

“INTERNSHIP REPORT ON ABB INDIA LIMITED”

Submitted by

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance

INTERNAL GUIDE

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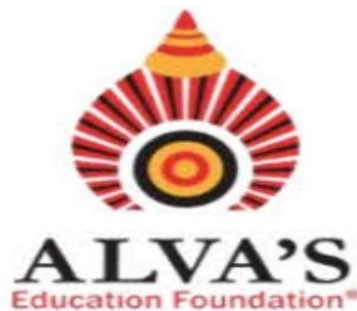
Alva's institute of engineering and technology

EXTERNAL GUIDE

Shashikanth N L

ABB INDIA LTD

Nelamangala



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MOODBIDRI, DAKSHINA KANNADA DISTRICT -

574227



INTERNSHIP COMPLETION CERTIFICATE

Date: 20/11/2022

This is to certify that **Ms. SHRUTHI S. bearing USN: 4AL21BA082, MBA**, Student of **ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY, MOODBIDRI** has successfully completed her internship with special reference to **ABB INDIA Pvt Ltd**, in our organization **from (20/10/2022 to 20/11/2022)** during her Training/work at ABB India Pvt Ltd her character was found good.

We wish **Ms. SHRUTHI S** All the best in her Future endeavors.

For ABB INDIA LIMITED



Manager

No. 88/3, 88/4, Nelamangala Road, Basavana Halli, Kasaba Hobli, Nelamangala Town,
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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

Affiliated to Visvesvaraya Technological University, Belagavi

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Accredited by NBA (CSE & ECE)

DATE: 30/01/2023


CERTIFICATE

This is to certify that **SHRUTHI S** bearing USN **4AL21BA082**, 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 "**ABB INDIA PVT LTD., BANGALORE**" is prepared by her under the guidance of **Mr. Guruprasad Pai**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.


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DECLARATION:

I, **Ms. SHRUTHI. S** Bearing USN No: **4AL21BA082** student of master of business administration(MBA), Alvas institute of engineering and technology, mijar, moodbidre, hereby declare that the project entitled “organizational study at “**ABB INDIA LIMITED**” has been prepared by me towards the partial fulfilment of the requirement for the master of business administration (MBA) program under the guidance of Mr. Guru prasad pai, which I am submitting to the Visvesvaraya technological university, Belagavi is record of original work done by me not been previously formed on the basis for the award of any academic qualification, fellowship or other similar title of any other university.

Place: mijar

A handwritten signature in blue ink that reads "Shruthi.S." with a horizontal line underneath.

Signature of the student

Date: 22.03.2023

(SHRUTHI S)

ACKNOWLEDGEMENT:

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this organizational internship study. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I would like to express my sincere thanks to principal **Dr. peter Fernandez**, AIET, moodbidre and I express my deep sense of gratitude to my internal guide **Mr. Guru prasad pai**, P.G Department of business administration for his constant support and encouragement to carry out my internship project successful without much difficulty.

It would be a failure in my part not to mention my parents, family and friends whose undying support and encouragement kept my going at times of need. Deepest thanks to you all. They are all the reason for the successful completion of this internship.

Executive summary:

This is an attempt to know how the theories can be applied to practical situation. As MBA student of Alva's institute of engineering and technology it is a part of study for everyone to undergo internship at some good organization. So, this purpose I got the opportunity of internship program in "ABB India ltd"

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

- Nature of business,
- Vision mission, quality policy,
- Workflow model
- Product/service profile,
- Ownership pattern,
- Achievements/awards if any,

Third chapter is McKinsey's 7S frame work with special reference to organization under study. The fourth chapter deals with the SWOT analysis. The fifth chapter is Analysis of financial statement sixth chapter is learning experience. It also consists of Bibliography.

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CHAPTER-1

**INTRODUCTION ABOUT THE
ORGANIZATION AND INDUSTRY**

CHAPTER-1

INTRODUCTION ABOUT THE ORGANIZATION AND INDUSTRY

INTRODUCTION ABOUT THE ORGANIZATION:

An organization is a social unit of people, systematic structure and managed to meet a need or to purchase collective goals on the continuing basis. organization is a kind of training given to a student before he or she comes in contact with the expert working condition. This can be a practical exposure to the students, where they are supervised by industry experts. These kinds for organization study programs are usually provided while collared professions the students in post-graduation course do organization study in their interested industries to gain more knowledge about the industry.

There are few authors' who have given definition to organization study one of them are Farce (1996) According to organization study are defined as programs engaging students in services activities primarily for the purpose of providing them with the hands-on experience the enhance their learning or understanding of issue relevant to a particular area of study.

Electrical equipment industry is involved power and automation business. industry parts are including power systems, which suggests turnkey systems and services for transmission and distribution for power grid, power plants, power products, are to be manufacturers, the engineers, suppliers and the key components to transmitting and to distributing the electricity process automation, it provides the customers with integrated solution for control, plant optimisation and industry specific application knowledge. Industry is located on most of the Indian cities such as Bangalore, Kochi, Ahmedabad, Bhopal, Chennai, Kolkata, Mumbai, etc. ABB's operation in around 100 countries, with approximately 147000 of employees. And helping the customer to use electrical power effectively and to increasing the industrial productivity in a sustainable way. It delivers automation system for measurements, control motion, protection and plant optimisation across a full range of industries. Industry is to be builds the network for transformers, switchgear, circuit breakers, and the

Cables is to associated the equipment like the low energy products division production and the low power circuit breakers, switches, and the control products, wiring accessories, and inserting the cable system to protecting the people of electronic equipment from the electrical overloaded.

INTRODUCTION ABOUT THE INDUSTRY:

BELOW I MENTION ABB INDIA PRIVATE LIMITED PERFORM UNDER THE INDUSTRIES:

- Aluminium
- Automotive
- Building and infrastructure
- Power generation
- Process automation
- Oil and Gas

ALUMINIUM:

Results are guaranteed by our skilled engineering, supply, construction, and management services and our in-depth production process knowledge. In our method, the plant and its requirements are treated as a single, wholly integrated unit. So, consider ABB to be your one supplier whether you require a single crucial component or an entire turnkey electrification system.

As a global leader, we acknowledge that it is our duty to provide the finest solution within your constraints of time, money, and project requirements. To enhance your solutions and return on investment, we want to include you in our professional engineering, supply, construction, and management services.

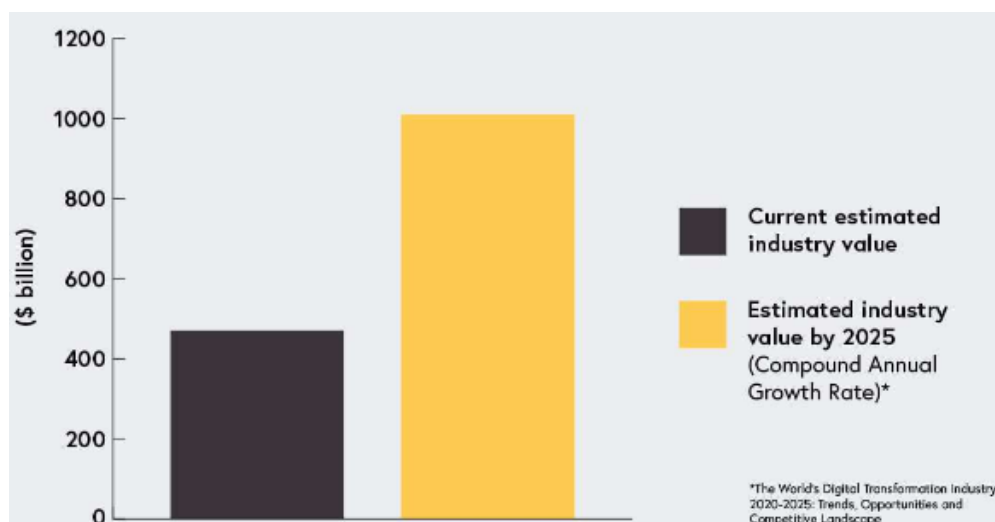
DIGITAL TECHNOLOGY INDUSTRY:

Almost every aspect of our life is undergoing tremendous change as a result of digital technology. There are a variety of employment available in the digital sector due to recent innovations and breakthroughs, which opens doors for many different experts.

We do a thorough investigation of the digital sector and everything it has to offer as this interesting field continues to expand. Along with looking at the many job categories, required abilities, and pay ranges, we also consider how the corona virus pandemic has affected it.

Given the nature of digital technology, it makes sense that the market would experience tremendous growth in the years to come. Between now and 2025, the global market for digital transformation is predicted to expand by about 16.5%. (at Compound Annual Growth Rate).

According to estimates, the sector is currently valued \$469.8 billion on a global scale. This is anticipated to rise to \$1,009.8 billion by 2025. Technology like the Internet of Things (IoT), cloud computing, and mobile devices and apps are responsible for a large portion of this rise.



AUTOMOTIVE INDUSTRY:

The automotive industry is made up of a diverse group of businesses and institutions engaged in the design, development, production, marketing, and sale of automobiles. It is one of the most lucrative industries in the world, with revenue ranging from 16% in France to 40% in nations like Slovakia. Additionally, it is the sector where companies spend the most on R&D.

The term "automotive" refers to any type of self-propelled vehicle and is derived from the Greek autos (self) and the Latin motives (of motion). [More

information required] Elmer Sperry (1860–1930), who coined the phrase, is credited with its invention. It was first applied to automobiles in 1898.

The automotive Industry is a wide range of companies and organization involved in the design, development, manufacturing, marketing and selling of motor vehicles, some of them are called automakers. It is one of the world's largest economic by revenue.

The automotive industry does not include industries dedicated to the maintenance of automobiles following delivery to the end-user, such as automobile repair shops and motor fuel filling stations.

CHAPTER-2

ORGANIZATION PROFILE

CHAPTER-2

ORGANIZATION PROFILE:



2.1 BACKGROUND/OVERVIEW OF THE COMPANY:

ABB has a more than 130-year heritage of superior invention, along with its predecessor businesses. Since our company was established to benefit from a brand-new technology called electricity, innovation has been ingrained in our DNA. Since that time, we've kept pushing the limits of technology to raise performance. In this movie, created to honour our illustrious past, we examine some of the ABB technologies, including as automation and digitalization, which have revolutionized society and industry and are assisting in our transition to a more prosperous, sustainable future.

MILESTONE OF ABB:

2020: The ABB Ability Genix Industrial Analytics and AI Suite brings together the strength of data management, subject-matter expertise, technological prowess, and implementation know-how. To achieve a high level of optimization and control, the suite supports the making of prompt, precise, insight-driven decisions.

2019: ABB transforms low-voltage switchgear the next technological leap is represented by the bus plate technology and connection of the ABB Ability platform, which together make ABB's Neo Gear the safest solution for operators while maximizing efficiency and lowering costs for digitalized industries.

2018: The newly renamed ABB FIA Formula E Championship is formed when ABB joins the FIA Formula E Championship as the series' title partner. The race series acts as a platform for testing and developing electrification and digitalization technologies important to e-mobility.

2017: Launched by ABB, ABB Ability connects customers to the power of the Industrial Internet of Things through the company's market-leading digital solutions offering. The direct action that "closes the loop" and creates customer value is made possible by ABB Ability.

2.2 NATURE OF THE BUSINESS:

ABB is a top global technology corporation that drives social and industrial change for a more prosperous and sustainable future. ABB pushes the limits of technology to raise performance to new heights by integrating software with its electrification, robotics, automation, and motion portfolio. ABB has a more than 130-year legacy of quality, and its 105,000 outstanding employees across more than 100 countries are the key to its success.

ABB India Ltd in Nelamangala, Bangalore, is committed to putting the needs of its customers first, and it is because of this that the company has developed enduring partnerships. The provision of top-notch products and/or services and ensuring a favourable client experience are given high priority. It is a player in a number of industries, including control panel boards, indicator switches, axial flow fans, and power distribution equipment.

2.3 VISION, MISSION & QUALITY POLICY

VISION AND MISSION:

At ABB, we are passionate about creating success. As pioneers in electrification and automation, we help to address the world's energy challenges. By transforming industries, we are helping to create a more prosperous and sustainable future. We lead by example by embedding sustainability in everything we do.

VALUES:

Our values are built on the foundation of our principles. They influence everything we do, provide moral direction for our interactions with co-workers, clients, partners, and society at large, as well as helping us achieve our goals. By demonstrating our four ABB values in everything we do, we set an example for others.

- Team work
- Top management support
- Performance orientation
- Fairness and justice
- Equality

OUR PURPOSE:

With our technological leadership in electrification and automation, ABB's mission is to allow a future that is more resource-efficient and sustainable.

Innovators in automation and electrification, we contribute to resolving the global energy crisis. Our solutions increase the energy efficiency, safety, and affordability of homes, workplaces, factories, and transportation.

In our future, operations will be safer, smarter, and more productive as the physical and digital worlds mix. We are fostering the development of a more prosperous and sustainable future by modernizing several sectors.

QUALITY POLICY:

- By providing men with ongoing education and training, create and develop quality men.
- Uphold and raise production standards.
- Create a "Total Quality" framework to attain difficult quality goals and continuously enhance the quality management system.
- Keep track of and manage the transitions at each level.
- Avoid allowing defects to enter the following process and provide feedback to the prior one for improved quality assurance.
- Reinforce the supply chain with a strong traceability mechanism.

QUALITY ASSURANCE SYSTEM:

After each method, the association adheres to the stringent standards of major validation at various levels of collection through 100% online quality controls. A 100% online quality is dragging this down, so pay attention to anything that is currently tightening and shift your attention to the circulation of the finished goods. A recent self-managed audit is also carried out with an AQL of 2.5 for labour and an AQL of 0.25 for name. There are strict techniques established in all age periods, with an emphasis on the prevention of defects, and an internal assembled quality certification that clearly informs the managing director and continues as external quality analysts.

COMPETITORS:

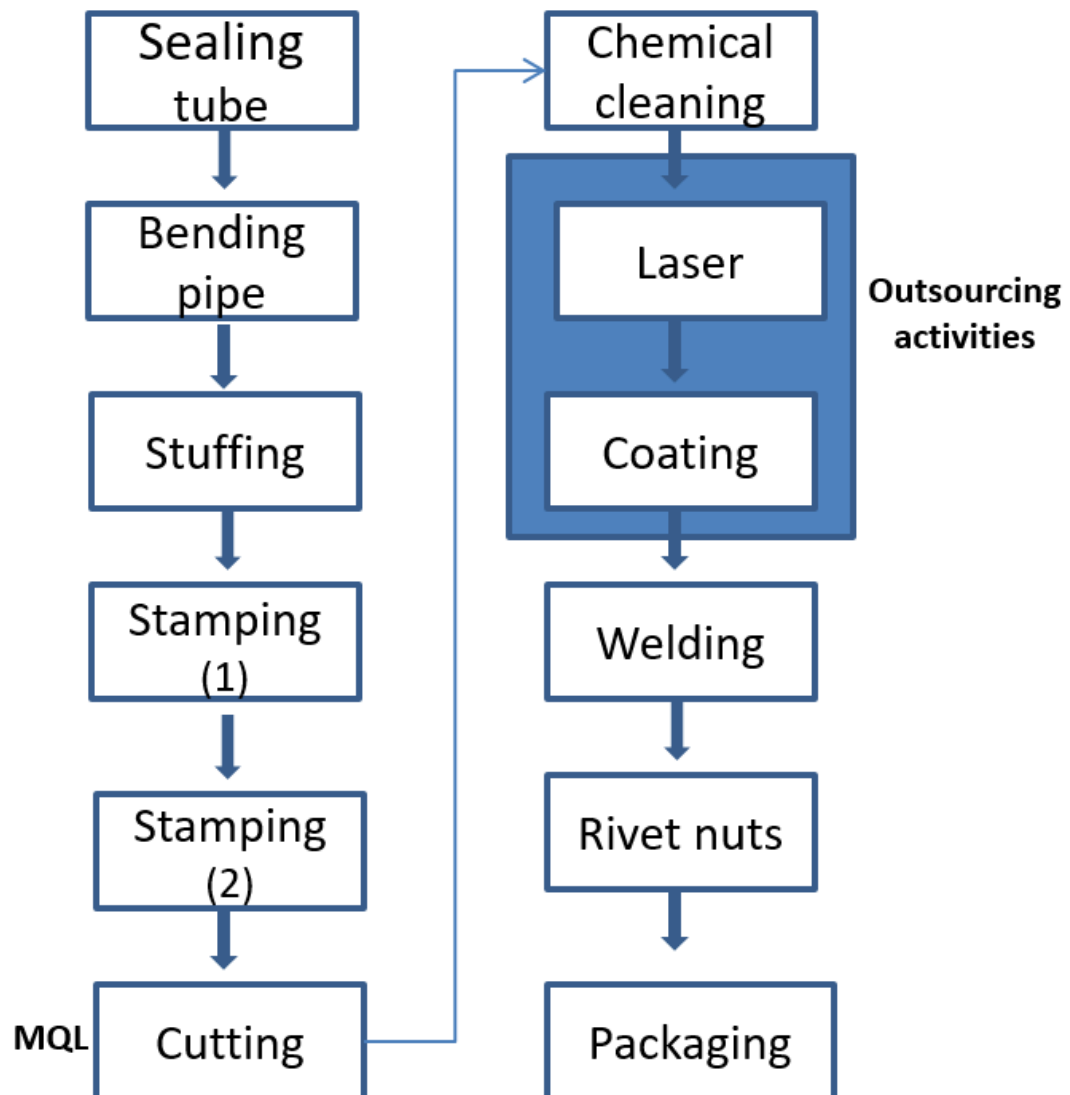
ABB has many competitors to face in the market. With the growing demand in the industry, new companies are coming up creating large competition. Some of the top competitors for ABB are as follows:

- Emerson
- Honeywell
- Valmet
- Eaton
- Siemens

2.4 WORKFLOW MODEL:

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

Bellow image shows the ABB INDIA LIMITED work flow chart.



BOARD OF DIRECTOR:

NAME	DESIGNATION
Balaji	Head
Gopika Pant	Director
Kiran Dutt	President
Maria Rosaria	Director
Sanjeev Arora	President
Sanjeev Sharma	Managing Director
TK Sridhar	Chief Financial officer

2.5 PRODUCT/ SERVICE:**1. Electric vehicles charging solution:**

ABB lays the groundwork for a world in which everyone can access cleaner, more dependable, and more efficient mobility in the future. ABB provides a comprehensive EV charging solution, including innovative on-demand electric bus charging systems, dependable DC fast charging stations with robust connectivity, and small, high-quality AC wall boxes. We deploy infrastructure to meet the needs of the upcoming generation of smarter mobility.

2. Industrial software solution:

ABB is capable and focused enough to enable free data flow between applications and from the production floor to the boardroom. Our industrial software solutions are the result of decades of experience working with process industries, utilities, and manufacturers around the world to provide difficult process automation, information management systems, and services.

3. Low voltage products and system:

For connecting, safeguarding, controlling, and measuring a variety of electrical installations, enclosures, switchboards, electronics, and electromechanical devices, ABB offers a broad spectrum of low voltage solutions. The company increases the dependability and effectiveness of its clients' operations across all significant industries, including the residential market.

4. Motors and generators:

Even in the most difficult situations, ABB has what it takes to help every sector and application achieves new heights of efficiency and energy savings. The electric motors and generators are created using the greatest components and cutting-edge technologies to function dependably no matter how demanding the procedure or application and to have reduced life cycle costs.

5. Power converter and inverter:

Customers can produce and use energy more effectively with the aid of ABB power converters and inverters. They are made to function reliably even in the most trying situations and to have low life cycle costs.

6. Robotics solutions:

Pioneering in robotics, machine automation, and digital services, ABB Robotics offers cutting-edge solutions for a variety of industries, including the automotive, electronics, and logistics. ABB Robotics, one of the top suppliers of robotics and machine automation in the world, has more than 11,000 employees working for it across 53 nations and has shipped more than 500,000 robot solutions.

7. Switches:

ABB switches are designed for flexibility and reliable performance in a wide variety of applications i.e., power distribution for residential and industrial buildings, HVAC, data centres and photovoltaic installations.

2.6 OWNERSHIP PATTERNS OF ABB INDIA LIMITED:

	Dec 2022	Sep 2021
Promoters	48.01%	48.01%
FII + DII	51.99%	51.99%
Others	0%	0%
Total	100%	100%
Holder's	No of shares	% share holders
non govt Institution	4100594	36.76%
Indian promoters	5466289	49.01%
General public	711293	6.35%
Mutual funds	571643	5.13%
Others	293056	2.63%
Financial institution	10984	0.1%

AREAS OF OPERATION:

They have 14 production sites in India where they conduct business, and they have a widespread national presence thanks to their more than 18 marketing offices, 8 service centres, 3 logistics warehouses, and network of more than 800 channel partners.

ABB India operates worldwide, having its subsidiaries in Australia, Great Britain, United States, and India.

And also, ABB India performs its operation over all the India and local regions. The local areas of operation are;

- BANGALORE
- GADAG
- HASSAN
- MYSORE
- MANGLORE etc.

2.7 Achievements /awards:

Every year ABB collects the awards for excellence and leadership in the industrial automation and process control area for the outstanding quality and reliability of our distributed control system and innovative solution.

- 2005 India Ocean tsunami relief the special contribution award by China Red Cross.
- Education and Poverty Alleviation is Outstanding company and charity Ambassador from 2006 by china foundation of poverty alleviation.
- 2008 The outstanding case of enterprise social responsibility by the Chinese enterprise newspaper.
- 2010 special award for the corporate social responsibility, by China association of enterprises with the foreign investment, china charity Foundation, and China Private Business Research Institute and Chinese Enterprise Newspaper.
- In 2012 ABB is wins the Forts &Sullivan strategy prize for smart water networks.
- In 2013 ABB is freelance DCS named best product of the year by control engineering in china.
- In 2015 system 800*A wins the first CEE parametrical excellence award.
- ABB power generation solutions is winning the multiple Asian power awards 2017.

- Forts & Sullivan 2017 award global distributed control systems company of the year.
- ABB process and production intelligence software are winning the golden Amper 2018 Award

2.8 FUTURE GROWTH AND PROSPECTS:

The construct of ABB today as to how they approach the market in India has changed over a period of time and is not something that they have discovered today. When we look at our market, we look at them in 23 market segments, and these market segments today are bifurcated into one which are fast growing one which will basically grow to double digit rate in the next year to come and one is about how is the base market, which are at 7 to 8% growth.

With the current manufacturing strategy and capacity and moreover likewise new plants that have been created with foreign collaboration, the ABB global technology industry appears to have a bright future.

The ABB industry has had a virtual boom in recent months, as not only domestic component manufacturing companies but also the powerful big players have entered India in such a way that it is gradually proving to be a profitable location for many businesses.

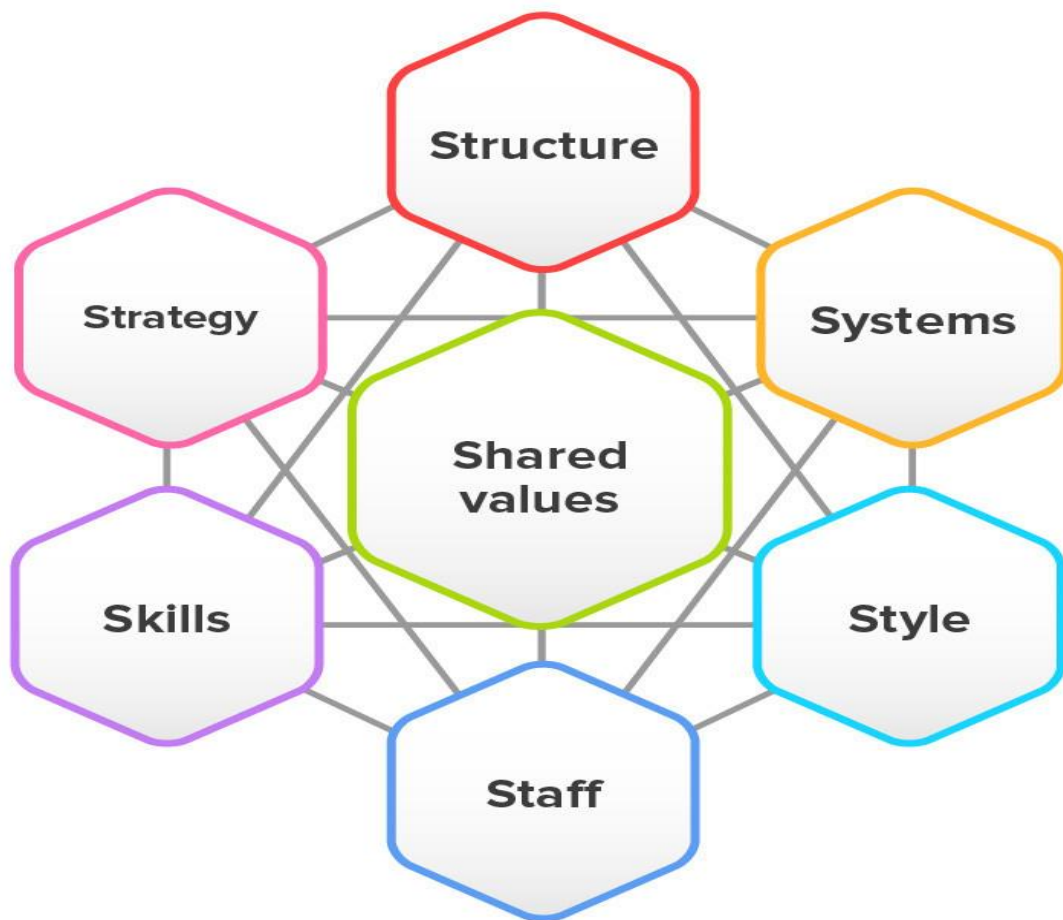
CHAPTER-3

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

CHAPTER-3

MCKENSY'S 7S FRAME WORK AND PORTER'S FIVE FORCE MODEL

MCKENSY 7S FRAME WORK OF ABB INDIA LIMITED:



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

The 7-S display is a structure for dissecting the association and its adequacy all in all. It showed up without precedent for "the specialty of Japanese administration" by Richard Pascal and Anthony Athos in 1981. The 7-S demonstrates was conceived in a gathering of the four creators in 1978. It showed up looking for perfection by subsidies and watermen, and was

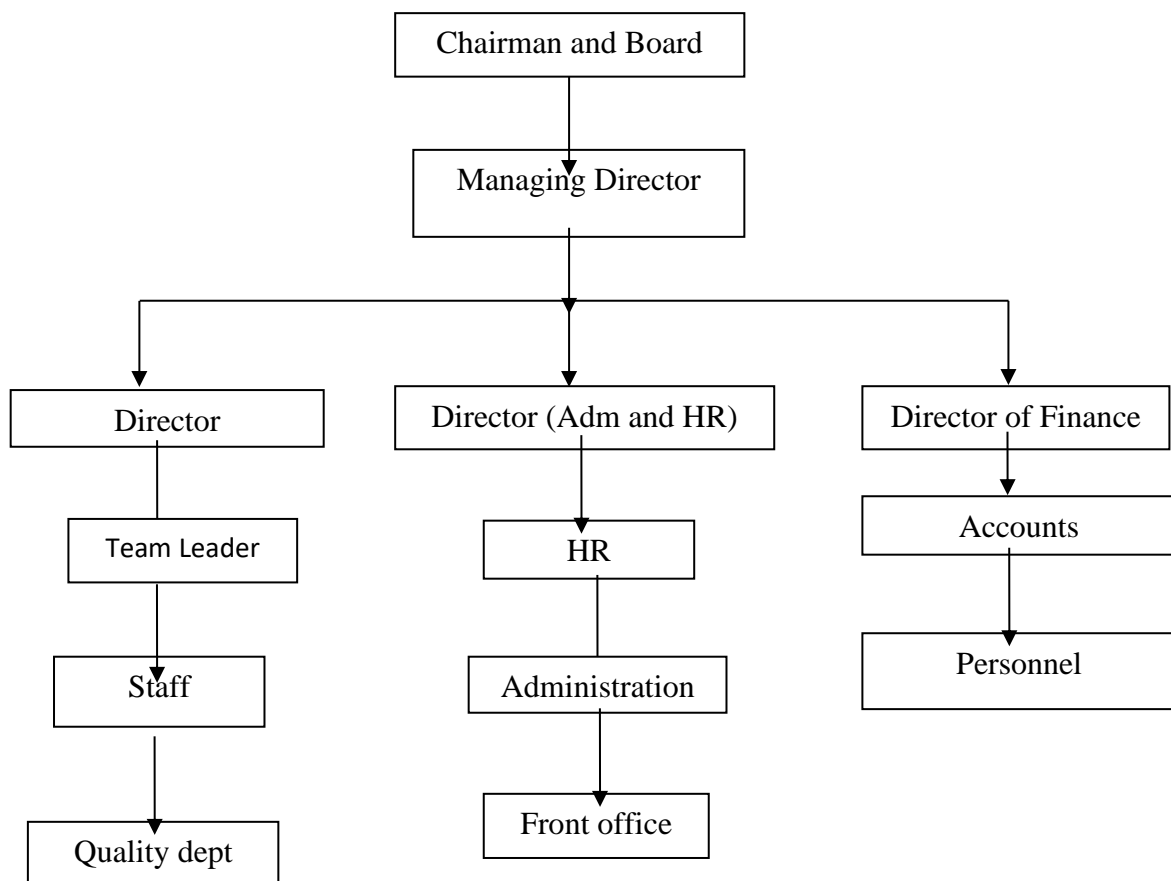
considered as an essential instrument by the worldwide administration consultancy.

The 7Sframework of McKinsey comprises of seven variables: style, structure, procedure, framework, staff, shared qualities and aptitudes for an effective execution of a methodology, huge or little. The procedure, the structure and the framework can be viewed as the "Equipment" of accomplishment, while the style, aptitudes and shared qualities can be viewed as the "Product" of the organizations, in which these delicate components are for the most part more fruitful in methodology executions.

STRUCTURE:

ABB India Limited's functional structure is suitable for a company with a variety of product and service lines. Utilization of the specialization principle is maximized. The worker's efficiency would be extremely high because they are only executing a small number of tasks. Aditya Auto Parts Limited comprises departments for purchasing, production, and administrative, marketing, and financial functions.

The whom the organization is structured and who reports whom



STRATEGY:

ABB India Pvt limited use different types of strategy to maintain marketing success:

- Build Trust with Customer Reviews
- Be at the Top of Google SERP
- Bid on Competitor Keywords
- Actively Manage your Negative Keyword List
- Adjust your Campaign Budgets Based on products/service-Buying Trends
- Target the Right People
- Compel Shoppers to Come into Your Store/plant with Unique Offers

1. Build Trust with Customer Reviews:

Nothing is more suspect to a customer than a business website with no authentic client reviews. If you're not a well-known brand and they've never worked with you before, they're probably already dubious.

It doesn't help that vehicle sellers have a reputation for being untrustworthy and pushy for a long time. Customers are more likely to turn away and shop for a new product/service somewhere else if your dealership's website is bare-bones and has little to no sign of client satisfaction.

2. Be at the Top of Google SERP:

Which brands a potential client sees initially is heavily influenced by Google's SERP (search engine results page). The more web results consumers have to scroll through to get to your website, the less likely they are to see it. One of the key ambitions of marketers all over the world is to be at the top of Google's SERP.

No one wants to sit for hours on end scrolling around the internet, with dozens of dealership adverts claiming to be the greatest. No, they prefer to skim through

the first few pages of results and choose the dealership with the nicest website and the best customer reviews.

3. Bid on Competitor Keywords:

Because there is minimal opportunity for client sharing in the automotive or digital industry, dealerships are famously competitive. Good global technology marketers, research, digital marketing, commercials, and a lot of experience in sales and the auto, power, robotic business are all required when marketing to consumers who wish to start the product or service purchase process.

4. Actively Manage your Negative Keyword List:

In marketing, the current pay-per-click (PPC) rate may be higher than you're willing to pay. It won't be enough to just avoid employing a word or phrase in your online global technology marketing initiatives. The absence of keywords will not prohibit advertisements and social media-based marketing methods from appearing to global technology products or service purchasers who conduct searches using that term.

5. Adjust your Campaign Budgets Based on digital global technology products or service-Buying Trends:

Traditional marketing methods aren't as effective as they once were. Automotive and electric, robotic, marketing is growing increasingly digital as the digital age progresses. Digital shoppers rarely buy a service or even one without first researching it on credible auto review sites.

6. Target the Right People:

Different methods of marketing will appeal to various types of customers, but not all of them are appropriate for you. People who watch an advertisement

before a YouTube video, for example, aren't all likely to buy. Some of them will be too young to purchase or take a service towards ABB.

SYSTEMS:

ABB India Pvt Limited used few systems to maintain market/company benefits:

- Connected services for an inspiring experience
- Eliminating silos to increase productivity
- Systems Engineering - a holistic approach
- Virtual simulation provides early verification

Additionally, ABB India Company Evolution has put in place and specified methods to ensure that business operations are successfully managed and that there are no conflicts or disagreements.

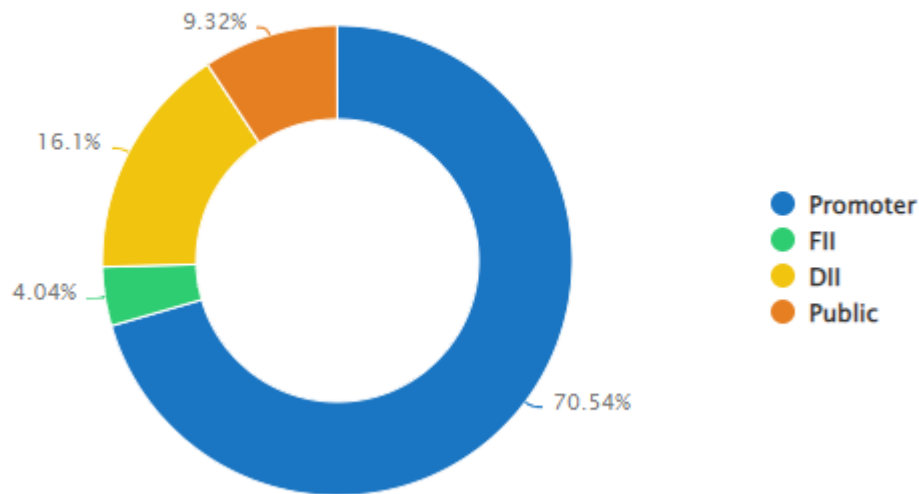
SHARED VALUE:

Thus, some of the values that are shared by the both workforce and the management at new ABB India is as follows:

- Service quality
- Customer satisfaction
- Team work concept
- Total quality management
- utilizing the latest communication technology and the best practices in the ABB sector

In ABB India pvt Limited shows the 70.54% shares are promoters, and 9.32% shares are public, and 16.1% DII, 4.04% shares are FII in the above chart.

Summary



SKILLS:

Below i mention few skills maintain by ABB India Limited:

1. Think Broad:

In times of change, it is rarely advisable to stick to one area of excellence and hope for the best. The key to success is interdisciplinary. Combining knowledge and people skills from different disciplines makes it easier to adapt to change.

2. Make communication a priority:

The logical extension of transdisciplinary knowledge is communication skills. "People who succeed at creating value for their firm by activating their networks have always existed."

People are working behind the scenes, but they also know who needs to talk to whom, when, and how to connect them." Without such "communicators," teams cannot work efficiently.

3. Break the soil:

There are several points of contact between various areas of responsibility and skill in today's connected society. Going it alone won't get you very far. Some type of collaboration is always required.

4. Think Out-side the box:

Thinkers who don't require outside motivation to get things done and who speak their minds, even if it irritates others.

5. Think about the consequences

People working in the IOT ought to give more thought to how the Internet of Things will impact people's lives. Our interviewees mentioned this topic many times. In short, they feel that companies must ensure that the technologies they design will take humans into consideration.

STYLE:

Leadership style is all about manner and approach of providing direction, implementing plans and motivating people, ABB follows the Democratic leadership style and this type of leadership is followed by the company which helps in maintaining a good relationship with employees. And company encourage employee to participate in the process of decision making.

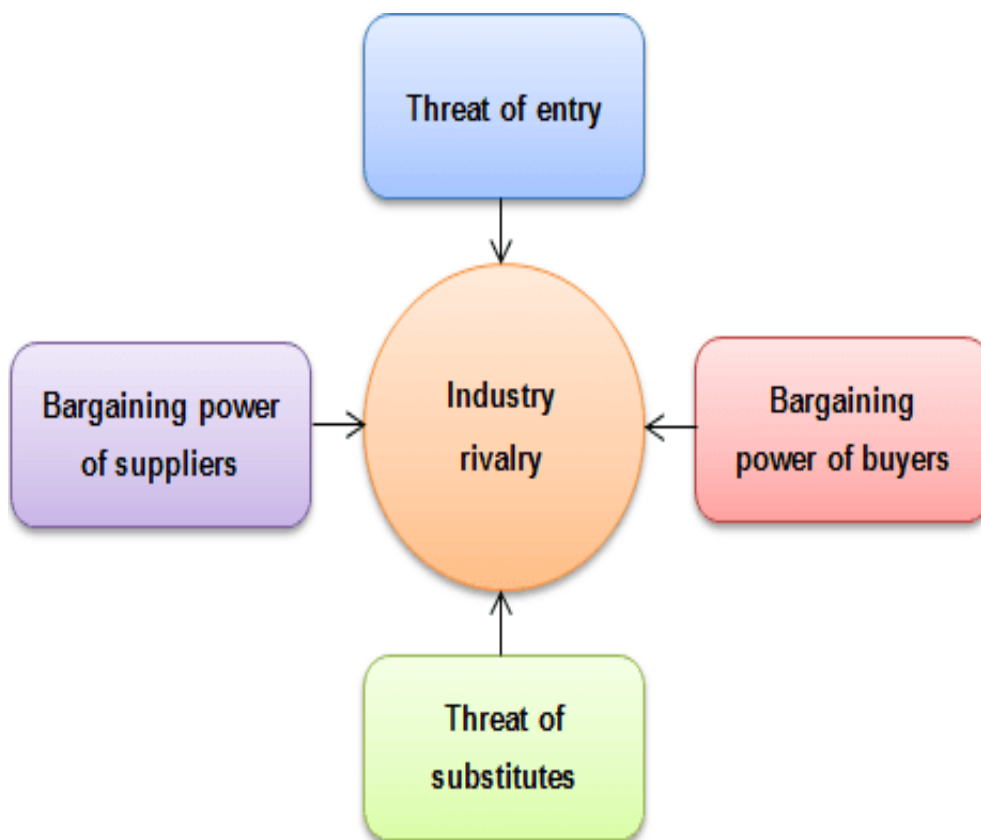
STAFF:

The employees & their general capabilities. Staff refers to the people, their competences how the organisation recruits, selects, trains, manages the careers & promotes them. ABB in Bangalore has 1500 employees, and in India more than 7000 people who work on dedicated supply chain jobs with Indian suppliers across manufacturing, engineering, & IT sectors. Staff Profile at ABB Ltd is total staff of the company is more than 2500 members of man power. ABB India Ltd. they have classified into 2 groups of staff they are; white-collar employees and blue-collar employees.

- White collar employees: The workers who performed in office or other administrative setting.
- Blue collar employees: The workers who work as a labour, housekeeper, security guard etc.

PORTERS 5 FORCE MODEL OF ABB INDIA LIMITED

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



1. Threat of new entrants.

Although one may argue either way, fresh entrants pose no threat to ABB India. This is due to the fact that the electricity and automotive component and some other product markets are already crowded and dominated by tremendously wealthy, powerful corporations.

Most new competitors would be eaten up if they did not take a creative method to entering the market.

Threat from new competitors is significant when:

- The government has strict regulations
- Existing businesses have few options for retaliation
- Existing businesses lack trademarks, patents, or a strong brand reputation
- Entry into a market requires little capital
- Switching costs for customers are low (moving a business to a different industry doesn't cost much money)
- There is low customer loyalty
- Virtually identical products or services
- Achieving scale economies is simple

1. Bargaining power of suppliers:

There are two elements to consider here: the number of suppliers and each individual supplier's bargaining power.

ABB India Limited sources its products from whopping 500 suppliers, therefore the vast majority of them are basically throwaway.

Like many other physical things, they are almost certainly made in third-world nations, giving most suppliers even less bargaining power.

2. Bargaining power of buyers:

Let's start by looking at how much ABB India Limited customers may affect product prices.

Because there are few service-based ways to doing the dishes and vacuuming the carpet, most people are forced to use automotive product and electricity service to some level (admittedly, car products present an alternative to some products, albeit a rather expensive one).

Furthermore, as opposed to a small number of powerful buyers, these ABB products or service have a large number of buyers. This reduces the purchasers' bargaining power even further.

And Customers can, however, bargain with their ability to buy from competitors.

3. Threat of substitutes:

This force poses a particular threat when consumers can quickly identify alternatives with more appealing prices or higher quality items, as well as when they can easily and affordably transition from one good or service to another. Contrary to converting from a car to a bicycle, for instance, going from coffee to tea doesn't cost anything.

4. Rivalry among existing competitors:

This aspect has a significant impact on an industry's level of digital technology and competition. Businesses in competitive industries are forced to compete aggressively for market share, which has an adverse effect on profits. When there is fierce competition between competitors:

- There are a lot of competitors.
- High barriers at exits
- There is sluggish or subpar economic growth.
- Products are easily replaceable and lack distinction.
- Competitors' sizes are comparable.
- Lack of customer loyalty.

CHAPTER-4

SWOT ANALYSIS

CHAPTER-4

SWOT ANALYSIS



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

According to SWOT analysis, opportunities and threats typically have an outward focus whereas strengths and weaknesses are frequently tied to internal factors. The name is an abbreviation for the four arguments that the method looks at:

STRENGTH:

- **Spread across many countries:** ABB has 547 offices in 88 countries around the world. This no doubt gives them an edge by having widespread operations and using the best resources from each country.
- **Long-term contracts:** In this industry, once a customer is satisfied with the automation services, the chances of them switching to your competitors are highly unlikely as switching costs are way higher when compared to other industries. Hence, this helps ABB remain profitable in the long run as well.
- **Brand Value:** Due to ABB's outstanding brand value, they have been able to successfully gain their audience's trust and hence have proven to be a reliable organization.
- **Increasing urbanization leading towards higher demand:** As the world is rapidly racing towards urbanization, the need for automation is ever rising. The forecasted demand for ABB's products are quite high in the future

WEAKNESS:

- **High Capital Investment:** Since the corporation deals with heavy and large machinery, their investments are much higher than in other industries. Although this cannot be eliminated, however, the corporation should look at ways to minimize such costs in order to remain competitive in the long run.
- **Technology needs constant research and development:** Every day the need for technology changes with changes in customers' needs. People expect technology to keep on updating as per the challenges that arise. Sticking true to this algorithm is quite difficult and in turn, requires a lot of time and effort into research and development. This is also quite expensive in the long run.
- **Bad Debts lead to huge losses:** As the prices for such products and services are in such high volumes, if a customer ends up defaulting in payments due to losses, market crash, or bankruptcy, ABB has to bear such losses

OPPORTUNITIES:

- **Focus on small-scale enterprises as well:** The company ought to develop cutting-edge items for these companies as well. something that, in comparison to major industries, is less expensive. Since the pandemic, many people have been inspired to launch their own company that is tied to a passion project. Therefore, ABB will benefit greatly from serving this expanding market. By providing innovative automation solutions to these businesses, ABB will increase its customer base and gain an advantage over its rivals because few of its rivals are taking this market segment into account. If successfully implemented, such a move will prove to be very profitable for ABB in the near future.
- **Collaboration with governments:** Governments everywhere strive to improve the efficiency and development of their own nations. Therefore, working with other countries could be advantageous and beneficial for the brand's reputation. Government assistance of any kind, including financial assistance or substitutes, will reduce costs in turn. In addition, it will assist ABB in forging strong relationships with the governments of numerous nations where ABB conducts business.
- **An increase in awareness thanks to digital marketing:** this is the time to use it. While learning more about ABB, it became clear that while they have a fantastic and user-friendly website, their social media presence was noticeably lacking. Many could argue that ABB doesn't need to be active on social media because of the sector they work in. However, social media has a secret power in this new digital era. Utilizing social media platforms, a lot of businesses look for solutions. Consequently, concentrating on digital marketing will be advantageous for the company.
-

THREATS:

- **Competitors:** Threats do arise from rivalry in every field. This also applies to ABB; among the leading competitors in the industry are companies like Emerson Electric, Honeywell, Valmet, and others. They have an advantage

over other businesses thanks to their investments in product innovation and market research, to name a couple of strategies.

- **Environmental regulations:** Making large pieces of machinery does have some drawbacks. Since everyone is now environmentally conscious, it is becoming increasingly difficult for businesses to get away with having a harmful impact on the environment. Additionally, governments around the world are now very stringent with their environmental policies.
- **Increased IT Threats:** To address these issues in the future, more research and development will be needed due to the growing threats to IT security. Increased investment in this division is a result of this. Since such a problem cannot be ignored, it may have an impact on ABB's profitability because, if ignored, IT threats could pose serious problems for the company's operations.
- **Products of poor quality:** Making fake or replica goods today is simple and may be done at a considerably lesser cost. The product offers of ABB are seriously threatened by this unethical behaviour. Numerous consumers might decide to purchase less expensive versions of ABB's products, which would severely hurt ABB's sales and market share.

CHAPTER-5
ANALYSIS OF FINANCIAL
STATEMENT

CHAPTER-5

ANALYSIS OF FINANCIAL STATEMENT

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

Particular	2021	2020	2019
Income			
Revenue from operation	21,320.61	17,962.43	16,184.23
Other income	161.13	84.80	108.13
Finance income	82.26	13.36	57.32
Total income	21,564.00	18,060.59	16,349.68
Expenses			
Cost of raw material consumed	7,354.23	6,657.99	5,432.65
Purchases of traded goods	2,232.88	974.72	2,032.64
(increase) decrease in inventories	(964.19)	(776.43)	(654.23)
Excise duty on sale of goods	19.27	6.44	4.33
Employee benefits expenses	3,756.22	3,126.92	3,234.54
Depreciation and amortization expense	247.18	241.20	265.10
Finance costs	180.19	177.95	165.65
Other expenses	4,789.99	4,220.95	3,976.05
Total expenses	17,615.77	14,629.14	11,25,025
Profit before tax (EBIT)	3,948.23	3,430.85	509943
Tax expenses			
Current tax	1,245.00	1,120.00	1120.43
Deferred tax	40.41	(4.35)	(2.43)
Income tax expenses	1,285.41	1,115.66	1103.23
Profit for the year	2,662.82	2,315.19	22,2366
Other comprehensive income			
other comprehensive income not be reclassified to profit of loss in subsequent periods			
Re-measurement gain/(losses) on defined benefit plans	(22.86)	(18.81)	(16.98)

Income tax effect	7.91	6.51	5.65
Other comprehensive income for the year, net of tax	(14.95)	(12.30)	(11.06)
Total comprehensive income for the year, net of tax	2,647.87	2,302.89	225662
Earnings per share (par value 10 per share)			

BALANCE SHEET AS ON 31st MARCH 2021 TO 2019

Particular	2021	2020	2019
Assets			
Non- current assets			
Property, plant and equipment	2,333.91	2,131.27	2,161.68
Capital work in progress	241.28	3.62	1.08
Intangible assets	27.00	35.50	19.00
Financial assets			
Other financial assets	157.88	113.43	99.86
Income tax assets (net)	284.23	195.27	212.32
Other non-current assets	164.88	145.02	111.29
Total Non-current assets	3,209.18	2,624.11	2,605.23
Current assets			
Inventories	6,228.63	5,408.08	4,435.55
Financial assets			
Investments	521.09	-	-
Loans	28.96	24.92	22.94
Trade receivables	1,099.13	1,024.36	882.72
Cash and cash equivalents	205.77	86.46	44.18
Other financial assets	64.92	70.98	62.05
Other current assets	155.27	221.66	187.11
Total current assets	8,303.77	6,836.46	5,634.55
Total assets	11,512.95	9,460.57	8,239.78

Equity and Liabilities			
Equity			
Equity share capital	111.54	111.54	111.54
Other equity	6,546.27	5,187.16	3,971.66
Total equity	6,657.81	5,298.70	4,083.20
Non-current liabilities			
Financial liabilities			
Barrowings	397.84	242.99	345.37
Deferred tax liabilities (net)	111.56	79.06	89.91
Other non-current liabilities	115.68	77.08	73.50
	625.08	399.13	508.78
Current liabilities			
Financial liabilities			
Barrowings	274.82	491.34	998.62
Trade payables	1,112.27	941.19	820.49
Other financial liabilities	2,289.94	1,802.03	1,444.96
Other current liabilities	208.80	189.70	147.49
Provisions	169.03	100.07	54.42
Current tax liabilities	175.20	238.41	181.82
	4,230.06	3,762.74	3,647.80
Total liabilities	4,855.14	4,161.87	4,165.58
Total equity and liabilities	11,512.95	9,460.57	8,239.78

RATIO ANALYSIS:

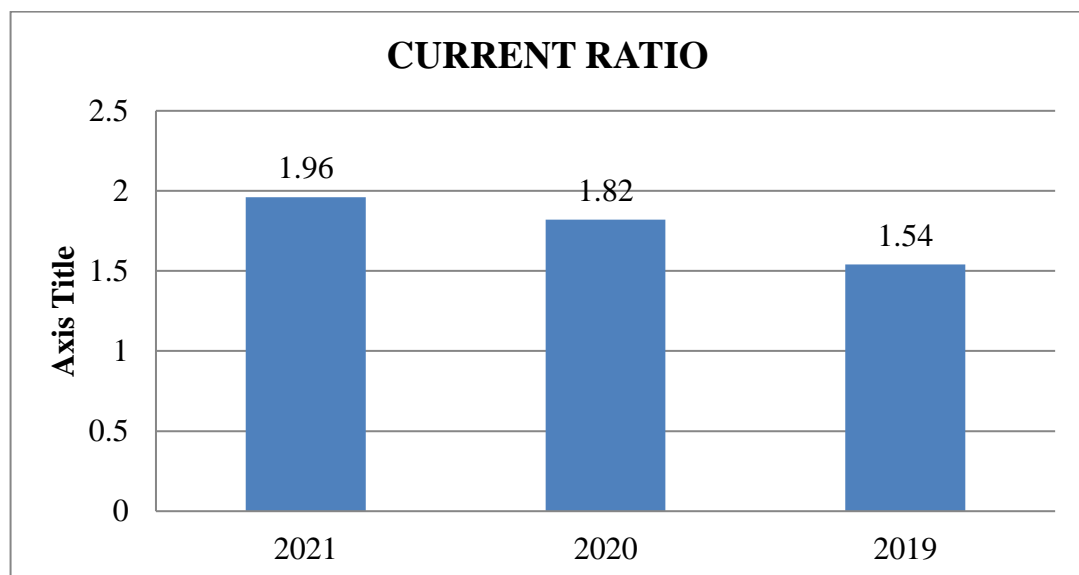
1. Calculation of Current ratio:

Current ratio = current assets/current liability

Particular	2021	2020	2019
Current assets	8,303.77	3,762.74	5,634.55
Current liabilities	4,230.06	6,836.46	3,647.80
Ratio	1.96	1.82	1.54

Analysis:

The current assets to current liability is $8,303.77/4,230.06 = 1.96$ in 2021 and $3,762.74/6,836.46 = 1.82$ in 2020 and $5,634.55/3,647.80 = 1.54$ in 2019



Interpretation:

When we compare the current assets to current liability we can understand the company has good position in their current assets compare to its current liability and ratio is in 1.96 in 2021 and 1.82 in 2020 and 1.54 in 2019. In the above statement it is increase to year to year.

2. Calculation of Quick ratio:

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

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

Particular	2021	2020	2019
Quick assets	2,075.14	1,428.38	1,199
Quick liabilities	4,230.06	3,762.74	3,647.80
Ratio	0.490	0.379	0.329

Analysis:

Quick assets to current liability is

$$2021 = 8,303.77 - 6,228.63 / 4,230.06$$

$$= 2,075.14 / 4,230.06$$

$$= \mathbf{0.490}$$

$$2020 = 6,836.46 - 5,408.08 / 3,762.74$$

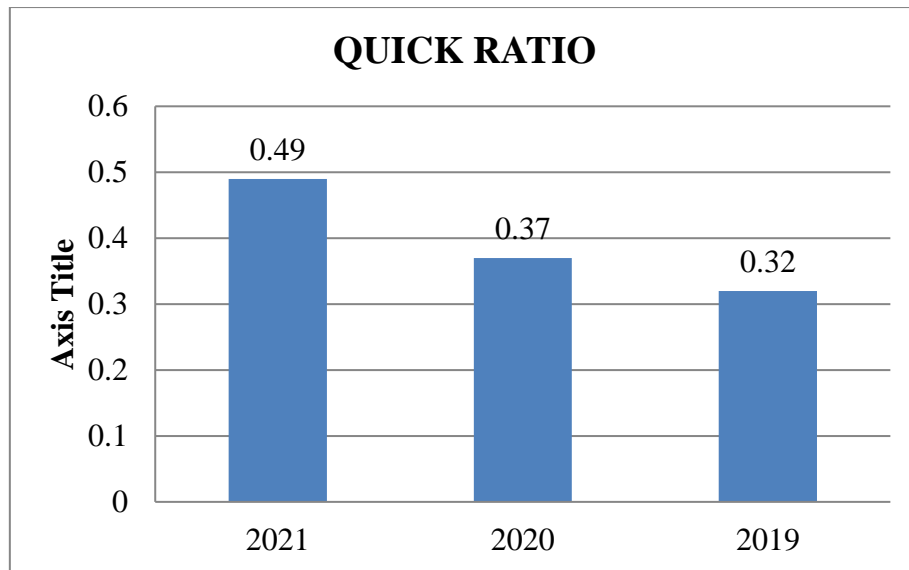
$$= 1,428.38 / 3,762.74$$

$$= \mathbf{0.379}$$

$$2019 = 5,634.55 - 4,435.55 / 3,647.80$$

$$= 1,119 / 3,647.80$$

$$= \mathbf{0.329}$$



Interpretation:

When we compare the liquid asset and liquid liability of the company, we can find out it have a good assets proportion in 0.490 in 2021 compare to 0.379 in 2020 and 0.329 in 2019 to its liquid liabilities that is term assets can easily convert into cash flows are stable and predictable, companies would seek to keep liquid at relatively lower level.

3. Calculation of Inventory to working capital:

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

$$\text{Working capital} = \text{Current Assets} - \text{Current Liability}$$

Particular	2021	2020	2019
Inventory	6,228.63	5,408.11	4,435.55
Working capital	4,078.71	3,073.72	1,986.75
Ratio	1,527	1.759	2.23

Analysis:

$$2021 = 6,228.63 / 8,303.77 - 4,230.06$$

$$= 6,228.63 / 4,078.71$$

$$= 1.527$$

$$2020 = 5,408.11 / 6,836.46 - 3,762.74$$

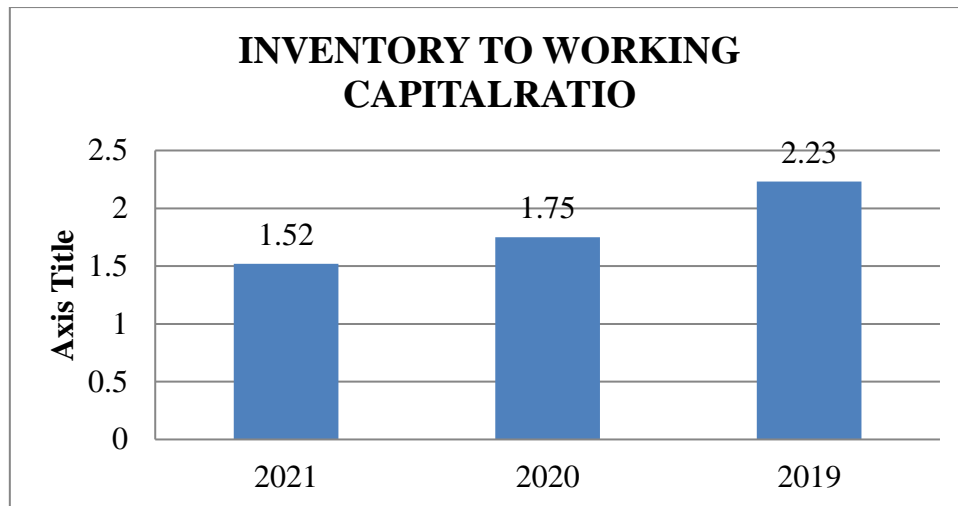
$$= 5,408.11 / 3,073.72$$

$$= 1.759$$

$$2019 = 4,435.55 / 5,634.55 - 3,647.80$$

$$= 4,435.55 / 1,986.75$$

$$= 2.23$$



Interpretation:

Above the calculation of inventory to working capital turnover ratio it shows the day-to-day expenses going on the production. When the production expenses are less the profit will be increased and also the sales are increased in less waste in the population place. In 2019-2021 the ratio is high compared to the all years. The ratio can fluctuate the less value of ratio 2019-2021 after it take proper step to increase the value of the ratio yearly.

4. Calculation of Equity ratio:

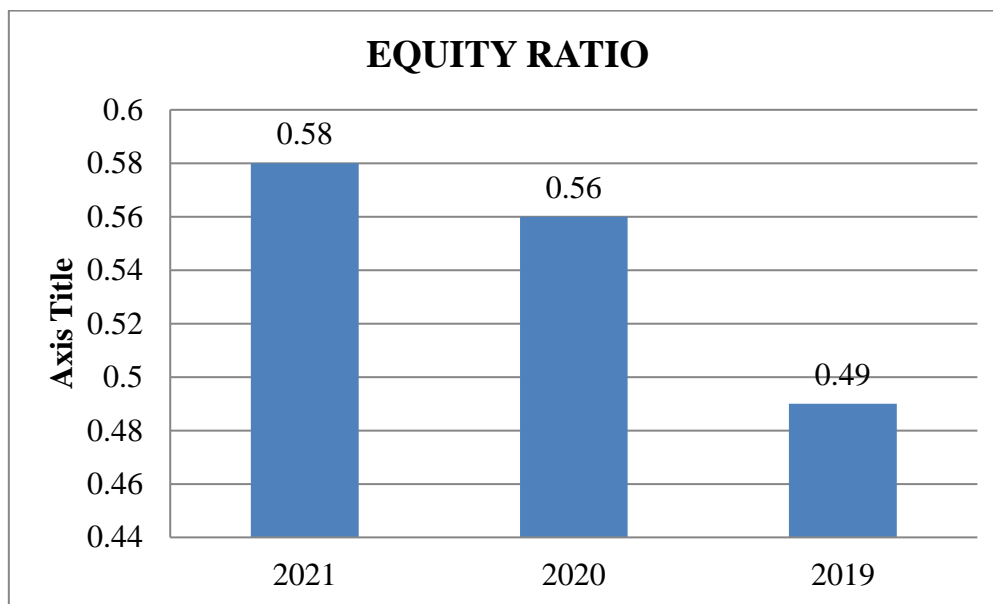
Equity ratio = Total Equity

Total Assets

Particular	2021	2020	2019
Total equity	6,657.81	5,298.70	4,083.20
Total assets	11,512.95	9,460.57	8,239.78
Ratio	0.578	0.560	0.495

Analysis:

The total equity to total assets is $6,657.81/11,512.95 = 0.578$ in 2021 and $5,298.70/9,460.57 = 0.560$ in 2020 and $4,083.20/8,239.78 = 0.495$ in 2019.



Interpretation:

Above the calculation of equity ratio shows that ratio can will fluctuating year by year the high equity ratio in 2021 after it can be increasing the value of the equity ratio year by year. Less equity ratio is 2019 it shows the decreasing the shareholders ratio.

5. Calculation of Debt Ratio:

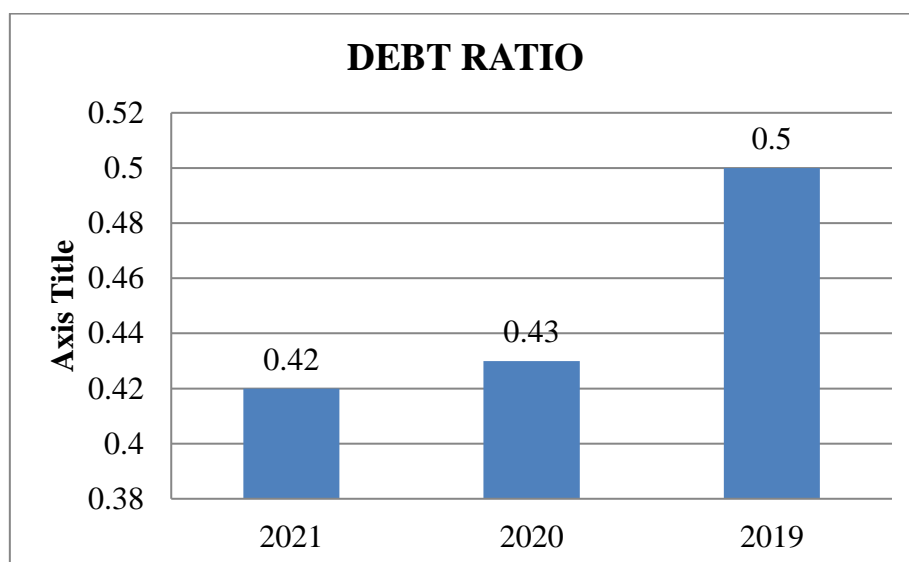
Debt Ratio = Total Liabilities

Total Assets

Particular	2021	2020	2019
Total Liability	4,855.14	4,161.87	4,165.58
Total Asset	11,512.95	9,460.57	8,239.78
Ratio	0.421	0.439	0.504

Analysis:

The Total Liabilities/ Total Assets is $4,855.14/11,512.95 = 0.421$ in 2021 and $4,161.87/9,460.57 = 0.439$ in 2020 and $4,165.58/8,239.78 = 0.504$ in 2019.



Interpretations:

The above calculation shows the debt ratio it's all the year is same values of ratio in year 2019-2021 current yearly. When the company income and expenditure both are same ratios is equally to 1.

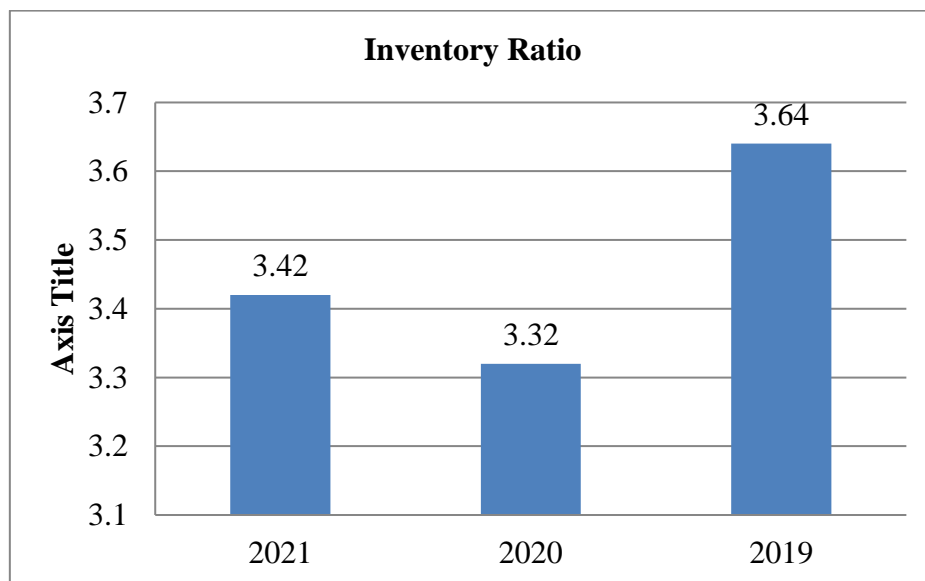
6. Calculation of Inventory Ratio:

Formula:

Net Sales/ Inventory

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

Analysis: The net sales/ inventory is 3.42% in the year 2021, and 3.32% in the year 2020, and 3.64% in the year 2019.



Interpretation:

Above calculation we can clearly understand that most of the year the inventory ratio is fluctuating and compare to 2021 to 2020 the ratio is high position in 2019.

7. Calculation of net profit ratio:

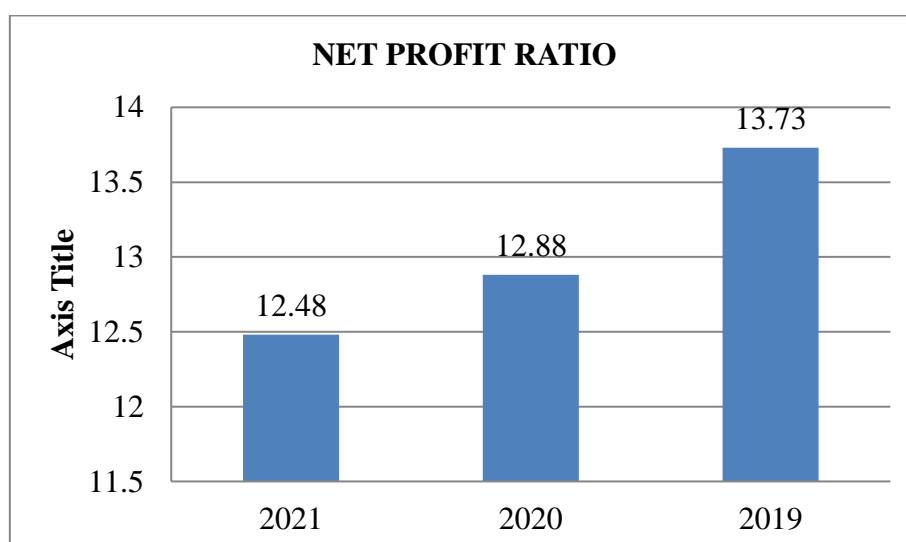
Formula:

Net profit/Net Sales*100

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

Analysis:

The net profit ratio in the year 2021 is 12.48% and in the year 2020 is 12.88%, and in the year 13.73% in the statement.



Interpretation:

Above calculation the net profit ratio in the company is decreasing in the year 2021 compare to both the year 2020 and 2019, and the highest ratio in the year 2019.

8. Calculation of Asset Turnover Ratio:

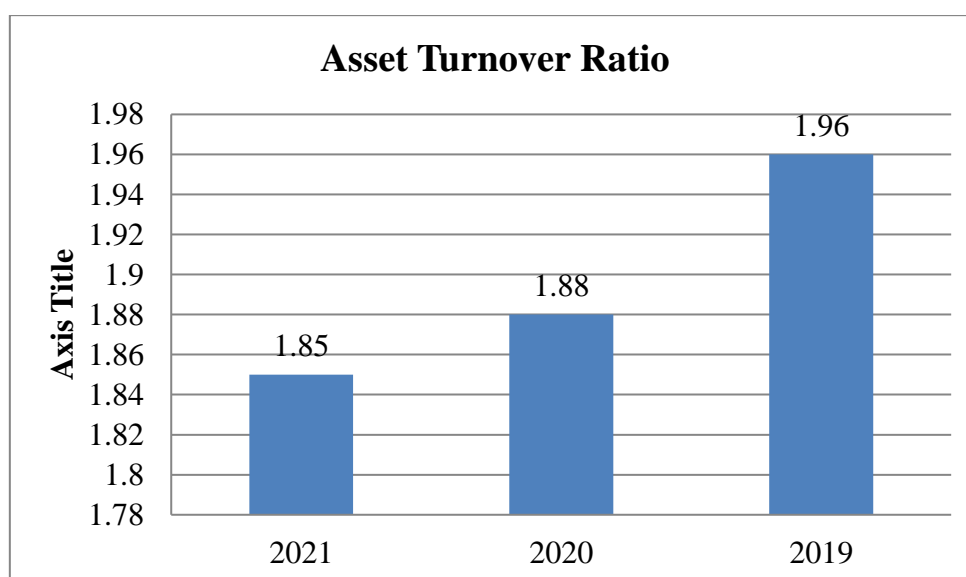
Formula:

Sales/Total Asset

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

Analysis:

Above table the asset turnover ratio is 1.85% in the year 2021, and 1.89 in the year 2020, and 1.96 in the year 2019.



Interpretation:

Above calculation we can clearly understand that the asset turn-over ratio is decreasing in the year 2021 compare to 2020, and 2019, the ratio is fluctuating year by year.

CHAPTER-6

LEARNING AND EXPERIENCE

CHAPTER-6

LEARNING AND EXPERIENCE

It provides me with an excellent opportunity to learn theoretical information about ABB India Pvt limited.

During my internship tenure, I can say it has been a positive experience. When I first joined the company, the atmosphere of the company itself tells me what I must do and what my responsibilities are.

The company's customer service and staff worked well together. It will assist in making wise decisions and achieving the organization's goals as quickly as possible. Before joining the company, I wondered how the goods would be produced and delivered to the customer, but now that I'm there, everything is crystal clear.

During the subsequent visit to the production plant and other department in term could observe practically the same.

In the plant, training was very informative and useful as it enabled the in terms have a corporate look over the functioning of each and every department of the company apart from our theoretical knowledge.

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