

**INTERNSHIP REPORT ON
MANIPAL TECHNOLOGY LIMITED**

SUBMITTED BY

CHAITRA U

4AL21BA018



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mrs. Priya Sequeira,

HOD

P G Department of Business Administration

AIET, Mijar

EXTERNAL GUIDE

Mrs. Vidhya Shenoy

HR Manager

Manipal Technology

Limited



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 - 23



Manipal Technologies Limited

MTL/HRTA/2122/0069

19th November, 2022

To Whomsoever It May Concern

Subject: Internship Completion certificate for Ms. Chaitra U

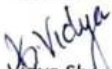
Dear Sir/Madam

We hereby state on record that Ms. Chaitra U has completed an internship project in our General Admin Department of Manipal Technologies Limited, Manipal from 20th October, 2022 to 19th November, 2022 under the guidance of Mr. Shahzad Ahmed, Deputy Manager.

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

We wish Ms. Chaitra U all success in her future endeavors.

Thanking you
Yours Sincerely


Vidya Shenoy
Manager - HR

Manipal Technologies Limited

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The mark of responsible forestry

Document



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NBA (CSE & ECE)

DATE: 30/01/2023

CERTIFICATE

This is to certify that **CHAITRA U** bearing USN **4AL21BA018**, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**MANIPAL TECHNOLOGY LIMITED., MANIPAL**" is prepared by her 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

DEAN

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

Dr. Peter Fernandes

Principal
PRINCIPAL

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

DECLARATION

I **CHAITRA U** hereby declare that internship conducted at **MANIPAL TECHNOLOGY LIMITED** under the guidance of **MRS PRIYA SEQUEIRA, HOD, PG Department of Business Administration, Ava's Institute of Engineering and Technology** and external guidance by **Mrs. VIDHYA SHENOY HR Manager of MTL**.

I also declare that this internship is towards the partial fulfillment of the university the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone an internship of a period of four weeks. I further declare that this internship is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

A handwritten signature in dark ink, appearing to read 'Chaitra U', enclosed within a faint rectangular border.

Signature

ACKNOWLEDGEMENT

I am elated to present this internship report entitled “organization study with respect to “Manipal Technology Limited”. I consider it to be my privilege and pleasure to express words of gratitude and respect to all those who have guided and inspired me in completing this study.

It is my pleasure to extend my gratitude to our beloved Principal Mr. Peter Fernandes, Alva’s institute of Engineering and Technology Mijar for giving me an opportunity to undertake this project.

I wish to express my profound gratitude to my guide Mrs. Priya Sequeira, HOD, PG Department of Business Administration for her valuable guidance and encouragement.

I express my heartfelt gratitude to my external guide Mrs. Vidhya Shenoy, HR Manager, MANIPAL TECHNOLOGY LIMITED for her support.

I wish to express my sincere gratitude to all teaching and non-teaching staff members of MBA department of Alva’s institute of Engineering and technology for their constant concern and support, last but not least I thank my parents my friends and all my well-wishers who have directly or indirectly helped me in completing this internship. This work would not have been possible without their encouragement and support.

Place: Mijar

CHAITRA U

Date:

USN: 4AL21BA018

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Executive Summary

The organization study is done on Manipal Technologies Ltd, which is a public based enterprise, which was established in the year 1941 and it's headquartered is at Manipal, Karnataka India. The study was conducted for 30days, the main objective of this organization study was to develop practical knowledge on Manipal Technology Limited. During this course of period, I could gain knowledge on how this industry works, who an all are the major players, what is their revenue, their contribution to the economy and many different things. By taking MTL as my organization study topic I understood and learn different strategies adopted by MTL to make their place in this industry, as MTL is a private based enterprise it took some time to establish their brand name in the country. In this organization study we were supposed to do complete study on MTL ltd, by understanding there each and every perspective, how they perform, and what different challenges they face during their work. Analysis also includes global and Indian leaders of service industry.

Study included Mckinsey's 7s model, Porters 5 force model, SWOT analysis and financial analysis with reference to MTL company. Analysis gave information about different practical knowledge what we had studied as a theory in our course. Because of this organization I could build up logical thinking. As this was virtual organization, the required information's were collected from different annual reports of the company, their official websites and different other websites.

CHAPTER 1

INTRODUCTION ABOUT THE ORGANIZATION AND INDUSTRY

INTRODUCTION ABOUT THE INDUSTRY

The printing industry in India is an important industry in that country. Printing means to produce reproductions of written material or images in multiple copies. There are four traditional types of printing: relief printing (with which this article is mainly concerned), intaglio, lithography, and screen process printing. Relief printing encompasses type, stereotype, electrotpe, and letterpress. Flexographic printing is a form of rotary letterpress printing using flexible rubber plates and rapid-drying inks.

PRINTING INDUSTRY

Printing and Print – Packaging industry in India is growing; people are taking keen interest in this key industry now. There are more than 36 printing institutes some of these giving even post-graduate education. Every year more than 3500 new printing engineering graduates joins the industry, while still much more get on the spot training in the print shops. Printing especially Packaging printing is now one of the industry. It is said that since 1989 the growth of the Printing coupled with Packaging Printing industry is over 14%.

The growth of this sector attributes to the two main reasons, first is the spread of education- according to the 2001 census report literacy growth in India touched nearly 66 per cent. This amazing growth in literacy together with rising educational levels and rapidly progressing trade and industry in India make the current situation a happy note. Literacy rate is growing; increase in the literacy rate has direct positive effect on the rise of the circulation of the regional papers. The people are first educated in their mother tongue as per their state in which they live e.g., students in Maharashtra are compulsory taught Marathi language and hence they are educated in their state language and the first thing a literate person does is read papers and gain knowledge and hence higher the literacy rate in a state the sales of the dominating regional paper in the state rises. There's little doubt about India's market potential in print media. According to a national survey, 248 million literate adults still don't read any publication. But readership of newspapers and magazines is up by 15% since 1998 to 180 million. It's a reflection of a younger, more educated population, especially in small-town India, feel experts. India has 49,000 publications, but annual revenues total just \$1.1 billion. While they can be vibrant and gutsy, most are starved for technology, marketing, and capital to expand. So a handful of publications dominate. With the growth in literacy, the Indian print media industry is expected to grow at CAGR of 5.7% for the period 2009-13 to reach ₹213.6 billion from ₹161.8 billion in 2008.

LITERACY – A BOON FOR PRINT MEDIA

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Newspaper publishing, publishing, which constitutes around 87% for the segment in 2008, is expected to grow to ₹184.8 billion in 2013. Magazine publishing is expected to grow to ₹28.8 billion in 2013 from ₹ 21.0 billion in 2 billion in 2008 at a CAGR of 6.5%. Print 008 at a CAGR of 6.5%. Print advertising is expected to have a CAGR of 8.0% and grow from ₹103.5 billion in 2008 to ₹152.0 billion in 2013. Print industry circulation CAGR is expected to grow at a minimal rate of 1.1% to reach ₹61.6 billion in 2013 from ₹58.3 billion in 2008.

The Indian Print Industry has undergone a revolutionary change in the last 15 years. In 1990, India initiated a process of reforms aimed at shedding protectionism and embracing liberalisation of the economy. Privatisation was initiated with the aim of integrating the with the world economy. This change opened the doors for the Indian Print Industry to modernise, by investing in the latest of technology and machinery. The average compound annual growth rate has been higher than 12% over the last 15 years. Our packaging industry is currently growing at a rate of more than 16% a year. Prior to 1990, most printer found it easy to invest in East German and Czechoslovakian machines. Post 1990, the trend has been to acquire the latest and the best equipment & machines.

The progressive printers of today are equipped with the latest computer-controlled printing machines and flow lines for binding, while state of the art digital technologies are being used in pre-press. Leading print companies have optimised the use of information technology in each and every area of their business. These printers are today equipped at par with the best print production facilities in the world.

Today, India is fast becoming one of the major print producers & manufacture of printed paper products for the world markets. The quality standards have improved dramatically and immense production capacities have been created. Some printers have won recognition by winning prizes at international competition for excellence in printing. The current annual turnover of all the components in the Indian printing industry are more than ₹50,000 crores. That is in the region of US\$11 Billion. Indian books, journals printing job, etc. s, etc. are being exported to over to over 120 countries of the world both developed and developing. Indian exports of books, printed pamphlets, newspapers& periodicals, job printing and printed materials during 2004-05 was estimated to the tune of US\$550 million.

The Indian Printing Industry, growing at a rate of 12% per annum, comprises more than 250,000 printing companies. The current annual turnover of is more than ₹50,000 crores (US\$11 Billion). India is the country with largest number of printing presses in the world (Europe: 1.18 lakh, China: 1.13 lakh, USA: 50,000, Japan: 45,000, Korea: 42,000 and Australia: 40,000). India with approx. 25 lakh employees is second only to China (30.25 lakh) so far as the number of employees in printing sector is concerned. Employees and number of printing companies are decreasing by 6 per cent world over, including China, whereas in India it is progressing at 5.2 per cent annually. The industry has undergone a revolutionary change in the last 15 years. In 1990, India initiated a process of reforms aimed at shedding protectionism and embracing liberalisation of the economy.

Privatisation was initiated with the aim of integrating the Indian economy with the world economy. This change opened the doors for the Indian Print Industry to modernise, by investing in the latest of technology and machinery. In recent years, the printing industry in India has seen record levels of growth, owing to liberalised regimes, globalisation and progress in automation. The industry has grown leaps and bounds due to the latest bounds due to the latest technology and machinery, quality standards and production capacities.

OVERVIEW

The compounded annual growth rate of the Indian Printing Industry is estimated to be 12.2% for the period 2007-12. The objective is to achieve 60% growth by the year of 2014. The printing industry of India is highly fragmented. Newspapers and magazine publishing section have the large printers apart from a few in package, label and commercial printing. About 77% of the printing houses are family owned. From 2002 onwards the government allowed foreign investment. Foreign investors can now invest up to 26% in daily newspapers and 100% in scientific or other publications with government approval. Printing sector has evolved from a manufacturing industry into a service industry in India of late. Publishing have come up to the international standards as well. Most of the large printers are found in big cities of Delhi, Kolkata, Mumbai, Hyderabad, Chennai, and Sivakasi, which has emerged as a commercial printing hub and accounts for a major share of exports from the Indian printing industry.

India's biggest international exhibition on Printing and Packaging is PRINTPACK INDIA which is organised by an Association called IPAMA. The Indian printing industry will reach nearly \$20.9 billion by 2015, a government official said at the ninth edition of the international exhibit exhibition on printing and allied machinery industries (PAMEX) which was inaugurated at Greater Noida. With the exponential growth, the organisers expect India to become the largest printing market by 2015 aided by low-cost production and ready-to-adopt new technology. The event is also being supported by the Indian Newspaper Society (INS) and the Federation of Indian Publishers. It is the only dedicated international exhibition for the industry organised in Asia.

BOOMING SECTOR

Currently printing sector is all set to become booming in India due to available technology, resource at a very economical cost. Also, government is encouraging foreign direct investment into this sector. Lot of MNC's are expected to invest in this sector due to favourable working conditions. There are numerous jobs are expected in this industry due to overall growing percentage of 12% per annum. World-wide, the annual revenue of the printing industry is over \$600 Billion. The United States accounts the major share for over 25% of this business, at \$160-Billion a year

INTRODUCTION TO THE ORGANIZATION

Manipal Technologies Ltd. had its humble beginnings as the back office of Syndicate bank in 1941. Over the several decades of its existence, Manipal Technologies Ltd. has evolved from being a security print products manufacturer to products manufacturer to being the preferred Outs being the preferred Outsourced Service Partner to the Indian Banking Indus he Indian Banking Industry.

With only one letter press machine, a handful of 15 employees and just one client – Syndicate Bank – the Manipal Technologies has grown by leaps and bounds over these seven decades, since the 1941. Under the supportive leadership of Mr Mohandas Pai combined with the dedicated headship of Mr. Satish Pai, Manipal Press Ltd. (back then) quickly evolved from being a back office for Syndicate Bank to a service provider to all the banks provider to all the banks in the country. And by 1 in the country. And by 1955, a Security Production 955, a Security Production Division was established Division was established which became the first RBI approved security facility in India in 1984 for it's compliant.

Then, a Business Stationery Division in 1988 to assist the clients' requirements was set up. Subsequently, the nineties were mostly about expanding the production capabilities to newer industry segments like Government, Corporate Companies, etc. and, basically, chalking a pan India presence. Come 1997, Mr Gautham Pai took over the operations at Manipal Technologies, just when the global markets looked promising with their newly opened up avenues. avenues. Adapting to the changing times, the security got IBA approval in 2000. Young dynamism of Gautham with the adoption of global technologies resulted in the charting of newer business ventures. Like establishment of a Transactional Production Division in 2003, Card Division in 2004 for the production of secure paper cards for the Telecom Industry. Then Manipal Digital Systems in 2007, catering to the digital space and commercial print space.

Going bullish on their expansion, Manipal Technologies made substantial investments in 2008-09 with the setting up of a new Packaging division, a new Commercial Production facility and

MCT Cards and Technology Ltd – the largest secure card production facility in India. Starting 2008, Manipal Technologies focussed its competencies in bringing forth objective industry solutions and products catering the evolving needs of certain defined business verticals. It's no wonder that Manipal Technologies has left its footprints of success across diverse industries, carving an indelible niche for itself and making history in the process.

With the long-term vision of sustained growth, Manipal Technology has nurtured its ability to understand the clients' requirements and introduced products and services using innovative technologies there by providing integrate providing integrated solutions to meet solutions to meet the emerging needs of defined i g needs of defined industries.

Manipal Technology is in the business of facilitating secure transactions and facilitating Marketing Branding and Communications to key industry verticals- Banking, telecom, Education, Publishing, Consumer goods and Retail, Financial services, aviation and Transport and the Government. As the secure Transaction and Communication domains are moving into the electronic space, Manipal Technologies and communication media to provide the best services and solutions to its clients.

Manipal Technologies production facilities, occupy a total of over 700,000 sq. feet of production area in Manipal, Chennai, Mumbai and Delhi, with marketing offices across the country in all major cities. Manipal Technologies development centre at Gurgaon develops products based on embedded technology biometrics and emerging biometrics and emerging areas including NFC.

CHAPTER 2

ORGANIZATIONAL PROFILE

MANIPAL TECHNOLOGY LIMITED

Background

Launched in 1971 by Mohandas Pai and T. Satish U Pai, Manipal Technologies with a combined circulation exceeding 300,000 copies is widely read in Coastal Karnataka region. MTL is now serving customers across the globe and is having units in all metro cities in India, Kenya, Nigeria and Germany. It is classified as Non-Government Company and is registered at Registrar of Companies, Bangalore. Its authorized share capital is ₹ 250,000,000 and its paid-up capital is ₹130,386,864. It is involved in Printing and service activities related to printing. 65% of Market share as they serve many banks such as ICICI, Syndicate, HDFC etc. by providing banking cards.

It has also substantial circulation in Bangalore and other centres. Over the years, Uday Avani has been acclaimed for its quality content, unbiased journalism, extensive local coverage, neat layout and printing excellence. It has also got awards for good quality printing. Uday Avani is published by Manipal Media Network Ltd. promoted by the Manipal group – a diversified multi-business conglomerate headquartered at Manipal, Udupi District, and Karnataka. With modest beginnings as the back office of Syndicate Bank in 1941, Manipal Technologies has had a flourishing growth curve over these years, whilst expanding its repertoire of services across disparate business verticals.

Quick to gauge an opportunity, with sound business acumen, has led the founders of Manipal Technologies to innovate with their integrated solutions across industry verticals like Banking, Telecom, Education, Media Publishing, Consumer Goods and Retail, Financial services, Aviation & Transport and the Public sector. Their offerings have largely focussed on delivering secure and hassle-free financial transactions, and cutting-edge marketing and branding communications across the digital platform, to their clientele base.

Advocating this commercial success have been a total of over 700,000 sq. feet of production area in Manipal, Chennai, Mumbai and Delhi, and a substantial number of marketing offices across the country's major cities, ensuring that a close point of contact is always available to their customers. With an ISO 9001:2000 QMS certification where ISO 9001:2000 specifies requirements for a quality management system where an organization.

Nature of Business

Manipal Technology started its legacy of production by providing commercial printing products to banks. In the last decade, viewing the changing trends in technology and the high demand for commercial products, we set up a dedicated 300,000 sq. ft. production unit for commercial production. Our new world class facility is supported by an integrated state of the art infrastructure and an individualistic approach towards every job. We understand that your brand has a value which needs to be represented in all the communications that you make. With our advanced colour management systems, hi-tech machinery, and highly skilled workforce we aim to be the ideal partner to you for your brand communications requirements, be it to your clients, your employees or to any other stakeholder of your organization. Our facility is capable of producing high-volume, high-quality products like annual reports, books, magazines, promotional materials, calendars etc. Whether you need to promote your products through point-of-purchase material having innovative die cut shapes, stickers, etc. or you want to produce high volume books – our production unit facilitates every form of communication. 10 million A4 pages are printed per day and 0.5 million finished books are produced every day at this division. The digital technology available with the division also allows us to produce products in quantities as low as one, besides allowing us to provide personalization on the products like calendars, diaries etc. Manipal Technology also has the Forest Stewardship Council – Chain of Custody Certification. Ask about our FSC products.

PRE-PRESS CAPABILITIES

The highly skilled workforce of pre-press does designing work for our clients besides checking the accuracy, damage and missing components of the digital files. At the beginning, dedicated teams are assigned to customers to create and maintain familiarity with their requirements. Digital Content archival and retrieval can be done for short run demands.

Our pre-press has an enviable hi-tech environment marked by a fine array of machines. The list of sophisticated equipment's includes colour scanners, CTPs and Image Setters that are networked with PCs, workflow software, proofing devices, Colour management systems, Archiving systems and quality control devices. File servers are located at multiple locations for redundancy and all data security protocols are followed. Clients are connected through a web-to-print application and support is provided through a 24×7 helpline.

PRINTING CAPABILITIES

The Commercial Division possesses state of the art machinery from renowned manufactures like Komori, Heidelberg and Mitsubishi etc. Manipal Technology offers wide-web-offset printing in heat and cold set as well as sheet-fed offset printing for books and other products. High speed and narrow web offset presses print on various substrates. The digital machines give us the added advantage of providing low volume personalized products to cater to corporate gifting requirements.

POST PRESS CAPABILITIES

All binding capabilities for books like hard case, perfect binding, saddle stitching, Wire-O binding and spiral binding are present. Besides all formats of book production, we also have a wide selection of finishing options like lamination, UV curing, screen printing, gold embossing, die cutting and glitters to provide the required fillip for your products.

Vision Mission, Values

Vision

“To grow world – wide in publishing sector and to be a all-rounder”

Mission

To be a fresh, vibrant, media house that presents content from the perspective of people’s aspirations, opportunities, accomplishments & enjoyment-urging the people & the society to greater prosperity.

Values

- **Innovation and creativity**

We take up every opportunity to innovate and provide creative products and solutions not only to overcome the existing pain points of our customers but also to meet their emerging needs.

- **Leading and pioneering**

Our belief is that the desire to attain a leadership position can be achieved only through Innovation including pioneering new technologies in each of our Strategic Business Units.

- **Reliability and trust worthiness**

We understand that our customers’ & vendor partners need a reliable & trustworthy partner – in terms of the quality of products & services as also in all the business transactions. Our work culture & processes are aligned to this value.

- **Honesty and integrity**

Honesty is the way of life in Manipal. The belief is that a positive work or home environment is one that facilitates natural behaviour of every individual and with honesty being natural to all good human beings – it makes working at Manipal easier for all employees.

- **Respect for the individual**

We believe that the employees are the major stakeholders in the company and their motivation, dedication and creativity is what enables us to succeed. Therefore, we respect each individual and provide them the required space to grow and experiment.

THE BUSINESS PORTFOLIO

- Printing and packaging solutions:
- Manipal Technologies Ltd
- Manipal Utility Packaging Solutions
- MCT Cards and Technologies
- Manipal Digital Systems
- Media and Entertainment:
- Manipal Media Network Ltd
- Manipal Ace Event Management Co. Pvt Ltd
- Manipal Entertainment Network Ltd
- Manipal Prakashana Ltd
- Ad-Syndicate Services Pvt Ltd; advertising
- Power and Infrastructure:
- Manipal Energy and Infratech Ltd Home Fragrance:
Home Fragrance
- Primary Industries Ltd

WORK FLOW MODEL

Step 1: In the order acquisition phase, a company receives an order from a customer and prepares an initial meeting to determine the basic concept according to customer requests. Based on the basic concept a proposal is prepared and after a series of negotiations with the client an agreement is produced.

Step 2: In the design phase, the design team prepared the basic design based on the proposal and the basic concept. The basic design contains a combination of text and remaining artistic parts like graphics, pictures and all additional necessary material.

Step 3: In the electronic production phase, all scanning, editing and electronic image processing is performed. After several revisions and alterations, the final electronic prototype is developed.

Step 4: In the film production phase the final electronic prototype is processed by a film production machine and a final set of films is produced.

Step 5: In the printing phase the films produced in the previous phase are put in the proper layout in the offset printing machine. The machine is set up with the appropriate colours and paper and the printing is performed.

Step 6: In the finishing phase all cutting and binding activities are performed.

Step 7: The delivery phase includes all activities related to final inspection, packaging and delivery.

The products and services offered by the company

Registered in 2018, Manipal Technologies Ltd has gained immense expertise in offering secure identification, authorization & authentication solution, loyalty program management etc. We are located in Dupe, Karnataka and providing secure identification, authorization & authentication solution, loyalty program management to the clients.

Government

- Revenue Assurance

Tax Stamps

Track & Trace Solution

Bill Notes

- Identification

Paper & Laminated Cards

Smart Cards

- PDS

Food Coupon

Smart card Solutions

- Transport Solutions

Bus Passes

Boarding Passes

Thermal Rolls

- Other

Land Records

- Corporate

Stationary

Diaries

Calendars

Business Cards

Annual Reports

Promotional Material

Brochures

User Manuals

Augmented Reality Applications

Rehousing and dispatch. With our technological competence we can provide most efficient warehousing and dispatch models to suit your objectives.

- Publishing

- Print Solutions Books Magazines

- Digital publishing solutions

- End-to-End Digital Publishing Services (PRINT):

MTL provides value addition to your business by offering the Project Management which includes creating the production schedule, coordinating with authors and editors, resolving queries, delivering proofs, obtaining approvals and finalizing the project with final deliverables and archives.

They also handle graphic designing activities which includes factorization of images, creating advertisements, brochures/booklets design, illustrations, image relabelling and cropping, cover page design, book template design, etc.

- End-to-End Digital Publishing Services (DIGITAL):

Manipal Technologies Ltd. is a pioneer in the eBook production and Data services industry. And are processing almost half a million pages every year for their customers in different requirements. Converting any input to eBook formats, with highest quality, less time and competitive costs. They are having huge expertise in ePub 2.0 & 3.0, Fixed Layout eBooks and Amazon Mobi conversions. Team of creative specialists and eBook architects can develop static book to interactive animated eBooks that work on most of the supported devices.

- Prepress and Premedia

End-to End Digital Imaging Services: Manipal Technologies Ltd. – India's Leading digital imaging services provider – is a trusted outsourcing partner for the topmost printers & agencies across the globe. It is one of the only companies in India offering an end-to-end range of digital imaging services right from Silo/Masking, Clipping path, Colour Correction, High end Retouching and Creative Retouching, Swatch Matching, Shadow creation, File format resize and conversion, Image restoration to Colour Management.

- Outsourced Print Supply Chains Solutions for Publishers

Predicting demand correctly and managing the warehouse to meet the same is a very complicated and time-consuming task for Publishers. Stock-out situations are potential for tremendous loss to the organization as are obsolete stock.

Manipal Technologies Ltd. aims to reduce the risk for you by providing integrated production to warehousing management solutions. Based on the predictive demand we can produce and warehouse stocks and the stock can be dispatched as per the actual demand. Our production capability which allows us to produce not only high volumes but also single copies of books ensures that you will never enter a stock-out situation.

- **Warehousing & Distribution Services:**

Publishers and large education institutions need to warehouse their products to be able to provide the same to their clients on demand. Similarly, elements for the debit/credit card and SIM card kits for banks and telecom companies respectively need to be warehoused till they can be collated and provided to locations on demand. Handling these processes in-house diverts the organization from its core business. Manipal Technologies Ltd. (MTL) acts as the outsourced service provider to each of these industries by providing warehousing and dispatch to end user services. We partner with the institutions to get real time demand data from specific locations. The produced material is stored in our warehouse and dispatched as per demand.

- **Education**

Testing Materials

Answer Booklet

OMR/ICR Sheets

- **Student Life Cycle Management**

Student ID Cards

Hall Tickets / Rank Cards

Certificates

- **Text Books**

- **Retail**

Packaging & Labels

Packaging & Labels

Mono Cartons

- **Shipping**

Envelopes

Corrugated Cartons

- **Promos & Events**

Loyalty Cards

Gift Coupons

Tickets

Scratch/Punch cards

●BFSI

Payment Solutions

Virtual Card

Secure Identification, Authorization & Authentication Solution

Next-Gen Contactless Wearable Payment Solutions

Paperless (Green) PIN Solution

CUG Prepaid Card Issuance and Management

Loyalty Program Management

Authentic: Payment Authorization & Switching

Card Management Card

Debit Card Issuance

Banking / Credit / FI cards

Prepaid, Travel & Gift Cards

RTO Management

Help Desk

Logistics

Pin Management

Secure Print Solution

Cheques

Pin Mailers

Information Booklet

Statements

Thermal Rolls

●Other

Pharma

Packaging & labels

●**Telecom**

SIM Cards

Recharge / Scratch Cards

Telephone Bills

●**Software**

RIA / Web Development

Gaming and Mobile Application Development

Ownership Pattern

Manipal Technologies Limited is a Public incorporated on 13 January 2000. It is classified as Non-government Company and is registered at Registrar of Companies, Bangalore. Its authorized share capital is ₹ 250,000,000 and its paid-up capital is ₹130,387,000. It is involved in Printing and service activities related to printing.

Manipal Technologies Limited's Annual General Meeting (AGM) was last held on 28 September 2018 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2018.

Directors of Manipal Technologies Limited are Hemalatha Ramaiah, Tonse Sachin Pai, John Charles Fowler, Tonse Satish Upendra Pai, Giulio Olivotto, Ramchandra Kasargod Kamath, Prabhakara Dayananda Kamath, and Tones Gautham Pai.

Manipal Technologies Limited's Corporate Identification Number is (CIN) U22219KA2000PLC026222 and its registration number is 26222. Its Email address is binod.mandal@manipalgroup.info and its registered address is UDAYAVANI BUILDING, PRESS CORNER, and MANIPAL

List of Directors of MTL

SI NO	DIRECTOR NAME	DESIGNATION
1	HEMATAHA RAMAIAH	DIRECTOR
2	TONSE SACHIN PAI	DIRECTOR
3	JOHN CHARLES FOWLER	DIRECTOR
4	TONSE SATISH UPENDRA PAIN	DIRECTOR
5	GIULIO OLIVOTTO	DIRECTOR
6	RAMCHANDRA KASARGOD KAMATH	DIRECTOR
7	TONSE GAUTHAM PAI	DIRECTOR
8	PRABHAKARA DAYANANDA KAMATH	DIRECTOR

Table no. 1.1.1: List of Directors of MTL**Achievements and Awards**

- Best Alternative or Digital Payments Program 2017
- Best Digital Banking Solution 2017
- Best Banking Card Service Provider 2017
- Print Week Packaging Converter of the Year (Luxury) 2016
- Best Security and Anti-fraud Development 2017
- 13 National Awards for Excellence in Printing 2017
- Payments & Cards Awards 2017
- Digital Banking and Payments Conclave 2017

Future growth and prospects

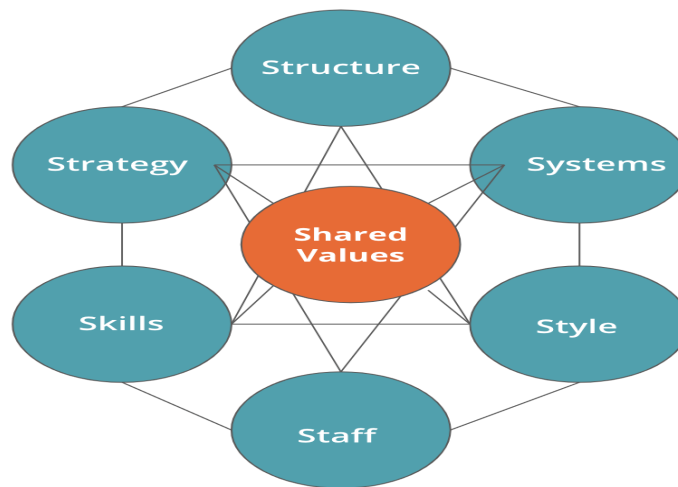
Printing Industries objective is to achieve 60% growth by the year of 2014. The printing industry of India is highly fragmented is highly fragmented. Newspapers. Newspapers and magazine d magazine publishing section have the large printers apart from a few in package, label and commercial printing. About 77% of the printing houses are family-owned. From 2002 inwards the government allowed foreign investment. Foreign investors can now invest up to 26% in daily newspapers and 100% in scientific or other publications with government approval. Printing sector has evolved from a manufacturing industry into a service to a service industry in India industry in India of late. Publishing has of late. Publishing have come up to the international standards as well

CHAPTER 3

MCKENSEY'S 7S FRAMEWORK & PORTERS FIVE FORCE

McKinsey's 7S Model

McKinsey's 7S Model is a tool which help firm to analyse organizational design by looking 7 internal key factors strategy, structure, systems, shared values, style, staff and skills. With the help of McKinsey's 7S model we can get wide variety of situations where it's useful to examine how the various parts of the organization work together, it not only helps in knowing the various parts of the organization but also helps in enhancing the organizational performance and its organizational culture.



McKinsey's 7S frame work

These elements of McKinsey's 7S frame work are divided into hard and soft, and those are:

Hard Elements	Soft Elements
Strategy	Shared Values
Structure	Skills
Systems	Styles
	Staff

Table no. 3.1.1: McKinsey's 7S

1.Strategy

As in the mission the Manipal Technologies Limited has mentioned they want themselves to be stated globally in the market of integrated energy, just by stating the vision it doesn't help in achieving the required objectives they have planned, it requires certain action plans to achieve its long-term goal with focusing on systematic growth. In the same way how Manipal Technologies Limited has survived in the market from 1941 and made its fame not only in India but also in foreign countries is marvelous and outstanding and even its strategy formation for the current year and for future is amazing.

Corporate level strategies:

- To expand sales to the global marketplace.
- To adopt the latest updated technology.
- To become the market leader.
- To open a new branch in the country.

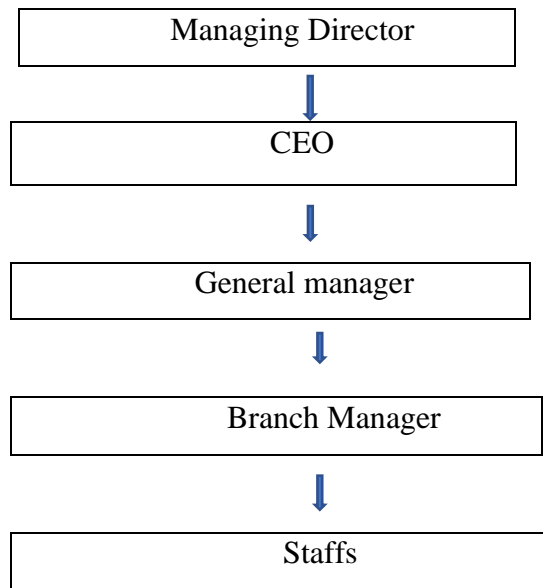
Business strategy

- Create New Services: Manipal Technology Limited target is the business market by aggressively introducing new printing services and promotions.
- Build brand recognition: They want build brand recognition through diverse marketing channels, such as online advertising, public relations, and trade-show participation.
- Expand relationships. Expand the company's marketing relationships by aggressively developing new relationships with leading destination websites and media companies.

Functional and operational strategy

- Adopting new strategies for recruitment, selection, hiring, training, development, team building, employee engagement, and retention.
- Finding suppliers that provide reliable and high-quality supply and minimize time wasted in inefficient procedures.

2. STRUCTURE



\Manipal Technology Limited has a well-organized 5 structure with 8 branches and a well-defined architecture as the body to support. the company has a **functional organizational structure** used to organize the workers. The **MTL** is governed by the board of directors, president, vice president and 11 directors and 3 reported key management Personnel. The CEO of the Manipal Technology limited is in charge of the head office and the 8 branches.

3. System

MTL has grown as end to end secure print service provider offering varied services such as security printing, variable data p printing, variable data printing, digital printing, digital printing, book printing, pre media g, book printing, pre media services, banking cards services, banking cards, smart cards, card management services, outsourced print management services, smart cards, packaging solutions, payment system, examination solutions etc. and is specialised in offering solutions to banking, publishing, government publishing, government, telecom, retail, pharma, telecom, retail, pharma, FMCG etc.

To ensure that business operations are conducted successfully and that there are no conflicts or disputes, MANIPAL TECHNOLOGY LIMITED has established clear-cut methods. The systems at MANIPAL TECHNOLOGY LIMITED are primarily departmental in nature and consist of, for instance:

- Human resources Management

– Financial

- Advertising

- Activities

- Sales

- Supply chain administration

Public Relations Management

- Strategic management

4. Staff

- The company gives bonuses to the employees every year.
- The company also provides room for the employees.
- The company gives the facility of Wi-Fi for the use of office work to their employees.
- The company has more than 42000 employees at present.
- The company also provides a good canteen facility for the employees.
- The company has good staff members, all are working very patiently.
- The coordination of all staff is good.

5 Skills

- The highly skilled workforce includes staffs of pre-press does designing work for their clients besides checking the accuracy, damage and missing components of the digital files.
- They require people who believe in their ability to work on fundamental principles and create new markets for the fast-changing Indian business scenarios.
- Data Entry Here's how data entry is used on printer resumes:Used data entry programs occasionally. Performed quality control Tested and evaluated printers Completed data entry and programming into SAP system

6.Style

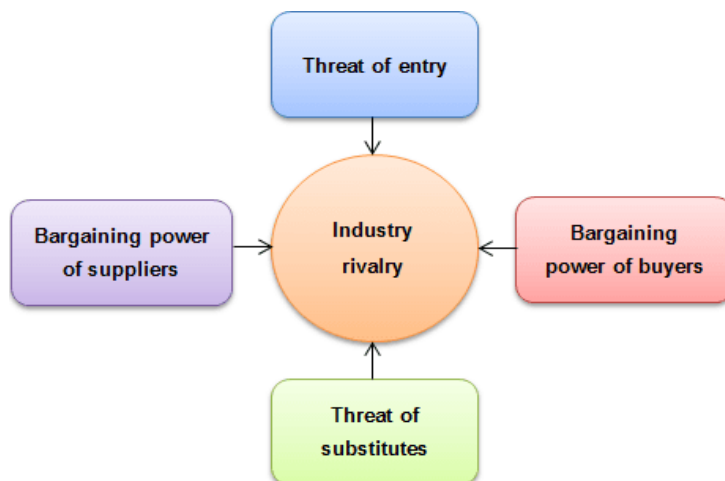
- The company follows participative leadership or democratic leadership style.
- Employees are allowed to give any thoughts, innovative ideas, or proposal which is helpful to the organization.

7.Shared Values

- **Innovation & - Innovation & Creativity**
Taking up every opportunity to innovate and provide creative products and solutions not only to overcome the existing pain the existing pain points of the points of the customers but customers but also to also to meet their meet their emerging needs. emerging needs.
- **Leading & pioneering.**
The desire to attain a leadership position can be achieved only through Innovation – including pioneering new technologies in each of the Strategic Business Units.
- **Reliability & Trustworthy**
Understanding that our customers' & vendor partners need a reliable & trustworthy partner – in terms of the quality of products & services as also in all the business transactions. Our work culture & processes are aligned to this value.
- **Honesty & Integrity**
Honesty is the way of life in Manipal. The belief is that a positive work or home environment is one that facilitates natural behaviour of every individual and with honestly being natural to all good human beings and it makes working at Manipal easier for all employees.
- **Respect for the Individual**
We believe that the employees are the major stakeholders in the company and their motivation, dedication and creativity is what enables us to succeed. Therefore, we respect each individual and provide them the required space to grow and experiment.

Porter's Five Force Model

As we know there are number of companies under one industry and these many companies have different competitors in the market. To analyse these industries efficiently, it is required to consider various competitive forces and how they interact with each other to create pressure on one another.



1 Industry Rivalry

Commercial printing market's are head-on competition to each other and this race; they are over-taking local industries of the target market, region they want to spread in.

MTL has gained many rivals in the industry such. Repro India Ltd. as The Hindustan Times Media Ltd, Archies Limited, S Chand and Company Ltd.

Moreover, the competition is intensified in the industry due to the innovation, research and progress in the field of digital technology. So it led to fall in the prices of digital colour pages which are now cheaper than offset printing prices and the organization who fails to keep up with these trends are bound to have risk of isolation from their markets.

2. Bargaining Power of Supplier

Manipal Technology Limited's paper printing operations. However, some of the common raw materials used in paper printing include paper, ink, toner, and other consumables.

For paper, Manipal Technology Limited may source its raw materials from paper mills and suppliers such as ITC Limited, JK Paper Limited, Tamil Nadu Newsprint and Papers Limited, and Ballarpur Industries Limited (BILT).

For ink and toner, Manipal Technology Limited may source its raw materials from companies such as DIC India Limited, Siegwerk India Private Limited, Toyo Ink India Private Limited, and Flint Group India Private Limited. With this move to acquire key suppliers will reduce the bargaining power of suppliers in terms of raw material . Thus, MTL bargaining power of suppliers is low.

3.Threat of New Entrants

The threats of New Entrants for MTL is less because they had built their brand recognition as they are established players in the industry have a well-recognized brand and customer base. This makes it difficult for new entrants to capture market share and compete effectively.

4.Bargaining Power of Buyer

The bargaining power of buyers in the newspaper printing industry can be moderate to low. Here are a few reasons why Large number of buyers: There are a large number of buyers in the MTL , including individual subscribers, businesses, and organizations. This means that no single buyer has a significant amount of bargaining power. Low switching costs as there are generally low switching costs for buyers to switch from one newspaper to another, which means that buyers have the ability to easily choose from different newspapers.

5.Threat of Substitute

With the development in technology, now there are substitutes to commercial printing in the form of electronic delivery of documents and data this treat printing is rising together with the growing use of internet as a source of communication tool and the development of new communication techniques. But, acceptance of electronic delivery by customer is uncertain, as it depends on the extent to which the replacing traditional reading of print materials with online, hosted media content is accepted by the clients/customers. On an overall basis, the threat of substitute can be said strong.

CHAPTER 4
SWOT ANALYSIS

1 . SWOT Analysis

SWOT Analysis is another well-known technique which helps in analysing the internal and external environment of business. In general SWOT refers to Strength, Weakness, Opportunity, Threats. Strength and Weakness are considered as internal factors which can be changed but opportunities and threats are considered as external factors which are not in our hand.



.... Showing the SWOT analysis

Strength of MTL

- 1 Quality improvement in MTL seems to have come a long way. Today, with automatic precision machines, it is possible to get a result that years ago would have been a dream
2. MTL is a diversified multi-business conglomerate.
3. Easy Brand Recall in the MTL is useful in a competitive market with numerous dailies.
- 4.. It helps to recycle the product easily.
5. Revenue can be increased by increased number of advertisements.
6. Strong vision of the MTL Company will help the economy that does not work as an individual and develop individually.
7. Combination of processes has been a growing trend of offset printers / packaging companies setting up in-house printing unit instead of outsourcing. There are many digital printers who have set up screen printing units to meet the market demand for 'total print solution'. Screen printing is the perfect complement to offset and it works in tandem to help generate more business.

Weakness of It MTL

- Gap between trained workforce required and available:
MTL may face a challenge in terms of a shortage of skilled manpower, which can impact the company's ability to meet the demand for their services or products. This can lead to increased recruitment and training costs and reduced productivity.
- High Speeds Paper mills operate:
the pressures of having to process huge volumes of large format products on a round-the-clock basis, which can result in a significant strain on the machinery, including bearings. This can lead to increased maintenance costs and downtime, which can impact the company's ability to meet production targets and customer demand.
- Tough competition means limited scope for increasing market share:
MTL may face challenges in increasing its market share due to the presence of competitors in the market. This can lead to reduced pricing power, increased competition for customers, and reduced profitability. MTL will need to differentiate itself from competitors through innovation, product differentiation, or other means to remain competitive in the market.

Opportunities Of MTL

- MTL is using better usage and interaction with online and mobile mediums:
MTL may benefit from increased usage of online and mobile channels for marketing and communication purposes. This can potentially increase the reach and effectiveness of MTL's marketing efforts, improve customer engagement, and provide new opportunities for revenue growth
- MTL is increasing in growing mass media:
MTL may benefit from the growing demand for mass media, such as newspapers, magazines, and other print products. This can potentially result in increased demand for MTL's printing services, leading to new business opportunities and potential revenue growth.

Threat of MTL

- Increased competition from other dailies:
MTL may face increased competition from other printing companies in the industry. This can potentially lead to price wars, decreased market share, and reduced revenue for MTL.
- Online news medium means reduced circulation:
The shift towards online news and media consumption can pose a threat to MTL's business. As more people turn to online sources for news and information, the circulation of printed materials, such as newspapers and magazines, may decrease, potentially leading to reduced demand for MTL's printing services.
- Consumer migration to other forms of media:
As consumers increasingly turn to other forms of media, such as social media, video streaming, and podcasts, the demand for printed materials may decrease, potentially leading to reduced demand for MTL's printing services and decreased revenue.

CHAPTER 5

ANALYSIS OF FINANCIAL STATEMENTS

Analysis of Financial Statement

Financial Analysis can be called as a tool which helps in evaluating business, budgets, projects and other transaction related things. Financial Analysis not only helps in evaluating but it gives clear picture about the performance and sustainability, basically these reports are prepared by professionals with the help of ratios and other information's given in the different statement table of the respective organization.

PARTICULAR	2022	2021	2020
EQUITY AND EQUITY AND LIABILITIES			
I. EQUITY			
Equity Share Capital	1303.87	1303.87	1303.87
Other Equity	31221.56	28902.90	26,842.25
Total Equity (I)	32525.43	30206.77	28146.12
LIABILITIES			
II. Non-current Liabilities			
Financial Liabilities	19160.85	21429.43	22,9335.53
Provisions	44.63	-	436.46
c)Deferred tax liabilities (Net)	3050.79	2807.04	2,666.22
d)Other non-current liabilities	29.02	20.44	34.18
Total Non-Current Liabilities (II)	22285.29	24256.91	26,070.39
III. Current liabilities			
a) Financial Liabilities	30474.94	35092.04	27,960.16
b) Other current liabilities	2707.76	1637.27	776.06
c)Provisions	20.02	76	-
Total Current liabilities (III)	33202.72	36805.31	28,736.22
TOTAL EQUITY AND LIABILITIES (I+II+III)	88013.44	91268.99	82,952.73

ASSETS			
I. Non-current assets			
a. Property, Plant and Equipment	28,785.92	29391.82	30,690.70
b. Capital Work in progress	94.79	23.58	249.58
Other Intangible assets	2639.83	2479.00	628.87
Intangible assets under development	835.21	581.04	1,280.69
Financial assets	13298.26	12648.82	12,624.29
Other non-current assets	2908.02	2567.55	3,431.43
Total Non-Current Assets (I)	48562.03	47898.81	48,905.56
II. Current assets			
a. Inventories	6120.62	8205.44	7,087.08
b. financial assets	29893.14	31433.37	24,147.01
C .other current assets	3437.65	3731.37	2,813.08
Total Current- Assets (II)	39451.41	43370.18	34,047.17
TOTAL ASSETS (I+II)	88013.44	91268.89	82952.73

Particulars	2022	2021	2020
1 INCOME			
1. Revenue from operation	77,400.37	64,831.84	5,74,881.19
2. Other income	1743.40	1691.73	1,645.09
.Total revenue1+2	79,134.42	66,523.57	56,236.10
2 EXPENSES			
Cost of material consumed	25,937.85	21,145.97	18,236.21
Purchase of stockin trade	7835.12	8273.90	8,923.40

Change in inventories of finished goods, WIP and stock in Trade	1725.90	-621.64	-600.25
Employee benefit expenses	9377.72	8,988.22	7,896.39
Depreciation and amortization expenses	3223.19	4,571.33	3,954.29
Finance Costs	5030.40	3,159.76	2,989.79
Other expenses	23,128.18	18,892.32	13,832.19
Total expenses	76,258.00	64,409.86	55,232.02
3 .Profit before Tax (1 -2)	2876.42	2,113.71	1,004.08
4. Tax Expense	984.23	446.01	209.36
PROFIT FOR THE YEAR	1892.19	1667.70	1,536.23

Ratio Analysis

Current Ratio:

Current ratio is the most common ratio for measuring liquidity. Being related to working capital analysis, it is also called the working capital ratio. Current ratio expresses relationship between current assets and liabilities. The current ratio is calculated by dividing current assets by current liabilities.

Current ratio = current assets / current liabilities

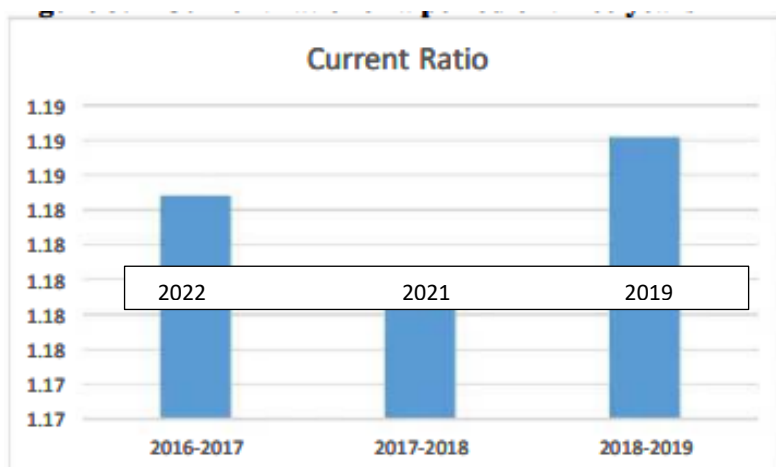
Current ratio for a period of three years

Year	Current assets	Current liabilities	Curret Ratio
2020	34,047.17	28,736.22	1.18
2021	43,370.18	36,805	1.18
2022	39,451.41	33,202.72	1.19

Table 5.2.1 Showing Current ratio

Current ratio for a period of three years

From the above table it is clear that the current ratio for the year 2015, 2016 and 2017 was 1.06, 0.97, 0.96 respectively. Here the current ratio is decreased from 1.06 to 0.96 it indicates that company is not maintaining the standard current ratio of 2:1, because in the year 2016 Advents group has acquired the company and it repaid the debt of the UB



Quick ratio

Quick ratio is also known as liquid ratio or acid test ratio, the current ratio in the study of solvency may be sometimes misleading due to high ratio of stock to current assets. This ratio

is calculated between strictly liquid assets whose value is almost certain on the hand and strictly liquid liabilities on the other.

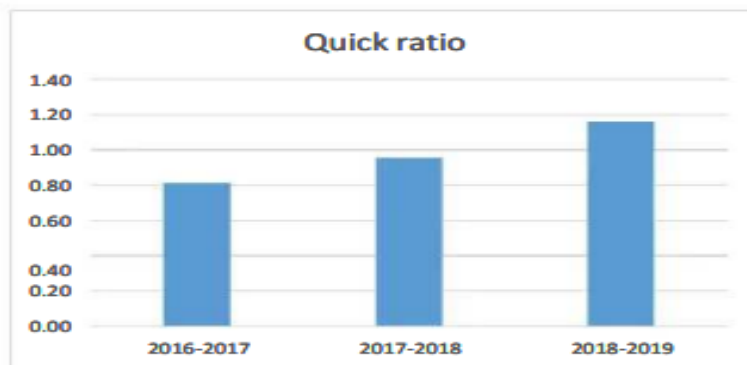
Acid test ratio = Quick assets / current liabilities

Quick ratio for a period of three years

Year	Quick assets	Quick liabilities	Quick ratio
2020	26960.09	33202.72	0.81
2021	35164.74	36805.31	0.96
2022	33330.79	28736.22	1.16

Table 5.2.2 Showing Quick ratio

Quick ratio for a period of three years



The quick ratio for the year 2015, 2016 and 2017 was 0.83, 0.84 and 0.80 respectively, respectively, It indicates the company's ability to meet its short term obligations with its most liquid assets. Here quick ratio is decreased because borrowings and trade payables are more in the year 2017 compare to 2016 as well as 2015.

Net profit ratio:

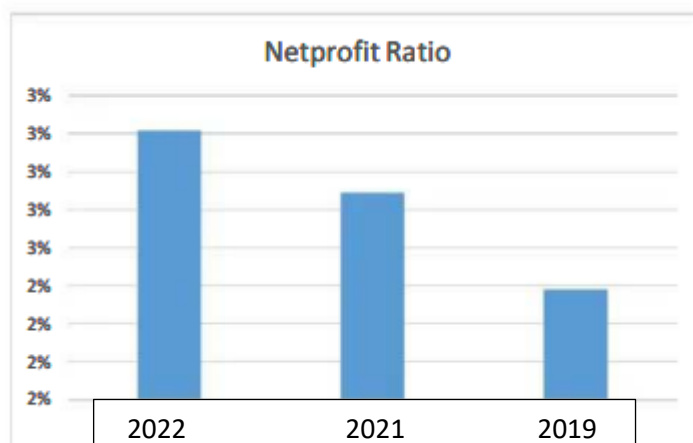
Net profit ratio = (net profit / net sales) * 100

Net profit ratio for a period of three years

Year	Net profit	\Sales	Netprofit Ratio
2020	1536.23	57881.19	2.65
2021	1667.7	64831.84	2.57
2022	1892.19	77400.37	2.44

Table 5.2.3 Showing Net profit ratio

Net profit ratio for a period of three years

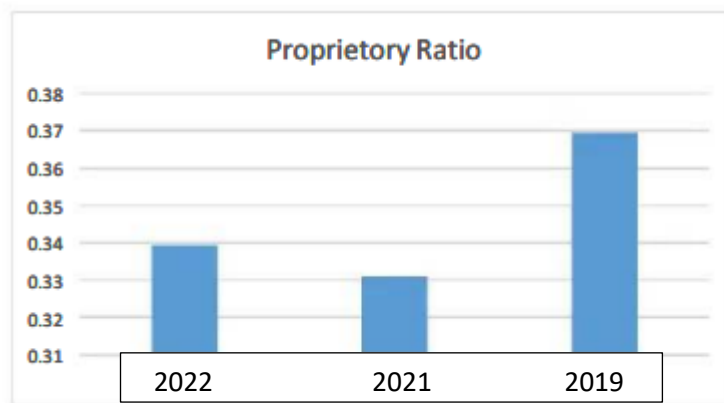


In the year 2015 the company has a net profit ratio of 1.45 per cent whereas there was a net loss in the year 2016 and in 2017 it achieved a net profit of 0.77 per cent. The reason for net loss is in the year 2016 Advents group has acquired the company and settled debt of the UB Company.

Proprietary Ratio

Year	Shareholdes Fund	Total assets	Proprietay Ratio
2020	28146.12	82952.73	0.34
2021	30206.77	91268.89	0.33
2022	32525.43	88013.44	0.37

Table 5.2.4 Showing Proprietary ratio



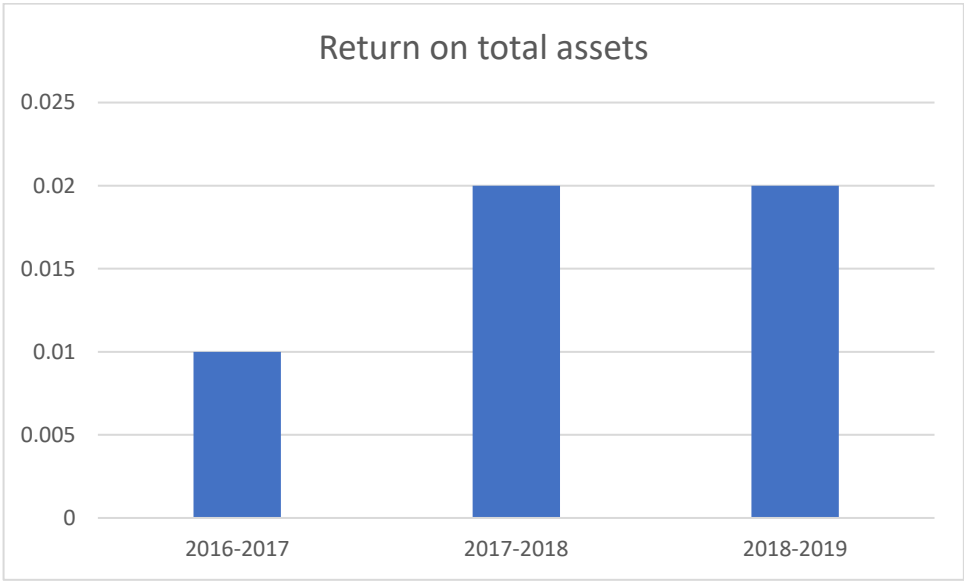
The proprietary ratio for the year 2020,2021,and 2022 was 0.34, 0.33 and 0.37 respectively. It indicates the company's proprietary ratio in the year 2020 is 0.34. Here the ratio has decreased in the year 2021. Here the increase in the shareholders fund in the year 2020-2021

Return on Total assets:

$\text{Return on total assets} = (\text{net profit} / \text{total assets}) * 100$

Table 5.4: Return on total assets for a period of three years

Year	Net Profit	Total assets	Return on total assets
2020	1536.23	8295273	0.01
2021	1667.7	91268.89	0.02
2022	1892.19	88013.44	0.02



CHAPTER 6
LEARNING EXPERIENCE

It is my privilege for having done my internship at a prestigious Newspaper Industry Manipal Technologies Limited, Manipal for a period of 4 weeks. I learnt management theories in class room. Where as in the company, I got a practical exposure of the functions of the departments which gave me in-depth knowledge about practical aspects at the workplace. My guide has planned all my assignments very well in advance in the department and helped me to relate my theoretical knowledge with actual working of the organization.

The internship has helped me to know the importance of time management which is the most vital aspect for success in life. The study has helped me to grow myself with required skills which are needed in the organization. In the company, I observed that it is the amicable relations between various departments make possible for MTL to optimize its functioning. The staff are very co-operative and time conscious and cultured. Each staff member is taking active part in the organization and they are working according to the rules and regulations of the company. So, this type of behaviour from the management and staff helped to me take active part in the organization and develop my professional skills.

I have gained many valuable insights which would help me in my career. It is the working environment, dealing with employees, and the attitude towards work that are required for sustainability of the organization. Thus, my internship experience at MTL was good and fruitful.

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Year of Publication 2015

Assessed on 15th October 2022

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