



ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 19/05/2018

CERTIFICATE

This is to certify that **Mr. Ravichandra B Tattiyavar** bearing USN **1AY16MBA61** 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 Management**” at **Sunness Capital India Pvt. Ltd., Bangalore** is prepared by him under the guidance of **Prof. Swarupa Ranjan Panigrahi** 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

**Head of the Department
Department of MBA**

**Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107**

Signature of Principal
PRINCIPAL

**ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107**

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. RAVICHANDRA B TATTIYAVAR** bearing USN **1AY16MBA61** from **ACHARYA INSTITUTE OF TECHNOLOGY, BANGALORE**. He has successfully completed his Research Project Training / Internship starting from **15-01-2018** to **24-03-2018** the research project titled **“CASH MANAGEMENT” AT SUNNESS CAPITAL INDIA PRIVATE LTD, BANGALORE**.

He has exhibited a high level of enthusiasm and commitment in his work.

On completion of the Research Project / Internship. He has submitted a written report of the above studies.

We wish all the best for him future Endeavour's.

Regards,

Ranjan S

Business associate

Sunness Capital India Pvt Ltd

Bangalore-560052


SUNNESS
CAPITAL INDIA PRIVATE LIMITED
20, 2nd Floor, 24th Main 5th Cross,
Above Airtel, J.P. Nagar, 2nd Phase,
Bangalore - 560 078. Ph : 080-26582058
www.sunness.in

ACKNOWLEDGEMENT

I deem it a privilege to thank our Principal, Dr. Sharanabasava Pilli, Dr. Mahesh, Dean Academics and our HOD Dr.Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

I am truly grateful to my external guide Mr Ranjan S, Senior Manager, Penna Cement Industries Ltd., and my internal research Guide, Prof Swarupa Ranjan Panigrahi of MBA, AIT for their research guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

DECLARATION

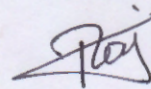
I, RaviChandra. B. Tattiyavar , hereby declare that the Internship report entitled study on "Cash Management" with reference to "Sunness Capital India Pvt Ltd" prepared by me under the guidance of Prof. Swarupa Ranjan Panigrahi, faculty of M.B.A Department, Acharya and external assistance by Mr Ranjan S , Senior Manager at Sunness Capital India Pvt Ltd.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 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: Bangalore

Date: 28/05/ 2018



Signature of the student

Sl no	TABLE OF CONTENTS	Page no
	Executive Summary	
1	Introduction	
1.1	Introduction	1
1.2	Industry profile	2
1.3	Company profile	9
1.3.1	Promoters	10
1.3.2	Vision, Mission, Quality Policy	10
1.3.3	Products/Service Profile	12
1.3.4	Areas of Operation	13
1.3.5	Infrastructure Facilities	15
1.4	Competitors Facilities	15
1.5	SWOT Analysis	15
1.6	Future Growth and Prospects	17
2	Conceptual background of the study	
2.1	Theoretical background of the study	18
2.2	Literature review with research gap	29
3	Research Design	
3.1	Statement of the problem	36
3.2	Need for the study	36
3.3	Objectives	36
3.4	Scope of the Study	36
3.5	Research Methodology	37
3.6	Tools of Analysis	37
3.7	Limitations	38
3.8	Chapter Scheme	38
4	Analysis and Interpretation	
4.1	Data	39-56
4.2	Data Analysis	39-56

4.3	Interpretation of Data	39-56
5	Summary of Findings, Conclusions and Suggestions	
5.1	Findings	57
5.2	Suggestions	58
5.3	Conclusions	59
	Bibliography	60

LIST OF TABLES

Table No	Table showing	Page No
	Financial data	
4.1	Table showing Share Capital	39
4.2	Table showing Reserves and Surplus	40
4.3	Table showing Investment	41
4.4	Table showing Inventories	42
4.5	Table showing Cash and Cash Equivalents	43
4.6	Table Showing Short Term Borrowings	44
4.7	Table Showing Trade Payables	45
4.8	Table Showing Current Assets	46
4.9	Table Showing Current Liabilities	48
4.10	Table Showing Current Ratio	49
4.11	Table Showing Liquid Ratio	52
4.12	Table showing Absolute Liquid Ratio	51
4.13	Table Showing Assets Turnover Ratio	52
4.14	Table Showing Proprietary Ratio	54
4.15	Table Showing Debt-Equity Ratio	55
4.16	Table Showing Earning per share	56

LIST OF GRAPHS

GraphNo	Table showing	Page No
	Financial data	
4.1	Graph showing Share Capital	39
4.2	Graph showing Reserves and Surplus	40
4.3	Graph showing Investment	41
4.4	Graph showing Inventories	42
4.5	Graph showing Cash and Cash Equivalent	43
4.6	Graph Showing Short Term Borrowings	44
4.7	Graph Showing Trade Payables	45
4.8	Graph Showing Current Assets	46
4.9	Graph Showing Current Liabilities	48
4.10	Graph Showing Current Ratio	49
4.11	Graph Showing Liquid Ratio	52
4.12	Graph showing Absolute Liquid Ratio	51
4.13	Graph Showing Assets Turnover Ratio	52
4.14	Graph Showing Proprietary Ratio	54
4.15	Graph Showing Debt-Equity Ratio	55
4.16	Graph Showing Earning per share	56

EXECUTIVE SUMMARY

In the area of management practical work plays a vital role and it provides the practical knowledge, which drives one to ultimate desire, like in this similar way an organization can achieve its ultimate goal only if it has the efficient management in the organization. While ongoing of the research study, various details were collected from various departments in the organization. So it helped in the analyzing of SWOT of the company. The research study was done on the topic of cash management. This topic was chosen to analyze the cash position and the how company is utilizing its liquid assets and other assets from the 2013 to 2017

Research study conducted on the cash management of Sunness Capital India Pvt Ltd. Through the research analysis of current and liquid asset positions, investments and surpluses, solvency position and liquidity position of the organization with the identifying the cash performance of the organization and in the field of organization down to earth work assumes key part. It is pragmatic information, which drives one to extreme want in the comparative area. An organization can accomplish its defined objective just in the part that it has effective management. This contains outline representative in incomplete satisfaction of the necessity for the honour of lone wolf of trade (corporate secretary deliver) this venture has been set up with goal to ponder the records and review of the Sunness Capital India Pvt Ltd.

This study if research report is led with SCIPL Bengaluru on "records and review" is one of the essential ideas of the cash management in which and each organization. This is one of the imperative ideas to see the records and review with the interest.

The research study is found that the company has improved and improving to the past 4 successive financial years. So according to the report the firm must concentrate on its current ratio and must work towards reducing the other expenses. The overall profitability and solvency of the company is good but the company must concentrate on its liquidity position. The company management may take onto consideration, recommendations to improve the cash management of firm. Sunness Capital India Pvt Ltd is managing good cash management techniques according to accounting standards.

CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION:

“Cash management” is one of key areas of the working capital management in any type of the firms. As the part from the ways and facts that is most liquid current asset like money or cash is the common shared factor in companies. All the present current assets or resources that are inventories and receivable get eventually changed over into significance cash management. This clearly shows the essentiality and value of CASH MANAGEMENT inside any kinds of firms.

In every firm Cash management includes planning and preparation regarding cash budget shows budgeting plans of future or the receipts and payments of cash during the provided time. The adjustment or the balancing of money and furthermore empower to make course relevant action of overdraft while there is lack of cash in the firm.

Ratio analysis used to compute the statements regards to finance and to check firm performing conditions. There were various different account systems for ratio analysis interpretation of financial activeness of company. Ratio analysis provides the sufficiency of past and future plannings and to performance well in the area.

A capital investment of securities is a business organization which manages and issues the shares, mutual funds related and derivative i.e. issuing and the broking of shares and various other securities it makes profit. The services and brokerages rates it can make profits.

1.2 INDUSTRY PROFILE

STOCK EXCHANGE:

The market in which offers of openly organized organizations are issued and exchanged either through sales or over-the-counter markets is known as securities exchange. Otherwise termed the value advertise, share trading system is a standout amongst most indispensable parts of a free showcase economy as it gives organizations access to capital in return for giving speculators a cut of possession in the organization. Albeit normal, the term securities exchange is by one means or another dynamic for the system that empowers exchanging of organization stocks.

While money markets can also an intricate place, the standards whereupon it rests are direct. Share trading system is a standout amongst the most critical ways that an organization can fund-raise for its different needs, regularly the capital required for assist development and extension. By issuing partakes in the organization at a pre-decided value, the organization trades proprietorship with potential speculators as a by product of their cash. This is called value.

Actually, the share trading practices is frequently viewed as the essential marker of a nations monetary quality and advancement. Rising offer costs, for example have a tendency to be related with expanded business venture and other way around. Along these lines, putting resources through securities exchange, the stock trades likewise assume imperative part. Trades likewise go about as clearing house for every exchange, implying that they gather and conveys the offers, and assurance installment to the merchant of a security.

Stock Exchanges are a sort out commercial centre, either partnership or common association, where individuals from the association assemble to exchange organization stocks or different securities. The individuals may act either as operators for their clients, or as principals for own records. Stock trades additionally encourages for issue and recovery of securities and other budgetary instruments including the instalment of pay and profits. The record keeping is focal however exchange is attached to such physical place since present day markets are automated. The exchange on a trade is just by individuals and stockbroker does take a load off on the trade.

A stock trade is regularly most essential part of a securities exchange. Free market activity in securities exchange is driven by different components, which, as in every single free market,

influence the stocks price. There is typically no impulse to issuing stock through the stock trade itself, not must stock be thusly exchanged on the trade. Such exchanging is called to be off trade or over the counter. This is typical area that subsidiaries and bonds are exchanged. Progressively, stock trades are known as piece of a worldwide market for securities.

Innovation NSE AND BSE

NSE (National Stock Exchange):

The National Stock Exchange is India's biggest money related market. Placed up in 1992, the NSE has formed into a modern, electronic market, which positions third on planet for executed volume. The NSE operates regards value and subordinate markets, exchanges in the discount obligation. Settled in Mumbai, India National Stock Exchange is a initiated in showcase innovation.

National Stock trade is exceptionally dynamic in the field of market capitalization and along these lines pointing it the ninth biggest stock trade in said field. Correspondingly, the exchanging of stock trade in values and subsidiaries is high to the point that it has brought about high turnovers and accordingly making it the biggest stock trade in India.

It's the stock trade wherein an office of electronic trade offering financial specialists. This office is accessible in nearly kinds of impartial exchanges, for example, values, debentures; and etc it is likewise the biggest stock trade if computed in the terms of exchanged qualities.

BSE (Bombay Stock Exchange):

Bombay Stock Exchange is a most established stock trades that existed in entire of Asia. It was built up in year 1875 under name of "The Native Share and Stock Brokers". It is where different and number of exchanges that happens every day and has given enormous development to different segments, for example, corporate area.

To exchange Bombay stock trade one should be recorded with the Bombay Stock Exchange. According to the records, there are around 4900 organizations which are recorded with Bombay Stock Exchange and therefore making it incomparable through the world regarding the organizations that are recorded with any stock trade. The exchanging that place in Bombay stock trade isn't just manual yet there is an office of electronic exchange can be made in the BSE. In this event positioned on the terms of the electronic exchange that happens day by day in Bombay Stock trade, than the BSE turn into the fifth biggest stock trade on the planet.

At the point when a stock trade acquires an ISO 9001 : 2000 declarations, it is viewed as the unmistakable resource of that stock trade. Bombay Stock Exchange had every-one of the abilities to gain that testament and in this way it had turned into the second most stock trades on planet to acquire the declaration. By acquiring the endorsement it had turned into the India first stock trade to get same.

The Stock trade likewise had the office of BOLT, which is termed as BSE Online Trading System. For this framework, the stock trade has gotten Information Security Management practices System Standard BS 7799-2-2002 Certificate and along with these lines influencing it to second on planet to get same, and it had likewise turned into the principal stock trade to acquire the testament, hence making it a preeminent stock trade among all.

History of internet based exchanging India:

Indian securities exchange imprints to be one most seasoned stock exchange in Asia. It returns back to end of eighteenth century when the East Indian Company used to execute credit securities. In the 1830s, exchanging on corporate related stocks and offers in Bank and Cotton presses occurred in Bombay. In spite of fact that the exchanging was expansive yet the dealers were not really about six amid 1840 and 1850.

A casual gathering of 22 stockbrokers started exchanging under tree of banyan inverse Town Hall of Bombay from the mid-1850s, each contributing (at that point) royal measures Rupee-1 this banyan tree still stands in Horniman Circle Park, Mumbai. In 1860, trade thrived with 60 merchants. Truth be told the "Offer Mania" in India started with American Civil War broke and the cotton supply from US to Europe halted. Facilitate the intermediaries expanded to 250. The casual gathering of stockbrokers sorted out themselves as Native Share and Stockbrokers Association which, in 1875, was formally composed as Bombay Stock Exchange (BSE).

BSE was moved to an old working close to Town Hall. In 1928, plot of arrive on which BSE assembling currently remains (at the crossing point of Dalal Street, Bombay SamacharMarg and Hammam Street in downtown Mumbai) was procured, and a building was built and involved in 1930.

A few stock broking companys in Mumbai were family run undertakings, and were named after leaders of family. The accompanying is the rundown of a part of the underlying individuals from the trade, and who are as yet maintaining their separate business:

- D.S. Prabhudas and Company (now known as DSP, and a joint venture cooperate with Merrill Lynch)
- Jamnadas Morarjee (now known as JM)
- Champaklal Devidas (now called Cifco Finance)
- Brijmohan Laxminarayan

In 1956, Government of India perceived that Bombay Stock Exchange as a main stock trade in the nation under Securities Contracts (Regulations) Act. The most unequivocal period historical backdrop of the BSE occurred after 1992. In the fallout of a noteworthy outrage with advertise control including a BSE part named Harshad Mehta, BSE reacted to calls for change with uncompromising nature. The foot-dragging by the BSE radicalized the situation of the administration, which empowered the formation of National Stock Exchange (NSE), which made an electronic commercial center. NSE began exchanging on 4 November 1994. Inside not as much as a year, NSE turnover surpassed the BSE. BSE quickly robotized, however it never made up for lost time with NSE spot showcase turnover. The second key disappointment at BSE came in the accompanying two years. NSE left on the dispatch of value subordinates exchanging. BSE reacted by political exertion, with a well disposed SEBI administrator (D. R. Mehta) went for blocking value subordinates exchanging. The BSE and D. R. Mehta prevailing with regards to deferring beginning of value subordinates exchanging by around five years. Be that it may, this exchanging, and the going with move of the spot market to moving settlement, came along in 2000 and 2001 - helped by another significant embarrassment at BSE including the President Mr Anand Rathi. NSE scored about 100% piece of the pie in runaway achievement of value subsidiaries exchanging, in this way relegating BSE into unmistakably second place. Present day, NSE have approximately 66% of value spot turnovers and about 100% of value subsidiaries turnover.

In the mid-nineties screen based exchanging changed the substance of exchange on Indian business. Web came as some assistance, which additionally upgraded the solace elements of financial relating specialists. Presently it is web bas exchanging, purchasing and offering by means of web that is promising to take the contributing encounters to another plane.

The NSE has been assuming a reactant part and has altogether added to changing of optional Indian market as far as miniaturized scale structure; advertise works on, exchanging volumes and utilization of cutting edge innovation. The utilization of satellite correspondence innovation for exchanging, utilizing little gap terminals empowered NSE to quickly grow over the length and expansiveness of country. Accordingly, after the BSE was conceded the required site authorizations, it extended its exchanging offices to remote corners of the land.

Advantages of internet based exchanging:

This method of exchanging has moved the exchanging power shape stockbrokers to singular speculators. The points of interest are that it:

- You can deal with your own stock portfolios
- You will have more control and adaptability over the sorts of exchange you direct
- The commission costs for exchanging are essentially less cash than utilizing the administrations of an expert intermediary
- You can gain admittance to bring down expense shared reserve speculations
- Online business firms tend to offer their customers a huge number of devices included continuous Level 2 stock statements, news, monetary devices and charts to enable you to do explore
- Some online businesses will give their customers to freely access to great research reports made by Standard and Poor and other prevail budgetary players
- Online account financial specialists approach their records day in and day out – in spite of fact that market hours (exchanging hours) are from 9:30am to 4pm
- As long as you approach a PC and the web, you can find a way to act with your funds wherever you might be.

The drawbacks of internet exchanging:

- First time financial specialists may get sucked into all the innovation and may briefly overlook so they are really utilizing genuine cash

- There is not coaching connection between an expert merchant and a web based exchanging account holder, forgetting the financial specialist on his/her own particular to settle on decisions
- Novices not comfortable with intricate details of the financier programming can commit exorbitant errors.

Fundamental risks engaged with exchanging of stock trades:

In think about whether to exchange or approve somebody to exchange for you, ought to know about or must get to know accompanying:

- Risk of higher instability: Volatility alludes to dynamic changes in value that security experiences when exchanging action proceeds on the stock trade. For most part higher the unpredictability of a security more noteworthy is the value swing.
- Risk of lower liquidity: Liquidity alludes to the capacity of market members to purchase and offer securities speedily at an aggressive cost at a negligible value distinction.
- Risk of more extensive spreads: Spreads allude to contrast between best purchase and best offer cost. It speaks to differential between the bit of purchasing a security and instantly offering it or other way around.
- Risk decreasing requests: Most trades have an office for financial specialists to put in 'constrain requests', 'stop arrange', and so on..
- A 'advertise' request will be executed instantly, subject to accessibility of requests on inverse side.
- A confine request will be executed just at the farthest point cost indicated for the request or a superior cost.
- A stop misfortune arrange is set "away" from the present value stock, and such request gets actuated if and when stock reaches, or exchange through, the stop cost.
- Risk of new declarations: Issuers make new declarations that may affect the cost of security.

Securities and Exchange Board of India (SEBI):

The Securities and Exchange Board of India (SEBI) is the controller for securities showcase in India. It was built up in year 1988 and gave statutory powers on 12 April 1992 through SEBI Act, 1992

SEBI Act for most part manages arrangement, administration, staffing, records, reports, and review of SEBI and so lot. It is supervisory and administrative specialist for a stock and capital market.

For the release of its capacities proficiently, SEBI has been vested with the accompanying powers as follows

- To affirm by-laws of stock trades SEBI
- To require stock trade to correct their by-laws.
- Inspect books of records and call its periodical comes back from perceived stock trades.
- Inspect books of records of monetary middle people.
- Compel certain organizations in listing their offers in at least a one stock trades.
- Registration of dealers

SEBI Committees:

- Technical Oriented Advisory Committee
- Committee for survey of market foundation and its structure in an organizations
- Advisory Committee for SEBI Investors Protection and Educational Fund
- Advisory Committee for Regulations regarding advices
- Primary Market Advisory Committee (PMAC)
- Advisory Committee for Secondary Market (SMAC)
- Advisory Committee regards Mutual Fund
- Corporate Bonds and Securitization Advisory Committee

SEBI FUNCTIONS:

- Regulate business in stock trades and different securities advertise.
- Control and controlling of stock trades and stock merchants
- Development of stock and capital markets in right direction.
- Registering and regulating self-regulatory organizations.
- Promoting financial specialists instruction and preparing of go-betweens.
- Prohibiting false and out of line exchange works on identifying with securities advertise.
- Prohibiting insider exchanging securities.
- To ensure investor protection.

SEBI GUIDELINES: Highlights of the guidelines provided from SEBI are summarized below.

- At least 60%of each kind of securities issued by company must offer to public subscription.
- Offer must be made through a prospectus in newspapers not less than a period of three days.
- Minimum capital for listing relating stock exchanges- It should be marked that minimum equity capital requirement for listing on Bombay stock exchange is Rs- 10 core.
- Fresh issue must and should be dematerialized- all fresh issue relating capital will be having compulsorily of their securities admitted with all depositories for dematerialization.
- Company shall promptly forward to stock exchange copies of annual reports, notice, circulars should sent to shareholders.

1.3 COMPANY PROFILE

SUNNESS CAPITAL INDIA PRIVATE LIMITED (SCIPL)



Type	: Marketing Communications Network
Industry	: Advertising, marketing, brand management
Founded	: India, 2009
Headquarters	: Tamilnadu, Mangalore
Key people	:Pramod.B.K : Regional Head
Website	: www.sunness.in
Registered office	: #213, 2 nd Floor, Opposite to Bank of India, 5 th main hampinagar, vijaynagar 2 nd stage, bangalor-560104, karntak, India.
Phone number	: 080-23102812/40902957
Email	: group@sunness.in

Introduction-

SUNNESS CAPITAL INDIA PRIVATE LIMITED (SCIPL), on 2009 it got incorporated is a dynamic capital company that has some expertise in ventures. SCIPL has its headquarters in Bangalore and branch office is in Mangalore. SCIPL is fundamentally an investment oriented management firm which expands degree of profitability through offering partners a unique kind conductor of risk-controlled maximum yield on venture. Organization approach is to values keeps on being through esteem or value based key research and restrained portfolio management. To ensuring with a commitment of a long term investment philosophy through the fundamental research across the products range is logic of company and the culture of firm too. We are focused on our objective of giving strong, predictable returns through all market cycles.

Company believes that our means firm success is not only result of our company vision, but of prudent investment methodology which provides the way. We are balancing risk with rewards. It is an approach which stood as toughest test of all Time. **SCIPL's** unique approach to examining maximizing returns on investment capital, offering investors to unique conduit into risk controlled highly oriented return investments through our values.

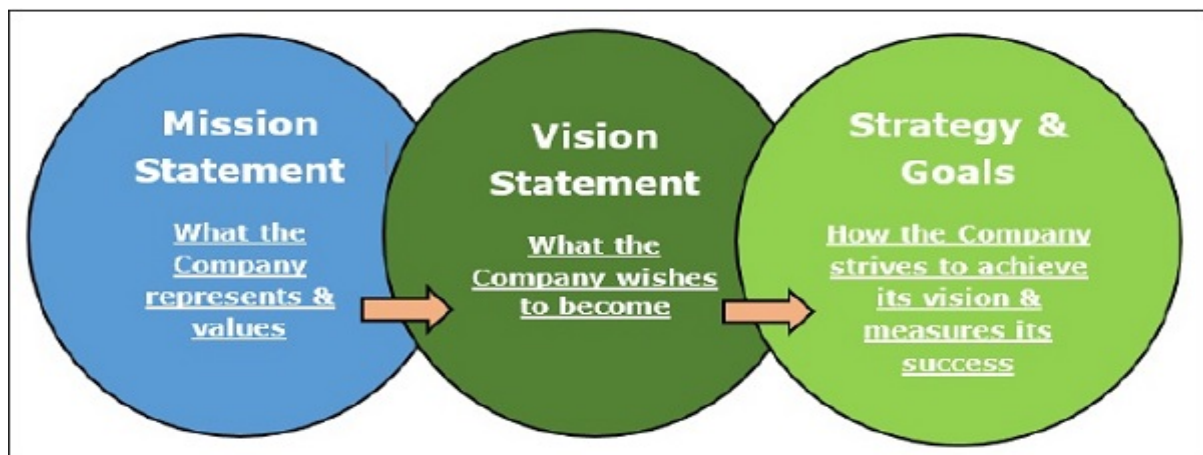
1.3.1 PROMOTERS:

Directors:

SASITOTA PRABHAKARA SHREESHA

PADMAJYOTHI SREESHA

1.3.2 VISION, MISSION AND VALUES:



Each organization wants to be successful so it should be guided through a strategic technique. Vision, Mission, and values shape the ground for building the strategic establishment of the organization. They direct and control the purposes, standards, and qualities that communicate the activities of the organization and convey this motivation to externally and internally of organization.

Effective organizations guarantee that their objectives and destinations are dependably in collaboration with their vision, mission, and values and consider this as the reason for all vital arrangements and basic leadership as all strategic planning and decision making.

Developing through clear and important Mission and Vision proclamations, organizations can intensely convey their aims and motivate individuals inside and outside organization to guarantee that they comprehend the destinations of the organization, and adjust their goals and objectives toward a good judgment of purpose.

Significance of Mission, Vision, and Values:

Setting out the basics of an organization's personality and characterizing its motivation for presence.

- Providing a comprehension of its business directions.
- By recognizing and observing how values, mission, and vision interact with each other, an organization can probably make a good designed and very much strategically plan provides the competitive strength to be leader.

- A organizational mission is an announced statement which specifies sort of business it needs to attempt. It advances the vision of organization in view of internal and external environment conditions, abilities, and nature of clients of organization.

A statement of mission therefore:

- Communication of organization for purpose of activities.
- Revealing the philosophy of an organization's, and also its motivation purposes.
- Indicates how it means to serve its stake holders.
- Characterizes the present and future business as far as Product, Market and client and etc
- Is often longer than vision explanations and now again additionally incorporates a summation company's qualities.

VISION AND MISSION OF SUNNESS CAPITAL INDIA PVT LTD AS FOLLOWS:

VISION:

“Ensuring the Nurture life style”

MISSION:

“Uncompromised Services”

1.3.3 PRODUCTS & SERVICES:

Putting resource into offers or securities exchange is inarguable the best course to long haul riches gathering. Be as it may, it can likewise be an exceptionally dangerous recommendation because of high risk return exchange off pervasive in the share trading practices system. Thus, it's more fitting to take help of an accomplished and reliable master who will direct you in matter of when, where and how to contribute.

SUNNESS CAPITAL INDIA PVT LTD gives direction in the energizing universe of securities exchange with appropriate exchanging arrangements and esteem added instruments and administrations to improve yours exchanging knowledge

OUR SERVICES:

Internet (online) based Trading:

Excellent online products custom fitted for dealers and investors. Customized single screen oriented Market Watch for numerous trades, MCX and NCDEX with BSE,NSE &MCX-SX.

- Streaming cites.
- Accurately maintained real-time rates.
- Flash news, intra-day research reports.
- Intra-day and chronicled (historical) diagrams with technical tools.
- Internet based researches.

Quality Research:

Wide scope of every day, week after week and unique Research reports and even Expert Sector Analysts with experienced in industry as a professional.

Advisory:

- Real-time information with the refreshed news.
- Service oriented to Investment.
- Dedicated and highly enthusiastic Relationship Managers.

The Derivative:

The subordinate portion is an exceedingly lucrative market that gives investing personnel a chance to win superlative profits (or misfortunes) by paying a marginal amount of nominal. Over recent years, Future and Options portion has risen as a prevalent medium for financial oriented markets to exchange or trade. Equities, Indices, Currency and Commodities on these future contracts are available.

SUNNESS CAPITAL INDIA PVT LTD with its participation as Trading and Clearing Member of NSE F&O Segment and BSE Derivatives related Segment, gives you a passage to the energizing universe of subordinate or derivative market.

Derivative market of commodities has risen as another new road for financial investors to become wealthy. Today, Commodities have developed as the following best choice after

stock and bonds for expanding the portfolio. In view of the basics of interests and supply, Commodities shape a different resource related class offering speculators, arbitrageurs and investors a massive potential to win earn returns.

Sunness has the aim to providing of massive capability of the Commodities advertise by giving you a basic yet powerful interface, research and information to invest.

1.3.4 AREAS OF OPERATION

:KARNATAKA BRANCHS

2nd Floor, #20, Old No. 2

24th Main, 5th A Cross,

Near RV Dental College,

Marenahalli Village,

2nd Phase, J.P Nagar

Bengaluru – 560078

LAND MARK

Near R.V Dental College, Above Airtel

CALL US @

080 26582058

Sunness Capital India Pvt Ltd.,

11 & 12, Ground Floor,

Gold Coin Towers,

No. 50 (old no.98),

Residency Road, Bengaluru - 560025

Ph: 080-4371 6896

LAND MARK

Next to Prestige Towers

CALL US @

080-4371 6896

RESHMA" 1st Floor,

No. 4/A, 80 Feet Road,

RMV 2nd Stage,

Bangalore-560094

LAND MARK

Opposite to IDBI Bank

CALL US @

080-2351 6616

TAMILNADU BRANCH

73/11, 1st A Floor,
Kalpataru Complex,
44 Dr. C.P Ramaswamy Road,
Alwarpet
Chennai - 600018

CALL US @
044 48515277
044-24992600

MAHARASHTRA BRANCH

#302, Shree Platinum Commercial
Premises CHS LTD,
Jawahar Road,
Ghatkopar East,
Mumbai - 400077

TELANGANA BRANCH

No. 1-11-222/2,
GURUMURTHY LANE, STREET NO. 4,
BEGUMPET,
HYDERABAD – 500 016

TELANGANA

CALL US @040 4851 7161
NEW DELHI BRANCH

Flat No.12-E, 12th Floor,
Vandana Building,
11-Tolstoy Marg,
New Delhi-110001

CALL US @011-40072998

1.3.5. INFRASTRUCTURE FACILITIES:

SUNNESS CAPITAL INDIA PVT LTD has good infrastructure facilities towards the technical & fundamental activities towards customers & employees.

- Research advice & market updates through Chat-Email.
- Centralized back office access will be provided Excellent back office software services and various
- Scrip recommendations Instant order & trade confirmation through e-mail. Firm also provides qualitative services like everyday SMS alerts & notifications-mail alerts, etc.
- Customers get trading account for investing in equities & derivatives.

1.4. COMPETITORS INFORMATION:

Full Services Brokers

Share Khan

Smc Global

Motilal Oswal

An& Rathi

Angel Broking

Reliance Securities

Kotak Securities

Icici Securities

1.5 SWOT ANALYSIS:

INTRODUCTION:SWOT examination is an acronym for qualities, shortcomings, openings, and dangers and is an organized arranging technique that assesses those four components of an association, task or business wander. A SWOT examination can be done for an organization, item, place, industry, or individual. It includes determining the target of the business wander or venture and recognizing the inside and outside elements that are great and horrible to accomplish that goal.

STRENGTHS: attributes of the business or venture that give it preference over others

WEAKNESSES: attributes of the business that place the business or venture off guard in respect to others

OPPORTUNITIES: components in the condition that the business or undertaking could adventure further bolstering its good fortune

THREATS: components in the condition that could cause inconvenience for the business or task.

Recognizable proof of SWOTs is critical in light of the fact that they can educate later strides in intending to accomplish the goal.

SWOT Analysis of **SUNNESS CAPITAL INDIA PVT. LTD**

STRENGTHS:

1. Strong network system in India
2. Satisfying the need of the customers
3. Meeting up the customer necessity in time
4. Innovation and inventive in promotion section
5. Quality in notice of time
6. Global presentation with higher prizes and appreciation
7. Efficient collaboration condition
8. Expertise and experienced workforce

WEAKNESSES:

1. Market offer is constrained because of numerous contenders
2. Geographic infiltration is additionally restricted

OPPORTUNITIES:

1. Online publicizing is another wellspring of income
2. Adapting new procedures for statistical surveying acquires more incomes
3. Decentralized basic leadership is useful as nearby advertising needs shift starting
4. With one locality then onto the next Entering in worldwide market to attract in worldwide customers

THREATS:

1. Increasing claims because of sheer carelessness in arrangement of promotions
2. Recession may hit the business as cut is essentially on advertising spending plan of corporate
3. Cut-throat rivalry offered by different players in business
4. Challenging firm rivalry from its rivals from both residential and universal levels
5. Changes in taste and inclinations of customers.
6. Experiencing the problems from various competitors.

1.6. FUTURE GROWTH & PROSPECTS:

SUNNESS CAPITAL INDIA PVT LTD has been providing competitive products & services to clients & day by day customers are spreading across PAN India. For the future growth, company is conducting educational training for investors & also various conferences. So that, as investors increase companies profit shall also increase.

SUNNESS CAPITAL INDIA PVT LTD development aspects are because of increasing of customers, due to motivating new investors & provide DEMAT accounts, providing clients multi-investment options in one single floor. Increasing in a day's overall transaction & also it has very dazzling prospective & has very dynamic business in financial markets, which in turn helps other company's growth & creates benchmark in the financial market.

- New initiative portfolio management service & commodities trading. Served through centralized call centers & e-solutions
- Financial advisory services with highly skilled and aggressive nature.
- Independent investment manager; highly financially valued clients

CHAPTER 2

CONCEPTUAL BACKGROUND OF THE STUDY

2.1 THEORETICAL BACKGROUND OF THE STUDY:

Introduction to Finance:

For each business a term called fund goes about as the backbone and its operational hub. To keeping up an important life the blood development is exceptionally basic for a human body. As we probably am aware, for smooth running of business implies life blood is exceptionally important. So the reason just blood is called as widespread grease, which keeping up body dynamic like this Finance demonstrations in each and every associations. Fund, it is likewise characterized as arrangement of cash at whatever point it required on time. Dealing with the stream of cash in an association is alluded as the back. All the more significantly back is exceedingly worried about use of abilities in the control, how to utilize and control of cash in an association.

As per PAUL.G.HASINGS, "Fund" is the administration of the monitory undertakings of the organization. Its worry is resolved as what is ought to paid for and at what time, how to collect the cash on the best accessible, and giving the accessible funds for the best worry of firm for its best employments.

Kenneth Midgely and Ronald Burns characterize financing as "a procedure of sorting out the stream of assets with the goal that a business can do its destinations in most productive way and meet its commitments as they fall due."

In all business the term fund is dependably is the primary concern of firm. It is that branch of finance matters that arrangements with administration of money and resources including saving money, venture, and credit et cetera. Trough appropriate arranging, or estimation in business administration, such as social affair supports, evaluating and processing the benefit or misfortune factor, and so on,

As the country required to be a financial plan to run smooth economy, it needs to have an arrangement in like manner in regards to general welfare in light of income produced from

the citizen, or remote traded earned from over period whether it's open, private or individual front the basic manage here is appropriate arranging, comprehension and examining of wage and use, and what sort of hazard factors included. Presently, we can unmistakably comprehend where do we get these whole exercises occurring, or in like manner individuals term the commercial center. It's wherever around us, yet with an exceptionally sorted out mold it happens, so the reason we will call them in different names, similar to stock (value) markets, Forex markets.

Foreign Exchange or the Forex advertise is respected to biggest money related commercial center in light of volume of exchange ordinary. It includes controller saving money bodies. Government, MNC'S and other budgetary organizations. Fund commercial center is essentially the trade or exchanging place from one money with other. There isn't a specific institutional body where this exchanging happens, yet for most part an over the counter practice, where diverse cash instruments are traded. Indeed, even the rate fluctuates from place to place that is the reason you will discover diverse qualities for one dollar in different nations.

Fund is one of significant components, which initiates the general development of the economy. Fund is the soul of financial movement. A well-weave money related frame-work specifically adds to development of economy. A productive money related frame-work calls the viable execution of monetary organizations, budgetary instruments and budgetary markets.

Money related department is the specific capacity straightforwardly connected with the administration. The uniqueness of this capacity isn't just found in line yet in addition the limit of staff in the general organization of firm.

"Monetary Management is in a territory of useful basic leadership, orchestrating singular intentions and endeavor objectives" – Weston and Brigham.

"Money related Management is use of the arranging and control capacities to fund work" – Archer and Ambrosia

Hence according to importance of the monetary administration, it manages the arranging,

control of money related activities to corporate endeavors. In the brains of official monetary administration are subjects, which manage the apparatuses and methods through which the organization's accounting report is built. It offers thoughts to the administrators in building things in liabilities and resources side if a monetary record. It plainly control money related supervisor to choose both long haul and also here and now subsidizes and its distribution to capital and income consumption, this at last covered as a specialized device to comfort the financial specialists about the executions of a corporate element.

A definitive target of budgetary administration is to satisfy essential want of the organizations. That to make the necessities of investors as well as partners; this is accomplished through the consistence of development support in the level of profit and market estimation of offers.

Financial Statements:

A money related explanation is an accumulation of information composed by legitimate and reliable bookkeeping methods. Its motivation is to pass on a comprehension of some money related parts of a business firm. It might demonstrate a situation at a minute in time, as on account of an asset report or may uncover a progression of exercises over given timeframe, as on account of a pay explanation.

Thus the term “financial statements” commonly has the two statements:

- The position proclamation or the monetary record
- The wage proclamation or benefit and misfortune account

These announcements are utilized to pass on to the administration and other intrigued outcasts the gainfulness and money related position of the thin. Money related explanations are arranged fundamentally for basic leadership. They assume a prevailing part in setting the structure of administrative choices. Be that as it may, the data gave in the budgetary explanations isn't an end in itself as no important conclusions can be drawn from these announcements alone. Be that as it may, the data gave in the money related explanations is of massive use in settling on choices through examination and elucidation of budgetary proclamations. Budgetary explanations for organizations generally include:

- Income Statements
- company Balance Sheet
- Changes of statements in proprietors Accounts
- Financial Position and their statements

Income Statement:

Wage proclamation is set up to decide the operational position of the worry. It is an announcement of incomes earned and the costs acquired for gaining that income. On the off chance that there is abundance of incomes over consumptions it will demonstrate a benefit and if the uses are more than the wage at that point there will be a misfortune. The wage explanation is set up for a specific year, commonly a year. It is also known as the “profit and loss statement” or “statement of revenue and expense.”

Balance Sheet:

In budgetary bookkeeping, an accounting report or explanation of monetary position is an outline of a man or association's adjusts. A monetary record is regularly portrayed as a preview of an organization's money related condition. These three accounting report fragments give financial specialists a thought with respect to what the organization possesses and owes, and the sum contributed by the investors. Of the four fundamental money related explanations, the asset report is the main proclamation, which applies to a solitary point in time.

An organization monetary record has three sections: resources, liabilities and proprietorship value. The principle classifications of benefits are generally recorded first and are trailed by the liabilities. It's known as a monetary record in light of the fact that the two sides offset. It chips away at the accompanying recipe: $Assets = Liabilities + Shareholders' Equity$. Statement of Changes in Owners' Equity (Or Retained Earnings);

The term ‘owner’s equity’ refers to the claims of the owners of the business (shareholders) against the assets of the firm. The statement of changes in owners’ equity simply shows the

beginning balance of each owner's equity account, the reasons for increases and decreases in each, and its ending balance. However, in most cases, the only owner's equity account that changes significantly is Retained Earnings and hence the statement of changes in owners' equity becomes merely a statement of retained earnings.

Statement of Changes in Financial Position:

Statement of changes in financial position helps to prepare to show the changes in assets and liabilities from the end of one period to the end of another point of time. The objective of this statement is to show the movement of funds during a particular period. The statement of changes in financial position may take any of the following two forms:

Assets Flow Statement: The assets stream articulation is intended to break down the adjustments in the money related state of a business endeavor between two periods. The word 'Reserve' is utilized to indicate working capital. This announcement will demonstrate the sources from which the assets are gotten and the utilizations to which these have been put. This announcement empowers the administration to have a thought regarding the wellsprings of assets and their uses for different purposes.

Income Statement: An announcement of changes in the monetary position of a firm on money premise is called Cash Flow Statement. It outlines the reasons for changes in real money position of a business undertaking between dates of two adjusts sheets. This announcement is especially like the announcement of changes in working capital. An income articulation centers consideration around money changes as it were. It portrays the wellsprings of money and its employments.

Nature of monetary proclamations:

It is exceptionally outstanding that the money related explanations essentially allude to accounting reports and wage proclamations. Obviously these two fundamental proclamations are bolstered by various timetables, supplementary articulations, illustrative notes and so on. In this manner all these are monetary articulations. They appear with supporting figures, acquire or misfortune brought about amid a bookkeeping period and furthermore the benefits, liabilities and capital toward the finish of the most recent day of the bookkeeping time frame.

These announcements mirror a blend of recorded certainties, bookkeeping tradition and individual judgments. It is consequently evident that the figure incorporated into the money related articulation is impacted by these elements. They are as per the following-

- **Recorded Facts:** Financial proclamations contain the reality identifying with the business exchange prepared recorded in the book of records. The unrecorded realities, whatever essential they may have excluded in monetary proclamations. The cases are HR, which are not appeared in these announcements since they are not recorded in the books.
- **Accounting Convention:** Accounting tradition suggests certain bookkeeping guideline which has been fulfilled by the long client. As it were they allude uses and standard practices in social and financial existence of individual which have been for the most part acknowledged in working up the bookkeeping standards. For cases, by virtue of tradition of protection arrangement is made for expected misfortunes however expected benefits are disregarded. It implies that the genuine business position of the firm is superior to anything what is appeared in the money related articulations.
- **Accounting suspicion and ideas:** GAAPS or Generally Accepted Accounting Principles are as rules and guidelines which are to be utilized as standard for recording business exchange in the book of records and their reasonable introduction in the money related proclamations. Since their announcements need to get ready in similarity with GAAPs, these GAAPs incorporate standards, ideas and supposition. Thus the figures recorded in the monetary explanations are impacted by GAAP. For cases stock valuation expresses those year-end inventories are to be esteemed at lower of cost or market cost. That implies the estimation of year-end stock which shows up in the money related explanations is affected by these standards.
- **Personal judgment:** beyond any doubt Generally Accepted Accounting Principles and ideas are followed in getting ready money related articulations yet their application in the vast majority of the cases relies upon individual judgment of the bookkeeper. For cases, the decision of choosing techniques for deterioration lies on the bookkeeper. So also the strategy for esteeming stock additionally relies upon the individual judgment of the bookkeeper.

Significance of Financial Statement:

Proprietors who give stores are cash-flow to the association are occupied with knowing whether the capital is being utilized appropriately or not and whether he will acquire a decent come back from the venture or not. Money related articulation will help the proprietors in thinking about it.

Administration is intrigued to know the money related proclamations to discover whether the business carried on is beneficial or not. With the goal that the administration can take legitimate choice or make the arrangements for what's to come.

Money related explanation will help the bank by giving data about the advance and thriving of the firm. All things considered the bank is affirmed that the firm will pay back his sum loan and pay premium consistently.

Money related articulation will help the administration by giving data about the company's real income with the end goal of tax assessment. The Financial articulations are the diagrams of money related issues. These announcements encourage the stock trade to secure the financial specialists' advantage.

Techniques for budgetary examination:

The investigation and understanding of money related proclamations is utilized to decide the monetary position and consequences of activities too. Various strategies or gadgets are utilized to consider the connection between various articulations. An exertion is made to utilize those gadgets which plainly break down the situation of the undertaking. The accompanying of examination are by and large utilized:

Comparative Statements:

The similar budgetary articulations are proclamations of the monetary position at various timeframes. The components of money related position are appeared in a similar frame in order to give a thought of monetary position at least two periods. Any announcement arranged in a relative frame will be shrouded in similar explanations. From functional perspective, for the most part, two money related articulations (accounting report and pay

explanation) are set up in near shape for monetary investigation purposes. Not just the examination of the figures of two periods yet in addition be connection between asset report and wage proclamation empowers an inside and out investigation of budgetary position and agent comes about. The relative explanation may appear:

Supreme figures (rupee sums)

Changes in supreme figures i.e., increment or diminishing in total figures

Supreme information as far as rates

Increment or reduction as far as rates

The money related information will be near just when same bookkeeping standards are utilized as a part of setting up these announcements. If there should be an occurrence of any deviation in the utilization of bookkeeping standards this reality must be said at the foot of monetary proclamations and the investigator ought to be cautious in utilizing these announcements. The two similar proclamations are (a) Balance Sheet (b) Income Statement.

- Ratio Analysis:

Proportion Analysis is the way toward deciding and exhibiting the relationship of things and gathering of things in the announcements. As indicated by Batty J. Administration Accounting "Proportion can help administration in its fundamental elements of anticipating, arranging coordination, control and correspondence". It is useful to think about the liquidity, dissolvability, capital structure and productivity of an association. It is useful apparatus to help in applying judgment, generally complex circumstances.

A monetary proportion is the connection between two bookkeeping figure communicated as an extent. Proportion gives intimations to the budgetary position of a worry. These are the pointers or markers of monetary quality, soundness, position or shortcoming of a venture. Proportion examination is one of the techniques for investigating monetary articulations. It is an endeavor to show the data of the monetary proclamations in disentangled, systematized and outlined shape. It gauges the gainfulness, productivity and money related soundness of the business.

Essentialness of Ratio Analysis

Proportion examination improves the complex money related information. It uncovers the adjustment in the monetary states of the business.

Proportion examination helps the administration in basic leadership. It tosses light on the level of productivity of administration and use of benefits. It helps in determining and arranging. Over some stretch of time a firm builds up specific standards which may shows future achievement or disappointment.

- 1) Ratio might be utilized as instruments of administration control, especially in territories of offers and control.
- 2) Ratios offices the elements of correspondence and upgrade the estimation of Financial Statements.
- 3) Ratio is useful in surveying the budgetary position and benefit of concern.
- 4) Ratio examination likewise helps in viable control of business – estimating execution, control of cost and so forth., successful control is a key stone of better administration.
- 5) Ratio examination assists the speculators in settling on venture choices with making a productive venture.
- 6) It knows the connection between various related things of monetary explanation.
- 7) It helps in researching the factor in charge of money related soundness disintegration of a specific circumstance.
- 8) It helps in dissecting and deciphering the budgetary wellbeing of the Enterprise.

Impediments of Ratio Analysis:

- 1) Limited utilization of single proportion: A solitary proportion can't pass on much sense. Proportion can be helpful just when they are processed in an adequate extensive number. Estimation of a larger number of proportions here and there confounds the examination than encourage him.

2) Lack of settled standard: There are no all around acknowledged standard or guidelines for count of proportions. Subsequently it is extremely hard to find out the standard proportion with a specific end goal to make an appropriate examination.

3) Reliability of information: The precision and accuracy of proportions are absolutely endless supply of information contained in money related proclamations.

4) Incomparable: Since the size, nature, bookkeeping methodology vary from business to business, proportion examination makes correlations more troublesome.

5) Ignoring Qualitative Factors: Ratio examination disregards the subjective elements, which for the most part impact the conclusions determined.

CURRENT ISSUES:

No Mentor:

There are two principle issues confronting on the web fates brokers. The first is you don't have somebody viewing behind you and to assist you with your exchanges. Numerous new brokers will commit a few stupid errors that will probably cost them cash. Having an accomplished merchant with whom you can talk about exchanging procedures will probably keep you out of inconvenience and more than compensate for the commission sparing of web based exchanging.

Similarly as with any new pursuit, having a guide can demonstrate priceless, simply having the capacity to ask an exchanging question and get a clever responses in no time flat can spare you numerous an exchanging question and get a smart responses in almost no time can spare you numerous hours or days of looking into alone. Numerous dealers underestimate the amount they really gain from their agents and how much time and exertion they have spared.

Over Trading:

The second issue identified with the regularly expanding issue of over exchanging. This has been an issue with item dealers for quite a long time, however the appearance of online fates exchanging has extremely quickened the issue.

The products markets have a similar bait to merchants that Las Vegas needs to card sharks. Ordinarily, another broker will go to the items advertise with the business sectors make here and there consistently, they trust they can get a considerable lot of these littler moves by getting in and out each couple of days.

Commissions are modest, so it appears like a simple recommendation. At that point obviously the exchange begins to get exhausted holding positions for quite a long time and begins day exchanging.

Now the broker is likely in route over his head. His record has most likely endured tremendous misfortunes and sizeable piece of that is from commissions. His all around explored procedure for a long haul exchanging does not have any significant bearing to day exchanging, so he is exchanging without a decent arrangement. At last, he understood he would have done on the off chance that he simply adhered to his unique arrangement and his life would likely have been significantly less upsetting.

Unwavering quality:

One is absolutely reliant on computerized innovation with regards to web based exchanging. All things considered, one can't exchange on the web on the off chance that they can't build up an "association" with the firm. There are number of issues and difficulties that can and do emerge in relationship with PCs and the web. The outcomes can be decimating should an issue emerge and no more unfavorable minute. As financial specialists know time is cash. PC crashes are inescapable, with respect to the firm and also the financial specialist. Substantial web activity or volume is another factor that one should in the long run manage. Associations and downloads can be postponed or halted out and out because of web or site blockage. Online firms shift in their PC equipment similarly as financial specialists. One can wager that here are financiers that don't have satisfactory reinforcement servers or appropriately look after them. On a similar note, there is the capability of businesses having defective "reinforcements" or the scarcity in that department. A few firms might not have a substitute means accessible for speculators to direct exchanges. Should financial specialists be not able

lead an online exchange for any reason he or she ought to likewise have the capacity to put in the request by means of the phone or by and by. Web based contributing requires that organizations and speculators have solid PC gear and measures keeping in mind the end goal to satisfy their expected reason.

Execution:

Numerous individuals are under the feeling that an exchange is executed that minute the mouse is clicked and at the sum anticipated. This a long way from rectify, the procedure starts with positions of a request. Once the request is put with the business firm, the firm then advances the request to a divider road 'advertise making' firm that really executes the request. Financiers frequently get installments from showcase creators to get their business. This installment framework is known as 'installment for arrange stream' and is exceptionally dubious because of capability of mishandle. For example, dealers may course arranges where he or she is accepting the most astounding installment rather than where financial specialists get best execution. The market creator will coordinate, yet not really best the market's overall rate. A gathering of market creators may control at least 30% of market's volume. They thusly can utilize this data for their own particular pick up.

Online businesses shift in their exchange execution speeds and in addition their exchange execution achievement. As unstable as the market may be, an online financier that takes twenty seconds to execute a market request can bring about exceptional costs and misfortunes. (A market arranges is basically a request to purchase or offer a predetermined measure of a security(s) at winning business sector rate, whatever that might be at the time the request is filled or executed). What exacerbates this issue is the point at which an online merchant or another source contains slacking stock statements, instead of ongoing stock statements. Constant statements are those that take after the market second for second and change as needs be. For instance, a speculator puts in a market request to purchase 1000 offers of a 'tech' stock. The stock is cited at \$5 an offer from a source that has expanded to \$6 when arrange was put. Presently the online business takes an extra 30 seconds to execute the request at which time the stock's value ascertained to \$7 share. This 50 seconds time traverse or slippage as Patel terms it has wound up costing the financial specialists an extra \$2000. It

is the dangers and issues, for example, these that online financial specialists encounter each day, however are only occasionally said.

Security: Another region of significant concern is security, which plagues internet exchanging as well as the whole online business industry. In any case, some contend that web based contributing is secured and safe. For example as per Anderson (1998), President of Ameritrade, web based contributing is secured for the most part because of reality that the main data being exchanged over the web is requests to purchase or offer. Others deviate, since programmers or infections are invading financial specialist's records. This record contains exceptionally correlated and also private data. Nonetheless, there is time when exceptionally individual data is exchanged over the web. Numerous online financiers enable clients to apply for a record through web. The data called for in these application is exceptionally individual in nature. While numerous ranches have expanded their security endeavors by actualizing entangled encryption procedures and different exceptional antivirus programming application, there are as yet online homesteads that are inadequate around there. Should these safety measures be ignored by financiers, the implications can be crushing to its clients. One can just envision the harm that could happen should his or her own data wind up in the wrong hands.

Subsequently web security is a difficult issue that torment the whole web based business group. PC infections and programmers are continually going to be a risk in our general public.

2.2 REVIEW OF LITERATURE:

Introduction: The audit of writing shapes the fundamental stage for the exposition as the subsequent investigation and future outcome depends on it. A point by point audit of writing has been made to discover the exploration hole and to recognize the pertinent issues. It is basic for a scientist to audit the related writing so as to have unmistakable information about the subject and comprehend the examination hole in request to draw the extension for the examination. The audit is done on the writing accessible on money related administration hones clung to by the SMEs (Small what's more, Medium Scale Entrepreneurs) and assessments of prior analysts in the regions of money related administration like inventories, receivables, payables and money change cycle administration.

2.2 Review of Literature: A short synopsis of accessible writing regarding the matter is introduced in this cross area.

- 1) An examination by **Fong** (1990) discovered that most SMEs in Malaysia were overseen by the proprietors themselves. Hence, the nature of administration relies upon the instruction, experience, and preparing of the business visionaries themselves. Be that as it may, since a significant number of them didn't have a formal instruction in business administration, they more often than not worked their business as conventional family-type organizations. An expert money related director will have the capacity to deal with the company's money related undertaking in order to augment the estimation of the firm for its proprietors.
- 2) As per **Mohd Amy Azhar B. Hj. MohdHarif and Harizal B. Osman** (1990) the critical commitment of little and medium-scaled undertakings to Malaysia's GDP, work, and industrialization has been all around archived. Despite the fact that their part in economy is considerable, numerous SMEs are tormented by administration issues (Hashim and Wafa, 2002). These administration issues incorporate human asset administration, advertising administration, activities administration, money related administration and vital administration. Given that monetary administration is one of the key parts of the prosperity and survival of a business, it is essential that this subject be investigated top to bottom.

- 3) **Chan and Kevin** (1990) announced that PCs are utilized to enhance proficiency and deliver quality items or administrations at the most reduced expenses. Be that as it may, they concur that little organizations are hesitant to acknowledge data innovation (IT) since they find that it is hard to utilize PCs.

- 4) **Ang** (1991) recommended that it might be suitable to characterize a business as little in the event that it has a large portion of the accompanying attributes: it has no openly exchanged securities; the proprietors have undiversified individual portfolios; restricted risk is truant or incapable; original proprietors are entrepreneurial and inclined to chance taking; the administration group isn't finished; the business encounters the high cost of market and institutional flaws; associations with partners are less formal; and it has a high level of adaptability in outlining remuneration plans.

- 5) ACCORDING to **McMahon et.al** (1991) sound money related administration is significant to the survival and prosperity of little endeavours of different kinds. Studies of purposes behind independent venture disappointment definitely indicate poor or indiscreet money related administration to be the most imperative reason. The creator specifies that acknowledgment of such discoveries in the current years have seen expanded consideration towards monetary administration in independent company preparing and instructive projects and books and articles composed for independent company.

- 6) A similar view was taken by **Osteryoung and Newman** (1993) who suggested that a small business be defined as a business in which there is no public negotiability of common stock and the owners must personally guarantee any existing or planned financing.

- 7) **Keasey and Watson** (1993) however, have hypothesized that the factors which influence capital budgeting decisions differ significantly in relation to small and large firms.

- 8) **Gaskill, and Van Auken** (1993) have reported that the greatest internal problems identified by small US firms relate to inadequate capital, cash flow management, and inventory control.

- 9) **Herbert E. Olivera and Charles Martin** (1993) examined the accountant's role as a financial advisor and partial decision maker to small business managers. Accountants cannot forget basics. All statements should be prepared in a timely manner and should be available soon enough to assist management in effective decision making. However, management must be knowledgeable as to what the statements are portraying in order to make decisions. Accountants must remember that often management does not have the skill to interpret the statements, the records and the findings.

- 10) **Dodge et al.** (1994) announced that the most imperative inside issues distinguished by little US firms identify with insufficient capital, income administration and stock control.

- 11) **Kargar and Blumenthal** (1994) state that while the execution levels of independent ventures have customarily been credited to general administrative factors, for example, assembling, promoting and activities, working capital administration may consequently affect independent company survival also, development. The administration of working capital is vital to the budgetary well being of organizations of all sizes. The sums put resources into working capital are frequently high in extent

to the aggregate resources utilized thus it is imperative that these sums are utilized as a part of a productive and viable way.

12) **McMahon and Davies**(1994)in their exact work had remarked that maintaining a business adequately require a mindfulness and great or legitimate information of how the business is getting along by the proprietor director of a little business on an everyday premise. Aside from legitimate necessities, there is a handy need to keep adequate records to guarantee that business exercises can proceed without issue and legitimate way. Notwithstanding, the fields of bookkeeping and back still can't seem to give an acknowledged regulating hypothesis demonstrating which money related reports are most important in monetary administration what's more, how regularly they ought to be utilized.

13) As per **Peel, M. J., and Wilson, N.** (1994)¹³if the money related or working capital administration rehearses in the little firm part could be enhanced fundamentally, at that point less firms would come up short, and monetary welfare would enhance significantly. The control of working capital can be subdivided into regions managing stocks, account holders, loan bosses and money. Considering the significance of effective administration of money by little firms, it isn't shocking that exclusive 10percent of respondents asserted that they never utilized money planning, though 33percent utilized money planning regularly.

14) **Storey** (1994)notes that little firms, constitute the heft of ventures in all economies on the planet. Notwithstanding, given their dependence on here and now reserves, it has for some time been perceived that the proficient administration of working capital is pivotal for the survival and development of little firms.

- 15) **Jarvis et al**, (1996)¹⁵ says that the working capital meets the here and now budgetary prerequisites of a business endeavor. It is an exchanging capital, not held in the business in a specific shape for longer than a year. The cash put resources into it changes frame and substance amid the typical course of business tasks. The requirement for keeping up a sufficient working capital can barely be addressed. Similarly as flow of blood is extremely important to the human body to look after life, the stream of assets is exceptionally important to look after business. On the off chance that it winds up frail, business can scarcely succeed and survive.
- 16) An examination by **LeCornuet.al**(1996)has tossed light on the money related target of independent venture units. They found that money related administration of little endeavor is or ought to be subjectively and in addition quantitatively extraordinary from that of extensive undertakings. It additionally gives the idea that conduct and choice making in little undertakings are unequivocally connected to the individual inspirations of the proprietor supervisors.
- 17) **Schilling** (1996)in his composition notices ideal liquidity position, which is a base level of liquidity important to help a given level of business movement. Quickly, he says that it is basic to convey assets between working capital and capital speculation, in light of the fact that the arrival on venture is generally not as much as the arrival on capital speculation. Along these lines, conveying assets on working capital as much as to keep up ideal liquidity position is essential.
- 18) **Peel and Wilson** (1996)have focused on the productive administration of working capital, and all the more as of late great acknowledge administration rehearse as being vital to the wellbeing and execution of the little firm division. The postal poll reactions of 84small firms infer that a generally high extent of little firms in their example utilize quantitative capital planning strategies, and audit different parts of the organizations' working capital.

- 19) As per **Berger and Udell** (1998) small and medium-sized undertakings have more prominent educational obscurity than bigger firms, which compounds data asymmetry issues. Then again, the fortuitous event of possession and control and the more prominent operational adaptability of these organizations additionally make the office issues related with obligation, more genuine.
- 20) An investigation by **Holmes and Nicholls** (1998) concluded that the sum and nature of bookkeeping data arranged or procured is subject to number of working and ecological factors like, business measure, age, mechanical gathering, proprietor chiefs training and so on. The investigation likewise demonstrates that there is a major hole between the proprietor director, mindfulness, and the employments of monetary administration methods. They (proprietor administrators of independent venture units) are wandering into business without appropriate bookkeeping and financial(control) 'know-how'.
- 21) **El Luodi** (1998) on the other hand, clarified that the precarious economic situations require little organizations to have promptly accessible data to confront the approaching issues. Hence, these organizations need to design precisely and find suitable approach to have great money related administration to have the capacity to utilize the data precisely.
- 22) **Collins** (1999) concluded that one of the components that impact the organizations not to execute IT in their business is the extra cost factor caused for obtaining equipment and to set aside the installment for the expert expenses which are considerably higher than just to buy the product.

- 23) **Michaelas et al.**(1999) argue that private companies convey less obligation than the bigger firms due to by and large I) bring down minimal corporate duty rates for little firms, ii) higher insolvency costs, iii) more noteworthy office expenses, and iv) more noteworthy expenses of settling the bigger instructive asymmetries.
- 24) As inspected by **Peter** (1999) small organizations are maintaining a strategic distance from the innovation, as they are farfetched and unwilling to have IT to help their business activities.
- 25) **Humpreys, McCurry and McAleer** (2001) believe that SMEs are not free from the request of being aggressive in the business condition. Thusly, it is preference for SMEs that embrace IT since they can give more important administrations to their clients and can remain focused in the testing business condition.
- 26) As indicated by **Sen.et. al** (2001) efficient and logical administration of fund in a venture is of prime significance for accomplishing a definitive objective i.e. benefit amplification. By and by, at last the matter of creation or materials quality or advertising, identifies with budgetary issues. Along these lines, all endeavors are required for applying the devices of money related administration to the ventures in a logical way with an expect to re-establish new certainty and monetary wellbeing of the association.
- 27) **Nguyen. KM** (2001) in his proposition, gives clear discoveries of budgetary administration hones and money related qualities and exhibits the concurrent effect of monetary administration rehearses and monetary attributes on SME benefit. Also, the exploration think about gives a model of SME gainfulness, in which productivity was observed to be identified with money related administration hones and budgetary qualities.

CHAPTER 3

RESEARCH DESIGN

Topic chosen for the study:

Cash management is the topic for research analysis and it is done in Sunness capital india Private Limited Company. Or

3.1 STATEMENT OF THE PROBLEM:

How the company is managing its funds and what are the various tools it is using to maintain the cash management in company.

3.2 NEED FOR THE STUDY:

Cash management it is an accounting standard in accounts which helps in dividing or substituting of the cash to improve the allocation of available resources in the firm. Analysing through these past historical reports and trend variability we can identify the trend in cash inflow and outflow and this helps to avoid the cost uncertainties in cash management like excess of cash. This strategy also manages the shortfall costs which are associated with the liquidity and risk of insolvency in cash management.

3.3 OBJECTIVES OF STUDY:

- To understand how the cash is being managed through cash management in the company.
- To know the affecting security issues and financial conditions of firm.
- Analysis of financial performances of company through using various financial ratios.

3.4 SCOPE OF STUDY:

The research report is to understand the cash management with analyzing the numbers. Through cash controlling techniques how firm makes investment in its cash inflow and outflows of cash management. The cash management provides the understanding of where

company positioning over period of time with managing its cash assets and how it is performing in competitive world. This study is purely based on the zones of managing the cash and the review of this research report proposes them with the suggestions and findings to make the research project more effective in nature.

3.5 METHODOLOGY OF THE STUDY:

Research methodology is the one kind of study which clears that how to take care of the exploration issues regarding cash management. So for this research report adopted research design is descriptive and analytical in nature. It represents the critically evaluated information's listed in the below and study is conducted in investigative in financial related nature of the organization that provides the say and verify into the issues of securities at Sunness Capital India Pvt ltd.

The significant methodology parameters are mentioned the below:

1. Information or data collections(investments and surpluses, actual budget plans, balance sheets, ratios etc)
2. Interpretations and analyzing of available financial statements to get meaningful conclusion or determinants from them.
3. Discussing with staff in marketing departments regarding cash management and various techniques and tools to ensuring the different results.

Research design: Analytical Research

Data collection and sampling design:

The study is based on the two types of data:

1. Primary data:

- Direct contact with officials of the concerned department.
- The data collected is through personal interaction with the finance officer, and department authorities.
- Interview schedule observation, during observation, notes were made and compiled for the study. The interviews were conducted among the executive of the company.
- Formal discussion with staff.

2. Secondary data: Secondary data is collected through catalogues, annual reports, and also by visiting the company's website.

Sources: The study based on secondary that is publication in annual report of the company consisting of audit income statement, balance sheet, auditors reports, directors reports and other quantitative figures.

Sample design: period of study 2013 -2017

3.6 TOOLS OF ANALYSIS:

The financial and cash statements were analysed through ratios and the graphs and tables with graphical representative charts are used to highlight the statistics results and inferences are drawn on the same basis.

3.7 LIMITATIONS OF THE STUDY:

1. The study was based on secondary data only.
2. They had provided limited information.

3.8. CHAPTER SCHEME:

Chapter 1 Introduction

The introduction chapter having the topic regarding to research, Industry profile, in side activities Of company so the research can be done properly, A brief introduction about the firm, vision, mission, quality policies of firm , service profile & its operation areas, facilities company's infrastructure, information regarding to competitors, SWOT analysis Of the company and its future oriented growth & prospects.

Chapter 2 Conceptual background Of the study

This chapter provides the hint of Theoretic background of the research project, in depth knowledge on cash management, its origin & types relating to the cash management in company the strategical tools & various strategies to manage cash assets and collected Literature review on cash management.

Chapter 3 Research Design

This chapter has the statement regarding to problem, which studied in this research, the research project objectives, the scope of the study, overall research methodology with hypothesis, limitations & chapter scheme.

Chapter 4 Analysis and Interpretation

This chapter analysis and interpretation means the calculations are done through getting the company records of financial statements and various other accounting statements. The analyzed data is plotted in the graphical forms. Ratio analysis is done for the statistical tools result.

Chapter 5 Summary of Finding, Recommendations and Conclusions: This is the final chapter of the research report and it contains the Finding on conducted research project, recommendations and conclusions for the company is provides based on the research done.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

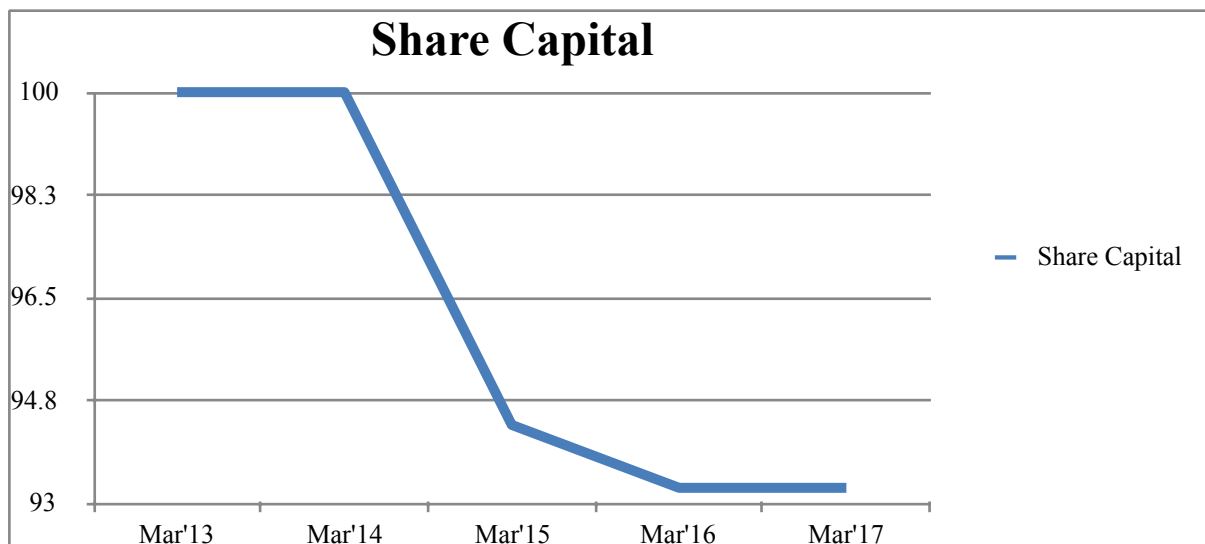
Table1: Table showing Share Capital (Rs in Crores)

Year	Share Capital	Trend Percentage (%)
Mar'13	13.08	100
Mar'14	13.08	100
Mar'15	12.34	94.34
Mar'16	12.20	93.27
Mar'17	12.20	93.27

Analysis:

The above table reveals that, the share capital remains constant for first two years (2013 and 2014). In the next year it was reduced to 12.34 and at the last two years the share capital remains same by 12.20.

Graph 1: Graph showing Share Capital



Interpretation:

The company had a huge share capital of 13.08 in the beginning of the year. But it was declined by 5.66% in 2013 and fell down by 6.73% with the share capital of 12.20 in 2014. It indicates that the company was fail to issue new shares and the value of share capital decreases in every year.

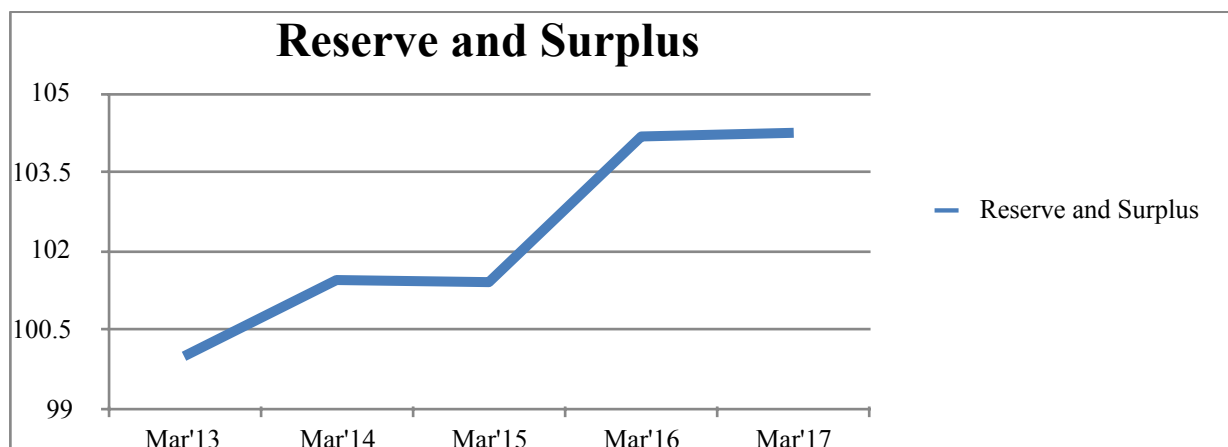
Table 2: Table showing Reserves and Surplus (Rs in Crores)

Year	Reserve and Surplus	Trend Percentage (%)
Mar'13	140.14	100
Mar'14	142.17	101.45
Mar'15	142.12	101.41
Mar'16	146.00	104.18
Mar'17	146.10	104.25

Analysis:

The above data table shows that the reserve and surplus of first year is 140.14. In the year 2014 it increases slightly to 142.17 but in the next year it falls down to 142.12. At the end of the year it shoots up to 146.10 which is very high for the company.

Graph 2: Graph showing Reserve and Surplus



Interpretation:

From the above graph it can be inferred that the Reserve and Surplus of the company has increasing trend with the year. The increasing trend of reserves and surplus shows that the company is maintaining a sufficient amount of reserves in order to meet future business expansion and can be prepared for any uncertainty climate.

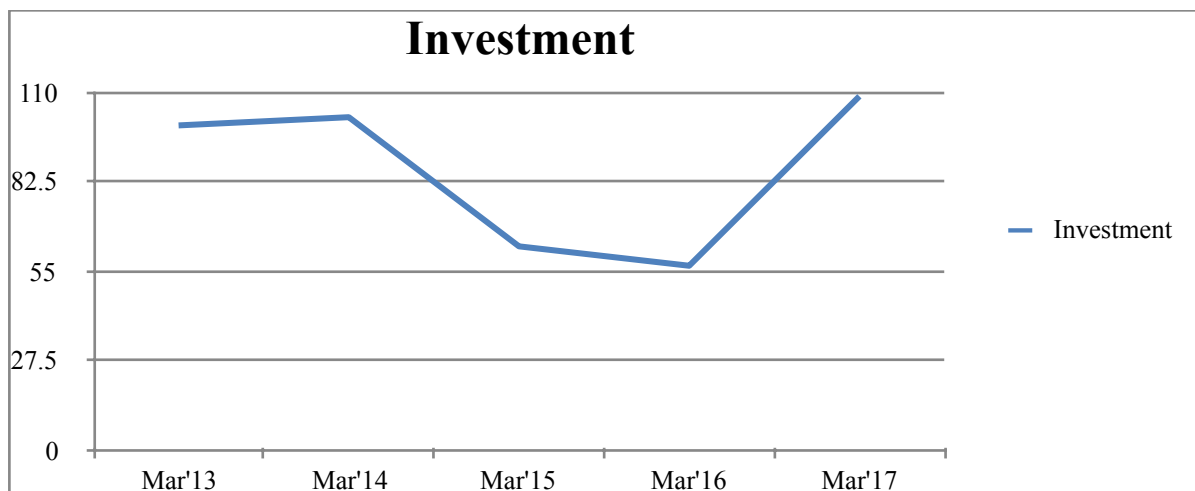
Table 3: Table showing Investment (Rs in Crores)

Year	Investment	Trend Percentage (%)
Mar'13	64.84	100
Mar'14	66.48	102.53
Mar'15	40.71	62.79
Mar'16	36.84	56.82
Mar'17	70.64	108.95

Analysis:

The above table indicates that the investment of the company have increased in the year 2014 and then gradually decreased in 2015 and 2016 to 40.71 and 36.84. However at the last year the investment was increased to 70.64.

Graph 3: Graph showing Investment



Interpretation:

From the above graph it can be inferred that the investment of the company has both increasing and decreasing trend. It shows that the company fell down by 37.21% comparing of the year 2013 and 2015. In the last year the investment trend increases to 108.95% which denotes that the company utilized its profit in a proper way so as to get additional income from other resources.

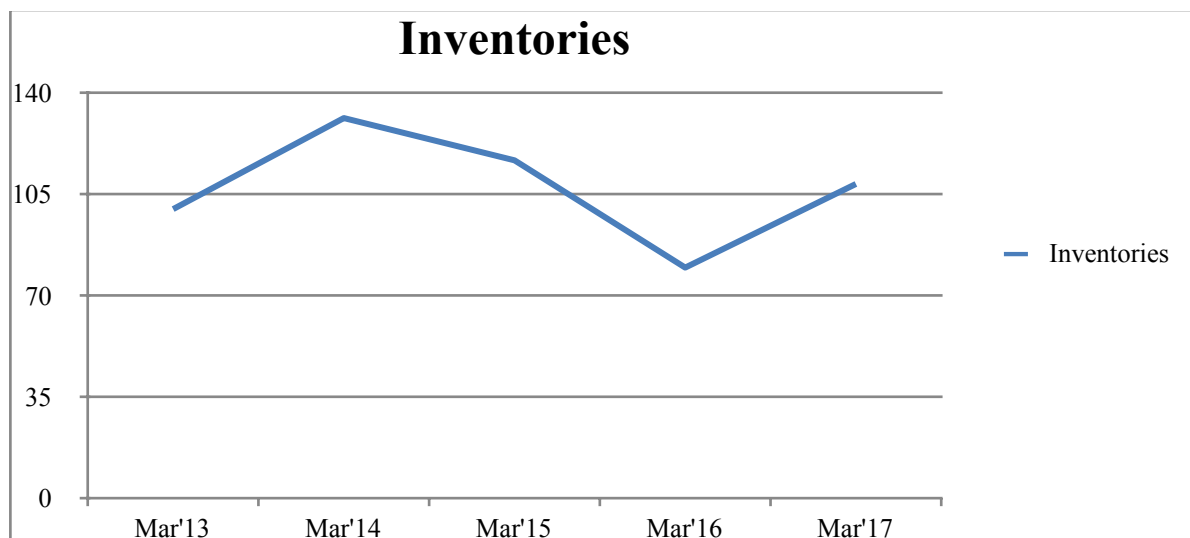
Table 4: Table showing Inventories (Rs in Crores)

Year	Inventories	Trend Percentage (%)
Mar'13	36.75	100
Mar'14	48.30	131.43
Mar'15	42.94	116.84
Mar'16	29.33	79.81
Mar'17	39.94	108.68

Analysis:

In the year 2013 the company held the inventories of 36.75 and in the next year it was increased to 48.30 which is increased by 31.43. But next year the company's inventories declines to 42.94 and then to 29.33. The last year result shows that the company bought large number of stocks which has increased the inventories by 8.68%.

Graph 4: Graph showing Inventories



Interpretation:

From the above graph we can observe that the inventory of the company have fluctuation over the years. This scenario depicts that the stocks were sold at huge number in the year 2015.

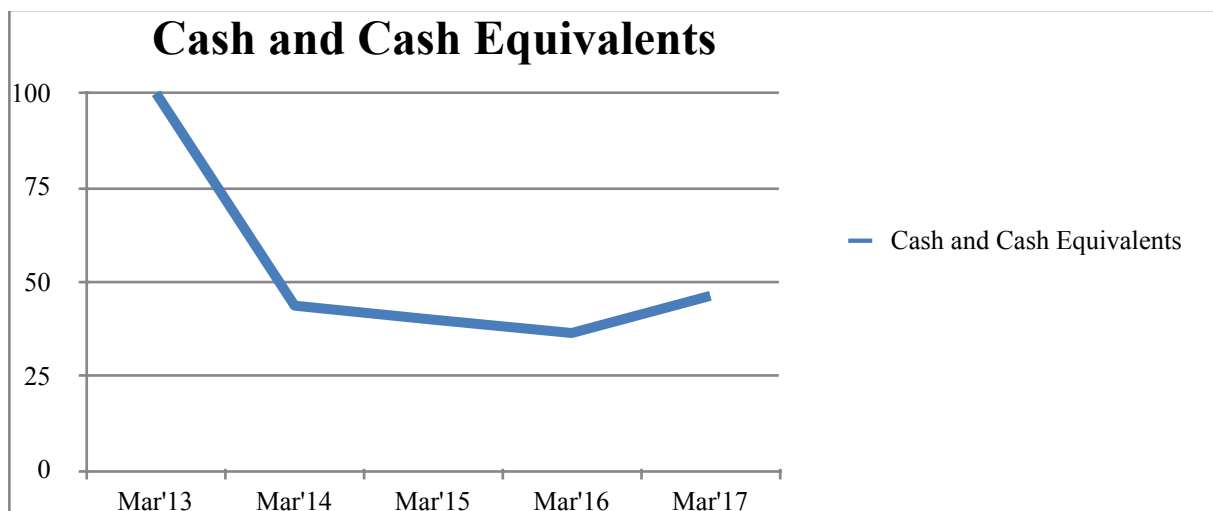
Table 5: Table showing Cash and Cash Equivalents (Rs in Crores)

Year	Cash and Cash Equivalents	Trend Percentage (%)
Mar'13	64.95	100
Mar'14	28.40	43.73
Mar'15	25.99	40.02
Mar'16	23.70	36.49
Mar'17	30.10	46.34

Analysis:

The above table indicates that the cash and cash equivalents of the company had decreased all the years except in 2015. The trend percentage had also decreased all the years with the least percentage of 36.49 in the year 2016.

Graph 5: Graph showing Cash and Cash Equivalents



Interpretation:

The company had huge amount of cash in the beginning of the year. But the percentage in next year decreases to 43.73 and it continuously decreases in the following year. The company held much more money in 2013 compared to 2017.

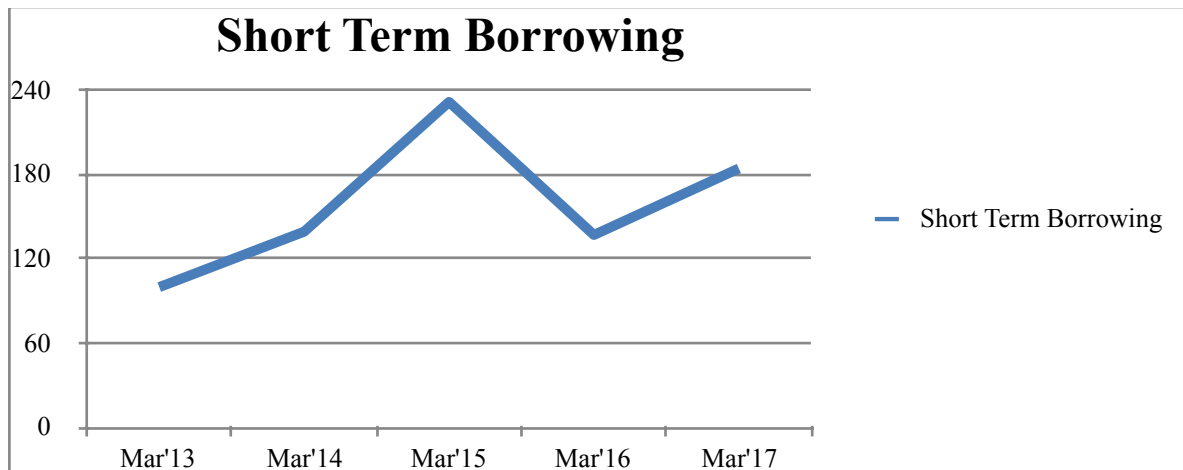
Table 6: Table showing Short Term Borrowings (Rs in Crores)

Year	Short Term Borrowings	Trend Percentage (%)
Mar'13	57.67	100
Mar'14	105.51	139.43
Mar'15	133.60	231.67
Mar'16	79.07	137.11
Mar'17	106.32	184.36

Analysis:

In the year 2013 the company took short-term loan of 57.67 and in upcoming years it shows the high increasing percentage of 231.67 in the year 2015. But in the next year the percentage decreases to 137.11 and in 2017 it again increases to 184.36.

Graph 6: Graph showing Short Term Borrowing



Interpretation:

The company had taken a massive amount of short term borrowing in the year 2015 of 133.60. Every company is compelled to take short term borrowing as the company needs to keep up with the business this is why this company also borrowed huge amount of money to sustain their business.

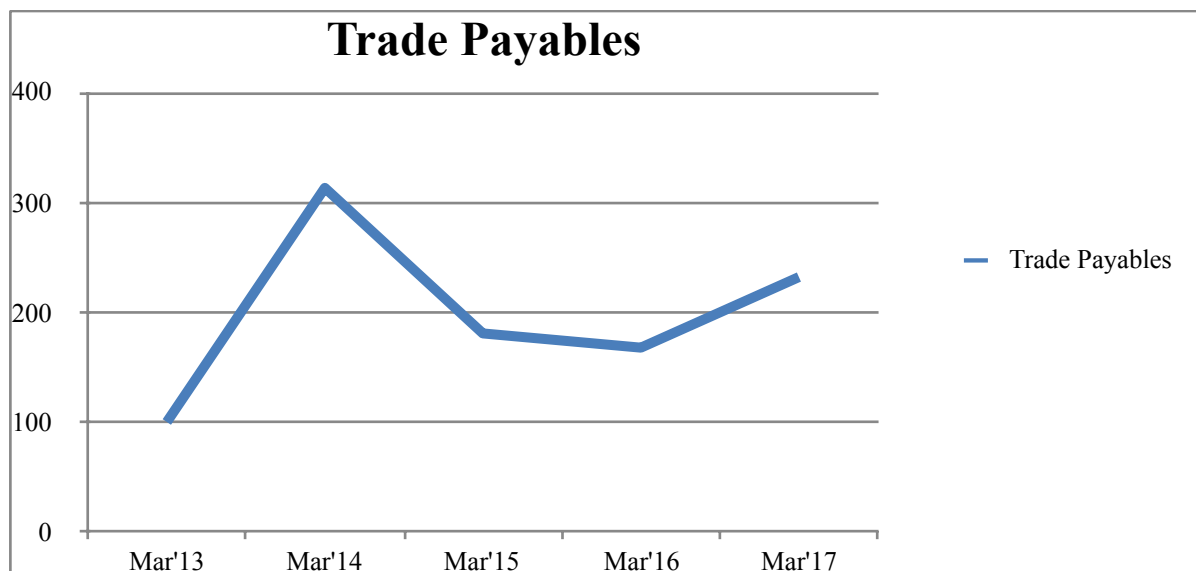
Table 7: Table showing Trade Payables (Rs in Crores)

Year	Trade Payables	Trend Percentage (%)
Mar'13	1.77	100
Mar'14	5.55	313.56
Mar'15	3.20	180.79
Mar'16	2.97	167.80
Mar'17	4.11	232.20

Analysis:

The above table is providing that company trade payables has increased by 313.56% in the year 2012 but it decreases to 180.79% in next year and it again increases to 167.80% and 232.20 in the year 2016 and continuous to 2017.

Graph 7: Graph showing Trade Payables



Interpretation:

The graph shows that there is a huge amount of fluctuation in trade payables of this company. Company owe immense amount of money to pay to its creditors as the trade payables starts to shoot up from the beginning of the year. It indicates that the company is liable to pay the debt to their creditors.

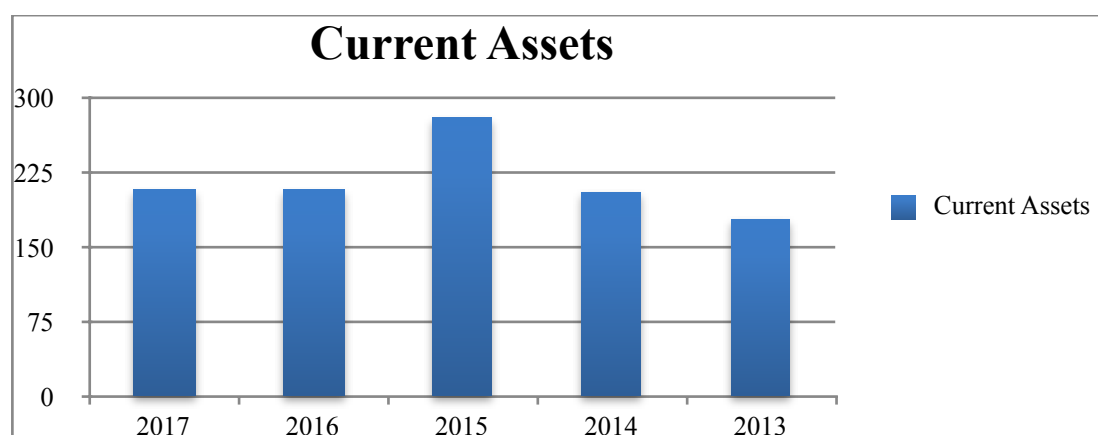
Table 8: Table Showing Current Assets (Rs in Crores)

C u r r e n t assets	Mar'17 (in Crores)	Mar'16 (in Crores)	Mar'15 (in Crores)	Mar'14 (in Crores)	Mar'13 (in Crores)
Inventories	39.94	29.33	42.94	48.30	36.75
T r a d e Receivables	11.54	0.38	0.05	4.40	3.51
C a s h a n d C a s h Equivalents	30.10	23.70	25.99	28.40	64.95
Short Term Loans and Advances	125.68	154.08	211.79	122.57	72.08
Total	207.27	207.48	280.77	203.67	177.28

Analysis:

According to the above table shows that, year 2013 the current assets of company is 177.28. In the following year to that there is a drastic increase up to 203.67 and 280.77 in both year 2014 and 2015 respectively. We can see a fall in the year 2016 as the current assets decreased to 207.48 and in 2017 there is a slight fall by 0.21.

Graph 8: Graph Showing Current Assets



Interpretation:

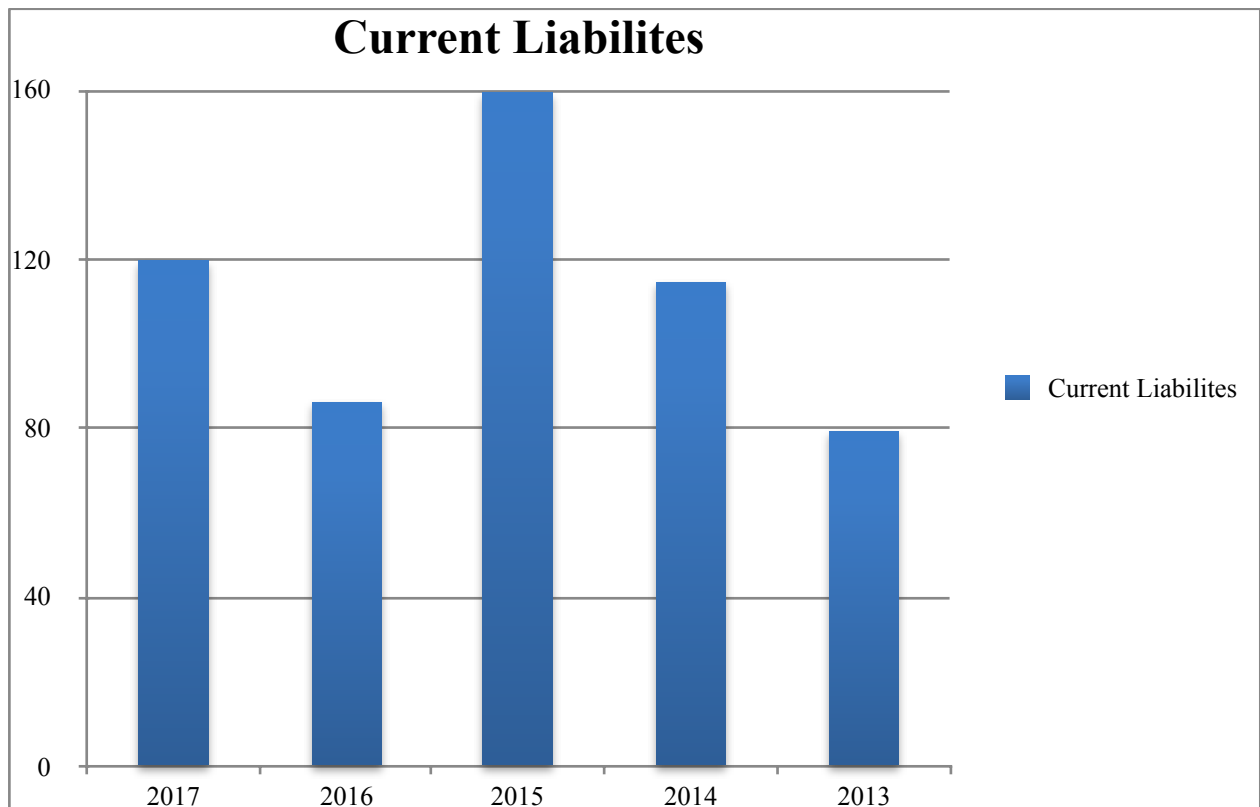
Through the graph we clearly observe there is a constant growth of current assets of company from the year 2013 and 2015. But in the next year 2016 there was a drastic decrease from 280.77 to 207.48 as the inventory of the company falls down and in the year 2017 the company's current assets reduced till to 207.27.

Table 9: Table showing Current Liabilities

C u r r e n t Liabilities	Mar'17 (in Cr)	Mar'16 (in Cr)	Mar'15 (in Cr)	Mar'14 (in Cr)	Mar'13 (in Cr)
Short Term Borrowings	106.32	79.07	133.60	105.51	57.67
T r a d e Payables	4.11	2.97	3.20	5.55	1.77
O t h e r C u r r e n t Liabilities	6.50	1.49	19.58	0.57	4.49
Short Term Provisions	2.93	2.84	2.86	3.04	15.20
Total	119.86	86.37	159.24	114.67	79.13

Analysis: table having the data reveals that in the year 2013 the current liabilities of the company are 79.13. In the year 2014 and company liabilities has increased to 114.67 and in the year 2015 the current liabilities of the company touched 159.24. There is a decrease in the current liabilities in the year 2016 and a steep increase in 2017 again.

Graph 9: Graph Showing Current Liabilities



Interpretation:

From the above graph there is a regular fluctuation in current liabilities but in financial year of 2015 company saw a steep increase in liabilities. It indicated that in the year the obligations of the company had increased at a very fast pace.

Table 10: Computation of Current Ratio

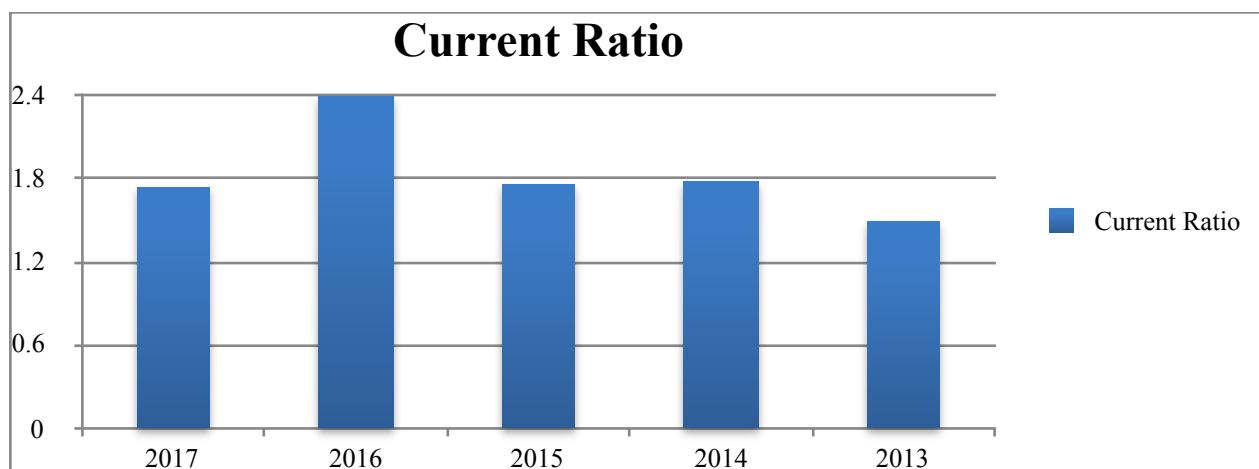
It is a calculation of general liquidity and is mostly used to make the analysis of a short-term financial position or liquidity of a firm. The standard ratio is 2:1.

$$\text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current Liabilities}}$$

Particulars	Mar'17 (in Cr)	Mar'16 (in Cr)	Mar'15 (in Cr)	Mar'14 (in Cr)	Mar'13 (in Cr)
C u r r e n t Assets	207.27	207.48	280.77	203.67	177.28
C u r r e n t Liabilities	119.86	86.37	159.24	114.67	79.13
Current Ratio	1.73	2.40	1.76	1.78	1.48

Analysis: from the above table in the year 2013 the current ratio is 1.48 times and during 2014 there is a increase to 1.78. In the year 2015 the ratio went down to 1.76 but in 2016 the current ratio reached above 2 at about 2.40. Then again we can observe in 2017 the current ratio took a dip and reached 1.73.

Graph 10: Graph showing Current Ratio



Interpretation:

The ideal current ratio 2:1 is essential for any business organization; company has the current ratio and it is much close to the ideal one and it provides that the liquidity position of organization is good. However a very high current ratio or low current ratio is also not favorable.

Table11: Computation of Liquid Ratio (Quick Ratio)

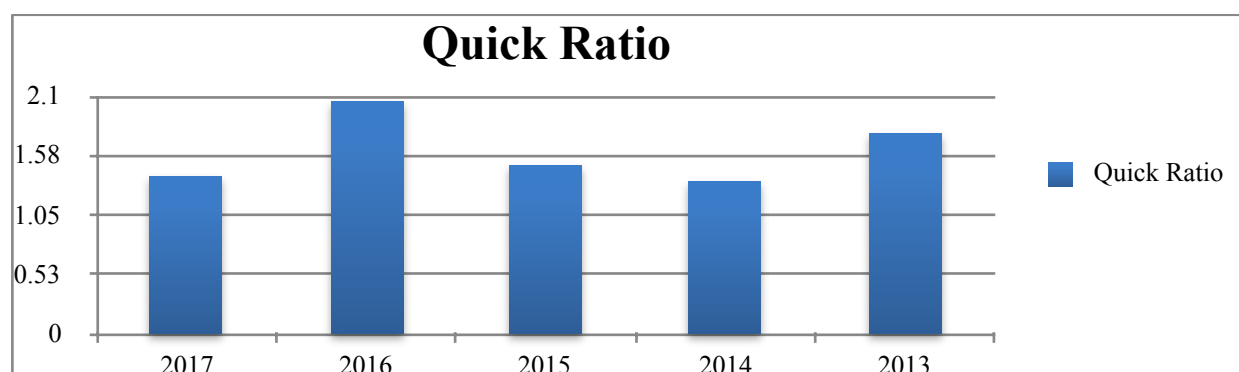
Liquid Ratio, also known as Acid Test or Quick ratio, is more rigorous test of liquidity than the current ratio. The term ‘liquidity’ refers to the ability of a firm to pay its short-term obligations as and when they become due. As a convention quick ratio of 1:1 is considered satisfactory.

$$\text{Quick/Liquid or Acid Test Ratio} = \frac{\text{Quick or Liquid Assets}}{\text{Current Liabilities}}$$

Year	Quick Assets	Current Liabilities	Quick Ratio
Mar'17	167.33	119.86	1.40
Mar'16	178.15	86.37	2.06
Mar'15	237.83	159.24	1.49
Mar'14	155.37	114.67	1.35
Mar'13	140.53	79.13	1.78

Analysis: from the above table in the year 2013 the quick ratio was 1.78 times but in next year it falls down to 1.35. In the year 2015 the quick ratio of company came up to 1.49 and continue to increase in the next year to 2.06 but in 2017 it again went down to 1.40.

Graph 11: Graph showing Quick Ratio



Interpretation: from the graph the standard quick ratio is 1:1.i.e., every rupee of short-term liabilities must be backed by equivalent liquid assets. If, however the ratio is less than 1, then some portion of the short-term liabilities must be met from the fund to be collected from outside. Since, all of the years were able to satisfy the standard ratio, quick ratio is satisfactory.

Table 12: Computation of Absolute Liquid Ratio

Absolute liquid ratio expresses the relationship between absolute liquid assets and current liabilities. Absolute liquid assets include cash in hand, cash at bank and short-term marketable securities.

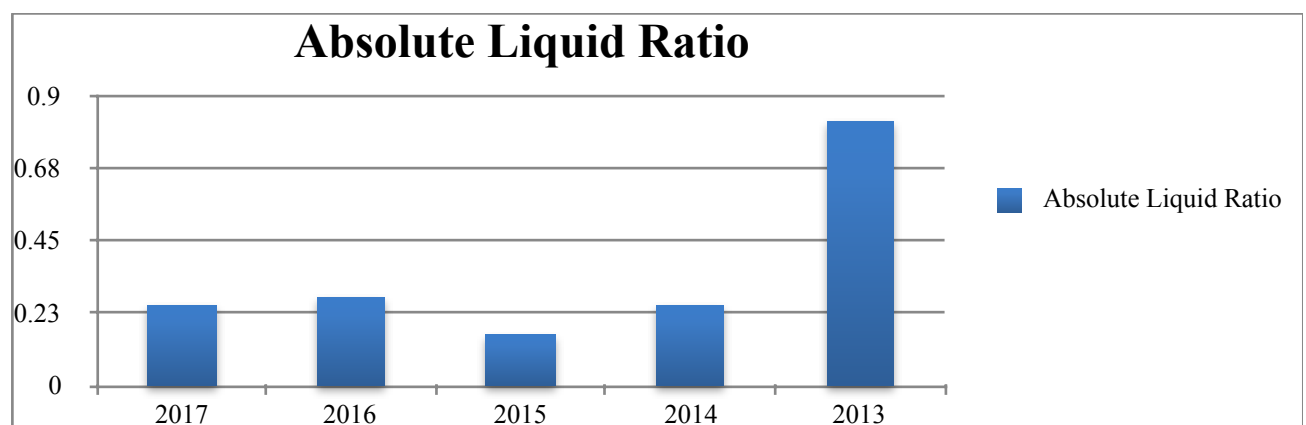
$$\text{Absolute Liquid Ratio} = \frac{\text{Absolute Liquid Assets}}{\text{Current Liabilities}}$$

Year	Absolute Liquid Assets	Current Liabilities	Absolute Liquid Ratio
Mar'17	30.10	119.86	0.25
Mar'16	23.70	86.37	0.27
Mar'15	25.99	159.24	0.16
Mar'14	28.40	114.67	0.25
Mar'13	64.95	79.13	0.82

Analysis:

Absolute liquid assets ratio also changes gradually according to the years; firstly it was 0.82 in 2013 and goes down to 0.25 and again to 0.16. In the year 2016 it rises to 0.27 and falls down again to 0.25.

Graph 12: Graph showing Absolute Liquid Ratio



Interpretation:

From the graph it can be said that company's liquidity position is not good in the years from 2014 to 2017. In these years company is not able to meet its immediate cash demand but on

the other hand in 2013, comparing to following years, it got high ratio of 0.82 which shows a good result for the company.

Assets Turnover Ratio

Asset turnover ratio is the ratio of the value of a company's sales or revenues generated relative to the value of its assets. The asset turnover ratio can often be used as an indicator of the efficiency with which a company is deploying its assets in generating revenue.

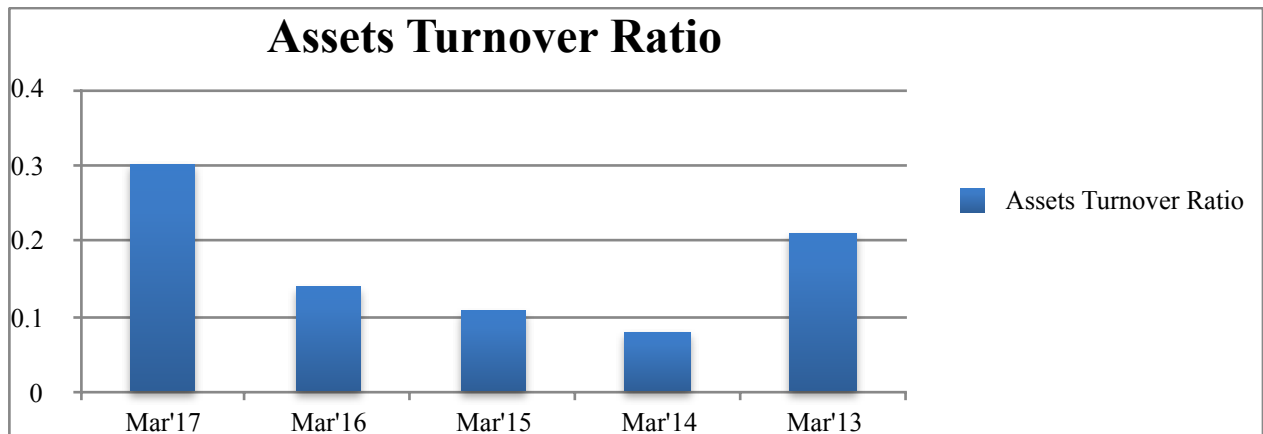
$$\text{Assets turnover ratio} = \frac{\text{Net Sales}}{\text{Total Assets}}$$

Table 13: Table showing Assets Turnover Ratio (Rs in Crores)

Year	Net Sales	Total Assets	Assets Turnover Ratio
Mar'17	83.47	278.54	0.30
Mar'16	35.25	245.13	0.14
Mar'15	34.55	322.35	0.11
Mar'14	21.01	274.28	0.08
Mar'13	52.24	247.96	0.21

Analysis: from the above table shows that the financial year of 2013 ratio of asset turnover was 0.21. 2014 it seen the lower rate of 0.08 and if we compare both years its it least to previous year and In the year 2015 there is an increment to 0.11 and in 2016 it was increased again 0.14 and then again to 0.30.

Graph 13: Graph showing Assets Turnover Ratio



Interpretation:

This ratio which is shown in the above graph it indicates firm isn't efficient enough to utilize its current assets to generate revenue for the firm. But in 2017 we can see there is a possibility of generating the revenues to its new start.

Proprietary Ratio

Proprietary ratio also known as the equity ratio and it is the proportion of shareholders' equity to total assets of the firm and as such it provides a rough estimation of the amount of capitalization currently used to support the firm activities.

$$\text{Proprietary Ratio} = \frac{\text{Proprietary Funds}}{\text{Total Assets}}$$

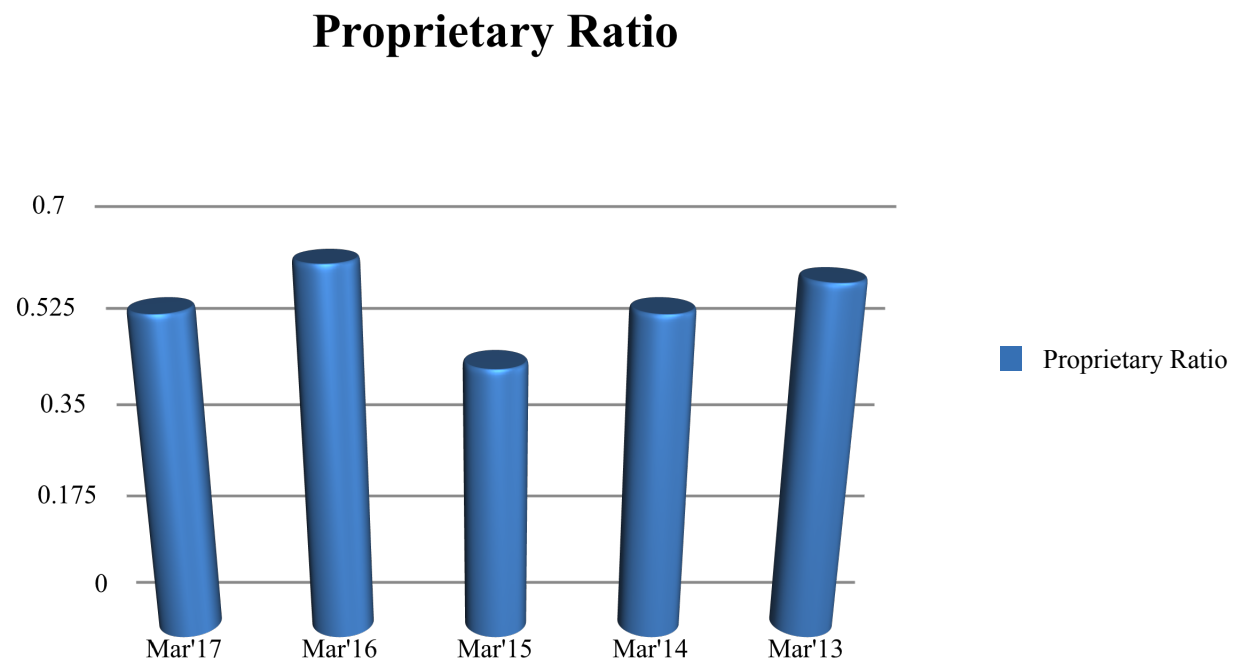
Table 14: Table showing Proprietary Ratio (Rs in Crores)

Year	Proprietary Funds	Total Assets	Proprietary Ratio
Mar'17	158.30	278.54	0.57
Mar'16	158.20	245.13	0.65
Mar'15	154.46	322.35	0.48
Mar'14	155.25	274.28	0.57
Mar'13	153.21	247.96	0.62

Analysis:

Through the above table we can analyze, the proprietary ratio of the company. the firm having the proprietary ratio for the years 2013, 2014, 2015, 2016, and 2017 are like 0.62, 0.57, 0.48, 0.65, and 0.57, so we can observe that continuous fluctuation in among all the financial years.

Graph 14: Graph showing Proprietary Ratio



Interpretation:

The above graphical chart shows the proprietary ratio of company during the study period. Owner’s contribution in all the years to the total assets was appropriate and they clearly maintain their shares in the company’s assets. Except 2015 in all the years the proprietor’s contribution in to the total assets is more than 1/2.

Debt-Equity Ratio

Debt-Equity Ratio is a debt ratio used to compute a company’s financial leverage, calculated by dividing a company’s overall total liabilities by its stockholders’ equity fund. The D/E

ratio gives the picture of how much debt is using by the firm to finance its assets relative to the amount of value represented in shareholders' equity.

$$\text{Debt/Equity Ratio} = \frac{\text{Total Liabilities}}{\text{Shareholders' Equity}}$$

Table 15: Table showing Debt-Equity Ratio (Rs in Crores)

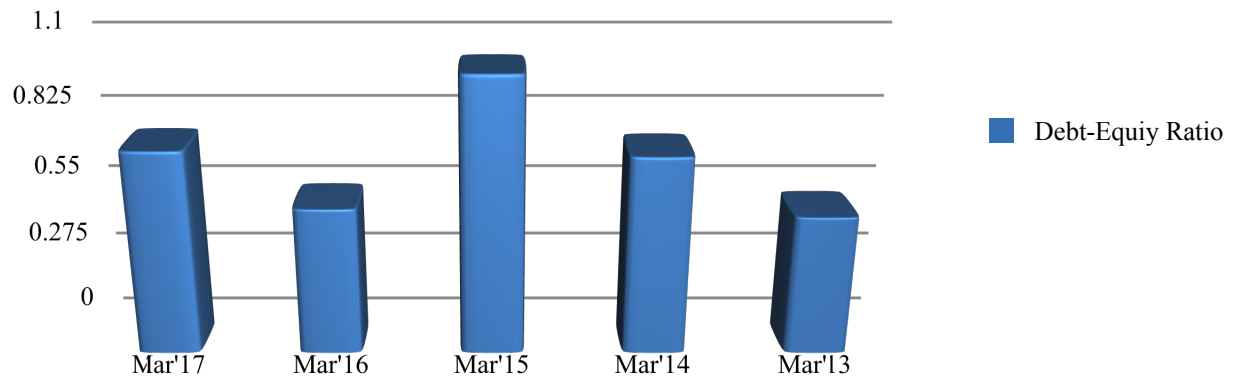
Year	Total Liabilities	Shareholders' Equity	Debt-Equity Ratio
Mar'17	119.86	158.30	0.76
Mar'16	86.37	158.20	0.55
Mar'15	159.24	154.46	1.03
Mar'14	114.67	155.25	0.74
Mar'13	79.13	153.21	0.52

Analysis:

Data provided from the table we can observe, the year 2013 company have debt equity ratio of 0.52 and presiding to this, next two financial year 2014 and 2015 the ratio was increased to 0.74 and 1.03 and presiding to this, year 2016 the ratio was decreased to 0.55.

Graph 15: Graph showing Debt-Equity Ratio

Debt-Equiy Ratio



Interpretation:

The capital structure of a firm and its result are determined through ratio. Debt equity ratio is 0.52 in the year 2013 and it increased to 0.74 and 1.03 in the year 2014 and 2015. Company depends on the debt fund and it is increasing. Following to this next financial year the ratio is decreased to 0.55 and again its following year its increased to 0.76. Through taking care of credit accounts, company can reduce the investor’s higher investments in debt-equity ratio.

Table 16: Computation of Earnings per Share

The company’s profit portion is allocated to each outstanding share of common stock. Earnings per share provide that the profitability of the company.

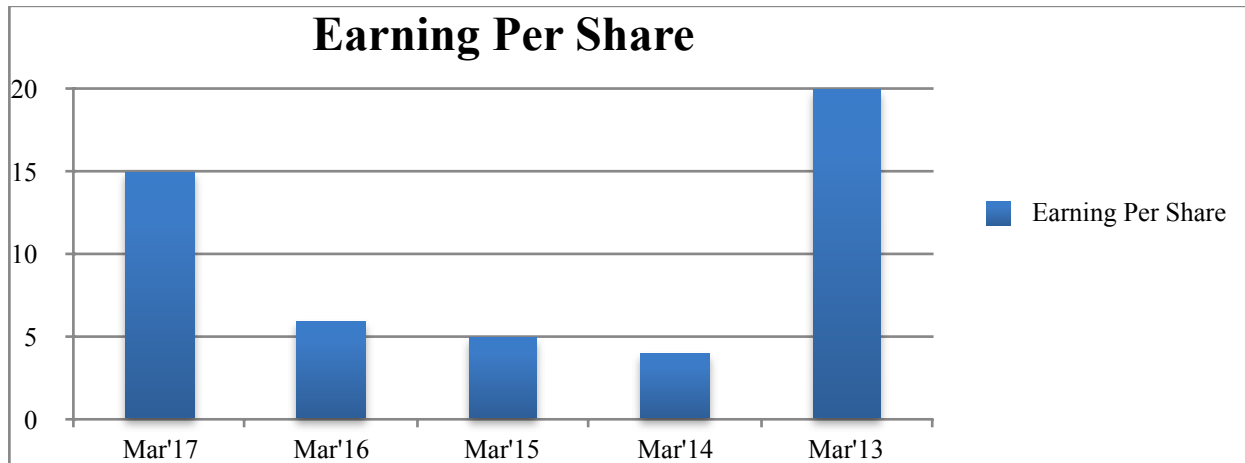
$$\text{Earnings per Share} = \frac{\text{Profit after tax and preference dividend}}{\text{No. of shares}}$$

Year	Earning Per Share
Mar’’17	15. 00
Mar’’16	6. 00
Mar’’15	5. 00
Mar’’14	4. 00
Mar’’13	20. 00

Analysis:

In the above table the earning per share in 2013 is 20 but in the year 2014 there is a drastic change where its EPS reaches to 4. However the company is able to increase its earning per share in the following year to 5 and 6 and 15 in the year 2015, 2016, and 2017 respectively.

Graph 16: Graph showing Earning per share



Interpretation: The above graph tells that from 2014 to 2016 the company was not doing well in the market and had been providing not good returns to its shareholders as compared to previous year. However the recent year shows a good result as it provides earning per share of 15 that reflects company is performing well.

CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS

5.1 FINDINGS:

The research report of cash management is conducted with a specific end goal to know the profit ability, operational effectiveness and solidness of the business. In addition, this likewise secured investigation of long haul and here and now dissolvability together with the likelihood of future development and expansion. While experiencing the money related explanation of SCIPL, following positive and negative perspectives about the organization has been found:

- The share capital remains constant for first two years and last two years.
- In the all year resarves and surpluses raised nicely. This trend of reserves and surplus relating to company is maintenances for its future cause like business expansion, are ready for any uncertainty climate. But the company should also distribute the satisfactory amount of profit among the shareholders.
- The investment of the company shows both increasing and decreasing trend and it shows that the company has been utilizing its profit in a proper way so as to get additional income from other sources.
- The inventories keeps on fluctuation over the years but it gets maximize in the year 2012.
- The cash in firm and cash relevant of the firm has decreased in all the years except in 2015.
- The short term borrowings of the company is very high than usual and its shows that they owe the money to their creditors.
- Current assets are very important for the company to carry out day to day activities. In the year 2011 current asset was 177.28 then it drastically increase to 203.67 and

280.77 in the following year which shows gradual growth. But the company's current assets fall down when it reaches to 207.48 in 2014.

- In the first three years there is a rapid increase in current liabilities from 57.67 to 133.60. It indicates that in 2013 the obligation of the company has increased at very fast pace.
- The current ratio of the company is much close to the ideal one and it shows that the liquidity position of organization is good. However a very high current ratio or low current ratio is also not favourable.
- The company has almost good condition when it comes to cash and marketable securities. Since all of the years were able to satisfy the standard ratio, quick ratio is satisfactory.
- Debt Total Asset Ratio has negative oriented impact to organization obligation regarding profile.

5.2 RECOMMENDATIONS

- The company should issue the shares to raise the fund and firm should do increases the capital for company.
- Company should maintain reserves in order so it meets future business expansion and distribute the profit among the shareholders.
- Investment has been increased in 2015 compared to past years so they have to continue in same way for increase their earning capacity of the company.
- Inventories must be maintained properly as the company is having less stock reserve.
- Current asset must be utilized properly. As the current assets involved are not giving expected returns there is need to find reasons for low performance.
- Proper research should be undertaken of the market before lending money and the credibility of the person should be analysed.

- Regular strategic planning and control should be implemented throughout the organization.
- Having sufficient cash is good but having more idle cash makes the company lose profitability. So, the company has to invest surplus cash in profitable business.

5.3 CONCLUSION

By studying Cash management of SCIPL we conclude that the firm is having good liquidity position and current assets. In the event that legitimately examined and deciphered, money related proclamations can give important knowledge into a company's execution. Examination of monetary proclamations is important to loan specialists (here and now and in addition long haul) speculators, security analysis, chiefs and others. Budgetary articulation investigation might be improved the situation an assortment of reason, which may run from straightforward examination of the transient liquidity position of the firm to complete appraisal of the quality and shortcoming of the firm in different regions.

From the research done on the company it concluded that firm position of liquidity is not good as all liquidity ratios indicate same. Firm has current assets only good as all the liquidity ratios indicate the same. Company has current asset only in the form of cash. It has to diversify and increase the current assets so that it can maintain its liquidity. The resources are not optimally utilized, as both the working capital turnover and current assets turnover are low. Current asset must be utilized properly. As the current assets involved are not giving expected returns there is need to find reasons for low performance.

Company needs to channelize funds in working capital for smooth going. Company must refrain from giving loans and must rather put the money in own company to improve its liquidity position.

BIBLIOGRAPHY:

1. De Chazal Du Mee. (1998). Research Study on Small and Medium Enterprises, Final Report.
2. Abdul rahman and Mr. Does Cash Management Affect profitability of Belgian Firms?, Journal of Business Finance and Accounting, Vol. 30, No. 3 and 4, pp. 573-587.
3. Goswami, S. & Sarkar, A. (2011). Liquidity financial analysis of Indian airway sector- An empirical study. International Journal of Research in Commerce and Management, June, 2(6), 116-122.
4. Amarjit gill et al, (2010). Relationship between cash management and profitability in Brazilian listed companies. Journal of Global Business and Economics, 3, 74-86.
5. Jefferey p, Davidson et al (1992). Impact of Cash management in the ratio of Hindalco Industries Limited. The ICAI University press.
6. Kause and Woodward, (2001). Industry Practice Relating to Aggressive and Conservative Financial analysis Policies. J. Fin. Strategic Decis. II (7): 11-18.
7. Mathuva, (2009). Cash Management and Corporate Performance: Case Malaysia. J. Modern Acc. Audit., 5 (7):47-54.
8. Hamkok, (1989). Cash management in heavy engineering firms — a case study. Retrieved April 12, 2013 from.
9. Danuletlu, (2010). State of the art of working capital management, Financial Management, Autumn, p.45-55.
10. Ching, navazzi and gerab (2011). Emerging Manufacturing Industry: A Financial Perspective, Management Review, June, pp. 105-112
11. Fill beck and kpueger (2005). CMP practices in IDBI. The Management Accountant, February 35(2), 99-102.

12. Andrew and Dumez, (1991). Practical Financial Statements Analysis. Jaipur, Rajasthan: Raj Book Enterprise.

13. Peter R, (1982). Relationship between cash management and cash cycle: a study Of selected FMCG companies in India. Business and Economics Journal, 2012, 1-11.

14. Shen and integer programming for inventory model: A case study of TFT-LCD manufacturing company in Taiwan. Kybemetes, 37(1), 58-76. [http•://dxdoi.org/10.1108/03684920810850998](http://dxdoi.org/10.1108/03684920810850998).

REFERENCE TEXT BOOKS

Management Accounting-Dr.G.B.Baliar

➤ OLD PROJECT REPORTS

➤ WEBSITE: group@sunnesh.in



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student : Ravichandra B Tattiyavar
Internal Guide : Prof. Swarup Ranjit Panigrahi
USN No : 1AY16MBA61
Specialization : FINANCE - MARKETING
Title of the Project : CASH MANAGEMENT
Company Name : SUNNESS CAPITAL INDIA PVT LTD
Company Address : # 213, 2nd Floor, 5th Main, Opp. Bank of India, RPC Layout,
Vijayanagar, Bangalore- 560 104, INDIP.. Ph: +9180 2310 2812 Mobile: +91 984q6 75485
E-mail: group@sunness.in Web: CIN: U67120 ICA2009 PTC050745

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
15-01-18 to 21-01-18	Learnt about the organization and its areas of operation		1
22-01-18 to 28-01-18	Understood about Structure, culture and functioning of the Organization		2
29-01-18 to 04-01-18	Understand products/services and the problems of the organization		3
05-02-18 to 11-02-18	Acquired in depth knowledge about financial markets		4

12-02-18 to 18-02-18	Preparation of Research instrument for data collection	<i>SP</i>	5 <u><i>Rho</i></u>
19-02-18 to 25-02-18	Process of Opening of DEMAT account was learnt	<i>SP</i>	6 <u><i>Rho</i></u>
26-02-18 to 04-03-18	Learnt about trading into stock markets	<i>SP</i>	7 <u><i>Rho</i></u>
05-03-18 to 11-03-18	Data Collection	<i>SP</i>	8 <u><i>Rho</i></u>
12-03-18 to 18-03-18	Data Analysis using statistical tools	<i>SP</i>	9 <u><i>Rho</i></u>
19-03-18 to 24-03-18	Analysis and finalization of report and Submission of Report	<i>SP</i>	10 <u><i>Rho</i></u>

CRH
SUNNESS
 CAPITAL INDIA PRIVATE LIMITED
 # 20, 2nd Floor, 24th Main 5th Cross,
 Above Airtel, J.P. Nagar, 2nd Phase,
 Bangalore - 560 078. Ph : 080-26582052
 www.sunness.in

[Signature]
 HOD
 Head of the Department
 Department of MBA
 Acharya Institute of Technology
 Seldevanahilli, Bangalore-560 107