

PROJECT REPORT ON
A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF
MOTILAL OSWAL FINANCIAL SERVICES LTD (MOFSL)

Submitted by

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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Date: 09/09/2024

CERTIFICATE

This is to certify that **Navaneeth Gore** bearing USN 4AL22BA046, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "A Study on Financial Performance Analysis of Motilal Oswal Financial Service Limited, Mangalore" is prepared by him under the guidance of **Mr. Ashok Rao**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.


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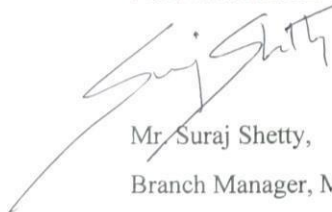
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Navaneeth Gore (USN 4AL22BA046), student form Alva's Institute of Engineering & Technology, Mijar, has successfully completed his "**Finance Based**" project from 23 April 2024 to 6 June 2024.

During the period of his assignment, we found him sincere and a keen learner.

We wish him all the best in future endeavors.

FOR MOTILAL OSWAL FINANCIAL SERVICES LTD.


Mr. Suraj Shetty,
Branch Manager, Mangalore



DECLARATION

I, Navaneeth Gore, bearing USN 4AL22BA046 hereby declares that the Project Title entitled " A Study on The Financial Performance Analysis of Motilal Oswal Financial Services Ltd (MOFSL)" prepared by me under the guidance of Mr. Ashok Rao, Assistant Professor PG Department of MBA Department, Alva's Institute of Engineering and Technology.

I also declare that this Project is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer Project for 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

Date: 21/09/2024



Signature of the Student

NAVANEETH GORE

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ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for 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 **Mrs. Priya Sequiera**, HOD of PG Department of Business Administration and my Internal Guide **Mr. Ashok Rao**, Professor of MBA Department, for the constant support and encouragement to carry out my report successful without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

My profound thanks to **Ms. Nishitha**, who took interest in explaining concepts and imparting necessary inputs pertaining to the Project work, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their co-operation.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

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

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EXECUTIVE SUMMARY

This project report analyzes the financial performance of Motilal Oswal Financial Services Ltd. (MOFSL), focusing on its profitability, liquidity, solvency, and operational efficiency. The goal is to understand the company's overall financial health and competitive position by using both financial ratios and a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats).

MOFSL is a key player in India's financial services sector, offering services like brokerage, wealth management, investment banking, and asset management. The company's strong market position is driven by its customer-focused approach and research-driven strategies.

Key findings show that MOFSL has maintained good profitability, with improving profit margins and return on capital employed (ROCE). However, the company has faced challenges in using its capital efficiently in recent years. Its liquidity position is stable but could be improved, particularly in covering short-term obligations.

MOFSL's strengths include a strong distribution network, a large, satisfied customer base, and solid financial performance compared to competitors. On the other hand, the company has weaknesses such as limited rural reach and higher trading fees, which provide opportunities to expand and improve its service offerings.

In conclusion, MOFSL is financially stable with strong profitability and operational efficiency. To maintain its competitive edge, the company needs to focus on better capital utilization, expanding into rural markets, and adopting advanced technology. The report suggests that MOFSL is well-prepared for future growth, provided it continues to adapt to the changing financial landscape.