PROJECT REPORT ON

"A STUDY ON NON-PERFORMING ASSET MANAGEMENT WITH SPECIAL REFERENCE TO SHRIRAM FINANCE, KOPPAL"

Submitted by

DHANUSH

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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 of

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.

2023-24

COMPANY CERTIFICATE

SHRIRAM Finance

DATE: 05/06/2024

Place: Koppal

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **DHANUSH (USN: 4AL22BA022)** student of 2nd year MBA (4th semester) **Alvas's Institute of Engineering and Technology, Moodbidri**. Has undergone the Internship at **Shriram finance limited kushtagi, Koppal**. upon the successful completion of his project titled "NON-Performing asset management" with special reference to Shriram finance limited, kushtagi. In our organization during the period of 21-04-2024 to 05-06-2024.

Ref. AIET / MBA / IP / 2023-24/ 67

During this study of Internship his character found satisfactory

We wish all the best in his future endeavours.

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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: 09/09/2024

CERTIFICATE

This is to certify that **Dhanush** bearing **USN 4AL22BA022**, 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 Non-Performing Asset Management with Special Reference to Shriram Finance, Koppal"** 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.

Signature of Internal Guide | **Signature of HOD** | **Signature of Principal**

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DECLARATION

I **DHANUSH** (4AL22BA022), hereby declare that the Project report entitled "A study on non-performing asset management with special reference to Shriram Finance, Koppal" prepared by me under the guidance of **Mr. Ashok Rao**, Assistant Professor, MBA department, Alva's Institute of Engineering & Technology, Mijar. And external assistance by **Mr. Akshay**, Asst, Manager, Shriram Finance

I also declare that this Project work 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 a summer project for a period of 6 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 from any other University/Institution.

Signature of the student

Place: Mijar, Moodbidri

Date: 09 - 09 - 2024

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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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Date: 09/09/2024 4AL22BA022

TABLE OF CONTENTS

Chapter no.	Particulars	Page no.
	Executive summary	1-18
Chapter - 1	**Introduction**	
1.1	Introduction about the Project	
1.2	Industry Profile	
1.3	Company Profile	
1.3.1	History of the company	
1.3.2	Promoters, Vision, Mission and Quality Policy	
1.3.3	Product and services profile	
1.3.4	Infrastructure facilities	
1.3.5	Competitor's information	
1.3.6	SWOT analysis	
1.3.7	Future Growth & Prospectus	
1.3.8	Financial Statement	
Chapter - 2	**Conceptual background and literature review**	19-31
2.1	Theoretical background of the study	
2.2	Literature Review	
Chapter - 3	**Research design**	32-38
3.1	Topic chosen for study	
3.2	Statement of Problem	
3.3	Objective of Study	
3.4	Need of Study	
3.5	Scope of Study	
3.6	Research Methodology	
3.7	Hypothesis	
3.8	Limitations of Study	
3.9	Chapter Scheme	
Chapter - 4	**Data analysis and interpretation**	39-57
4.1	Analysis and interpretation of data	
4.1.1	Tables and graphs	

Chapter - 5	**Findings, suggestions and conclusion**	58-62
5.1	Summary of findings	
5.2	Suggestions	
5.3	conclusion	
Chapter - 6	**Bibliography**	63
	Annexure	64-65

LIST OF TABLES

Table No.	Particulars	Page no.
4.1	Comparison Of Net Profit, Gross Non-Performing Assets (In Crores), And Total Advance	40
4.2	Comparison Of the Net NPA With Gross NPA Statements	41
4.3	Percentage Of Net NPA	42
4.4	Gross NPA Ratio	43
4.5	Provision Ratio	44
4.6	Net Profit Ratio	45
4.7	Proprietary Ratio	46
4.8	Current Ratio	47
4.9	Debt Equity Ratio	48
4.10	Loans and Advances	49
4.11	Return On Asset Ratio	50
4.11	Straight Line Trend of Net NPA	51
4.12	Straight Line Trend of Net Profit	52
4.13	Compilation Of the Net Profit and Net NPA Correlation	54
4.14	Regression pf Net NPA and Net sales	55

LIST OF FIGURES

Table No.	Particulars	Page no.
4.1	Comparison Of Net Profit, Gross Non-Performing Assets (In Crores), And Total Advance	40
4.2	Comparison Of the Net NPA With Gross NPA Statements	41
4.3	Percentage Of Net NPA	42
4.4	Gross NPA Ratio	43
4.5	Provision Ratio	44
4.6	Net Profit Ratio	45
4.7	Proprietary Ratio	46
4.8	Current Ratio	47
4.9	Debt Equity Ratio	48
4.10	Loans and Advances	49
4.10	Return On Asset Ratio	50
4.11	Straight Line Trend of Net NPA	51-52
4.12	Straight Line Trend of Net Profit	52-53

EXECUTIVE SUMMARY

This report presents a comprehensive analysis of the financial performance of Shriram Finance, focusing on the impact of non-performing assets (NPAs) on profitability. The study was conducted as part of a Master of Business Administration program at Visvesvaraya Technological University, with the primary objective of providing insights into the company's financial health and operational strategies in managing NPAs, The project is structured into five chapters. Chapter 1 offers an in-depth overview of the non-banking financial company (NBFC) sector, particularly Shriram Finance, detailing its history, mission, product offerings, and competitive landscape. It also includes a SWOT analysis to assess the company's strengths, weaknesses, opportunities, and threats, along with an evaluation of its potential for future growth.

Chapter 2 lays the theoretical foundation for the study, exploring relevant concepts and literature related to financial performance analysis, particularly focusing on NPAs and their implications for profitability. The chapter discusses various analytical tools, including ratio analysis and trend analysis, which will be employed to assess Shriram Finance's financial metrics.

Chapter 3 outlines the research design, including the statement of the problem, objectives, scope, and methodology. The study primarily relies on financial data from Shriram Finance's balance sheets and profit and loss statements. It employs ratio analysis, trend analysis, and other statistical methods to evaluate key financial indicators. The chapter also addresses limitations such as data confidentiality and the scope of the analysis.

Chapter 4 presents the analysis and interpretation of the financial data collected. It calculates and analyzes key financial ratios, including profitability, liquidity, and efficiency ratios, while employing trend analysis to identify patterns in NPAs and their impact on overall financial performance.

Chapter 5 summarizes the findings of the study, offering suggestions and conclusions based on the analysis. The report emphasizes the critical relationship between NPAs and profitability, identifying key strengths and weaknesses in Shriram Finance's financial performance.