

**INTERNSHIP REPORT ON
BERGER PAINTS INDIA LTD**

Submitted by

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4AL21BA063

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

JOHNSON FERNANDES

ASSISTANT PROFESSOR



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

2022-2023



Date-19-11-2022

CERTIFICATE

This is to certify that **Ms. Rishitha** bearing **USN: 4AL21BA063**, Student of Alva's Institute of Engineering and Technology Mijar Moodabidre, has successfully completed her Internship in our organization towards the partial fulfilment of the requirements for the course of **Master of Business Administration (MBA)** In our organization for a period of 4 weeks from 19/10/2022 to 19/11/2022.

We have found her to be meticulous, regular, and hardworking. We wish her success in her future endeavours.

With Best Regards,


MR. CHANDAN

DEPOT(Manager)

BERGER PAINTS INDIA LIMITED

Plot No - 409 & 410, Industrial Area, Balkampady, Mangalore - 575011

Regd. Office : Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9009/9729, www.bergerpaints.com

CIN - L51434WB1923PLC004793, E-mail : consumerfeedback@bergerindia.com



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 **RISHITHA** bearing USN **4AL21BA063**, 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 "**BERGER PAINTS INDIA LIMITED., MANGALORE**" is prepared by her under the guidance of **Mr. Johnson Fernandes**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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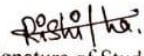
DECLARATION

I **Rishitha** USN:4AL21BA063 hereby declare that this Internship conducted at **Berger Paints Ltd** is a record of independent work carried out by me under the guidance of **Mr. Johnson Fernandes, Assistant Professor, MBA department, Alva's Institute of Engineering & Technology, Mijar.**

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

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

Place: Mijar


Signature of Student

Date:28-02-2023

ACKNOWLEDGEMENT

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

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

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

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

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

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EXECUTIVE SUMMARY:

The main objective or purpose of the study is to know Berger Paints company in more depth. How the company is doing its manufacturing, distribution, and selling processes, pros, and cons of the selected company. Berger company is the 2nd largest manufactures of paints in India. This company was founded on 17 December 1923 by Lewis Berger.

This report shows a clear picture of the company. This executive summary is short detailed information about the whole report of the company. In the beginning, I gathered information on the establishment of the paint industry, how the paint industry plays a major role in India, and the top 2 paint industries in India. And next comes chapter 1 company profile of Berger Paints which includes hisa tory of the selected company and how it got started, regarding the organizational profile of the company, what are its vision, mission, quality policies, workflow model of the company, and product profile that what are products are there in the automobile sector, ownership pattern which shows the shareholding term of the company, achievements that company has made and what is the future of the company all these information's are collected through secondary sources.

Later I collected information regarding porter's 5 force model which is implemented in the company, and McKinsey's 7s model of the company. SWOT analysis of the company at the strength, weaknesses, and opportunities of the comparison in the automobile sector through necessary data available online. And at the last analysis of financial the 1 statements of the company shows the 5 years financial statement of the company all these are collected through secondary sources

CHAPTER-1

INTRODUCTION ABOUT THE COMPANY AND INDUSTRY

1.1 INTRODUCTION

The Indian paint industry has existed for over a decade at least. Its beginnings can be traced to the emergence of a factory by Shalimar Paints in Calcutta (now Kolkata) in 1902. Until World War II, the industry was composed of small producers and two foreign corporations. Following the war, imports disappeared, resulting in the establishment of manufacturing facilities by local entrepreneurs. Regrettably, foreign firms maintained their market dominance. Initially, British paint companies such as Goodlass Walls (now Goodlass Nerolac), ICI, British Paints (now Berger Paints), Jenson & Nicholson, and Blundell & Capacity of natural dominated the market.

There are now twelve ordered players in India's paint and coatings market and over 2,000 poorly organized players. In 2003-04, the industry controlled 70% of the \$1.5 billion (Rs 6,800 crore) industry, with informal units properly accounted for the duration.

Asian Paints, Goodlass Nerolac, Berger, ICI, and Shalimar are the major players. Recently, world companies such as Akzo Nobel, PPG, DuPont, and BASF have created companies in India, popular brands such as auto renovation, powder coatings, and industrial coatings. Kansai Paints of Japan, which colluded with Goodlass Nerolac in 1984, is now Goodlass Nerolac's holding company, with a 64.52% share capital. PPG and Asian Paints have a joint venture to manufacture industrial coatings. Jenson & Nicholson and Snowcem India have disappeared to be active players because of decreasing sales in recent years.

The Indian paint sector expanded at a healthy 12-13% annual rate in the 1990s, aided by a growing economy. This was largely attributable to a drastic reduction in excise from a staggering 40% to 16%. However, growth in 2002-03 was constrained to the single digits. In 2003-04, there was a strong 13% expansion.

The paint industry is divided into two broad categories: decorative or architectural paints and industrial paints. Decorative paints, which represent nearly 80% of the paint market in India, include higher-ended ended acrylic exterior and interior emulsions, medium-range exterior and interior paints, low-ended ended end event or events, wall putty, wood coatings, cement paints, primers, thinners, putties. These may be water-based or solvent-based. Water-based paints (or

emulsions) are already becoming increasingly popular due to their superior aesthetics, durability, washability, and potential impacts. Water-based paints constitute the most rapidly growing segment of the Indian paint industry.

Industrial paints are split into four categories: general industrial, automotive, protective, and powder coatings. The Company has a substantial presence in all of these areas. There are also sub-sectors such as automotive refinish coatings, coil coatings, can coatings, and marine coatings. As detailed elsewhere in this Report, the Company has been able to create a presence in some of these niche and high-technology areas.

Industrial paints, as a group, serve automobiles, utility vehicles such as tractors, general industrial goods, machinery and household equipment such as fans and refrigerators, structures and pipelines, steel, glass, and every other item of daily use. These are reliant on the widening of the manufacturing and infrastructure sectors. By the end of 2020, India is expected to be the world's fifth-largest manufacturing country. The Government of India intends to increase the manufacturing sector's contribution to GDP to 25% by 2022, up from the current 16% under the Make in India initiative. India's manufacturing sector has the potential to reach \$1 trillion by 2025, and the continent is expected to rank among the top three growth economies and manufacturing locations in the world by 2020. These factors are anticipated to increase industrial paint consumption significantly.

ORGANIZATION SYSTEM

Most of the systematized companies in India's paint and coatings market are evident all over the continent and have several manufacturing facilities. The majority of the informal sector's corporates are local, diffused in and around their assembly plants, and they consist of low-end goods.

A vast marketing campaign mainly concentrated on all small interior markets has been formed by Asian Paints. The corporate was able to establish itself in interior markets, and as demand scattered to metropolitan areas, it was able to enlist the support of prominent clients.

The majority of competitors were not empowered to increase production capacities until the 1990s due to limitations exacted by the FERA (Foreign Exchange Regulations Act) and MRTP (Monopolies & Restrictive Trade Practices Act). These restrictions were abolished with trade liberalization, and other commercial enterprises expanded as a result. Regrettably, the gap

between Asian Paints, which could continually expand, and other organizations have managed to grow.

Asian Paints' ruling to remain focused on smaller packs while entrants were confined to larger packs was another winning move. Besides that, Asian Paints has been introducing new product categories, which has enabled a growing market.

Due to the challenge of establishing accurate predictions for more than 3,000 SKUs, distribution grew more challenging. The situation has considerably changed as a result of advanced and powerful IT-enabled distribution tools and contrasts dispensing tools that are supported by all paint vendors.

CHAPTER-2

ORGANIZATION PROFILE

2.1 BACKGROUND

As one of the largest paint companies in India and one of the leading paint manufacturers globally, Berger Paints offers a variety of innovative painting solutions. Driven by our strong consumer focus and innovative spirit, we are taking great strides in widening our market share and expanding our footprint.

Headquartered in Kolkata, West Bengal, we service the market through a distribution network comprising more than 50,000 dealers and retailers.

Starting in 1923, with just one factory in Howrah, Kolkata, we have come a long way to become one of the largest decorative paint manufacturers in India and 6th largest in terms of market capitalization among the Top 15 Global Paint Companies.

Along with a wide range of paints for industrial and decorative use, the Company also offers waterproofing solutions, express painting services, and other allied services.

The Company has 24 manufacturing plants in India (including plants of subsidiaries in India), two in Nepal, one each in Poland and Russia, and roughly 180 stock stations.

Basic Information

- Name : Berger Paints Ltd
- Trade Name : BSE-509480; NSE-BERGER PAINT
- Industry : Chemical Industry
- Founder : Lewis Berger
- Established On : 17th December 1923
- Headquarters : Kolkata, West Bengal, India
- Products : Chemicals, Decorative paints, Industrial finishing products, Coatings
- Revenue : Rs8,826 crore(2022)
- Net Income : Rs829 crore(2022)
- Employee : 3,600(2022)

HISTORY

European

In 1760, Louis Berger started a dye and pigment manufacturing business in England, which later changed to Louis Berger & Sons Limited. In 1770, Louis Steigen Berger shifted from Frankfurt to London to sell a Prussian blue colour, which was made using his formula. Mr. Berger perfected this process & art of the blue color which was the color of the military uniform at that time. He then changed his name to Lewis Berger. By 1870, Berger Paints was selling 19 different pigments such as black lead, sulfur, sealing wax, and mustard. After his demise, his sons took over the business.

Indian sub-continent

On 17 December 1923, Mr. Hadfield set up Hadfield's (India) Ltd., a small paint company in Calcutta. Towards the end of 1947, British Paints acquired Hadfield's (India) Ltd, and thus British Paints (India) Ltd was incorporated in the State of West Bengal. In 1951, sales offices were opened in Delhi and Bombay and a depot was started in Guwahati. In 1969, Berger Jenson Nicholson Limited, UK bought British Paints (India) Ltd. This marked the beginning of Lewis Berger's legacy in India. In the year 1973, D. Madhukar took over as the managing director. Sales figures reached over ₹16 crores by 1978. The 80s and the 90s saw the launch of many new products such as emulsions and distempers. In 1991, UB group sold the company to Kuldip Singh Dhingra (Chairman) and Gurbachan Singh Dhingra (Vice Chairman). Subir Bose took over as managing director on 1 July 1994. Bose retired on 30 June 2012, handing over the company to Abhijit Roy, the current managing director. On Mar 13, 2013, Berger Paints has acquired the Mumbai-based architectural paints division of Sherwin Williams.

Pakistan

On 25 March 1950, Berger Paints Pakistan Limited was incorporated in Pakistan. In 1955, the Karachi factory was established. In 1974, Berger Pakistan became a public limited company. In 1974, Berger Pakistan's 50.62% shares were held by Jenson & Nicholson Limited (U.K. parent company), and 49.38% shares were held by Pakistani investors. In 1991, Slotrapid

Limited, a British Virgin Island company, acquired control of Berger Paints Pakistan Limited by purchasing 50.62% shares of the company.

Bangladesh

In the geographical region of Bangladesh, Berger Paints were imported from Berger UK and then from Berger Pakistan. In 1970, the Kalurghat, Chittagong factory was inaugurated. In 1980, the name of the company changed from J&N (Bangladesh) Limited to Berger Paints Bangladesh Limited.

2.2 NATURE OF THE BUSINESS

The core business of Berger is the manufacturing and marketing of paints, varnishes, and coatings. It produces a wide range of paints including architectural paints, industrial coatings, marine paints, and powder coatings. To improve consumer satisfaction, Berger has also introduced end-user-oriented services such as a colour bank, home décor, pro link, and tinting.

2.3 VISION, MISSION, AND QUALITY POLICY

VISION:

To be the most admired Indian Paint & Coating Solutions company with globally recognized competencies.

MISSION:

To maximize shareholder value by developing and delivering innovative and best solutions for our customers, consistently outperforming our peers, and providing a Dynamic & Challenging work environment for our employees.

QUALITY POLICY:

About Product Quality, Reliability, and Delivery, Berger Paints is focused on providing 100 % customer satisfaction.

Berger achieves this goal by:

- Generating a Quality Management System in compliance with international standards.
- Creating an environment of "Getting it Right the First Time."

- We are improving rapidly our technology to meet customer expectations.
- Training and growth applications that are arranged and defined for all employees.

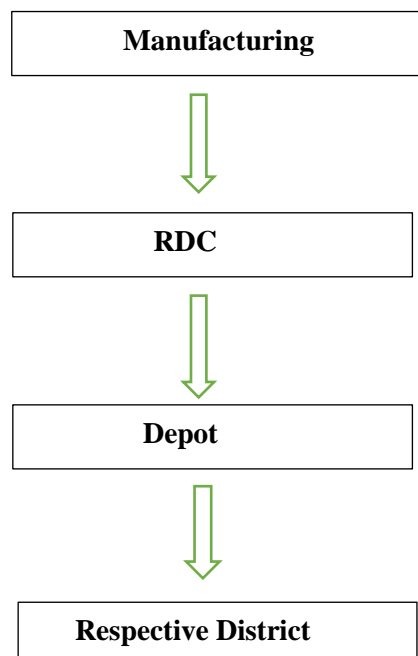
Creating an environment that promotes cohesiveness and understands and morals each individual's commitment.

2.4 WORKFLOW MODEL

A workflow model is the sequential series of tasks and decisions that make up a business process.

The following diagram shows the workflow model of Berger Paints.

The first step is to manufacture paint and then it will be distributed to the RDC (Regional Distribution Channel). After this, through the regional distribution channel, it will be distributed to the main Depos. From the main depot, it will be distributed to the respective district that comes under the depot.



2.5 PRODUCT & SERVICE PROFILE

Exterior

1. Weather Coat Long Life 7

It is a luxury category exterior paint with Silicon additives for all round weather protection. Its unique Silicon Technology imparts visible water repellency to the paint film and its Polymer composition doesn't allow dust on the exterior walls.

- Added silicon which repels water
- High Sheen Finish
- Weather protection
- 7 years Warranty

2. Weather Coat Long Life 10

Weather Coat Long Life 10 is a luxury category exterior emulsion, the first paint to use PU & Silicon Technology. The product is designed for heavy rainfall areas and provides excellent protection against extreme rain and exterior wall issues PU gives robust film strength and unmatched sheen to the paint film.

- PU Silicon Technology
- Protection against heavy rainfall
- All weather protection
- 10 years Warranty

3. Weather Coat Glow

Weather Coat Glow is a 100% acrylic-based emulsion that can withstand extreme weather conditions. It has unique additives and pigments which provide long-lasting weather protection from rain, heat, and humidity.

- Stay Clean Formula
- Rich Sheen finish
- Pure Acrylic Emulsion
- 5 years warranty

4. Weather Coat Anti Dust

Weather Coat Anti Dust is a high-performance paint with a rich, soft sheen It is formulated with a special grade of acrylic emulsion and additives. The paint has unique. dust repelling properties owing to the presence of Dust Guard Technology. It is also resistant to chalking,

flaking fading algae, and fungal growth. Walls painted with Weather Coat Anti Dust retain the look of the paint for a longer time compared to conventional exterior paint.

- Best-in-class dust repellence
- Resists chalking and flaking
- Sheen finish
- 5 years warranty

Interior

1. Silk

Silk Luxury Emulsion has been designed to offer a tactile experience similar to that of a silken fabric. The paint feels soft to the touch and has a high sheen, aesthetic and premium look. To customers, Silk is a symbol of refined taste, lifestyle, and class. All of this comes alive in Berger Silk - the first luxury emulsion introduced in India. Silk is considered to be a niche brand among the range of Berger paints.

- Luxurious high-sheen finish
- Silky feel & scratch resistant
- Silk designs & Silk illusions are available

2. Easy Clean

Easy Clean Luxury Emulsion has been formulated with special types of cross-linking polymers and fine pigments. It is formulated in a balanced manner with properties like dispersion, sheen level, anti-fungal, anti-fading, and minimum porosity. It also provides high washability and is easy to maintain. The paint maintains its fresh look for years and gives a sheen finish at an affordable price.

- India's most washable emulsion with cross-linking polymers
- Even stubborn oils stains can be removed with MTO
- Soft sheen & velvet finish

*Available in the matte finish also

3. Never Miss

Berger Never Miss Ceiling White takes the guesswork out of painting. It applies pink, so you can see where you have painted, then dries to a beautiful flat white finish. It has excellent hiding power and provides a uniform bright white finish to the ceiling.

- Applies pink dries white
- High hiding power
- Pure white finish
- Low spatter
- Dust resistant

4. Rangoli

Rangoli Total Care is formulated with special types of co-polymers and fine extenders to give best-in-class coverage and a butter-like smooth finish to the walls. Its enhanced bio-resistant formula prevents walls from algae and fungal attacks.

- Butter-like smooth finish with stain guard property
- Special anti-microbial, anti-fungal
- High coverage and improved whiteness

Texture

1. Florentina Glitteratti

Florentina Glitteratti is a water-based high build pure acrylic resin texture body coat providing attractive decorative effects in line with the Florentina Luxury Collection. It is a combination of carefully selected aggregate including mica and a high-quality acrylic binder, imparting an excellent single or multi-colored glitter-like effect.

- Resistance to adverse weather does not get affected by changing weather
- Prevents growth of algae and fungus
- Water-resistant, the presence of silicon makes it water-repellent
- UV resistant

2. Florentina Sandstone

Florentina Sandstone is a water-based high built pure acrylic resin texture body coat incorporating natural granite chip with a pearl effect. The silicon additives are enhanced for water repellence and high-performance exterior wall finish.

- Resistance to adverse weather does not get affected by changing weather

- Prevents growth of algae and fungus
- Water-resistant, the presence of silicon makes it water-repellent
- UV resistant

3. Solitaire Stone & Granite

Is a synthetic natural stone-like spray applied finish based on pure acrylic emulsion reinforced with natural coloredregates and quartz? The product offers great resemblance.

- Natural stone finishes
- Silicon enhanced for water repellence and highly resistant to mechanical damage
- Available in Granite and Stone variants

4. Solitaire Acrylic Clear

Special pure acrylic-based high-performance clear lacquer has been designed as a protective coating to be applied over various textured products to enhance further the performance and aesthetic properties. The product offers excellent resistance against harsh weather conditions such as UV light, rain, humidity, temperature differences, etc.

5. Solitaire Sparkle

Solitaire Sparkle is a water-based metallic finish that gives a finish like aluminum cladding. It renders a smooth finish with a sparkling as well as a shimmering metallic effect. This finish has very good UV resistance and gives a durable and long-lasting performance.

Illusions

1. Silk Design Metallica

Silk Illusions Design Metallica is a 100% acrylic emulsion paint for interior applications. It is a glossy, metallic-finished, special effect paint that creates a variety of effects on interior walls. Different types of designs such as combing, spatula, sponging, weaving, etc. can be created using various application tools. The product has been developed to provide slow-drying characteristics so that the designs made out of it get sufficient open time for creation.

- Slow-drying characteristics give the wall a designer finish with a glossy metallic effect

- Non-metallic designs can be replicated in Design Metallic

1. Silk Metallica

Silk Illusions Metallica is a metallic designer paint for metal, wood as well as walls. It is a premium water-based paint constituting 100% acrylic emulsion paint. The Metallica range of luxurious designer finishes has a non-blackening property which makes it perfect for surfaces of metal and wood. The has two basic colors gold and silver, out of which myriad metallic shades can be created. It can be used for both interior and exterior applications.

- Specially formulated for interior/ exterior application
- Glossy metallic finish for various applications on wall, wood, and metal surfaces

3. Silk Non-Metallica

Silk Illusions Non-Metallic Emulsions is a 100% acrylic emulsion paint for interior application. The product has been developed to provide slow-drying characteristics so that the designs made out of it get sufficient open time for creation. The paint offers five innovative patterns to give a unique painting experience to customers.

- Special effect slow-drying paint that creates a variety of effects on interior walls

4. Silk Marble Finish

Silk Illusions Marble Finish is a premium quality designer finish paint comprising a high percentage of emulsion and special additives to provide a marble-like finish on the wall. It is a 100% washable paint that can retain its gloss even after being cleaned.

- Water-based interior emulsion for a marble finish
- Application on interior puttied/ POP/wooden surfaces

5. Silk Designs

- 10 exclusive designs to give your walls a designer look

6. Easy Clean Stencils

- Exclusive series of stencil designs to give your walls a unique look

Metal and Wood Finishes

1. Luxol 7 in 1

Berger Luxol 7 in-1 Enamel is a quick-drying, super gloss, lead/chrome-free anti-corrosive PU enamel for metal, wood, and masonry surfaces. It is easy to apply and offers excellent gloss and gloss retention.

- Super gloss finish
- Superior coverage
- Rust resistant
- Durability
- Green Pro Certified

2. Luxol Xtra

Berger Luxol XTRA Super Gloss enamel is manufactured with suitable alkyd, the finest pigments, and a few important additives. It offers a superior mirror-like gloss with tough film and an everlasting finish, that can be used both for exterior and interior surfaces, such as mild steel, wood, and suitably prepared masonry surfaces.

- Mirror-like finish
- Tough film & durability
- Superior coverage
- Green Pro Certified
- Can be tinted from a color bank

3. Luxol Xtra Satin

Berger Luxol XTRA Satin Enamel is a soft sheen enamel paint composed of specially formulated alkyd resin with micro-fine pigments and extenders. This solvent paint is lead and heavy-metal-free and has anti-fungal properties. Its silken smooth glow gives a long-lasting finish to both interior and exterior surfaces made of metal, wood, and masonry.

- Tough film & durability Silken smooth finish
- Anti-fungal
- No added Lead, mercury & chromium
- Can be tinted from a color bank

4. Luxol Satin Enamel

Berger Luxol Satin Ena solvent-based paint gives an excellent sheen finish to interior walls, and wooden and metal surfaces. It provides a tough film with outstanding washable properties and durability. It is composed of specially formulated alkyd resin with micro-fine pigments and extenders which gives the surface a silken smooth and glowing finish.

- Tough film
- Anti-yellowing
- Excellent washability
- High washability
- Soft sheen finish
- Durable
- Green Pro Certified

Wood Coatings

1. Imperia Grande

It is a high-performance two-component Pigmented PU system specially designed for natural wood & wood veneer. It consists of a Clear Gloss Base, Clear Semi-Gloss Base, Clear Matt Base, White Gloss Base, White Matt Base & Metallic Base version the product range.

- A quick drying specially designed PU having the finest image clarity and gloss giving a wet look finish. Matt has a smooth and silky appearance
- Has the lowest odour in its category
- It has the best scratch resistance in its class and holds value for money
- No added lead, mercury, and chromium

2. Imperia Gold

It is a 2 Pack Polyurethane top coat with excellent clarity to obtain an exact match to the desired RAL shades. 180 Opaque shades in both Matt & Gloss versions.; 17 Metallic shades.

- RAL K7 Shades are obtained
- Obtain an exact match to the RAL shades
- Clarity, compared to any 2:1 PU variety
- No added lead, mercury, and chromium
- Best scratch resistance

3. Imperia Breathe Easy

Imperia Breathe Easy Clear Matt & Clear Gloss. Water Based component multi-coats have Antimicrobial property that removes 99.9% of Germs. A very easy-to-apply product that can be applied even on surfaces already coated with Enamel, 2k PU, Melamine, etc. The application can be done by brush or roller.

- Best-in-class, Truly Environment-Friendly Product
- Very Easy to apply, can be applied using brush & roller
- Products are having world-renowned certifications like EN71 (Toy specified), Fire Retardant, Dubai Green Building, AntiSlip Class & Emission Construction Product

4. Woodkeeper Melamine (for interiors)

It is available in Clear Variety only. It is an economic range of PU upgraded Melamine with all the decisive parameters.

- Long lasting 2 Pack interior wood coating capable of resisting daily wear and tear
- Micronized mating agent gives a beautiful touch and feels the effect
- Gloss coating providing mirror-like-finish
- Low smell, zero eye irritation & low toxicity levels

5. Wood Stainer

It is used to offer a high-class look of exquisite wood like teak, walnut, mahogany, oak, ebony, etc. from ordinary wood like mango, sesame, etc.

- Good adhesion on various kinds of wood and wood-based products
- No added lead, mercury, or chromium
- Available in 8 clean High- Chroma, Rich Hue shades
- Packed in zero-loss aluminum bottles
- Applied by soaked cloth on raw wood for grain-highlighting fashions
- The extra versions can be mixed with Imperia PU Sealer & Spray applied

Construction Chemicals

1. PU Roofcoat

HS PU Roofcoat is one component liquid waterproofing membrane. It is solvent-free and requires a cold application process. On application, it is highly elastic and UV resistant it is

economical and eco-friendly. Complaint with the requirement as laid out in ASTM D 6083-97a.

- UV resistance prevents yellowing and weathering
- Highly elastic and crack bridging
- Seamless waterproofing membrane

2. Roof Guard

Weather Coat Roofguard is a water-based coating comprising special quality acrylic polymer along with reinforcing polyester fibers which after curing form a brilliant white-colored, durable, seamless membrane-like waterproofing coating over the applied surface that stops water penetration.

- Can be used as a primer on dilution with water
- Prevents cracking up to 0.7 MM
- Suitable for foot traffic in the roof area

3. Damp Shield Elasto

Home Shield Damp Shield Elasto is a fiber-reinforced liquid-applied elastomeric waterproofing membrane, impregnated with synthetic fiber. The product is specially formulated with PU Modified Binder and fibers for extended durability in an exterior application.

- Elongates cracking up to 1.5 to 2 mm
- Outstanding whiteness reflects heat and provides a cooling effect on the construction
- Used for recoating repairing and maintenance

4. Waterproof Putty

Home Shield Waterproof Putty is a white cement-based premium putty with unique properties. It is ready-to-use powder putty that can be applied both internally and externally on concrete/mortar substrates to get a smooth aesthetic finish and extended life for topcoat paints.

- Cured surface provides excellent waterproofing showing a lotus bead effect
- Cured surface shows a remarkably distinct anti-efflorescent effect in comparison to traditional powder putties
- Seamless finish with the capability to fill the minor hairline cracks and pin holes

Express Painting Tools

1. Hand-Held Sander

- Pinion gear-driven sander; Avoids jerks to the motor; Ensures longer working life
- 9" dia sander disc helps sand more space in a shorter time
- A separate impeller system ensures proper dust suction
- 1010 W heavy-duty motor ensures faster sanding

2. Airless Sprayer MAX

- Diaphragm Airless Sprayer in a compact and easy-to-assemble design; ready in minutes
- Hard wheels and folding handles for portability. Easy to move
- 1050Watt powerful motor and Pressure adjustable system for smooth performance
- Best price and performance in its class

3. Auto Roller

- Compact model; Easy to carry: Suitable for painting interior walls
- Remote Control for controlling paint-flow
- Plush Roller head for the excellent finish of emulsion paints
- 45Watt motor + proper cleaning after use ensure consistent performance and long life

Home and Hygiene

1. Breathe Easy+ Floor Cleaner

Breathe Easy+ Floor Cleaner is a non-acidic specialized cleaning solution that removes 99.9% of germs from the floor. It also removes tough stains including dried paint drips and leaves behind a refreshing citrus smell. The product is specially formulated to use on floors, tiles, kitchens, sinks, etc., and is significantly better than phenyl solution.

- Removes 99.9% of Germs
- Removes tough Stains and Paint Drips
- Pleasant Citrus Smell

2. BreatheEasy All Kleen

BreatheEasy All Kleen is a multi-surface cleaner that works brilliantly on the toughest of stains, removes 99.9% germs, and, leaves a refreshing citrus fragrance after every use. It can be used on surfaces like walls, wood, glass, plastic, and metal. It helps get rid of some of the toughest

stains like pencils, crayons, coffee, lipstick, etc. Now breathe easy with stain-free and germ-free surfaces

- Cleans the toughest of stains like pencils, crayons, coffee, and lipstick
- Can be used on multiple surfaces like walls, wood, glass, plastic, and metal
- Removes 99.9% of germs from surfaces
- Leaves behind the refreshing citrus fragrance

3. Breathe Easy+ Hand Sanitizer

Breathe Easy+ Hand Sanitizer is an alcohol-based solution that helps to disinfect and keep the hands clean. It contains 70% alcohol and is highly effective against germs. It is enhanced with humectant to prevent the drying of the skin.

- Kills 99.9% of viruses and bacteria
- Skin-friendly
- Refreshing citrus fragrance

Accessories

1. Roller

- 6-inch foam roller sleeve and foam available separately
- 9-inch nut roller with handle
- Interior twin lock felt roller

2. Brushes

- High-quality synthetic bristles
- Available in 2",3",4", and 5" with PVC and wooden handles
- The excellent feel of bristles, Interior & Exterior, Easy to clean, Superior paint pickup and release

3. SandPaper

- Faster Cut Rate
- Superior Finish
- Better Durability
- Superior Wet Strength
- Heavy Duty Paper Backing

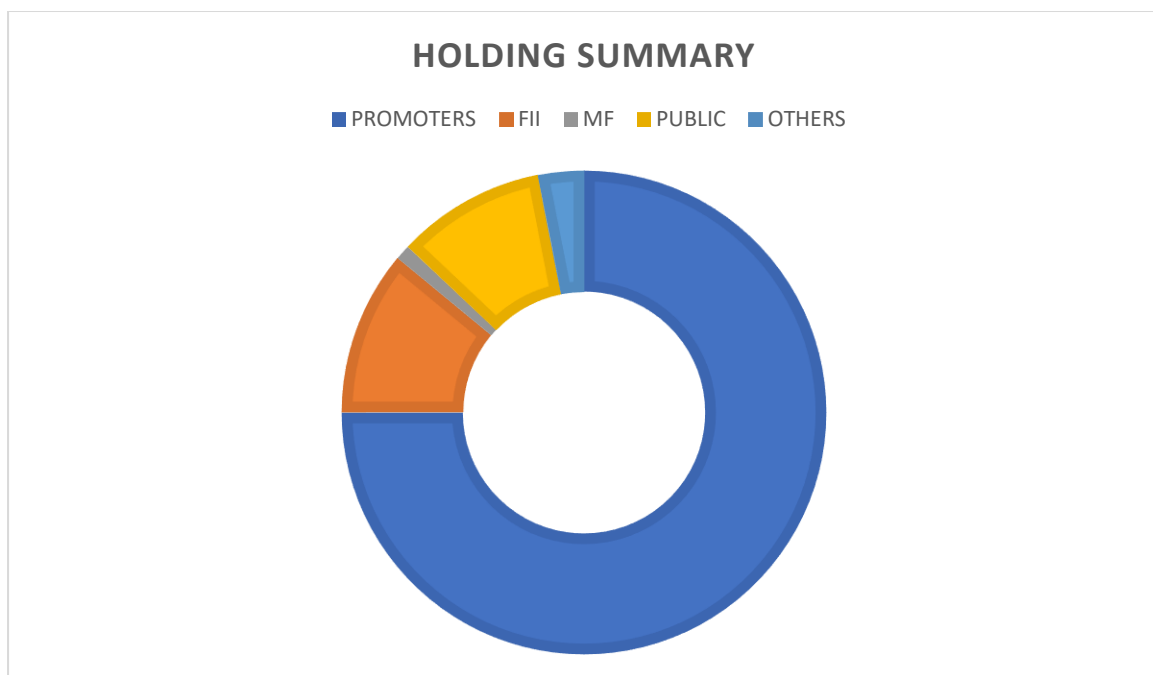
- Usage Area: Wall Sanding & Wood Sanding
- sheet size: 22 cm X 28 cm
- grit sizes: 60 - 1000
- 1 Packet = 50 Sheets
- Less Clogging

4. Masking Tape

- 0.5 Inch - 12 Rolls per tube
- 1 Inch - 6 Rolls per tube
- Inch - 3 Rolls per tube
- Length - 20 m

2.6 OWNERSHIP PATTERN

Shareholding patterns of Berger Paints Ltd are FII, Promoters, MF, Institutional, and Public. The following chart shows shareholding changes and historical increases and decreases in the shareholding of Berger Paints Ltd.



- ❖ Promoters holding at 74.99%
- ❖ FII\FPI have holdings of 11.03%
- ❖ Number of FII\FPI investors 542
- ❖ Mutual Funds have 1.1%
- ❖ Number of MF schemes at 22

- ❖ Institutional investors have holdings of 14.61%

BOARD OF DIRECTORS

NAME	DESIGNATION
Mr. Kuldeep Singh Dhingra	Chairman
Mr Gurbachan Singh Dhingra	Vice Chairman
Mr. Abhijit Roy	Managing Director & CEO
Ms. Rishma Kaur	Executive Director
Mr. Kanwardip Singh Dhingra	Executive Director
Mrs. Sonu Halan Bhasin	Independent Director
Mr Pulak Chandan Prasad	Independent Director
Mr. Naresh Gujral	Independent Director
Dr. Anoop Kumar Mittal	Independent Director
Mr. Anoop Hoon	Independent Director

2.7 ACHIEVEMENTS\AWARDS

- The corporate Manufacturing Excellence team has won the “Special Jury” award in the CII External Regional Productivity Awards 2022
- Berger Paints won Deloitte India’s Best Managed Companies 2021 Award
- Our consistent performance and sustainable business growth were recognized with the Top 100 Wealth Creators of 2021 award by Fortune India
- The Corporate Engineering and VVN unit won Greentech Energy Conservation Award 2021
- Corporate TQM won the Golden Peacock Award in National Quality Competition by IOD (Institute Of Directors)
- Berger Paints won the Best in Class Carbon Footprint award in the Stars of the Industry Awards -2021 by the World Manufacturing Congress
- Corporate EHS won the most prestigious Environment Protection Awards -2021 by Greentech Foundation as Winner in the Gold Category, competing with all large Public Sector Organizations and large Multi-National Companies

- VVN un won the prestigious National Energy Conservation Award (Chemical sector category Binary of Power Government of Indies Award was received at Vigyan Bhawan, New Delhi
- Berger's VVN factory received the prestigious NEE owd 2019 jointly organized by CIL BEE (Ministry of Power Cost of India and UNIDO (United Nations Industrial Development Organization), Th was given away at India Habitat Centre New Delhi
- Receiving the prestigious Manufacturing Supply Chain Excellence Award, 2020 in Mumbai
- The Howrah unit has received the "Special Appreciation Award" 2019 from ICC for long-term sustenance and continual improvement on Environment Standards in a nearing century-old plant. Howrah unit has received a 4 Star Energy conservation award in large scale category from CII, Eastern Region in 2019
- VVN plant has won the 7TH Exceed Environment Gold Award, 2020 from The Ministry of Environment and Forests (MOEF)
- The Rishra unit received a 4 Star Energy Conservation Award in the large scale category from Call Eastern Region in 2019
- The Jammu unit has received Silver Award in ICC National Occupational Health & Safety Awards 2019, Greentech Environment Award, 2019 (Winner category), Greentech Safety Award, 2019 (Winner category), and ICC Environment Excellence Award, 2019.
- Berger's VVN plant was awarded the prestigious CII Environmental Best Practices Award 2020.

2.8 FUTURE GROWTH AND PROSPECTS

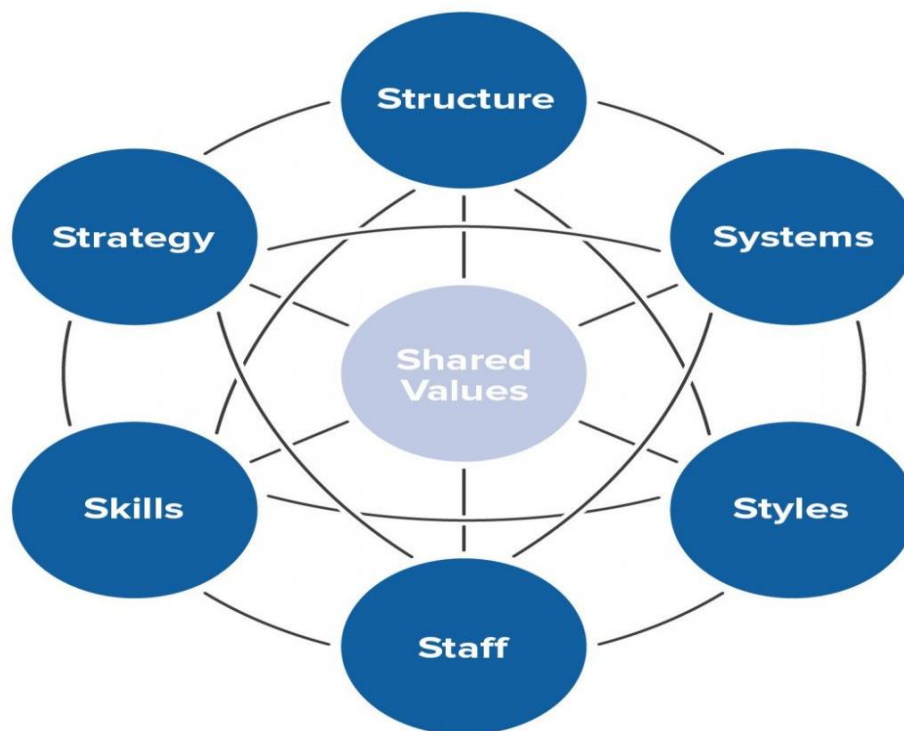
- Berger Paints has set a target to be over \$ 1 billion company by the end of this fiscal
- The second largest paints company in India is aiming to clock an Rs,10,000 crore revenue by 2023-2024
- The construction chemicals business wants to be in the top three of the market in the next few years
- Berger Paints subsidiaries are planning to enter new markets like France and Switzerland in Europe
- Berger Paints is hoping that its new unit at Panagarh in the Burdwan district would start production in the next two years

CHAPTER-3

McKinsey's 7S framework and Porter's Five Force Model

McKinsey's 7S framework

First introduced by Tom Peters and Robert Waterman in their best-selling book “In search of excellence”, the 7 S framework is a strategic tool to better understand and analyze the complexity of an organization. The Mckinsey 7S model provides a multidimensional framework to analyze the current state of an organization and where it can make changes to achieve the desired objectives. In essence, Mckinsey's 7S framework is a strategic planning tool.



Strategy

Strategy is a plan developed by a firm to achieve sustained competitive advantage and successfully compete in the market. Strategies are long-term objectives of the firm. Berger

Paints is one of the top paint companies in India. Berger Paints acquired Saboo Coatings Pvt Ltd for the purpose of expanding its brand. UK paints now owns a 50.0092% stake in Berger Paints. The main goal is to become the top brand paint industry so effective marketing and sales strategies were implemented by the company.

Shared Values

Berger believes in an attitude of innovating perpetually. This belief has helped to constantly challenge existing paradigms and perform at improved higher levels. And the guiding company values of "Performance, Customer First, Ethical Practices and Valuing People", emerge from this belief. Employees of Berger endeavor to maintain a unique culture of cooperation and camaraderie, fun at the workplace, and pride in achievements while working in the organization. There is transparency in communication and this reflects in shared accountability for business goals, aggressiveness in pursuing these goals, and adaptability in finding new and better products and ways to work.

Systems

Berger Paints ensures that all departments and systems within the organization are aligned and working in harmony towards the greater business goals and targets. This is made possible by ensuring that all systems are designed and working towards goals and targets to their expertise under the broader business vision strategy. Improving internal processes, including risk management, customer relationship management (CRM), web app optimization, and data visualization across the establishment. These are the areas that Berger Paints mainly focuses on.

Skills

At Berger, we value our people and understand their needs for personal growth and career. In Berger top-level workers need to be more skilled in their work and to guide the lower level. Lower-level workers need to be work according to the guidance of their superiors as they are the decision-makers in the company Providing people with appropriate environments and resources for growth, learning and ,confidence is our priority. A career at Berger offers a chance to touch someone's life. There are extensive training and development programs to enhance

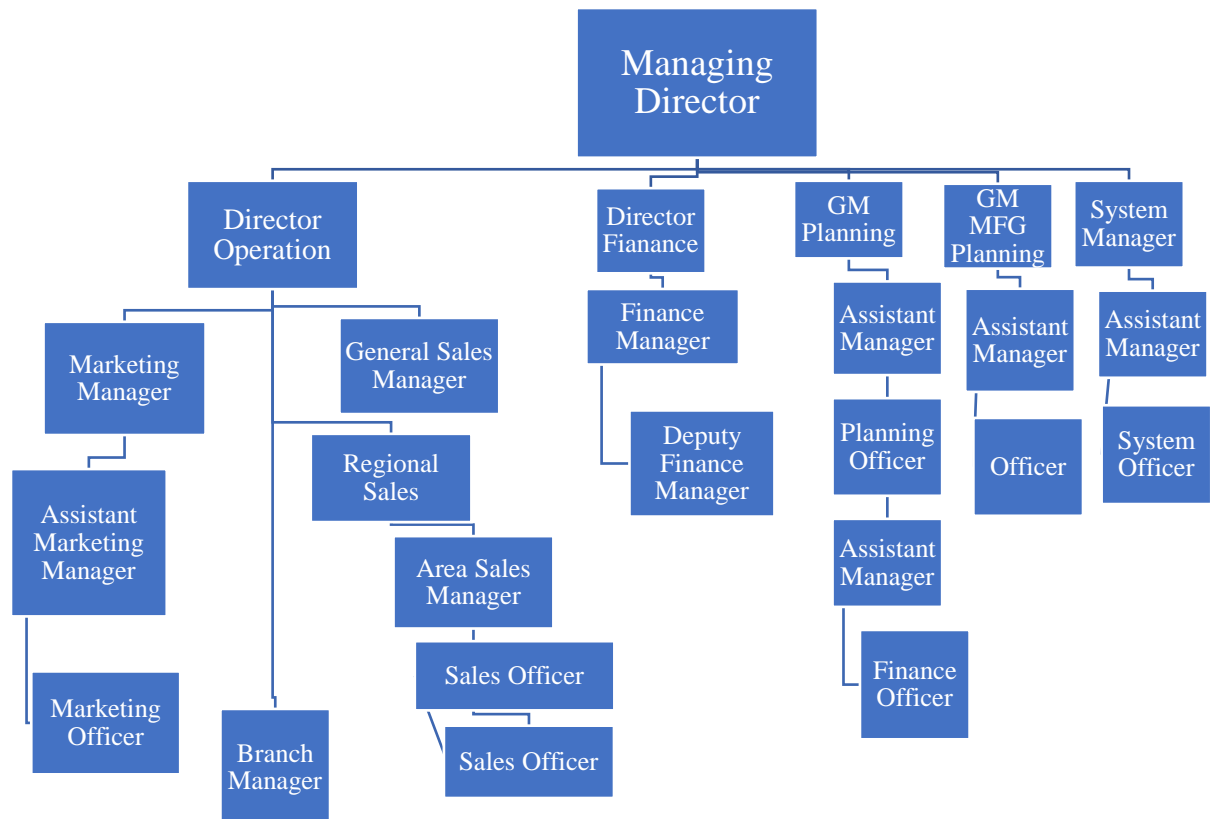
and update the skills and knowledge of its human resources. Our commitment to training and development is a core value. We believe in polishing the skills and knowledge of an individual. It is the Company's policy to provide appropriate learning opportunities to assist employees in gaining job-related skills and knowledge that will contribute to improved performance and career development. To be a Customer Executive at Berger Paints some of the popular skills required are CRM, Customer Relationship, Telecalling, customer care and, customer support.

Staff

This element is concerned with what type, and how many employees an organization will need and how they will be recruited, trained, motivated, and rewarded. The employees will be recruited based on the availability or vacancy in the organization. The recruitment process is carried out according to the skills required by the company, in case of any vacancies, another employee will compensate by working overtime, or contractors having suitable skills and knowledge will be appointed to fill the vacancy in the company. Around 3600 employees are working in this organization.

Structure

The structure is division activity: integration and mechanism: structure presents sent the way business divisions and units are organized and includes information on who is accountable to whom. The structure is the organizational chart of the firm. It is the organizational structure of reporting pattern. The following is the organization structure of Berger Paints India Limited



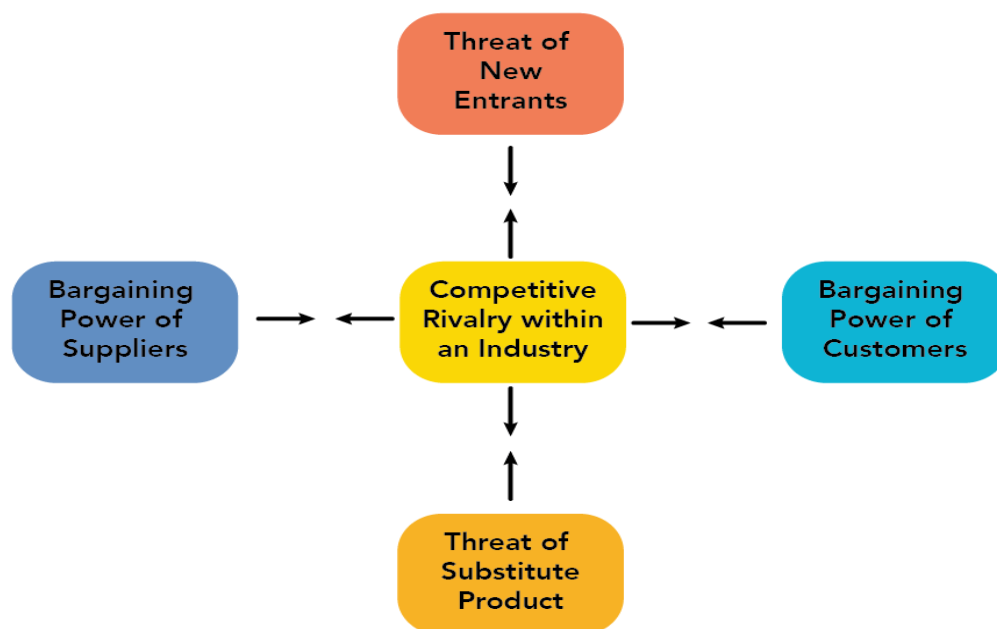
Style / Culture

It represents how the company is managed by top-level managers, how they interact, what actions they undertake, and their symbolic value. The cultural style of the organization and the behavior of behavioranagers in achieving the organizational goals. In Berger Paints India Limited, a democratic leadership style is followed by giving a small amount of authority along with this the staff gets a huge amount of accountability and responsibility. The owner gives entire freedom to the staff but the work must be done within the given timeframe.

PORTER'S FIVE FORCE MODEL

Porter's Five Forces is a notion in business analysis that explains why different industries might benefit in different ways. Michael E. Porter's book "Competitive Strategy: Techniques for Analyzing Industries and Competitors" initially suggested the concept in 1980. The Five Forces model is a well-known method for analyzing the industry structure and corporate strategy of a corporation. Porter used certain criteria to define five indisputable forces that shape every sector and business on the earth. The five forces are often used to assess an industry's or market's competitiveness, attractiveness, and profitability.

Porter's Five Forces



1. Threat of New Entrants

The Indian Paint industry is dominated by a few key players and many of these are almost century-old firms. So the new entrant will find it difficult to match the knowledge base which they have gathered through all these years. The entry barriers of the industry are as follows:

- Brand equity of present players
- Distribution network

- Cost of modification of the product
- Access to technology
- Technical Servicing

However new technologies are available which can reduce the life cycle of production and the new entrants can use these technologies. Therefore, the threat of new entrants is medium. In recent years international players like PPG, DuPont, and Sherwin Williams are entering the market with their international experience and resources. In coming years this force may act as a major game changer in the industry.

2. Bargaining Power of Customers

It is affected by how many buyers or customers a company has, how significant each customer is, and how much it would cost a company to find new customers or markets for its output.

The buyer's power or bargaining power of buyers compels the firms to reduce the prices. They may also demand a product or service of higher quality

Berger is looking for lowering the buyer's power by,

1. Increase the concentration of suppliers
2. High switching costs
3. Low substitute price for the products
4. High-quality substitutes
5. Better performance of substitute

3. Threat of Substitute Products

The number of substitutes available for paint is very minimal. In rural areas, one substitute which is conveniently used is a lime wash. One more substitute mainly used in urban areas is wallpaper. In urban areas, the emergence of glass walls in corporate offices and malls which reduces the usage of paint can be one more major substitute. But still, now, the threat of substitutes is low as the alternate measures are not yet developed. But this threat has the potential to increase in the subsequent years.

4. Bargaining Power of Suppliers

It is affected by the number of suppliers of key inputs of a good or service, how unique these inputs are, and how much it would cost a company to switch to another supplier. The fewer suppliers to the industry, the more a company would depend on a supplier. When there are many suppliers or low switching costs between rival suppliers, a company can keep its input costs lower and enhance its profits.

i. Few numbers of suppliers:

Berger paint is increasing the concentration of suppliers by focusing on fewer members and is more dominant than the producing firms.

ii. Few or No Alternatives:

Berger has a large variety of alternative products which avoids the buyers to purchase the supplies at the price set by the suppliers.

5. Rivalry Among Existing Competitors

If competition is intense then it becomes difficult for existing players such as Berger Paints to earn sustainable profits.

The current condition of the market looks bright with ample growth opportunities for all the players. Almost 80% of the organized market share is occupied by the top four players. However, the competition can only increase from this point as the market gets saturated but that will take some time. Till that point, the competitors can co-exist and keep satisfying the customer with a healthy profit margin. The rivalry between the existing competitors therefore can be said as Medium.

Competitor's Business Models

- I. Asian Paints-Overall market Leader due to cost leadership strategy.
- II. Kansai Nerolac - Market Leader in Industrial Paints Segment, also present in decorative paints segments.
- III. Akzo Nobel-Major's revenue comes from the decorative segment. Also present in automobile paints.
- IV. Shalimar Paints-Oldest Company. Mainly into decorative and non-automobile paints.

FORCES	ANALYSIS	REASON
The threat of New Entrants	Low	Asian Paints & Berger Paints alone accounts for 75% of revenue among listed paint companies. So it's difficult for anyone to be the emperor in the paint industry. The working capital required is high.
Competitive Rivalry	Low	A large company like Asian Paints is the main competitor.
Bargaining Power of Suppliers	Medium	Over 300 raw materials are required. Titanium Dioxide is a key ingredient used which have a huge shortage hence supplier can bargain. High fluctuation of price in raw materials.
Bargaining Power of Buyer	Medium	Industry and households are the main customers for the industry. Price sensitive
Threat of Substitutes	Low	In rural areas, lime wash is used as a substitute. People use marble in the case of paintings as well.

CHAPTER-4

SWOT ANALYSIS

SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats. These words make up the SWOT acronym. The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy.

SWOT ANALYSIS



1. STRENGTHS

Berger Paints has many strengths that will make it a leading player in its market. The following are the strengths of Berger Paints:

- **Strong Portfolio:** Berger Paints offers a variety of paints, from residential to industrial, in its product portfolio. Also available are decorative paint options, which are the latest offering and in high demand. Additionally, it acquired the decorative paint unit from Sherwin Williams Paint's Indian unit.

- **Brand Recognition:** They have strong brand equity because they are the second-largest paint manufacturer. Many people recognize the brand and are familiar with its products and offerings. Intensive marketing campaigns have established them as household names.
- **International Market:** This company has international operations in several countries, which include Russia, Bangladesh, Nepal, Poland, and Cyprus, as well as collaborations with Becker, a Swedish company, and Nippon paints, a Japanese company
- **Leaders with Experience:** The company's chairman, Kuldeep Singh Dhingra, and vice-chairman, Gurbachan Singh Dhingra, own a combined 75% of the company, making it the second-largest manufacturer of paints after Asian Paints.
- **CSR:** They have initiated a green horizon initiative that caters towards eco-friendly paints by reducing wastage and conserving natural resources.

2. WEAKNESSES

An organization's internal factors include its weaknesses. Several of these weaknesses can be identified through SWOT analysis:

- **High Reliance on One Segment:** Berger Paints' highest sales are driven by one segment, which is the decorative market. As a result, it cannot support long-term high growth rates.
- **Small Purchasing Power:** Due to a duopoly in the industry, they lack pricing power. To remain competitive, they need to keep their costs in line with the paint costs.
- **Smaller distribution:** As compared to Nerolac, Berger paints are considered to have a smaller distribution network. This presents a challenge for the company. If necessary, it needs to expand its distribution network and increase its production capacity.
- **No Premium Alternative:** In their Asian paints Royale initiative, Asian paints has successfully targeted a unique segment that gives them a high-profit margin. For Berger paints to improve sales and brand equity, they need to take such steps to get in touch with their customers.

3. OPPORTUNITIES

The opportunities in a business are external factors that can be tapped for profit and benefits.

- **Marketing:** As far as marketing communications are concerned, Berger Paints needs to improve its performance. Asian and Nerolac paints dominate when it comes to advertising, while Berger Paints lags and is less frequent with their advertisements. Marketers will raise the brand's value and create demand from consumers. Both in terms of visibility and sales, it offers high-quality products and has a large market space.
- **Untapped Market Potential:** Indian households use very little paint. This segment has considerable growth potential. There is also an increase in demand for paint as urbanization continues.
- **Introducing New Products:** They can launch new products in the paint industry and invest in their R&D to create superior technology. In addition, they can launch more eco-friendly paints and make them healthier.
- **Market Opportunities:** Currently, Berger paints is only present in four countries, but its manufacturing base implies that it will be able to expand into other emerging markets in time.

4. THREATS

As part of a swot analysis, threats are most important. A Berger Paints SWOT analysis will reveal the threats that have been holding the company back.

- **Price Fluctuations:** Paint's raw materials are subject to large fluctuations in price. These fluctuations may pose a risk to the company.
- **Changes in Government Laws:** New companies may be established in this sector as a result of changes in government laws. There will be more competition in the market.
- **Margin Erosion:** Asian paints, Nerolac, and Berger paints are all facing stiff competition. Berger paints seem to have fallen behind, resulting in penetrating pricing and smaller margins. This may affect Berger's future.

CHAPTER-5

ANALYSIS OF FINANCIAL STATEMENTS

A financial statement is a written record that provides complete information about the financial position, and performance of the company to make a good decision to earn more profit in the future days. The financial statement of the company includes a balance sheet, Income statement, cash flow statement, and statement of shareholders' equity. This statement not only helps the company with economic decisions but also to know the performance of the company for the outsiders like investors, banks, the public, etc.

BALANCE SHEET ANALYSIS OF BERGER PAINTS

Balance Sheet (in RS. cr) 5 years:

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

Particulars	MARCH 2022	MARCH 2021	MARCH 2020	MARCH 2019	MARCH 2018
EQUITIES AND LIABILITIES					
SHAREHOLDERS FUND					
Share Capital	97.13	97.13	97.12	97.11	97.10
Total Share Capital	97.13	97.13	97.12	97.11	97.10
Reserves & Surplus	3666.76	3182.48	2527.92	2275.24	2046.51
Total Reserves & Surplus	3666.76	3182.48	2527.92	2275.24	2046.51
Total Shareholders Fund	3763.89	3279.61	2625.04	2372.35	2143.61
NON-CURRENT LIABILITIES					

Long Term Borrowings	0.00	0.00	0.00	0.00	0.00
Deferred Tax Liabilities (Net)	23.18	26.38	29.14	60.87	58.60
Other Long-Term Liabilities	319.53	238.18	206.79	14.39	5.26
Long Term Provisions	3.98	3.68	3.41	3.16	2.92
Total Non-Current Liabilities	346.69	268.24	239.34	78.42	66.78
CURRENT LIABILITIES					
Short Term Borrowings	515.56	155.44	222.46	215.34	143.27
Trade Payables	1705.09	1409.22	1012.92	968.14	932.57
Other Current Liabilities	265.96	227.96	212.95	184.34	202.49
Short Term Provisions	28.71	27.61	29.99	18.67	15.98
Total Current Liabilities	2515.32	1820.23	1478.32	1386.49	1294.31
Total Capital & Liabilities	6625.90	5368.08	4342.70	3837.26	3504.70
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	1635.46	1495.20	1379.30	996.56	911.04
Intangible Assets	9.26	6.39	6.93	7.36	4.29
Capital Work-In-Progress	568.87	97.60	168.29	147.73	87.27
Other Assets	0.00	0.00	0.00	0.00	0.00
Fixed Assets	2213.59	1599.19	1554.52	1151.65	1002.60

Non-Current Investments	681.42	585.87	468.63	331.80	303.18
Deferred Tax Assets (Net)	0.00	0.00	0.00	0.00	0.00
Long-Term Loans & Advances	10.96	24.76	18.01	16.42	19.99
Other Non-Current Assets	197.09	73.00	92.43	56.31	79.72
Total Non-Current Assets	3103.06	2282.82	2133.59	1556.18	1405.49
CURRENT ASSETS					
Current Investments	62.75	201.82	179.35	245.51	227.59
Inventories	2149.97	1499.00	1167.24	1149.13	939.36
Trade Receivables	835.58	838.61	558.57	574.33	598.01
Cash & Cash Equivalents	206.88	338.55	125.55	131.77	120.57
Short-Term Loan & Advances	0.00	11.08	9.01	7.98	1.96
Other Current Assets	267.66	196.20	169.39	172.36	211.72
Total Current Assets	3522.84	3085.26	2209.11	2281.08	2099.21
TOTAL ASSETS	6625.90	5368.08	4342.70	3837.26	3504.70
Contingent Liabilities	748.33	823.12	470.91	434.81	316.61

INCOME STATEMENT ANALYSIS OF BERGER PAINTS (Rs in Cr)

The profit and loss statement is a financial statement that summarizes the revenues, costs, and expenses incurred during a specified period, usually a fiscal quarter or year. The P&L statement is synonymous with the income statement. These records provide information about a company's ability or inability to generate profit by increasing revenue, reducing costs, or both.

Particulars	MARCH 2022	MARCH 2021	MARCH 2020	MARCH 2019	MARCH 2018
INCOME					
Revenue From Operations (Gross)	7639.16	5944.34	5629.07	5460.40	4792.67
Less: Excise/Service Tax/ Other Levies	0.00	0.00	0.00	0.00	115.58
Revenue From Operations (Net)	7639.16	5944.34	5629.07	5460.40	4677.09
Other Operating Revenues	101.77	77.07	62.62	55.15	46.70
Total Operating Revenues	7740.93	6021.41	5691.69	5515.55	4723.79
Other Income	63.12	55.77	150.82	53.63	46.53
Total Revenue	7804.05	6077.18	5842.51	5569.18	4770.32
EXPENSES					
Cost of Material Consumed	4504.30	3057.94	2902.53	3150.03	2470.43
Purchase of Stock-In Trade	691.40	564.41	481.60	432.46	405.57
Changes In Inventories of FG, WIP, And Stock-In Trade	(349.61)	(183.77)	(16.81)	(168.67)	(87.66)
Employee Benefit Expenses	400.58	352.71	342.52	311.67	269.84
Finance Costs	42.93	33.22	32.68	20.79	16.20
Depreciation And Amortisation Expenses	197.53	186.12	170.52	122.17	111.92
Other Expenses	1311.73	1133.17	1024.05	979.87	922.21
Total Expenses	6798.86	5143.80	4937.09	4848.32	4108.51

Profit/Loss Before Exceptional, ExtraOrdinary Items And Tax	1,005.19	933.38	905.42	720.86	661.81
Exceptional Items	0.00	(14.80)	0.00	(28.60)	0.00
Profit\Loss Before Tax	1005.19	918.58	905.42	692.26	661.81
Tax Expenses- Continued Operations					
Current Tax	251.81	240.55	226.47	249.86	232.08
Deferred Tax	(3.48)	(2.75)	(20.10)	3.37	(2.11)
Total Tax Expenses	255.33	237.80	206.37	253.23	229.97
Profit\Loss After Tax And Before Extraordinary Items	749.86	680.78	699.05	439.03	431.84
Profit\Loss From Continuing Operations	749.86	680.78	699.05	439.03	431.84
Profit\Loss For The Period	749.86	680.78	699.05	439.03	431.84
OTHER ADDITIONAL INFORMATION					
EARNINGS PER SHARE					
Basic EPS(Rs.)	7.72	7.01	7.20	4.52	4.45
Diluted EPS(Rs.)	7.72	7.01	7.20	4.52	4.45
VALUE OF IMPORTED AND INDIGENOUS					

RAW MATERIAL STORES, SPARES, AND LOOSE TOOLS					
DIVIDEND AND DIVIDEND PERCENTAGE					
Equity Share Dividend	271.96	29.14	369.04	174.78	169.93
Tax On Dividend	0.00	0.00	55.27	35.93	34.59
Equity Dividend Rate(%)	310.00	280.00	220.00	190.00	180.00

CASH FLOW STATEMENT OF BERGER PAINTS LTD

(Rs. In Cr)

Cash flow shows how Berger Paints manages the cash inflows and outflows during the last 5 years. It shows how the cash is generated or used by the company in the given period.

Particulars	MARCH 2022	MARCH 2021	MARCH 2020	MARCH 2019	MARCH 2018
Net Profit Before Tax	1005.19	918.58	905.42	692.26	661.81
Net Cash From Operating Activities	518.61	676.72	792.78	495.01	399.43
Net Cash (used in)/from Investing Activities	(537.96)	(458.63)	(234.01)	(369.97)	(168.92)
Net Cash (used in)/from Financing Activities	(5.35)	(183.07)	(530.35)	(158.96)	(195.04)

Net(decrease)/ increase In Cash and Cash Equivalents	(24.70)	35.02	28.42	(33.92)	35.47
Opening Cash & Cash Equivalents	90.68	55.66	27.24	66.16	25.69
Closing Cash and Cash Equivalents	65.98	90.68	55.66	27.24	61.16

RATIO ANALYSIS OF BERGER PAINTS INDIA LTD

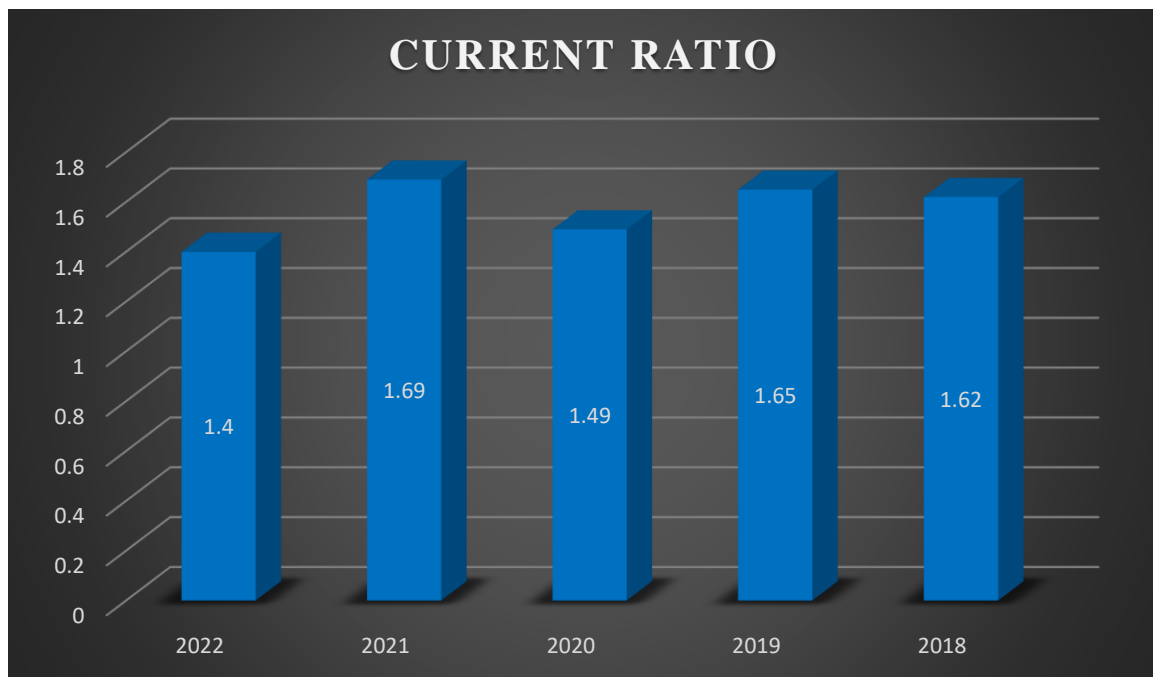
Ratio analysis is calculating the financial performance of the company, its financial position, liquidity, profitability, risk, solvency, and proper utilization of the resources by studying the financial statement of the company like balance sheet, and income statement.

- 1. Liquidity Ratio:** The liquidity ratio is the tool that is used to examine the ability of the company to pay its short-term loans. It shows the richness of the company.

Current Ratio: The current ratio, commonly referred to as the working capital ratio, determines a company's capacity to pay the short-term debt that is due within a year. The weight of total current assets compared to total current liabilities is taken into account in the ratio.

➤ Current Ratio: Current Assets/Current Liabilities

Ratio	2022	2021	2020	2019	2018
Current Ratio(x)	1.40	1.69	1.49	1.65	1.62

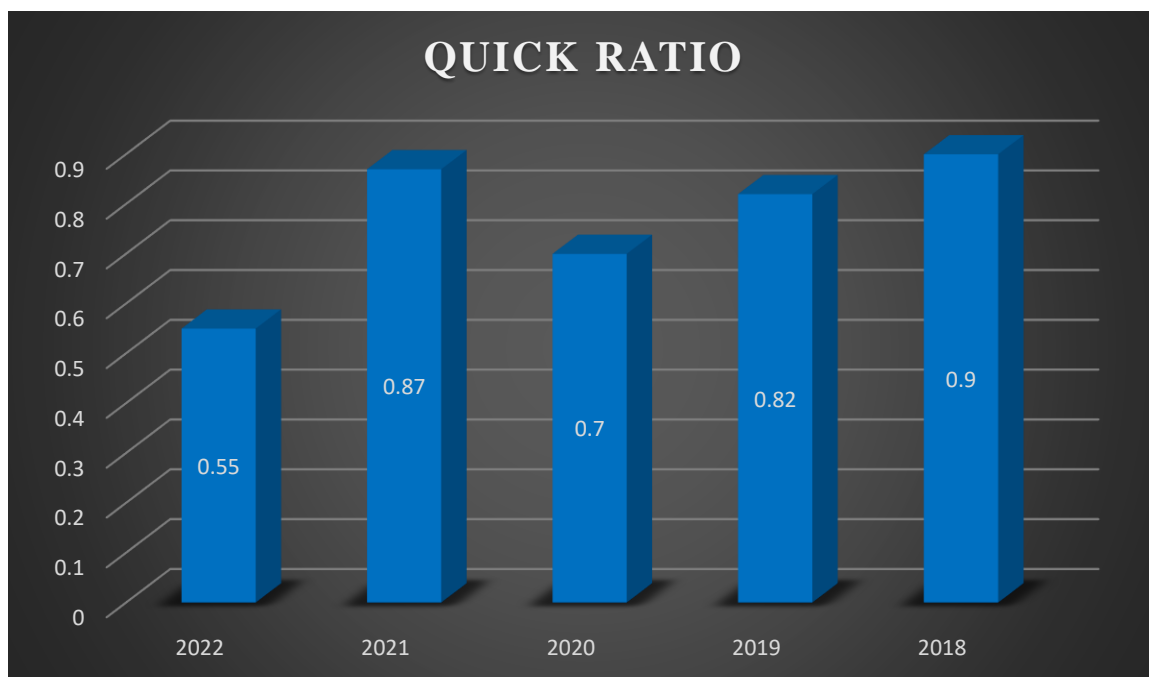


Analysis: The above table & graph shows the current ratio of the firm, when comparing the five years of ratio 2021 is having the highest ratio of 1.69 which is a very good sign for the firm, where the liquidity position of the firm increased to a good extent. The standard current ratio is 2:1 which says that current assets should be always twice of that current liability.

Quick Ratio: The Quick Ratio, sometimes referred to as the Acid Test or Liquidity Ratio, assesses a company's capacity to fulfill its short-term obligations by looking at its ability to quickly convert its assets into cash. Cash, marketable securities, and accounts receivable are the assets. Because they may be easily convertible into cash, these assets are referred to as "quick" assets.

➤ **Quick Ratio: Quick Assets/Quick Liabilities**

Ratio	2022	2021	2020	2019	2018
Quick Ratio	0.55	0.87	0.70	0.82	0.90



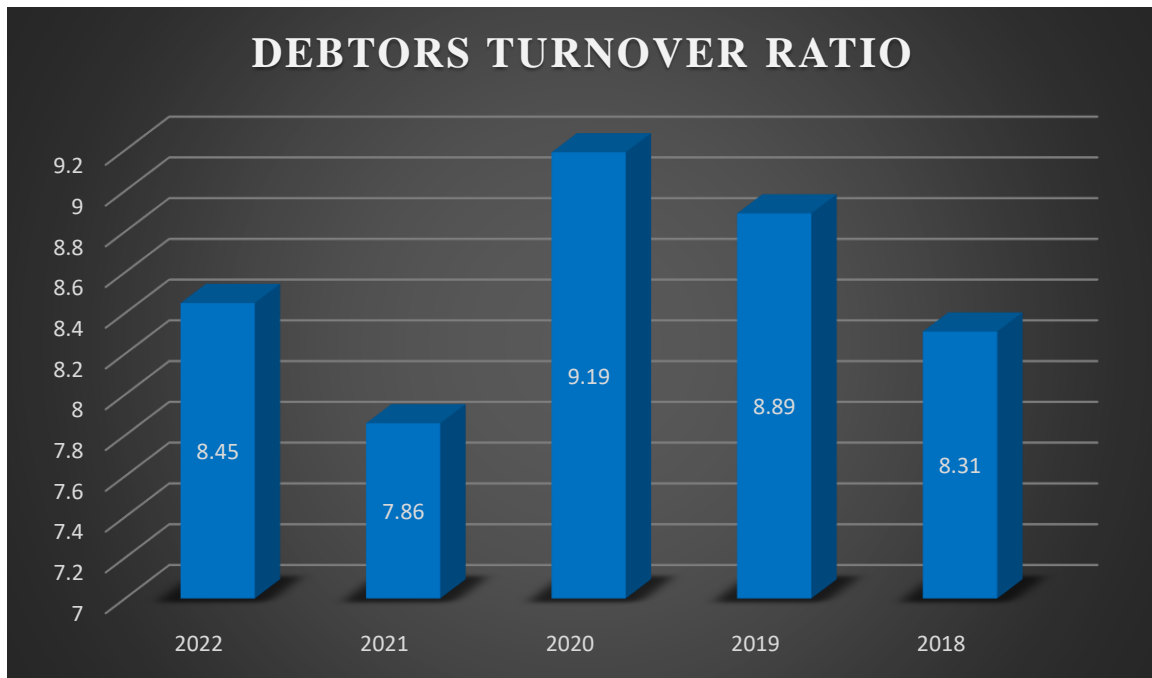
Analysis: The above table & graph shows the quick ratio of the firm, when comparing the five years of ratio 2018 is having the highest ratio of 0.90 which is an indication that the firm is liquid and can meet its current or liquid liabilities in time. The ideal ratio is 1:1. It is generally thought that if quick assets are equal to current liabilities then the concern may be able to meet its short-term obligations.

2. Turnover Ratio: The turnover ratio is the percentage of mutual fund holdings that have been replaced in a fiscal year.

Debtors Turnover Ratio: Accounts Receivables Turnover ratio is also known as debtors turnover ratio. This indicates the number of times average debtors have been converted into cash during a year. This is also referred to as the efficiency ratio which measures the company's ability to collect revenue.

➤ **Debtors Turnover Ratio: Credit Sales /Average Debtors**

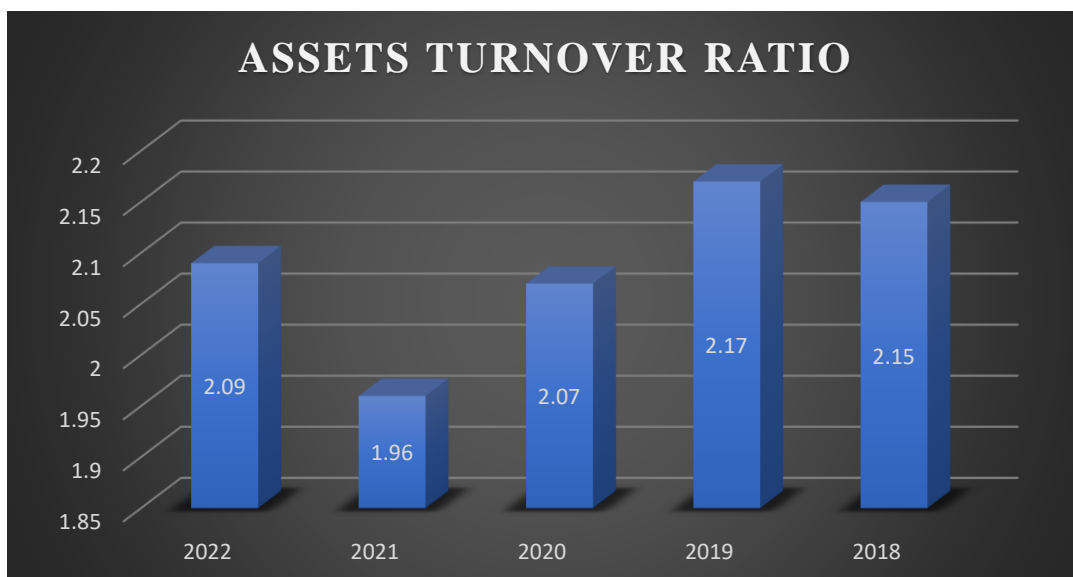
Ratio	2022	2021	2020	2019	2018
Debtors Turnover Ratio (x)	8.45	7.86	9.19	8.89	8.31



Asset Turnover Ratio: The asset turnover ratio measures the efficiency of a company's assets in generating revenue or sales. It compares the dollar amount of sales (revenues) to its total assets as an annualized percentage. Thus, to calculate the asset turnover ratio, divide net sales or revenue by the average total assets.

➤ **Assets Turnover Ratio: Sales/Total Assets**

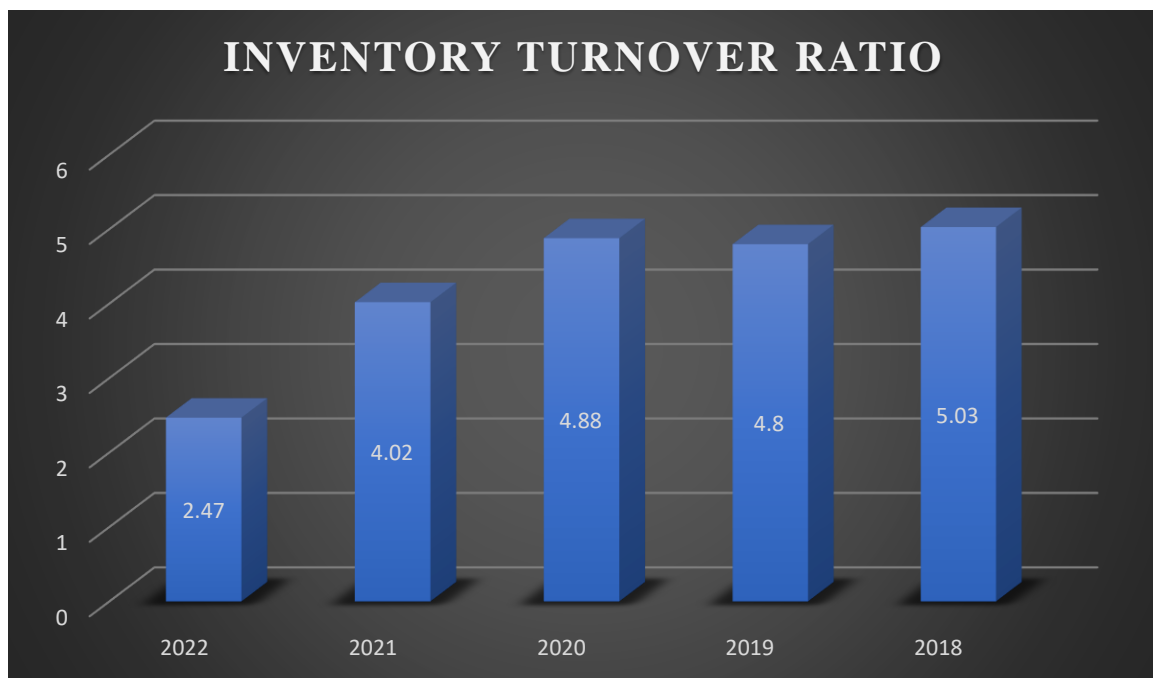
Ratio	2022	2021	2020	2019	2018
Asset Turnover Ratio (x)	2.09	1.96	2.07	2.17	2.15



Analysis: The above table & graph show the assets turnover ratio of the firm, when comparing the five years of ratio 2019 is having the highest ratio of 2.17. The higher ratio the higher the net income for the company. The higher ratio shows how the company is more effective in managing its assets to produce greater amounts of net income.

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

Ratio	2022	2021	2020	2019	2018
Inventory Turnover Ratio	2.47	4.02	4.88	4.80	5.03



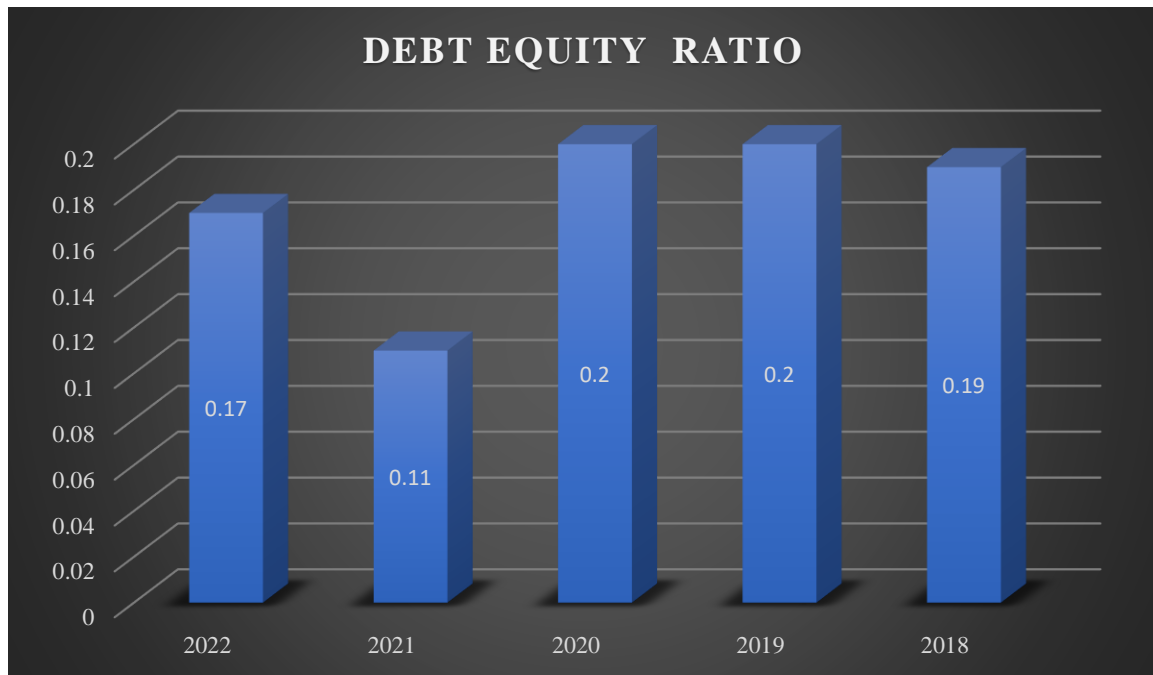
High turnover implies strong sales or insufficient inventory. Here in the year 2018, the inventory turnover ratio is high compared to the last next 5 years' inventory turnover ratio.

3. Solvency Ratio: A solvency ratio is a key metric used to measure an enterprise's ability to meet its long-term debt obligations and is used often by prospective business lenders. A solvency ratio indicates whether a company's cash flow is sufficient to meet its long-term liabilities and thus is a measure of its financial health.

Debt-Equity Ratio: The debt-to-equity ratio measures your company's total debt relative to the amount originally invested by the owners and the earnings that have been retained over time.

➤ **Debt Equity Ratio: Total Debt/ Total Shareholders Equity**

Ratio	2022	2021	2020	2019	2018
Debt Equity Ratio	0.17	0.11	0.20	0.20	0.19

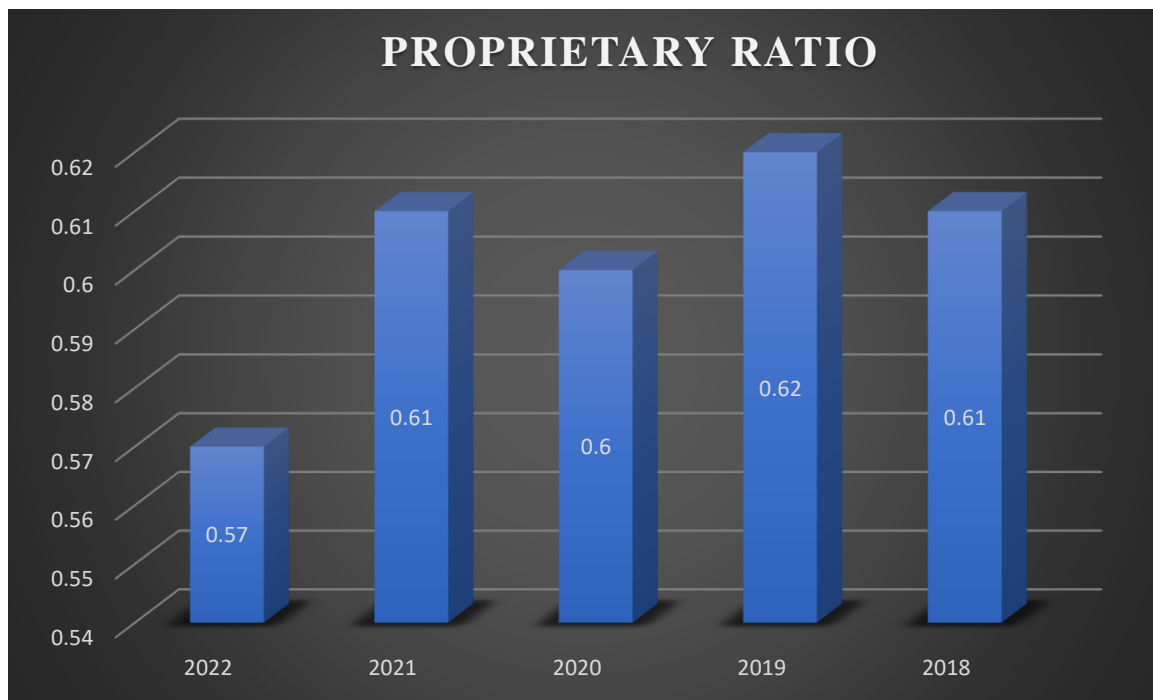


Analysis: The above table & graph shows the Debt Equity Ratio of the company, when comparing the five years of ratio 2020 & 2019 is having the highest ratio of 0.20 which shows a high debt-equity ratio indicates that a company is borrowing more capital from the market to fund its operations.

Proprietary Ratio: A proprietary ratio is a type of solvency ratio that is useful for determining the amount or contribution of shareholders or proprietors towards the total assets of the business. It is also known as the equity ratio or shareholder equity ratio or net worth ratio.

➤ **Proprietary Ratio: Shareholders Fund/Total Assets**

Ratio	2022	2021	2020	2019	2018
Proprietary Ratio	0.57	0.61	0.60	0.62	0.61



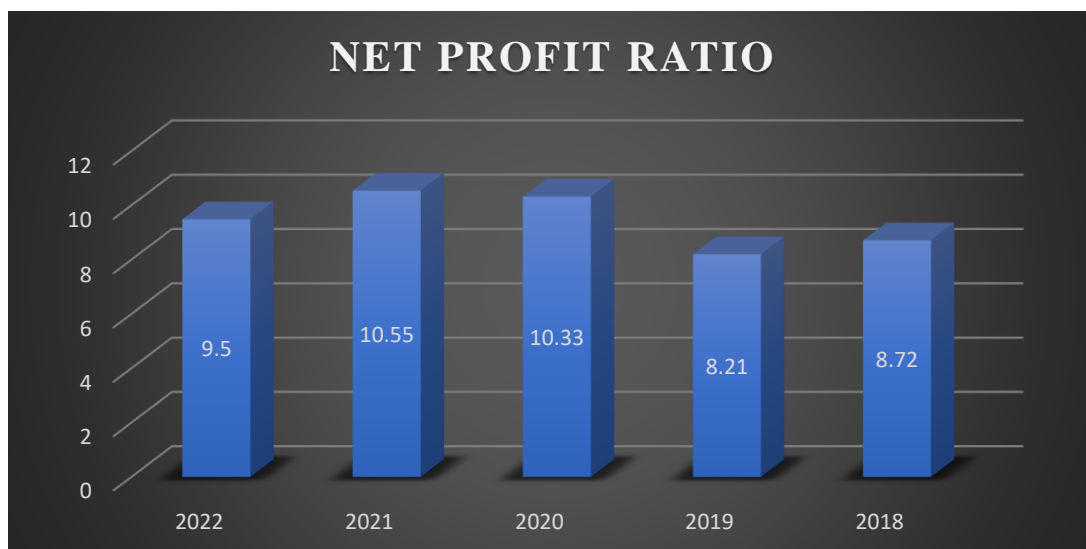
Analysis: The above table & graph shows the proprietary ratio of the company, when comparing the five years of ratio 2019 is having the highest ratio of 0.62 which shows a high proprietary ratio indicates that a business is in a strong position and provides relief to creditors, while low proprietary ratio shows the dependence of the company on debt facing to run its business.

4. Profitability Ratio: Ratio that shows the firm's ability to measure the overall efficiency of the firm in generating returns for its stakeholders.

Net Profit Ratio: Net Profit Ratio, also referred to as the Net Profit Margin Ratio, is a profitability ratio that measures the company's profits to the total amount of money brought into the business.

➤ **Net Profit: $\text{Net Profit} / \text{Sales} \times 100$**

Ratio	2022	2021	2020	2019	2018
Net Profit (%)	9.50	10.55	10.33	8.21	8.72

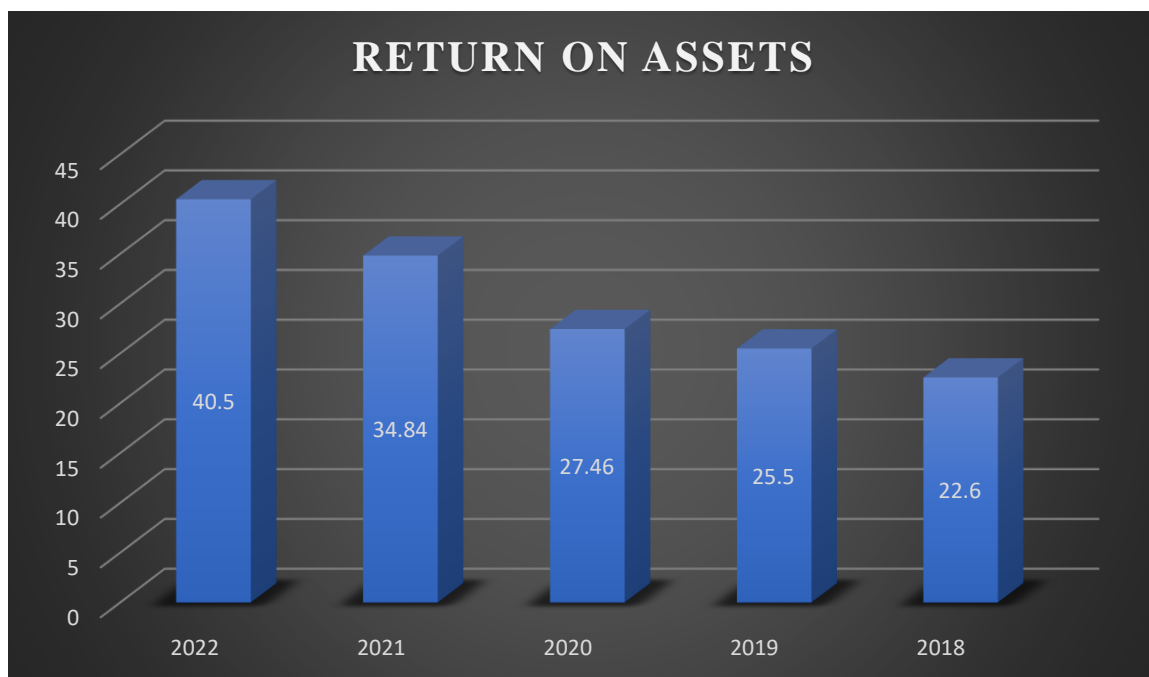


Analysis: The above table & graph shows the net profit ratio of the firm, when comparing the five years of ratio 2021 is having the highest ratio of 10.55 which shows the earning profit of the firm is high. A high percentage means that the firm did well in managing its expenses. But it gradually decreased in the next year which shows the firm has not managed its expenses.

Return on Assets Ratio: The return on total assets ratio is obtained by dividing a company's earnings after tax by its total assets. This profitability indicator helps you determine how your company generates its earnings and how you compare to your competitors.

➤ **Return on Assets: $\text{Net Profit} / \text{Total Assets} \times 100$**

Ratio	2022	2021	2020	2019	2018
Return on Assets Ratio (%)	40.50	34.84	27.46	25.50	22.60

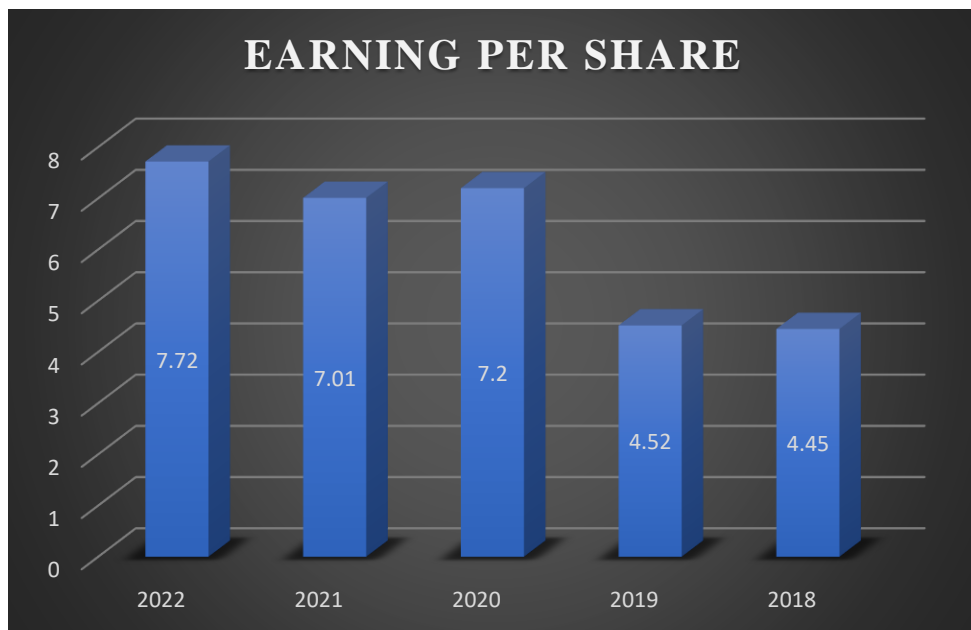


Analysis: The above table & graph shows the return on assets ratio of the firm, when compared to five years of ratio 2022 is having the highest ratio of 40.5. The higher ratio the higher the net income for the firm. The higher ratio shows how the firm is more effective in managing its assets to produce greater amounts of net income.

Earnings Per Share: Earnings per share is calculated by net profit by No. of equity shares. It indicates the profitability of a company. It is a tool that market participants use frequently to gauge the profitability of a company before buying its shares. It is a term that is of much importance to investors and people who trade in the stock market.

EPS:

Ratio	2022	2021	2020	2019	2018
Earnings Per Share	7.72	7.01	7.20	4.52	4.45



Analysis: The above table & graph shows the earnings per share of the firm, when comparing five years of ratio 2022 & 2021 have the highest ratio of 7.72 & 7.01 respectively which shows the higher EPS, higher EPS is always better than a lower ratio because this means the firm is more profitable and the firm has more profits to distribute to its shareholders.

CHAPTER-6

LEARNING EXPERIENCE

I have done my organization study report on Berger Paints Ltd. It was a very good experience. This is a unique experience and gave me a good opportunity to learn and explore myself and also to understand various aspects of the company.

I acquired a thorough understanding of how an organization operates as well as knowledge of its history, profile, growth, vision, and mission through organizational study. And this one-month project allowed me the opportunity to assess the company's progress. The report's goals were to gain practical experience, provide organizations with detailed knowledge of their job responsibilities, compare the real situation to the lessons learned in college, and complete the MBA program's requirements.

Berger is moving forward with a dedication to achieving 1st place in the Paint industry. My Organisation study was carried Out in Berger paint ltd which helped me attain my organizational study objectives. It helped me to expose myself to the corporate world to increase my practical knowledge. It helped me to understand the organizational practices being carried out in a company. The study helped me to understand how key Business Processes are carried out in an organization. The study helped me to understand how information is used in the organization for decision-making at various Levels. It also helped me to understand the type of modern machinery used in the factory for production. BERGER has sound industrial relations. The organizational study was beneficial as it helped me in gaining awareness about the company.

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Books:

- ✓ Redefining strength and Embracing opportunities
- ✓ Innovative to grow
- ✓ Staying ahead of the curve
- ✓ www.bergerpaints.com
- ✓ www.moneycontrol.com
- ✓ www.wikipedia.org

ANNEXURE

Awards



BALANCE SHEET

Particulars	MARCH 2022	MARCH 2021	MARCH 2020	MARCH 2019	MARCH 2018
EQUITIES AND LIABILITIES					
SHAREHOLDERS FUND					
Share Capital	97.13	97.13	97.12	97.11	97.10
Total Share Capital	97.13	97.13	97.12	97.11	97.10
Reserves & Surplus	3666.76	3182.48	2527.92	2275.24	2046.51
Total Reserves & Surplus	3666.76	3182.48	2527.92	2275.24	2046.51
Total Shareholders Fund	3763.89	3279.61	2625.04	2372.35	2143.61
NON-CURRENT LIABILITIES					
Long Term Borrowings	0.00	0.00	0.00	0.00	0.00
Deferred Tax Liabilities (Net)	23.18	26.38	29.14	60.87	58.60
Other Long-Term Liabilities	319.53	238.18	206.79	14.39	5.26
Long Term Provisions	3.98	3.68	3.41	3.16	2.92
Total Non-Current Liabilities	346.69	268.24	239.34	78.42	66.78
CURRENT LIABILITIES					
Short Term Borrowings	515.56	155.44	222.46	215.34	143.27
Trade Payables	1705.09	1409.22	1012.92	968.14	932.57
Other Current Liabilities	265.96	227.96	212.95	184.34	202.49

Short Term Provisions	28.71	27.61	29.99	18.67	15.98
Total Current Liabilities	2515.32	1820.23	1478.32	1386.49	1294.31
Total Capital & Liabilities	6625.90	5368.08	4342.70	3837.26	3504.70
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	1635.46	1495.20	1379.30	996.56	911.04
Intangible Assets	9.26	6.39	6.93	7.36	4.29
Capital Work-In-Progress	568.87	97.60	168.29	147.73	87.27
Other Assets	0.00	0.00	0.00	0.00	0.00
Fixed Assets	2213.59	1599.19	1554.52	1151.65	1002.60
Non-Current Investments	681.42	585.87	468.63	331.80	303.18
Deferred Tax Assets (Net)	0.00	0.00	0.00	0.00	0.00
Long-Term Loans & Advances	10.96	24.76	18.01	16.42	19.99
Other Non-Current Assets	197.09	73.00	92.43	56.31	79.72
Total Non-Current Assets	3103.06	2282.82	2133.59	1556.18	1405.49
CURRENT ASSETS					
Current Investments	62.75	201.82	179.35	245.51	227.59
Inventories	2149.97	1499.00	1167.24	1149.13	939.36
Trade Receivables	835.58	838.61	558.57	574.33	598.01
Cash & Cash Equivalents	206.88	338.55	125.55	131.77	120.57

Short-Term Loan & Advances	0.00	11.08	9.01	7.98	1.96
Other Current Assets	267.66	196.20	169.39	172.36	211.72
Total Current Assets	3522.84	3085.26	2209.11	2281.08	2099.21
TOTAL ASSETS	6625.90	5368.08	4342.70	3837.26	3504.70
Contingent Liabilities	748.33	823.12	470.91	434.81	316.61

INCOME STATEMENT

Particulars	MARCH 2022	MARCH 2021	MARCH 2020	MARCH 2019	MARCH 2018
INCOME					
Revenue From Operations (Gross)	7639.16	5944.34	5629.07	5460.40	4792.67
Less: Excise/Service Tax/ Other Levies	0.00	0.00	0.00	0.00	115.58
Revenue From Operations (Net)	7639.16	5944.34	5629.07	5460.40	4677.09
Other Operating Revenues	101.77	77.07	62.62	55.15	46.70
Total Operating Revenues	7740.93	6021.41	5691.69	5515.55	4723.79
Other Income	63.12	55.77	150.82	53.63	46.53
Total Revenue	7804.05	6077.18	5842.51	5569.18	4770.32
EXPENSES					
Cost of Material Consumed	4504.30	3057.94	2902.53	3150.03	2470.43
Purchase of Stock-In Trade	691.40	564.41	481.60	432.46	405.57

Changes In Inventories of FG, WIP, And Stock-In Trade	(349.61)	(183.77)	(16.81)	(168.67)	(87.66)
Employee Benefit Expenses	400.58	352.71	342.52	311.67	269.84
Finance Costs	42.93	33.22	32.68	20.79	16.20
Depreciation And Amortisation Expenses	197.53	186.12	170.52	122.17	111.92
Other Expenses	1311.73	1133.17	1024.05	979.87	922.21
Total Expenses	6798.86	5143.80	4937.09	4848.32	4108.51
Profit/Loss Before Exceptional, ExtraOrdinary Items And Tax	1,005.19	933.38	905.42	720.86	661.81
Exceptional Items	0.00	(14.80)	0.00	(28.60)	0.00
Profit\Loss Before Tax	1005.19	918.58	905.42	692.26	661.81
Tax Expenses- Continued Operations					
Current Tax	251.81	240.55	226.47	249.86	232.08
Deferred Tax	(3.48)	(2.75)	(20.10)	3.37	(2.11)
Total Tax Expenses	255.33	237.80	206.37	253.23	229.97
Profit\Loss After Tax And Before Extraordinary Items	749.86	680.78	699.05	439.03	431.84
Profit\Loss From Continuing Operations	749.86	680.78	699.05	439.03	431.84

Profit\Loss For The Period	749.86	680.78	699.05	439.03	431.84
OTHER ADDITIONAL INFORMATION					
EARNINGS PER SHARE					
Basic EPS(Rs.)	7.72	7.01	7.20	4.52	4.45
Diluted EPS(Rs.)	7.72	7.01	7.20	4.52	4.45
VALUE OF IMPORTED AND INDIGENOUS RAW MATERIAL STORES, SPARES, AND LOOSE TOOLS					
DIVIDEND AND DIVIDEND PERCENTAGE					
Equity Share Dividend	271.96	29.14	369.04	174.78	169.93
Tax On Dividend	0.00	0.00	55.27	35.93	34.59
Equity Dividend Rate(%)	310.00	280.00	220.00	190.00	180.00

CASH FLOW STATEMENT

Particulars	MARCH 2022	MARCH 2021	MARCH 2020	MARCH 2019	MARCH 2018
Net Profit Before Tax	1005.19	918.58	905.42	692.26	661.81
Net Cash From Operating Activities	518.61	676.72	792.78	495.01	399.43
Net Cash (used in)/from Investing Activities	(537.96)	(458.63)	(234.01)	(369.97)	(168.92)
Net Cash (used in)/from Financing Activities	(5.35)	(183.07)	(530.35)	(158.96)	(195.04)
Net(decrease)/increase In Cash and Cash Equivalents	(24.70)	35.02	28.42	(33.92)	35.47
Opening Cash & Cash Equivalents	90.68	55.66	27.24	66.16	25.69
Closing Cash and Cash Equivalents	65.98	90.68	55.66	27.24	61.16