

FINANCIAL PERFORMANCE ANALYSIS OF HERO MOTOCROP LTD

SUBMITTED BY

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4AL21BA050

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of



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Professor

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

MIJAR, MOODABIDRI

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)
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Date: 02-09-2023

CERTIFICATE

This is to certify that **NAMITHA N SUVARNA** bearing USN **4AL21BA050** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF HERO MOTORCORP LTD, MOODBIDRI**" is prepared by her under the guidance of **Dr. Catherine Nirmala, Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

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Date: 08/09/2023


TO WHOM IT MAY CONCERN

This is to certify that **Ms. Namitha N suvarna** a student of Final year MBA of **Alva's institute of engineering and technology mijar, moodabidri**, has successfully completed six week long project work and the title of the project is **Finacial performance Analysis of HeroMotoCrop Ltd**, with special reference to **Magarant Motors** During the period of her project work with us she was found punctual, hardworking and inquisitive.

We wish to her every success in life.

Thanking you

For **MAGRANTH MOTORS**


Proprietor
Manager

Date: 08/09/2023

Place: Moodabodri

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DECLARATION

I, **Namitha N Suvarna**, hereby declare that the Project report entitled "**Financial performance analysis of Hero MotoCorp Ltd**" with reference to **Magranth Motors Moodabidri** prepared by me under the guidance of **Dr. Catherine David Nirmala**, Professor, PG Department of, **Alvas institute of engineering and technology Mijar, Moodabidri** and external assistance by **Jagadish, Manager of Magranth motors Moodabidri**. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by **Visvesvaraya Technological University, Belgaum**. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar, Moodabidri

Date: 4 - 05- 2023



Signature of the student

ACKNOWLEDGEMENT

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NAMITHA N SUVARNA

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EXECUTIVE SUMMARY

The MBA course offered by the VTU University; Belgaum has its very own remarkable prospectus which requires the understudy to search out a venture in corporate world with driving business house for a time of about a month and a half amid (6 weeks) their fourth semester for increasing reasonable information of how does the organization and its capacity work in industry.

In the dynamic and competitive landscape of the global business environment, a comprehensive understanding of a company's FC is essential for stakeholders, investors, and decision-makers alike. This report presents a detailed analysis of the FC of Hero MotoCorp Ltd., a leading in the two-wheeler industry. By examining key financial indicators, ratios, and trends, this analysis is to provide valuable information into the company's operational efficiency, profitability, liquidity, and overall topics.

This study is conducted to analyse the financial performance of the company which help us to identify how the company is using their financial statement for the development of the organization and how the company is performing and also help to determine the financial status and financial strength of the company. And ratio analysis of the company profitability and solvency of the company.

Hands on knowledge provides students with the insight of the company and what they will be experience in a few years from now. Learning out of the classroom give them a real knowledge of the industry environment which will help in long run to the student

