

A project report on

**“AN OVERALL ANALYSIS OF TREND ON FINANCIAL PERFORMANCE OF
ADITYA BIRLA FASHIONS AND RETAIL LIMITED, BANGALORE”**

BY

Ms. VIVINA SAMITHA PAIS

USN: 4AL17MBA52

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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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Prof. Shiny Joseph

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EXTERNAL GUIDE

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April-2019



16th February 2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Vivina Samitha Pais**, a student of Alva's Institute of Engineering & Technology, Moodbiidri (Affiliated to Visveshvaraya Technological University, Belgaum), bearing USN No: 4AL17MBA52 has completed her project entitled "An analysis of trend on financial Performance" in our Organization as partial fulfillment of Master degree from 3-01-2019 to 16-02-2019

She has completed the above Projects to our satisfaction and our assessment of her overall efforts and learning is good.

We wish her the very best in her future career.

For ADITYA BIRLA FASHIONS AND RETAIL LIMITED,



Authorized Signatory

Aditya Birla Fashion and Retail Limited

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Certificate

This is to certify that Ms. VIVINA SAMITHA PAIS bearing USN 4AL17MBA52 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "AN OVERALL ANALYSIS OF TREND ON FINANCIAL PERFORMANCES WITH SPECIAL REFERENCE TO ADITYA BIRLA FASHIONS AND RETAIL LTD., BANGALORE " is prepared by her under the guidance of Prof. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

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EXECUTIVE SUMMARY

The summer project report titled “An overall analysis of trend on financial performance of the company” was conducted in Aditya Birla Fashions and Retail Ltd., Bangalore. It is an Indian company, headquartered in Aditya Birla Centre, Worli, Mumbai .This firm helped me to understand how the financial department manages its money. Their function is to plan, organize, auditing, accounting and controlling its company’s finances by producing the company’s financial statement which is later passed on to the higher authority and the management.

Today’s global market has increased its competition tremendously. Hence, they mainly focus on making long term financial profit rather than short term, which directly helps to increase the company’s brand and the shares value.

Furthermore, the management uses effective way of communication system. It provides all the necessary and relevant information to the management to set future goals and objectives. Likewise, they also provides the reliable information to the public for their investments on a continuous basis.

Financial performance reports usually reflects the budgeted and actual financial results and such reports are used to improve the overall financial trend of the company through motivating the employees and increasing the sale of quantity products. It has a strong and widest distribution of network with the expanded brand scape which is spread across the retail, departmental stores, multi-brand outlets and other major channels with the combined entity of Pantaloons and Madhura Clothing Fashions. Madhura Clothing Fashions Ltd. was acquired by Aditya Birla Groups and it was renamed as Aditya Birla Fashions and Retail Limited.

This analysis allows us to know about the financial health of an organization. The measurements of periods can be done in months, quarters or years which is according to the circumstances. The main purpose of this analysis is to estimate and analyse the variation in amount and the percentage over one period to the another.