

**ORGANISATION STUDY
ON KOTAK MAHINDRA BANK**

Submitted by

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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

DR. VISHNU PRASANNA K N

PROFESSOR MBA



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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CERTIFICATE

This is to certify that **SACHIN KUMAR SHETTY** bearing USN **4AL20BA055** is a bonafide student of Master of Business Administration program of the Institute (2020-21) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on **KOTAK MAHINDRA BANK** is prepared by him under the guidance of Dr.Vishnu Prasanna K N, Professor, PG Dept. of Business Administration in fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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EXECUTIVE SUMMARY

Organisation study is regarding Kotak Mahindra bank, which is presented in terms of various chapters which includes industry profile, company profile, McKinsey's 7S framework, Porter's Five Force Model, SWOT Analysis and also analysis of financial statements. The four weeks of duration was a good exposure for learning towards the operations of the organization and also how the organization deal with the employees. There is detailed discussion about the introduction to the industry and organisation, which includes background of the organization, nature of business it involved into, and vision, mission of the company, discussed the products or services they are into, the ownership pattern and future growth and prospects of the organization. The report also includes McKinsey's 7S model and five force model with special reference to the organization and SWOT analysis to understand all sorts of situation in organisation. The report includes the analysis of financial statement for the year – 2021, 2020, 2019, 2018 and 2017 by using the financial statements including balance sheet, income statements and cashflow statements of the organization also the ratios such as Current ratio, Quick ratio, Turn over ratio, Net profit margin, Net interest margin, Earning per share.