

PROJECT REPORT ON
“IMPACT OF DIVIDEND ANNOUNCEMENT ON STOCK PRICE”
AT “ADITYA BIRLA MONEY LTD, KUNDAPURA”

Submitted By

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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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CERTIFICATE

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prepared a project report on "Impact of dividend announcement on stock
price".

During the period of project work he has done the work sincerely
dedicated and hard working.

We wish distinguished success in his studies and best of luck for his
future life too.

Date: 16/04/2018

Place: Moodbidri





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It is hereby certified that **Mr. NEERAJ R BALKUR** bearing **USN: 4LV16MBA32** is a bonafide student of the Master of Business Administration course of the Institute (2016-18), affiliated to Visvesvaraya Technological University, Belgaum.

The project report on the topic "**IMPACT OF DIVIDEND ANNOUNCEMENT ON STOCK PRICE**" is prepared by him under the guidance of **Prof. YOGESH DIXIT**, Assistant Professor, Department of MBA, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration under Visvesvaraya Technological University, Belgaum, and Karnataka.

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DECLARATION

I hereby declared that work presented in this project report entitled “**IMPACT OF DIVIDEND ANNOUNCEMENT ON STOCK PRICE**” based on the independent study conducted by me under the guidance of **Prof. Yogesh Dixit**, Assistant professor, Department of MBA, Alva’s Institute of Engineering & Technology, Mijar, Moodbidri.

I am submitting this project report to Visvesvaraya Technological University, Belgaum as the partially fulfilment of requirement for the award of MBA Degree.

I also declare that, this project report or part of it has not been previously submitted for the award of any other degree, Diploma, associate ship, fellowship or other similar title.



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I would like to thank my beloved friends and all well-wishers for supporting me in the successful completion of project report.

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MBA

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EXECUTIVE SUMMARY

Investors give significance to announcement of dividend issue as it is an indicator of the future direction of the company and also reflects the financial performance of the company. Dividend are the part of profit of the company to distribute to the shareholders, It will be depend upon the company dividend announcement.

The study has been under taken at Aditya Birla Money, Kundapur. The study compromises of 30 individual stock listed in the Bombay Stock Exchange announced dividend during the period from 2013-2017. The study makes an attempt to analyze the performance of various stocks. On the date of bonus announcement, during the past 30days before the announcement and 30 days after the dividend announcement. The concept of impact of dividend announcement and capital market reaction, the literature review, the research methodology used, results of hypothesis tested are explained in details.