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ADITYA BIRLA GROUP

NO. /HRD/76[C]-F/2018/ 190

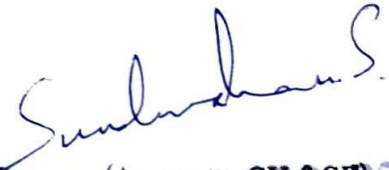
Date: 10/04/2018

CERTIFICATE

This is to verify that Mr PUNITH J N, MBA student, USN: 1AY16MBA51 of Acharya Institute Of Technology, Acharya Dr. Sarvapalli Radhakrishna Road, Hesaraghatta Main Road, Bengaluru-560090. Affiliated to Visvesvaraya University, Belgaum, has done Project work on the topic “**A Study On Cash From Operating Activities And Its Management**” at Aditya Birla Limited, Bengalurur Karnataka Soaps And Detergents Limited, Bengalur, from 15-01-2018 to 10-04-2018.

During his Project work in the Organisation , We have found his Character & Conduct to be good.

We wish his success in Life and Career.


Manager (Accounts, CU & CB)
ADITYA BIRLA GROUPS 3
INDUSTRY HOUSE,
45, RACE COURSE ROAD,
BESIDE CHALUKYA HOTEL,
BENGALURU, KARNATAKA-560 001



ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Punith J N** bearing USN **1AY16MBA51** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Cash from Operating Activities and its Management at Aditya Birla Ltd. Bangalore**” is prepared by him under the guidance of **Prof. Mallika B K**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

+

Signature of Principal

PRINCIPAL

ACHARYA INSTITUTE OF TECHNOLOGY

Soladevanahalli Bangalore-560 107

DECLARATION

I, Punith J N bearing USN 1AY16MBA51 hereby declared that the project report entitled “ A STUDY ON CASH FROM OPERATING ACTIVITIES ” at “ Aditya Birla LTD” prepared by me under the guidance of Prof. Mallika B K, faculty of MBA Department, AIT and external assistance by Mr. Sudharshan S V Manager of Accounts- Aditya Birla Ltd. I also declare that this project work is toward the partial fulfillment of the university Regulations for the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for the period of ten 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: Bengaluru

Date: 25/05/2018



Signature of the Student

ACKNOWLEDGEMENT

I would like to thank my people who have helped and supported me while doing my Project report and work.

There is not enough word to offer vote of thanks to Dr. **Nijaguna G**, Head of the Department of MBA, AIT Bengaluru for his help in initiating the project report in advance for the regular motivation, my guides Prof. Mallika B K faculty of MBA Department, AIT Bengaluru and Mr.Sudharshan S V Manager of Accounts- ADITYA BIRLA Ltd Bangalore for their admirable help, suggestions and opinions on the contribution during and after the project report period. I would also like to thank Mr.Vishwanath HR Manager at Aditya birla ltd for giving me the permission to carry my project work.

Place: Bengaluru

Punith J N

Date: 25th May, 2018

USN: 1AY16MBA51

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EXECUTIVE SUMMARY

This project work was done in Aditya Birla limited Bengaluru. The topic which was selected is to do a project report work on “ A Study On Cash From Operating Activities And Its Management At Aditya Birla Limited -Bengaluru”.

Accrual-based financial statements reflect Assets, Liabilities, Income and Expenses, And not just monetary income and payments. Submit cash flow statement .It is therefore an important part of the financial statement. The cash flow statement usually provides information on how the industry will raise funds Cash required to fund its activities and how to use cash period.

The undertaken study aims to measure the cash flow from operating activities at the cement firm. Which in turn used to find the affect of working capital on operating activities.And also the long term solvency position of Aditya birla.

At the end of the project, it has come to my mind that from the analysis of financial statements, it can be transparent that Ultra Technical Cement suffered losses during the study period. Therefore, companies should pay immediate and careful attention to internal and external factors and create profits in the coming years.

CHAPTER 1
INTRODUCTION

INDUSTRY PROFILE

India is the second greatest creator of bond on the planet. No enormous astonishment, India's bond industry is a basic bit of its economy, offering work to in excess of a million people, clearly or by implication. As far back as it was deregulated in 1982, The Indian solid industry has pulled in tremendous endeavors, both from Indian and moreover remote theorists.

India has an impressive measure of potential for headway in the structure and improvement portion and the solid division is depended upon, all things considered, advantage from it. A bit of the present genuine government exercises, for instance, progression of 98 splendid urban regions are depended upon to give a critical lift to the part.

It is expected that this progress will be made in this country and supported by sound government external methods. Some distant participants, such as Lafarge-Holcim, Heidelberg Cement and Vicat, have already invested assets in the country in previous years. A huge part of the promotion of this part of the progress is the availability of raw materials used to make concrete, such as limestone and coal

COMPANY PROFILE

The Group's non-ferrous metals belong to Hindalco Industries . Its manufacturing site is mainly located in India and has mines in the Desert of Australia. It is close to Nifty Airport and is named Birla Nifty Copper Operation. On February 15, 2006, the company signed an agreement to acquire Canada's Noveliss Corporation for US\$6.1 billion making the joint entity the world's largest rolled aluminium producer. On May 16, 2008, the acquisition was completed and the return of ordinary shares of Novelis shareholders was US\$44.52. The group plans to close part of its aluminum foil manufacturing facility in the United Kingdom and transfer it to a factory near Nagpur.

VISION:-

To achieve the stage of being a global mixed construction products, Having a straight focus on each of their business.

MISSION:-

Providing utmost superior value to the customers of the company, workers and especially the society.

QUALITY POLICY:-

The goal of the Aditya Birla Group is to meet or exceed customer expectations and ensure product and service consistency, performance, reliability, security and value through a strong quality system and management processes. We recognize that from initial exposure to product and service design, development and delivery, to after-sales service and technical support, we provide the highest level of customer satisfaction in every aspect of our business.

Our group companies are committed to ensuring their products and services Provide compliance with customers and applicable statutory and regulatory requirements Achieve the key goal of improving customer satisfaction.

PRODUCTS:-

Birla Corporation Limited's products range from concrete to jute merchandise, PVC floor coverings and automotive interiors (automatic jute felt interiors).

Aditya Birla Ultra Tech Cement :

UltraTech Cement.

UltraTech Concrete.

UltraTech Building Products.

UltraTech Building Solutions.

Birla White .

Star Cement.

SWOT Analysis	
Strengths	<p>This is the largest concrete organization in India.</p> <p>It is the main exporter of concrete.</p> <p>3. It is part of the famous Aditya Birla Group and can help brands.</p> <p>It is limited to more than 61 million tones per year.</p> <p>5. UltraTech recorded about 31% of India's total exports.</p>
Weaknesses	<p>1. In spite of the fact that UltraTech gives different other development items and administrations, however the brand is related with Cement just, so it needs to chip away at situating the</p>

	<p>brand as a development materials mark, which can be accomplished by actualizing marking exercises.</p> <p>2. It isn't working/trading in USA showcase which is an immense market for Cement industry.</p> <p>3. Brand consciousness of Aditya birla is lesser when contrasted with worldwide players.</p>
Opportunities	<p>It should enter the US display market through mergers and acquisitions.</p> <p>2. The overall marking exercise should be conducted so that the brand can develop universally.</p>
Threat	<p>1. It faces solid rivalry from worldwide players.</p> <p>2. Mergers and acquisitions includes high hazard, so it ought to be watchful while entering new market.</p>
Competitors	<p>1. Ambujaa Cement.</p> <p>2. ACC pvt Limited.</p> <p>3. Shree Cement.</p> <p>4. The Indian Cement.</p>

1.6 Financial statements

Cash flow statement for 5 years

	2017	2016	2015	2014	2013
Net profit/loss before before tax	3,056.96	2,886.15	2,775.71	3,825.20	3,392.37
Net cashflow from operating activity	4,330.61	4,082.56	3,241.37	3,552.22	3,443.20
Net cash flow from investing activity	-1,732.33	-1,879.12	-2,209.36	-4,282.45	-2,926.14
Net cash flow from financing activity	-582.22	-2,266.75	-897.17	682.91	-473.96
Net increment/decrement in cash and cash equivalent.	2,016.06	-63.56	134.84	-46.92	43.40
Cash and cash equivalent begin of year	66.27	277.25	142.55	189.48	144.86
Cash and cash equivalent end of year	2,082.33	213.94	277.50	142.66	188.19

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF STUDY

The need for cash to keep up with everyday business practices cannot be overemphasized. People can hardly find a commercial company and it does not require any cash measurement. In all of the realities, companies differ in the basic elements of cash.

A company should strive to improve the overall quality of investors. In an effort to achieve this, the company should obtain sufficient returns from its activities. Ensure that the identified advantages measure requires feasible arrangements. The company needs to invest enough capital in liquid assets to make bargains. According to the arrangement does not immediately convert to cash, it needs liquid assets. Changing the quote to cash requires a constant work cycle.

The goal is to observe the cash organization and select the real cash, inventory, account holders and pre-regulators profitability. In addition, understand the company's liquidity and dominance.

These goals are linked through the use of scope checks and conclusions, which are fundamental to understanding the profitability/insufficiency of cash.

During the audit, it was found that the association has the ability to use cash, and can try to obtain more feasible greetings by solving problems in a similar manner. The cash needed to meet existing liabilities remains at the conventional level adopted by the association after a typical strategy.

CASH MANAGEMENT

Cash is an important current asset of corporate activities. Cash is an important data that is expected to keep the business running reliably; it is also a complete rate of return that can be recognized by providing organizations or things that the company delivers. The firm plan is to maintain sufficient cash, not much or not. The lack of cash will intensify the coalition's collection tasks, and the most important cash will basically stay out of the equipment and make no contribution to the interests of the coalition. According to these principles, a key constraint for financial bosses is to maintain a healthy cash position.

Cash arranging:

Capital inflows and influxes should be designed to extend the currency surplus or gap at each time frame. Therefore, set up a design plan for spending money.

Managing the money streams: .

The company should choose proper supervision. Capital inflows should accelerate, and beyond what many people think possible, the outflow of funds should slow down

Optimum money level:

The company should choose the appropriate level of funding adjustments. The cost of rich money and the threat of insufficient money should be coordinated to determine the ideal level of money adjustment.

Investing surplus money:

Surplus cash should really be added to ensure the advantages. These associations should choose to divide this cash adjustment between alternatives without the need for further assumptions, such as bank stores, attractive securities or corporate credits.

INTENTIONS IN HOLDING CASH

The association's have to hold money might be credited to the accompanying three thought processes:

- The exchanges intention
- The prudent intention
- The theoretical intention

CASH PLANNING

Money streams are indivisible part of the business tasks of firms. A firm requires exchange to contribute out stock, receivable & settled assets and to build portion for working costs remembering the true objective to keep up advancement in arrangements and pay. It is possible that firm may make adequate advantages, however may encounter the evil impacts of the lack of cash as its growing requirements may eat up money brisk. The 'poor cash' position of the firm money is reviewed if it's exchange requires are orchestrated out advance. Once in while, a firm can have wealth cash may stay sit without moving? Again, such surplus cash surges. Such plenitude money streams can be predicted & correctly contributed if cash masterminding is relied upon. money masterminding is a framework to organize & control the use of money. It presumes that future money streams and requires of the firm & reduce the probability of sit out of apparatus cash alters (which cuts down organization's benefit) & money inadequacies.

Cash orchestrating secures the monetary condition of the business by working up a foreseen cash clarification from a figure of wanted money inflows and outpourings for a given time. The evaluations may be established on the ongoing activities or the normal future tasks. Cash plans are greatly basic in working up the general working courses of action of the firm.

The period and recurrence of money arranging for the most part relies on the span of the firm and reasoning of administration. Expansive firms get ready day by day and week by week gauges. Medium-estimate firms more often than not get ready week after week and month to month gauges. Little firms may not get ready formal money estimates in light of the non-accessibility of data and little scale tasks. In any case, if the little firms get ready money projections, it is done on month to month premise. As a firm develops and business tasks end up complex, money arranging winds up unavoidable for its proceeding with report.

Different factors that affect the size of cash balance

- Need of short term credit:

To abstain from holding pointless substantial adjusts of money, most firms endeavor to profit is instance of sudden wants. With such an assention, the firm ordinarily pays premium just amid the period that the cash is really utilized.

- Money market rates:

In the event that cash will give a low restore a firm may pick not to contribute it. Since the misfortune or benefit is little, it may not be justified regardless of the inconvenience to make the advance. Then again, if financing costs are high, every additional rupee will be contributed.

- Variation in money streams:

A few firms encounter wide change in real money streams as a standard issue. A firm with consistent money streams can keep up a genuinely uniform money adjust.

- Compensating balance:

In the event that a firm has acquired cash make a bank, the advance assention may need the firm to keep up a base adjust of trade out its records. This is known as remunerating balance. Essentially this makes the firm to utilize the administrations of bank an ensured store on which it

pays no premium. The premium free store is the bank's remuneration for its recommendation and help.

Money management – basic strategy

The administration should, in the wake of knowing the money position by methods for the money spending plan, work out the fundamental techniques to be utilized to deal with its money.

Money CYCLE:

The currency cycle implies procedures that use funds to purchase materials that create products that are sold to customers.

Cash cycle = average age of company inventory + Days to recover its accounts receivable

- The days of payable accounts payable.

The money turnover implies the quantities of times company' s money is utilized amid every year.

360

Cash turnover = -----

Cash cycle

..

LITERATURE REVIEW

As (Davidson et al., 1999) pointed out, currency is the medium of any trade. This has always been controversial. For any business reason, it must not be restricted. Funds need to meet the general adequacy and availability of major prerequisites for acquisition and installation obligations. The suitability of a store to a bank is a typical test related to money. This is the process of planning, controlling, and representing currency exchange and currency adjustments. It is transforming accessibility funds into uses that can directly or in a roundabout way improve profitability.

Capital is an important resource for corporate activities. Funding is an important piece of information that is expected to keep the business operating uninterruptedly: Similarly, it is expected that the clear benefits of the business can be confirmed by providing management or projects formulated by the company. Companies should keep enough money, no more, no less. Lack of funds will disrupt the company's assembly tasks, while high funds will remain basically stable. There is no contribution to the benefits of color. In accordance with these principles, the ability of money managers to pay attention is to maintain a good currency. (Pandey, 2007))

Currency is cash that can be distributed instantly by the company without restriction. The term currency includes coins held by the company, cash and cheques, and parity in financial balances. For example, things that do not often collect money, such as attractive securities or bank time shops, are also incorporated into the currency. The basic norm for shutting down capital resources is the ability to quickly convert funds into funds. In most cases, when a company has too much money, it will place it in attractive securities. This speculation has brought some benefits to the company. (Hampton, 2001)

Waltson and Head (2007) explained cash management as worrying about improving the idea of available monetary measures and magnifying the premiums earned on savings rather than

demanding them immediately, and reducing misfortunes caused by delays in the transmission of assets.

As Zimmerer et al. (2008) pointed out, money management is a way of predicting, collecting, distributing, contributing, and preparing for organizational needs, so organizations need to work lightly. In addition, they also pointed out that money management is a crucial task because it is the most important but least profitable resource that independent venture capital requires. Companies must have sufficient funds to fulfill their commitments or they will declare bankruptcy. Renters, representatives and loan specialists want to be able to pay on time, and money is a required medium

Westfield et al. Noted in 1999 that real money management and a broader liquidity management body are crucial. Qualification is a source of confusion on the grounds that the term trade is used for training in two different ways.

The flow of funds from an activity is a measure of the amount of business consciously generated by the company through its mission. Different techniques are used to determine the measure of work income. Dominant technologies use compensation interpretation and asset reporting to establish income statements (also referred to as resource declarations and use of assets). (Kasilo, 1997)

The positive flow of funds shows how much the association created during the year of the currency. The negative flow of funds shows how much additional funds have been used to help similar periods of activity. In most cases, companies with negative activity income cannot support their tasks. It is true that it is engulfing the flow of money rather than producing them. It eventually tends to special debt problems and may be liquidated. (Kasilo operates cit: 30, Vause and Woodward operate sitting: 99)

Income bookkeeping includes an outline of the characterization of the monetary flow a year ago, as well as the arrangement of digital currency flows, and support for checking the fluctuations between the real money flow and the normative currency flow a year ago. It highlights the most basic occasions of commercial drills along these lines, the flow of funds into and out of the company, and isolates the past (monetary) status .

CHAPTER 3
RESEARCH DESIGN

STATEMENT OF THE PROBLEM

Fund is the scarcest asset in India and henceforth it should be used ideally. The sound execution of a firm relies upon the well-arranging of money, income administration and circulation. Any firm that neglects to apply the sound standards of capital structure like money, control and the firm that neglects to embrace logical device of venture and dispersion in overseeing assets won't make due over the long haul. The issue explanation is that the organization expected to think about the working money administration.

- 1.How much money have been produced from repeating and nonrecurring working exercises?
- 2.How much money have been raised from outer sources?
- 3.Where did the benefits go?
- 4.How would it say it was conceivable to disperse profits in abundance of current income, or within the sight of net misfortune for the period?
- 5.Why are the net current resources up despite the fact that there was a net misfortune for the period?

NEED FOR THE STUDY

The importance of money management on any mechanical issue can't be overemphasized. In the current inflationary situation, cash management may even be more important than managing interests. This requires the most important considerations and efforts of fund directors. It needs careful consideration because each of its market segments requires unique treatments, and because of the criticality and complexity of the criticality and complexity of cash, it will take into account consistent adaptation and judgment, as well as Consensus considerations on aspects such as familiarity with financial models.

OBJECTIVES:

- To measure the cash flow from operating activity at Aditya Birla
- To analyse the effect of working capital on operating activity
- The analyze the long term solvency position of Aditya Birla
- To measure the cash flow at Aditya Birla

SCOPE OF THE STUDY

The extent of the investigation is to discover how money streams are kept up. It is done through the income articulation of the organization and through various other money related explanations like monetary record and benefit and misfortune proclamation for the periods 2013 to 201

RESEARCH METHODOLOGY:

RESEARCH

Research is a process where experts hope to discover the final product of a particular problem and follow these arrangements to help future game plans. The test is characterized by "special investigation or investigation by scanning new realities in the branch of information."

RESEARCH DESIGN

The exploration configuration utilized as a part of this undertaking is Analytical in nature the strategy utilizing, which analyst needs to utilize realities or data effectively accessible, and examine these to make a basic assessment of the execution.

DATA COLLECTION:

Primary datasource

- 1.Information are gathered via individual meetings & dialog with Finance-Executive.
- 2.Information are gathered via individual meetings & exchange with Material Planning Manager.

Secondary data Sources

- 1.By the yearly reports kept up by the organization.
- 2.Information are gathered through the organization's site.
3. Books and diaries relating to the theme of study.

Limitation of the Study

- The introduce contemplate is constrained to one Co., i.e. Ultra tech concretes., and covers a period from 2013 and 2017 because of impediment of time and openness to information base.
- The genuineness of the proposals and suggestions rely on the discernment of the information gave to me.
- Have to depend upon the information provided. Officials are not prepared to part with the data past a point of confinement.

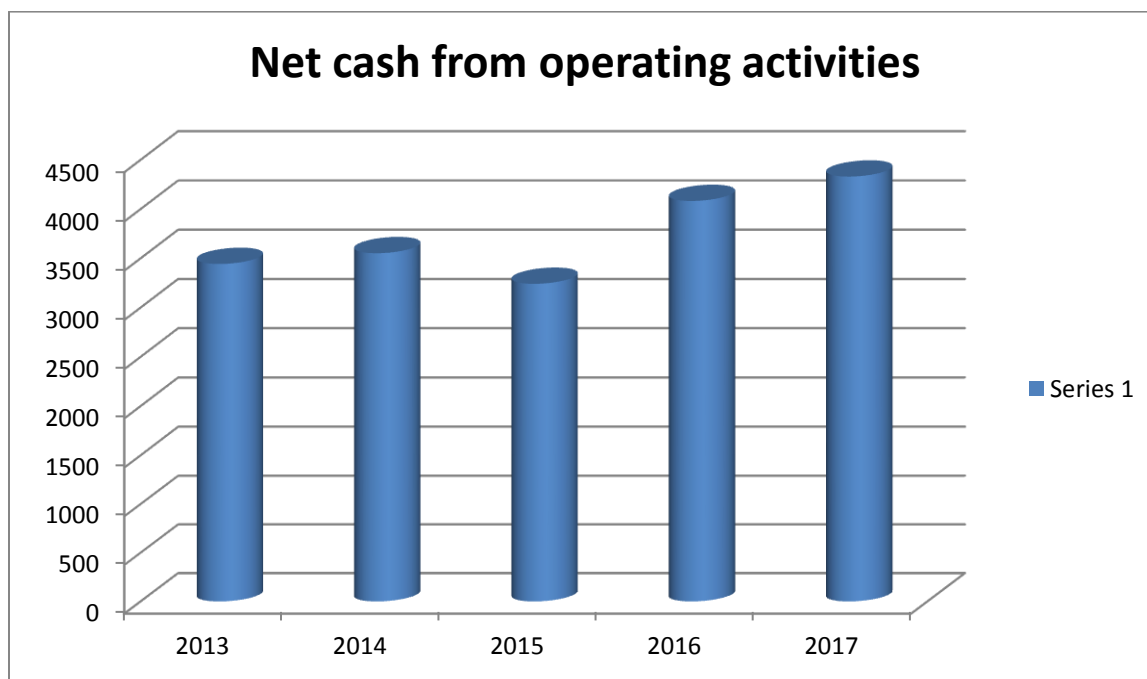
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 cash flow statement for 5 years

	2017	2016	2015	2014	2013
net profit/loss before before tax	3,056.96	2,886.15	2,775.71	3,825.20	3,392.37
net cashflow from operating activity	4,330.61	4,082.56	3,241.37	3,552.22	3,443.20
net cash flow from investing activity	-1,732.33	-1,879.12	-2,209.36	-4,282.45	-2,926.14
net cash flow from financing activity	-582.22	-2,266.75	-897.17	682.91	-473.96
net increment/decrement in cash and cash equivalent.	2,016.06	-63.56	134.84	-46.92	43.40
cash and cash equivalent begin of year	66.27	277.25	142.55	189.48	144.86
cash and cash equivalent end of year	2,082.33	213.94	277.50	142.66	188.19

4.2 Graph showing Net cash flow from operating activities.

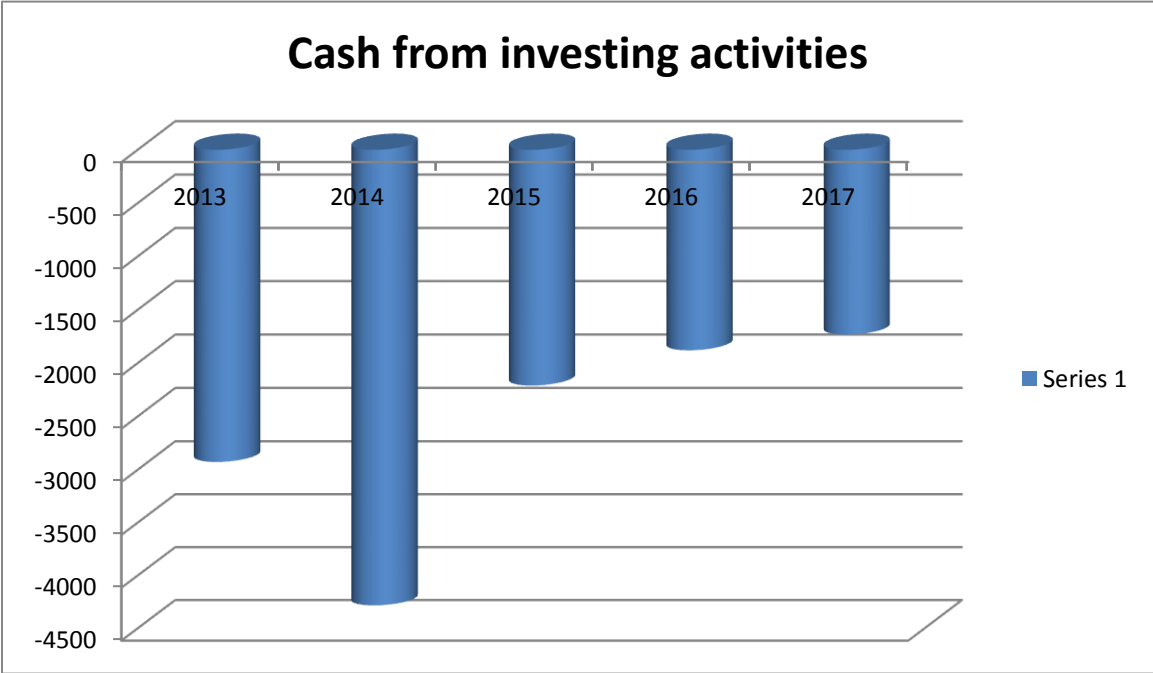


Interpretation:

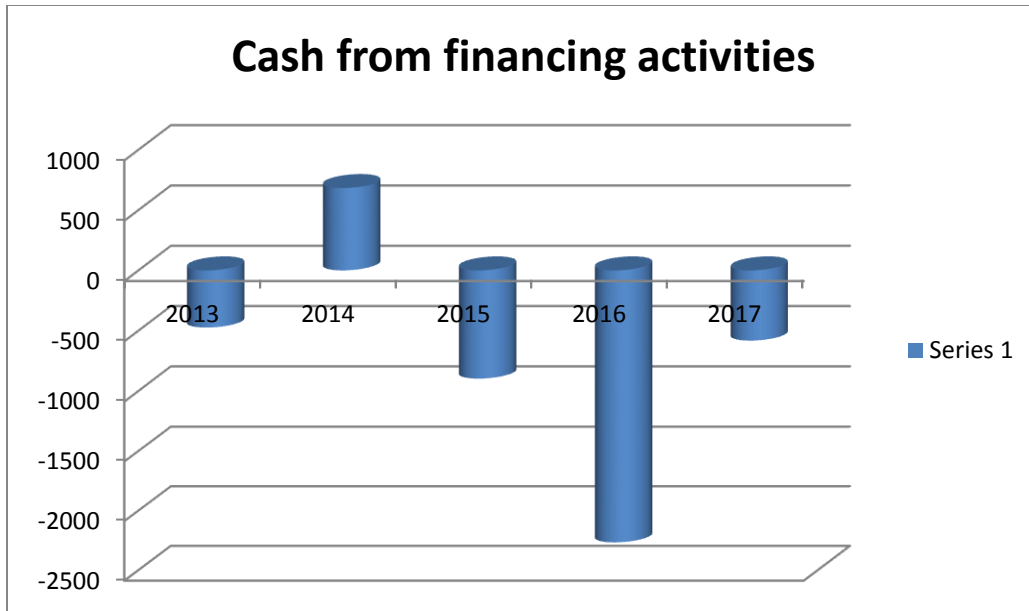
The above graph shows the comparison of net cash flow from operating activities from year 2013 to 2017. In 2013 the net cash flow is 3443.40 and in 2014 the net cash flow is increased to 3552.42 and in 2015 the net cash flow is decreased to 3241.57 and in 2016 the net cash flow from operating activities is increased to 4082.93 and in 2017 cash flow is increased to 4330.61.

the cash flow goes like this it leads to increase year by year. The above graph state that the net cash flow from operating activities is good.

4.3 Net cash flow from investing activities



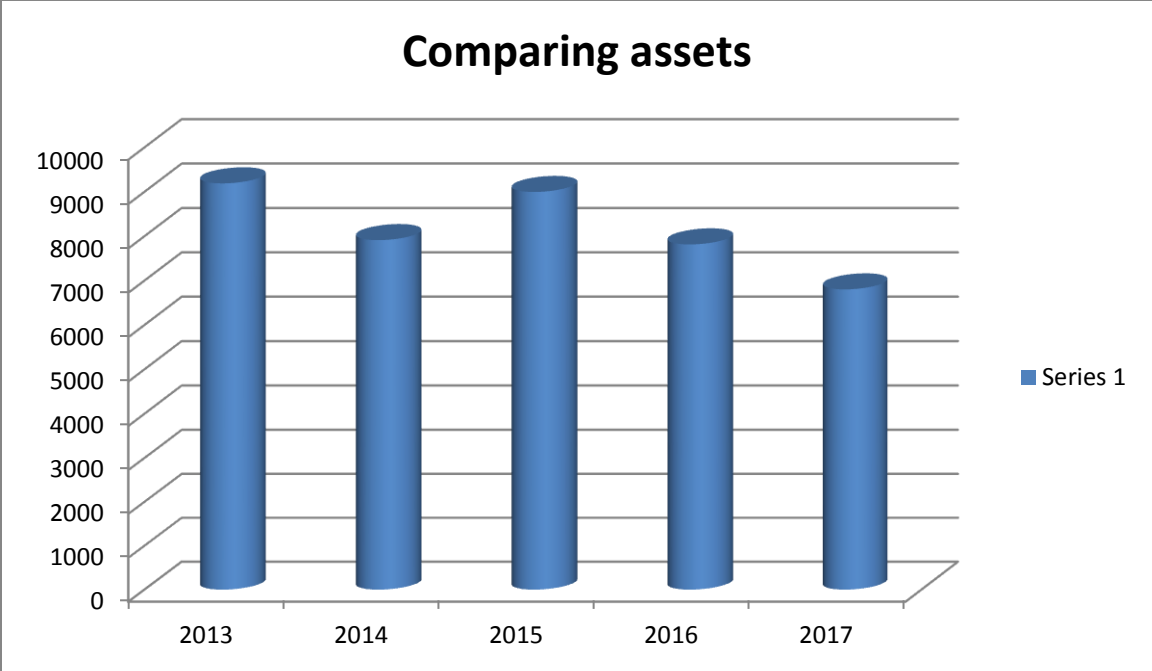
4.4 Graph showing nest cash flow from financing activities



4.5 Table showing current assests

year	2013	2014	2015	2016	2017
Total Current Assets	9,191.00	7,912.42	8,997.67	7,816.20	6,802.14

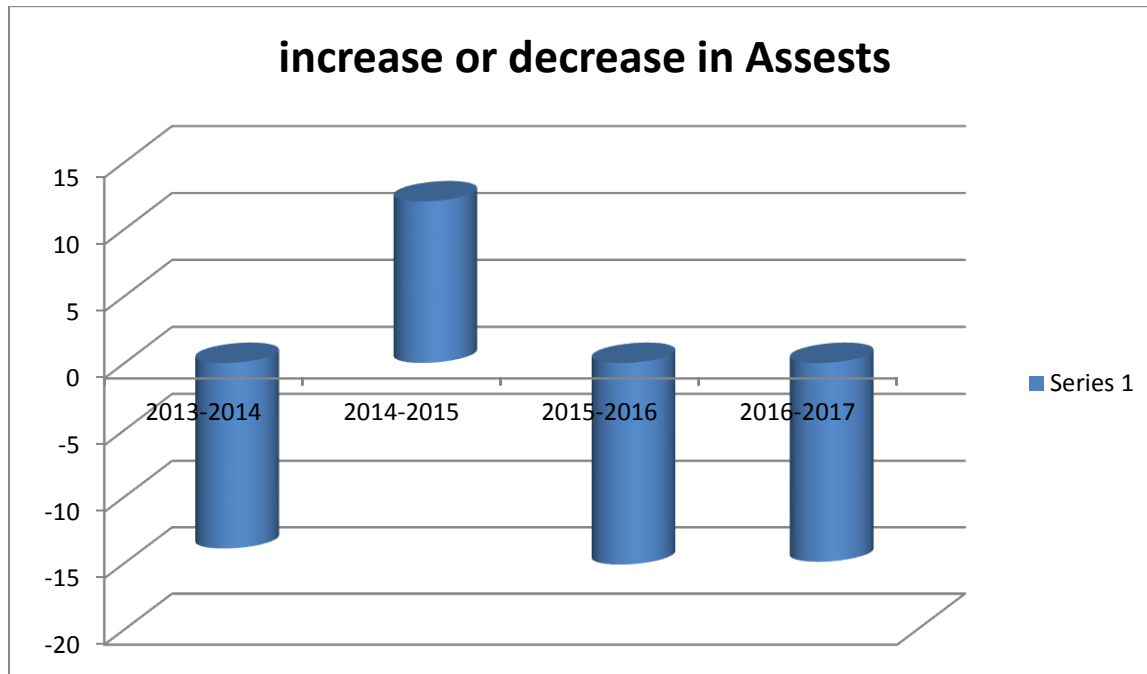
4.6 Graph Comparing assets for the 5 financial years :-



4.7 Table showing increment and decrement of assets over the financial period

Year	2013-2014	2014-2015	2015-2016	2016-2017
% inc/dec	-13.9	12.06	-15.11	-14.90

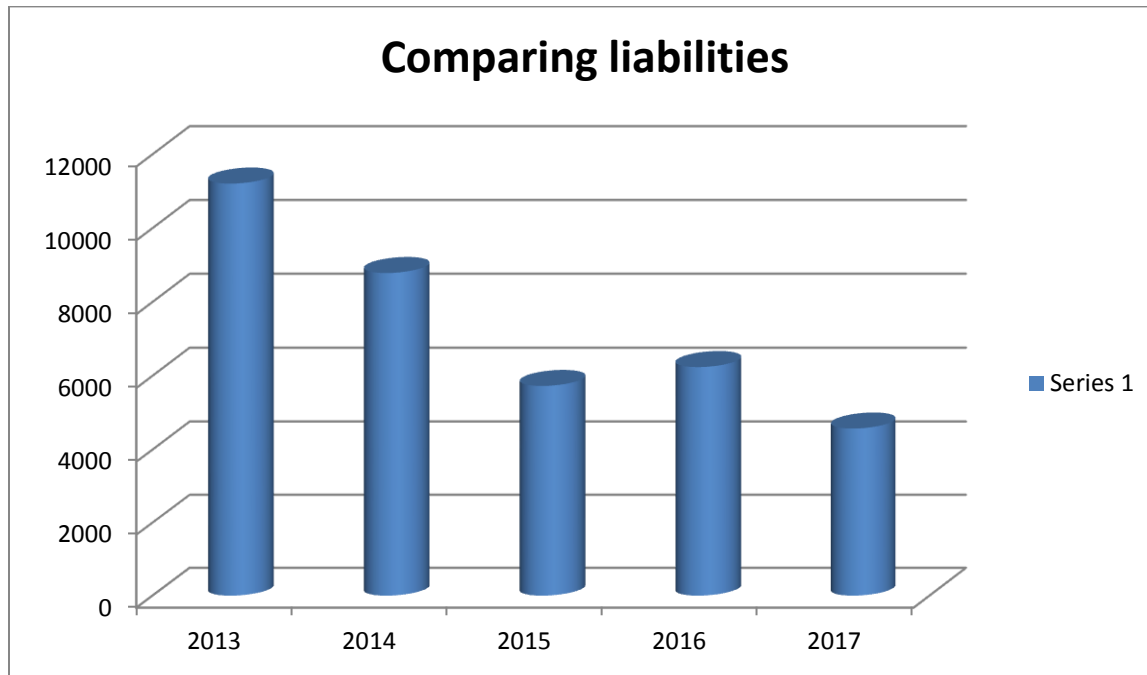
4.8 Graph showing increment and decrement of assets over the financial period



4.9 Table showing Comparison of current liabilities

year	2013	2014	2015	2016	2017
Total Current Liabilities	11,209.03	8,786.81	5,726.85	6,238.38	4,573.32

4.10 Graph showing Comparison of current liabilities

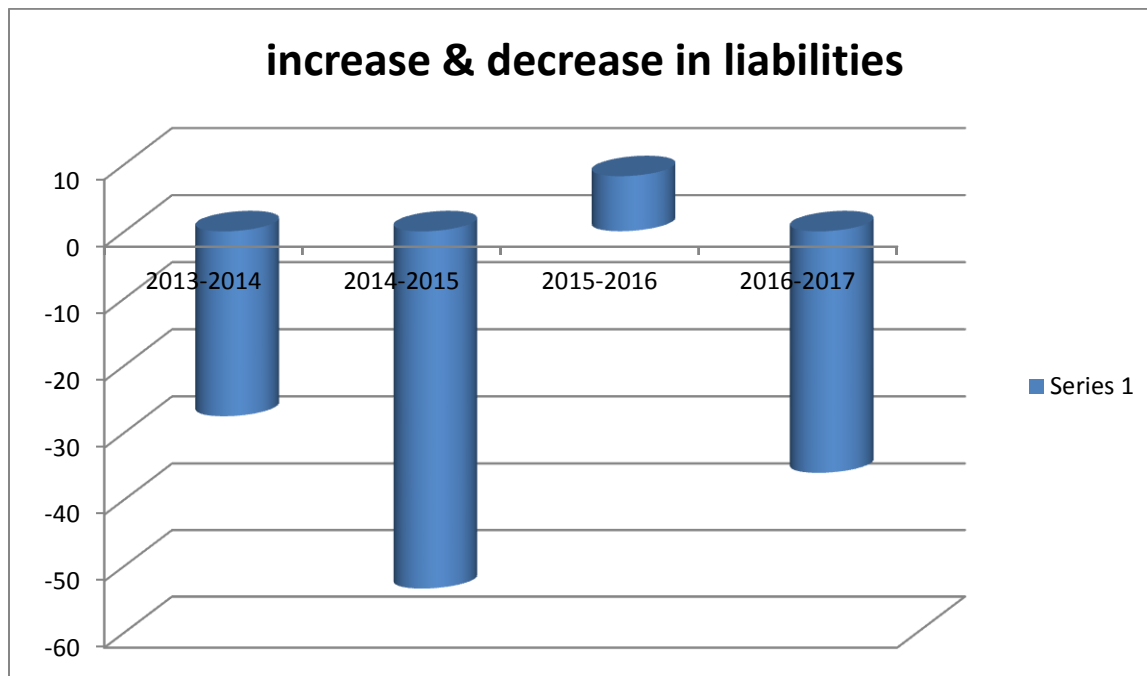


4.11 Table showing increment and decrement of assets over the financial period

year	2013-2014	2014-2015	2015-2016	2016-2017
% inc/dec in	-27.56	-53.4	8.2	-36

liabilities				
-------------	--	--	--	--

4.12 Graph showing increment and decrement of liabilities over the financial period

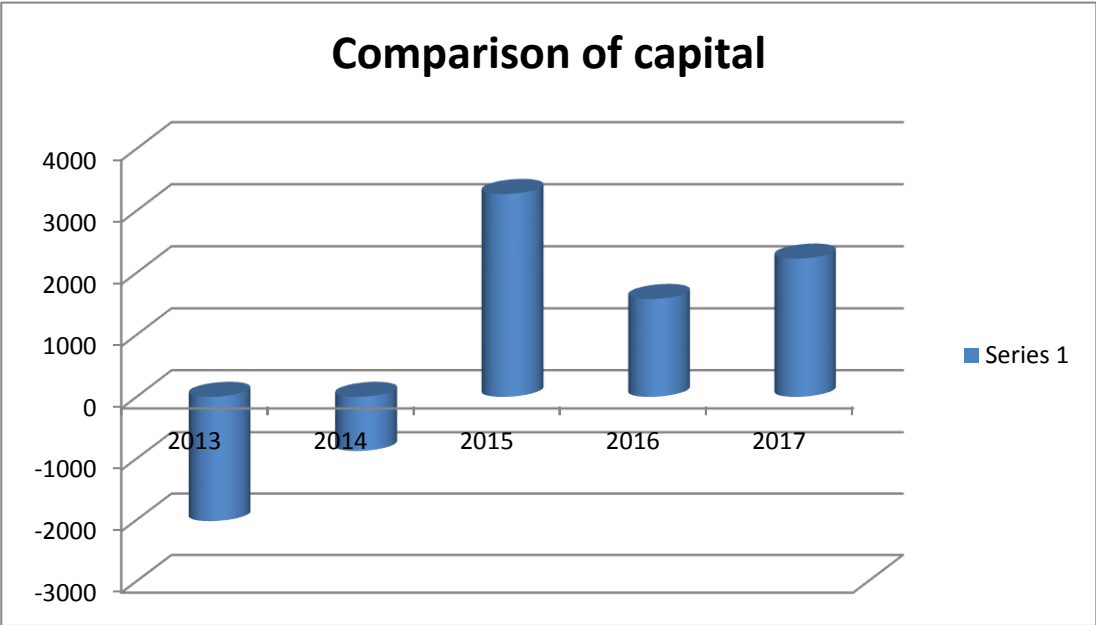


4.13 Table showing comparison of working capital

YEAR	WORKING CAPITAL
2013	-2018

2014	-874.81
2015	3270.82
2016	1577.82
2017	2228.82

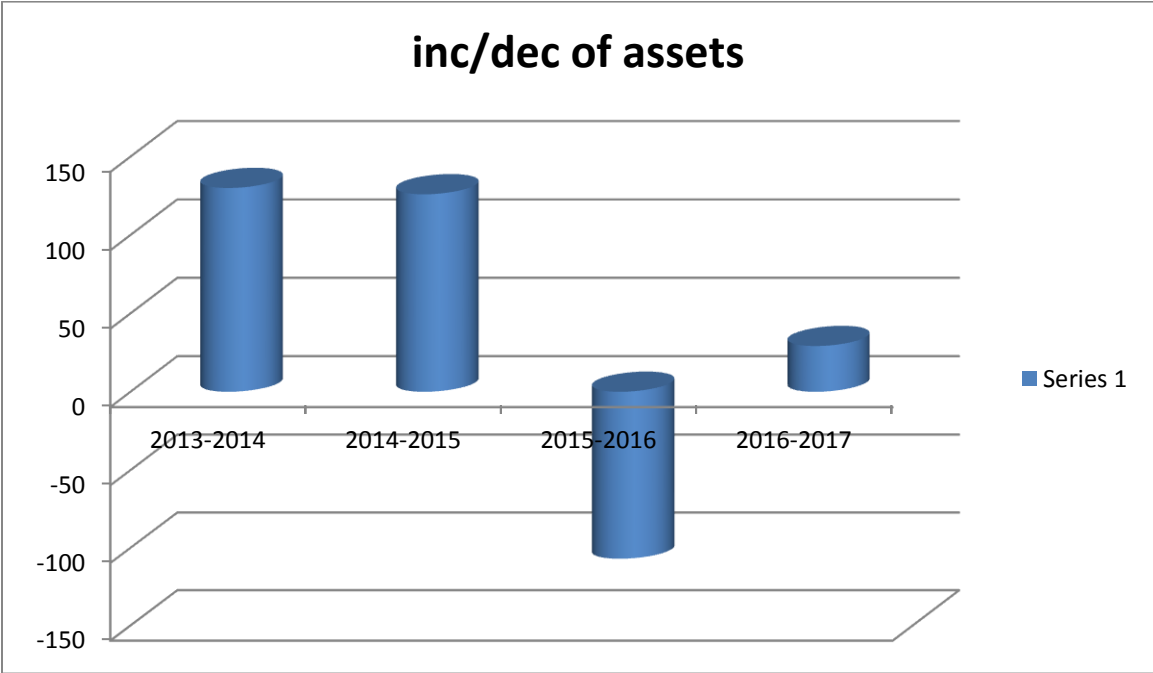
4.14 Graph showing comparison of capital



4.15 Table showing increment and decrement of working capital over the financial period

year	2013-2014	2014-2015	2015-2016	2016-2017
% inc/dec of capital	130	126	-107	29.2

4.16 Graph showing increment and decrement of assets over the financial period

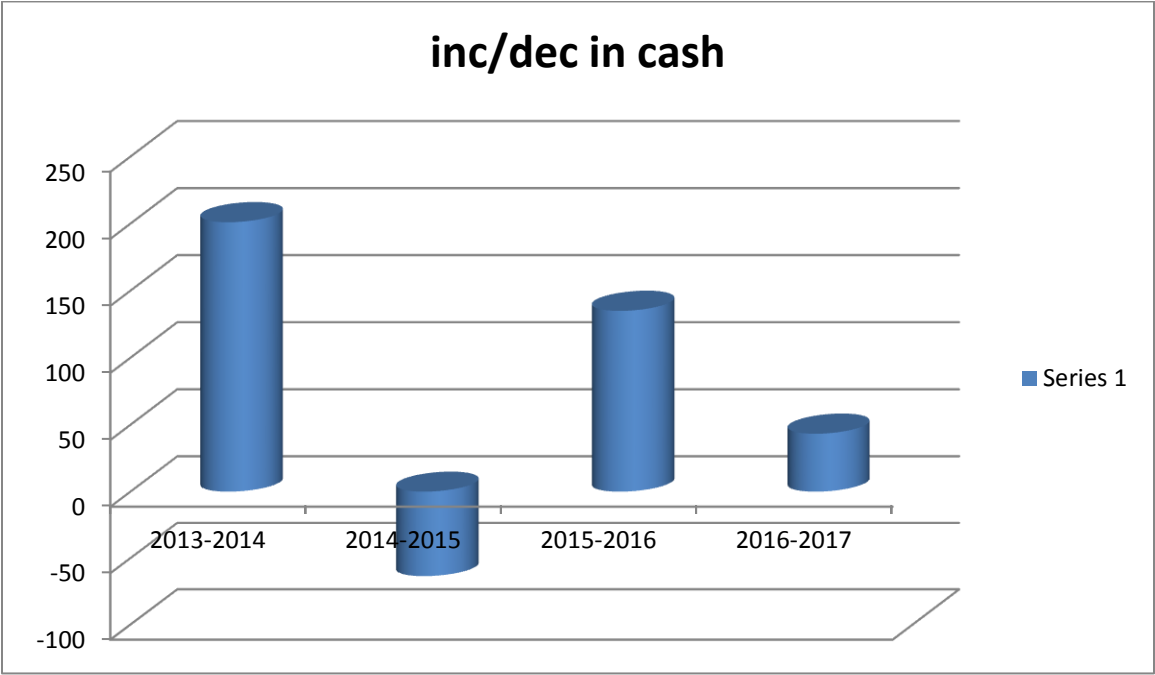


4.17 Table showing increment and decrement in cash over the financial period

Year	2013-2014	2014-2015	2015-2016	2016-2017
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Net inc/dec in cash	201.06	-63.56	134.95	43.33
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4.18 Graph showing increment and decrement in cash over the financial period

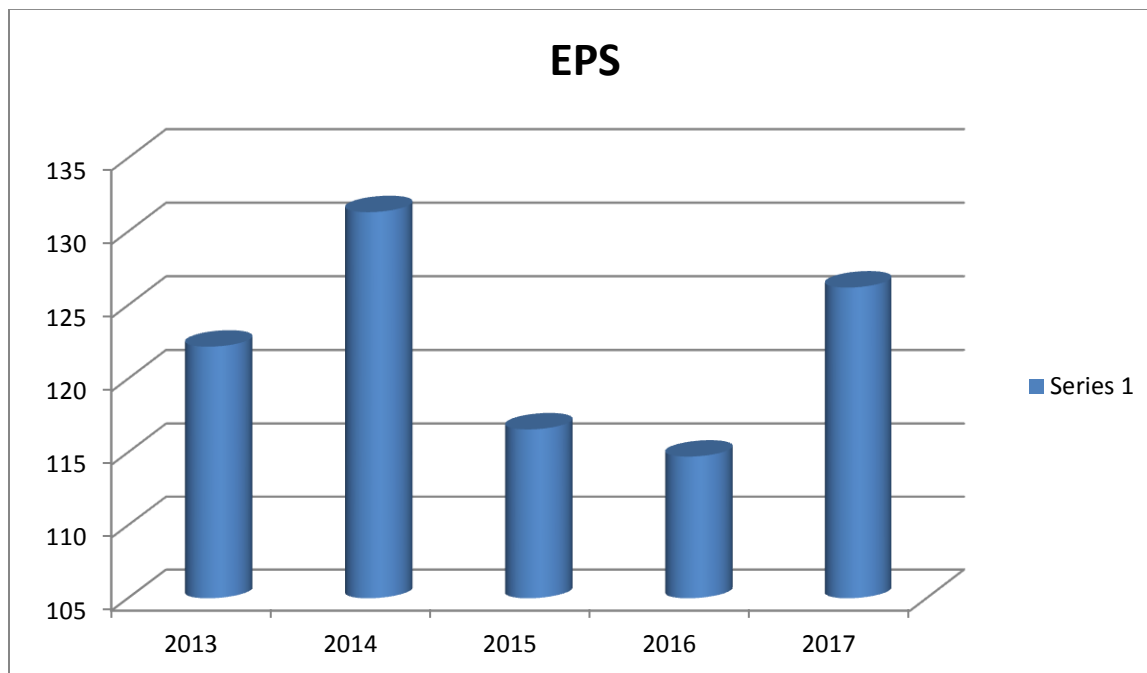


RATIOS

4.19 Table showing Earning per ratio

YEAR	2017	2016	2015	2014	2013
Cash EPS (Rs.)	126.21	114.72	116.57	131.33	122.19

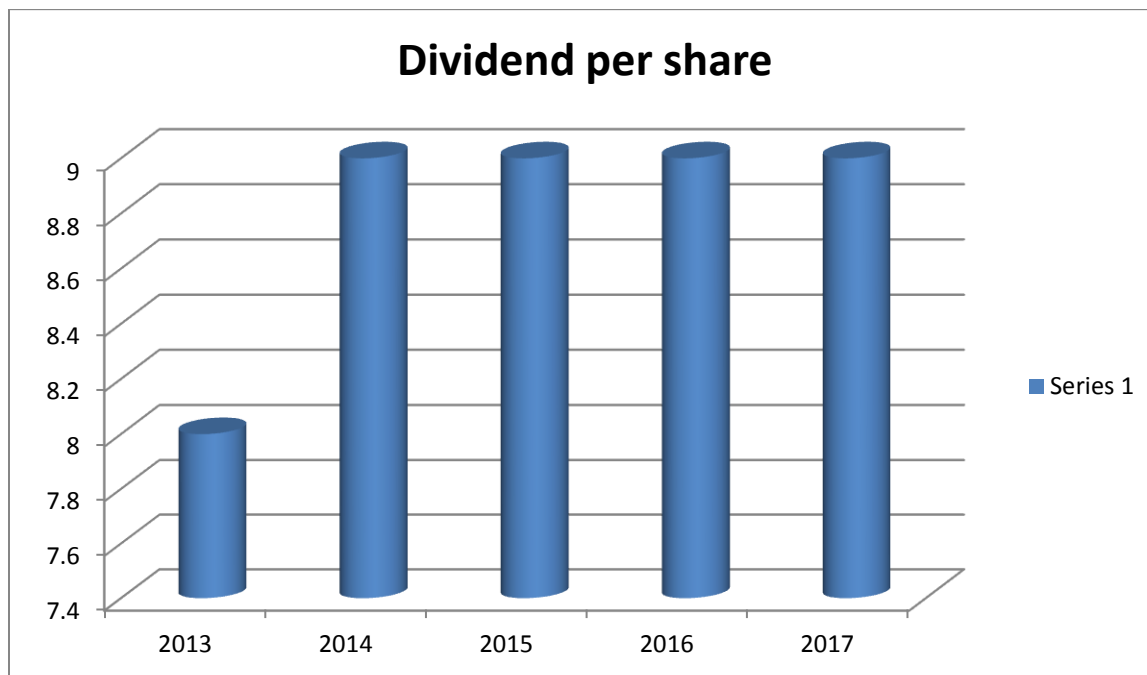
4.20 Graph showing Earning per ratio



4.21 Table showing Dividend for share

year	2017	2016	2015	2014	2013
Dividend / Share(Rs.)	9.50	9.00	9.00	9.00	8.00

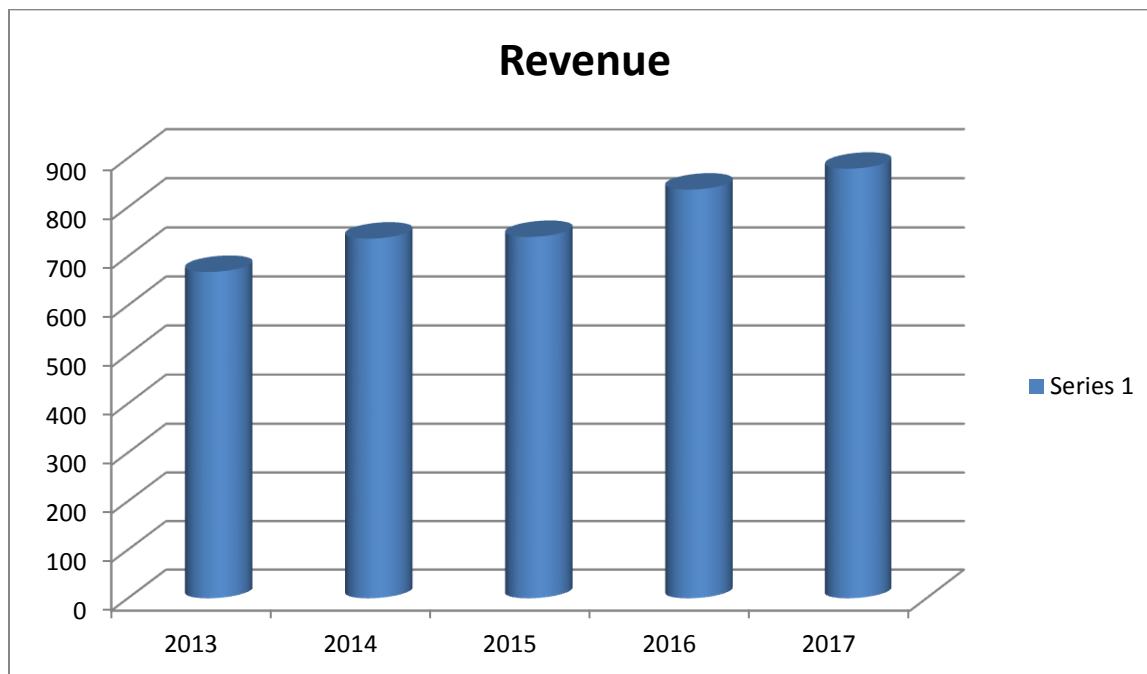
4.22 Graph showing Dividend per share



4.23 Table showing Revenue from operations

year	2017	2016	2015	2014	2013
Revenue from Operations/Share	878.45	835.87	739.49	736.01	668.19

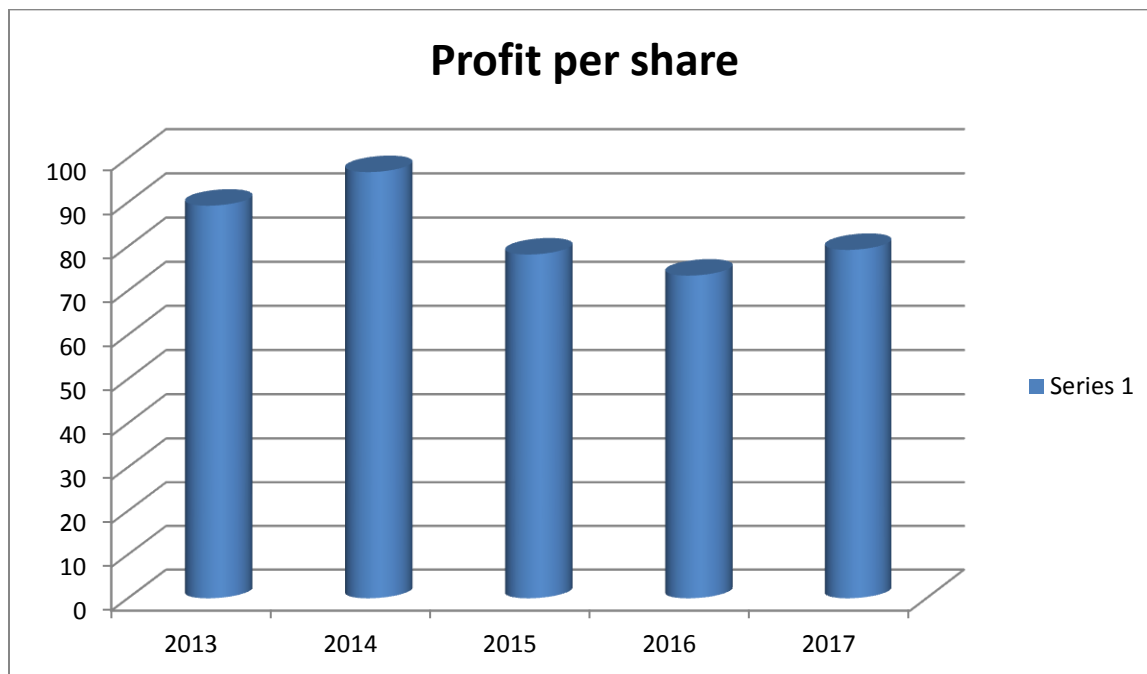
4.24 Graph showing Revenue from operations



4.25 Table showing Net profit /share

year	2017	2016	2015	2014	2013
Net Profit/Share (Rs.)	79.24	73.42	78.20	96.85	89.25

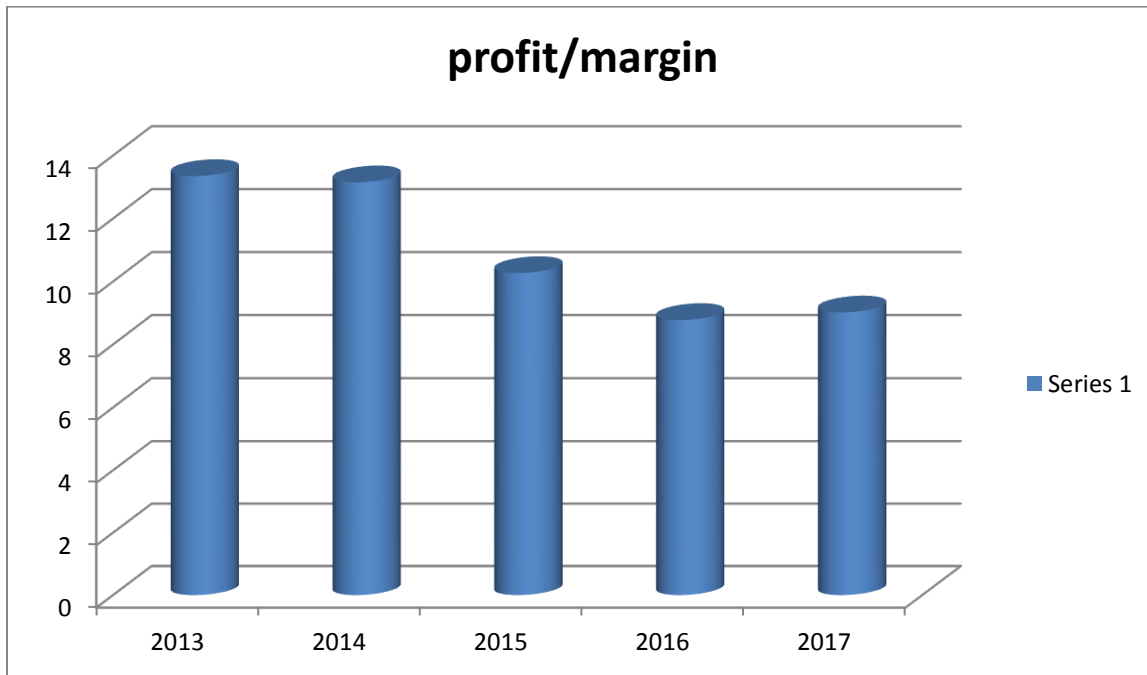
4.26 Graph showing Net profit /share



4.27 Table showing Net profit /Margin

year	2017	2016	2015	2014	2013
Net Profit Margin (%)	9.02	8.78	10.57	13.15	13.35

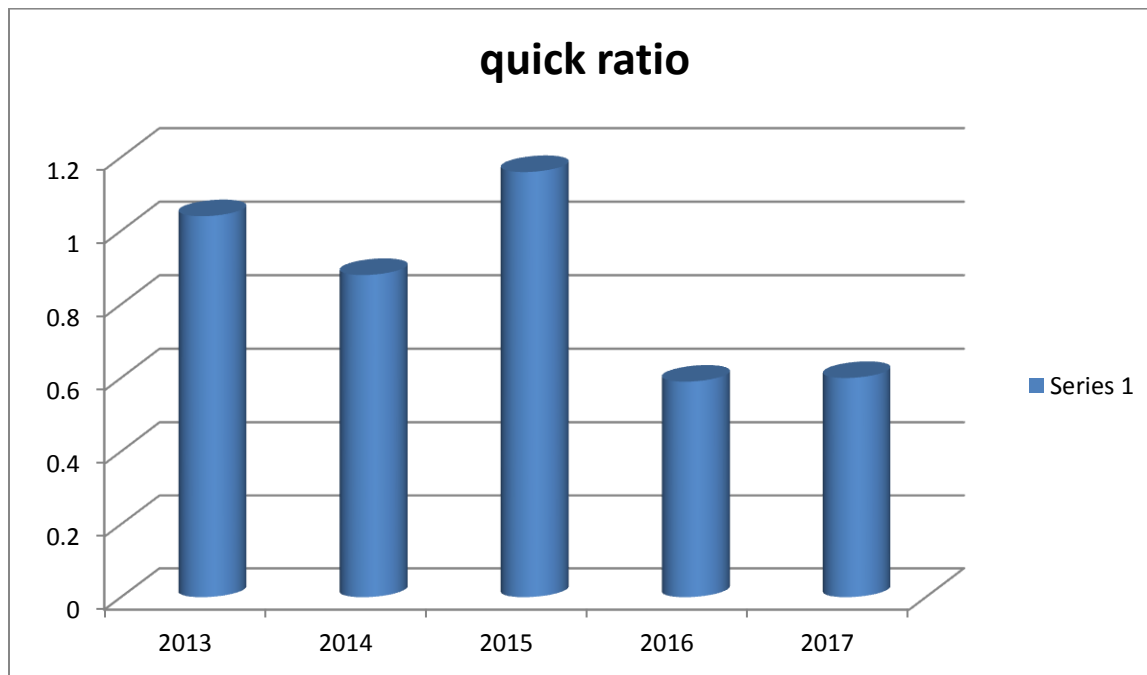
4.28 Graph showing Net profit /Margin



4.28 Table showing Quick ratio

year	2017	2016	2015	2014	2013
Quick Ratio (X)	0.60	0.59	1.16	0.88	1.04

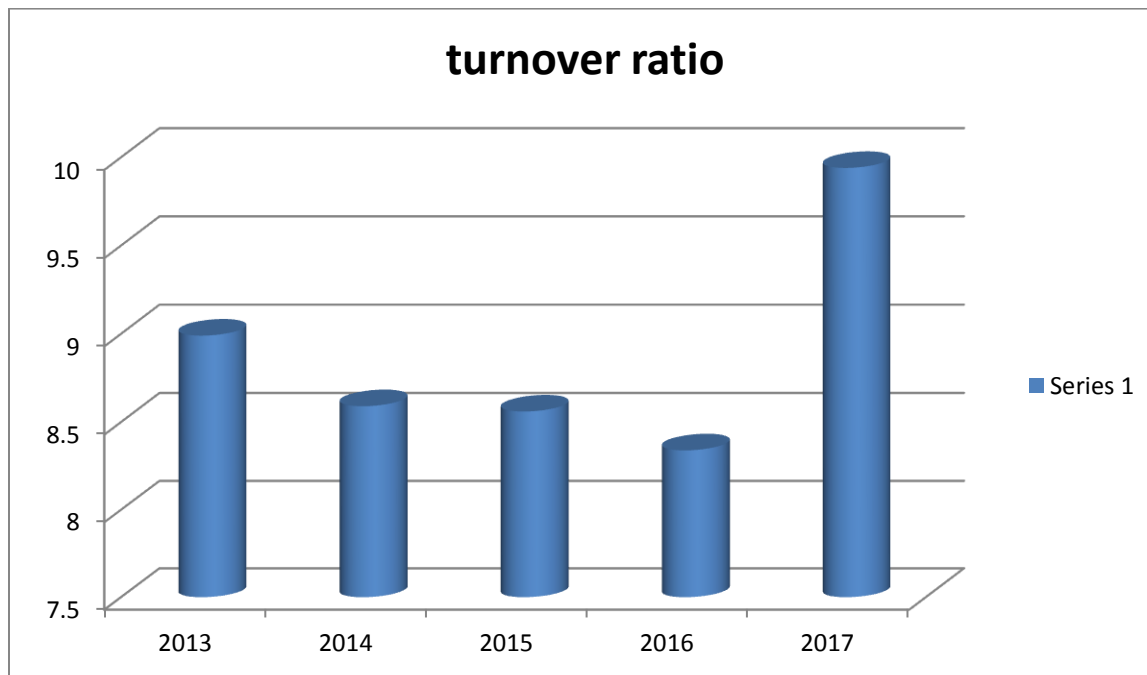
4.29 Graph showing Quick ratio



4.30 Table showing Inventory turnover ratio

year	2017	2016	2015	2014	2013
Inventory Turnover Ratio (X)	9.94	8.34	8.56	8.59	8.99

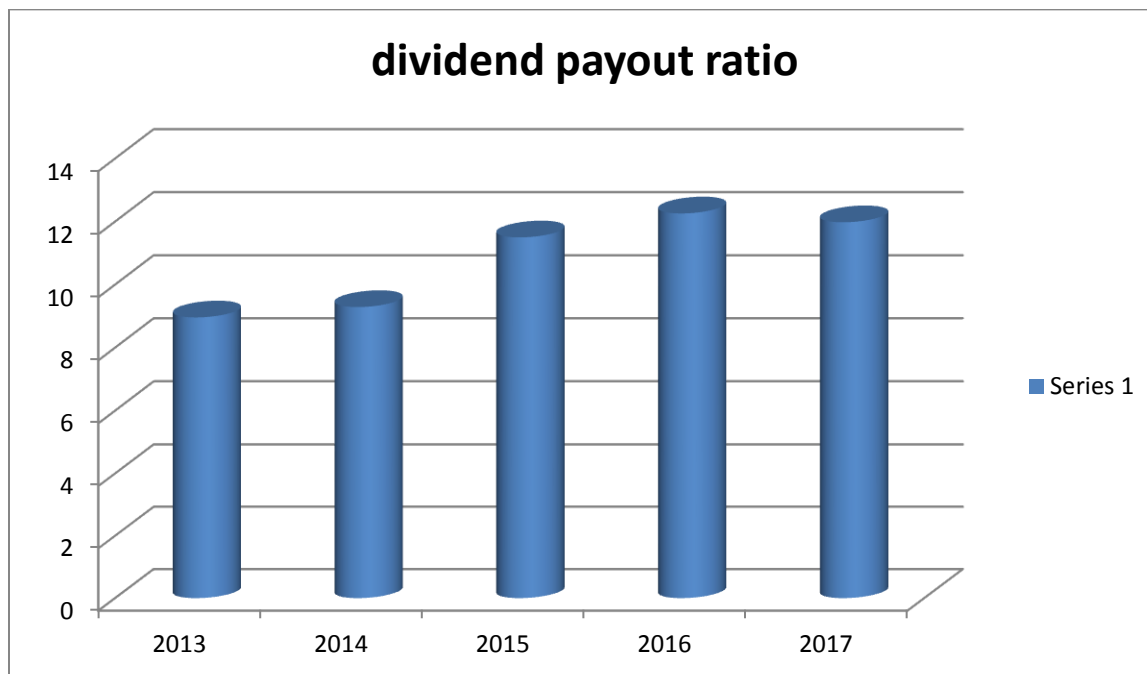
4.31 Graph showing Inventory turnover ratio



4.32 Table showing Dividend payout ratio

year	2017	2016	2015	2014	2013
Dividend Payout Ratio (NP) (%)	11.98	12.26	11.50	9.29	8.96

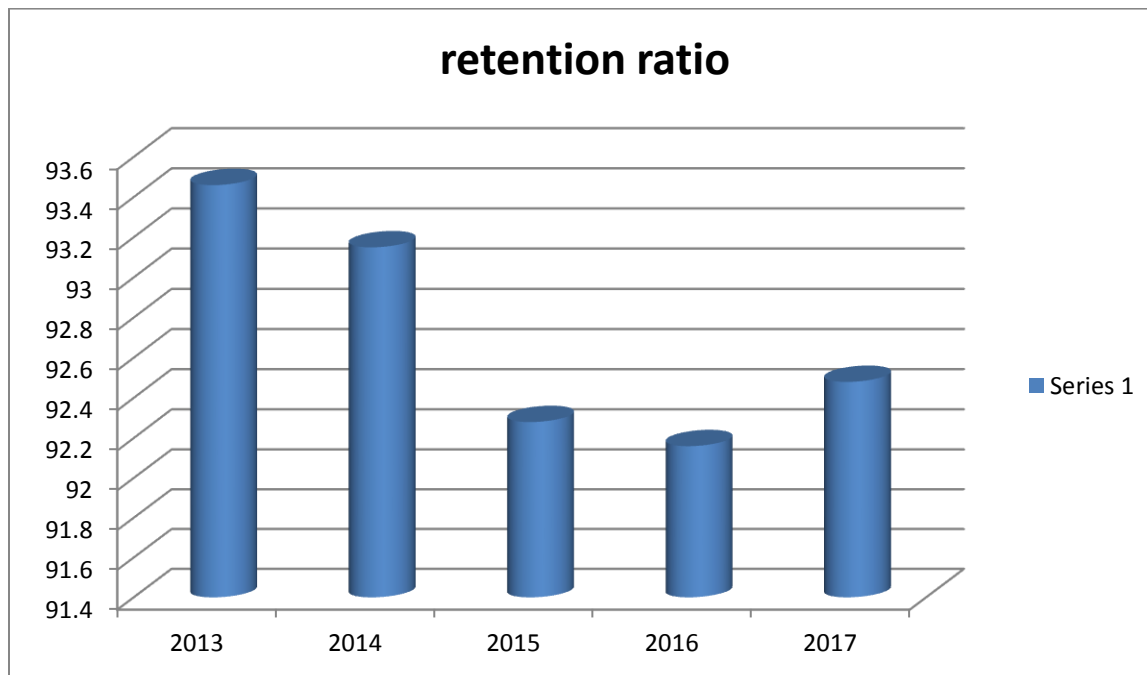
4.33 Graph showing Dividend payout ratio



4.34 Table showing cash earnings retention ratio

year	2017	2016	2015	2014	2013
Cash Earnings Retention Ratio (%)	92.48	92.16	92.28	93.15	93.46

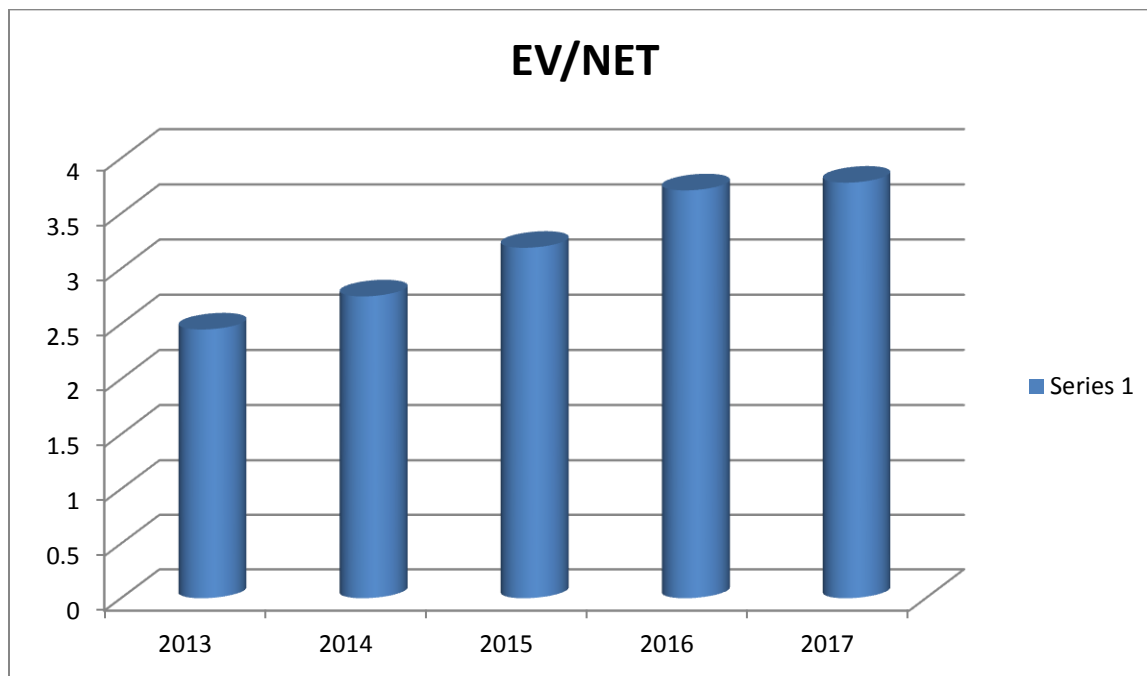
4.34 Graph showing cash earnings retention ratio



4.35 Table showing EV/Net operating revenue

	2017	2016	2015	2014	2013
EV/Net Operating Revenue (X)	3.78	3.71	3.19	2.75	2.45

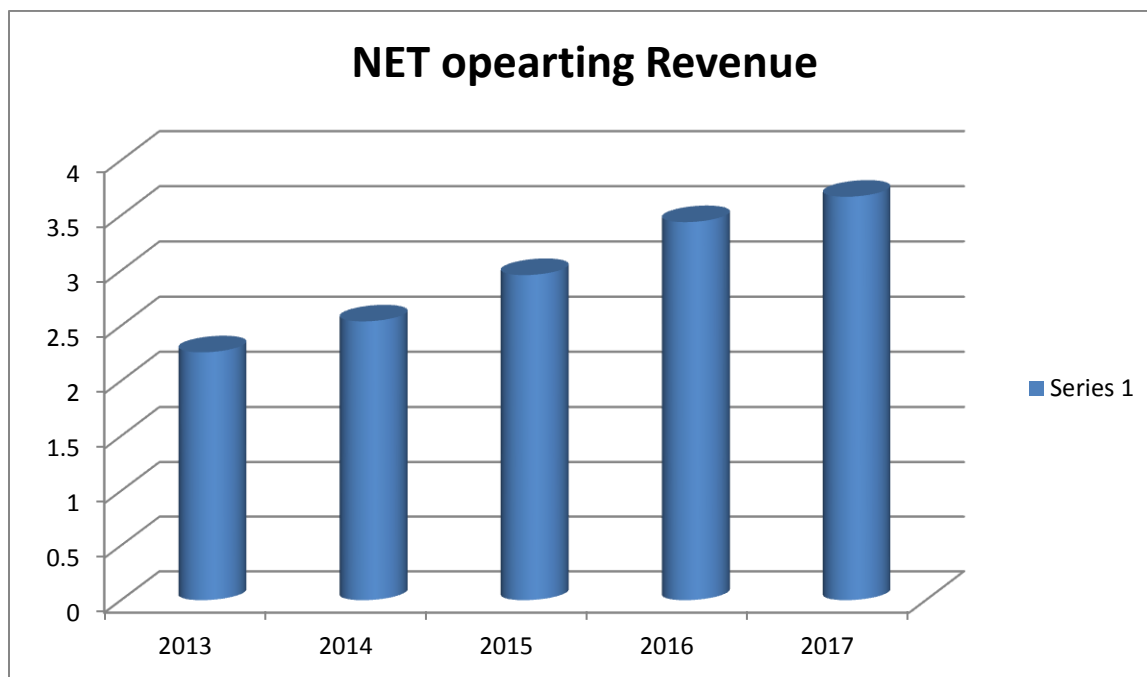
4.36 Graph showing EV/Net operating revenue



4.37 Table showing Market cap/Net operating revenue

year		2017	2016	2015	2014	2013
MarketCap/Net Revenue (X)	Operating	3.67	3.44	2.96	2.54	2.26

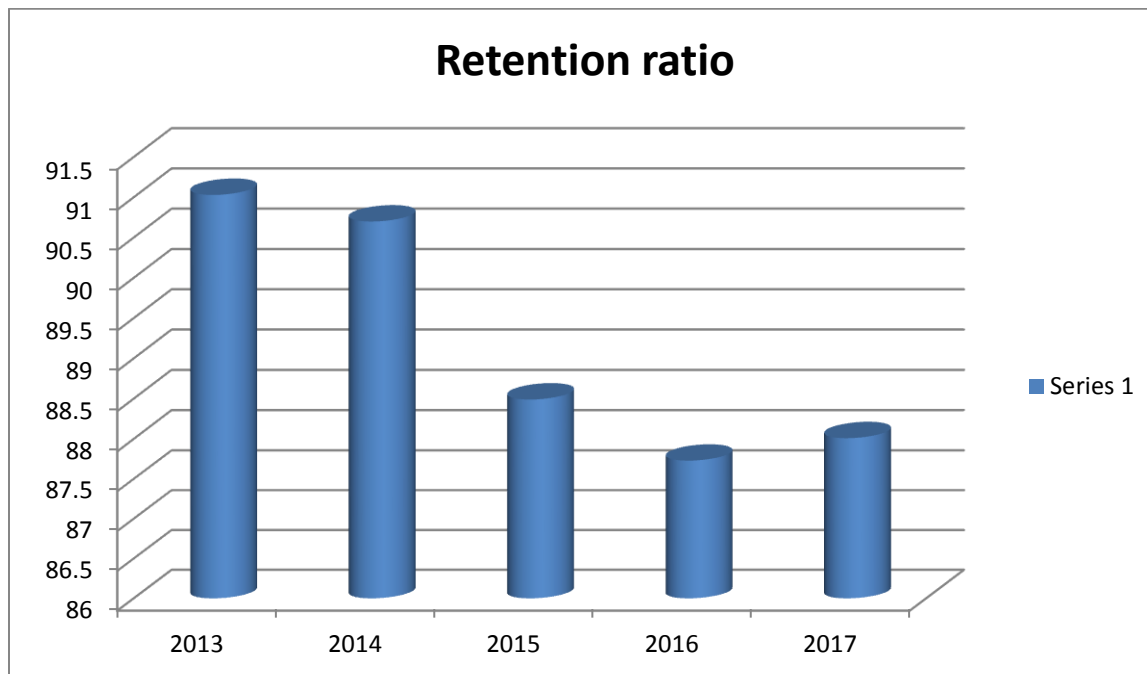
4.38 Table showing Market cap/Net operating revenue



4.39 Table showing Retention ratios

year	2017	2016	2015	2014	2013
Retention Ratios (%)	88.01	87.73	88.49	90.70	91.03

4.40 Graph showing Retention ratios



CHAPTER 5

FINDINGS SUGGESTION AND CONCLUSION

FINDINGS

.1. Gross benefit and net benefits are diminished amid the time of study, which shows that association's wasteful administration in assembling and exchanging tasks

2. Gross benefit and net benefits are expanded amid the time of 2015-15 which demonstrates that company's proficient administration in assembling and exchanging activities

The liquidity situation is poor after the liquidity ratio is completed within five years. This shows that the company does not have enough fluid resources

4. The company's stock has been moderately sold in major years. More importantly, the development of inventory has expanded, but it has decreased in the most recent year. This may be a sign that the company is not so good.

5. The ratio of corporate resource turnover is 0.85, which will continue to increase in the following three years and will decline again in 2016-16.

6. The current percentage of resource turnover has expanded during the 2015-16 period and has decreased again during 2016-16. More importantly, it will increase again in the next two years.

7. The proportion of direct material costs in 2015-15, the material cost is low, and in the following currency year

SUGGESTIONS

The company's profit is not good because the company must take alternative measures, such as

- Increased sugar cane purchases,
- Production and control costs, such as administration, provision, etc.
- The turnover rate of companies is low, so it should be easy to meet the current proportion of their short-term commitments.

In the past 25 years, the company's liquidity ratio has been poor and liquidity conditions have been poor. So I suggest that the company maintain proper liquidity, such as cash and bank balances.

- Enhance the work efficiency of employees, strengthen employee training, increase production capacity, reduce errors in the execution of tasks, and implement safer preventive measures for employees who are directly engaged in the sugar production process.
- Companies have high stocks, so I suggest companies must reduce inventory by increasing sales.

The company's direct material cost is very high, so I suggest the company reduce the direct material cost by purchasing raw materials from other suppliers.

- Companies should conduct proper inspections of the factory's production process.

CONCLUSION

This operational analysis project on production issues is not just about project work. But brief knowledge and experience on how to analyze the company's financial performance. The research conducted puts forward the following conclusions.

Based on this project, I began to understand that, from the analysis of the financial statements, it can be clearly seen that Ultra Technical Cement has suffered losses during the study period. So companies should pay attention to internal and external factors and make profits in the next few years.

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Sector in India, A case study, The Management Accountant, May 1987, PP. 328 — 333

ANNEXURE**BALANCE SHEET FOR 5 YEARS**

	2017	2016	2015	2014	2013
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	274.43	274.40	274.24	274.18	274.07
Total Share Capital	274.43	274.40	274.24	274.18	274.07
Reserves and Surplus	20,461.66	18,583.28	16,823.27	14,960.64	12,585.75
Total Reserves and Surplus	20,461.66	18,583.28	16,823.27	14,960.64	12,585.75
Total Shareholders Funds	20,736.09	18,857.68	17,097.51	15,234.82	12,859.82
NON-CURRENT LIABILITIES					
Long Term Borrowings	2,490.84	4,613.75	4,493.58	3,893.92	3,648.19
Deferred Tax Liabilities [Net]	3,227.37	2,792.01	2,295.83	1,905.92	1,737.77
Other Long Term Liabilities	7.98	1.34	2.30	1.81	3.53

Long Term Provisions	180.77	163.36	137.94	134.02	120.57
Total Non-Current Liabilities	5,906.96	7,570.46	6,929.65	5,935.67	5,510.06
CURRENT LIABILITIES					
Short Term Borrowings	2,339.07	1,898.08	379.20	568.76	159.94
Trade Payables	1,613.57	2,738.97	2,424.22	2,173.14	2,089.70
Other Current Liabilities	6,310.49	3,010.11	2,088.41	2,561.30	1,623.51
Short Term Provisions	945.90	1,139.65	835.02	935.18	700.17
Total Current Liabilities	11,209.03	8,786.81	5,726.85	6,238.38	4,573.32
Total Capital And Liabilities	37,852.08	35,214.95	29,754.01	27,408.87	22,943.20
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	22,434.71	20,878.66	15,780.92	13,074.00	11,597.24
Intangible Assets	98.00	68.80	90.92	48.36	36.94
Capital Work-In-Progress	1,414.48	2,068.85	2,038.44	3,505.31	1,895.99

Intangible Assets Under Development	1.08	4.84	3.19	0.06	0.64
Fixed Assets	23,948.27	23,021.15	17,913.47	16,627.73	13,530.81
Non-Current Investments	3,080.51	2,685.77	1,662.33	1,981.77	1,147.83
Long Term Loans And Advances	1,617.84	1,595.61	1,180.54	983.17	1,462.42
Other Non-Current Assets	14.46	0.00	0.00	0.00	0.00
Total Non-Current Assets	28,661.08	27,302.53	20,756.34	19,592.67	16,141.06
CURRENT ASSETS					
Current Investments	2,027.61	2,522.98	3,729.34	3,126.95	2,640.94
Inventories	2,426.09	2,751.41	2,368.36	2,350.47	2,035.94
Trade Receivables	1,414.89	1,203.19	1,281.02	1,017.24	765.96
Cash And Cash Equivalent	2,235.20	213.94	277.50	142.66	188.19
Short Term Loans And Advances	1,058.14	1,204.91	1,326.19	1,173.22	1,163.58
Other Current Assets	29.07	15.99	15.26	5.66	7.53

Total Current Assets	9,191.00	7,912.42	8,997.67	7,816.20	6,802.14
Total Assets	37,852.08	35,214.95	29,754.01	27,408.87	22,943.20

PROFIT AND LOSS STATEMENT FOR 5 YEARS

	2017	2016	2015	2014	2013
INCOME					
Revenue From Operations [Gross]	27,073.88	25,719.17	22,803.13	22,704.98	20,433.09
Less: Excise/Sevice Tax/Other Levies	3,232.85	3,062.69	2,725.25	2,682.02	2,266.71
Revenue From Operations [Net]	23,841.03	22,656.48	20,077.88	20,022.96	18,166.38
Other Operating Revenues	266.33	279.69	201.92	157.00	146.75
Total Operating Revenues	24,107.36	22,936.17	20,279.80	20,179.96	18,313.13
Other Income	235.16	371.78	329.04	305.00	371.87
Total Revenue	24,342.52	23,307.95	20,608.84	20,484.96	18,685.00
EXPENSES					
Cost Of Materials	3,553.71	3,280.62	2,910.95	2,792.12	2,377.70

Consumed					
Purchase Of Stock-In Trade	439.68	389.52	309.37	235.71	177.34
Changes In Inventories Of FG,WIP And Stock-In Trade	-12.31	-110.06	106.98	-118.19	21.26
Employee Benefit Expenses	1,341.52	1,218.29	1,014.63	968.35	831.04
Finance Costs	505.29	547.45	319.17	209.71	223.86
Depreciation And Amortisation Expenses	1,289.03	1,133.11	1,052.26	945.37	902.56
Other Expenses	14,204.99	14,004.53	12,152.39	11,671.48	10,797.48
Less: Amounts Transfer To Capital Accounts	36.35	41.76	32.42	44.99	39.11
Total Expenses	21,285.56	20,421.70	17,833.33	16,659.56	15,292.13
Profit/Loss Before Exceptional, ExtraOrdinary Items And Tax	3,056.96	2,886.25	2,775.51	3,825.40	3,392.87
Profit/Loss Before Tax	3,056.96	2,886.25	2,775.51	3,825.40	3,392.87

Tax Expenses-Continued Operations						
Current Tax	623.41	498.38	558.82	1,005.65	948.97	
Less: MAT Credit Entitlement	176.86	489.29	222.13	0.00	0.00	
Deferred Tax	435.36	862.43	389.91	168.15	7.72	
Tax For Earlier Years	0.40	0.00	-95.56	-3.83	-10.01	
Total Tax Expenses	882.31	871.52	631.04	1,169.97	946.68	
Profit/Loss After Tax And Before ExtraOrdinary Items	2,174.65	2,014.73	2,144.47	2,655.43	2,446.19	
Profit/Loss From Continuing Operations	2,174.65	2,014.73	2,144.47	2,655.43	2,446.19	
Profit/Loss For period	2,174.65	2,014.73	2,144.47	2,655.43	2,446.19	



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: Punith J N



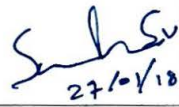

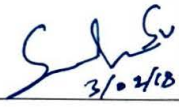

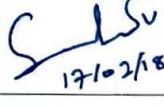



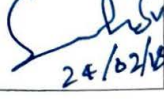

Internal Guide: Professor. Mallika B K

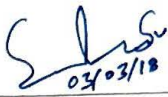







USN No: 1AY16MBA51.

Specialization: Finance & Marketing.

Title of the Project: A Study On Cash From Operating Activities And Its Management.

Company Name: Aditya Birla Limited , Benagluru.

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Orientation with the company. Collection of secondary data relating to industry and organization.	 20/01/18	1 
22-01-18 to 27-01-18	Orientation with functional department of the organization and detailed study of department.	 27/01/18	2 
29-01-18 to 03-02-18	Finalization of problem area of the study and finalization of research objectives and methodology.	 3/02/18	3 
05-02-18 to 10-02-18	Finalization of data collection questionnaire instruments and formats. Etc...	 17/02/18	4 
12-02-18 to 17-02-18	Collection of primary data from the restaurants by administering the questionnaire.	 17/02/18	5 
19-02-18 to 24-02-18	Discussion with the external guide and internal guide. Formation of hypothesis. Classification and analysis of collected data.	 24/02/18	6 

26-02-18 to 03-03-18	Compilation of research data and interpretation of data.	 03/03/18	7 
05-03-18 to 10-03-18	Data analysis and Finalization Of report.	 10/03/18	8 
12-03-18 to 17-03-18	Finalization of project report and approval of draft by company and college guide.	 17/03/18	9 
19-03-18 to 24-03-18	Report submission to the Institution.	 24/03/18	10 



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ADITYA BIRLA GROUPS
INDUSTRY HOUSE,
45, RACE COURSE ROAD,
BESIDE CHALUKYA HOTEL,
BENGALURU, KARNATAKA-560 001

