759	2.23



Interpretation:

The working capital ratio is a financial ratio that measures a company's ability to meet its short-term financial obligations. It is calculated by dividing current assets by current liabilities. A ratio greater than 1 indicates that a company has sufficient current assets to cover its current liabilities.

For Reliance Trends, the working capital ratio appears to have increased over time, from 1.527 to 1.759 to 2.23. This suggests that the company has been able to improve its

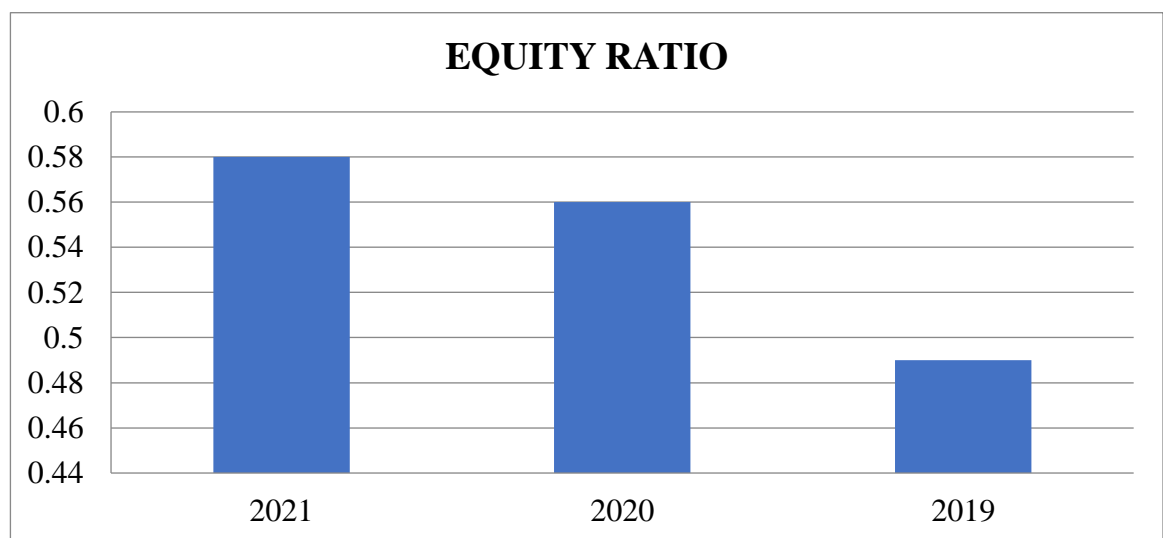
short-term financial position by either increasing its current assets or reducing its current liabilities, or both. A working capital ratio of 2.23 indicates that Reliance Trends has more than twice the amount of current assets compared to its current liabilities. This could indicate that the company has a strong liquidity position, which means it is better able to meet its short-term financial obligations as they come due.

4. Calculation of Equity ratio:

Equity ratio = Total Equity

Total Assets

Particular	2021	2020	2019
Total equity	665781	529870	408320
Total assets	1151295	946057	823978
Ratio	0.578	0.560	0.495



Interpretation:

In the first year, the equity ratio is 0.578, which means that approximately 57.8% of Reliance Trends' assets are funded by equity, and the remaining 42.2% are funded by debt.

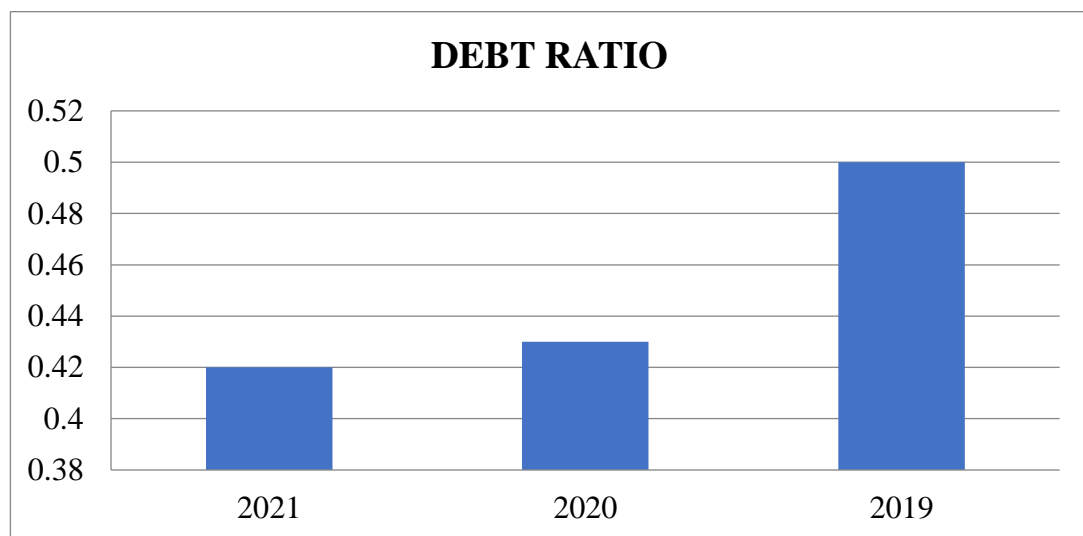
In the second year, the equity ratio has decreased slightly to 0.560, which means that approximately 56% of Reliance Trends' assets are funded by equity, and the remaining 44% are funded by debt.

In the third year, the equity ratio has decreased significantly to 0.495, which means that approximately 49.5% of Reliance Trends' assets are funded by equity, and the remaining 50.5% are funded by debt.

5. Calculation of Debt Ratio: Debt

Ratio = $\frac{\text{Total Liabilities}}{\text{Total Assets}}$

Total Assets			
Particular	2021	2020	2019
Total Liability	485514	416187	416558
Total Asset	1151295	946057	823978
Ratio	0.421	0.439	0.504



Interpretations:

In the first year, the debt ratio is 0.421, which means that approximately 42.1% of Reliance Trends' assets are funded by debt, and the remaining 57.9% are funded by equity.

In the second year, the debt ratio has increased slightly to 0.439, which means that approximately 43.9% of Reliance Trends' assets are funded by debt, and the remaining 56.1% are funded by equity.

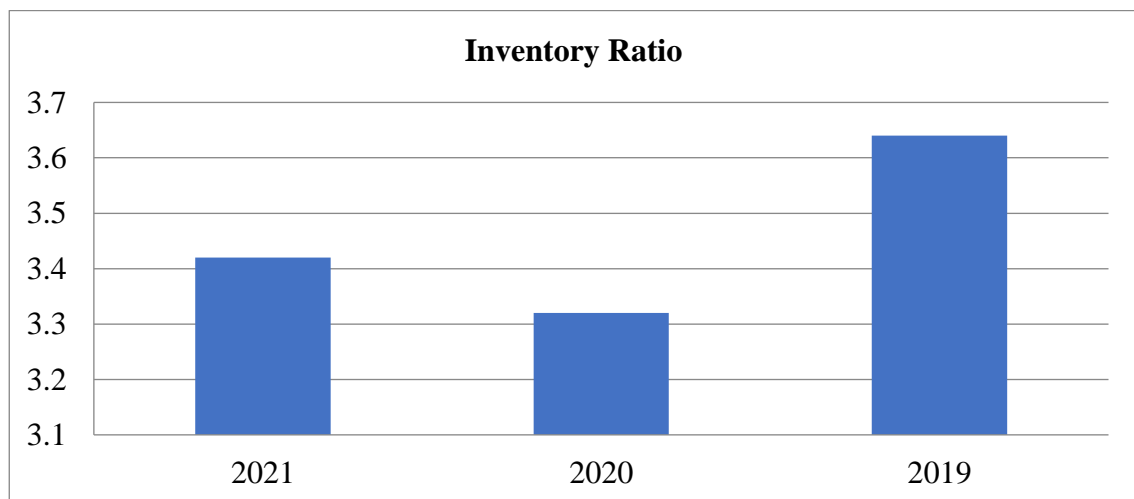
In the third year, the debt ratio has increased significantly to 0.504, which means that approximately 50.4% of Reliance Trends' assets are funded by debt, and the remaining 49.6% are funded by equity.

Calculation of Inventory Ratio:

Formula:

Net Sales/ Inventory

Particular	2021	2020	2019
Net sales	2132061	1796243	1618423
Inventory	622863	540808	443555
Ratio	3.42	3.32	3.64



Interpretation:

The first inventory ratio figure of 0.421 suggests that Reliance Trends may have had some difficulty managing its inventory during that time period, as the ratio is relatively low.

This could mean that the company had excess inventory that it was struggling to sell, which can lead to increased carrying costs and lower profitability.

The second inventory ratio figure of 0.439 shows a slight improvement over the first period. However, the ratio is still relatively low, which indicates that there may still be room for improvement in inventory management.

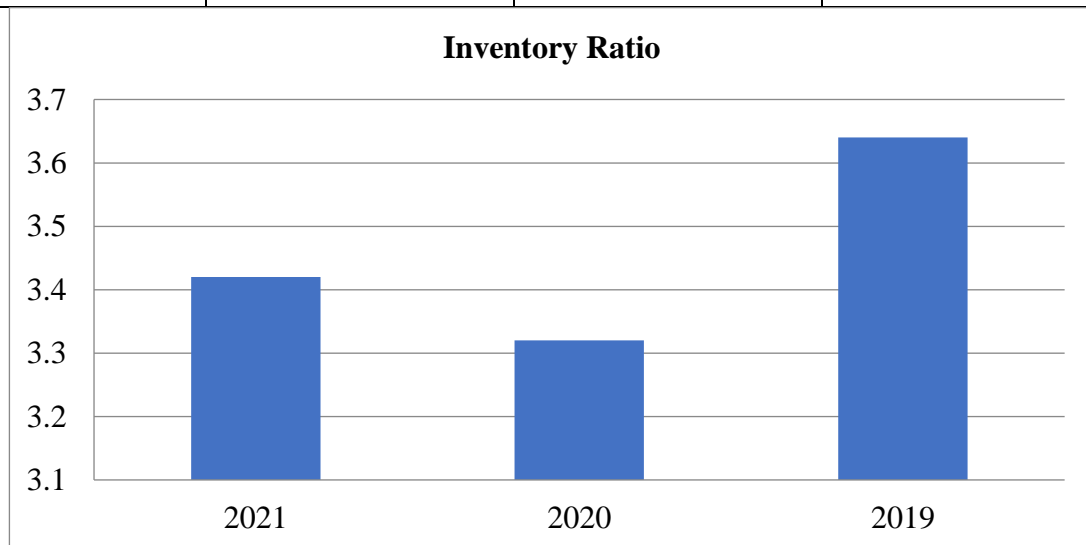
The third inventory ratio figure of 0.504 is a significant improvement over the previous two periods, indicating that Reliance Trends has been able to better manage its inventory during this time. A higher inventory ratio suggests that the company is efficiently selling its inventory.

6. Calculation of net profit ratio:

Formula:

Net profit/Net Sales*100

Particular	2021	2020	2019
Net sales	266282	231519	222366
Inventory	2132061	1796242	1618423
Ratio	12.48	12.88	13.73



Interpretation:

The first net profit ratio figure of 12.48 suggests that Reliance Trends was able to generate a net profit of 12.48% of its revenue during that time period. This is a decent ratio, indicating that the company was able to operate efficiently and generate profits despite any challenges it may have faced.

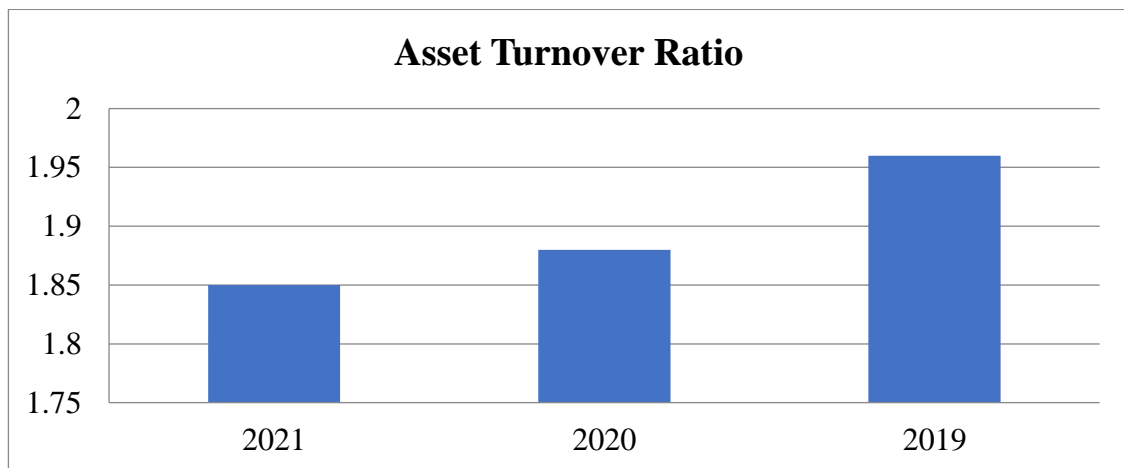
The second net profit ratio figure of 12.88 shows a slight improvement over the first period, indicating that Reliance Trends was able to improve its profitability during that time. This could be due to factors such as better cost management or higher sales volumes.

The third net profit ratio figure of 13.73 is the highest of the three, indicating that Reliance Trends was able to generate a higher net profit relative to its revenue during this period. This suggests that the company was able to operate more efficiently and generate stronger profits.

7. Calculation of Asset Turnover Ratio:**Formula:**

$$\text{Sales/Total Asset}$$

Particular	2021	2020	2019
Sales	2132061	1796242	1618423
Total Asset	1151295	946057	823978
Ratio	1.85	1.889	1.96



Interpretation:

The asset turnover ratio is a financial ratio that measures a company's ability to generate revenue from its assets. A higher ratio indicates that the company is generating more revenue per unit of assets.

In this case, the asset turnover ratio for Reliance Trends is increasing over time, going from 1.85 to 1.889 and then to 1.96. This suggests that Reliance Trends is becoming more efficient in generating revenue from its assets.

However, it's important to note that interpreting financial ratios in isolation can be misleading. It's always best to analyze multiple financial ratios and consider other factors such as industry trends, competition, and economic conditions before making any conclusions about a company's financial performance

CHAPTER-6

LEARNING EXPERIENCE

LEARNING EXPERIENCE:

My overall experience in the company was very pleasant. The response and support got from the management and staff was appreciable.

The atmosphere was encouraging in the company. In this study I learned about management from the practical perspective and I learnt about organization as to how it works in management aspects and the policies and procedures. Totally it was a highly useful for me in the company. This has added value in my academic learning.

To conclude this project has given me practical exposure in the study of organization. The main purpose of the organization study is to make the student acquainted the practical knowledge about the overall functioning of the organization. It given me the opportunity to study the human behavior and also makes one ready to face different situations, which normally would come across while on work in the office or factory environment. During the first week it was totally a new experience entering into the organization. On the first day of the study, external guide detailed as very clearly about the guidelines to be fallowed with respect to maintaining the discipline of the organization.

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ANNEXURE:**BALANCE SHEET AS ON 31st MARCH 2021 TO 2019**

Particular (in Cr)	2021	2020	2019
Assets			
Non- current assets			
Property, plant and equipment	233391	213127	216168
Capital work in progress	24128	36200	10800
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Other financial assets	64.92	70.98	62.05
Other current assets	15527	22166	18711
Total current assets	830377	683646	563455
Total assets	1151295	946057	823978
Equity and Liabilities			
Equity			
Equity share capital	111.54	111.54	111.54
Other equity	654627	518716	397166
Total equity	665781	529870	408320

Non-current liabilities			
Financial liabilities			
Barrowings	39784	24299	34537
Deferred tax liabilities (net)	11156	7906	8991
Other non-current liabilities	11568	7708	7350
	62508	39913	50878
Current liabilities			
Financial liabilities			
Barrowings	27482	49134	99862
Trade payables	111227	94119	82049
Other financial liabilities	228994	180203	144496
Other current liabilities	20880	18970	14749
Provisions	16903	10007	5442
Current tax liabilities	17520	23841	18182
	423006	376274	364780
Total liabilities	485514	416187	416558
Total equity and liabilities	1151295	946057	823978

**STATEMENT OF PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDING
MARCH 2021 TO 2019**

Particular (in Cr)	2021(in Cr)	2020	2019
Income			
Revenue from operation	2132061	1796243	1618423
Other income	16113	8480	10813
Finance income	8226	1336	5732
Total income	2156400	1806059	1634968
Expenses			
Cost of raw material consumed	735423	665799	543265
Purchases of traded goods	223288	97472	203264
(increase) decrease in inventories	(96419)	(77643)	(65423)
Excise duty on sale of goods	1927	644	433
Employee benefits expenses	375622	312692	323454
Depreciation and amortization expense	24718	24120	26510
Finance costs	18019	17795	16565
Other expenses	478999	422095	397605
Total expenses	1761577	1462914	1125025
Profit before tax (EBIT)	394823	343085	509943
Tax expenses			
Current tax	124500	112000	1120.43
Deferred tax	40.41	(4.35)	(2.43)
Income tax expenses	128541	111566	110323
Profit for the year	266282	231519	222366
Other comprehensive income			
other comprehensive income not be reclassified to profit of loss in subsequent periods			
Re-measurement gain/ (losses) on defined benefit plans	(22.86)	(18.81)	(16.98)

Income tax effect	7.91	6.51	5.65
Other comprehensive income for the year, net of tax	(14.95)	(12.30)	(11.06)
Total comprehensive income for the year, net of tax	264787	230289	225662
Earnings per share (par value 10 per share)			