

**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF
GURUCHARAN INDUSTRY: GROWTH AND PROFITABILITY
TRENDS**

**Submitted By
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**SUBMITTED TO
VISVESVARAYA TECHNOLOGY UNIVERSITY, BELAGAVI
In Partial fulfilment of the requirements for the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**Mr. Ashok Rao,
Assistant professor**

**PG Department of Business Administration
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External guide

**Mrs Supritha
Manager
Gurucharan Industry
Baikampady**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION
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2023-24.**

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5th August 2024

Certificate

This is to certify that **Ms. Greeshma (USN No 4AL22BA027)**,
**IIIrd Semester MBA student, of Alva's Institute of Engineering &
Technology, Moodbidri -574225**, has undergone Project Work from
23/04/2024 to 06/06/2024. During her visit, she has acquainted herself
with all the departments and successfully completed her Project work.

During the study, we found her quite regular and took keen
interest in understanding the organization, sincere, hardworking and
enthusiasm to work. We also found her performance and conduct are good.

For **GURUCHARAN INDUSTRIES,**


MANAGER




Date: 09/09/2024

CERTIFICATE

This is to certify that **Greeshma** bearing USN 4AL22BA027, 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 Gurucharan industry: growth and profitability trend" is prepared by her 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

Viva – Voce Examination

HOD
PG Dept. of Business Administration
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Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574-225, D.K

Signature of Internal Examiner
(Name & Affiliation)


Signature of External Examiner
(Name & Affiliation)

DECLARATION

I, Greeshma, hereby declare that the Project report entitled "A Study on financial performance analysis of Gurucharan industry: growth and profitability trends", Baikampady, prepared by me under the guidance of Mr. Ashok Rao, Assistant professor, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mrs. Supritha, Manager, Gurucharan Industry. I also declare that this Project work is towards the partial fulfillment 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 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 University / Institution.

Place: *Mijar*

Date: *20.09.2024*



Signature of the student

Greeshma

(4AL22BA027)

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I am deeply indebted to external guide Mrs. Supritha, Manager of Gurucharan industry, Baikampady, for giving me an opportunity to undertake my internship in their esteemed organization and who guided me with necessary inputs, in carrying out this exercise.

I express my deepest thanks 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.

Thank You.

Place: Moodbidri

Date: 20-09-2024

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EXECUTIVE SUMMARY

The report on internship at “A study on financial performance analysis of Gurucharan industry: growth and profitability trends” was undertaken with the objective of analyzing the overall effectiveness of the company’s finances. The focus was on examining its revenue generation, profitability, and ability to manage losses, while also assessing its liquidity, debt sustainability, leverage, and capacity to meet interest payment obligations. The study was conducted over a period of six weeks.

A detailed report on the Internship is prepared and presented in foregoing pages, it comprises of Five chapters. The first chapter deals with the information on the industry profile, about company vision, mission, competitors, Future plans. The Second chapter deals with research methodology, problem statement, need for the study, scheme of the chapters. The Fourth chapter shows the Data interpretation and their analysis through ratios and graphs. Further, chapter five explains about the Findings, suggestions and gives conclusions for the research problem. After that, there is a bibliography that lists the several review of literature study for the project and about the websites that we referred to gather the secondary data.