Internship Report on

"AN ANALYTICAL STUDY ON FUNDAMENTAL ANALYSIS OF TOP TEN AUTOMOBILE COMPANIES" (BSE)

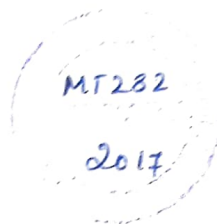## A STUDY CONDUCTED AT KOTAK SECURITIES LTD, MANGALORE

Submitted by

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Submitted to

MT282

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VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAUM

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

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2015-2017

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05/05/2017

CERTIFICATE

This is to certify that Mr. Bhargava K S, (USN 4AL15MBA09), student of MBA at Alva's Institute of Engineering Technology, Mijar, Karnataka has done a project work on "Fundamental Analysis of Top Ten Automobile sectors". A study conducted at Kotak Securities Ltd, Mangalore from 02-01-2017 to 10-03-2017.

During this period his conduct and performance were good.

For Kotak Securities

Rajesh Kumar

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CERTIFICATE

This is to certify that,**Mr. BHARGAVA K S**, bearing **USN 4AL15MBA09**, is a bonafide student of Master of Business Administration course at the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum.

The Internship report on **"An Analytical study on fundamental analysis of top 10 automobile sectors"**, **A study conducted at Kotak Securities ltd, Mangalore** is prepared by him under the guidance of **Dr. Vishwanath, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mr. Vishwanath G Y

Project Guide

Prof. P. Ramakrishna Chadaga

Dean-MBA

Dr. Peter Fernandes

Principal

ACKNOWLEDGEMENT

Completion of a task by shaping and achieving the objective is often a result of valuable contribution from number of individuals, directly or indirectly.

Firstly, I thank almighty God for showering his choicest blessing and keeping me in good health throughout the tenure of the project.

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I am deeply indebted to my faculty guide **Dr. Vishwanath,** Senior Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Rajesh Kumar,** Marketing Manager, Kotak Securities ltd, Mangalore and his staff for granting permission and providing requisite information regarding the project.

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EXECUTIVE SUMMARY

The present study, fundamental analysis of top ten automobile sectors gave a opportunity to know about the significance of fundamental analysis and different tools used in fundamental analysis.

Fundamental analysis helps to know the basics of financial statements which are essential for the investors before making any investments and fundamental analysis helps to decide which companies make valuable investments.

Fundamental analysis is a method of evaluating a security or asset by attempt to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative elements. In the study financial ratios that is Earning Per Share, Dividend Per Share, PBIT Margin, Return On Equity, Total Debt Equity, Asset turnover ratio, Inventory turnover ratio, Earning retention ratio, Price to Book ratio, P/E ratio of a firm is used to determine the financial health of a companies (ten years ratio from 2007-2016).

The first part gives an insight about the company and its various aspects. I got an opportunity to learn what is really meant by fundamental analysis and how it is used to take decision before making investment.

The study has been undertaken at, "Kotak securities Limited", Mangalore. In this study have chosen automobile sector as study of my research and selected top ten companies in BSE which are: Tata Motors, Mahindra and Mahindra, Maruti Suzuki, Hero Motocorp, Bajaj Auto, Ashok Leyland, TVS Motor company, Eicher Motor, Force Motor and V.S.T Tillers.

I have collected all the information from different sources, for my analysis I have taken the balance sheet, profit and loss account and ratios of these top ten companies and compared some parameters to know where one should have to invest. I also show the past performance of these top ten companies, to know the condition and growth of the company.

I came to know that all the top ten automobile companies except Tata Motors and Force Motors, are having excellent growth in the past ten years and it's expected that all the companies except Tata motors and Force Motors have better growth in the coming years.