

COMPANY ANALYSIS ON PARLE PRODUCTS PRIVATE LIMITED

Company Analysis Report in partial fulfillment of the requirements for the
award of the Degree of

BACHELOR OF COMMERCE

of

DAVANGERE UNIVERSITY



By

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Davangere University

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DECLARATION

I hereby declare that the company analysis report entitled "**PARLE PRODUCTS PRIVATE LIMITED**" submitted to the Department of Commerce, Davangere University, Davangere is a record of an original work done by me under the guidance of *Prof. B.M. SWAMY*, HOD of Commerce, Associated with the Davangere University and this Company Analysis Report is submitted in the partial fulfillment for the award of Bachelor Degree in Commerce by Davangere University.

I also declare that, this Report is the outcome of my own efforts and that it has not been submitted to any other university or institute for the award of any Degree or Diploma or Certificate.

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CERTIFICATE OF ORIGINALITY

Date:

This is to certify that the company analysis report titled "**PARLE PRODUCTS PRIVATE LIMITED**" is an original work of **Ms.ARCHANA.V**; bearing University Register Number *U13SJ21C0067* and is being submitted in partial fulfillment for the award of the Bachelor Degree in Commerce of Davangere University. The report has not been submitted earlier either to this university/ Institution for the fulfillment of the requirement of a course of study.

Signature of the Guide

Date:

Signature of the HOD

Date:

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CHAPTER-1 INTRODUCTION

1.1 Introduction

Parle Products (styled **PARLE** in its logo) is an Indian multinational food processing company, based in Mumbai. It is best known for the biscuit brand Parle-G, which is the best-selling biscuit brand in the world, according to a 2011 Nielsen report.

**Table No. 1.1
About Parle Products**

Parle Products	
	
Type	Private
Traded as	Unlisted
Industry	Food processing
Founded	1929; 94 years ago
Founders	Chauhan family
Headquarters	Vile Parle (East), Mumbai, Maharashtra India
Area served	Worldwide
Products	<ul style="list-style-type: none"> • Parle-G • 20-20 Cookies • Happy Happy • Hide & Seek • Krackjack • Magix Creme • Milano • Monaco • Melody



Revenue	₹17,223 crore (US\$2.2 billion)
Net income	₹905 crore (US\$110 million)
Owner	<ul style="list-style-type: none">• Vijay Chauhan• Sharad Chauhan• Raj Chauhan
Number of employees	50,500
Website	parleproducts.com

1.2 History

Parle Products was founded in 1929 in India by the Chauhan family of Vile Parle, Mumbai. The founder was Mohanlal Chauhan who hailed from Pardi near Valsad in Gujarat. He moved to Mumbai to make a living and at first, his business was tailoring. However, it was not profitable, and so he moved into the food business by selling snacks. He ran a bakery making bread, buns, rusks, scones, nankhatai, turnovers, etc. He had five sons - Maneklal, Pitambar, Narottam, Kantilal and Jayantilal. The five brothers worked together under their father.

Parle began manufacturing biscuits in 1939, with a license to supply their biscuits only to the British Army. In 1947, when India became independent, the company launched an ad campaign showcasing its Glucose biscuits as an Indian alternative to the British biscuits. The Parle brand became well known in India following the success of products such as the Parle-G biscuits. Much later, in 1977, the Morarji Desai government expelled Coca-Cola from India. The family saw an opportunity here and opened their own cold drinks business, which flourished because there was no competition. It minted money from selling cold beverages like Gold Spot, Thums Up and Frooti, all of which became household names.

The original Parle company was split into three separate companies owned by the different factions of the original Chauhan family, with a majority of it owned by Parle Agro products. The separation was only that Jayantilal separated himself from his four older brothers. The reason was mainly because Jayantilal had a lifestyle different from his four older brothers. The four older brothers got the biscuits business as their share, and even to this day, they are all together with no further separation. Jayantilal took the

beverages section as his share. This section was further divided between his two sons. The three companies today are as follows:

- Parle Products (1950s), led by Vijay, Sharad and Raj Chauhan (owner of the brands such as Parle-G, 20-20, Magix, Milkshakti, Melody, Mango Bite, Poppins, Londonderry, Kismi Toffee Bar, Monaco and KrackJack).
- Parle Agro (1960s), led by Prakash Jayantilal Chauhan (elder son of Jayantilal Chauhan). The company is run by his daughters Schauna, Alisha and Nadia (owner of the brands such as Frooti and Appy).
- Parle Bisleri (1970s), led by Ramesh Jayantilal Chauhan, younger son of Jayantilal. He runs it with his wife Zainab Chauhan and their daughter Jayanti Chauhan.

All three companies continue to use the family trademark name "Parle". The original Parle group was amicably segregated into three non-competing businesses. A dispute over the use of "Parle" brand arose when Parle Agro diversified into the confectionery business, thus becoming a competitor to Parle Products. In February 2008, Parle Products sued Parle Agro for using the brand Parle for competing confectionery products. Later, Parle Agro launched its confectionery products under a new design which did not include the Parle brand name. In 2009, the Bombay High Court ruled that Parle Agro can sell its confectionery brands under the brand name "Parle" or "Parle Confi" on condition that it clearly specifies that its products belong to a separate company which has no relationship with Parle Products.

1.3 Nature of Business

Parle Products (styled PARLE in its logo) is an **Indian multinational food processing company**, based in Mumbai. It is best known for the biscuit brand Parle-G, which is the best-selling biscuit brand in the world, according to a 2011 Nielsen report.

1.4 Vision

The vision statement for Parle-G is its strategic plan for the future – it defines what and where Parle-G Company wants to be in the future. The vision statement for Parle-G is a document identifying the goals of Parle-G to facilitate its strategic, managerial, as well as general decision making processes.



1.5 Mission

The mission statement for Parle-G is a public document that details the values and strategic aims of Parle-G. The mission statement of Parle-G also identifies the purpose of the organization existence, highlighting the services and the products it offers. Further, the mission statement also identifies the organization's operational goals for Parle-G, the processes the company uses to achieve those, the target customer groups, and the region where the company operates.

1.6 Objectives

- Committed to build the legacy with passion and Integrity by providing innovative, high-quality, great value products within India and across the globe.
- An in-depth understanding of the Indian consumer psyche has helped us develop a marketing philosophy that reflects the needs of the Indian masses. We have made it a tradition to deliver both health and taste, with a value-for-money positioning that allows people from all classes and age groups to enjoy Parle products to the fullest.
- With a reach spanning the remotest villages of India and major cities across the world, the House of Parle has become synonymous with trust, globally.

1.7 Products and Services

Biscuits

- Parle-G Gluco
- Parle-G
- 20-20 Cookies
- KrackJack
- Monaco
- Magix Creme
- Fab! Range
- Parle Marie
- Hide & Seek Milano
- Milk Shakti
- Hide & Seek
- Nutricrunch



- Happy Happy
- Parle Coconut Biscuits
- Parle Top

Confectionery

- 2 in 1 Eclairs
- Kaccha Mango Bite
- Cafechino
- Londonderry
- Kismi
- Orange Bite
- Melody
- Mango Bite
- Poppins
- Rol-a-Cola
- Mazelo Fruit Gang
- Mazelo
- Kapi Candy

Snacks

- Fulltoss
- Parle's Wafers
- Chatkeens

Cakes

- Happy Happy Cakes

Rusk

- Parle Rusk

Platina Range

- Hide & Seek
- Hide & Seek Milano
- Nutricrunch



- Hide & Seek Fills

Atta

- Atta

Cereals

- Cereals

1.8 Area of Operation

Parle Products has been India's largest manufacturer of biscuits and confectionery, for almost 90 years. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and great taste. With a reach spanning even the remotest villages of India, the company has definitely come a very long way since its inception.

Apart from the original factory in Mumbai, Parle has manufacturing facilities at Kanpur (Uttar Pradesh), Neemrana (Rajasthan), Bengaluru (Karnataka), Hyderabad (Telangana), Kutch (Gujarat), Khopoli (Maharashtra), Indore (Madhya Pradesh), Pantnagar (Uttarakhand), Sitarganj (Uttarakhand), Bahadurgarh (Haryana), and Muzaffarpur (Bihar). The plants at Bahadurgarh and Muzaffarpur are some of the largest manufacturing plants of Parle in India. It deploys large-scale automation for manufacturing of quality biscuits. It also has several manufacturing units on contract.

Parle biscuits and confectionaries are fast gaining acceptance in International markets, across all continents. The major first world markets like U.S.A., UK, Canada, Australia, New Zealand and Middle East are relishing Parle products. As part of the efforts towards a larger share of the global market, Parle has received some globally recognized certifications (FSSC:22000, ISO:22000 and Halal Certification) and we have the membership of some of International associations like BCMA, (USA) etc.

1.9 Competitors

The following Companies are the close competitors of Parle Company:

1. Britannica



2. Horlicks Biscuits
3. Richfield Industries Private Limited
4. Cookies Man India

1.10 Awards and Achievements

Achievements

Parle-G is at the top of all biscuit brands in India. Its affordability makes it the most widely-eaten biscuit. It became the very first indigenous biscuit brand to cross the 5000 crore mark. Parle-G has also become the number one FMCG brand in India. It is one of the trustworthy brands. It has been awarded for its regular and consistent quality. In 1976 the biscuits Parle-Glucose won the award world selection at Geneva.

Its recognition in foreign markets has made it a very well-known brand in the United States, parts of Africa, and Europe. From a small confectionery, Parle-G is now the largest biscuit producer in India. And this is what makes it unique.

1.11 Infrastructure & Facilities

Sales Network

Almost all of our products are market leaders and as recognition of their quality, have won us 111 gold, 26 silver and 4 bronze Monde Selection medals since 1971.

Parle Products Pvt. Ltd. is a US \$ 1 Billion conglomerate started in India in 1929. We manufacture and market biscuits and confectionaries.

We have state-of-the-art machinery with automatic printing and packaging facilities. Our biscuit baking oven is the largest of its type in Asia.

Over the decades, the efforts of our Research & Development wing have made the repertoire of our products grow manifold.

In biscuits, Parle Products has offerings in glucose, milk, sweet and salted cream, wafer crème, cumin seed and cheese categories.



In confectionery, we have a range of toffees and hard-boiled candies available in chocolate, mint, cola, and tropical fruit flavors. Some of these are double layered toffees and center filled candies. They are packed in rolls or pillow packs, or have a single or double twist wrapping.

Almost all of our products are market leaders and as recognition of their quality, have won us 111 gold, 26 silver and 4 bronze Monde Selection medals since 1971.

Parle enjoys a 40% share of the total biscuit market and a 15% share of the total confectionary market, in India.

Import-Export

The immense popularity of Parle Products in India was always a challenge to our production capacity. Now, using more modern techniques for capacity expansion, we have begun spreading our wings and we are going global.

Parle biscuits and confectionaries are fast gaining acceptance in international markets, such as the Middle East, Africa and South East Asia. The more sophisticated economies like U.S.A., UK, Canada, Australia and New Zealand are also relishing Parle products.

As part of the efforts towards a larger share of the global market, Parle has initiated the process of getting ISO 9000 certification.

The Parle name symbolizes quality, health and great taste. And yet, we know that constantly innovating and catering to new tastes has built this reputation. This can be seen from the success of its new brands such as Hide & Seek, Mangobite etc.

Today, the Parle brands have found their way into the hearts and homes of people all over India and abroad.

The Parle biscuit brands, such as, Parle-G, Monaco, Krackjack, Marie Choice, Hide & Seek and confectionery brands such as Melody, Poppins, Rolacola, Mangobite enjoy a strong imagery and appeal amongst consumers across the world.



1.12 Strategic Perspective Plan

Parle's presence on social media

The term "digital presence of the company" refers to how a company appears online and encompasses content you can manage, such as your websites and social media platforms, and stuff you cannot control, such as online consumer reviews.

Before the change, newspapers and televisions were the only media outlets employed by Parle Company to advertise its products. As a result, the company has boosted digital promotion to 15-20%. The business connects with youthful customers through Parle-G-specific profiles on social media sites.

The company's content is engaging and focused. That can market its products through digital channels because it wants to establish a strong brand identity. These are the marketing tactics that the Parle Company has used to assist them in reaching their goals, as marketing is crucial to business expansion, as can be seen from the following conclusion.

The Parle marketing strategy that leads to achievements

Parle has 150-plus products, 36 popular brands, and 21-plus transportation. It produces several fragments that build Parle as unique and productive.

Parle Product Genre

The marketing strategy of Parle-G has introduced a genre of products in the marketplace. It has Parle biscuits, including Parle-G, 20-20, Krackjack, Monaco, Magix, Fab, Marie, Milano, Happy Happy, Milk Shakti, and many more.

In snacks, Parles chips, FullToss, ChatKeens and hide and seek, Nutricrunch, and others. Eclairs, kaccha mango bite, mango bite, Melody, and Poppins are a few delicious confectionery products from the Parle brand.

While looking at product costs based on an economical budget, this type of product is relatively easy to spend for lower-class people and middle or upper-middle-class families to these kinds of products.

The economical range of Parle products

Parle-G's marketing strategy is to keep their products cost economical that more accessible for them to attract consumers. The marketing strategy of Parle-G achieved a high ratio just because of their economical pricing segment. Parle enables it to maintain its marketing and supply higher productions.

As per their marketing strategy to validate product standards, this method allows them to arrive at nearby large consumers. Parle has struggled with a low-high turnover, but their cost section is a positive side of their growth ratio.

Locality and product delivery approach

Parle-G's marketing strategy to reach every locality and different delivery plans of action is considered a profitable marketing strategy.

In India, 70 -75% of people live in rural villages. Their Parle-G pack costs Rs 3, and they have ignored raising the price for many years. This plan of Parle biscuit marketing brought favorable results on their way.

The increase in small stores, Kirana stores, and retailing services brought a new ray to supplies of food and retail products and easy-to-reach rural consumers in their locality.

The product delivery is in different regions, including hotels, restaurants, and malls. Parle product delivery quantities increased that way.

The intelligent way of Ad promotion

Parle Food brand uses the **advertisement** method, including tv, **newspaper and print media**, and online advertisements.

The way of Parle biscuit marketing ads is catchy to gain consumers' minds.

They have initiated their promotions through an advertisement mascot of a small girl over the Parle G biscuit packet. They used delightful taglines, including The tasty, healthy food and Bharat ka Apna biscuit.



The association of sponsorships

Parle FMCG brand sponsors popular Tv shows, including Shaktiman, Chotta Bheem, and a few others. Their main objective is to drive children's attention toward this product.

Branding through celebrity

The brand ambassador of Parle products, including Twinkle Khanna for the Milano brand, and Amitabh Bachchan signed for Gold Star cookies, Amir Khan for Monaco.

Advertisements Campaigns Engaging context

Advertising campaigns create recognition, audience engagement, and sales conversion towards a service or brand. Parle G's intelligent marketing strategy of Parle g assists them in strengthening their brand value and brand-building process. Here are a few primary vital points through their ad strategy.

CHAPTER-2

FINANCIAL AND MARKET ANALYSIS

2.1. Introduction of Balance Sheet:

In financial accounting, a balance sheet or statement of financial position is a summary of the financial balances of a sole proprietorship, a business partnership, a corporation or other business organization, such as an LLC or LLP. Assets, liabilities and ownership equity are listed as a specific date, such as the end of its financial year. a balance sheet or often described as a “snapshot of a company’s financial condition”. Of the three basic financial statements, the balance sheet is the only statement which applies to a single point in time of a business calendar year.

A standard company balance sheet has three parts: assets, liabilities and ownership equity. The main categories of assets are usually listed first and typically in order of liquidity. Assets are followed by the liabilities.

The difference between the assets and the liabilities is known as equity or the net assets or the net worth or capital of the company and according to the accounting equation, net worth must equal assets minus, liabilities.

Another way to look at the balance sheet equation is that total assets equals liabilities plus owner’s equity. Looking at the equation in this way shows how assets were financed: either by borrowing money (liability) or by using the owner’s money (owner’s or shareholders’ equity). Balance sheets are usually presented with assets in one section and liabilities and net worth in the other section with the two sections “balancing”.

A business operating entirely in cash can measure its profits by withdrawing the entire bank balance at the end of the period, plus any cash in hand. However, many business are not paid immediately; they build up inventories of goods and they acquire buildings and equipment. In other words: businesses have assets and so they cannot, even if they want to, immediately turn these into cash at the end of each period.



Often, these businesses owe money to suppliers and to tax authorities, and the proprietors do not withdraw all their original capital and profits at the end of each period. In other words businesses also have liabilities.

Table No. 2.1
Balance Sheet

Particulars	2020-21	2021-22	2022-23
Assets			
Non current Assets			
a. Property, Plant and equipment	34645439	107108	59637
b. Financial Assets			
i. Loans	291095	0	0
ii. Deferred Tax Assets (Net)	0	2062434	1788231
c. Other non current assets	0	0	100000
Current Assets			
a. Inventories	181757578	181609131	173803669
b. Financial Assets			
i. Trade Receivables	25095376	27345376	29788449
ii. Cash and Cash equivalents	6734192	373041	1127293
Other assets	0	0	10000000
Other Current Assets	31447478	35652764	39444446
Total Assets	279971158	247149855	256111724
Equity and Liabilities			
a. Equity Share capital	140000000	140000000	140000000
b. Other equity	67626639	62684293	62882841
Liabilities			
Non Current Liabilities			
a. Deferred tax liabilities (Net)	761868	0	0
b. Other non current liabilities	271034	6671034	21454187
Current Liabilities			
a. Financial Liabilities			
Borrowings	0	0	0
Trade Payables	24606800	25678914	28247991

Other financial liabilities	2614407	3622917	0
b. Other Current Liabilities	40880410	8492697	3144504
Provisions	0	0	216000
c. Current Tax Liabilities (Net)	3210000	0	166200
Total Equity and Liabilities	279971158	247149855	256111724

Source: Annual Report

2.2 Profit and Loss Account

Table No. 2.2

Profit and Loss Account of Parle Products

Particulars	2020-21	2021-22	2022-23
Revenue from operation	54856821	148513	0
Other Income	3896049	6436091	13949317
Total Income	58752870	6584604	13949317
Expenses			
Purchases of stock in trade	35315795	0	(7805462)
Changes in inventories of finished goods, stock in trade and work in progress	(2008860)	148521	7805462
Employee benefits expense	12920276	864000	981330
Finance Costs	0	0	0
Depreciation and amortization expense	1296959	2051147	47471
Other Expenses	9735045	11549104	12281565
Total Expenses	57259214	14612772	13310366
Profit / Loss before exceptional items and tax	1493655	(8028168)	638951
Exceptional Items	0	0	0
Profit / Loss before tax	999514	(3085137)	638951
Tax Expenses:			
Current tax	0	0	166200
Deferred tax	993514	(2824302)	274203
Excess / Short provision of tax	0	(260835)	0
Profit (Loss) for the period from continuing operation	500141	(4943030)	198548
Profit / (loss) from discontinued operations	0	0	0



Tax expense of discontinued operations	0	0	0
Profit (Loss) from discontinued operations (after tax)	0	0	0
Profit / (Loss) for the period	500141	(4943030)	198548

Source: Annual Report

Introduction of Ratio Analysis:

Ratio analysis isn't just comparing different numbers from the balance sheet, income statement and cash flow statement. It's comparing the number against previous years, other companies, the industry or even the economy in general. Ratios looks at the relationships between individual values and relate them to how a company has performed in the post, and how it might perform in the future.

As integral aspect of fundamental analysis performing what many would call "ration analysis". This involves calculating a number of different industry standard ratios and comparing them to various benchmarks. The benchmarks can be the ratio of other competitors, industry average ratios, or industry "rules-of-thumb". There's no set procedure for performing ratio analysis because it all depends on the type of company you're analyzing-certain industries have industry specific ratios. Regardless, this article will give you an overview of some of the standard ratios and what they may tell us about a company.

Meaning of Ratio:

In mathematics, a ratio is a relationship between two numbers of the same kind (e.g., objects, persons, students, spoonfuls, units of whatever identical dimension), expressed as "a to b" or a:b, sometimes expressed arithmetically as a dimensionless quotient of the two that explicitly indicates how many times the first number contains the second (not necessarily an integer).

In general, a ratio is a way of concisely showing the relationship between two quantities of something. The most formal way of stating a ratio is by separating the two quantities with a colon (:) although sometimes a division sign (/) is used in place of the colon. Thus, where there is a ratio of 5:2 between apples and oranges, for each five



apples, there are two oranges. A ratio is defined as “the relationship between two or more things and an indicated quotient of the two mathematical expansions”.

A. Current Ratio:

Current ratio may be defined as the ratio of current assets to current liabilities. Current ratio indicates the liquidity or the short term solvency of the banking concern. In other words it indicates the ability of a concern to meet its current liabilities. This ratio is a measure of the working capital available in a concern at any time.

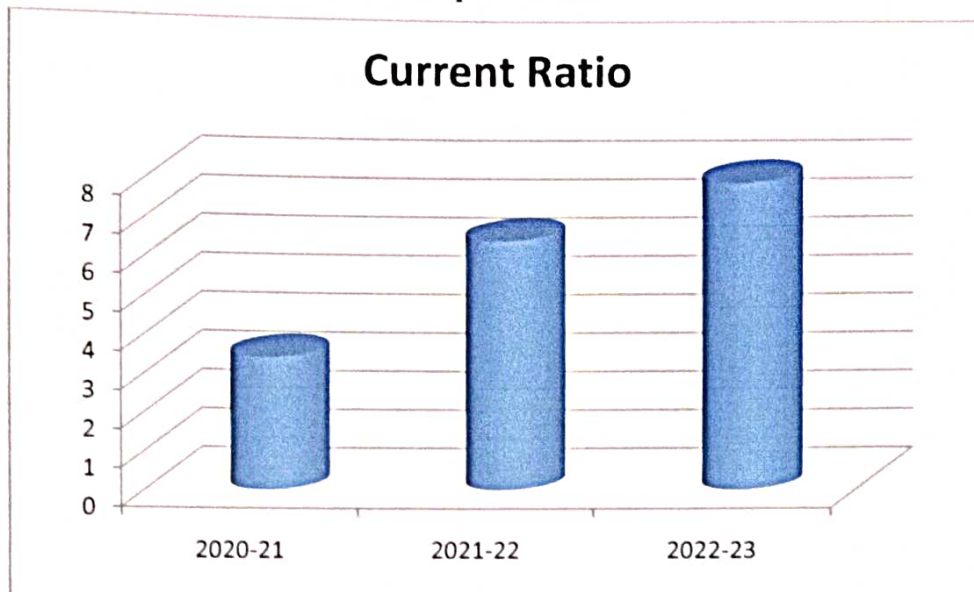
$$\text{Current Ratio} = \frac{\text{current Asset (CA)}}{\text{Current Liability (CL)}}$$

Current assets means cash are those assets convertible or expected to be converted into cash within a year and current liabilities are those liabilities to be paid off within the same time. Current assets normally includes cash in hand, cash at bank, Bills Receivable, Sundry debtors, inventories (stock), readily marketable securities advances granted to staff, prepaid expenses, accrued income etc.. Current liabilities include items such as bills payable, sundry creditors, bank overdraft, cash credit, short term income tax, proposed dividend, any position of long term loans falling due and payment in the current year out of current assets.

Table No.2.3
Calculation of Current Ratio

Year	Current Asset	Current Liabilities	Current Ratio
2020-21	245034624	71311617	3.43
2021-22	244980312	37794528	6.48
2022-23	254163857	31774695	7.99

Graph No. 2.1

**Interpretation:**

The firm's current ratio of (7.99) in the year 2022-23 better when compare to the other years. It implies that for every one rupee of current liabilities current assets of (7.99) is available to meet them. The current ratio of the remaining years is Higher to the idle ratio. Although there is a hard and fast rule conventionally, a current ratio 2:1 considered Very Good.

B. Liquidity/Quick/Acid test ratio:

Current ratio does not measure accurately the liquid or short term solvency of a concern. It is because current asset include item such as stock and prepaid expenses which are not easily realizable. So liquid ratio has been evolved to determine the liquidity of a banking sector. The quick ratio is also known as acid test ratio because it affords the real test of the liquidity of banking. This ratio is calculated by comparing the liquid asset with liquid liability.

Quick assets includes all current assets except inventories (stock) and prepaid expenses. Inventories are excluded as they are not sufficiently liquid. Prepaid expenses are excluded as they are not realizable in cash. Bank overdraft and cash credit are excluded from the list of quick liabilities because in most of the cases they are a permanent form of arrangement and continue for more than a year. Some authors do not make any distinction between current liabilities and quick liabilities.

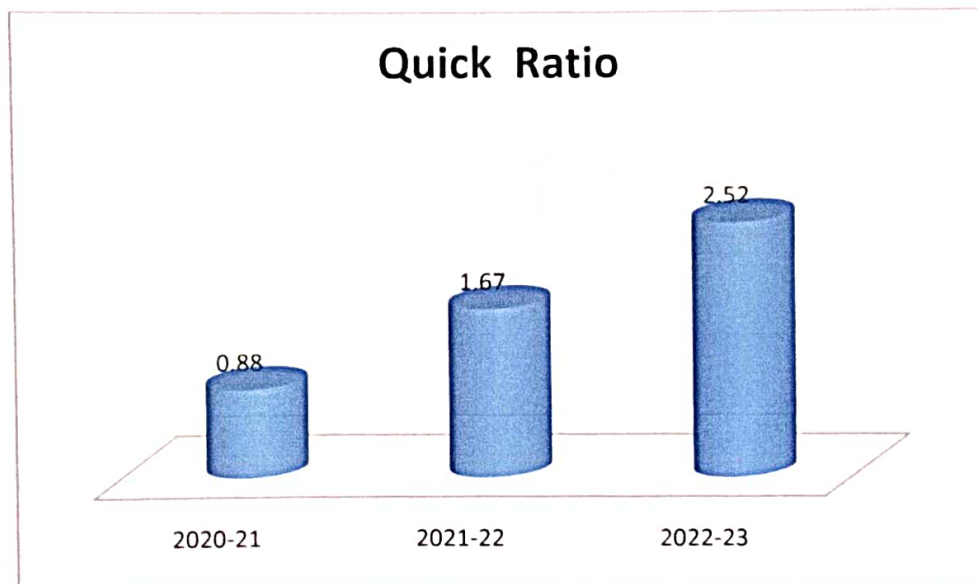
Quick ratio can be expressed as follows:

$$\text{Quick Ratio} = \frac{\text{Quick Asset}}{\text{Quick Liability}}$$

Table No.2.4
Calculation of Quick Ratio

Year	Quick Assets	Current Liabilities	Quick Ratio
2020-21	63277046	71311617	0.88
2021-22	63371181	37794528	1.67
2022-23	80360188	31774695	2.52

Graph No. 2.2



Interpretation:

The standard quick ratio is 1:1. However in case of Parle Company is varying between 0.88 to 2.52 in last 3 years. That means in the year 2020-21 it is 0.88, in the year 2021-22 it increases to 1.67 and 2022-23 also it increases to 2.52 Therefore, it shows the good liquid position of the bank. This also shows, the company maintained an idle quick ratio of 1:1.

C. Gross Profit Ratio:

It is the relationship gross profit and sales. This ratio can be obtained by deduction cost of goods sold from sale, it expressed in percentage.

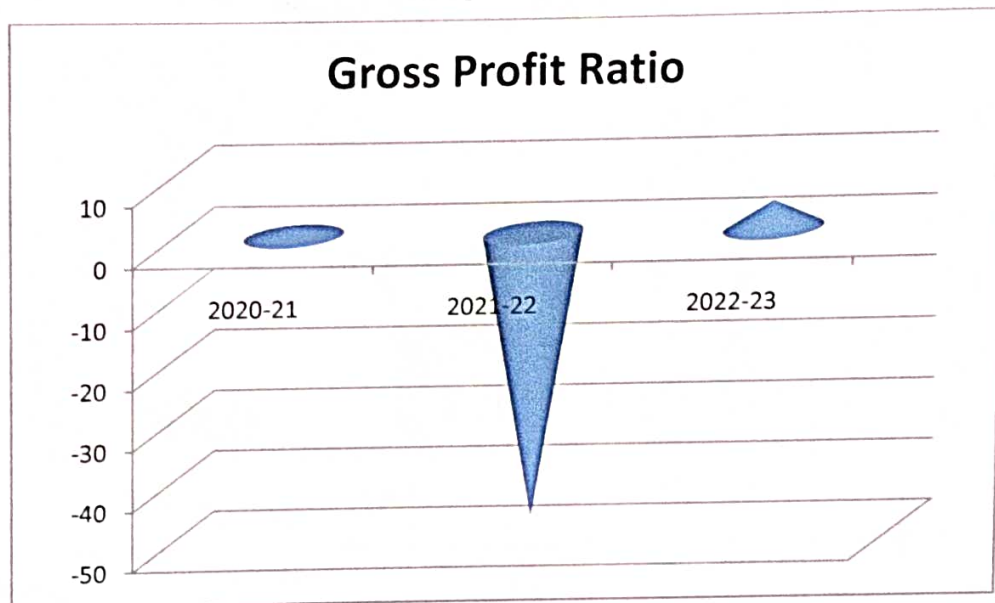
$$\text{Gross Profit Ratio} = \frac{\text{Gross Profit}}{\text{Net Sales}} \times 100$$

Table No.2.5
Gross Profit Ratio

(Rs. in Crores)

Year	Gross Profit	Net Sales	Gross Profit Ratio
2020-21	999514	58752870	1.70
2021-22	(-3085137)	6584604	-46.85
2022-23	638951	13949317	4.58

Graph No. 2.3



Interpretation:

The gross profit ratio was high in the year 2022-23 i.e., 4.58, in the year 2020-21 it is 1.70 but in the year 2021-22 it was (-46.85). This indicate there is an increase in sales in the year 2022-23 (or) these a decrease in cost to improve the gross profit the company should decrease its cost and increase its sales.

D. Debt-Equity Ratio:

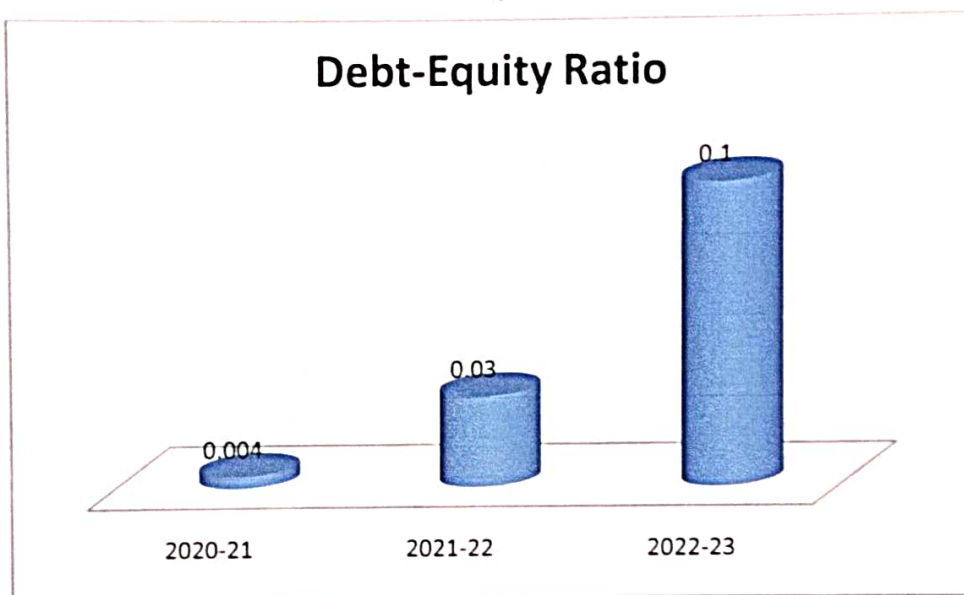
This is ratio which express the relationship between debt and equity. Debt generally refers to long term liabilities. Some authors consider debt was short term as well as long term liabilities. Equity means owners fund, it consists of capital, reserves and profits. If these are fixations assets they should be deducted from owner fund.

$$\text{Debt-Equity Ratio} = \frac{\text{Debt}}{\text{Equity}}$$

Table No.2.6
Calculation of Debt-Equity Ratio

Year	Debt	Equity	Debt-Equity Ratio
2020-21	1032902	207626639	0.004
2021-22	6671034	202684293	0.03
2022-23	21454187	202882841	0.10

Graph No. 2.4



Interpretation:

The ratio for the current year is 0.10. This indicates that for every 1 rupee of equity, there is a debt worth 0.10 rupees. The ratio is lesser the standard of 1:1.

E. Proprietor Ratio or Networth Ratio:

It is the ratio which expresses the relationship between network or equity and total assets. Net worth or equity means the excess of total assets over total liabilities. In other words it means the where fund or proprietors fund.

Total assets refer to all realizable assets. They also include intangible assets like patent rights. Copy rights and trade marks if they can be realize. However they do not include good.

This ratio indicates the proportion between shareholders fund and borrowed fund. It also indicated the relative risk of the owners and creditors of banking.

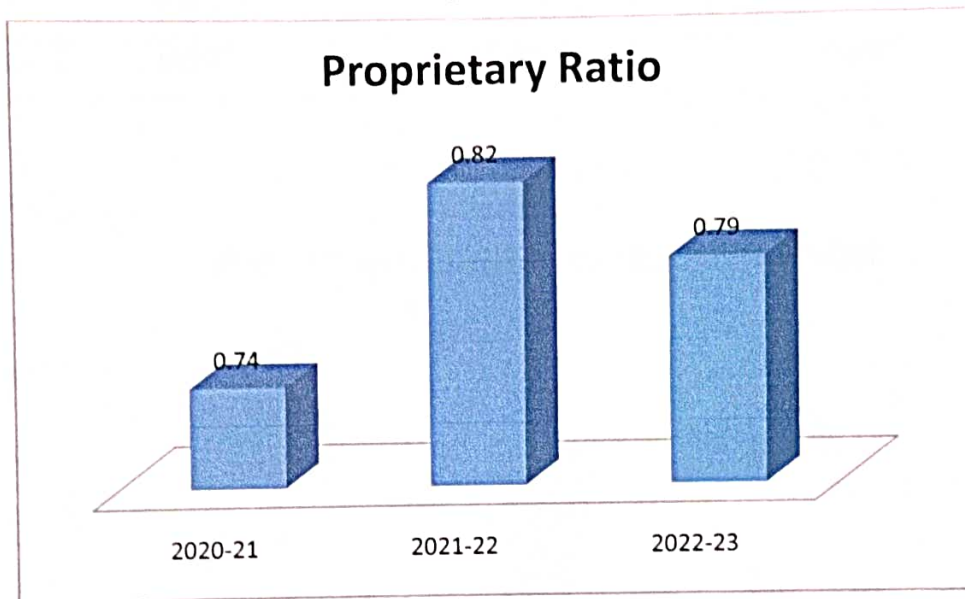
Table No.2.7

Calculation of Proprietary Ratio

Year	Net worth	Total Assets	Proprietary Ratio
2020-21	207626639	279971158	0.74
2021-22	202684293	247149855	0.82
2022-23	202882841	256111724	0.79

Source: Annual Report

Graph No. 2.5



Interpretation:

The ratio of 0.5:1 is considered as an ideal proprietary ratio. The proprietary ratio of Parle Products is higher than the ideal ratio therefore the financial is strong. The ideal ratio is 0.5:1. All the ratios are around 0.70, except 2021-22, 0.82 is very high compared to ideal ratio. The current year ratio is 0.79% which is much satisfactory.

F. Return on Capital Employed / Over All Profitability Ratio:

It is the ratio between return on capital employed and capital employed means operating profit or net profit before deducting interest on long term loans, deposits, debentures and taxes. Capital employed refers to the total long term funds employed in the business. Return on capital employed indicates the earning power of capital employed. It is the best method for measuring the overall efficiency or performance of a business.

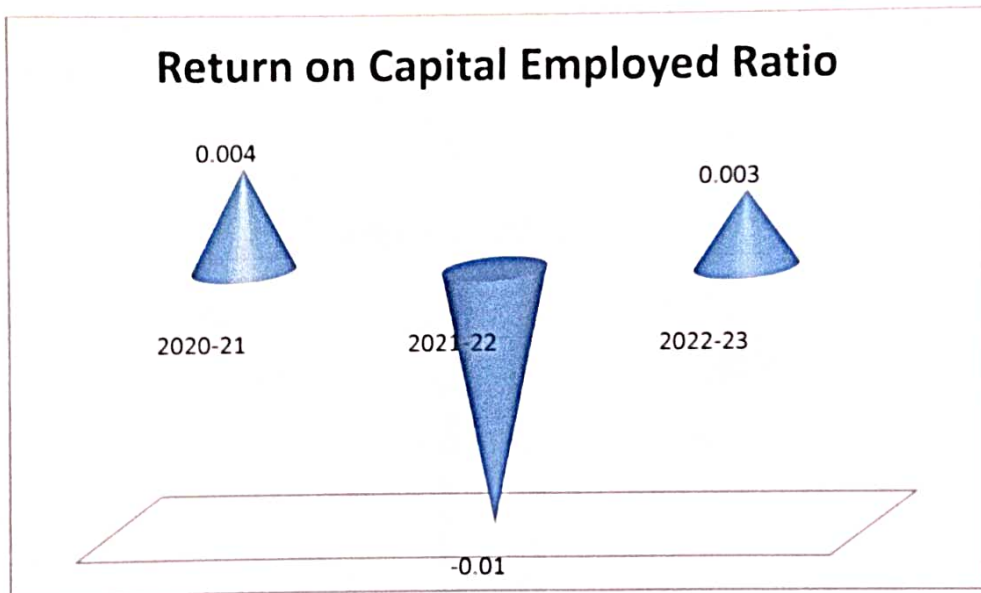
$$\text{Return on Capital Employed Ratio} = \frac{\text{Operating Profit}}{\text{Capital Employed}}$$

Table No.2.8

Calculation of Return on Capital Employed Ratio

Year	Operating Profit	Capital Employed	Return on Capital Employed Ratio
2020-21	999514	207626639	0.004
2021-22	(-3085137)	202684293	-0.01
2022-23	638951	202882841	0.003

Graph No. 2.6



Interpretation:

The return on Capital Employed indicates the earning power of capital employed, with the help of this ratio it is possible to measure the overall efficiency or performance of the company. This can be clear with the help of above table i.e., in the year 2020-21 it increases to 0.004, in the year 2021-22 it also decreases to (-0.01) and in the year it increases to 0.003. Hence it shows the efficiency of the company is normal.

G. Net Profit Ratio

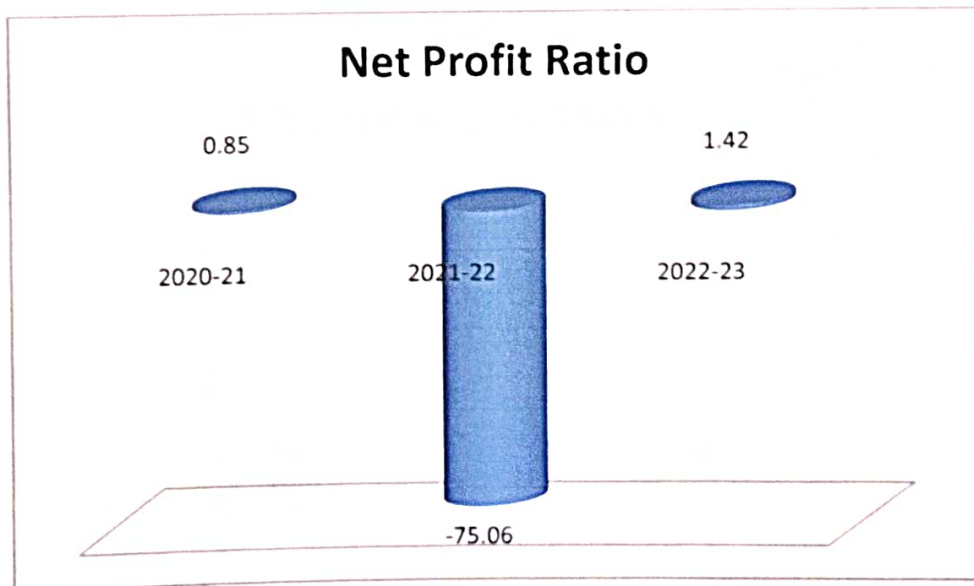
It is calculated by dividing the net profit by the net sales. This ratio is the overall measure of firms profitability. High ratio indicates the profit concern is good & low ratio indicates that profitability of the concern is poor.

$$\text{Net Profit Ratio} = \frac{\text{Net Profit}}{\text{Sales}} \times 100$$

Table No.2.9
Calculation of Net Profit Ratio

Year	Net Profit	Sales	x	Net Profit Ratio
2020-21	500141	58752870	100	0.85
2021-22	(-4943030)	6584604	100	-75.06
2022-23	198548	13949317	100	1.42

Graph No. 2.7



Interpretation:

From the above chart we find out the analysis of net profit ratio for the past 3 years are 0.85, -75.06 and 1.42 in the year 2020-21, 2021-22 and 2022-23 respectively. This can shows that there is no ideal ratio, but it should achieve high ratio. Here the Company indicates the low rate of negative profit shows loss or the poor performance of the firm in achieving the more sales and profit.

H. Total Assets Turnover Ratio:

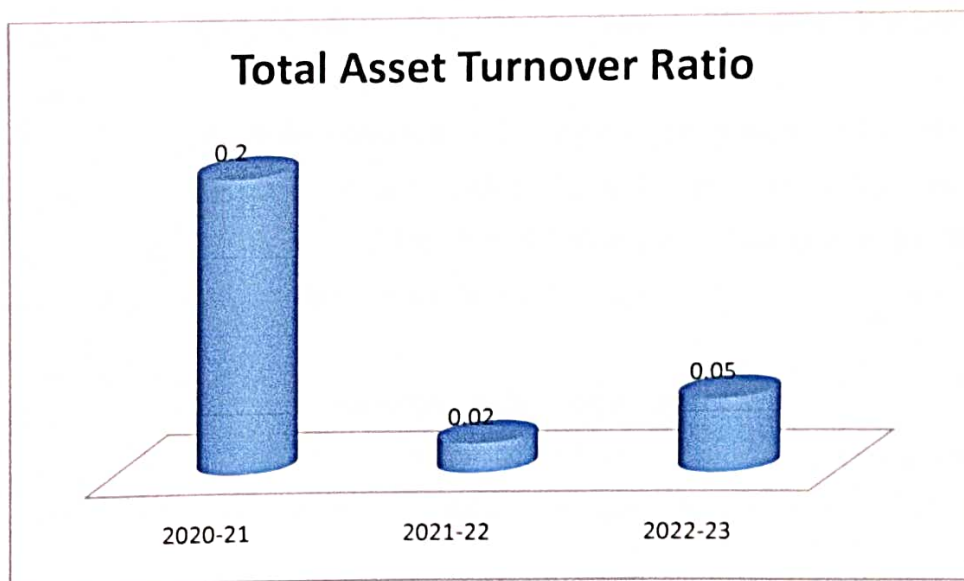
This ratio expresses the relationship between total assets and turnover or sales. Total assets mean all current and fixed assets. This ratio indicates the efficiency or inefficiency in the uses of total resources.

$$\text{Total Asset Turnover Ratio} = \frac{\text{Net Sales}}{\text{Total Asset}}$$

Table No.2.10
Calculation of Total Asset Turnover Ratio

Year	Net Sales	Total Asset	Total Asset Turnover Ratio
2020-21	58752870	279971158	0.20
2021-22	6584604	247149855	0.02
2022-23	13949317	256111724	0.05

Graph No. 2.8



Interpretation:

From the above chart we find out the analysis of total asset turnover ratio is in the 2020-21 it is 0.20, in the year 2021-22 it is 0.02 and in the year 2022-23 it is 0.05. From the above analysis we can know that the company is achieving the growth in 2020-21. It is moving towards its low achievement in the year 2021-22 but in the year 2022-23 it slightly increased.

CHAPTER-3

MANAGEMENT AND LEADERSHIP

3.1 Leadership Team of Parley Products Company

➤ **Mr.RAKESHKUMAR D. MISHRA, Executive Director**

Rakeshkumar Dinesh Mishra is on the board of Parle Industries Ltd. and S P Jain School of Global Management Pvt Ltd. In his past career he held the position of Secretary & Compliance Officer of Parle Industries Ltd.

➤ **Mr.PARAS N. BHOJANI, Executive Director**

Paras Navin Chandra Bhojani is on the board of Parle Industries Ltd.

➤ **Mrs.KALPANA JHA, Executive Director**

Kalpana Anand Kumar Jha is on the board of Parle Industries Ltd.

➤ **Mr.RAVIPRAKASH NARAYAN VYAS, Non- Executive Independent Director**

Raviprakash Narayan Vyas founded Coachman Learning System Pvt Ltd. He is on the board of Parle Industries Ltd., Chothani Foods Ltd., Coachman Learning System Pvt Ltd. and Chasmis Solutions Pvt Ltd. and Member of Institute of Actuaries of India. Mr. Vyas received an undergraduate degree from Jai Hind College.

➤ **Ms.UNNATTI JAIN, Non- Executive Independent Director**

Presently, Unnatti Nishant Jain occupies the position of Secretary & Compliance Officer at Chemo Pharma Laboratories Ltd. (India). Ms. Jain is also on the board of Parle Industries Ltd.

➤ **Mr.NARENDRA PUROHIT, Non- Executive Independent Director**

Narendra Chaturbhuj Purohit is on the board of Parle Industries Ltd.

➤ **Mr.PARESH PAREKH, Chief Executive Officer**

Paresh Tulsidas Parekh is Chief Executive Officer for Parle Industries Ltd. He is also on the board of Sort India Enviro Solutions Ltd. (former Managing Director &

Director). He received an MBA from European University Portugal Centro de Estudos de Gestão SA.

Mr.MANISH PATEL, Chief Financial Officer

Presently, Manish Patel occupies the position of Chief Operating & Financial Officer at Parle Industries Ltd

3.2 Corporate Governance and Decision Making Process

The Corporate Governance Code is a professional system framed for directing and controlling the organization. The purpose is to ensure compliance of local statutes and ensure safeguard and value addition in long term to the Interest of its Members, Creditors, Customers and Employees.

Corporate Governance has been a continuous journey and the business goals of the Company are aimed at the overall well- being and welfare of all the constituents of the system. The Company has laid a strong foundation for making Corporate Governance. The Company has initiated the practice of incorporating the Corporate Report in the Annual Report in Compliance with Chapter IV of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended from time to time (“SEBI (LODR Regulations)”). A concerted attempt has been made to bring in transparency and professionalism to ensure ethical standard in business activities while implementing the Corporate Governance Code.

1. Company’s Philosophy on Code of Governance

The Company is committed to good Corporate Governance and has implemented the Corporate Governance norms as prescribed by SEBI. The Company’s philosophy of Corporate Governance is based on preserving core values and ethical Business conduct which enhances the efficiency of the Board and inculcates a culture of transparency, accountability and integrity across the Company. The Company has laid a strong foundation for making Corporate Governance by constituting a Board with a balanced mix of experts of eminence and integrity, forming a core group of top level executives, inducting competent professionals across the organization and putting in place appropriate systems, process and technology.

The management places on record that the mandatory compliances to constitute various committees as required by “SEBI (LODR Regulations)” are in place.

The detailed report on Corporate Governance as per the format prescribed by SEBI and incorporated “SEBI (LODR Regulations)” as applicable to the Company is set out below:

2. Board of Directors

The Company is fully compliant with the Corporate Governance Norms in terms of constitution of the Board which is well blended with a good combination of Executive and Independent Directors. The Board has complete access to any information within the Company & to any employee of the Company.

Pursuant to “SEBI (LODR Regulations)”, the Board meets at least once in every quarter to review quarterly/annual results and other items on the agenda and gap between two board meetings is not more than 120 Days. The Board is apprised and informed of all the important information relating to the business of the Company.

As on 31st March, 2023, strength of the Board of Directors was six, whose composition is given below:

Executive Director- 3

Independent Directors – 3

During the financial year ended 31st March, 2023, Six Board Meetings were held on 11th May, 2022, 25th May, 2022, 12th August, 2022, 24th August, 2022, 14th November, 2022 & 14th February, 2023.

Skills / Expertise / Competencies of the Board of Directors:

The following is the list of core skills / expertise /competencies identified by the Board of Directors that are required in the context of the Company's business and that the said skills are available with the Board Members:

- Business Strategies and innovations. Expertise in developing and implementing strategies for sustainable and profitable growth of the Company in various segments

- *Financial Management and Accounting.* understanding and management of complex financial functions ,knowledge of accounting, finance and treasury for financial health of the Company.
- *Knowledge and expertise of Trade and Economic Policies* Possessing knowledge and expertise of various trade and economic policies, ability to analyse their impact on the business of the Company and devise revised strategies.
- *Governance and Regulatory requirements of Companies,* ability to identify key risks affecting the governance of the Company.
- *Communication and negotiation with your suppliers, potential investors, customers and,* Having effective written and verbal communication skills to build good working relationships.

3. Audit Committee

The Audit Committee consists of Members who possesses adequate knowledge of Accounts, Audit, Finance, etc. The Composition of Audit Committee meets the requirement of Section 177 of Companies Act, 2013 and Regulation 18(3) and Part C of Schedule II of the SEBI (LODR Regulations) The primary role of Audit Committee as defined in the SEBI (LODR) Regulation 2015 and Companies Act 2013 as amended from time to time, inter alia, is:

- To oversee the Company's financial reporting process and disclosure of financial information.
- To review the financial statements, adequacy of internal control systems and periodic Audit reports.
- To recommend to the Board the matters relating to the financial management of the Company.
- o recommend appointment/re-appointment of Statutory Auditors and fixation of their remuneration.
- To hold discussions with Statutory Auditors periodically.
- To review the financial statements, in particular, the investments made by unlisted Subsidiary Company.

The Statutory Auditors of the Company are invited to attend Audit Committee Meetings, to discuss and review the quarterly/ half yearly unaudited results, the annual audited accounts, internal audit, matters relating to the compliance with accounting

standards, Auditor's observations arising from the audit of the Company's accounts and other related matters.

The Chairman of the Audit Committee is an Independent Director. She was present at the AGM of the Company held on 27.09.2022. During the financial year ended 31st March, 2023 Five Audit Committee Meetings were held on 25th May, 2022, 12th August, 2022, 24th August, 2022, 14th November, 2022 and 14th February, 2023.

4. Nomination and Remuneration Committee:

The Nomination and Remuneration Committee's Constitution and terms of reference are in compliance of the provision of Section 188 of Companies Act, 2013 and Regulation 19 and Part D of the Schedule II of the SEBI (LODR regulations).

The terms of reference of the Committee is to determine, review and recommend the Company's policy on specific remuneration packages for Whole Time Directors, Non-Executive Directors and commission payable to the Chairman of the Company.

The recommendations of the Committee are put up to the Board of Directors and Shareholders of the Company. The Remuneration Committee met 6(Six) time during the year 2022-2023 on 11th May, 2022 25th May, 2022, 12th August, 2022, 24th August, 2022, 14th November, 2022 and 14th February, 2023.

Stakeholders Relationship Committee:

The Stakeholders Relationship Committee's Constitution and terms of reference are in Compliance with provisions of the Companies Act, 2013 and Regulation 20 and Part D of Schedule VI of the SEBI (LODR Regulation).

The Committee reviews all matters connected with the physical securities transfer. The Committee also looks into redressal of Shareholders' complaints relating to transfer of shares/ dematerialization, non-receipt of balance sheet, non-receipt of dividends, issue of share certificates on account of bonus, split or any other matter related to securities of the Company. The Committee oversees the performance of the Registrar and Transfer Agents and recommends measures for overall improvement in the quality of investor services. The Committee meets as and when required, depending upon grievances and/ or request for physical transfer of securities received by the Company.

The report received from the Share Transfer Agents as reviewed by the Committee is placed at the Board Meetings from time to time. During the Financial year ended March 31, 2023, four Stakeholders Relationship Committee Meetings were held on 25th May, 2022, 12th August, 2022, 14th November, 2022 and 14th February, 2023.

The Company has attended the investor's grievances/ correspondence promptly. There were no investors' complaints pending for a period exceeding 30 days as on March 31, 2023.

All the requests for transfer & and requests for dematerialization of shares, if any, were duly complied as on March 31, 2023.

5. Independent Director Committee

During the financial year ended March 31, 2023, the Independent Directors met on 14th February, 2023

The names of the Committee Members and meetings attended during the year are as follows:

Name Of the Members	Composition and category	Total meetings Attended
Mrs. Unnati Jain	Independent Director	1
Mr. Raviprakash Vyas	Independent Director	1
Mr. Narendra Purohit	Independent Director	1

6. Disclosures:

The Company has complied with all the requirements of the Listing Agreement with the BSE Limited as well as the Regulations and Guidelines of SEBI. No penalties were imposed or strictures passed against your Company by SEBI, Stock Exchange or any other statutory body on any matter relating to capital markets during last 3 years. The Company has laid down procedures to inform Board Members about the Risk assessment and minimization procedures, which are periodically reviewed.

The Whistle blower policy is put in place to report concerns about unethical behavior. As required, the Chairman of the Audit Committee is accessible if employees and Directors encounter any unethical behavior.

7. Code of Conduct:

The Company has formulated and implemented a Code of Conduct for all Board Members and Senior Management of the Company. In compliance with clause 49(1) (D) (II) of Listing Agreement, and Regulation 26 under SEBI (LODR Regulations) all personnel have affirmed to it.

8. Compliance Certificate on Corporate Governance:

As required by Schedule V of the Listing Regulations, the Auditor certificate on corporate governance is attached to this report.

9. Means of Communication:

The quarterly, half-yearly and yearly financial results of the Company are sent to the BSE Limited immediately after they are approved by the Board and these are published in the English and Marathi Newspaper.

Management Discussion & Analysis Report for the year ended March 31, 2023 forms a part of this Annual Report and is given under the section so captioned as "Annexure D".

10. International Securities Identification Number (ISIN).

ISIN is a unique identification number of traded scrip. The number has to be quoted in each transaction relating to the dematerialized equity shares of the Company. The Company's ISIN is INE272G01014.

11. Publication of Quarterly / Half Yearly / Annual Result.

The Quarterly, Half Yearly, Nine Monthly and Annual Results of the Company are published in the prescribed proforma within 48 hours of the conclusion of the meeting of the Board in which they are considered, at least in one English newspaper circulating in the whole or substantially the whole of India and in one Vernacular newspaper of the State of Maharashtra where the Registered Office of the Company is situated.

12. Filing With BSE “Listing Centre”

Pursuant to Regulation 10(1) of the SEBI (LODR Regulations), BSE has mandated the Listing Centre as the “Electronic Platform” for filing all mandatory filings and any other information to be filed with the Stock Exchanges by Listed Entities. All the data relating to financial results, shareholding pattern, Corporate Governance Report, various submissions/ disclosure documents etc., have been electronically filed with the Exchange on the “Listing Centre”.

13. Annual Reports:

Annual Report containing, inter alia, Audited Annual Accounts, Standalone Financial Statements, and Directors’ Report along with relevant annexures, Auditor’s Report and other important information is circulated to members and others entitled thereto. The Management Discussion and Analysis (MD&A) Report forms part of the Annual Report.

14. E-Voting:

Pursuant to the Provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules 2014 and Regulation 44 of the SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015, members have been provided the facility to exercise their right to vote at General Meetings by electronic means, through e-Voting Services provided by Central Depository Services Limited (“CDSL”).

15. Secretarial Audit Report Regarding Reconciliation of Share Capital:

As required by Regulation 76 of the SEBI (Depositories and participants) Regulations, 2018) a quarterly audit is conducted by a Practicing Company Secretary, reconciling the Issued and Listed Share Capital of the Company with the aggregate of the shares held by the investors in physical form and in DEMAT form in CDSL and NSDL and said certificates are submitted to the BSE wherein the shares are traded, within the prescribed time limit.

As on March 31, 2023, there was no difference between the Issued capital and the aggregate of shares held by the investors in both physical form and in electronic form with depositories.

16. Adoption Of Mandatory/ Non Mandatory / Discretionary Requirements:

The status of adoption of discretionary requirements of Regulation 27(1) as specified under Part E of Schedule II of the SEBI (LODR Regulations) is provided below:

- i. Non-Executive Chairperson's entitlement to maintain Chairman's Office and reimbursement of expenses incurred: Not applicable as the Company does not have a Non-Executive Chairperson.
- ii. Shareholders' Rights: As the quarterly and half yearly financial performance including summary of significant events are published in the newspapers, communicated to the stock exchanges and also posted on the Company's website, the half yearly declaration of financial performance including summary of the significant events in the last six months, are not being sent separately to each household of Shareholders.
- iii. Modified Opinion in Auditors Report: The Company's financial statement for the financial year 2022 - 2023 does not contain any modified audit opinion.
- iv. Separate posts of Chairman and Managing Director or CEO: The Chairman's Office is separate from that of the Managing Director and Chief Executive Officer.
- v. Reporting of Internal Auditor: The Internal Auditor reports are communicated to the Audit Committee.
- vi. The Quarterly Report on Corporate Governance Report, Statement of Investor Complaints, Shareholding pattern and financial results are posted on the Company's website i.e. www.parleindustries.com
- vii. A certificate from a Company Secretary in practice has been received stating that none of the directors on the Board of the Company have been debarred or disqualified from being appointed or continuing as directors of companies by SEBI/Ministry of Corporate Affairs or any such statutory authority.

CHAPTER-4

SWOT ANALYSIS

4.1 Introduction

SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning.

SWOT analysis assesses internal and external factors, as well as current and future potential.

A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiatives, or within its industry. The organization needs to keep the analysis accurate by avoiding preconceived beliefs or gray areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription.

The strengths and weakness are related to company's internal environment and opportunities and threats are related to external environment. SWOT analysis is based upon daily observation on organizational activities throughout the period of project it is conducted by recognizing past and present performance of company.

Strengths – Strengths describe what an organization excels at and what separates it from the competition.

Weakness – Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive.

Opportunities – Opportunities refer to favorable external factors that could give an organization a competitive advantage.

Threats – Threats refer to factors that have the potential to harm an organization.



4.2 Strengths

- **Most widely distributed Indian biscuit brand** – Parle G is without a doubt the most widely distributed Indian biscuit brand. It crossed Rs 5000 crore in retail sales a couple of years back and it is increasing since then.
- **Largest sold biscuit in the largest market** – India is the largest market for biscuits across the world and has a major market share of the biscuits segment. So within India, Parle G has the highest market share. Quite simply, this is the strongest advantage for Parle G because it is the largest sold biscuit brand in the largest market for biscuits.
- **Amazing Packaging** – Parle G is appreciated for its packaging because it has small 5 rs variants as well as large variants which package 10 biscuit packets together. It even has a small 2 rs packaging. When there were Floods in Mumbai or when there are floods in other areas, Parle G biscuits are the first ones to be distributed because of their small packaging and easy distribution advantage and because of their glucose content.
- **The Parle Girl** – The Parle Girl is one of the most famous brand mascots because it belongs to one of the most famous brands of the country.
- **Trusted brand** – In 2014, Parle G was ranked the 42nd most trusted brand in India. Considering a population of 1 billion and rising, that's saying a lot.
- **Very strong in mid tier and mass segment** – Parle G is very strong in its adoption and penetration in the mass market. A bit of mid tier market segment is also conquered by Parle G.
- **Parle's market share** – 28% of the total biscuit market of India is covered by Parle which includes Parle G, Milano and others. Parle forms 50% of this 28% share of its mother brand Parle. Hence it is safe to assume that Parle G has a whopping 14% market share in the Indian biscuit market.
- **Make in India** – Parle G is the First domestic brand to cross rs 5000 crore in retail sales. This further boosts the Make in India initiative for the domestic country.
- **Exports** – Parle G is Exported to SAARC countries & to US, UK and Europe as well as to parts of Africa. Thus the export segment of the brand is very strong too.



4.3 Weaknesses

- **Missing premium range biscuits** – Parle G is missing the essential part which can make it an all round brand – Premium range biscuits. Although Parle G is the single widest selling biscuit brand, a premium range biscuit will help Parle attract a lot of inroads.
- **Marketing is very less** – Marketing of Parle G is very less. It came as a product placement during the “Shaktimaan” series. Alternatively, there have been ATL ads or some BTL involvement. However, the majority market has already adopted Parle G biscuit. The marketing might be less because of cost constraints but a bit of marketing will help the brand.
- **Manufacturing bottlenecks** – Massive distribution requires massive manufacturing and this creates problem if its own with consistent manufacturing bottlenecks coming up. Because of the huge demand, Parle G has to cater to exports as well as domestic sales.
- **Regional players** – There are many regional competitors for Parle G which affects the brand in regional markets.

4.4 Opportunities

- **Increase marketing communications** – A first step which Parle G can take is to increase its efforts of Marketing communications. It needs something unique like the AMUL girl which helps people to connect with the brand even further. This need not mean a lot of expenses. Just mind share and retention is needed from time to time.
- **Start a premium range** – Parle G can start a premium range or a mid tier separate range to have an even better market share. But doing this can affect its mass range biscuits as well so whether to focus or diversify is a call Parle G needs to take.
- **Use distribution for more mass products** – Parle G can use its distribution potential for other products which also attract the customers. Distribution is an asset for Parle G and it should use this asset to maximum advantage.
- **Tie ups with schools and hospitality segment to increase sale** – There are many schools which need breakfast at low prices and Parle G is one component which can be a part of this because of the glucose component of the biscuit. Thus, tie ups

with the schools / education as well as hospitality segment like Hotels can help the brand in achieving more sales.

- **Widen manufacturing base to more countries** – Parle G can widen its manufacturing base by having a manufacturing plant in countries which are good markets in the future.

4.5 Threats

- **Consistent competition** – Parle and Britannia are evergreen FMCG competitors and ITC is close behind. Similarly there are other national and regional players also vying for a footprint in the biscuit market.
- **Rising Income** – Because of the rising income, Parle G becomes outdated when someone can afford other biscuits. This is a threat to the brand in the long term.
- **Rising Costs** – Parle G's major selling point is that it is cheap with a good taste. However, with rising costs of distribution and manufacturing, the high price of the final product might become a threat to the brand. Although on the other hand, if the price rises for Parle G, it will rise for all other biscuit brands. Nonetheless, the rising costs of the product is to be considered as a threat to revenue and margin for any brand.
- **Mature market** – There comes a time when people become bored by a taste and they want to try new tasting things. Parle G is soon reaching the mature market stage where everyone knows the taste of a Parle G biscuit and might want to try something new. Hence, expansion to other territories is very important for the brand.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

- The base value of current ratio is 3.43 and the current year value is 7.99.
- The base value of quick ratio is 0.88 and the current year value is 2.52.
- The base value of gross profit ratio is 1.70 and the current year value is 4.58.
- The base value of debt equity ratio is 0.004 and the current year value is 0.10.
- The base value of proprietary ratio is 0.74 and the current year value is 0.79.
- The base value of return on capital employed ratio is 0.004 and the current year value is 0.003.
- The base value of net profit ratio is 0.85 and the current value is 1.42.
- The base value of total asset turnover ratio is 0.20 and the current value is 0.05.

5.2. Suggestions

As observed earlier in the findings, the present position of Parle Products is good, but it can be even better. It may be useful to bank improve its performance if the following suggestions are implemented.

- The debt equity ratio of the bank is high, which is threatening to bank. Hence, bank should maintain debt equity ratio according to the standard norms.
- The capital employed ratio has been maintained according to the standard format, but it is to be maintained consistently.
- By analyzing the liquidity ratios we can find that the ratios are meeting the standard. So the company has to maintain its ratio to meet the standard and to meet its short term obligations.
- Liquid ratio of the firm is better. So the company should maintain same liquid assets and should also invest more funds in liquid assets to ensure liquidity in their operations.
- The profit of the company is generally showing an increasing trend except in the final year 2022-23, when the pandemic errors. So the company can maintain and continue their status quo.
- The company should maintain the long term financial position.



5.3 Conclusion

The study was undertaken with the objective of knowing the efficiency of the company in term of various ratios as well as knowing the overall performance of the company in the past five years. With the help of the ratios, the level of efficiency in terms of liquidity, profitability and activity was evaluated and various suggestions were given. The overall performance of the company was also evaluated with the help of balance sheet of five years starting from 2020-21 to 2022-23. It can be concluded that the company is performing marginally well but not reaching its full potential. Various suggestions have been provided in the study and if the following are to be put into practice then the company can be expected to reach maximum efficiency.



QUESTIONNAIRE

1. When was Parle products Founded?
2. Who is the founder of Parle company?
3. What is the main objective of Parle company?
4. What is the major products of Parle company?
5. Who is the CEO of Parle company?
6. What were challenges faced Parle company?
7. What are the weakness of Parle company?
8. What is the social message of Parle company?

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