

A STUDY ON FINANCIAL PERFORMANCE OF LOFTY OPTICAL INDUSTRIES

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

SHYNI S

Register No. 39410201



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600 119

APRIL 2021



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with “A” grade by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Ms.Shyni.S (39410201)** who has done the project work entitled “**A Study On The Financial Performance Of Lofty Optical Industries**” under my supervision from December 2020 to February 2021.

Dr. VELUMONI.D
Internal Guide

SANTHIYA.S
External Guide

Dr. BHUVANESWARI. G

Dean – School of Business Administration

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner



Lofty Optical Industries

An ISO 9001 : 2015 Certified Company

E-mail : loftyindia@gmail.com

Website : www.loftyindia.com

Date: 16/03/2021

CERTIFICATE OF COMPLETION

TO WHOMSOEVER IT MAY CONCERN

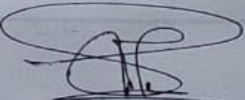
This is to certify that **MS.SHYNI S (Reg. No.39410201)** doing MBA in **SATHYABHAM INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI**. She has successfully completed her Project Work "**A STUDY ON FINANCIAL PERFORMANCE**" at "**Lofty Optical Industries, Puthukkadai**". From **DECEMBER** to **MARCH**. During that period her attendance and attitude were found good.

We wish her all success in her future endeavor.

Thanking you

LOFTY OPTICAL INDUSTRIES




General Manager

DECLARATION

I **SHYNI S, (39410201)** hereby declare that the Project Report entitled, “**A Study On The Financial Performance Of Lofty Optical Industries**” done by me under the guidance of **Dr. VELUMONI D**, MBA., M.Phil., Ph.D. is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SHYNI. S

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.D.VELUMONI**, Faculty, School of Business Administration for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

SHYNI.S

TABLE OF CONTENT

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	iii
1.	INTRODUCTION	1
	1.1 Introduction	1-3
	1.2 Industry profile	4-6
	1.3 Company profile	7-17
	1.4 Need for the Study	17
	1.5 Scope and Significance of Study	17
	1.6 Objectives of the Study	18
	1.7 Limitations of the Study	18
2.	REVIEW OF LITERATURE	19
	2.1 Review of literature	19-28
3.	RESEARCH METHODOLOGY	29
	3.1 Research Design	29
	3.2 Statement of Problem	29
	3.3 Sources of Data	29
	3.4 period of study	30
	3.5 Sampling technique	30-36
4.	DATA ANALYSIS AND INTERPRETTATION	37
	4.1 Liquidity Ratio	37-39
	4.2 Profitability Ratio	40-43
	4.3 Activity Ratio	44-50
	4.4 Solvency Ratio	51-52
	4.5 Trend analysis	53-58
5.	FINDINGS ,SUGGESTIONS AND CONCLUSIONS	59
	5.1 Findings	59-61
	5.2 Suggestions	61-62
	5.3 Conclusions	62
	REFERENCES	63-67
	APPENDIX- I (Trading account, Profit & Loss account and Balance Sheet)	68-77
	APPENDIX- II (Book Publication)	78-85

ABSTRACT:

The project report entitled to a study on the Financial Performance of Lofty Optical Industries. Financial analysis is the process of identifying the financial strengths and weakness of firm by properly establishing relationship between the items of the balance sheet and profit and loss account. The purpose of financial analysis is to diagnose the information contained in the financial statement so as to judge the profitability and financial soundness of the firm. Lofty Optical industries was formed in 1996 with an objective of becoming a specialist in Optical frames manufacturing. Lofty optical industries were founded in the year 1996 by Mr.K.S. Samley as the director. it was formerly known as sea lards optical industries and was based on Kanyakumari district, Southern tip of India. Lofty is the leading spectacle frame manufacturer and the largest supplier of imported frames in India. The main objective of the study is to analyze the financial performance of the company. It is the process of identifying the liquidity, solvency, profitability and efficiency of the firm. The various tools used for the study are ratio analysis and trend analyze. Charts and tables are used for better understanding. Through ratio analysis the company could understand the liquidity, solvency, profitability and efficiency position of the company. For this study descriptive research design is used. The nature of data collected for the study is secondary data. The secondary data collected from records, reports and profile of the company. Now the financial program of lofty optical industries is progressing in near the future lofty optical industries will become strong. I arrived at the conclusion that the financial performance of lofty optical industries is good.

LIST OF TABLES

TABLE NO.	NAME	PAGE NO.
4.1	Current Ratio	37
4.2	Liquid Ratio	38
4.3	Absolute Liquid Ratio	39
4.4	Gross Profit Ratio	40
4.5	Net Profit Ratio	41
4.6	Operating Profit Ratio	42
4.7	Operating Ratio	43
4.8	Stock Turnover Ratio	44
4.9	Fixed Asset Turnover Ratio	45
4.10	Debtors Turnover Ratio	46
4.11	Average Collection Period	47
4.12	Creditors Turnover Ratio	48
4.13	Debt Payment Period	49
4.14	Capital Turnover Ratio	50
4.15	Debt Equity Ratio	51
4.16	Proprietary Ratio	52
4.17	Sales	53
4.18	Net Profit	54
4.19	Debtor's	55
4.20	Gross Profit	56
4.21	Cash and Bank Balance	57
4.22	Fixed Asset	58

LIST OF CHARTS

CHART NO	NAME	PAGE NO.
4.1	Current Ratio	37
4.2	Liquid Ratio	38
4.3	Absolute Liquid Ratio	39
4.4	Gross Profit Ratio	40
4.5	Net Profit Ratio	41
4.6	Operating Profit Ratio	42
4.7	Operating Ratio	43
4.8	Stock Turnover Ratio	44
4.9	Fixed Asset Turnover Ratio	45
4.10	Debtors Turnover Ratio	46
4.11	Average Collection Period	47
4.12	Creditors Turnover Ratio	48
4.13	Debt Payment Period	49
4.14	Capital Turnover Ratio	50
4.15	Debt Equity Ratio	51
4.16	Proprietary Ratio	52
4.17	Sales	53
4.18	Net Profit	54
4.19	Debtor's	55
4.20	Gross Profit	56
4.21	Cash and Bank Balance	57
4.22	Fixed Asset	58

CHAPTER-1

INTRODUCTION

1.1. INTRODUCTION:

The project undertaken on “financial performance” in lofty optical industries. It describes about how the company manages its financial performance and the various steps that are required in the management of financial performance. The term ‘financial performance analysis also known as analysis and interpretation of financial statements’, refers to the process of determining financial strength and weaknesses of the firm by establishing strategic relationship between the items of the balance sheet and profit & loss account. The analysis of financial statements is an important aid to financial analysis. They provide information on how the firm has performed in the past and what is its current financial position. Financial analysis is the process of identifying the financial performance of the firm from the available accounting data and financial statements. The analysis is done by establishing relationship between the different items of financial statements.

The focus of financial analysis is on key figures in the financial statements and the significant relationship that exists between them. The analysis of financial statements is a process of evaluating relationship between component parts of financial statements to obtain a better understanding of the firm’s position and performance. Financial statement analysis is a process involving specific techniques for evaluating risks, performance, financial health of an organization.

Financial analysis in terms of profitability, solvency and efficiency is considered as the backbone of any sector. The study of the financial performance is important to know the financial efficiency of the business enterprise. Financial ratio analysis is a powerful tool of financial analysis. Financial ratio analysis is essential to the management, owners, customers, suppliers and competitors each having their views in applying financial statement analysis of their opinion and making judgement about the financial health of

organization. An analysis of financial statement with the help of accounting ratio is termed as ratio analysis. Ratio analysis is a process of determining and interpreting relationship between the items of financial statements. Its purpose is to provide a meaningful understanding of the performance and financial position of an enterprise. It is done by establishing relationships between the items of financial statements of balance sheet and profit & loss account.

Financial analysis can be undertaken by management of the firm, owners, investors and others. In financial analysis a ratio is used for evaluating the financial position and performance of a firm. financial statement analysis is the process of analyzing a company's financial statement to make better economic decisions.

Financial statement is those statement which exhibits true financial position of the business for a particular period and also produce the profit earning capacity at the end of a particular period. Financial statements are prepared for the purpose of presenting periodical review of report on the progress by the management and deal with, status of investment. The most important three and the three used most often by investors, are:

- The income statement
- The balance sheet and
- The cash flow statement.

1.1.1. INCOME STATEMENT:

The income statement reports how much revenue the company generated during a period of time the expenses it incurred and the resulting profits or losses. The basis equation underlying the income statement is: $\text{revenue} - \text{expenses} = \text{income}$. There are several important pieces of information on the income statement that are relevant to stock

analysis. Investment analyst use the income statement to monitor revenues, expenses and profit and their trends over time.

1.1.2. BALANCE SHEET:

Although the income statement may be the most popular financial statement, the balance sheet provides vital information on a company's financial position. In contrast to the income statement, which provides revenue and earnings data over a period of time, the data contained in a balance sheet is a snapshot for a specific date. The balance sheet provides information on what a company owns (assets), what it owes (liabilities). The equation underlying the balance sheet is:

$\text{Assets} = \text{liabilities} + \text{equity}.$

1.1.3. CASH FLOW STATEMENT:

The cash flow statement is the third major financial statement provided by companies this financial report tablets how much cash is coming in and going out of the firm. when it comes to financial statement cash is entirely different from a profits. A firm can easily generate healthy profits without generating sufficient cash.

1.2. INDUSTRY PROFILE:

The first eyeglasses were made in Italy about 1286, but it is not clear who the inventor was. In a sermon delivered on February 23, 1306, the Dominican friar Giordano da Pisa (ca. 1255-1311) wrote "it is not yet twenty years since there was found the art of making eye glasses, which make for good vision. A simple historical timeline of eyeglasses starts with their invention, believed to be between 1268 and 1289 in Italy. The inventor is unknown. The earliest eyeglasses were worn by monks and scholars. They were held in front of the eyes or balanced on the nose.

The invention of the printing press in 1452, the growing rate of literacy and the availability of books, encouraged new designs and the eventual mass production of inexpensive eyeglasses. In the 1700s, eyeglasses were made by hand. The century's most important contributions to eyeglasses were the invention of side or temple pieces that rest over the ear, invented by Benjamin Franklin, in 1784.

1.2.1 HISTORY OF EYE GLASSES:

1900s:

The 1900s saw eyeglasses become an industry of their own, complete with manufacturing and distribution networks. Styles quickly changed in this century as Hollywood and celebrities begin to influence fashion and new material became available, Especially plastics.

1900-1920:

As the 19th century came to a close, More and more people want their eyeglasses every day. A popular style of inexpensive, everyday spectacles was the “pince-nez, have no temples, but are fit snugly on the bridge of the nose. pince-nez could be uncomfortable to were and broke often from falling off the nose. The popularity of pince-nez was helped by political fingers such as U.S. President Roosevelt and Calvin Coolidge who wore them regularly.

1920-1950:

Although pince-nez were still widely popular in the 1920s, they began to be seen as stuffy and old-fashioned. A Hollywood actor named Harold Lloyd was known for wearing tortoiseshell spectacles with large, Round lenses, his photos and Hollywood movies started a fashion craze for temple spectacles. In the 1930s, sunglasses become popular for the first time. Although colored lenses were available early in spectacle manufacturing, it was not until 1913 that Sir William Crookes of England created a lenses capable of absorbing both ultraviolet and infrared light. Further advances in sunglasses design were accomplished in order to meet the needs of military pilots in world war II (1939-1945). As a result, manufactures began to market sunglasses that were both practical and fashionable.

By the 1940s, advances in the manufacture of plastics made a large variety of spectacles available in every color of the rainbow. Women wore frames characterized by an upsweep on the top rim, a style that was very popular until the end of the 1950s, while men tended to sport gold wire frames.

1950 to today:

By the latter half of the 20th century, spectacles were considered part of a person's wardrobe. Similar to clothes, eyeglasses needed to be continually updated or a person

could be preserved as old- fashioned. More and more celebrities were influencing spectacles fashion. For example, in the 1970s Jacqueline Kennedy Onassis helped to popularize oversized. Starting in the 1980s technical innovations produced higher quality, plastic lenses. These were lighter and safer to wear.

In the 20th century, eyeglasses came to be considered a component of fashion, as such', vision difficult styles have come in and out of popularity. Most are still in regularly use, albeit with varying decrease of frequency.

- Brow line glasses
- Bug-eyeglasses
- Cat eyeglasses
- Horn-rimmed glasses
- Lens less glasses
- Pince-nez
- Rimless glasses

1.3. COMPANY PROFILE:



1.3.1 LOFTY OPTICAL INDUSTRIES

Lofty Optical industries was formed in 1996 with an objective of becoming a specialist in Optical frames manufacturing. Since that time Lofty Optical Industries has grown many folds to become one of the largest Spectacle manufacturing companies in South India. Our attention to detail and our friendly, experienced and fully insured staff have managed to create a thriving business with an impeccable reputation. We bring you most advanced methods of manufacturing; mainly shell frames are manufactured using Cellulose Acetate sheets, imported wires & hinges and superior quality of Stainless steel, Monel and German silver for making metal frames. First optical company in the country to use CNC machines to manufacture frames. In 2008, we started our international operations in Dubai to give the magnificent and noble contribution in Middle-East Countries to see the world comfortably by supplying frames.

Lofty optical industries were founded by Mr. Samley Kolapan on 15th Jan 1996. Samley kolapan has been driven by the basic idea – to build an organization deeply committed to values, with the basic idea – to build an organization deeply committed to values, with the firm belief that success in business eventually but inevitably follows. His power lies in developing rapport with prospective clients, focusing analytical particulars with strong

business acumen and establishing successful companies with a two-decade worth of board experience. Being the founder of the lofty optical industries, he takes keen personal interest in developing leaders and teams by providing tactical direction for the group apart from directing the team on corporate development.

Samley kolapan has several years of rich optical experience with leadership quality. With over 300 plus dedicated employees. Now on the 25th year, we re-dedicate ourselves to provide quality spectacle frames with an affordable price. Our manufacturing plant in Kanyakumari has equipped to manufactures 10000 spectacle frames per day.

Samley has been at the helm of lofty optical industries since 1996, turning it from a small enterprise to that it is today. Lofty optical industries are the consequence of twenty-five years of his experience in different fields.



1.3.2 OUR PROJECTS:

In the year 2009, we have shaken hands with the Government of Tamilnadu under the project of kannozhi kaapom thittam (eye protection project). And till now we are the sole

manufacture and supplier of spectacle to the government of tamilnadu to supply spectacles to school going children.

- We have worked with 2 honorable chief ministers of Tamil Nadu namely Dr. kalainger Karunanidhi and Selvi. J. Jayalalithaa.
- Presently working with honorable chief minister Mr. edappadi palhani swami.
- We joint our hand with the government of Odisha, Kerala and Karnataka to distribute free spectacle to school kids.

Lofty optical industries were founded in the year 1996 by Mr.K.S. Samley as the director. it was formerly known as sea lards optical industries and was based on Kanyakumari district, Southern tip of India. Lofty is the leading spectacle frame manufacturer and the largest supplier of imported frames in India.

Lofty optical industries greatly believe in stringent quality measures and so has installed latest machinery, cutting edge technology and backed by highly skilled personnel. Lofty optical industries are the very first in Indian spectacle field to use CNC process to produce the ever seen quality metal frames as it pays constant attention to the 2 major aspects product quality and customer satisfaction. It has become the leading spectacles frame industry in India has obtained ISO 9000:2000 quality certification.

Lofty directly overseas the entire production and distribution chain, from research and development to distribution and logistics, ensuring product quality, efficient production and distribution. With having a strong experience in the optical industry, lofty is confident in providing quality frames in an affordable price in the competitive pricing strategic world. Lofty optical industries play vital role in the success based on the customer satisfaction. Lofty optical industries assured the customers with

- innovative design and product development
- quality assurance

- on time delivery
- after sales service.

1.3.3 Overview of the Company:

Mission:

Our mission is “To provide our customers the quality eye wear product with an outstanding for a reasonable price. we are about what our customer needs and what most suitable for our customers”.

Vision:

Our Vision is “To be the leader in the spectacle industry by setting up the world class system to ensure customer satisfaction and business success “.

Employees:

More than 150 employees work in the lofty.

Office working time:

The office working time is 8 hours. this time duration from 8:30 is to 5:00 PM.

Import of raw material:

They import raw material from China, Mumbai, Gujarat and Germany.

Export of raw material:

They export products in Sri Lanka, Africa, Goa, Assam, Orissa and Malaysia.

Objectives of lofty optical industry:

- Introducing innovating fashionable handmade frames.
- Launching unit for metal frames counting.

- expanding lofty names in various country.
- provide quality eye wear product within an outstanding design for reasonable prices.

Activities of lofty optical industries:

- maintaining the daily production report.
- Maintaining the purchase order for requirement goods.
- To be order and purchase unavailable production material.
- To Maintain the job card.
- Trading the purchase goods.
- Maintaining the daily marketing report.

Achievements:

Lofty optical industries got the,

- Best Business award.
- Best Achiever award.
- Best Exporting award.

competitors of lofty optical industry:

- Hari priya and co – Mumbai.
- Easy exam Corporation-Ahmadabad.
- Balaji Enterprises-Rajkot.
- S.M. optical- Mumbai.
- Priya Eyewear-Mumbai.

Lofty Clients:

- Aravind Eye Care System.
- Dr. Agarwal's Eye Hospital.
- The Eye Foundation.
- Precise Specialty Eye Care.
- Hill Life Care Limited.



1.3.4 PRODUCT PROFILE:

Lofty optical products are

- Shell frames
- Metal frames



(Shell frame- Color Plus)



(Metal frame- Lofty Premium)

1.3.4.1 SHELL FRAMES:

Raw materials for shell frames are cellulose acetate or ZYL. Cellulose Acetate or ZYL (zylonite) is a natural plastic, which is manufactured from purified natural cellulose. Natural cellulose of the appropriate properties is derived primarily from two sources, cotton linters and wood pulp. In the anhydride to produce cellulose acetate which comes out in a flake form. This flake is then ground to a fine powder.

Shell frames are produced in two ways in lofty

- Manual
- CNC (Computer Numeric Control)

Manufacturers:

- Mazucchelli- Italy
- Interplex mazucchelli- India
- Major imports from china

Types:

- Single layer
- Multi-layer
- DA or ample or Havana

Grade:

- Regular sheet of 90 hardness
- High density sheet of >105 hardness

Size:

- Thickness:10mm,8mm,6mm,4.5mm & 3.5mm.
- Width:150mm to 180mm.
- Length:600mm to 1500mm.

1.3.4.2 METAL FRAMES:

Raw materials used for making metal frame is

- Nickel wire 15%,18%&22%.
- Stainless steel
- Monel supra for half frame
- Monel for full frame

CNC Machine is programmed for the shape of eye rim that machine will cut eye rim. There is no manual process for eye rim cutting. CNC machine took 1 second for one eye rim. There are 45 processes to complete to make a metal frame.

Raw material suppliers:

- HR trading's
- Crescent optical, Mumbai
- JJ traders
- JR wire
- Kuran optical

Parts of Frame:

- Eye wires- The front portion of the reading glasses where lenses are inserted and held in place. Also preferred to as rims.
- End pieces- small parts of the frame that extend outward from the lenses to connect the eye wires and the temples.

- Bridge- The arched piece in the front, center of the frames that rests on the wearer's nose and connects the eye wires. The bridge is designed to bear most of the glasses' weight.
- Hinges- Slightly flexible parts of the end pieces which allow the temples of fold inward.
- Lenses- Clear or tinted material placed inside the eye wire designed to hold the wearers' prescription or magnification. Lenses commonly come in clear glass, plastic or polycarbonate. There are a variety of lens coatings that can make lenses scratch resistant, anti-reflective, polarized, mirrored, or tinted. Read our guide on lens coatings to decide what coating, if any, is right for you.
- Nose pads- Small plastic pieces secured under the bridge that help keep the frame in its proper position, while providing comfort and a snug fit.
- Pad Arms- Attachments that hold the nose pads in place. They allow room for adjustment so the glasses fit the wearer's natural face shape.
- Temples-Long arms on the sides of the frame that extend over the ears to keep the glasses on the wearer's face.
- Top Bar- Bar found above the bridge that connects the two eye wires and provides extra weight-bearing support. A top bar is not found on all styles of glasses.

Product brand names of lofty industries:

- Kalpana
- Lofty plus
- Sunrise
- Lofty Gold
- Lofty Kids
- Lofty premium
- Tuberos

- Lily
- Galaxy
- Bluestone
- Canton
- Color plus
- Primo.

1.4. NEED FOR THE STUDY:

Financial statement analysis is useful to analyze the financial performance of the company in comparison with the previous years. The study helps to know a liquidity, solvency, profitability and efficiency position of the company. The purpose of the study is to analyze the various concepts of the financial performance.

1.5. SCOPE AND SIGNIFICANCE OF STUDY:

- The scope of the study is limited to collecting financial data published in the annual reports of the company every year.
- The scope management plan involves how the scope will be defined, validated and controlled.
- The validate scope process focuses mainly on customer acceptance.
- Managers will measure the work product against the scope baseline to ensure that the project stays on track and prevent any unnecessary changes.
- The analysis is done to suggest the possible solutions. The study is carried out for 5 years.

1.6. OBJECTIVES OF THE STUDY:

1.6.1 PRIMARY OBJECTIVES:

- To study on the “FINANCIAL PERFORMANCE OF LOFTY OPTICAL INDUSTRIES”.

1.6.2 SECONDARY OBJECTIVE:

- To find out the liquidity position of the company.
- To analyze the profitability of the company.
- To analyze the solvency of the company.
- To analyze efficiency of the company.

1.7. LIMITATIONS OF THE STUDY:

- The study was limited to only five years (2016-2020) financial data.
- The study is purely based on secondary data which were taken primarily from published annual reports of lofty optical industries private ltd.
- The ratio is calculated from past financial statement analysis.

CHAPTER-2

REVIEW OF LITERATURE

2.1. REVIEW OF LITERATURE:

Tom Mulegi (2017) Financial ratio analysis is important to the management, Owners ,Customers, Suppliers, Competitors and regulatory agencies. Each having their views in applying financial statement Analysis in their evaluations and making judgements about the financial health of organization.

Myskovia .R. (2017) In a financial performance , especially financial ratio analysis have become important financial decision support information used by firm , management and other stakeholders to assess financial stability and growth potential.

Chnar abdullah rashid (2018) Ratio analysis can be seen as useful tools to serve companies and investors for the process of analysing and comparing relationships between difference pieces of financial information across the companies history. Liquidity can be seen as a financial concept which means the amount of money is has to be available for investment.

Saigeetha.S. (2017) For financial analysis , ratio analysis is the widely-useful tool. quantitative are numerical relationship between 2 variables is the reference of the firm. ratio. Ratio analysis systematic use of ratio which is used to determine current financial condition of the firm.

Vijay s patel (2012) All the tools of financial analysis available with analyst the most important and the most widely useful tool is ratio analysis. simply stated ratio analysis is an analysis of financial statement done with the help of ratios. ratio also provides a birds eye view of the financial condition of the company.

Abiola (2013) Financial ratio analysis of firms as tools for decision making. Financial analysis is a speciality in accounting that aimed at formulating a diagnosis and a prognosis related to the status and the financial performance of a company or an organization.

Paul anthony (2006) Ratio analysis is to compare ratio of a firm with a standard criterion or industry wide average. The firms do adjust their financial ratios to such targets.

Elijah adeyinka (2014) Ratios are effective tool of management in the provision of information and data needed in planning and determining the efficiency of management for a particular period. Ratios are also used to establish relationship and trend in the financial statement.

Halimahtun borhan (2013) Ratio analysis is the most influential factor regarding the company's financial performance. Profitability ratios are the key factors which highly influence the financial performance.

Kapil khatter (2018) Financial performance refers to the degree to which financial objective being or has been accomplished. It is the process of measuring the result of a firm policies and operations in monetary terms.

R.malini (2019) Financial is considered to be the lifeblood of every business organization. Financial is a branch of economics considered with providing funds to individuals, business governments.

Ayad shaker (2014) Financial analysis is the process of assessing the financial position of a company by analyzing its stability and profitability. Profitability and financial performance could be defined as a measurement of the results of a firm's policies and operations in monetary terms.

Moahammad nuhu (2014) Accounting information provided by means of financial statement. Two primary objectives of every business are profitability and solvency. Profitability is the ability of a business to make profit, while solvency is the ability of a business to pay debts as they come due.

K.indhira (2017) Ratio analysis is the process of determining and interpreting numerical relationship based on financial statement. Ratio analysis is a powerful tool of financial analysis.

Bismark Maka (2018) Financial performance often used by shareholders or investors to proxy company performance, in the general sense, signifies the extent to which firm's financial goals are being met or have been achieved.

Pritesh C.panchal (2016) Ratio analysis is the process of identifying the financial soundness and cost effectiveness of the firm establishing relationship between the items of balance sheet and profit and loss account.

J.pavithra (2017) Finance is rightly termed as the science of money, as it is the lifeblood of business. financial is vital for the even running of the business. the process of recognizing the financial strengths and weakness of the firm by properly-establish relationship between the items of the balance sheet and profit and loss account.

R.Ramachandiran (2019) Financial performance analysis is the process of identifying the financial strength and weakness of the properly establishing relationship between the items of balance sheet and profit and loss account.

G.Gowsalya.RS.(2017) Financial performance is the process of evaluating the common parts of the financial statement to obtain a better understanding of the firm's positions and performance.

M.ganga (2015) The focus of financial analysis on key figures in the financial statement and the significant relationship that exist between them. The analysis of financial statement is a process of evaluation relationship between component parts of financial to obtain a better understanding of the firms' position and performance.

Akhor sadiq oshoke (2015) Financial ratio are tools used to analyze financial conditions and performance. Financial analysis means different things to different people. financial analysis using financial ratio is the most important and oldest method for analyze company performance.

Anish ali (2020) Relative and absolute analysis of financial statement measure the financial performance of the business organization. The horizontal and vertical analysis reveals the success and failure of the business organization of a concerned sector.

Gowthami (2019) Financial analysis in terms of profitability, solvency and efficiency is considered as the backbone of any sector. The study of the financial performance is important to know the operating and financial efficiency of the business enterprise.

Mishelle doorasamy (2016) Ratios are used to establish the relationship between 2 variables and how they influence one another and ratio analysis offers means by which the financial and operational ills of a business enterprise can be effectively diagnosed.

Omid shariff (2013) Ratios are the most widely used tools for financial analysis. Ratio analysis tools that provide close to help identify symptoms of underlying conditions. Ratio analysis is a powerful tool of every business.

Setyo riyanto, Yasinta asiani (2020) The purpose of this study is to assess the company's performance by using the financial ratio analysis of PT Indofood success makmoor on the Indonesia stock exchange. One analysis that can be used to determine the company's financial situation is financial ratio analysis.

Abdul rehman (2015) The study concluded that financial performance of any firm or bank can be calculated with the help of financial ratios. Financial ratio plays an important role to check the condition of any bank or company either is in profit or loss.

Ali. F (2011) Financial performance are divided into three main categories and measures including two indicators. Seven investment bank out of 9 are selected for analysis for commercial purpose. This work concludes that the performance of investment banks on the basis of efficiency ratio is different than on the basis of liquidity ratio capital or leverage ratio and financial measures. A financial performance is of vital in nature for the economic development as it provides leave in funds mobilization.

Almumani (2014) It is evaluated in nature drawing source of information from secondary data. The financial performance of bank case study on the basis of financial ratios and variable. Financial performance was measured with two approaches trend analysis and

inter firm analysis. It was found that increasing Emphasis operating expenses and cost to Income cause a decrease in Saudi Bank profitability while increasing of operating income cause an increase in the profitability of Saudi Bank.

Alsamaree (2013) The banking and financial industry has become a reality in the reality of the banking and financial asset is witnessing a growing both in terms of the number of such institution or in terms of the amount of money managed by the diversity activities and inspite of this progress and success achieved by the banking and Financial Institutionit is still have challenges which will require for the intense effort on the part of these institutions to enhance the quality of its product and services and diversity and to keep place with the Rapid developments taking place in the world in this field.

Eva patri priari (2019) A company's health assessment can be done by analyzing the financial statements to determine the performance of its finances. One of the analytical tools that can be used is the analysis of financial ratio. this research aims to analyze the financial performance of the firm. The method used for the data analysis using descriptive qualitative measurements liquidity ratio, solvency, profitability and activity ratio.

Siskawilly (2017) The aim of the research was to measure the performance of companies in the consumer goods sector listed in Indonesia Stock Exchange based on the result of the analysis of natural ratio against the respective finished goods statement of the company. Research method used in descriptive research by analyzing the financial statement using quantitative data and data analysis technique used by researchers are the financial ratios consisting of liquidity ratio solvency ratio activity ratio and profitability ratio.

Mukdad ibrahim (2019) Financial performance of the Emirates telecommunication group company, the largest provider of interest and telephonic services in the United Arab Emirates during the year. this paper empirically analyzes three groups of indicators profitability, liquidity and capital structure. Financial ratio analysis was performed using data provided by the Emirates telecommunications group company in its annual reports. Ratio analysis has consistently been recognized as the gold standard for investors interested in analyzing the financial performance of large institutions.

B.kishore (2018) As soon the bottom lines of domestic Bank comes under increasing pressure and the options for Organic growth exhaust themselves Indian banks will need to explore ways for inorganic expansion this in term is likely to only the force of consolidation in Indian banking.

Rohit (2018) Fast moving consumer goods industry plays an important role in economic development of a country. The system of India is featured by the large group of FMCG companies, serving many kinds of consumer durable goods for the people Hindustan Unilever Limited. Popularly known as HUL or HLL is one of the leading FMCG company in India. The information derived from these financial statements were summarized and used to compute initial ratios for the five-year period financial statements and income statements of the Hindustan Unilever Limited and retail have been taken for database is Money control and Yahoo Finance.

R.buvaneshwari (2015) The financial statement is a formal record of the financial activities of a business person or other entity. Relevant financial information is presented in a structured manner and in a form of easy to understand. They typically include basic financial statement accompanied by a management discussion and analysis: a balance sheet also referred to as a statement of financial position, reports on a company's assets, liabilities and ownership equity at a given point in time. The financial statements are prepared by certain accounting convention and principles accounting itself is a dynamic science and accountant have developed from time to time a number of convenience to the experience.

Eric kwaku attefah (2016) This study was undertaken to evaluate financial performance of Cal Bank Limited. Its main objective was to examine America Lee the financial performance of the bank in terms of its financial healthiness liquidity profitability credit Risk and solvency and efficiency for the period of five years. This study employed are man which combines 5 common ratios senior multivariate formula for predicting financial health in a natural ratio such as return on assets, return on equity, profit expense ratio, loan to deposit ratio, cash deposit ratio and total asset ratio.

Riyas kalathingalh (2014) Finance is regarded as the lifeblood of every business organization. Financial management deals with procurement of funds and their effective utilization and management of money in such a manner as to accomplish the short term and long term goals of the corporation. It is the responsibility of the financial management to see that the funds are procured in a manner that the risk cost and control consideration are properly balanced in any given situation and this becomes possible because of optimum utilization of funds.

Georgeta vitila (2015) The purpose of this study is to investigate potential factors of influence on Corporate financial performance. Based on the accounting approach we obtained a positive impact to determine by the number of employees, while based on the market approach performance is negatively correlated with the total of thin terms of indebtedness and negative relationship was revealed at the same time the relationship recording transparency and disclosure and reporting was not statistically validated.

Mc.ronald (2016) Related to quantitative methods traditionally used in accounting and finance. textual analysis is substantially less precise. Thus, understanding the art is of equal importance to understanding the science. in this survey we describe the nuance of the method and, as user's textual analysis, some of the tripwires in implementation. we also review the contemporary textual analysis literature and highlight areas of future research.

Bhargabva pramod (2017) Ratio analysis now a day an important instrument for a critical review of the performance of a business. it helps the concern to analyze the financial data and provide information which is required to take decisions regarding inform investments and also help to understand financial position better. The financial analysis portrays the financial health of a company and helps the companies to improve their financial resources and manage generated funds efficiently. Information and technology industry has grown up extraordinarily in India during previous years. its contribution in economy has also increased with a huge margin. investment in IT industry is considered as a profitable and less risky investment destination in the Indian context.

Rohith bansal (2015) It sector plays a vital role in strengthening the Indian economy. In order to compare and set benchmark, financial statement analysis should be made of all companies. The objective of the present paper is to measure the financial and accounting performance of leading Indian IT companies. The financial statement is a collection of data organized according to logical and consistent accounting procedure. Its purpose is to convey and understanding of some financial aspects of a business plan. Financial analysis refers to an assessment of the stability, viability and profitability of your business or project.

Pandey sanjay (2013) In relation to the growth and prosperity of telecom sector the study being conducted to analyze the financial soundness of the companies. A general belief is that a firm's operating performance depends on certain key financial factors viz, turnover, profit, asset utilization etc. and the variables which are found in profit and loss account and balance sheet of a firm have a direct or indirect relation with each other. By establishing close relationship between the variables, a firm can analyze its financial performance in terms of liquidity, profitability, viability and sustainability. In order to measure the performance, ratios, the indicators are normally used to identify the financial health of the firm.

Hitz, J.M. (2007) Recent standards on financial instruments and certain non-financial items add to the new measurement paradigm. This analysis is conducted as economic analysis. Two approaches to decision usefulness are adopted, the measurement or valuation perspective and the information perspective. Findings indicate that the decision relevance of fair value measurement can be justified from both perspectives, yet the conceptual case is not strong. The information aggregation notion that underlines standard setter's endorsement of fair value measurement turns out to be theoretically restricted in its validity and applicability. One immediate implication of the research condition for the further implementation of a value accounting is the need to clarify standard setter's notions of accounting income, its presumed contribution to decision relevance at its disaggregation.

Garcia, D. (2013) Sentiment on asset price during the 20th century as a proxy for sentiment. We use the fraction of positive and negative words in two columns of finance news from the New York Times. The main contribution of the paper is to show that, control for other

well-known time series patterns, the predictability of stock returns using news content is concentrated in recession. A one standard deviation shocks our news measure during recession predicts a change in the conditional average return on the DJIA of 12 basis points over one day.

Vincent .G.(2013) The moderating role of ownership identity on the financial performance of commercial Bank was significant. Thus, it can be concluded that financial performance of commercial bank in Kenya is driven mainly by board and management decision, while macroeconomic factors have in significant contribution. The bank specific factors significantly affect the performance of commercial banks in Kenya except for liquidity variable. But the overall effect of macro-economic variables was inconclusive at 5 % significance level.

Robert webb (2010) Financial ratios are employed to measure the profit of the liquidity and credit quality performance of five or South Africa best commercial banks. the study found that overall bank performance increased considerably in the years. Financial performance of South Africa commercial bank sector was holding profitability low liquidity entity rating credit quality in the South African banking sector.

Ordu Monday Mathew (2013) Financial ratio analysis is a vital one. since the profitability of an enterprise is directly affected by such decision. The successful selection and use of appropriate financial ratio is one of the key elements of the firm's financial strategy. proper care and attention need to be given while such decision is taken. Its purpose of the study is to examine the relationship between the Financial ratio analysis and profitability of the Nigerian. The financial ratio analysis has immense potential to help organization in improving their revenue and ration ability as well as minimization of cost.

Tn.Roopu (2017) Financial ratio analysis is considered as a powerful tool to illustrate The relative measure of a firm's strength and weakness and is an indicator of potential problem of different aspect of companies operation. The aim of this paper is to evaluate the financial performance with help of ratio analysis of the leading telecom giants in India viz, Airtel, BSNL, idea, Reliance communication and Tata communication. The key financial ratios used to estimate the financial behavior of telecom companies are profitability ratio, liquidity ratio, solvency ratios and efficiency ratio.

Endri endru (2020) Research was conducted to determine the company's financial performance in the food and beverage sector which was assessed based on financial ratio analysis. the focus of this research is financial performance which can be measured by four types of financial ratio analysis namely, liquidity, solvency, profitability and efficiency ratios.

CHAPTER-3

RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN:

This study used descriptive research. A descriptive research design can use a wide variety of research methods to investigate one or more variables. For this study descriptive research design is used. The nature of data collected for the study is secondary data. The secondary data involves the data obtained from lofty optical industries.

3.2. STATEMENT OF PROBLEM:

This is the study on financial performance of lofty optical industries. Financial analysis is the process of identifying the financial strength and weakness of firm by properly establishing relationship between the items of the balance sheet and profit and loss account. The purpose of financial analysis is to diagnose the information contained in the financial statements so as to judge the profitability and financial soundness of the firm.

3.3. SOURCES OF DATA:

The nature of data collected for the study is secondary data. The secondary data means which have already been collected by someone else and which have already been passed through the statistical process. The secondary data involves the data obtained from lofty optical industries. The data derived from the annual reports, magazines, websites and the internal auditing books.

3.4. PERIOD OF STUDY:

The analysis of financial statements of lofty optical industries was done on the basis of information abstracted from the financial statements of the company for a period of five years from 2016-2020. The research period was December 2020 to February 2021.

3.5. SAMPLING TECHNIQUE:

- Ratio analysis
- Trend analysis

3.5.1 RATIO ANALYSIS:

An analysis of financial statement with the help of accounting ratio is termed as ratio analysis. Ratio analysis is a process of determining and interpreting relationship between the items of the financial statements. Its purpose is to provide a meaningful understanding of the performance and financial position of an enterprise. Ratio analysis is a quantitative method of gaining insight into a company's liquidity, operational efficiency and profitability by comparing information contained in its financial statements. The ratio types are:

3.5.1.1 *Liquidity ratio:*

- ***Current ratio:***

It is defined as the relationship between current assets and current liabilities. The current ratio is the index of the concern financial stability since it shows extent of the working capital, which is the amount by which the current assets exceeds the current liabilities. The ideal ratio is 2:1.

Current ratio = current assets / current liabilities

Current assets = inventories + sundry debtors + cash and bank balance

Current liabilities = sundry creditors + bills payable + bank o/d.

- ***Liquid ratio:***

Liquid ratio is otherwise known as acid test or quick ratio. This is ascertained by comparing the liquid assets and current liability. The term liability is referred to the ability of a firm to pay its short term obligation. The rule of thumb is 1:1.

Liquid ratio = liquid assets / current liability

Liquid assets = current assets – inventories.

- ***Absolute liquid ratio:***

The ratio measures the relationship between cash and cash items on the hand and immediately maturing obligation on the other. The inventory and debtor are excluded from current assets to calculate this ratio. The ideal ratio is 1:2.

Absolute liquid ratio = absolute liquid assets / current liability

Absolute liquid ratio = cash and bank balance

3.5.1.2 Profitability Ratio:

- ***Gross profit ratio:***

It expresses the relationship of gross profit to net sales and is expressed in terms of percentage. this ratio is a tool that indicates the degree to which selling price of goods per unit may decline without resulting in losses.

Gross profit ratio = gross profit / Net sales * 100

- ***Net Profit Ratio:***

It also called Net profit to sales Ratio (=Profit margin). The profit margin is indicative of management's ability to operate the business with sufficient success not only to recover from revenues of the period, the cost of merchandise or services, the expenses of operating the business and the cost of borrowed funds, but also to leave a margin of reasonable compensation to the owners for providing their capital at risk. Higher the ratio of net operating profit to sales better is the operational efficiency of the concern.

Net profit ratio=Net Profit/Net sales *100

- ***Operating Profit ratio:***

Operating profit ratio can be computed by subtracting the operating ratio from 100. It is an important ratio. It is used to discuss general profitability of the concern. A business concern is said to be efficient if it is able to keep up the cost of goods sold and other operating expenses as low as possible in relation to the Net sale affected. This ratio shows the operational efficiency of the firm. Lower operating ratio shows the higher operating profit and vice versa. For manufacturing concern an operating ratio between 75% and 80% is expected.

Operating profit ratio=operating profit/Net sales*100

- ***Operating ratio:***

It is also known as operating ratio. It becomes imperative that each aspect of cost of sales/or operating expenses should be analysis in detail just to find out as how far concern is able to save or is making over expenditure in results of different items of expense. For this relationship of each item of expenses to sales is established. Thus these ratios reveal the relation of different expenses to net sales.

Operating ratio = operating expenses/net sales*100

3.5.1.3 Activity ratio or Turnover Ratio:

- **Stock Turnover ratio:**

Every firm has to maintain a certain level of inventory to finished goods. It was able to meet the requirements of the business, inventory turnover indicates the number of times stock has been turned during the period and evaluate the efficiency with which a firm is able to manage. The ideal ratio is 8 times.

Stock Turnover ratio = cost of goods sold/average inventory

Average Inventory = opening inventory + closing inventory / 2

- **Fixed assets turnover ratio:**

This ratio establishes a relationship between fixed assets and sales. The ideal ratio is 5 times.

Fixed assets turnover ratio = net sales/fixed assets.

- **Debtors turnover ratio:**

It is established the relationship between the net credit sales average debtor, it indicates the number of times the collection debtors have turnover during the year. The higher the ratio is better result with ratio is better result with efficient management. The ideal ratio is 10 to 12 times.

Debtors turnover ratio = net credit sales/ average debtor's receivable

Average debtor's receivables = opening debtor's receivables + closing debtor's receivables/2.

- ***Average collection period:***

The number of days taken by a firm for collection of its receivables or debtors during the year. It indicates the relationship between average debtor and net credit sales.

Average collection period = no of days in a year / debtors turnover ratio.

- ***Creditor turnover ratio:***

This ratio indicates the number of the times the creditors are paid in a year. The ideal ratio is 12 times.

Creditors turnover ratio = net credit purchases / average creditors

Average creditors = opening balance + closing balance / 2

- ***Debt payment Period:***

The average period taken by the company in making payments to its creditors. It is computed by dividing the number of working days in a year by creditors turnover ratio.

Debt payment period = no of working days' / creditors turnover ratio.

- ***Capital turnover ratio:***

A capital turnover ratio, also called equity turnover ratio, measures the net sales a company generates as a proportion of the amount invested. A high capital turnover ratio suggests a business is using its capital resources efficiently. Capital turnover varies by industry. The ideal ratio is 4.2 to 5.5 times.

Capital Turnover Ratio = Net sales / Capital employed

Capital employed = Total Assets - Current liabilities.

3.5.1.4 Solvency ratio:

Solvency ratio is one of the various ratio used to measure the ability of a company to meet its long term debts and short term obligations.

Short Term Solvency Ratios:

- current ratio
- quick ratio

Long Term Solvency Ratio:

- Debt equity ratio:

It is calculated to measure the relative lines of outsiders and the owners against the firm's assets. This ratio indicates between the outsider's funds and the shareholders' funds. The ideal ratio is 1 to 1.5:1.

Debt equity ratio=outsiders fund/shareholders' funds.

- Proprietary ratio or Net worth ratio:

It establishes relationship between the proprietor's fund or shareholders' funds and the total assets. The ideal ratio is 0.5:1.

Proprietary ratio= proprietary fund/ total assets.

3.5.2 Trend analysis:

Trend analysis is a technique used in technique analysis that attempts to predict the future stock price movements based on recently observed trend data. Trend analysis is based on the idea that what has happened in the past gives traders an idea of what will happen in the future. There are three main types of trends: short-, intermediate- and long-term. Trend analysis calculates the percentage change for one account over a period of time of two years or more. The trend percentage is calculated on the base year divided by non-base year.

Formula = $\text{Base year} / \text{Non Base year} * 100$

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 LIQUIDITY RATIO:

Table 4.1 Current Ratio for the period of 2015-2020

YEARS	Current assets	Current liability	Current Ratio
2015-2016	90912059.94	92343312	0.98:1
2016-2017	161623748.2	127980217.2	1.26:1
2017-2018	106503154.48	91409592.25	1.16:1
2018-2019	132318682.78	97381543.85	1.36:1
2019-2020	155635233.8	106502895.5	1.46:1

(Source: Secondary Data)

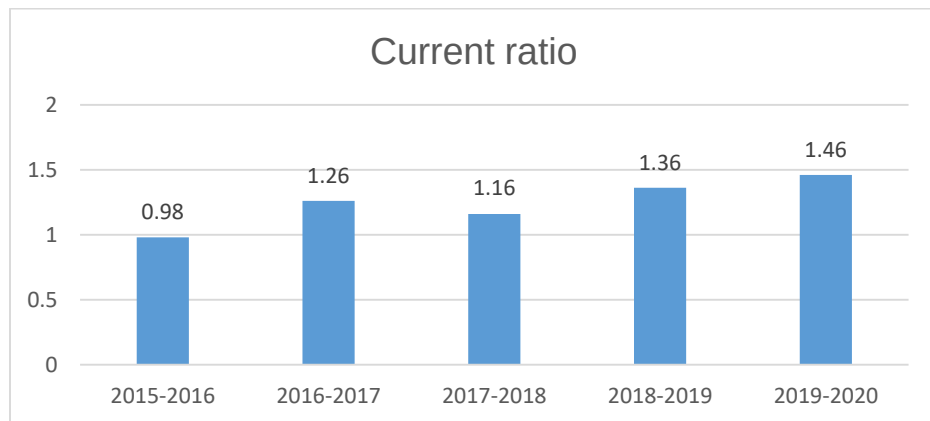


Figure 4.1 Current Ratio for the period of 2015-2020

INFERENCE:

The above table shows that current ratio of the lofty optical industries. The ideal current ratio is 2:1. The current ratio of the organization is below the standard ratio from the lowest ratio of 0.98 in 2015-2016 to the highest ratio of 1.46 in 2019-2020. The ratio is show in the increasing trend which is indicating that company is not using its current assets facilities efficiently.

Table 4.2 Liquid Ratio for the period of 2015-2020

YEARS	Liquid asset	Current liability	Liquid Ratio
2015-2016	88051666.94	92343312	0.95:1
2016-2017	157183256.2	127980217.2	1.23:1
2017-2018	92179640.4	91409592.25	1.10:1
2018-2019	120630329.9	97381543.85	1.24:1
2019-2020	122876574.8	106502895.5	1.15:1

(Source: Secondary Data)

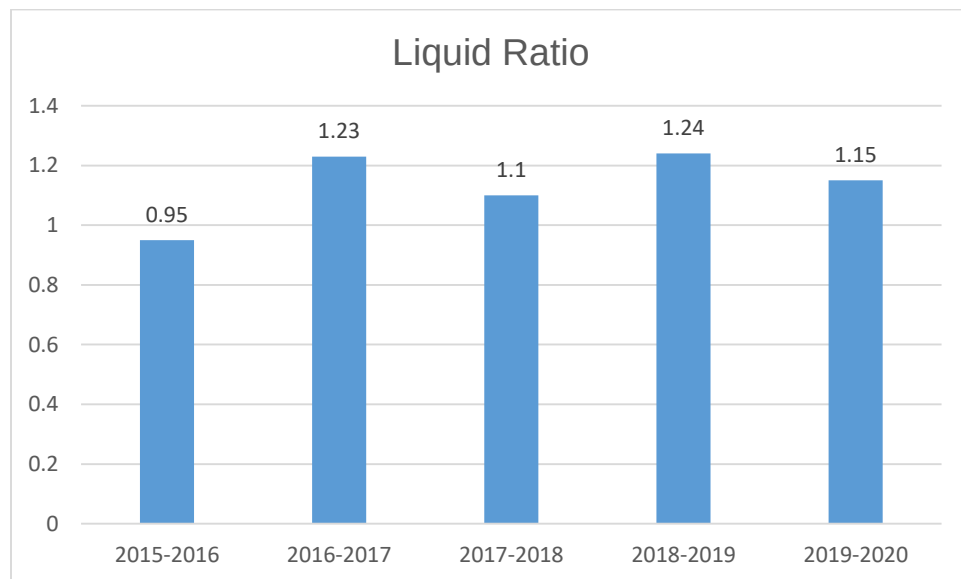


Figure 4.2 Liquid Ratio for the period of 2015-2020

INFERENCE:

The above table shows that Liquid ratio of the lofty optical industries for the year 2018-2019 is the highest in 1.24. And the lowest in the year 2015-2016 is 0.95. In the year 2016-2017, 2017-2018 and 2019-2020 are 1.23, 1.10, 1.15. The ideal ratio is 1:1. Hence the company's liquidity position shows the ability to meet its current obligations.

Table 4.3 Absolute Liquid Ratio for the period of 2015-2020

YEARS	Absolute liquid asset	Current liability	Absolute Liquid Ratio
2015-2016	501917.40	92343312	5.43:1
2016-2017	50762713.48	127980217.2	0.40:1
2017-2018	897288.86	91409592.25	9.81:1
2018-2019	878231.76	97381543.85	9.02:1
2019-2020	182059548	106502895.5	1.70:1

(Source: Secondary Data)

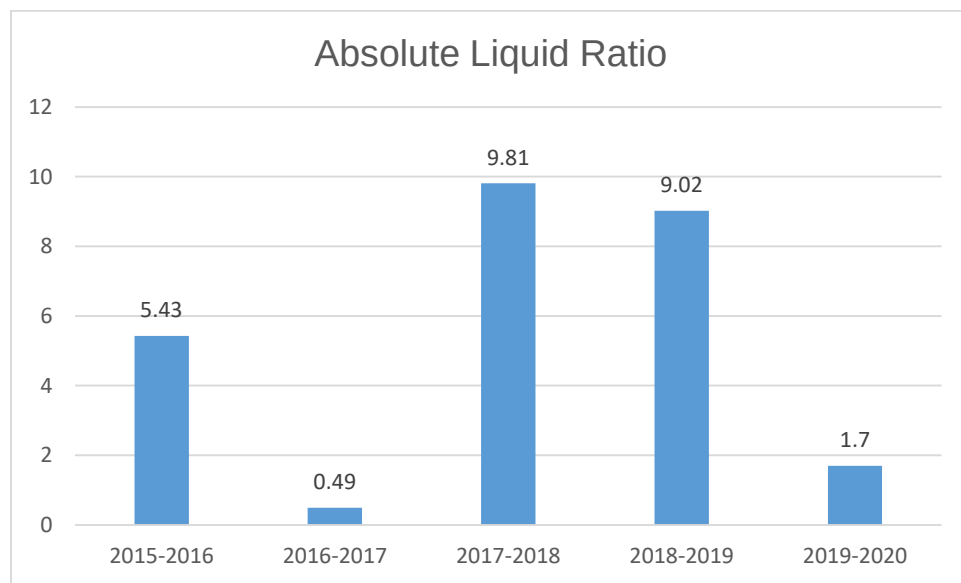


Figure 4.3 Absolute Liquid Ratio for the period of 2015-2020

INFERENCE:

The above table shows that absolute Liquid ratio of the lofty optical industries for the year 2017-2018 is the highest in 9.81. And the lowest in the year 2016-2017 is 0.49. In the year 2015-2016, 2018-2019 and 2019-2020 are 5.43, 9.61, 1.70. Here, the absolute liquid ratio above 1 means that the company will pay off its current liabilities with cash. It indicates that the company can easily pay off its debts.

4.2 PROFITABILITY RATIO:

Table 4.4 Gross Profit Ratio for the period of 2015-2020

YEARS	Gross Profit	Net Sales	Gross Profit Ratio
2015-2016	22707630.9	87662798.75	26%
2016-2017	31594765.22	105586136.9	30%
2017-2018	34383727.88	82762890.59	42%
2018-2019	27470574.94	97341602.99	28%
2019-2020	62918573.12	140889935.43	45%

(Source: Secondary Data)

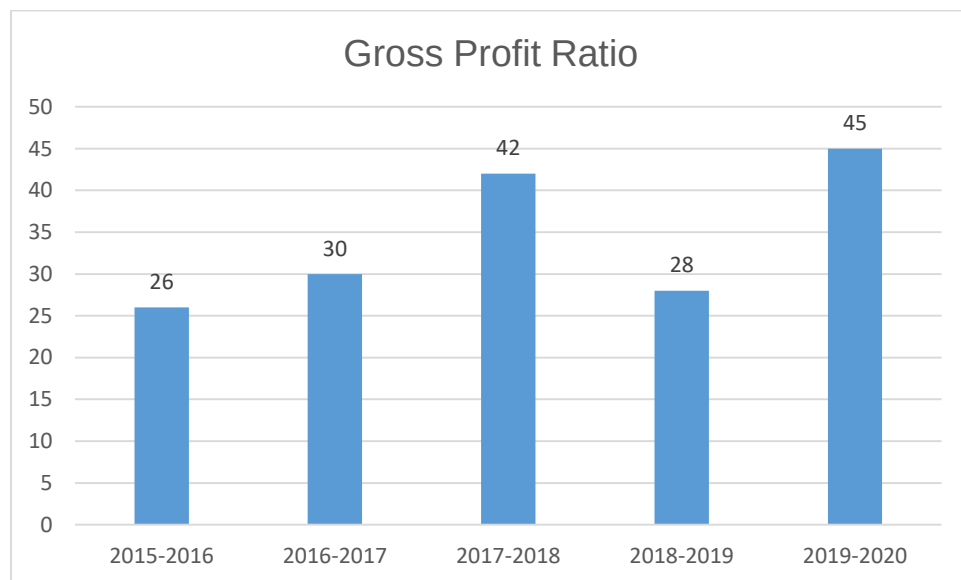


Figure 4.4 Gross Profit Ratio for the period of 2015-2020

INFERENCE:

The graph shows that increase and decrease profits in last 5 years. The graph shows 2016-2017, 2017-2018 and 2018-2019 in the gross profit rate 30%, 42% and 28%. In the year 2019-2020 is the highest gross profit in 45 %. And the lowest gross profit in the year 2015-2016 is 26%. Here, the gross profit ratio is higher than 20%. It considered good.

Table 4.5 Net Profit Ratio for the period of 2015-2020

YEARS	Net Profit	Net Sales	Net Profit Ratio
2015-2016	2230872.85	87662798.75	2.54%
2016-2017	3531849.87	105586136.9	3.34%
2017-2018	2467924.67	82762890.59	2.98%
2018-2019	3658807.33	97341602.99	3.76%
2019-2020	3434744.53	140889935.43	2.43%

(Source: Secondary Data)

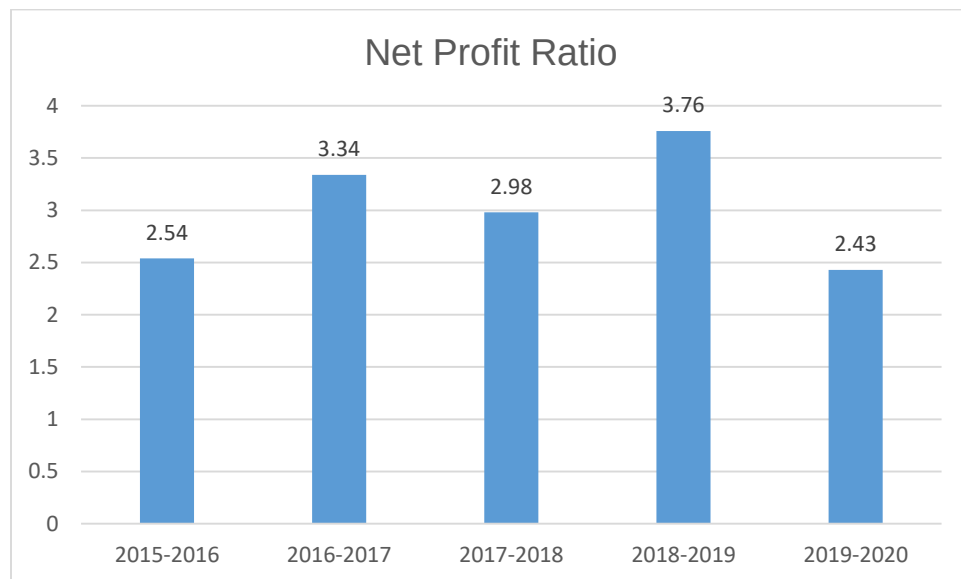


Figure 4.5 Net Profit Ratio for the period of 2015-2020

INFERENCE:

In the year 2018-2019 is the highest net profit in 3.76 %. And the lowest net profit in the year 2019-2020 is 2.43%. In the year 2015-2016, 2016-2017 and 2017-2018 are 2.54%,3.34%,2.98%. Here, the net profit ratio of the organization is less than 5%, it considered low profit. The ratio is not stable due to changes in the profitability of the organization.

Table 4.6 Operating Profit Ratio for the period of 2015-2020

YEARS	Operating Profit	Net Sales	Operating Profit Ratio
2015-2016	4400961.81	87662798.75	5.02%
2016-2017	9527679.2	105586136.9	9.02%
2017-2018	8028840.67	82762890.59	9.70%
2018-2019	7272523.53	97341602.99	7.71%
2019-2020	9583038.13	140889935.43	6.80%

(Source: Secondary Data)

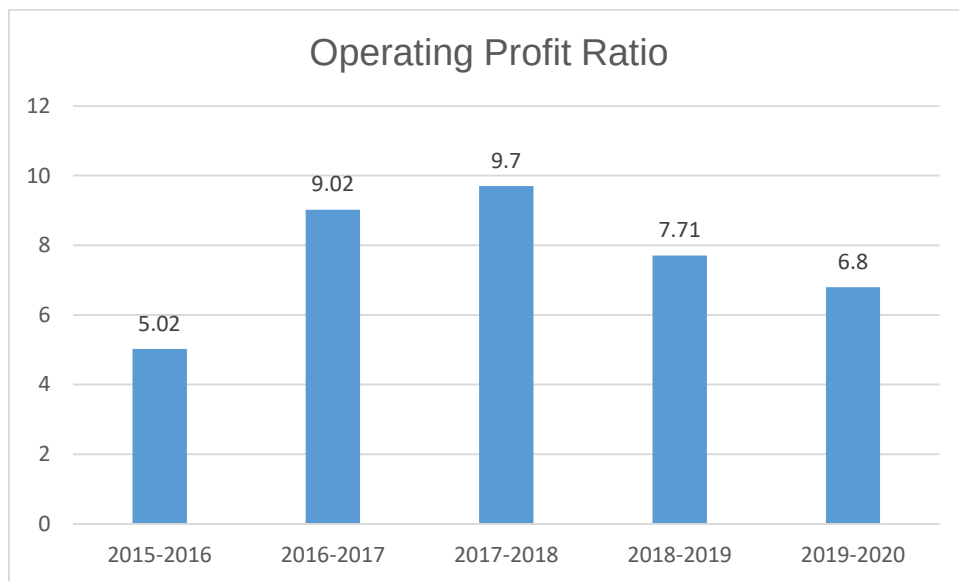


Figure 4.6 Operating Profit Ratio for the period of 2015-2020

INFERENCE:

The graph shows 2015-2016 to 2019-2020 in the operating profit rate 5.02%,9.02%,9.7%, 7.71% and 6.8%. In the year 2017-2018 is the highest operating profit in 9.7 %. And the lowest operating profit in the year 2015-2016 is 5.02 %. Here, the operating profit ratio of 2015-2016 is 5% it considered low profit and the operating profit ratio of 2016-2017 to 2019-2020 is above 5% to 20%, it considered high profit (good).

Table 4.7 Operating Ratio for the period of 2015-2020

YEARS	Operating cost	Net Sales	Operating Ratio
2015-2016	71315300	87662798.75	81.35%
2016-2017	86839845.88	10558613.9	82.24%
2017-2018	65188433.71	82762890.59	78.76%
2018-2019	78365824.55	97341602.99	80.50%
2019-2020	84172978.21	140889935.43	59.74%

(Source: Secondary Data)

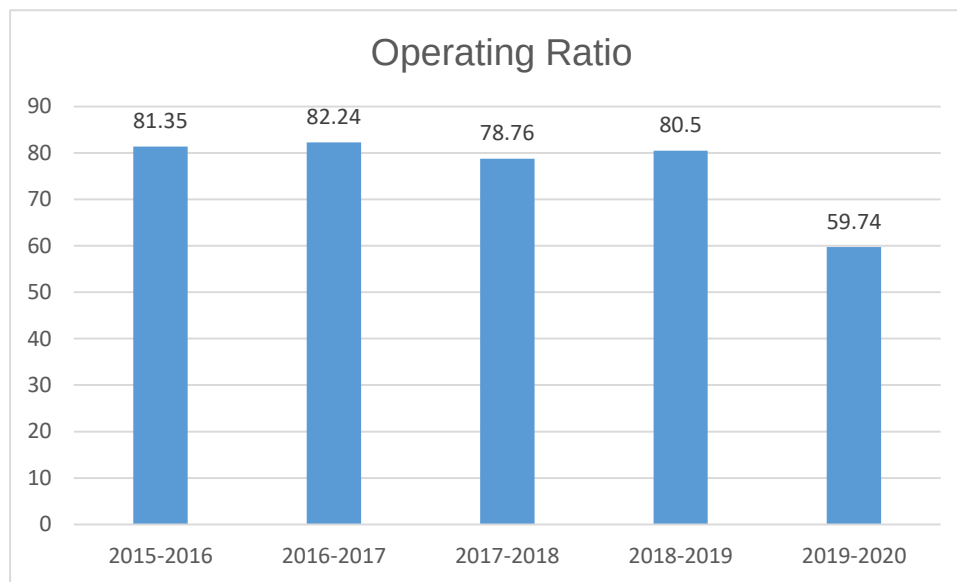


Figure 4.7 Operating Ratio for the period of 2015-2020

INFERENCE:

The graph shows the increase and decrease operating ratio in last five years. The graph shows 2015-2016 to 2019-2020 in the profit rate 81.35%,82.24%,78.76%, 80.5% and 59.74%. In the year 2016-2017 is the highest profit rate in 82.24 %. And the lowest profit in the year 2019-2020 is 59.74 %. Here, the operating ratio is higher than 20%, it considered good.

4.3 ACTIVITY RATIO:

Table 4.8 Stock Turnover Ratio for the period of 2015-2020

YEARS	Cost of goods sold	Average stock	Stock Turnover Ratio
2015-2016	65020731.25	3609056.5	1.80
2016-2017	74991370.68	3650442.5	2.05
2017-2018	49594562.71	9382003	5.28
2018-2019	70491348.05	13005933.42	5.42
2019-2020	77972607.71	22223505.92	3.51

(Source: Secondary Data)

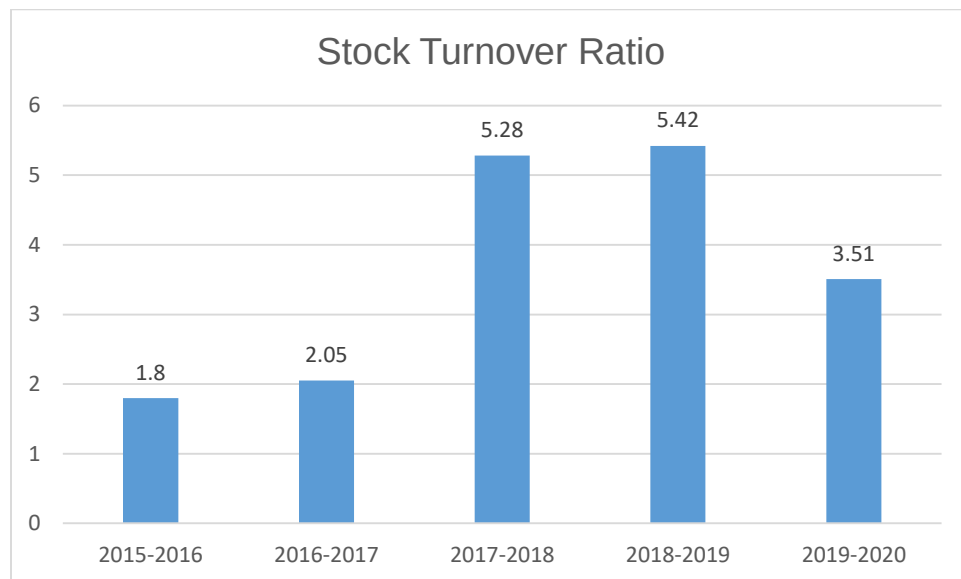


Figure 4.8 Stock Turnover Ratio for the period of 2015-2020

INFERENCE:

The above table shows that stock turnover ratio of the lofty optical industries for the year 2018-2019 is the highest in 5.42 times. And the lowest in the year 2015-2016 is 1.80 times. In the year 2016-2017, 2017-2018 and 2019-2020 are 2.05 times, 5.28 times, 3.51 times. The ideal stock turnover ratio is 8 times. Hence the company has an unfavorable stock turnover ratio. A low inventory turnover means dull business.

Table 4.9 Fixed Asset Turnover Ratio for the period of 2015-2020

YEARS	Net Sales	Fixed Asset	Fixed Asset Turnover Ratio
2015-2016	87662798.75	12749364.53	6.875856326
2016-2017	105586136.9	15146603.07	6.970944998
2017-2018	82762890.59	21311154	3.883548051
2018-2019	97341602.99	18054634.48	5.391502281
2019-2020	140889935.43	16958490.14	8.307929199

(Source: Secondary Data)

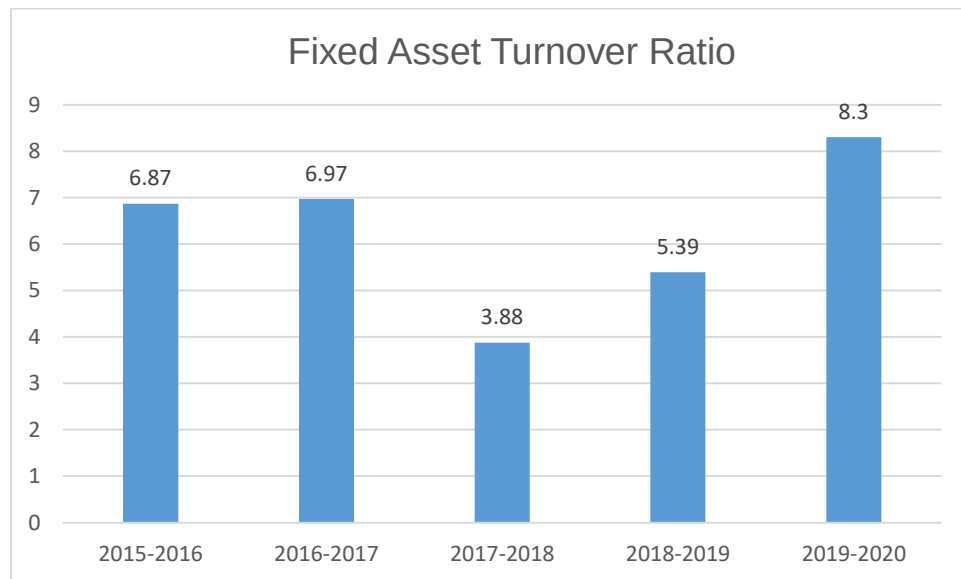


Figure 4.9 Fixed Asset Turnover Ratio for the period of 2015-2020

INFERENCE:

The above table shows that Fixed Asset turnover ratio of the lofty optical industries for the year 2019-2020 is the highest in 8.37. And the lowest in the year 2017-2018 is 3.88. In the year 2015-2016, 2016-2017 and 2018-2019 are 6.87, 6.97, 5.39. The idea ratio is 5 times. Here, the fixed asset turnover ratio is satisfactory. A high ratio indicates better utilization of fixed assets and A low ratio indicates underutilization of fixed assets.

Table 4.10 Debtor Turnover Ratio for the period of 2015-2020

YEARS	Net Sales	Average Debtors	Debtor Turnover Ratio
2015-2016	87662798.75	43523916.07	2.014129395
2016-2017	105586136.9	52734353.35	2.002226825
2017-2018	82762890.59	43113422.84	1.919654835
2018-2019	97341602.99	53892598.1	1.806214702
2019-2020	140889935.43	54989221.00	2.562137321

(Source: Secondary Data)

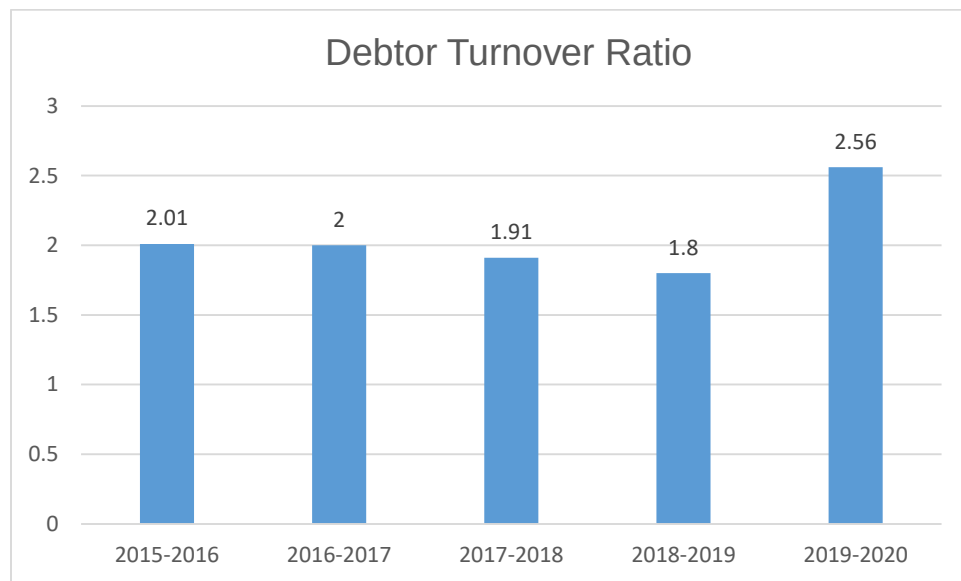


Figure 4.10 Debtor Turnover Ratio for the period of 2015-2020

INFERENCE:

The above table shows that debtor turnover ratio of the lofty optical industries for the year 2019-2020 is the highest in 2.56. And the lowest in the year 2018-2019 is 1.80. In the year 2015-2016, 2016-2017 and 2017-2018 are 2.01, 2.00, 1.91. The ideal ratio is 10 to 12 times. Hence, the company has an unfavorable debtor turnover ratio. A low debtor turnover ratio is indicative of unsound management policy.

Table 4.11 Average Collection period for the period of 2015-2020

YEARS	No of days in a year	Debtor Turnover Ratio	Average Collection period
2015-2016	366	2.014129395	181.71days
2016-2017	365	2.002226825	182.30days
2017-2018	365	1.919654835	190.14 days
2018-2019	365	1.806214702	202.08 days
2019-2020	366	2.562137321	142.85 days

(Source: Secondary Data)

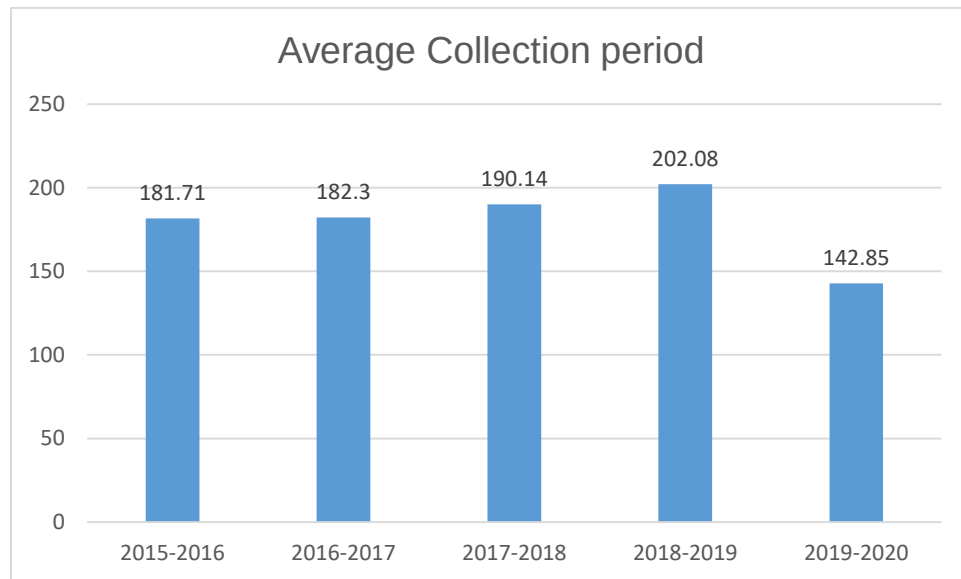


Figure 4.11 Average Collection period for the period of 2015-2020

INFERENCE:

The above table shows that average collection period of the lofty optical industries for the year 2018-2019 is the highest in 202.08 days. And the lowest in the year 2019-2020 is 142.85 days. In the year 2015-2016, 2016-2017 and 2017-2018 are 181.71 days, 182.30 days, 190.14 days. A high collection period is indicative of unsound management policy.

Table 4.12 Creditor Turnover Ratio for the period of 2015-2020

YEARS	Net Purchase	Average creditors	Creditors Turnover Ratio
2015-2016	60262422.99	36004956.89	1.673725737
2016-2017	71812380.68	25651265.85	2.79956479
2017-2018	57439853.21	30943091.03	1.856306248
2018-2019	54987400.08	29527191.77	1.862263114
2019-2020	85170487.83	35840095.88	2.376402343

(Source: Secondary Data)

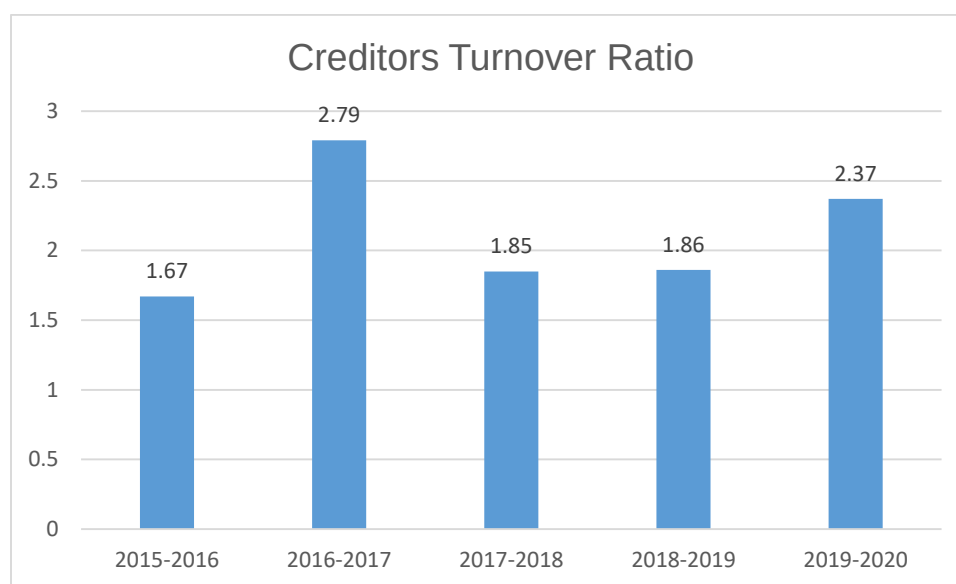


Figure 4.12 Creditors Turnover Ratio for the period of 2015-2020

INFERENCE:

The above table shows that creditors turnover ratio of the lofty optical industries for the year 2016-2017 is the highest in 2.79 times. And the lowest in the year 2015-2016 is 1.67 times. In the year 2017-2018, 2018-2019 and 2019-2020 are 1.85 times, 1.86 times, 2.37 times. The ideal ratio is 12 times. Hence, the company has an unfavorable creditor turnover ratio. Less creditor turnover ratio indicates the firm's inability in meeting its obligation in time.

Table 4.13 Debt Payment Period for the period of 2015-2020

YEARS	No of days in a year	Creditor Turnover Ratio	Debt Payment Period
2015-2016	366	1.673725737	218.67 days
2016-2017	365	2.79956479	130.37 days
2017-2018	365	1.856306248	196.63 days
2018-2019	365	1.862263114	195.99 days
2019-2020	366	2.376402343	154.01 days

(Source: Secondary Data)

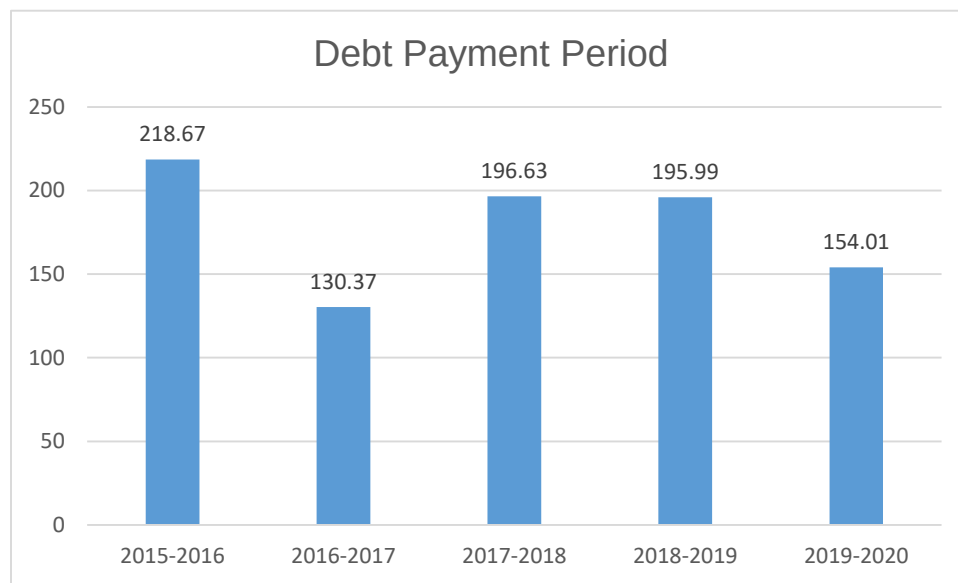


Figure 4.13 Debt Payment Period for the period of 2015-2020

INFERENCE:

The above table shows that debt payment Period of the lofty optical industries for the year 2015-2016 is the highest in 218.67 days. And the lowest in the year 2016-2017 is 130.37 days. In the year 2017-2018, 2018-2019 and 2019-2020 are 196.63 days, 195.99 days, 154.01 days. Low debt payment period indicates the firm's inability in meeting its obligation in time.

Table 4.14 Capital Turnover Ratio for the period of 2015-2020

YEARS	Net Sales	Capital Employed	Capital Turnover Ratio
2015-2016	87662798.75	11318112.63	7.745354868
2016-2017	105586136.9	48790134	2.164087865
2017-2018	82762890.59	36404716.25	2.273411226
2018-2019	97341602.99	52991773.45	1.836919141
2019-2020	140889935.43	66090828.4	2.131762285

(Source: Secondary Data)

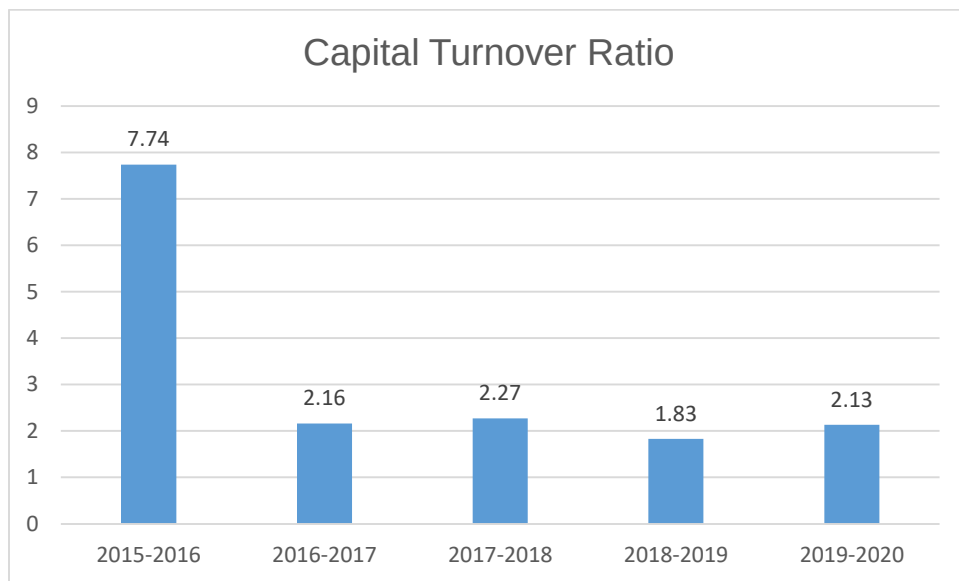


Figure 4.14 Capital Turnover Ratio for the period of 2015-2020

INFERENCE:

The above table shows that capital turnover ratio of the lofty optical industries for the year 2015-2016 is the highest in 7.74 times. And the lowest in the year 2018-2019 is 1.83 time. In the year 2016-2017, 2017-2018 and 2019-2020 are 2.16 times, 2.27 times, 2.13 times. The ideal ratio is 4.2 to 5.5. It indicates that management is efficient in using a firm's assets and liabilities. Here, the capital is not effectively utilized by the company.

4.4 SOLVENCY RATIO:

Table 4.15 Debt Equity Ratio for the period of 2015-2020

YEARS	Outsiders Fund	Shareholders fund	Shareholders fund
2015-2016	97177854.38	98826881.99	0.98:1
2016-2017	166399520.7	138351047.7	1.20:1
2017-2018	117706289.3	101517611.4	1.16:1
2018-2019	137209081.3	110545779.8	1.24:1
2019-2020	156910574.5	122186044.9	1.28:1

(Source: Secondary Data)

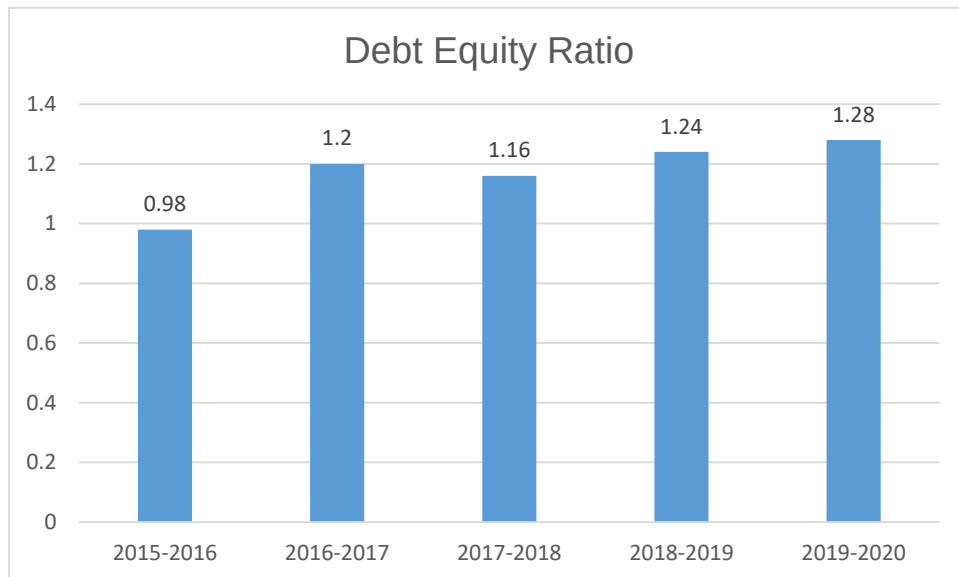


Figure 4.15 Debt Equity Ratio for the period of 2015-2020

INFERENCE:

The above table shows that debt 2019-2020 is the highest in 1.28. And the lowest in the year 2015-2016 is 0.98. In the year 2016-2017, 2017-2018 and 2018-2019 are 1.2, 1.16, 1.24. The ideal ratio is 1 to 1.5 :1. The debt equity ratio is greater than 1. Higher debt equity ratio is considered more risk to creditors and investors than with a lower ratio.

Table 4.16 proprietary Ratio for the period of 2015-2020

YEARS	Proprietor's fund	Total assets	proprietary Ratio
2015-2016	98826881.99	103661424.5	0.95:1
2016-2017	138351047.7	176770351.2	0.78:1
2017-2018	101517611.4	127814308.48	0.79:1
2018-2019	110545779.8	150373317.26	0.74:1
2019-2020	122186044.9	172593723.93	0.71:1

(Source: Secondary Data)

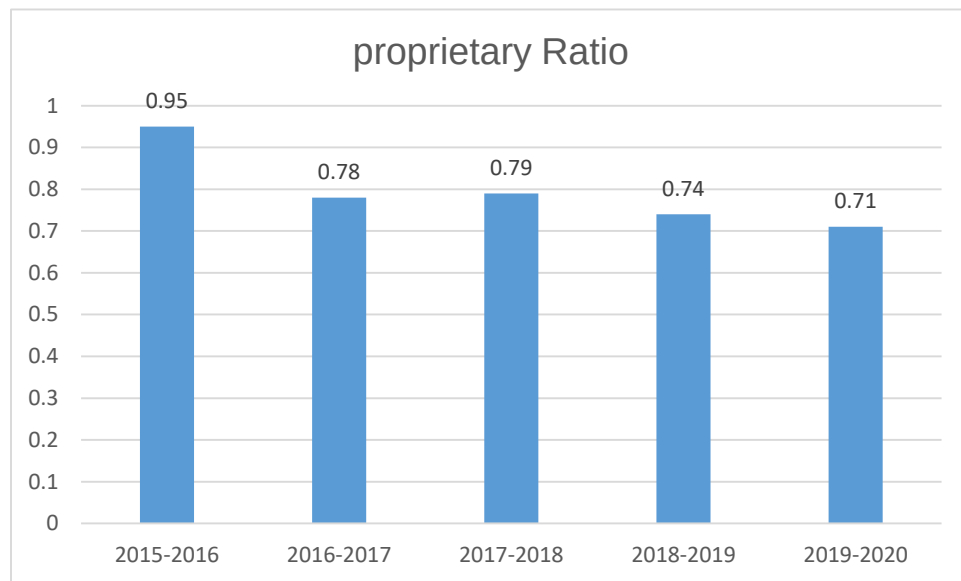


Figure 4.16 proprietary Ratio for the period of 2015-2020

INFERENCE:

The above table shows that proprietary ratio of the lofty optical industries for the year 2015-2016 is the highest in 0.95. And the lowest in the year 2019-2020 is 0.71. In the year 2016-2017, 2017-2018 and 2018-2019 are 0.78, 0.79, 0.74. The ideal ratio is 0.5. the proprietary ratio is greater than 0.5. A high proprietary ratio indicates a strong financial position of the company and greater security for creditors.

4.5 TREND ANALYSIS:

Table 4.17 Trend Analysis of Sales from the Period of 2015-2020:

YEARS	Sales	Trend Percentage
2015-2016	87662798.75	100%
2016-2017	105586136.9	83.02%
2017-2018	82762890.59	105.92%
2018-2019	97341602.99	90.05%
2019-2020	140889935.43	62.22%

(Source: Secondary Data)

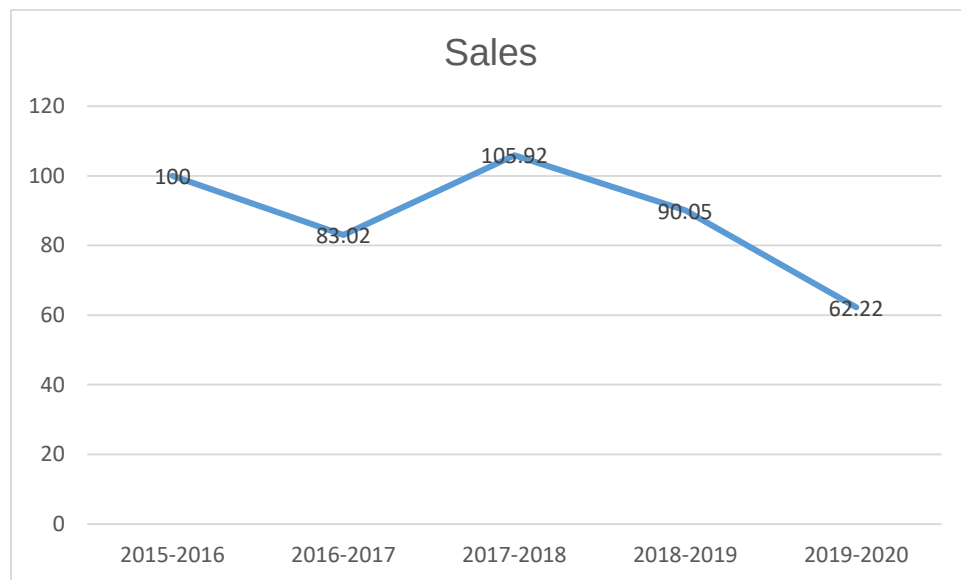


Figure 4.17 Trend Analysis of Sales from the Period of 2015-2020

INFERENCE:

The above table shows that sales trend percentage of the lofty optical industries for the year 2017-2018 is the highest in 105.92%. And the lowest in the year 2019-2020 is 62.22%. In the year 2015-2016, 2016-2017 and 2018-2019 are 100%, 83.02%, 90.05%. It shows the trend percentage is greater than 100% means the balance in that year has increased over the base year.

Table 4.18 Trend Analysis of Net profit from the Period of 2015-2020:

YEARS	Net Profit	Trend Percentage
2015-2016	2230872.85	100%
2016-2017	3531849.87	63.16%
2017-2018	2467924.67	90.39%
2018-2019	3658807.33	60.97%
2019-2020	3434744.53	64.95%

(Source: Secondary Data)

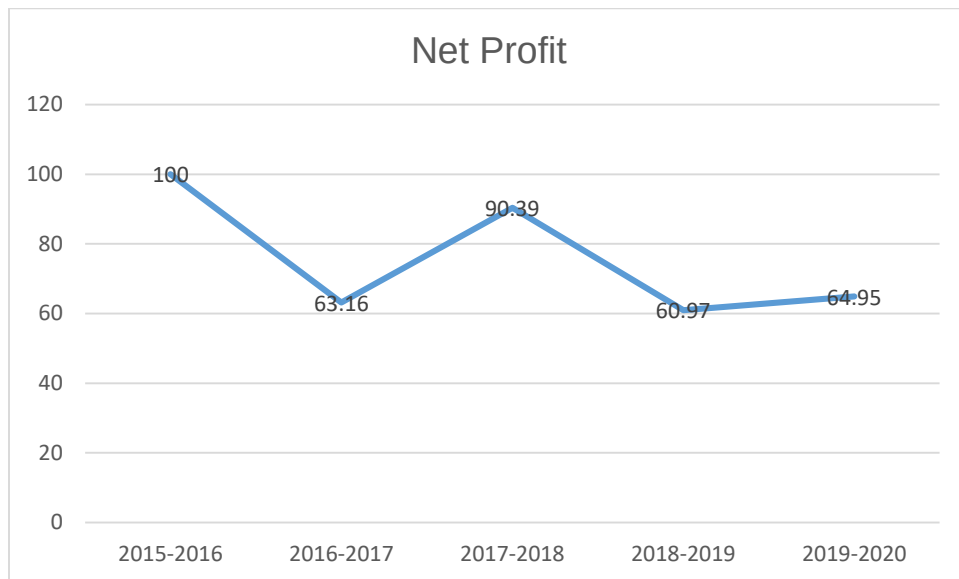


Figure 4.18 Trend Analysis of Net profit from the Period of 2015-2020

INFERENCE:

The profits of the lofty optical industries for the year 2015-2016 to 2019-2020 is 100%,63.16%,90.39%,60.97%,64.95%. Profit levels have been rising and falling over the past five years.

Table 4.19 Trend Analysis of Debtors from the Period of 2015-2020:

YEARS	Debtors	Trend Percentage
2015-2016	85612260.14	100%
2016-2017	104066956.7	82.27%
2017-2018	84760605.68	101.00%
2018-2019	105557956.3	81.10%
2019-2020	80384504.00	106.50%

(Source: Secondary Data)

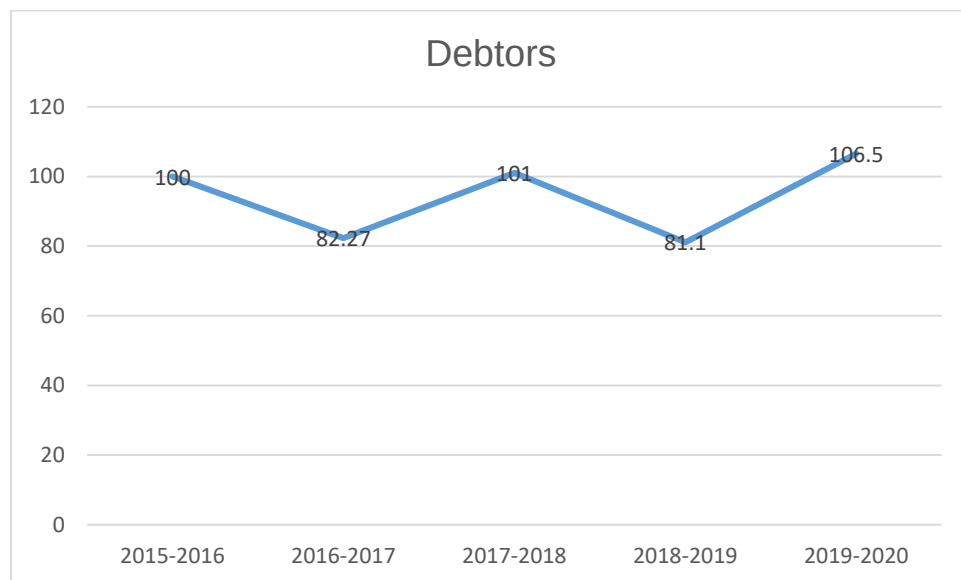


Figure 4.19 Trend Analysis of Debtors from the Period of 2015-2020

INFERENCE:

From the above table, the trend percentage of sundry debtor of 2015-2016, 2017-2018, 2019-2020 is 100, 101, 106.5. Here, the trend percentage is greater than 100% means the balance in the year increased over the base year. In 2016-2017 and 2018-2019 is 82.27 and 81.1 the trend percentage is less than 100% means balance has decreased the base year level in that particular year.

Table 4.20 Trend Analysis of Gross profit from the Period of 2015-2020:

YEARS	Gross Profit	Trend Percentage
2015-2016	22707630.9	100%
2016-2017	31594765.22	71.87%
2017-2018	34383727.88	66.04%
2018-2019	27470574.94	82.66%
2019-2020	62918573.12	36.09%

(Source: Secondary Data)

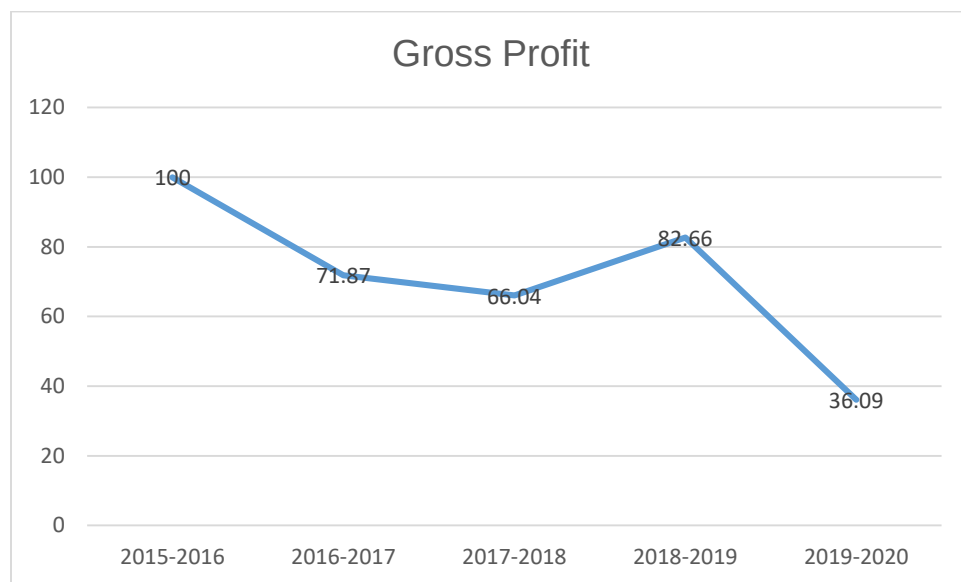


Figure 4.20 Trend Analysis of Gross profit from the Period of 2015-2020

INFERENCE:

From the above table, the trend analysis of gross profit shows that the gross profit has been decreasing from the year 2016-2017 to the year 2017-2018. And it has been increasing from the year 2017-2018 to the year 2018-2019.

Table 4.21 Trend Analysis of Cash & Bank balance from the Period of 2015-2020:

YEARS	Cash & Bank balance	Trend Percentage
2015-2016	466029.78	100%
2016-2017	1438574.51	32.39%
2017-2018	842332.34	55.32%
2018-2019	1582853.10	29.44%
2019-2020	345619.65	134.83%

(Source: Secondary Data)

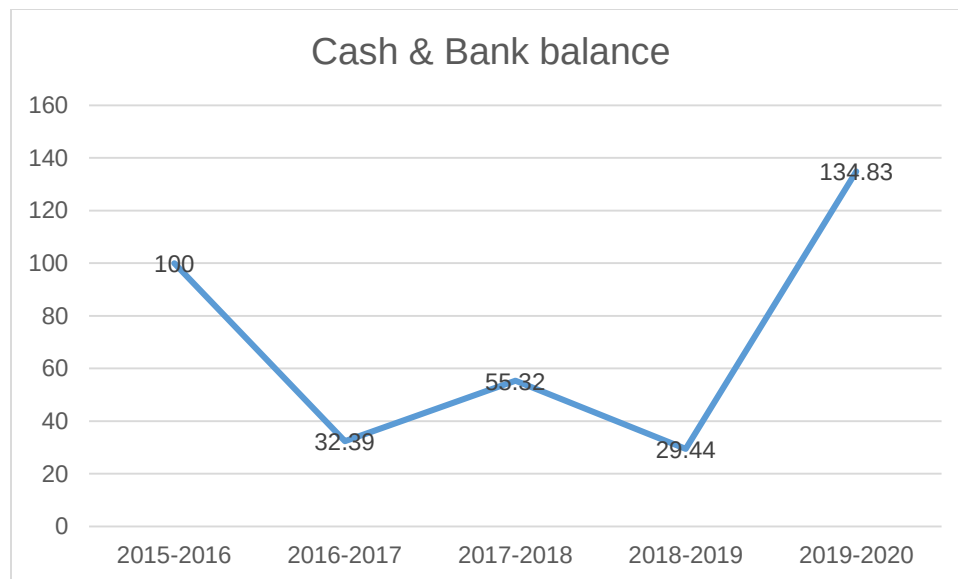


Figure 4.21 Trend Analysis of Cash & Bank balance from the Period of 2015-2020

INFERENCE:

The above table shows that trend percentage of cash and bank balance of the lofty optical industries for the year 2019-2020 is the highest in 134.83%. And the lowest in the year 2018-2019 is 29.44%. In the year 2018-2019 and 2019-2020 are 29.44%,134.83. It shows that the cash and bank balance has been increasing from the year 2018-2019 to the year 2019-2020.

Table 4.22 Trend Analysis of Fixed Asset from the Period of 2015-2020:

YEARS	Fixed Asset	Trend Percentage
2015-2016	12749364.53	100%
2016-2017	15146603.07	84.17%
2017-2018	21311154	59.82%
2018-2019	18054634.48	70.61%
2019-2020	16958490.14	75.17%

(Source: Secondary Data)

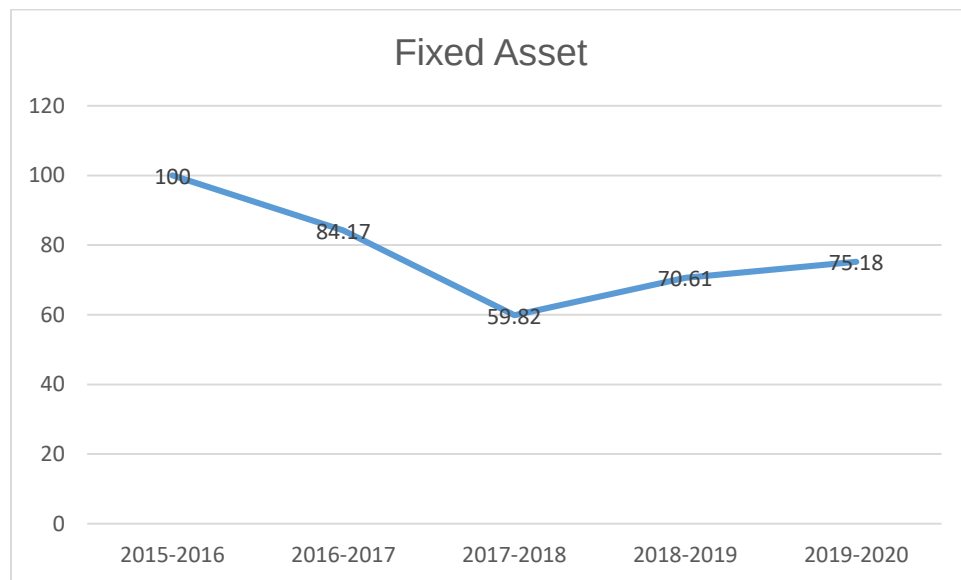


Figure 4.22 Trend Analysis of Fixed Asset from the Period of 2015-2020

INFERENCE:

The above table shows that trend percentage of fixed asset of the lofty optical industries. The lowest in the year 2017-2018 is 59.82%. In the year 2017-2018, 2018-2019 and 2019-2020 are 59.82%, 70.61%, 75.18%. It shows that the fixed asset has been increasing from the year 2017-2018 to the year 2019-2020.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1. FINDINGS:

- The current ratio of the organization is below the standard ratio from the lowest ratio of 0.98 in 2015-2016 to the highest ratio of 1.46 in 2019-2020.
- The liquid ratio for the year 2015-2016 to 2019-2020 is 0.95,1.23,1.10,1.24,1.15. Here, liquid ratio is higher than 1:1 indicates that the business can meet its current financial obligation with available quick funds on hand.
- The absolute liquid ratio for the year 2015-2016 to 2019-2020 is 5.43,0.49,9.81,9.61,1.7. Here, the absolute liquid ratio above 1 means that the company will pay off its current liabilities with cash.
- The gross profit ratio for the year 2015-2016 to 2019-2020 is 26%,30%,42%,28%,45%. Here, the gross profit ratio is higher than 20%, it considered good.
- The net profit ratio for the year 2015-2016 to 2019-2020 is 2.54%,3.34%,2.98%,3.76%,2.43%. Here, the net profit ratio of the organization is less than 5%, it considered low profit. The ratio is not stable due to changes in the profitability of the organization.
- The operating profit ratio for the year 2015-2016 to 2019-2020 is 5.02%,9.02%,9.70%,7.71%,6.80%. Here, the operating profit ratio of 2015-2016 is 5% it considered low profit and the operating profit ratio of 2016-2017 to 2019-2020 is above 5% to 20%, it considered high profit (good).
- The operating ratio for the year 2015-2016 to 2019-2020 is 81.35%,82.24%,78.76%, 80.5% ,59.74%. Here, the operating ratio is higher than 20%, it considered good.

- The stock turnover ratio of the organization is below the standard ratio from the lowest ratio of 1.8 in 2015-2016 to the highest ratio of 5.42 in 2018-2019. Hence the company has an unfavorable stock turnover ratio. A low inventory turnover means dull business.
- The fixed asset turnover ratio for the year 2015-2016 to 2019-2020 is 6.87 times, 6.97 times, 3.88 times, 5.39 times, 8.3 times. The ideal ratio is 5 times. Here, the fixed asset turnover is satisfactory. A high ratio indicates better utilization of fixed assets and A low ratio indicates underutilization of fixed assets.
- The debtor turnover ratio is below the standard ratio from the lowest ratio of 1.81 in 2018-2019 to the highest ratio of 2.56 in 2019-2020. Hence, the company has an unfavorable debtor turnover ratio. A low debtor turnover ratio is indicative of unsound management policy.
- The creditor turnover ratio is below the standard ratio from the lowest ratio of 1.67 in 2015-2016 to the highest ratio of 2.79 in 2019-2020. Hence, the company has an unfavorable creditor turnover ratio. A Less creditor turnover ratio indicates the firm's inability in meeting its obligation in time.
- The capital turnover ratio for the year 2015-2016 to 2019-2020 is 7.74 times, 2.16 times, 2.27 times, 1.83 times, 2.13 times. The ideal ratio is 4.2 to 5.5. It indicates that management is efficient in using a firm's assets and liabilities. Here, the capital is not effectively utilized by the company.
- The debt equity ratio for the year 2015-2016 to 2019-2020 is 0.98, 1.20, 1.16, 1.24, 1.28. The debt equity ratio is greater than 1. Higher debt equity ratio is considered more risk to creditors and investors than with a lower ratio.
- The proprietary ratio for the year 2015-2016 to 2019-2020 is 0.95, 0.78, 0.79, 0.74, 0.71. The ideal ratio is 0.5. the proprietary ratio is greater than 0.5. A high proprietary ratio indicates a strong financial position of the company and greater security for creditors.
- The sales trend analysis shows that the sales has been decreasing from the year 2017-2018 to the year 2019-2020.

- The net profit trend analysis for the year 2015-2016 to 2019-2002 is 100%,63.16%,90.39%,60.97%,64.95%. Profit levels have been rising and falling over the past five years.
- the trend percentage of sundry debtor 2016-2017 and 2018-2019 is 82.27 and 81.1. Here, the trend percentage is less than 100% means balance has decreased the base year level in that particular year.
- the trend analysis of gross profit shows that the gross profit has been decreasing from the year 2016-2017 to the year 2017-2018. And it has been increasing from the year 2017-2018 to the year 2018-2019.
- The cash and bank balance trend analysis shows that the cash and bank balance has been increasing from the year 2018-2019 to the year 2019-2020.
- The fixed asset trend analysis shows that the fixed asset has been increasing from the year 2017-2018 to the year 2019-2020.

5.2. SUGGESTIONS:

- The quick ratio and absolute liquid ratio is at a satisfactory level for the past five years. It shows that the company is able to meet its current obligations. The company will pay off its current liabilities with cash. The company is requested to maintain the same in the future.
- The company must concentrate and increase the current asset.
- The profitability ratios based on sales are an important indicator of the operational efficiency of manufacturing enterprise. The company can take measures to increase the profitability ratio in future.
- The company has well in liquidity, profitability and efficiency position.
- The creditors turnover ratio is less. In order to increase it, the company can pay off its suppliers at a faster rate.

- The turnover is not satisfactory. The company should mainly concentrate to increase more number of production to meet the efficiency.
- The company can increase more number of production in fixed assets which can efficiently manage the business.
- Develop better co-ordination between sales department, production department and finance department.

5.3. CONCLUSION

The project has done on the study and analysis of financial performance of lofty optical industries. The analysis is based on the information provided by the firm. The information provided for 5 years. As a financial aspect it is a successful company by earning more revenues. The part of analysis based upon the ratio calculation. Thus the ratio analysis of the company is satisfactory. The various ratios were calculated to find the profitability, liquidity, solvency and efficiency of the firm. The background of the company is strong enough to resist the imbalances of the markets as well as the economy. The past five years' financial performance of the company in general is satisfactory. It could be concluded that the company has been performing well.

REFERENCE:

- [1] Abdul rehman (2015) , Financial performance ratio analysis and evaluation of agriculture bank of china - International journal of economic behavior and organization vol:3~issue no:5,ISSN: 23287616,pg.no:69.
- [2] Abdullah Rashid (2018), Efficiency of financial ratio analysis for evaluating companies liquidity- International Journal of Social science and Educational Studies vol:4~issue no:4, ISSN:25200968, Pg. no:110.
- [3] Akhor sadiq oshoke (2015), Performance evaluation through ratio analysis -Journal of accounting & financial management vol:1~issue no:8,ISSN:25048856,pg.no:19.
- [4] Akram.A (2011) , A comparison of financial performance in investment banking sector in Pakistan - International journal of business and social science vol:2~issue no:9,ISSN: 22196021,pg.no:17.
- [5] Almumani,M (2014) , A comparison of financial performance of Saudi banks - Aisan journal of research in banking and finance vol:4~issue no:2,ISSN: 22497323,pg.no:200.
- [6] Alsamaree ,AH (2013) , Financial ratio of the performance of banks - Journal of research international business and mgmt vol:3~issue no:1,ISSN: 22510028,pg.no:17.
- [7] Anis ali (2020), Does size affect financial performance absolute &relative analysis of materials sector companies of Saudi arabia - Journal of critical review vol:7~issue no:19,ISSN:23945125,pg.no:212.
- [8] Ayad Shaker Sultan (2014), Financial statement analysis-measurement of performance & profitability - Research Journal of Finance and Accounting vol:5~issue no:4, ISSN:22221697, Pg. no:49.
- [9] B.kishori (2018) , A study on financial performance of can bank - International journal of advanced research and innovative ideas in education analysis vol:4~issue no:3,ISSN: 23954396,pg.no:1831.

- [10] Bhargava Pramod (2017) , Financial analysis of information and technology industry of india - Journal of accounting finance and auditing vol:3~issue no:3,ISSN:0148558X,pg.no:01.
- [11] Elijah Adeyinka Adedeji (2014), A tool for measuring organization performance using ratio analysis- Journal of Finance and Accounting vol:5~issue no:19, ISSN:22221697, Pg. no:16.
- [12] Endri Adi sumarno (2020) , Analysis of financial performance: evidence from food and beverage companys in Indonesia - International journal of advanced science and technology vol:29~issue no:05,ISSN: 22706360,pg.no:01.
- [13] Eric kwaku attefah (2016) , Financial ratio approach to evaluating financial performance of cal bank - International journal of academic reaserach in business and social science vol:6~issue no:6,ISSN: 22226990,pg.no:150.
- [14] Eva putri priari (2019) , Ratio analysis to measuring financial performane - International journal of integrated education, engineering and business vol:2~issue no:2,ISSN: 26152312,pg.no:105.
- [15] F.R. Abiola (2013), Financial ratio analysis of firms: A tool for decision making - International Journal of Management Science vol:1~issue no:4, ISSN: 23947926, Pg. no:132.
- [16] Garcia.D (2013) , Sentiment during recession - The journal of finance vol:68~issue no:3,ISSN: 12671300,pg.no:36.
- [17] Georgetta (2015) , An analysis of determinants of co operative financial performance - International journal of economics & financial issues vol:5~issue no:3,ISSN: 21464138,pg.no:732.
- [18] Gousalya.R.S. (2017), Financial performance analysis - International journal for research trends and innovation vol:2~issue no:6,ISSN:24563315,pg.no:93.
- [19] Gowthami.D , Nivenitha .G (2019) Financial performance analysis of selected companies in india - International journal of innovative technology and exploring engineering vol:8~issue no:12S,ISSN:22783075,pg.no:558.
- [20] Halima ton Burhan (2013), The impact of financial ratios on the financial performance of a chemical company- World Journal of Entrepreneurship

Management and Sustainable Development vol:10~issue no:2, ISSN:20425961, Pg. no:154.

- [21] Hitz ,J.M (2007) , A decision usefulness of fair value accounting - European accounting review vol:16~issue no:2,ISSN: 14684497,pg.no:323.
- [22] J.pavithra (2017) , A study on the analysis of financial performance with reference to jeppiar cements pvt ltd -international journal of pure & applied mathematics vol:116~issue no:14,ISSN:13143395,pg.no:189.
- [23] K. Indira (2017) , The role of ratio analysis in financial statement- International Journal of Science Technology and Management vol:6~issue no:1, ISSN: 23941537, Pg. no:461.
- [24] Kapil Katter (2018) , A comparative study of financial performance using ratio analysis-Journal of Management and Engineering and Information Technology vol:5~issue no:1, ISSN: 23948124, Pg. no:22.
- [25] M.Ganga, S.Suriya (2015) , Evaluation of financial performance - International journal of scientific and research publication vol:5~issue no:4,ISSN:22503153,pg.no:19.
- [26] MC.donald,B (2016) , Textual analysis in accounting and finance: a survey - Journal of accounting research vol:54~issue no:4,ISSN: 11871230,pg.no:1.
- [27] Mishelle doorasamy (2016), Using dupoint analysis to assess the financial performance of the top 3 JSE listed companies in the food industry - Investment mgmt & financial innovation vol:13~issue no:2,ISSN:18219358,pg.no:29.
- [28] Mohammad nuhu (2014) , Role of ratio analysis in business decisions - Journal of educational & social research vol:4~issue no:5, ISSN: 2239978X, Pg. no:461.
- [29] Mukdad Ibrahim (2019) , Measuring the financial performance of a telecommunication corporation - International journal of recent technology and engineering vol:8~issue no:4,ISSN: 22773878,pg.no:4992.
- [30] Myskova.R & Hajek.P (2017) , Comprehensive assessment of firm financial performance using financial status and linguistic analysis of annual reports-Journal of International Studies vol:10~issue no:4, ISSN:23063483, Pg. no:96.

- [31] N. Suresh (2018), Review of financial performance analysis of corporate organization - Asian Journal of Management vol:9~issue no:1, ISSN: 23215763, Pg. no:62.
- [32] Omid sheriff (2013) , Financial management and ratio analysis for agricultural co operatives - Global journal of commerce & mgmt perspective vol:2~issue no:4,ISSN:23917285,pg.no:127.
- [33] Ordu Monday Mathew (2013) , Financial ratio analysis as a determinant profitability in Nigerian pharmaceutical industry - International journal of business and mgmt vol:8~issue no:8,ISSN: 23218916,pg.no:1.
- [34] Pandney , Sanjay , Verjina (2013) Measuring financial soundness of indian telecom companies - International journal of mgmt vol:2~issue no:2,ISSN: 10754253,pg.no:01.
- [35] Paul Anthony Barnes (2006), The analysis & uses of financial ratio-Journal of Business Financial and Accounting vol:14~issue no:4, ISSN:14685957, Pg. no:449.
- [36] Pritesh c Panchal (2016), A study on financial performance using ratio analysis of hindalco aluminium company ltd- International journal for innovative research in multidisciplinary field vol:2~issue no:12,ISSN:24550620,pg.no:62.
- [37] R. Malini (2019) , A study on financial performance analysis of indian tobacco corporation ltd- Indian Journal of Applied Research vol:9~issue no:2, ISSN: 2249555X, Pg. no:64.
- [38] R. Ramachandran (2019), A study of financial performance analysis of alankulam primary agriculture co-operative credit society - Journal of Interdisciplinary Cycle Research vol:11~issue no:12, ISSN: 00221945, Pg. no:595.
- [39] R.buvaneshwari , S.lakshmi (2015) , A study on financial statement analysis of sriram perfumes - International journal of advanced research in mgmt & social science vol:4~issue no:7,ISSN: 22786236,pg.no:232.
- [40] Riyas . kalathinkal (2014) , An analytical study on financial performance of majan glass company using ratio analysis technique - International journal of mgmt. research& review issues vol:4~issue no:12,ISSN: 22497196,pg.no:1129.

- [41] Robert webb (2010) , A financial ratio analysis of commercial bank performance in south Africa - African review of economics and finance vol:2~issue no:1,ISSN: 23218916,pg.no:30.
- [42] Rohit Bansal (2015) , A comparative analaysis of financial performance of selected indian IT companies - The IUP journal of accounting, finance&auditing studies vol:14~issue no:4,ISSN:0972690X,pg.no:43.
- [43] Rohit bansal (2014) A comparative financial study evidence from selected indian retail companies - Journal of financial & investment analysis vol:3~issue no:3,ISSN: 22410996,pg.no:13.
- [44] S. Saigeetha (2017), A study of financial performance using ratio analysis of bhel - International Journal of Innovative Research in Management Studies vol:2~issue no:3, ISSN: 24557188, Pg. no:31.
- [45] Setyo riyanto (2020) , Analysis of financial performance in company - Journal of social science vol:1~issue no:5,ISSN: 27215202,pg.no:10.
- [46] Siska willy (2017) , Analysis of financial ratio to measure the companies performance in the sectors of consumer goods - International journal of business and economic affairs vol:2~issue no:1,ISSN: 25199986,pg.no:45.
- [47] T.N.Roopaa (2017) , Financial behavior of selected telecom companys in inda: in comparative analysis - International journal of indian culture and business and mgmt vol:14~issue no:2,ISSN: 17530814,pg.no:141.
- [48] Tom Mulegi, Niyomaano Hose (2017), The contribution of financial ratio analysis on effective decision Making-International Journal of Management and Applied Science vol:3~issue no:6, ISSN: 23947926, Pg. no:33.
- [49] Vijay.S. Patel (2012), A financial ratio analysis of krishak bharati co operative ltd - International Journal of Marketing, Financial services and Management Research vol:1~issue no:10, ISSN: 22773622, Pg. no:186.
- [50] Vincent.G (2013), Determinants of financial performance of commercial banks in kenya - International journal of economics and finance issues vol:3~issue no:1,ISSN: 21464138,pg.no:237.

APPENDIX - A:

TRADING ACCOUNT, PROFIT AND LOSS ACCOUNT AND BALANCESHEET:



LOFTY OPTICAL INDUSTRIES PRIVATE LTD

TRADING ACCOUNT FOR THE YEAR ENDED 31 MARCH 2016

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Opening Stock		4357720	By Sales	15	87662798.75
To Purchase	17	60262422.99	By Direct Income	16	65563.4
To Direct Expense	18	3260981.26	By Closing Stock		2860393
To Gross Profit		22707630.9			
Total		90588755.15	Total		90588755.15

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2016

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Indirect Expenses	21	10916626.11	By Gross Profit		22707630.9
To Salary and Wages	22	4196379.66	By Indirect Income	19	798134.19
To Commission Paid	23	2098189.83			
To Interest Paid	24	2170088.96			
To Depreciation	7	1893607.68			
To Net Profit		2230872.85			
Total		23505765.09	Total		23505765.09

BALANCE SHEET AS ON 31 MARCH 2016

LIABILITIES	Sch.no	Amount	ASSETS	Sch.no	Amount
Capital	1	6183570.09	Fixed Assets	7	12749364.53
Reserves and Surplus	2	300000	investment	8	0
Secured Loans	3	4055887.11	Current Assets	9	501917.4
Unsecured Loans	4	778655.4	Closing Stock		2860393
Current Liabilities	5	20333398.1	Sundry Debtors	10	85612260.14
Sundry Creditors	6	72009913.77	Cash and Bank	11	466029.78
			Cash in Hand		35887.62
			Bills Receivable	12	1435572
Total		103661424.5	Total		103661424.5

Lofty optical industries private ltd
Sealaards Building ,Pudukkadal,
Kanyakumari district,
Tamilnadu-629171.

The Finance Manager
Thangaraj



LOFTY OPTICAL INDUSTRIES PRIVATE LTD

TRADING ACCOUNT FOR THE YEAR ENDED 31 MARCH 2017

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Opening Stock		2860393	By Sales	15	105586136.9
To Purchase	17	71812380.68	By Direct Income	16	999999
To Direct Expense	18	4759089	By Closing Stock		4440492
To Gross Profit		31594765.22			
Total		111026627.9	Total		111026627.9

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2017

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Indirect Expenses	21	9118621.15	By Gross Profit		31594765.22
To Salary and Wages	22	7898983.467	By Indirect Income	19	1220806.33
To Commission Paid	23	3949491.733			
To Interest Paid	24	5995829.85			
To Depreciation	7	2320795.48			
To Net Profit		3531849.87			
Total		32815571.55	Total		32815571.55

BALANCE SHEET AS ON 31 MARCH 2017

LIABILITIES	Sch.no	Amount	ASSETS	Sch.no	Amount
Capital	1	10370830.55	Fixed Assets	7	15146603.07
Reserves and Surplus	2	0	investment	8	49308531.7
Secured Loans	3	27392565.5	Current Assets	9	870686
Unsecured Loans	4	11026738	Closing Stock		4440492
Current Liabilities	5	76677685.48	Sundry Debtors	10	104066956.7
Sundry Creditors	6	51302531.7	Cash and Bank	11	1438574.51
			Cash in Hand		15607.27
			Bills Receivable	12	1401750
			Loans & Advances		81150
Total		176770351.2	Total		176770351.2

Lofty optical industries private ltd
Sealaards Building ,Pudukkadal,
Kanyakumari district,
Tamilnadu-629171.

The Finance Manager
Thanagraj



LOFTY OPTICAL INDUSTRIES PRIVATE LTD

TRADING ACCOUNT FOR THE YEAR ENDED 31 MARCH 2018

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Opening Stock		4440492	By Sales	13	82762890.59
To Purchase	15	57439853.21	By Direct Income	14	1215400
To Direct Expense	16	2037731.5	By Closing Stock		14323514
To Gross Profit		34383727.88			
Total		98301804.59	Total		98301804.59

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2018

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Indirect Expenses	18	8055549.41	By Gross Profit		34383727.88
To Salary and Wages	19	13229273	By Indirect Income	17	407865.52
To Selling and Distribution	20	600560	By Interest Received		6996.57
To Commission Paid	21	1764038			
To Interest Paid	22	5560916			
To Depreciation	7	3120322.89			
To Net Profit		2467924.67			
Total		34798589.97	Total		34798589.97

BALANCE SHEET AS ON MARCH 2018

LIABILITIES	Sch.no	Amount	ASSETS	Sch.no	Amount
Capital	1	9808019.15	Fixed Assets	7	21311154
Reserves and Surplus	2	300000	investment capital of partners films		9562.16
Secured Loans	3	25796697	Current Assets	8	918163
Unsecured Loans	4	500000	Closing Stock		14323514
Current Liabilities	5	29523410.27	Sundry Debtors	9	84760605.68
Sundry Creditors	6	61886182.06	Cash and Bank	10	842332.34
			Cash in Hand		45394.36
			Bills Receivable	11	1466240
			Loans and Advances	12	4137343
		127814308.5			127814308.5

Lofty optical industries private ltd.
Sealaards Building ,Pudukkadei,
Kanyakumari district,
Tamilnadu-629171.

The Finance Manager
Thangaraj



LOFTY OPTICAL INDUSTRIES PRIVATE LTD

TRADING ACCOUNT FOR THE YEAR ENDED 31 MARCH 2019

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Opening Stock		14323514	By Sales	13	97341602.99
To Purchase	15	54987400.08	By Direct Income	14	620600
To Direct Expense	16	12868786.8	By Closing Stock		11688352.83
To Gross Profit		27470574.94			
Total		10965055.82	Total		10965055.82

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2019

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Indirect Expenses	18	9609583.74	By Gross Profit		27470874.94
To Salary and Wages	19	6881943.5	By Indirect Income	17	262782.83
To Commission Paid	21	992533			
To Interest Paid	22	3613716.2			
To Depreciation	7	2977074			
To Net Profit		3658807.33			
Total		27733657.77	Total		27733657.77

BALANCE SHEET AS ON 31 MARCH 2019

LIABILITIES	Sch.no	Amount	ASSETS	Sch.no	Amount
Capital	1	12864235.86	Fixed Assets	7	18054634.48
Reserves and Surplus	2	300000	investment capital of partners films		368603.59
Secured Loans	3	22828537.45	Current Assets	8	838297.93
Unsecured Loans	4	16999000	Closing Stock		11688352.83
Current Liabilities	5	38327160.32	Sundry Debtors	9	105557956.3
Sundry Creditors	6	59054383.53	Cash and Bank	10	158285.31
			Cash in Hand		351342.86
			Bills Receivable	11	2227240
			Loans and Advances	12	11128604
		150373317.3			150373317.3

Lofty optical industries private ltd.
Sealaards Building ,Pudukkadal,
Kanyakumari district,
Tamilnadu-629171.

The Finance Manager
Thangaraj



LOFTY OPTICAL INDUSTRIES PRIVATE LTD

TRADING ACCOUNT FOR THE YEAR ENDED 31 MARCH 2020

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Opening Stock		11688352.83	By Sales	15	140889935.4
To Purchase	17	85170487.83	By Direct Income	16	1245.4
To Direct Expense	18	13872426.05	By Closing Stock		32758659
To Gross Profit		62918573.12			
Total		173649839.8	Total		173649839.8

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2020

Particulars	Sch.no	Amount	Particulars	Sch.no	Amount
To Indirect Expenses	21	47089588.98	By Gross Profit		62918573.12
To Salary and Wages	22	5577761.5	By Indirect Income	19	2493423.15
To Commission Paid	23	622609	By Interest Received	20	164562
To Interest Paid	24	6148293.6			
To Depreciation	7	2703560.66			
To Net Profit		3434744.53			
Total		65576558.27	Total		65576558.27

BALANCE SHEET AS ON 31 MARCH 2020

LIABILITIES	Sch.no	Amount	ASSETS	Sch.no	Amount
Capital	1	15383148.4	Fixed Assets	7	16958490.14
Reserves and Surplus	2	300000	investment	8	599414.53
Secured Loans	3	25467679.05	Current Assets	9	11077536.61
Unsecured Loans	4	23940000	Closing Stock		32758659
Current Liabilities	5	34822703.72	Sundry Debtors	10	80384504
Sundry Creditors	6	71680191.76	Cash and Bank	11	345619.65
			Cash in Hand		875561.3
			Bills Receivable	12	29593938
Total		172593723.9	Total		172593723.9

Lofty optical industries private ltd.
Sealaards Building ,Pudukkada,
Kanyakumari district,
Tamilnadu-629171.

The Finance Manager
Thangaraj

APPENDIX - B:

A STUDY ON THE LIQUIDITY POSITION OF LOFTY OPTICAL INDUSTRY

Shyni.S, MBA student, Sathyabama Institute of Science & Technology

Velumoni. D, Assistant professor, Sathyabama Institute of Science & Technology.

ABSTRACT

The project report entitled to a study on the Liquidity Position of Lofty Optical Industries. The term liquidity is the process of identifying the financial strengths of firm by properly establishing relationship between the items of the balance sheet. Lofty optical industries were founded in the year 1996 by Mr.K.S. Samley as the director. it was formerly known as sea lards optical industries and was based on Kanyakumari district, Southern tip of India. Lofty is the leading spectacle frame manufacturer and the largest supplier of imported frames in India. The main objective of the study is to analyze the solvency position of the company. Charts and tables are used for better understanding. Through ratio analysis, the company could understand the liquidity position of the company. For this study descriptive research design is used. The nature of data collected for the study is secondary data. I arrived at the conclusion that the Liquidity position of lofty optical industries is good.

1.INTRODUCTION:

The project undertaken on “Liquidity position” in lofty optical industries. It describes about how the company manages its liquidity position and the various steps that are required in the management of liquidity performance. Liquidity ratio has become a basic and broad aspect of judging the performance of a company. Liquidity is one of the most important desired goal of an organization. The importance of adequate liquidity in the sense of the ability of a company to meet current/short term obligations when they become due for payment can hardly be over-stressed. Liquidity in general refers to the financial strength of an organization.

2.REVIEW OF LITERATURE:

Tom Mulegi (2017) Financial ratio analysis is important to the management, Owners ,Customers, Suppliers, Competitors and regulatory agencies. Each having their views in applying financial statement Analysis in their evaluations and making judgements about the financial health of organization.

Myskovia .R. (2017) In a financial performance , especially financial ratio analysis have become important financial decision support information used by firm , management and other stakeholders to assess financial stability and growth potential.

Chnar abdullah rashid (2018) Ratio analysis can be seen as useful tools to serve companies and investors for the process of analysing and comparing relationships between difference pieces of financial information across the companies history. Liquidity can be seen as a financial concept which means the amount of money is has to be available for investment.

Saigeetha.S. (2017) For financial analysis , ratio analysis is the widely-useful tool. quantitative are numerical relationship between 2 variables is the reference of the firm. ratio. Ratio analysis systematic use of ratio which is used to determine current financial condition of the firm.

Vijay s patel (2012) All the tools of financial analysis available with analyst the most important and the most widely useful tool is ratio analysis. simply stated ratio analysis is an analysis of financial statement done with the help of ratios. ratio also provides a birds eye view of the financial condition of the company.

Abiola (2013) Financial ratio analysis of firms as tools for decision making. Financial analysis Is a speciality in accounting that aimed at formulating a diagnosis and a prognosis related to the station and the financial performance of a company or an organization.

Paul anthony (2006) Ratio analysis is to cambare ratio of a firm with a standard criterion or industry wide average. The firms do adjust their financial ratios to such targets.

Elijah adeyinka (2014) Ratios are effective tool of management in the provision of information and data needed in planning and determining the efficiency of management for a particular period. Ratio are also used to establish relationship and trend in the financial statement.

Halimahton borhan (2013) Ratio analysis is the most influential factor regarding the company's financial performance. profitability ratio are the key factors which highly influence the financial performance.

Kapil khatter (2018) Financial performance refers to the degree to which financial objective being or has been accomplished. It is the process of measuring the result of a firm policies and operations in monetary terms.

3.RESEARCH METHODOLOGY:

This study used descriptive research. A descriptive research design can use a wide variety of research methods to investigate one or more variables. The nature of data collected for the study is secondary data. The secondary data involves the data obtained from lofty optical industries. Statistical tool such as liquidity ratio have been used to analyze data.

4.DATA ANALYSIS AND INTERPRETATION:

4.1 LIQUIDITY RATIO:

Table 4.1 Current Ratio for the period of 2015-2020

YEARS	Current assets	Current liability	Current Ratio
2015-2016	90912059.94	92343312	0.98:1
2016-2017	161623748.2	127980217.2	1.26:1
2017-2018	106503154.48	91409592.25	1.16:1
2018-2019	132318682.78	97381543.85	1.36:1
2019-2020	155635233.8	106502895.5	1.46:1

(Source: Secondary Data)

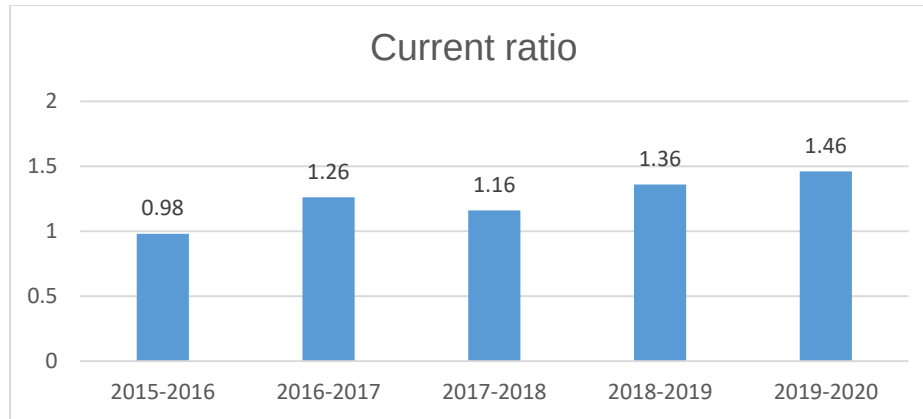


Figure 4.1 Current Ratio for the period of 2015-2020

INFERENCE:

The above table shows that current ratio of the lofty optical industries. The ideal current ratio is 2:1. The current ratio of the organization is below the standard ratio from the lowest ratio of 0.98 in 2015-2016 to the highest ratio of 1.46 in 2019-2020. The ratio is show in the increasing trend which is indicating that company is not using its current assets facilities efficiently.

Table 4.2 Liquid Ratio for the period of 2015-2020

YEARS	Liquid asset	Current liability	Liquid Ratio
2015-2016	88051666.94	92343312	0.95:1
2016-2017	157183256.2	127980217.2	1.23:1
2017-2018	92179640.4	91409592.25	1.10:1
2018-2019	120630329.9	97381543.85	1.24:1
2019-2020	122876574.8	106502895.5	1.15:1

(Source: Secondary Data)

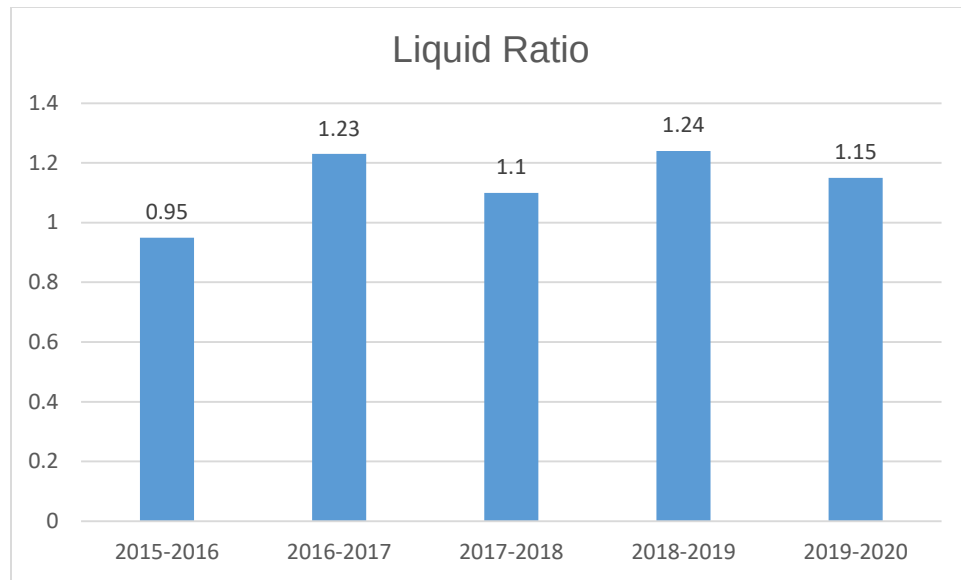


Figure 4.2 Liquid Ratio for the period of 2015-2020

INFERENCE:

The above table shows that Liquid ratio of the lofty optical industries for the year 2018-2019 is the highest in 1.24. And the lowest in the year 2015-2016 is 0.95. In the year 2016-2017, 2017-2018 and 2019-2020 are 1.23, 1.10, 1.15. The ideal ratio is 1:1. Hence the company's liquidity position shows the ability to meet its current obligations.

Table 4.3 Absolute Liquid Ratio for the period of 2015-2020

YEARS	Absolute liquid asset	Current liability	Absolute Liquid Ratio
2015-2016	501917.40	92343312	5.43:1
2016-2017	50762713.48	127980217.2	0.40:1
2017-2018	897288.86	91409592.25	9.81:1
2018-2019	878231.76	97381543.85	9.02:1
2019-2020	182059548	106502895.5	1.70:1

(Source: Secondary Data)

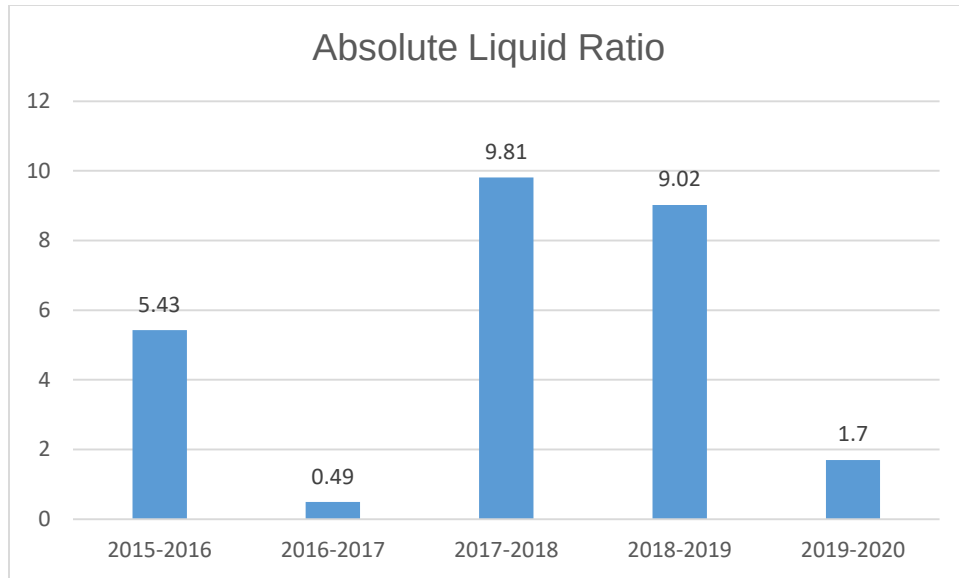


Figure 4.3 Absolute Liquid Ratio for the period of 2015-2020

INFERENCE:

The above table shows that absolute Liquid ratio of the lofty optical industries for the year 2017-2018 is the highest in 9.81. And the lowest in the year 2016-2017 is 0.49. In the year 2015-2016, 2018-2019 and 2019-2020 are 5.43, 9.61, 1.70. Here, the absolute liquid ratio above 1 means that the company will pay off its current liabilities with cash. It indicates that the company can easily pay off its debts.

5.CONCLUSION

From the study and analysis of liquidity position of lofty optical industries. The analysis is based on the information provided by the firm. The information provided for 5 years. As a financial aspect it is a successful company by earning more revenues. The part of analysis based upon the liquidity ratio calculation. Thus the liquidity ratio analysis of the company is satisfactory. The background of the company is strong enough to resist the imbalances of the markets as well as the economy. The past five years' liquidity position of the company in general is satisfactory. It could be concluded that the company has been performing well.

REFERENCE:

- [1] Chnar Abdullah Rashid (2018), Efficiency of financial ratio analysis for evaluating companies liquidity- International Journal of Social science and Educational Studies vol:4~issue no:4, ISSN:25200968, Pg. no:110.
- [2] Elijah Adeyinka Adedeji (2014), A tool for measuring organization performance using ratio analysis- Journal of Finance and Accounting vol:5~issue no:19, ISSN:22221697, Pg. no:16.
- [3] F.R. Abiola (2013), Financial ratio analysis of firms: A tool for decision making - International Journal of Management Science vol:1~issue no:4, ISSN: 23947926, Pg. no:132.
- [4] Halima ton Burhan (2013), The impact of financial ratios on the financial performance of a chemical company- World Journal of Entrepreneurship Management and Sustainable Development vol:10~issue no:2, ISSN:20425961, Pg. no:154.
- [5] Kapil Katter (2018) , A comparative study of financial performance using ratio analysis-Journal of Management and Engineering and Information Technology vol:5~issue no:1, ISSN: 23948124, Pg. no:22.
- [6] Myskova.R & Hajek.P (2017) , Comprehensive assessment of firm financial performance using financial status and linguistic analysis of annual reports-Journal of International Studies vol:10~issue no:4, ISSN:23063483, Pg. no:96.
- [7] Paul Anthony Barnes (2006), The analysis & uses of financial ratio-Journal of Business Financial and Accounting vol:14~issue no:4, ISSN:14685957, Pg. no:449.
- [8] S. Saigeetha (2017), A study of financial performance using ratio analysis of bhel - International Journal of Innovative Research in Management Studies vol:2~issue no:3, ISSN: 24557188, Pg. no:31.
- [9] Tom Mulegi, Niyomaano Hose (2017), The contribution of financial ratio analysis on effective decision Making-International Journal of Management and Applied Science vol:3~issue no:6, ISSN: 23947926, Pg. no:33.

- [10] Vijay.S. Patel (2012), A financial ratio analysis of krishak bharati co operative ltd - International Journal of Marketing, Financial services and Management Research vol:1~issue no:10, ISSN: 22773622, Pg. no:186.