

A STUDY ON RATIO ANALYSIS AT ITC LIMITED

Submitted by

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4AL18MBA64

Submitted to

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

INTERNAL GUIDE

Prof. Ms MAITHRI PR

Senior Lecturer

AIET, Mijar

EXTERNAL GUIDE

Mr. Sourabh Chhadwani

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ITC limited, Bangalore



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

JUL-05-2020



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February 11, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Santhosh Kumar K C, of Alva's Institute of Engineering and Technology, Moodbidri bearing Reg. No. 4AL18MBA64 has successfully completed a Study on "Ratio Analysis" at ITC Limited, Bengaluru Factory from 31st December, 2019 to 11th February, 2020.

He has done this Study under the guidance of Mr. Sourabh Chhadwani of Commercial Department.

He has completed this Study to the satisfaction of all concerned.

We wish him all the best in his future endeavours.

ITC LIMITED

HUMAN RESOURCES MANAGER



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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24 June 2020

CERTIFICATE

This is to certify that **SANTHOSH KUMAR K C** bearing USN **4AL18MBA64**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY ON RATIO ANALYSIS AT ITC LIMITED**" is prepared by him under the guidance of Mrs. Maithri, Senior Lecture, PG 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.

Mrs. Maithri
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

DEAN
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Dr. Peter Fernandes
Signature of Principal

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DECLARATION

I, KC SANTHOSH KUMAR, hereby declare that the project report entitled “ a study on Ratio Analysis” with reference to “ ITC limited” prepared by me under the guidance of prof. Ms Maithri P R , faculty of M.B.A Department , ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY and external assistance by Mr. Sourabh chhadwani, commercial department, ITC limited. I also declare that this project work is towards the partial fulfilment of the university.

Regulations for the award of degree of master of business administration by Visvesvaraya Technological University, Belgaum. 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 other University/Institution.

Place: *Bangalore*

Date: *10/05/2020*

signature of the student

*Santhosh
Kumar. K.C.*

ACKNOWLEDGEMENT

I am happy to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of the project.

My heartfelt gratitude to the Dean Dr Claret Mendonca, Professor, Department of Business Administration and Alva's institute of engineering and technology, mudabidri for providing me an opportunity to complete the study.

I am extremely grateful to the management of "ITC limited", for giving me this opportunity to pursue my internship. This internship would not have been a successful one without the guidance of prof. Ms Maithri P R Senior lecturer, Department of business administration, Alva's institute of engineering and technology, mudabidri. Her feedback and solutions have greatly helped me in this internship.

I express my gratitude to Mr. Sourabh Chhadwani Assistant commercial manager, ITC limited., for guiding and teaching me the core concepts at the organisation level and explaining in detail about the company. I am thankful for his feedback during my time at ITC limited.

Thank you,

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EXECUTIVE SUMMARY

The project report on “A study on Ratio Analysis” is studied in the “ITC LTD” for a period of 45days. It was a great experience to undergo a project on “A study on Ratio Analysis” at “ITC LTD” During the study I found that the company is carrying its activity in producing cigarette. The company managers have co-operated me a lot in completing my project. They have given me all the information that I need for my study. In this report the effort is made to know the financial position of the ITC LTD. process to identify the financial performance of a firm by properly establishing the relationship between the items of balance sheet and profit or loss account. Thus, we can say that, Financial Analysis is a starting point for making plans before using any sophisticated forecasting and planning.

This project includes introduction to the topic, company and industry profile, theoretical background of the study, data analysis and interpretation, findings, suggestions and conclusion.