

PROJECT REPORT (17MBAPR407)
A STUDY ON INVENTORY MANAGEMENT AT ASIAN PAINT'S
BY
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1AY17MBA37
Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

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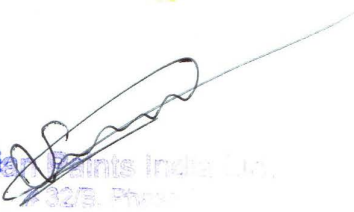
To Whomsoever It May Concern

Dear Sir,

Sub : Certificate

This is to certify that Mr Prem Rathan J. (USN - 1AY17MBA37) of ACHARYA INSTITUTE OF TECHNOLOGY College, has successfully completed his work on an academic dissertation project entitled "A study on Inventory management at Asian Paints India Limited" in our organization. He was working on his project between 03 / 01 / 2019 to 16 / 02 / 2019. During his stay in our organisation, we found his code and conduct to be satisfactory. The pro

We wish his best of luck for all his future endeavors. Thanking you


Asian Paints India Ltd,
32/B, Phiroze
Peenya Industrial Area,
Peenya, Bangalore

Authorised Signatory



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 04/04/2019

CERTIFICATE

This is to certify that **Mr. Prem Rathan J** bearing USN **1AY17MBA37** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Inventory Management at Asian Paints, Bengaluru**” is prepared by him under the guidance of **Prof. Keerthi H K**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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Signature of Principal/Dean Academics

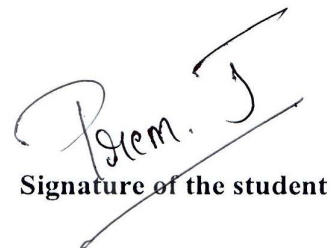
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DECLARATION

I, **PREM RATHAN.J**, hereby declare that the Project report entitled “**INVENTORY MANAGEMENT**” with reference to “**ASIAN PAINTS LIMITED**” prepared by me under the guidance of **Prof. KEERTHI H K** faculty of M.B.A Department, **Acharya Institute of technology** and external assistance by **MR.SARVESH.J, HR Manager of ASIAN PAINTS LIMITED**. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Twelve 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 10/04/2019


Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **Prof. Keerthi H K**, Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Sarvesh J, HR Manager of ASIAN PAINTS LIMITED**, Bengaluru 58, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

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EXECUTIVE SUMMARY

Asian Paints Limited is an Indian synthetic substances organization which fabricates a wide scope of paints for brightening and mechanical use. Its vision is "to wind up one of the best five enhancing coatings organizations worldwide by utilizing its skill in the higher development developing markets. All the while, the organization means to manufacture long haul an incentive in the modern coatings business through collusions with built up worldwide accomplices. Asian Paints is Asia's third biggest paint organization, with a turnover of Rs 109.70 billion. Other than Asian Paints, the gathering works far and wide through its auxiliaries Berger International Limited, Apco Coatings, SCIB Paints and Taubmans. Organization utilizes crude materials like Pigments, Extenders and Minerals. Unlike most other industry, the paint business was moderately free of guidelines. Anyway for quite a while it was seen to be an extravagance thing and was liable to abnormal amounts of offers and extract charges. The high extract obligation routine combined with moderately ease.

The work that has been done in this internship has given some vital pieces of information to the administration about the regions which however were doing great and not just this it has additionally attempted to illuminate conceivable changes that can be made so as to accomplish increasingly more productivity.

The principle motivation behind choosing this internship is to think about the angles associated with buy creation and stock administration and the few documentation forms that are engaged with the working of the organization

CHAPTER 1

1.1 INTRODUCTION

Temporary position is a chance to obtain the organization's continuous status. Entry level position encourages us discover organization profile, work process display, organization subtleties. It helped me to have a commonsense involvement in the organization and helped me distinguish the substance of my investigation. Since the organization is associated with the assembling business, a standout amongst the most vital parts of assembling organizations is stock administration, the topic of study is stock administration.

Stock Management is command of non-promoted resources (stock) and stock things. One of the provider cable the board is supervision of stock administration to administer the stream of merchandise to makers and distribution centers.

1.2 INDUSTRY PROFILE

Asian Paints Limited is a paint organization. Organizations take part in the matter of assembling, selling and conveying items that give hues, coatings, home stylistic layout, washing fittings and related administrations. The organization's business divisions are artistic creations and home enhancements. The Home Improvement segment incorporates a shower fittings business. Its geological parts are residential and global activities. The household division contains tasks of the organization and its Indian auxiliaries and joint endeavors. It likewise makes a scope of hues for extravagant and modern use. Its items are enhancements, straightforward fruition and merchants for indoor dividers; Finishing surfaces, basic completion and plan outside of outer dividers; Wall letters; Tree completes; Metal completion; Water sealing arrangements; Gloves, and painting instruments and devices. It works in around 20 nations and has more than 30 fabricating offices in more than 65 nations.

The market size of the Indian Paints segment was 170 billion dollars in esteem and it was part. Regarding esteem, the industry ascended from 17% to 18% in the business, with a development of 9% in YoY, over the most recent five years. The utilization of hues in India is 0.5 kg every year contrasted with 22 kg in 1.6 kg in China and created economies. A lot of the world shading market is just 0.6%.

The sloppy area directs about 35% of the paint showcase, and the consolidated segment ascertains the equalization. There are around 2,000 units that have little and medium estimated hues in the disorderly segment. Asian works of art (30% piece of the pie), ConsiNerorock (20% piece of the pie), Burger artistic creations (19% piece of the pie) and ICI (12% piece of the pie) are significant co-ordinated players.

Demand for paints comes from two broad categories:

- **Decorators:** Important pieces of fancy materials incorporate outside divider artistic creations, inside divider canvases, wood completion and finish and groundworks, enhancements, for example, cushions. 75% of the general shading market in India is brightening hues. Asian Paints is a market head in this class. Importance for extravagant hues arises from home painting, engineering, and extra display purposes. The interest for the celebration period (September-December) is noteworthy weighed with different occasions. This segment is inestimable plus is a high superiority exchange contrasted with the mechanical division.
- **Industrial:** Three noteworthy areas of the business fit in car coats, powder coats and defensive coatings. Kansinrolak is the market chief in this class. Client businesses for modern canvases are vehicle designing and customer durables. The Industrial Colors Department has more innovation than the enriching area. The field of painting is the force of crude material, with 300 crude materials (30% petro-inferred items) associated with the generation procedure. Because of the way that most crude fixings are oil based, the industry is gainful by mellowing in crude costs. With a relentless decrease in extract obligations (up to 40% to 16% in five years) the achievability of little units diminished drastically. Without the money saving advantage, these units have thought that it was hard to rival their companions in the sorted out division. The disorderly division is always losing piece of the overall industry to the sorted out area.

HOW TO RESEARCH THE PAINTS SECTOR (KEY POINTS)

- **Supply**

Popular for improvement and mechanical hues, request is depleted. The business is divided.

- **Demand**

The interest for extravagant hues relies upon the local location and the great rainstorm. Mechanical shading request is identified with ventures, for example, auto, designing and shopper providers.

- **Barriers to entry**

The brand, conveyance organize, execution capital limit and innovation assume a basic job.

- **Bargaining power of suppliers**

Increment cost for the chaotic area nearness for the extravagant division. Most progressive purchasers of modern artistic creations likewise limit the haggling intensity of the provider. So the fringes in the enriching area are fine.

- **Bargaining power of customers**

High because of the accessibility of wide decision.

- **Competition**

In the two fragments, organizations in the composed area center around the brand building. Higher rates are driven by intensity through item variety.

FINANCIAL YEAR '18

- Continuing with the pattern of the earlier year, the year 2018 is as yet positive for the Indian economy. Framework decays and powerless interest in significant industry parts have decreased interest for car and customer providers. Vulnerability has prompted tremendous interest because of poor rainstorm, high financing costs and geo-political occasions. The business is around Rs. 39,000 crores as of March 2018.

- In the bleeding edge of the cost, the industry is useful from low unrefined petroleum costs. Notwithstanding, item rates did not diminish at a similar rate, thus crude material costs did not essentially bring down the business.
- Rupee unpredictability additionally adds to vulnerability before the expense..

PROSPECTS:

- Consumer spending picks up a gigantic lift with the economy prepared to develop at 7.5%, bringing about a more prominent interest for hues. Youthful Indians in India are an ever increasing number of youthful Indians joining the work drive and have a lot of chance. The pattern towards the nuclear family is appropriate for the shading business.
- Policy choices like GST, Infrastructure, and Power Sector Reforms are relied upon to proceed in the close term, and the legislature is required to proceed with its program of progress. In the event that these changes are actualized, it will give a superior impulse to the economy and the shaded business.
- The improving painting area is relied upon to move to more prominent development. The money related improvement given by the administration to the lodging division was an enormous addition for the lodging part. This will profit the long haul significant players.
- The machine is also of interest for color, despite the absence of excitement increases is required. This is the foundation that the venture on the ground. Local & worldwide car major car paint production, for example, ConsiNerolak perfect for India and the Asian PPG on the market for long distance plan. Extended modern shades of powder coat and excellent, especially in the Court of requests, as shades of R & D Center request.
- Sooner rather than later, the FY 2019 is required to show up step by step in the information cost. This expansion may influence industry benefits in the long haul, while the main concern additionally influences development in the top line.

1.3 COMPANY PROFILE



Asian Points Limited is an Indian worldwide paint organization headquartered in Mumbai, Maharashtra. Organizations take part in the matter of assembling, selling and disseminating items that give hues, coatings, home stylistic theme, washing fittings and related administrations. Asian Payments is India's biggest and Asia's third biggest painting partnership. By 2015, it had an extensive piece of the overall industry of 54.1% in the Indian shading industry. Asian Paints Burger International is a holding organization.

HISTORY

It is a long way from the organization's dispatch in 1942. A four-companion organization was set up to assume control over the world's biggest and most popular paint organizations around then. Amid the 25 years the Asian Paints Corporate Force turned into the main painting organization in India. The organization is a market head in canvases since 1967, with its solid client driven and imaginative demeanor. Today it is twice as quick as any paint organization in India. Asian paints make broad hues for beautifying and modern use.

In February 1942, four companions were established by ChampalalChoksey, ChimanlalChoksi, SuryaKantDani and ArvindVakil in Mumbai's carport. World War II and the Quit India Movement The 1942 brief prohibition on paint imports was just remote organizations and shalimar depictions in the market. The Asian Paints Market took a turnover of 23 crores in 1952, yet just 2% PBT edge. By 1967 it turned into the nation's driving paint maker.

The four families together had a large portion of the organization's offers. In any case, when the organization extended past India, question of worldwide rights started during the 1990s. Debates Chokes sell their 13.7% stake in 1997.

Champaklall kicked the bucket in July 1997 and his child Atul dominated. Following a fizzled joint effort converses with British organization Imperial Chemical Industries, Choksi's offers

were bought by the staying three families and the Unit Trust of India. By 2008, Choxy, Danny, and Vakil families had an offer of 47.81%

Marketing and advertising

During the 1950s, the organization propelled a "laundryable obliteration", a harmony between effectively dried shoddy dry provider and rich plastic blends. The organization has been advancing their image Tractor Distramp, guaranteeing that the organization "don't lose your displeasure, don't utilize a tractor locator" in their publicizing. In 1954, "Gottu" - an underhanded kid with a hued can in his grasp, was propelled as a mascot. Mascot spoke to white collar classes, made by R. K. Laxman. They were utilized just in publicizing and bundling during the 1970s and have likewise showed up in TV ads since the 1990s.

Gattu conveyed cargo drove painters to property holder virtual clients. Publicizing firm Ogilvy and Mather with Asian Paints started promoting strategies by concentrating on bubbly events through the 1980s, "Her GourKuchKehtaHai" (Every House Says Its Owner About). Notwithstanding real life occasions, for example, celebrations and weddings and child birth, the organization advanced it as an event to paint homes by associating it to an enthusiastic dimension. During the 1990s, promotions concentrated on outside home outside that concentrated on the best way to exceed the outside. The organization reconsidered its corporate personality during the 2000s and changed over the shut gutto into their mascot and after that decreased its "Asian paint" logo to the "AP"

OVERVIEW

75 years of shading development

From its origins in 1942 years Asian paints India and Asia has turned into an organization for up to 4 of the paint. 158.5 billion. We work in 19 countries and 26 in the paint on the planet in more than 65 National Assembly Office, customer service.

1.4 Board of Directors / Promoters

Mr. AshwinChoksi Non-Executive Chairman	Mr. AshwinDani Non-Executive Vice Chairman	Mr. AbhayVakil Non-Executive Director
Mr. K B S Anand Managing Director &CEO	Mr. MahendraChoksi Non-Executive Director	Mr. MalavDani Non-Executive Director
Ms. Amrita Vakil Non-Executive Director	Mr. Mahendra Shah Independent Director	Mr. DeepakSatwalekar Independent Director
Dr. S Sivaram Independent Director	Mr. S Ramadorai Independent Director	Mr. M.K. Sharma Independent Director
Ms. Vibha Paul Rishi Independent Director	Shri R Seshasayee Independent(Additional) Director	

1.5 VISION

"So as to effectively elevate shoppers to make a sprinter at persuasive plan and make their fantasy homes"

MISSION

Obviously a clear goal for the future, Asian Paints is one of the best five extravagant covering organizations on the planet by expanding its skill in rising markets. All the while, the association means to assemble long haul an incentive in modern covering business through collusions with set up globalpartners.

Quality Policy of Asian Paints Ltd

- We give items and administrations that meet the nature of time each time.
- We constantly improve our procedures to see how to change client's needs and inclinations and use it as contribution to intermittently survey
- Altering the nature of execution of our items and administrations.
- We recognize that the Zero Defect is outright quality and must be structured and kept up by our standard framework as needs be.
- We arrange our work rehearses each time we can work out of the blue.
- We are all business procedures focuses on continuous upgrading in quality and quantifiable tracking these improvements by the pointer.

Corporate citizenship

We incorporate our networks through the social network's mediations, upgrading abilities and building social framework to improve the nature of their lives.

As our CSR approach centers around the advancement of networks around our plants, we have created imaginative projects that control our abilities as our efficiency capacities and home improvement specialist organization to upgrade the vocations of the lower networks through expert preparing and expertise improvement.

CSR Focus Areas and Initiatives

Our CSR Policy focuses on four thrust areas

- Education
- Skills Development
- Healthcare/Hygiene and
- Water Management

Education

Asian paints distinguish the significance of training as an amazing method to lessen need and social disparity and subsequently majorly affect our increasing CSR practice. We are attentive on urging access to excellence instruction particularly to distraught networks around our offices.

Our interventions include:

- Growth of schools selection and framework
- Upgrade school building
- Providing seats, seats and other study hall assistants
- Establish libraries and science research facilities
- Students and network pioneers are being enlisted for the significance of training
- Providing instructive assets to understudies
- Training for PC use
- Training help for aggressive tests
- Training young ladies in self-preservation systems
- Workshops to improve delicate aptitudes

Our instructive projects are actualized by our venture accomplices and are planning to help each progression of the youngster's instructive cycle and set them up for youth employments.

Corporate profile

The organization is a long way from being begun in 1942. Around then, he established four companions who were prepared to assume control over the world's biggest, most well-known paint organizations in India. Amid the 25 years the Asian Paints Corporate Force turned into the main painting organization in India. The organization has been a market chief in artworks since 1967, with its solid client engaged and creative frame of mind.

Asian paints India dynamic paint business, there are a total of 158.5 billion assets. This meeting could be improved and investors value the skills, fast track building engaging in the corporate world for notoriety. Asian paints operates in more than 65 countries, 19 countries in the world and assembled organizations in 26 shades for customer service. Despite the acquisition of the Asian paints operates globally through a backup of, for example, Catsco.Asian, Tabmons, international, SCIB paints a hamburger, Apco coatings paint beautifully and a wide range of colors for modern use.

In extravagant depictions, Asian artworks are every one of the four pieces of VIG. Inside Wall Finishes, Outdoor Wall Finishes, Enamels and Wood Finishes. It additionally offers gloves on waterproofing, separator covers and its element portfolio.

Asian paints ' Asia Pvt Ltd pay PPG (50:50 between JVI Asia payouts and PPG, United States, one of the major car manufacturer on the planet to deal with) India automotive coating market development in order to meet the prerequisites. The second 50:50 JV PPG and protection, dealing with modern holder and light machine mechanical powder, the name of the ' Asian market India Pvt Ltd, the name of the payout PPG

Vertical coordination Asian paint has enhanced into concoction things, for example, phytolic anhydride and pentherthrotols, which are used during the time spent shading fabricating.

Today, Asian paints operates in 19 countries around the world and a bunch of 11 countries, is organizing the biggest in the shade. The Assembly will operate at 5 locations around the world. Through Asia, the Middle East, the South Pacific, Africa and the Caribbean locale 6 corporate brand. Asian paints, Apco international, SCIB paints, the Burger Court, Tabmons, and Cadisco for the collection:

- Sri Lanka and Indonesia (Asia), India, Bangladesh, Nepal
- SCIB Colors in Egypt (Middle East)
- Burger in Singapore (Asia); UAE, Bahrain and Oman (Middle East); Jamaica, Barbados and Trinidad and Tobago (Caribbean)
- Apco coats in Fiji, Tonga, Solomon Islands and Vanuatu (South Pacific)
- Catsco (Ethiopia) in Ethiopia
- Thoubmans in Fiji and Samoa (South Pacific)

1.6 PRODUCT PROFILES

Asian Paint has offered brands in all possible applications. For instance:

- Synthetic/Acrylic Washable Distempers: Tractors
- Acrylic emulsion: echolite (Quality I,) Royale (premium division)
- Plastic emulsion paint (insides/outside): decoplast (Quality II),
- Synthetic Enamel: Echocolite, Gattu
- Packet Distemper: Utsav
- Tree Surfaces: Touchwood, Silkwood, Upcoil Natural Wood Finish
- Cement Paint (External): Gattu

Industrial Segment

- General Industrial Finishes: Echolight (Hammerton Finish)
- Other Industrial Products: Expo Coatings, Chlorinated Rubber Finishes, Vine Eye and Polyurethane Systems.

Automotive

Kirlo – an Acrylic Paint, Apca – nitro-cellulose based Paint, Aspa – an Allkyd, autocare.

Primers

- Asian Metal Primer Redoxide
- Tractor Redoxide Primer for Metal
- Wood rite for Wood Substrate
- Decorative – Cement Primer

AWARDS AND RECOGNITION

- The British Safety Council granted the "Sword of Sword" for all shading plants in India. This title is viewed as the summit of wellbeing accomplishment around the globe.
- Asian Paints among Forbes Global Magazine, USA's 200 Best Small Companies in USA 2002 and 2003 and 'Billion Firms' under Asia's main 200 of every 2005.
- Ranked 24th in the World's Top Color Companies by Cottings World - Top Companies Report 2006.
- Property - Asia's driving monetary magazine has positioned Asian Paints among real Indian organizations in Corporate Governance in 2002 and 2005.
- Ernst and Young were granted the "Business person Production of the Year" grant in 2003.

Efforts taken by Asian Paints to improve their Customer Satisfaction

Client Care Executive records your requirements, interests in the administration, and doles out an arrangement for a site visit.

A business partner visits home on a booked date and time:

- Understanding your depiction needs.
- Explain the different items and illustrations accessible and determine the choices that you need.
- To completely assess the present status of the artistic creation site. With client assent, they get estimations for the chose painting territory through the board organizer appointed to work.
- According to painting gauges, painting frameworks are chosen and institutionalized rate cards.

Deals Introduce Associated Customers to Relational Assistants, They Responsible for Work Management, and all focuses examined with customers are kept up until the start of virtual painting work.

Conveyed plate tool will start work with an ordinary supervision of the business.

Association with related partner work competitors sets the work routine and offers with clients, which, in well ordered, gives a course of events to the full length of the sketch work.

The RA screens and the nature of the paint will guarantee that the painters are dealing with the substance aside from the work of art, as indicated by the prescribed rules. Covering and covering paintable surfaces, guaranteeing clean work, care for furniture and installations.

The shadow choices recommended by RA can exhort shoppers, the utilization of uncommon substance.

After the RA painting finishes, the site's proficient glove will tidy up the required client post.

Post finished - Invoice and guarantee card will be dispatch with 1 year approval in Paint and App.

1.7 INFRASTRUCTURE FACILITIES

Our Research and Technology Division joins more than 200 qualified researchers and offer their bits of knowledge on mechanical advances, helping us to stretch the limits quite a long time after year. Our refined study centers extent crosswise over numerous areas around the globe. Here's our shading improvement and testing space for engineering and modern application. We additionally have the Microbiology Laboratory, Modern Equipment Laboratory, and Resource and Efficient Polymer Development Laboratory.

We frequently consider discussions, gatherings and tanks at our completely useful assembly room

Innovation and Excellence

Asian works of art are advertise pioneer in canvases since 1967. Today, we are corporate power and India's driving paints organization. Here are the real worldwide honors we have won for our worldwide endeavors.

1.8 Asian Paints Competition

Below are the 6 main Asian Paints competitors:

- Jenson & Nicolson India Limited.
- Kansai Nerolac Paints
- Akzonobel
- Sherwin-Williams
- Nippon Paint
- PPG Industries

1.9 SWOT ANALYSIS

Below is the Strengths, Weaknesses, and Opportunities & Threats (SWOT) Analysis of Asian Paints:

Strengths

- The biggest paint group in India and third biggest organization in Asia
- They have a piece of the overall industry of half and clear pioneers are solid candidates for enhancing works of art and concinerolac paints as modern hues and covering pioneers.
- They work in 17 nations and have 24 manufacturingworkplaces that serve 65 nations round the globe.
- Asian hues have a solid global nearness with its 4 backups; Burger International Limited, Apco Coatings, SCIB Paints and Tubman's.
- The Indian Paint Industry and its solid client base and the fresh out of the plastic new brand of imaginative brand has made the market head since 1968.
- For example Better advances are allotted than deal with an aggressive edge eg. Plants, Regional Distribution Centers, Supply Chain Management System, which incorporates outside preparing focuses. Therefore they have a solid inventory network framework
- They hold their image name and publicizing and restricting in the one of a kind method for advancing people like Saif Ali Khan.
- The organization has a solid economy

Weaknesses

- Limited piece of the overall industry in the Industrial Colors division with KaiSaiNerolak and Aczonobel gives a wild challenge.
- The taste and view of the business buyer in extravagant artistic creations fluctuates quickly and the items might be old with the adjustment in patterns, and in this way the generation plan and stock issue.

Opportunities

- Big International Standard Paint Company needs to search for more open doors abroad
- There is a decent scope of development particularly in the Industrial Colors division.
- The Industrial Colors division should concentrate more on the car business
- Asian hues can vie for cutting edge with innovative handling and better financial and scholarly capital.

Threats

- Growth for the impacts of the accident
- Strong government guidelines and guidelines with respect to the quality and efficiency of items, for example, natural arrangements are underlined
- Crude material and instability in costs.

1.10 FUTURE GROWTH PROSPECTS

The organization is growing its profitability limit - two megaplants, beginning at FY 2018-19 in Mysore and Visakhapatnam, with more than 300,000 KL water limits every year. These expansive plants give the organization a minimal effort future later on, guaranteeing that the organization is equipped for meeting the future necessities.

Asian Paints Ltd. is India's biggest paint group and Asia's third biggest paint organization. The business has activities in 22 nations, with 27 auxiliary administrations serving 65 nations through Burger International, SCIB Paints, Apco Coatis and Tabmons, with its auxiliaries. Asian paints make broad hues for beautifying and mechanical use. The organization's items are supplements, cars, enlivening hues, and modern works of art. The organization has producing units in Maharashtra, Gujarat, Andhra Pradesh, Uttar Pradesh, Tamil Nadu and Haryana.

1.11 Balance Sheet Comparison

Particulars	2018	2017
EQUITIES AND LIABILITIES		
SHAREHOLDER'S FUNDS		
Equity Share Capital	95.92	95.92
Total Share Capital	95.92	95.92
Reserves and Surplus	7,702.24	6,998.83
Total Reserves and Surplus	7,702.24	6,998.83
Total Shareholders' Funds	7,798.16	7,094.75
NON-CURRENT LIABILITIES		
Long Term Borrowings	9.87	10.38
Deferred Tax Liabilities [Net]	270.33	261.17
Other Long Term Liabilities	3.26	5.96
Long Term Provisions	107.35	109.84
Total Non-Current Liabilities	390.81	387.35
CURRENT LIABILITIES		
Short Term Borrowings	0.00	26.84

Trade Payables	1,851.50	1,671.26
Other Current Liabilities	1,504.61	1,141.63
Short Term Provisions	42.85	36.20
Total Current Liabilities	3,398.96	2,875.93
Total Capital And Liabilities	11,587.93	10,358.03
ASSETS		
NON-CURRENT ASSETS		
Tangible Assets	2,477.44	2,512.01
Intangible Assets	91.09	92.67
Capital Work-In-Progress	1,391.84	219.76
Fixed Assets	3,960.37	2,824.44
Non-Current Investments	1,547.33	1,598.20
Long Term Loans And Advances	79.08	70.27
Other Non-Current Assets	500.06	434.92
Total Non-Current Assets	6,086.84	4,927.83
CURRENT ASSETS		
Current Investments	1,030.01	1,315.40

Inventories	2,178.43	2,194.09
Trade Receivables	1,138.20	994.63
Cash And Cash Equivalents	120.84	205.94
Short Term Loans And Advances	12.17	13.55
OtherCurrentAssets	1,021.44	706.59
Total Current Assets	5,500.17	5,429.63
Total Assets	11,587.93	10,358.03

Profit and Loss Statement

	2018	2017
INCOME		
Revenue From Operations [Gross]	14,329.17	14,329.17
Less: Excise/Sevice Tax/Other Levies	391.69	391.69
Revenue From Operations [Net]	13,937.48	13,937.48
Other Operating Revenues	230.38	230.38
Total Operating Revenues	14,167.86	14,167.86

Other Income	277.50	277.50
Total Revenue	14,445.36	14,445.36
EXPENSES		
Cost Of Materials Consumed	7,100.16	7,100.16
Purchase Of Stock-In Trade	742.57	742.57
Changes In Inventories Of FG,WIP And Stock-In Trade	154.12	154.12
Employee Benefit Expenses	791.08	791.08
Finance Costs	21.06	21.06
Depreciation And Amortisation Expenses	311.11	311.11
Other Expenses	2,459.43	2,459.43
Total Expenses	11,579.53	11,579.53

QUICK RATIO (X)

Table 1.1 showing data for Quick Ratio (X)

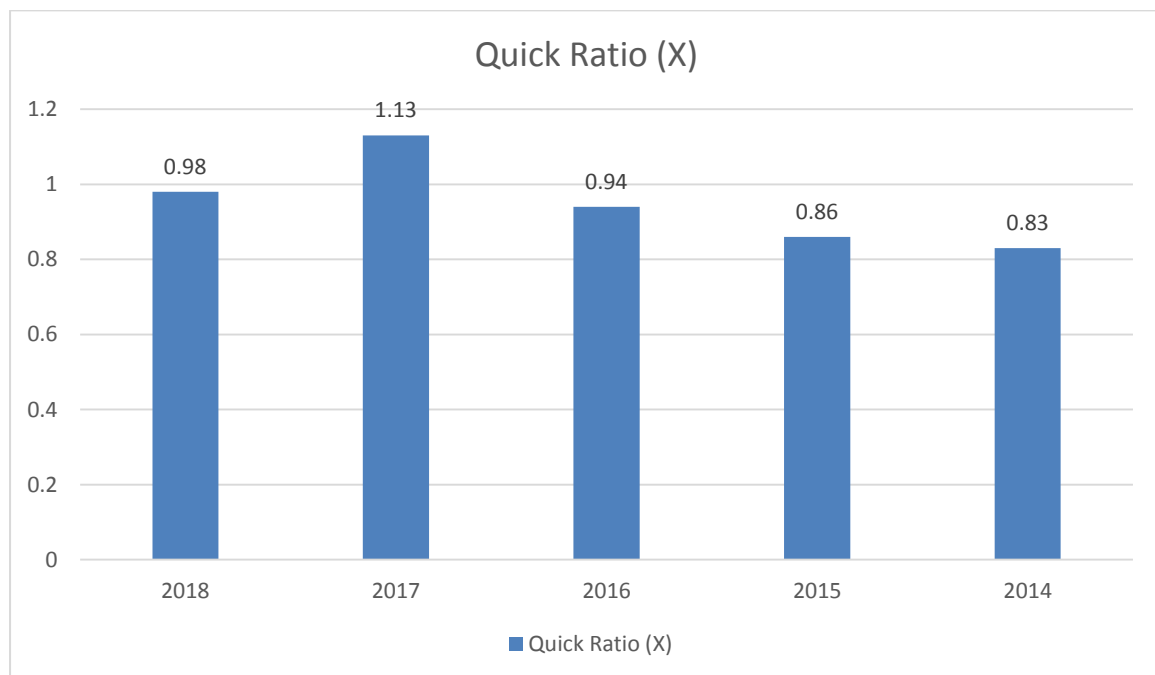
Year	2018	2017	2016	2015	2014
Quick Ratio (X)	0.98	1.13	0.94	0.86	0.83

Quick Ratio = Current Assets – Inventory – Prepaid expenses / Current Liabilities

ANALYSIS:

From the above table we can see that the quick ratio for 2018 is about 0.98, for the year 2017 it was 1.13, for the year 2016 it was 0.94, for the year 2015 it was 0.86 and for the year 2014 it was 0.83

Graph 1.1 showing graph for Quick Ratio (X)



INTERPRETATION:

From the above graph we can see that the quick ratio also has shown a decreasing trend from the previous financial year. However it was lowest in the year of 2014.

LIQUIDITY RATIOS

Table 1.2 showing data for Liquidity Ratios

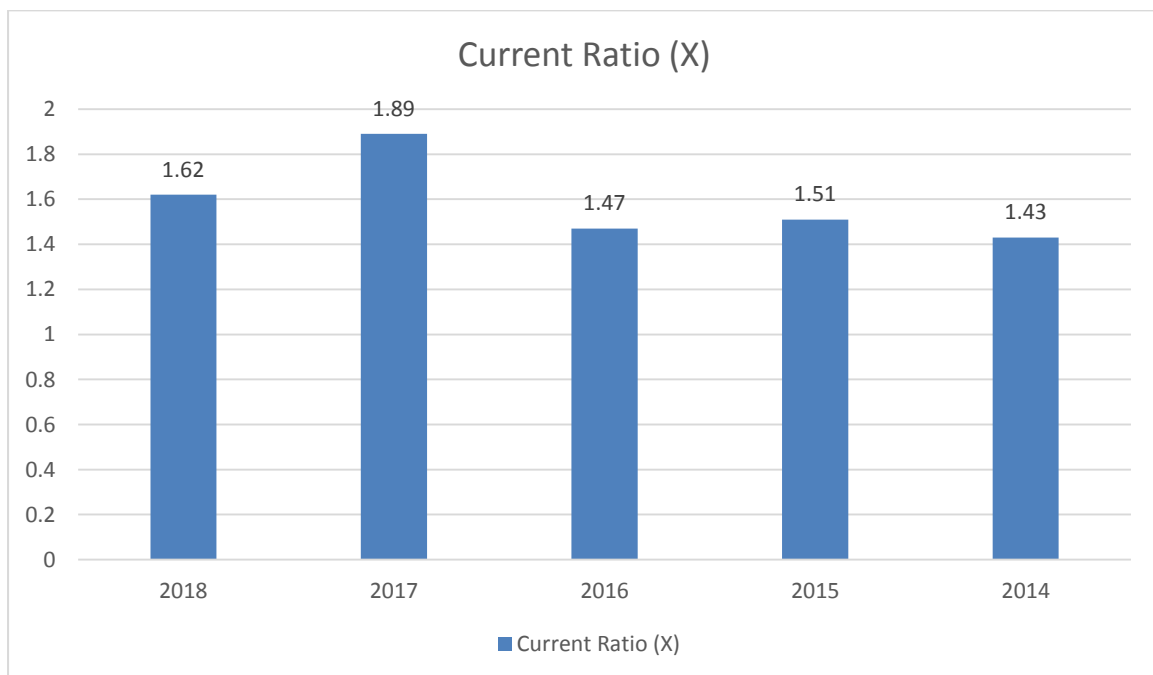
Year	2018	2017	2016	2015	2014
Current Ratio (X)	1.62	1.89	1.47	1.51	1.43

Liquidity Ratio = Current Assets / Current Liabilities

ANALYSIS:

From the above table we can see that the Current ratio for 2018 is about 1.62, for the year 2017 it was 1.89, for the year 2016 it was 1.47, for the year 2015 it was 1.51 and for the year 2014 it was 1.43

Graph 1.2 showing graph for Liquidity Ratios



INTERPRETATION:

From the above graph we can see that the current ratio has decreased for the current financial year of 2018. It stood highest in the year of 2017.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND

Stock control is basic for each sort of business, regardless of whether item or administration is based. Stock Control pretty much every component contacts if tasks. The right parity ought to be struck to keep up legitimate stock with the least money related effect on purchasers. Stock Control is an action that can deal with stock-keeping objects at wanted dimensions. Regard for generation centers around administrative control on physical creation, control of articles.

"Stock" signifies the physical load of products, which are set in a smooth and powerful running hands of firm future exchanges at least expense of assets limited to the stock. The basic explanation behind stock is that it is physically unreasonable and financially illogical to get precisely where each stock thing needs it.

Stock Management is a far reaching procedure of association that provisions supplies and composed exercises, accomplishing most extreme participation and greatest expense on products. Stock control is a key volume of stock management and it frames an operative hub in any stock administration firm. An Inventory Management System is a basic component in the association. It comprises of evolution of techniques that give the suggestion's appraisal of the arrangement.

MEANING OF INVENTORY

Stock for the most part alludes to things in stock. It is likewise called the organization's inert asset. Inventories are those things put away available to be purchased or are presently generation or are as things despite everything they should be utilized.

It additionally alludes to the accumulation of future-selling items when all is said in done business tasks and item producing variables.

Stock is a point by point rundown of those moving articles that need to make an item and handle hardware and machines in great working request.

TYPES OF INVENTORIES

A manufacturing firm generally carries the following types of inventories:

- Raw Materials.
- Bought out parts.
- Work-in-process inventory (WIP).
- Finished merchandise inventories.
- Maintenance, fix and working stores.
- Tools inventory.
- Miscellaneous stock.
- Goods in travel.
- Goods for resale.
- Scrap Material.

REASONS FOR HOLDING INVENTORY

- To stabilize making.
- To take advantage of value limits. .
- To see the demand during the replenishment period.
- To avoid loss of orders.
- To keep pace with fluctuating economic situations.

MOTIVES OF HOLDING INVENTORIES

- Exchange proposed to execute tenacious exchanges and deals arranges opportune.
- Precautionary reason for existing is to hold inventories to meet surprising changes in supply and supply of products.
- The provocative goal to enable the value vacillations to exploit, re-request expenses and volume limits.

COSTS ASSOCIATED WITH INVENTORY

- Production cost.
- Capital cost.
- Assembling cost.
- Transport cost.
- Shortage cost.

INVENTORY CONTROL

The primary goal of stock controller is to accomplish most extreme productivity underway and deals, with least interest in stock.

Stock control is the thing that request must be requested, when requested, and how much request and how much stack is an arranged method to make, so the expenses related with the buy and capacity are fitting without intruding on generation and deals.

THE ADVANTAGES OF STOCK CONTROL ARE

- Customer relationship improvement because of auspicious dispersion of products and ventures.
- Smooth and determined generation and in this way, no stock out.
- Effective operation of employment wealth.
- The low-cost in the buy.

- Removal of the likelihood of forging.

PRINCIPLES OF INVENTORY CONTROL

- Inventory is made just by handling resources and burning through cash for work and overhead.
- Stock abatements by deals and deals.
- Precise Sales and Production Schedule Forecasts are fundamental for powerful buy, taking care of and stock speculation.
- The board methodologies intended to successfully adjust the size and decent variety stock with the expense of stock are a key factor in deciding stock capital.
- Forecasts help decide when to arrange things. The control bar is accomplished through stock generation.
- Records don't give control.
- Control is comparative and important, not finish. It is communicated over individuals with various encounters and decisions principles and strategies, so people can assess and decide.
- Following reliable practices, stock control might be unsurprising and accurately connected with creation and deals action..

INVENTORY CONTROL – TERMINOLOGY

- **Demand:**

This is the quantity of things vital for every unit. Request might be urgent or conceivable in nature.

- **Order cycle:**

The term request cycle between two successive directions

- **Lead time:**

The season of requesting and receipt of things is known as the most vital time.

- **Safety stock:**

This is called support stock or least stock. Because of the stock or stock and debacle request due to delays in the supply of products, the unexpected increment sought after.

- **Inventory turnover:**

In the event that the organization keeps up what might be compared to 3 months utilization. This implies 4 times each year, stock is utilized 4 times each year and is supplanted by the stock exchange year.

INVENTORY COST RELATIONSHIPS

There are two noteworthy expenses of stock. Cost of procurement and transportation. The yearly stockpiling expense differs from the quantity of requests. This regularly shows the capacity cost will increment in the event that it is much of the time put away in littler areas. Yearly stockpiling expenses are straightforwardly relative to the sum in the stock. In the event that the request of each request's organization is little, the expense diminishes stock. The two costs are fundamentally unrelated. The right measure of requesting adjusts the harmony between the two inverse expenses. This sum is alluded to as "money related request amount"

ECONOMIC ORDER QUANTITY

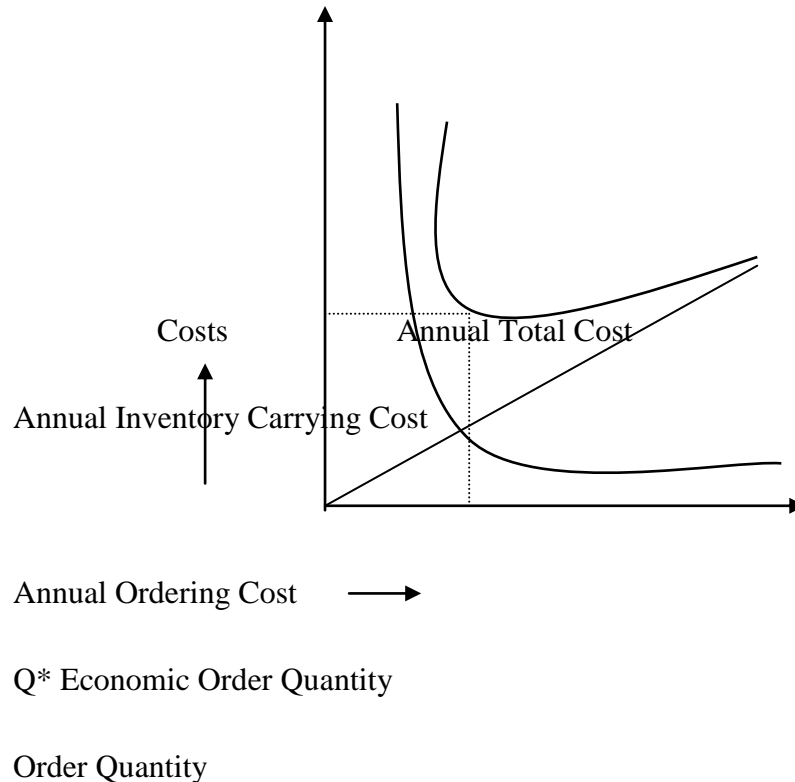
The choice to arrange the request is of incredible significance in stock administration. The sum to be acquired ought not be little or extensive on the grounds that the obtaining and transport expenses of products are excessively high. The monetary request rate is a monetarily reasonable buy estimate. This is the measure of merchandise that can be obtained at least expense. Ordinarily the measure of monetary request is equivalent to the expenses of conveying stock.

In deciding the measure of monetary request, the expense of the board is thought to have been fabricated just in two sections, which implies requesting expenses and expenses. Cost related connections are appeared as follows.

FORMULA FOR CALCULATING ECONOMIC ORDER QUANTITY (EOQ)

$$EOQ = \sqrt{\frac{2 * \text{Demand} * \text{Re-order Cost}}{\text{Carrying Cost}}}$$

Economic Order Quantity



SAFETY STOCK

The Monetary Order Standards Principle has been created dependent on the presumption that the interest is well-known and beyond any doubt and vital occasions are steady and unaltered. In genuine down to earth circumstances, there is vulnerability in both interest and prime time. The general estimate request might be higher than the real interest or the time may change now and again. To diminish the impact of vulnerability because of interest and critical time, the firm keeps up wellbeing stock, saved stocks or support stocks.

Security stock is characterized as "extra stockpiling of merchandise to be kept up as per the normal increment popular from uncontrolled components".

It is just said about utilizing it to secure against vulnerabilities.

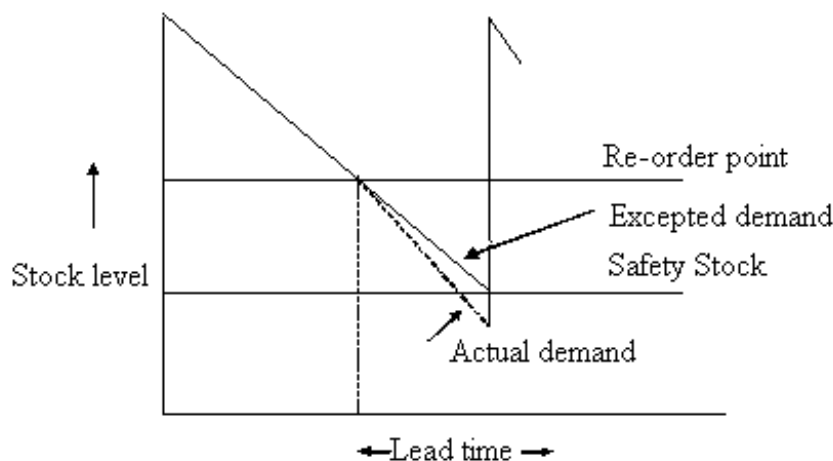
Utilizing measurable techniques and recreations, it is conceivable to decide the dimension of wellbeing that must be kept up, as precise security stock is hard to anticipate.

DETERMINATION OF SAFETY STOCK

On the off chance that the dimension of security stock is kept up, it shuts the capital and is probably going to be a profane hazard. Then again, on the off chance that it is low, there is a danger of stocks prompting the creation stoppage. In the event that the key time distinction is vital, the wellbeing stock can be determined:

$$\text{Safety Stock} = (\text{Maximum Lead time} - \text{Normal Lead time}) * \text{Demand}$$

SAFETY STOCK



In this manner the dimension of administration relies upon security stocks. An extensive load of security stocks, a generally safe of offers, has a more elevated amount of administration. Now and again higher administration levels are not alluring in light of the fact that they increment the cost, making it hard to fix wellbeing stock dimensions.

Utilize a past date for interest and key time information, dependability of administration levels wanted by providers and the executives, wellbeing stock precision.

ABC ANALYSIS

The association's posting for the most part incorporates a huge number of things, with various costs, use rates, and time. It isn't alluring or difficult to give meet consideration to all things.

ABC investigation is a basic scientific apparatus that enables the executives to concentrate on its endeavors when results are high. The idea of applying stock is called ABC investigation.

Insights uncover that a few articles are high as far as yearly use. A portion of these things are known as a class, which is critical for business. Different variables that are called B and C are endless however their commitment is less vital. In this way ABC investigation partitions things into A, B and C into three segments dependent on their qualities. Arrangement is set up to give the correct consideration and control things to request.

FEATURES OF ABC ANALYSIS

A Class (High Value)	B Class (Moderate Value)	C Class (Low Value)
1. Tight control on stock levels	Moderate control	Less control
2. Low safety stock	Average	Big
3. Ordered frequently	Less frequently	Bulk ordering
4. Individual posting in stores	Specific	Shared posting
5. Weekly control reports	Monthly control	Quarterly control
6. Continuous effort to reduce lead time	Moderate efforts	Minimum efforts

ADVANTAGES

- This system enables chairmen to keep up a particular control and just focus on specific things.
- By keeping up exacting command more than one class things, the materials chief will almost certainly show results inside a brief timeframe.
- It makes radar administrative costs, spares time and exertion and prompts better arranging and guideline and expanded stock exchanges.
- ABC investigation, subsequently, endeavors to concentrate and direct endeavors on the value of materials and accordingly turned out to be successful administration control instruments.

FSN ANALYSIS

All things in the stock are not required at a similar recurrence. A few people need routinely, sometimes and some once in a while. FSN investigation sorts things that move quicker, gradually moving, moving items.

INVENTORY TURNOVER RATIO

Stock exchange depicts Kohler as "a proportion that estimates the normal selling time of the firm in one year".

The high turnover rate demonstrates that the item being referred to is a quick moving component. Then again, the low turnover rate demonstrates that speculations and ventures on alluring merchandise will increment.

Stock turnover proportion can be determined in various ways by changing the section, however keeping a similar denominator. For instance, the thing might be expended products, the cost of offers merchandise or the net deals. On one of these, the proportion is unique in relation to industry to industry.

Normal load of stock exchange length is estimated in extent to the estimation of merchandise devoured. The proportion alludes to when the normal stock devours and revives. No jumping.

The turnover proportion can be dictated by the quantity of days the normal stock is held in a year.

No, no. Days in two unique items can be followed to quicker, moving and moderate moving. In light of that, attempt to decrease the measure of bolted capital, and forestall more stockpiling of moderate moving articles.

$$\text{Inventory turnover ratio} = \frac{\text{Net sales}}{\text{Avg. inventory}}$$
$$\text{Inventory velocity} = \frac{\text{No. of days in a year}}{\text{Inventory turnover ratio}}$$

INVENTORY AS MANAGING INVENTORY BY WOLFE BAGBY

In this audit, the stock clarifies that Mr Wolfe Bagby Meat will almost certainly keep up stock targets, lessen money cycle, maintaining a strategic distance from stock transfer, dodging inordinate burden costs for unused inventories, expanding benefits by decreasing money transformation, JIT.

- **Getting smart about inventory**

At the point when an assembling organization attempts to oversee its stock administration, it enables the organization to comprehend what this implies. For fledglings, augmenting the maker's money streams and rewards incorporates a cautious and tactful eye on changes in free market activity, which implies looking at outside elements that influence free market activity.

- **Shortening the cash conversion cycle**

A large portion of these can be skillful when producers recharge their calendar framework. The online idea of the stock administration framework spreads over the Electronic Data Interchange Distribution Network of arranged interest and dealer necessities. It places systems, creation and appropriation in close synchronization with late system stock, conjecture and genuine interest data. Another approach to lessen the money change cycle is to have clear networks of correspondences with merchants. Indeed, even propelled stock administration programming has nothing to do with a solid inner production network, particularly if steadfast representatives need to deal with benefit of the organization's help.

- **Avoiding inventory shortage**

Most makers distinguish provider records as critical. Albeit most stock has high absolute costs, options are frequently less stock, which will in general put brakes on activities. This implies there is a negative impact on more than one. A reasonable method to play it safe is to maintain a strategic distance from stock misfortunes by utilizing additional than one vender in specific regions of the inventory network.

- **Avoid excessive carrying costs for unused inventory**

By considering the factors confronting makers, most organizations appear to be increasingly sensible to diminish stock. It is not necessarily the case that assembling organizations can expel warehousing whenever. In any case, it is critical to take note of those extreme decreases in stock expenses are accessible to any organization that needs better control. This exertion manages building associations with providers to the point where most exertion related subjects can work. Another approach to spare receipt stock. Give stock duty to another person, so the maker does not need to spend a lot to embrace it.

- **Improving profitability by decreasing cash conversion**

Invigorating money related execution is another profit by great stock administration. Truth be told, most producers appreciate noteworthy investment funds and great execution and pick the technique to cut stock, which works best for them.

An essential estimation is characterized as stock exchange to decide how productively the maker's stock administration framework is working. Essentially, how much stock travels through the association can possibly gauge. Truth be told, generation administrators can never say to gauge the significance of stock turnouts. Another prominent report is to oversee accounts authoritative strategies to utilize stock to improve gainfulness. Contingent upon the idea of the business, startup or time installment limits can be advanced for quick moving inventories.

- **JIT**

For quite a long time, American makers have worked for cutting edge list the board frameworks. About they get zero stock, close they achieve the profitability productivity. Such reasoning, joined with the present accessible innovation, has conveyed the stock administration framework to another dimension. Producers would now be able to fulfill their clients' need without paying the expenses and weight of their requests. Highlights, for example, compelling anticipating, seller the executives, and information the board control can make makers increasingly proficient. These highlights are structured by producers to make stock as a monetary speculation, just as an approach to get more cash-flow in their pockets.

2.2 REVIEW OF LITERATURE

Author: Silver. (2008)

Identifies three possible forms of prime time. The first form knows the important time of each replacement; The second is when the refills arrive after a random period; And the final form can affect the company's seasonal factors.

Author: Yang. (2007)

A stylized model is presented to find the appropriate strategy with the fuzzy annual demand of the comprehensive seller-buyer inventory model and the fuzzy adaptive production rate (Yang, 2007)

Author: Ouyang et al.(2006)

Defective materials have been introduced to the JELS model. This study applies several modeling methods for maintaining a defective amount in a comprehensive seller-buyer's inventory model.

Author: Dutta et al. (2005)

Present the issue of one-time inventory in a quiet and uncertain mix environment (Dutta, et al., 2005). The paper's goal is to introduce demand as a random variable. To regulate the correct order quantity, this model was advanced in the presence of obscure random variable call, where maximum performance is attained using a tier-based average integration demonstration. To describe the sample, the classic news usage issue is considered.

Author: Das, Roy and Maiti. (2004)

The buyer-seller's vague inventory model is proposed for a declining element, where weakness is subject to discount (Das, 2004). In this paper, multi-purpose joint financial Lot Size models have developed in crisp and obscure environments. Here, the objectives are to reduce the average cost of the buyer and maximize the average income of the seller.

Author: Kao and Hsu. (2002)

Proposed a one-time inventory model with unclear demand (Cao and Hsu, 2002). This paper focuses on possible contexts, in which the demands are described by personally determined association actions. For each order quantity Q , the total cost associated with storage costs, deficit costs and holding costs is associated with it.

Author: Hsieh. (2002)

Two obscure production inventory models were introduced with vague parameters for crisp production rates, or for vague manufacture rates

Author: Lin and Yao. (2000)

Maintain a suitable solution to the fuzzy case of financial invention of the production inventory model

Author: Chang. (1999)

The production rate considers a vague number of production inventory models. Depending on the numerical example, they compare the vague and crisp methods to solve this problem

Author: Lee and Yao. (1998)

Their model (Lee, 1998) clarifies the demand rate and production rate per day.

Author: Ishii and Konno. (1998)

Clearly the cost of deficit was introduced to the classical newsboy problem. He investigated that the cost of its defect was obscure and was a vague newsboy issue given by the obscure number of L . Then, the expected benefit of the job is considered to be obscure. The correct order order to realize the fuzzy maximal order of the profit function (the lightning discharge order considering the benefit of the work) has found and compares the amount of order applicable to the fuzzy Newsboy problem

Author: Chen and Wang. (1996)

Roy and Maiti (1997), Yo and others. (2000) and Chang (2004) extend the famous EOQ inventory to obscure versions

Author: D. Petrovic .(1996)

The first only inventory inventory is D. Designed by Petrovic (1996), he devised the concept of a second stage obscure set, s-faciation and arithmetic defusion methods.

Author: Ho .(1989)

They are divided into two sets: environmental uncertainty and system uncertainty. The environmental uncertainty contained uncertainties beyond the production process, such as uncertainty and supply uncertainty.

Structure uncertainty relates to the uncertainty in the manufacturing process, such as performance yield uncertainties, production seismic uncertainties, and value uncertainty, product disappointment and product structure changes.

Author: K. S. Park.(1987)

K. S. Parker was one of those who applied the vague theory of the same product inventory model with obscure parameters based on the Harrison model (Park, 1987)

Author:Galbraith. (1973)

The uncertainty describes the difference between the amount of figures needed to perform the task and the information previously contained. In the existent world, many forms of uncertainty affect manufacture processes.

Author: Zadeh. (1965)

Fuzzy logic is used in hazardous problems, widely used in solving artificial intelligence problems, in combination with building expert systems and synthetic nerve networks. The theoretical basis of obscure logic forms obscure sets.

Author: Krishnamurty. (1964)

It maintains collections and lists in the private sector of the entire Indian economy during 1948-61. This study has used sales to represent product demand and to indicate the importance of catalyst. Short-term interest interest has been found to be significant.

Author: E.W. Taft.(1918)

EPQ show is E.W. Taft created in 1918 (Taft, 1918). This strategy is an expansion of the EOQ demonstrate. The traditional financial generation show (EPQ) is broadly utilized.

Author: Ford W. Harris. (1913)

In a paper distributed in Factory, Magazine of Management (Harris, 1913) in 1913, Ford W. A few research has been made at the base of this model. In any case, the model coefficients might be dark.

CHAPTER 3

RESEARCH DESIGN

TITLE OF THE STUDY:

“A study on Inventory management at Asian Paints India Limited”

3.1 STATEMENT OF THE PROBLEM

Two essential rundown choices confronting chiefs

- How much additional stock is to request or create
- When requesting or delivering

Despite the fact that these two choices can be considered independently, they are firmly identified with concurrent arrangements. It is expected to diminish the run of the mill target cost. Complete stock expenses ordinarily incorporate holding, request, inadequacy and cost of procurement.

3.2 NEED FOR THE STUDY

The board needs the executives to hold huge scale work capital, so the executives needs to realize that it very well may be limited by stock administration. So consider on stock administration in the organization is essential.

3.3 OBJECTIVES OF THE STUDY:

- To contemplate stock administration style after Asian compositions.
- To examine the execution of Asian artistic creations stock.
- To comprehend if the organization can improve the stock exchange execution

3.4 SCOPE OF THE STUDY

Stock administration is a critical idea of vain inclusion in all organizations and frequently calls administrative consideration. Rundown the executives is a necessary piece of all organizations in present day times.

Consequently all the firm gives exceptional significance to stock administration, the Asia Colors Company centers around the proficiency of the stock administration framework received and the procedures utilized for the most part by the organization to control the examination. This examination covers different territories, for example, monetary proportions from 2014 to 2018.

3.5 RESEARCH METHODOLOGY

The examination strategy is an efficient answer for the exploration issue. The Asian Paints Company is expected for research examine inquire about purposes. For stock investigation, we will decide the accompanying discoveries:

- Raw Material Inventory.
- Process Inventory Jobs.
- Complete Goods Inventory.

Descriptive methodology: Descriptive technique is an examination strategy. It is utilized to portray the information as opposed to depicting it. General utilization is in measurements, investigates the number, yet there is no explanation for the numbers.

An illustrative examination will gather data without changing nature (ie, none is controlled). It is utilized to acquire data identifying with the present condition of the marvel to show the circumstance "in presence" for factors or conditions. These techniques incorporate an examination that clarifies the investigation of conditions that explore the connection between factors, for example, formative examinations that endeavor to decide time changes.

METHODS OF DATA COLLECTION

In the Asian Paints Company's stock investigation, we gather information from different sources. We gather essential and optional information.

Secondary Data

Auxiliary information as of now exists for a particular reason. We utilize optional information about stock to take a gander at the organization's old records. Every day data about materials is appeared day by day narrative reports, different documentaries utilized for the buy register and research.

In stock investigation, the auxiliary information gave isn't sufficient to us to gather the essential information.

Primary Data

Essential information or crisp information We get from the examination goals equation with the assistance of the essential information. Essential information is precise, attainable, dependable and valuable information

- The organization utilized stock control procedures.
- Stock Levels.
- Company site.

3.7 LIMITATIONS OF THE STUDY

- An examination and investigation of as far as possible is the examination
- This investigation is for the most part led dependent on the auxiliary information gave in budget summaries.
- This examination depends on authentic data and data gave in yearly reports, so it's anything but a future marker.
- There might be some incomplete contrasts in bookkeeping proportions.
- The examination did not concentrate a lot on time because of deficiencies and time shortfalls

3.8 CHAPTER SCHEME

CHAPTER 1 : INTRODUCTION

CHAPTER 2 : CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

CHAPTER 3 : RESEARCH DESIGN

CHAPTER 4 : ANALYSIS AND INTERPRETATION

CHAPTER 5 : FINDINGS, CONCLUSION AND SUGGESTION

Bibliography

Annexure

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

INVENTORY TURNOVER

Table 4.1 showing data for Inventory Turnover

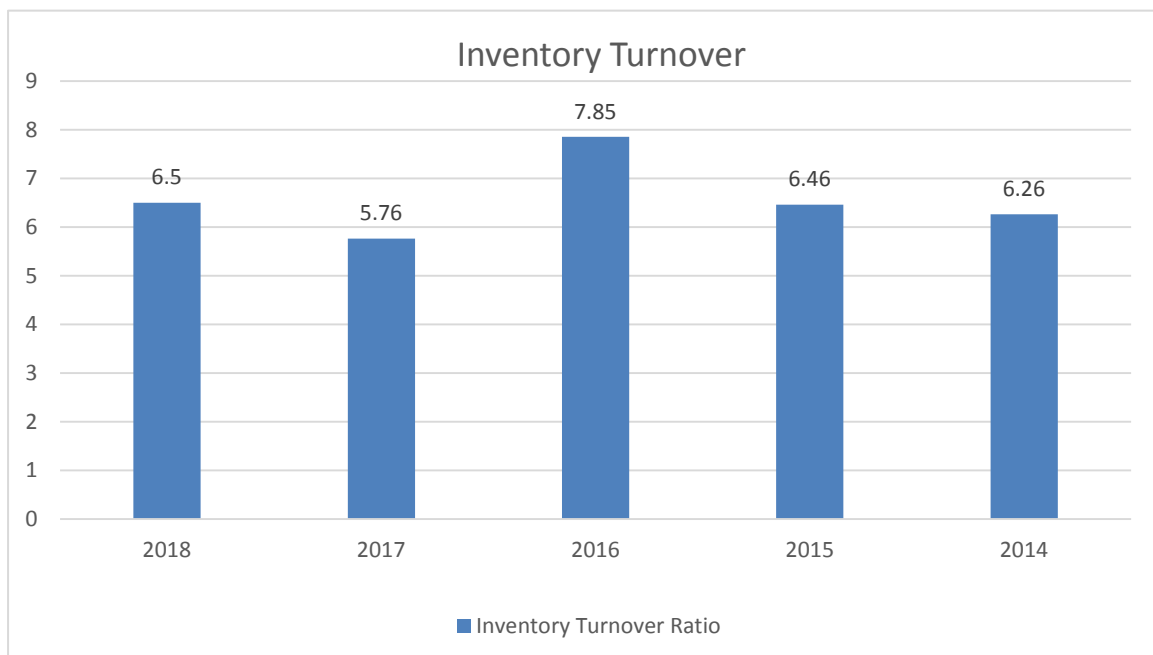
Year	2018	2017	2016	2015	2014
Inventory Turnover Ratio	6.50	5.76	7.85	6.46	6.26

Inventory Turnover Ratio = Net sales / Total average inventory

ANALYSIS:

From the above table we can see that the inventory turnover ratio for 2018 is about 6.50, for the year 2017 it was 5.76, for the year 2016 it was 7.85, for the year 2015 it was 6.46 and for the financial year 2014 it was about 6.26

Graph 4. 1 showing graph for Inventory Turnover



INTERPRETATION:

From the above graph we can see that the inventory turnover ratio for the Asian paints company has been showing a fluctuating trend. Even though it has increased from the last financial year, the highest figure was in the year of 2016.

AVERAGE RAW MATERIAL HOLDING

Table 4.2 showing data for Average Raw Material Holding

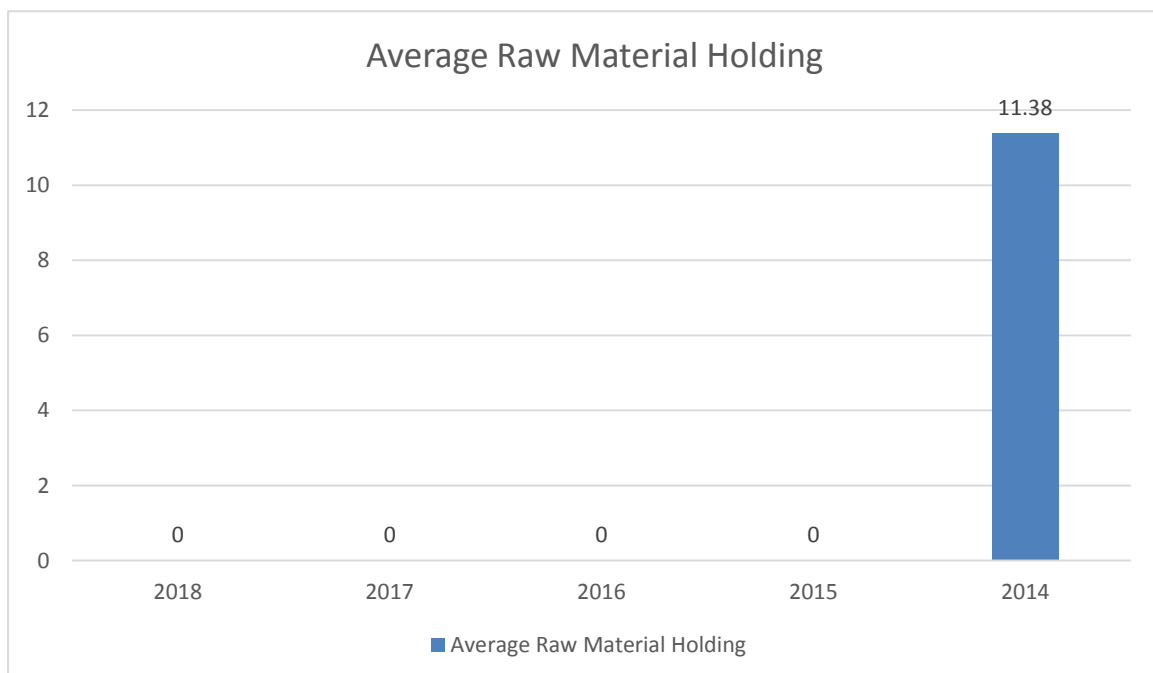
Year	2018	2017	2016	2015	2014
Average Raw Material Holding	-	-	-	-	11.38

Average Raw Material Holding = Average raw materials stock / Raw material consumption

ANALYSIS:

From the above table we can see that the average raw material holding for 2018 to the year 2015 it was nil and for the financial year 2014 it was about 11.38

Graph 4.2 showing graph for Average Raw Material Holding



INTERPRETATION:

From the above graph we can see that the average raw material holding for the company has been constantly becoming nil with the exception of the financial year of 2014.

AVERAGE FINISHED GOODS HELD

Table 4.3 showing data for Average Finished Goods Held

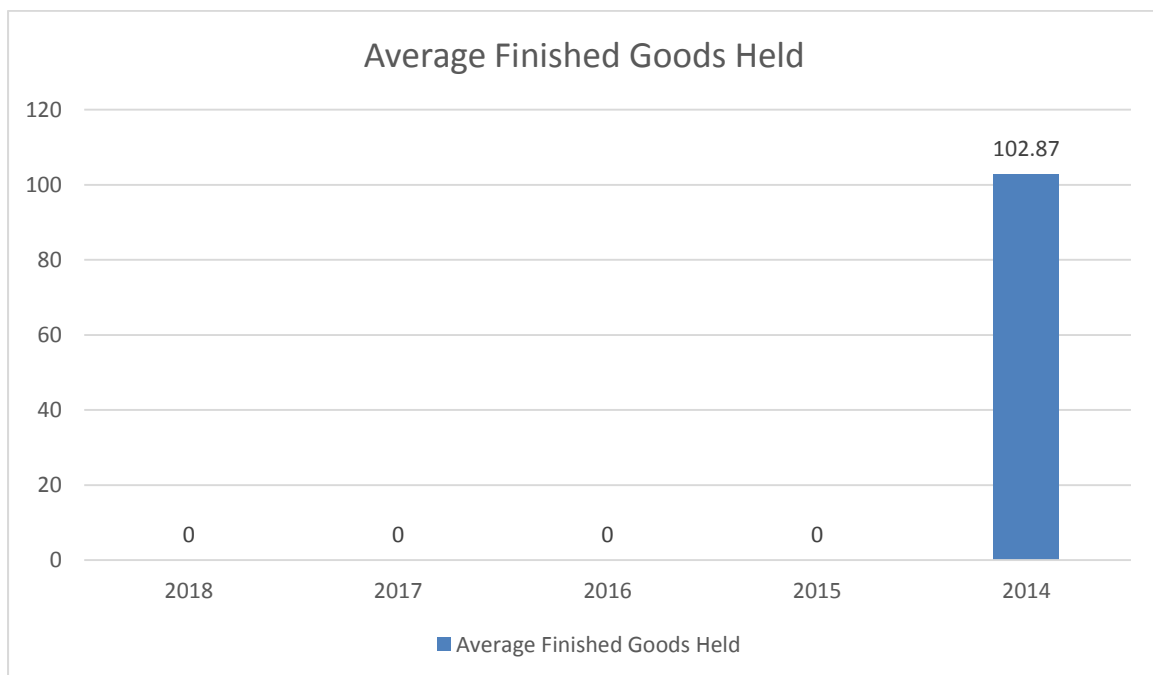
Year	2018	2017	2016	2015	2014
Average Finished Goods Held	-	-	-	-	102.87

Average Finished Goods Held = Cost of goods sold / Average finished inventory

ANALYSIS:

From the above table we can see that the average finished goods held for 2018 to the year 2015 it was nil and for the financial year 2014 it was about 102.87

Graph 4.3 showing graph for Average Finished Goods Held



INTERPRETATION:

From the above graph we can see that the average finished goods held days is also nil whereas the company had a very high figure of 102.87 in the financial year of 2014.

NUMBER OF DAYS IN WORKING CAPITAL

Table 4.4 showing data for Number of Days in Working Capital

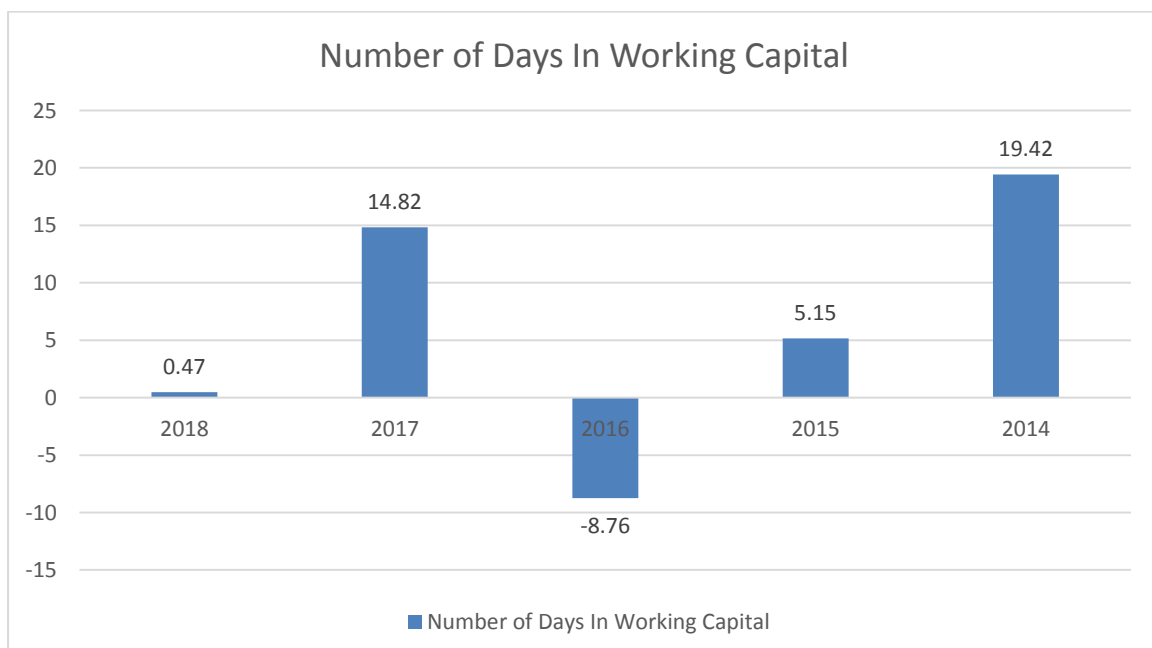
Year	2018	2017	2016	2015	2014
Number of Days In Working Capital	0.47	14.82	-8.76	5.15	19.42

Number of Days in Working Capital = (Operating Current Assets – Operating Current Liabilities) / annual sales * 365

ANALYSIS:

From the above table we can see that the number of days in working capital for 2018 is 0.47, for the year 2017 it was 14.82, for the year 2016 it was -8.76, for the year 2015 it was 5.15 and for the financial year 2014 it was about 19.42

Graph 4.4 showing graph for Number of Days in Working Capital



INTERPRETATION:

From the above graph we can see that the number of days in working capital for the Asian paints company has been showing very fluctuating figures. It came down drastically from the previous financial year which was a increase from its predecessor.

MATERIAL COST COMPOSITION

Table 4.5 showing data for Material Cost Composition

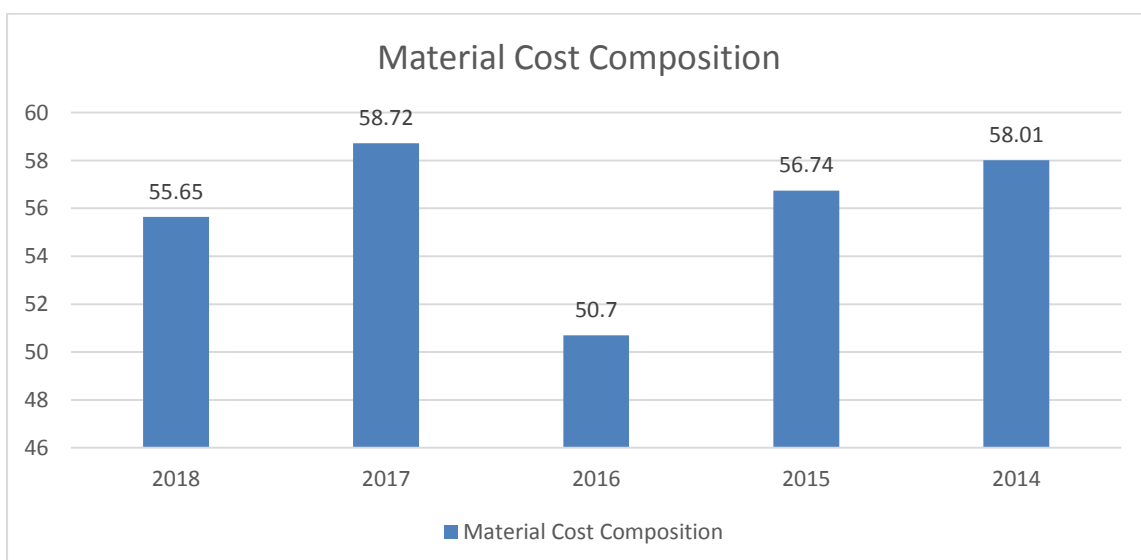
Year	2018	2017	2016	2015	2014
Material Cost Composition	55.65	58.72	50.70	56.74	58.01

Material Cost Composition = Raw Material Opening + Material Purchases – Material Closing

ANALYSIS:

From the above table we can see that the material cost composition for 2018 is 55.65, for the year 2017 it was 58.72, for the year 2016 it was 50.70, for the year 2015 it was 56.74 and for the financial year 2014 it was about 58.01

Graph 4.5 showing graph for Material Cost Composition



INTERPRETATION:

From the above graph we can see that the material cost composition of the company has decreased from the previous financial year which stood lowest in the year of 2016 and highest in the previous financial year of 2017.

IMPORTED COMPOSITION OF RAW MATERIALS CONSUMED

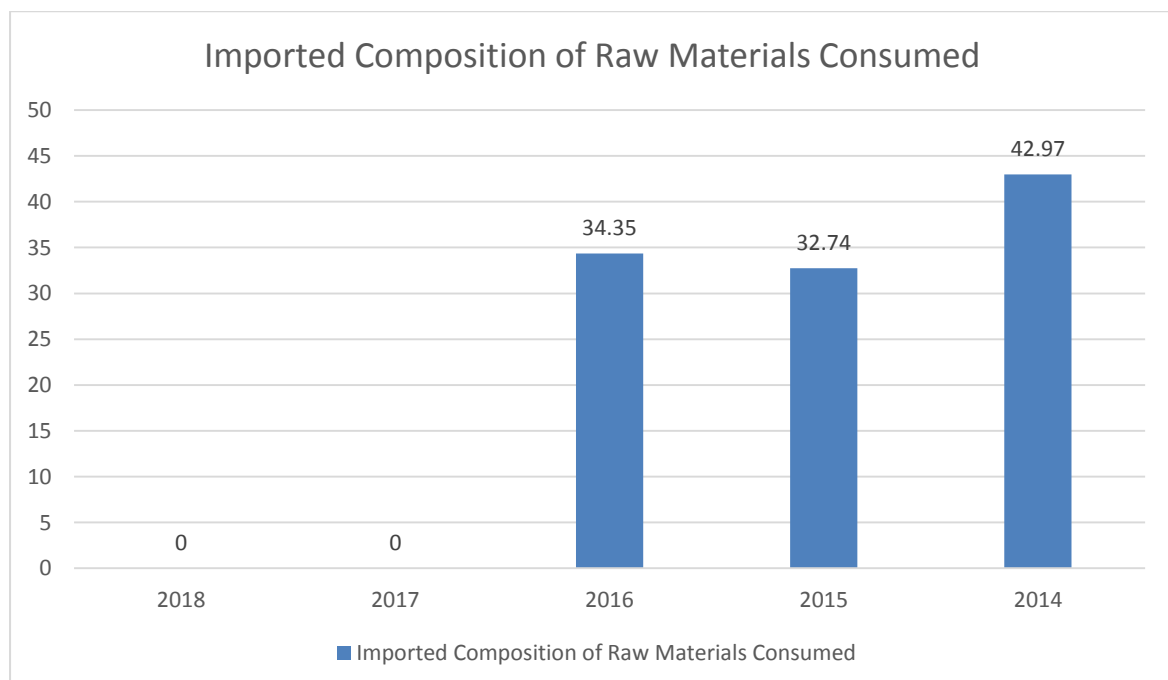
Table 4.6 showing data for Imported Composition of Raw Materials Consumed

Year	2018	2017	2016	2015	2014
Imported Composition of Raw Materials Consumed	--	--	34.35	32.74	42.97

ANALYSIS:

From the above table we can see that the material cost composition for 2018 to 2017 was nil, for the year 2016 it was 34.35, for the year 2015 it was 32.74 and for the financial year 2014 it was about 42.97

Graph 4.6 showing graph for Imported Composition of Raw Materials Consumed



INTERPRETATION:

From the above graph we can see that the imported composition of raw materials consumed for the company has been nil for the current and the previous financial years.

SELLING DISTRIBUTION COST COMPOSITION

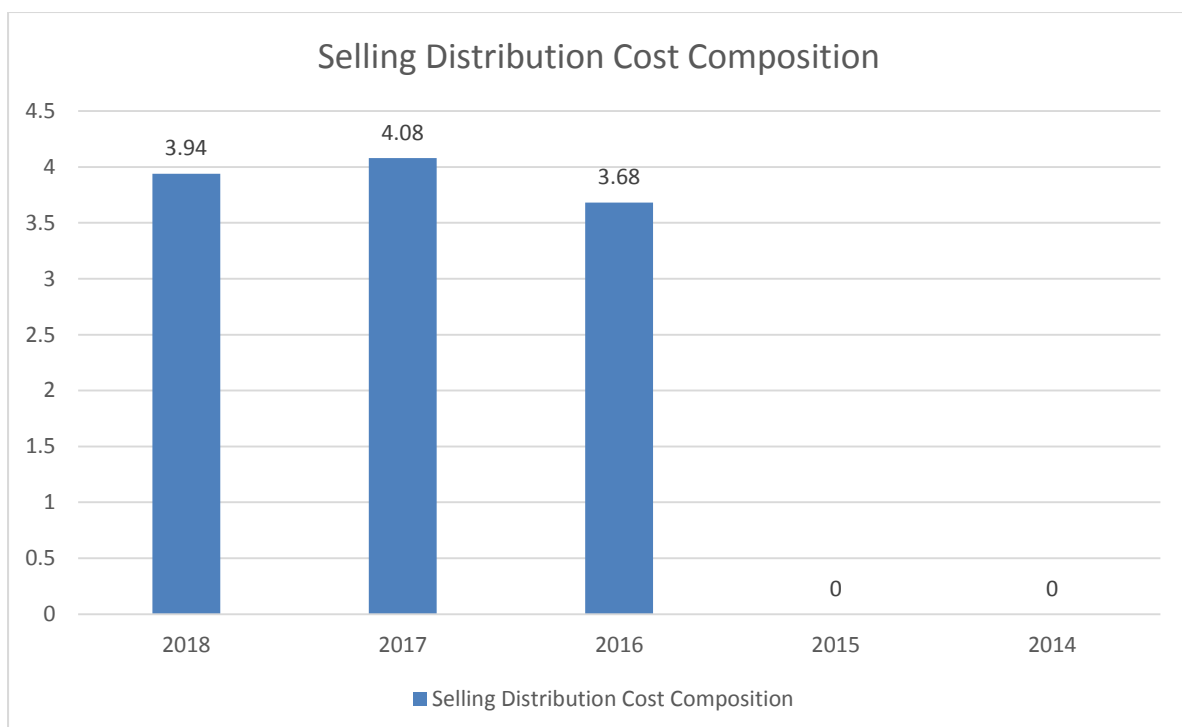
Table 4.7 showing data for Selling Distribution Cost Composition

Year	2018	2017	2016	2015	2014
Selling Distribution Cost Composition	3.94	4.08	3.68	--	--

ANALYSIS:

From the above table we can see that the selling and distribution cost composition for 2018 is about 3.94, for the year 2017 it was 4.08, for the year 2016 it was 3.68 and for the year 2015 to the year 2014 it was nil

Graph 4.7 showing graph for Selling Distribution Cost Composition



INTERPRETATION:

From the above graph we can see that the selling and distribution cost composition of the Asian Paints company has increased after the financial year of 2016. However for the current financial year it has decreased a little.

PBT MARGIN (%)

Table 4.8 showing data for PBT Margin (%)

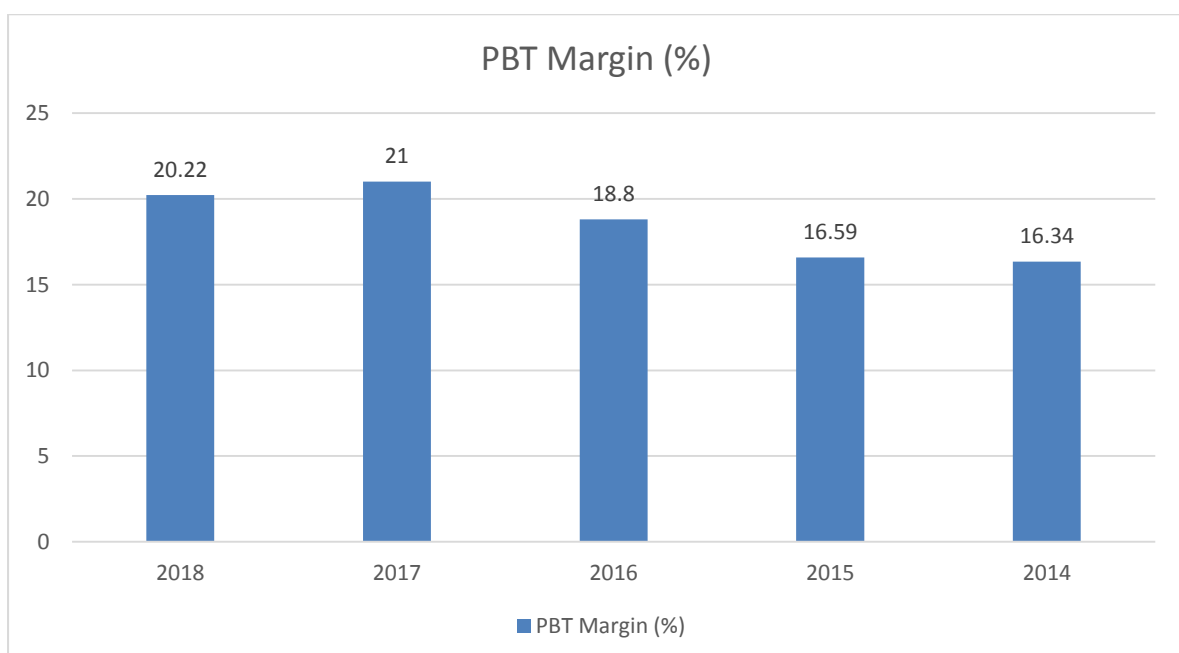
Year	2018	2017	2016	2015	2014
PBT Margin (%)	20.22	21.00	18.80	16.59	16.34

PBT Margin = Earnings before tax / sales

ANALYSIS:

From the above table we can see that the PBT Margin (%) for 2018 is about 20.22, for the year 2017 it was 21, for the year 2016 it was 18.80, for the year 2015 it was 16.59 and for the year 2014 it was 16.34

Graph 4.8 showing graph for PBT Margin (%)



INTERPRETATION:

From the above graph we can see that the PBT Margin percentage for the company had been showing an increasing trend over the years, except for the current financial year which showed a figure slightly lesser than the previous year.

RETURN ON CAPITAL EMPLOYED (%)

Table 4.9 showing data for Return on Capital Employed (%)

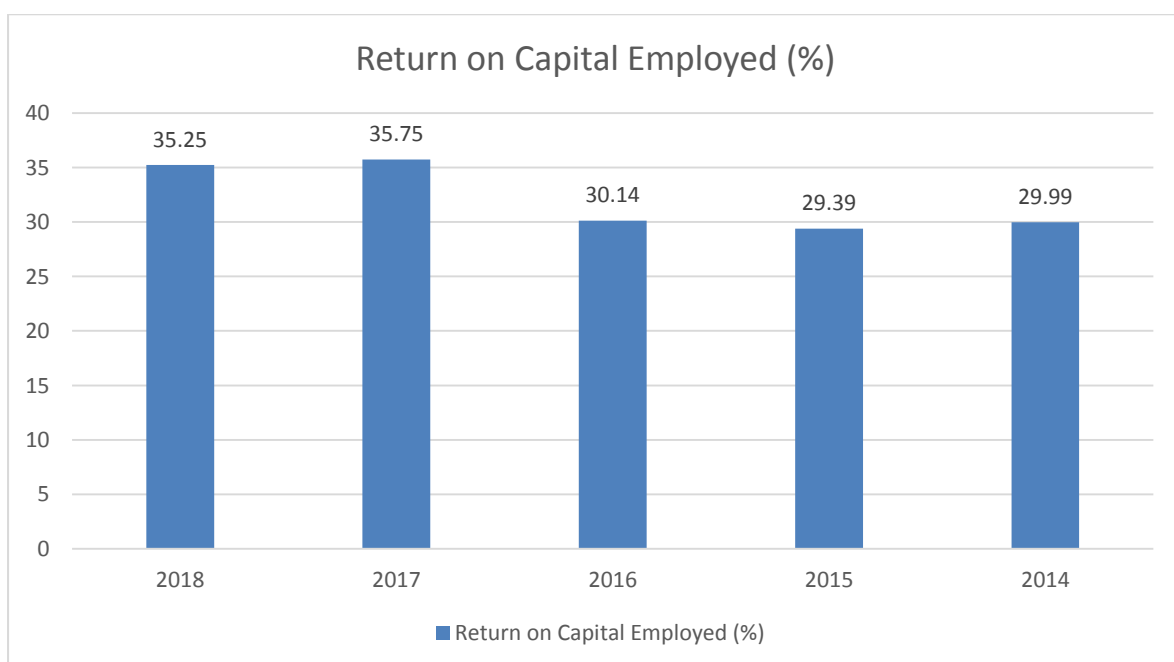
Year	2018	2017	2016	2015	2014
Return on Capital Employed (%)	35.25	35.75	30.14	29.39	29.99

Return on Capital Employed = Net Operating Profit / (Total assets – Current Liabilities)

ANALYSIS:

From the above table we can see that the Return on Capital Employed (%) for 2018 is about 25.25, for the year 2017 it was 35.75, for the year 2016 it was 30.14, for the year 2015 it was 29.39 and for the year 2014 it was 29.99

Graph 4.9 showing graph for Return on Capital Employed (%)



INTERPRETATION:

From the above graph we can see that the return on capital employed percentage of the company has stood almost same as the previous financial years figure. However it had increased slightly in the previous year.

ASSET TURNOVER RATIO (%)

Table 4.10 showing data for Asset Turnover Ratio (%)

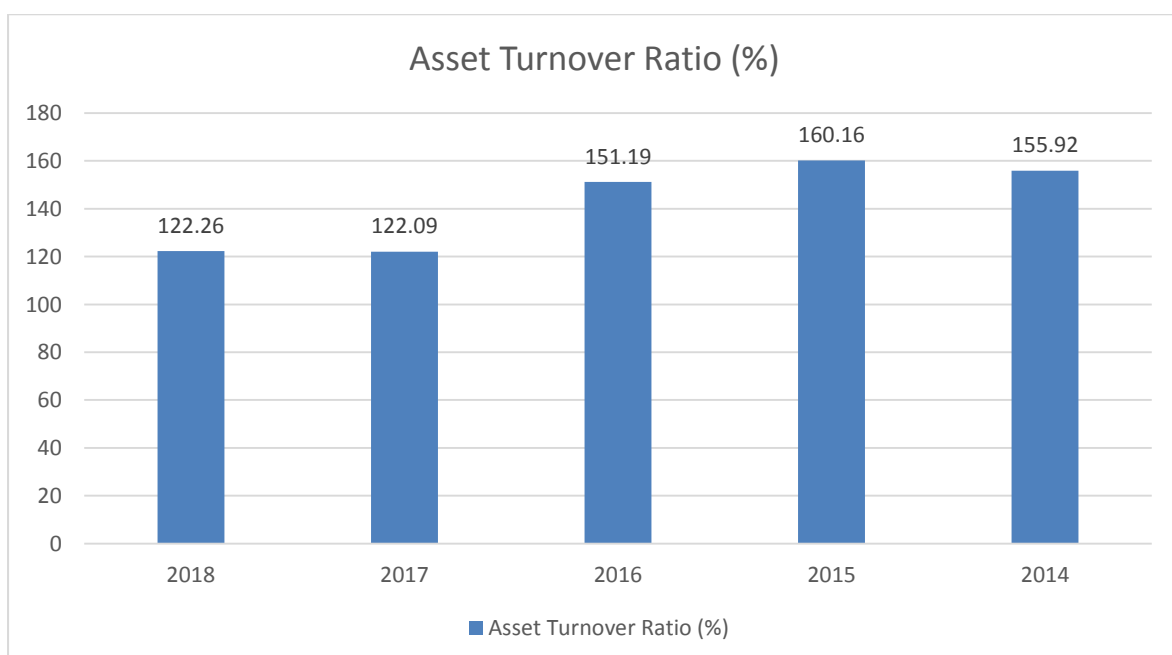
Year	2018	2017	2016	2015	2014
Asset Turnover Ratio (%)	122.26	122.09	151.19	160.16	155.92

Asset Turnover Ratio = Total Sales / Average Total Assets

ANALYSIS:

From the above table we can see that the Asset Turnover Ratio (%) for 2018 is about 122.26, for the year 2017 it was 122.09, for the year 2016 it was 151.19, for the year 2015 it was 160.16 and for the year 2014 it was 155.92

Graph 4.10 showing graph for Asset Turnover Ratio (%)



INTERPRETATION:

From the above graph we can see that the asset turnover ratio percentage for the company has remained almost same as the previous financial year. It was highest in the year of 2015 and then onwards it started to decrease.

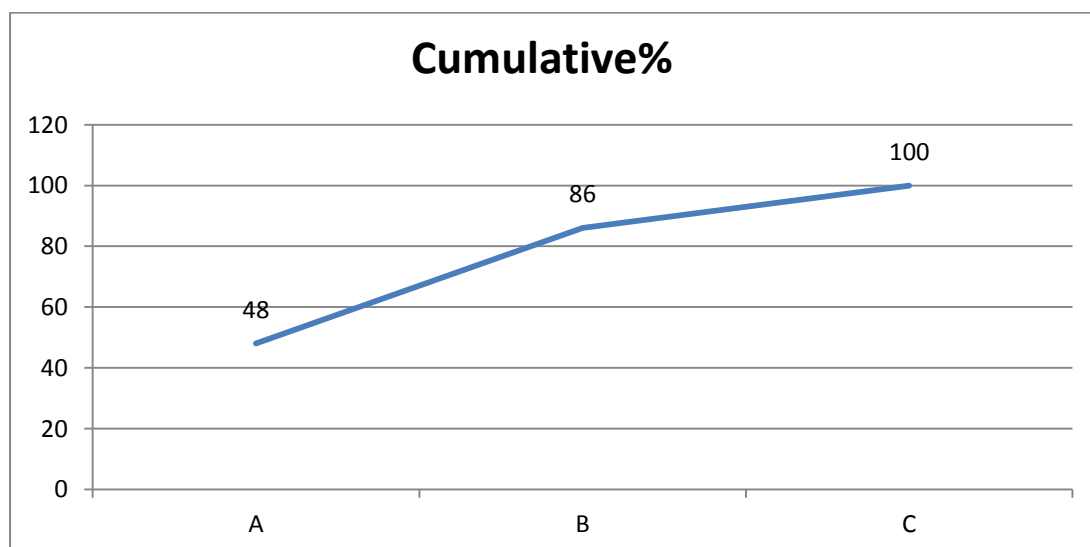
ABC CLASSIFICATION

ABC Analysis for 2014

Table 4.11 showing data for the ABC Analysis For 2014

CLASS	VALUE	% OF VALUE	CUMULATIVE%	ITEMS
A	15783654	48	48	97
B	7896465	32	86	148
C	5149436	14	100	331
	28829555			

Graph 4.11 showing graph for the ABC analysis for 2014



INTERPRETATION:

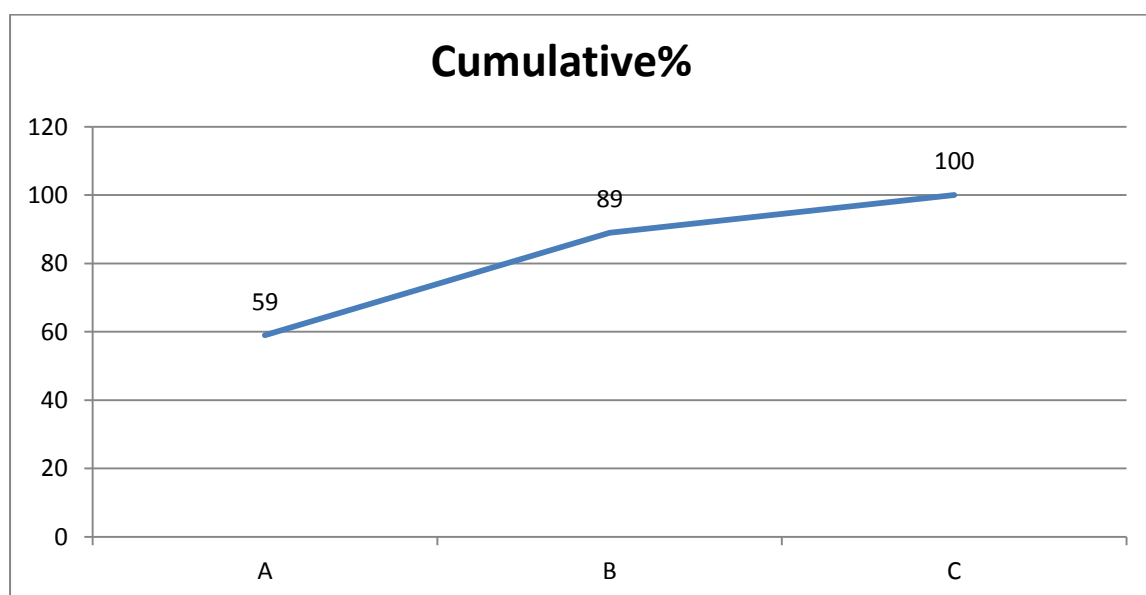
In the year **2014** there are 97 items which constitutes their value of 48% in the total value which comes under “A” category. 148 items which constitutes 32% in the total value which comes under “B” category and 331 items which constitutes 14% in the total value which comes under “C” category

ABC Analysis for 2015

Table 4.12 showing data for the ABC analysis for 2015

CLASS	VALUE	% OF VALUE	CUMULATIVE%	ITEMS
A	18657453	59	59	132
B	9176839	33	89	162
C	5276050	11	100	358
	33110342			

Graph 4.12 showing graph for the ABC analysis for 2015



INTERPRETATION:

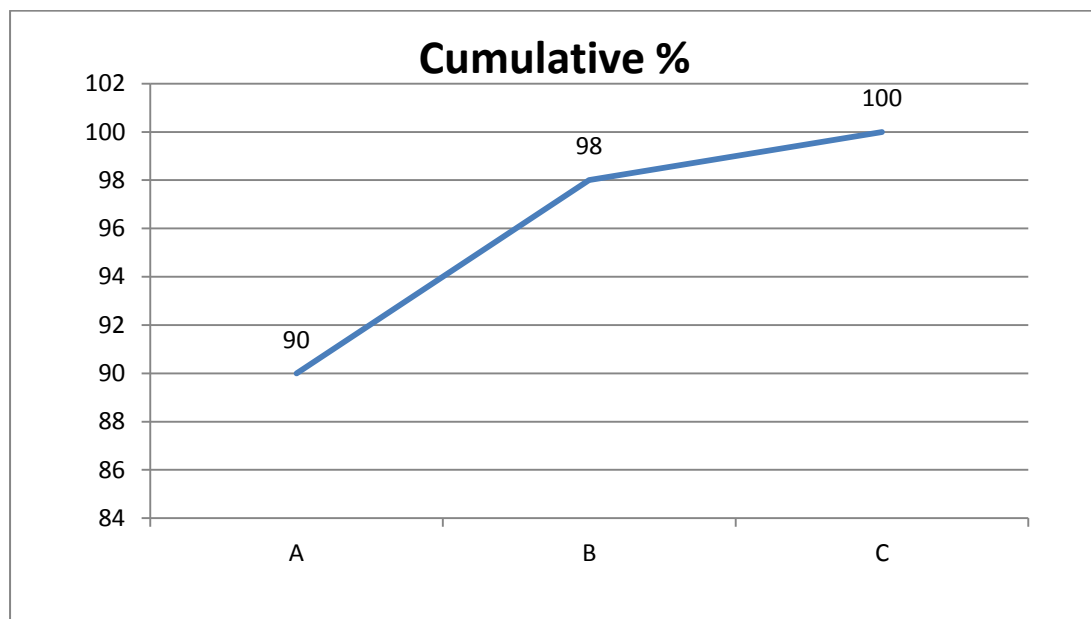
In the year **2015** there are 132 items which constitutes their value of 59% in the total value which comes under “A” category.162items which constitutes 89% in the total value which comes under “B” category and 358 items which constitutes 11% in the total value which comes under “C” category.

ABC Analysis for 2016

Table 4.13 showing data for the ABC analysis for 2016

Class	Value	% Of value	Cumulative %	Items
A	67963606	90	90	90
B	6330760	8	98	124
C	1538254	2	100	385
	75832620			

Graph 4.13 showing graph for ABC analysis for 2016



INTERPRETATION:

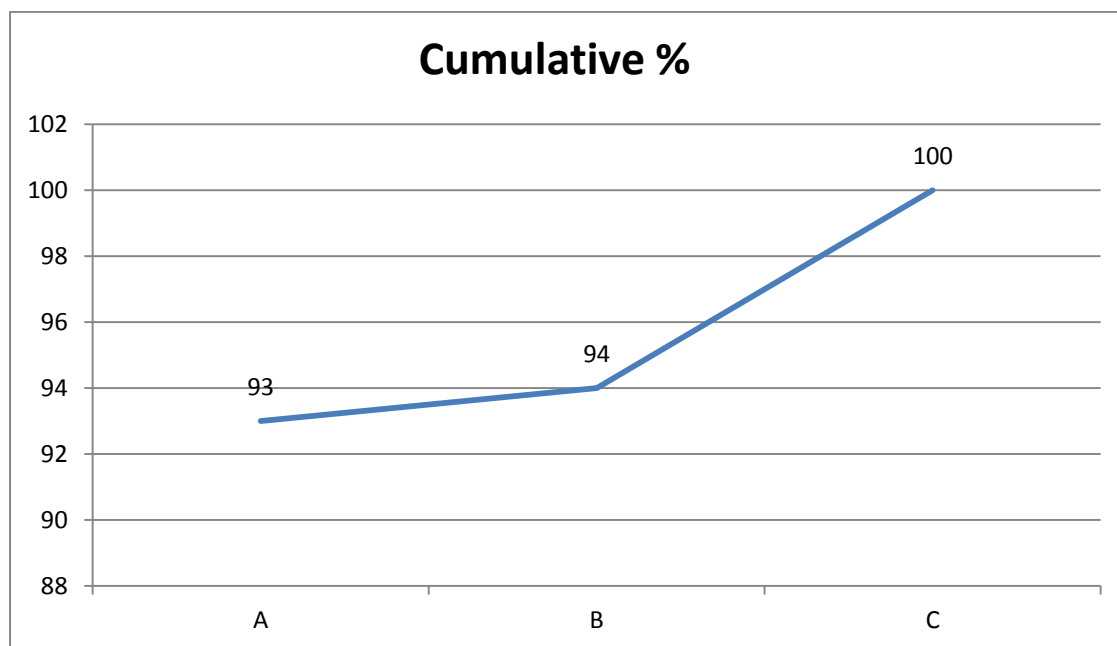
In the year **2016** there are 69 items which constitutes their value of 90% in the total value which comes under “A” category.124 items which constitutes 8% in the total value which comes under “B” category and 385 items which constitutes 2% in the total value which comes under “C” category.

ABC Analysis for 2017

Table 4.14 showing data for the ABC analysis for 2017

Class	Value	% of value	Cumulative %	Items
A	81356374	93	93	94
B	6954739	11	94	163
C	839125	6	100	294
	89150238			

Graph 4.14 showing graph for the ABC analysis for the 2017



INTERPRETATION:

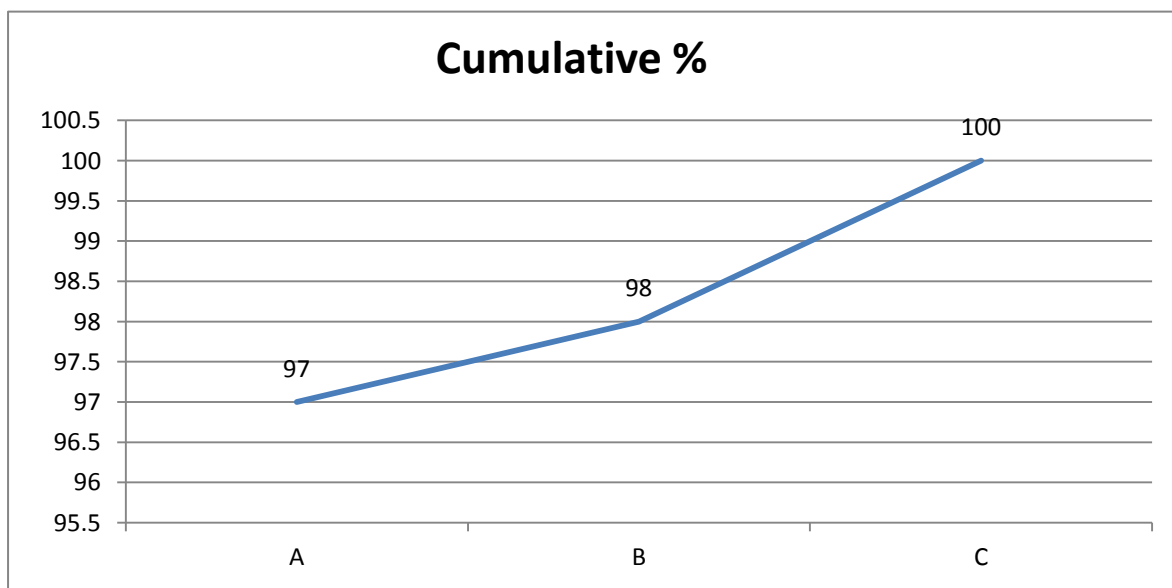
In the year **2017** there are 94 items which constitutes their value of 93% in the total value which comes under “A” category. 163 items which constitutes 94% in the total value which comes under “B” category. 294 items which constitutes 6% in the total value which comes under “C” category

ABC Analysis for 2018

Table 4.15 showing data for the ABC analysis for 2018

Class	Value	% of value	Cumulative %	Items
A	397584731	97	97	19
B	13526735	6	98	41
C	3696429	2	100	523
	414807895			

Graph 4.15 showing graph for the ABC analysis for 2018



INTERPRETATION:

In the year **2018** there are 19 items which constitutes their value of 97% in the total value which comes under “A” category. 41 items which constitutes 6% in the total value which comes under “B” category and 523 items which constitutes 2% in the total value which comes under “C” category.

CHAPTER 5

FINDINGS SUGGESTION AND CONCLUSION

FINDINGS

- The key components of inventory are raw materials, work processes, shops and accessories and finished goods. The average, finished goods index is 43.18% higher.
- Work on process listings occupies a position of 33.11% in the Asian Paints India Company.
- The share of raw materials stock increased
- At the time of analysis, the increase in inventory size in the entire personality (from 207 to Rs 595 crore) has been found to be more noticeable in the Asia Payments India Company.
- The size of the inventory is large and 72% of the average asset and 15% of the total asset.
- Inventory transaction ratio is based on sales between 1.91 and 5.03 and sold from 2.39 to 4.80 in the Asia Payments India Company, depending on the cost of sales.
- During the raw stocking period, Asian Paints India varies greatly from the norm (2 months). Asian Paints India has vary significantly from the norm (0.75months) in the work process. Thus, the raw materials stock level was satisfactory in Asian Payments India and had a satisfactory level of processing inventory.
- The growth in sales and product sales inventories in Asia Paints India during this period depicts the average growth rate of inventory is higher than the sales rate and growth rate of production. Matrix also points out that there is a more positive correlation between goods, trade and production
- Efficiency of performance management was moderate in the Asian Payments India Company due to the change in raw materials (96.71%) with the change of raw materials consumption (53.70%). This reveals more or less stable behavior of raw materials stock. So the performance of the Asian Payments India Company was good during the study.
- The recession results reveal that there is a high positive correlation between inventory and current assets in the Asia Payments India Company.

SUGGESTIONS

- The company's profit is not in good standing, for example the company has to take alternate measures
- Increase in sugarcane collection,
- Production and control of costs, management, sales etc.
- Organizations have a lower current ratio, so their current ratio can be increased so that short term liability can be done smoothly.
- The firm's liquidity ratio is not the best liquidity in five years. So I suggest that the firm maintains proper liquid money, such as cash and bank balance.
- It increases the efficiency of the employee, the more training required for its employees, the greater safety precautions for employees who work directly in the sugar production process, to increase their productivity efficiency and to minimize errors while performing tasks.
- The firm's high inventory advocates that the firm should reduce its shares by increasing sales.
- The direct cost of the firm is too high, so my advice is to reduce the direct cost cost by purchasing raw materials from other suppliers.
- Organizations should have appropriate testing in the plant production process

CONCLUSION

Stock Management helps and guarantees the accomplishment of creation organizations. Fruitful execution of stock fundamentally improves the entire business. Current stock administration forms use new and increasingly refined strategies for dynamic enhancement of stock to limit shopper administrations, diminished stock and ease.

The objective of good stock administration isn't flawless however improvement. These enhancements ought not be seen as a transient exertion, yet should proceed consistently. The ROI of stock administration is found in expanded pay and benefit shapes, a positive increment in the representative condition and in general consumer loyalty.

A really compelling stock administration framework diminishes the unpredictability of arranging, keeping up and controlling a basic production network organize for business achievement.

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ANNEXURE

Balance Sheet Comparison

PARTICULARS	2018	2017	2016	2015	2014
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	95.92	95.92	95.92	95.92	95.92
Total Share Capital	95.92	95.92	95.92	95.92	95.92
Reserves and Surplus	7,702.24	6,998.83	4,867.24	4,134.34	3,505.01
Total Reserves and Surplus	7,702.24	6,998.83	4,867.24	4,134.34	3,505.01
Total Shareholders Funds	7,798.16	7,094.75	4,963.16	4,230.26	3,600.93
NON-CURRENT LIABILITIES					
Long Term Borrowings	9.87	10.38	31.55	32.09	39.51
Deferred Tax Liabilities [Net]	270.33	261.17	207.69	167.78	177.07
Other Long Term Liabilities	3.26	5.96	1.68	0.00	0.12
Long Term Provisions	107.35	109.84	94.23	85.25	80.24

Total Non-Current Liabilities	390.81	387.35	335.15	285.12	296.94
CURRENT LIABILITIES					
Short Term Borrowings	0.00	26.84	0.00	0.00	0.00
Trade Payables	1,851.50	1,671.26	1,333.20	1,313.08	1,498.84
Other Current Liabilities	1,504.61	1,141.63	1,021.25	832.71	747.52
Short Term Provisions	42.85	36.20	711.39	612.03	537.48
Total Current Liabilities	3,398.96	2,875.93	3,065.84	2,757.82	2,783.84
Total Capital And Liabilities	11,587.93	10,358.03	8,364.15	7,273.20	6,681.71
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	2,477.44	2,512.01	2,532.97	1,886.42	1,973.21
Intangible Assets	91.09	92.67	92.17	79.07	38.99
Capital Work-In-Progress	1,391.84	219.76	92.79	139.54	37.95
Fixed Assets	3,960.37	2,824.44	2,717.93	2,105.03	2,050.15
Non-Current Investments	1,547.33	1,598.20	1,006.89	775.72	548.19

Long Term Loans And Advances	79.08	70.27	111.23	209.54	94.64
Other Non-Current Assets	500.06	434.92	30.54	13.64	6.32
Total Non-Current Assets	6,086.84	4,927.83	3,866.59	3,103.93	2,699.30
CURRENT ASSETS					
Current Investments	1,030.01	1,315.40	1,432.79	1,118.06	482.00
Inventories	2,178.43	2,194.09	1,610.12	1,802.18	1,665.05
Trade Receivables	1,138.20	994.63	759.06	728.87	712.36
Cash And Cash Equivalents	120.84	205.94	155.02	61.81	745.36
Short Term Loans And Advances	12.17	13.55	221.91	205.43	201.54
OtherCurrentAssets	1,021.44	706.59	318.66	252.92	176.10
Total Current Assets	5,500.17	5,429.63	4,497.56	4,169.27	3,982.41
Total Assets	11,587.93	10,358.03	8,364.15	7,273.20	6,681.71

Profit and Loss Statement

PARTICULARS	2018	2017	2016	2015	2014
INCOME					
Revenue From Operations [Gross]	14,329.17	14,329.17	14,162.13	14,162.13	13,992.15
Less: Excise/Sevice Tax/Other Levies	391.69	391.69	1,713.32	1,713.32	1,533.50
Revenue From Operations [Net]	13,937.48	13,937.48	12,448.81	12,448.81	12,458.65
Other Operating Revenues	230.38	230.38	198.30	198.30	187.23
Total Operating Revenues	14,167.86	14,167.86	12,647.11	12,647.11	12,645.88
Other Income	277.50	277.50	300.17	300.17	225.30
Total Revenue	14,445.36	14,445.36	12,947.28	12,947.28	12,871.18
EXPENSES					
Cost Of Materials Consumed	7,100.16	7,100.16	6,737.45	6,737.45	5,842.29
Purchase Of Stock-In Trade	742.57	742.57	646.53	646.53	524.42
Changes In Inventories Of	154.12	154.12	-515.58	-515.58	162.86

FG,WIP And Stock-In Trade					
Employee Benefit Expenses	791.08	791.08	742.83	742.83	664.20
Finance Costs	21.06	21.06	18.86	18.86	23.40
Depreciation And Amortisation Expenses	311.11	311.11	295.43	295.43	238.36
Other Expenses	2,459.43	2,459.43	2,365.04	2,365.04	2,972.55
Total Expenses	11,579.53	11,579.53	10,290.56	10,290.56	10,428.08



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: PREM RATHAN.J

INTERNAL GUIDE: PROF . KEERTHI H K

USN: 1AY17MBA37

COMPANY NAME: ASIAN PAINTS

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		

Asian Paints India Ltd.
32/B, Phase 2
Peenya Industrial Estate
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Company Seal



College Seal

9/4/19
HOD Signature

Head of the Department
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