



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON “FINANCIAL PERFORMANCE ANALYSIS” OF WHIRLPOOL PVT.LTD – PUDUCHERRY

Dr. S. Pougajendy¹, Palanivelu. E²

¹Professor, Department of Management Studies, Sri Manakula VinayagarEngineering College (SMVEC), Pondicherry-605 107.

²MBA Student, Department of Management Studies, Sri Manakula VinayagarEngineering College (SMVEC), Pondicherry-605 107.

Abstract

The financial statement is the method of reviewing and analyzing company's accounting reports in to order past, present, and future performance Our preparation is geared towards meeting requirements and effectively forecasting future profitability and cash flow. This study is based on secondary data and balance sheet and profile and loss account for the last 5 year of whirlpool ltd is a to analysis is financial position. The tools used for this ratios analysis like liquidity ratios, profitability ratio, solvency ratio and activity ratios. The study suggests that in order to boost productivity and reduce expenses, the company needs to increase its profits. Additionally, it is recommended that the company improve its short-term liquidity to ensure it can meet its current financial obligations. The conclusion of the study is that the company must take necessary steps to control its costs, increase its sales volume, and boost profits in the future years.

KEYWORDS: *liquidity performance, financial performance, growth aspects*

1. INTRODUCTION

Financial statement refers to formal and original statements prepared by a business to disclose its financial information. Financial statements are prepared to satisfy external reporting obligations and also for decision purposes. They play a vital role in setting the framework of managerial decisions. Financial performance analysis includes analysis and interpretation of monetary statements in such how that it undertakes full diagnosis of the profitability and financial soundness of the business. It deals with the financial strength and weakness of the business concern accurately establishing a relationship between the balance sheet and income statement. These statements are the result of summarized process of accounting and are therefore the sources of data the basis of which conclusions are drawn about the profitability and therefore the financial position of the concern.

2. STATEMENT OF THE PROBLEM

The primary objective of a business undertaking is to earn profits. Profit earning is considered for the survival of the business. A business needs profit not only for its existence, but also for expansion and diversification the investors want an adequate return on the investment as well as workers, creditors. And a business enterprise can discharge its obligation to various segments of the society only through earning of profit.

3. OBJECTIVE OF THE STUDY

- To study the financial performance position of the whirlpool
- To analyze the liquidity of the whirlpool
- To evaluate the profitability condition of the whirlpool
- To provide reasonable suggestion based on the study
- To analyze the solvency position of the whirlpool

4. RESEARCH METHODOLOGY

Source of Data	Secondary data
Period of Study	2017-2018 to 2020 – 2022
Framework of analysis	Financial Statements
Tools and Techniques	Ratio analysis

5. STATISTICAL TOOLS

Ratio Analysis

- Liquidity Ratios
- Profitability Ratios
- Solvency Ratios

6. REVIEW OF LITERATURE

P Kasthuri and C Rajendran in 2020, the financial performance of two leading home appliance companies in India was analyzed for a period of five years, from 2014 to 2018. The study found that most of the ratios examined were not correlated with other ratios in both companies. However, there were two ratios that were correlated in TTK Prestige and one ratio that was correlated in BEL, as determined by the correlation coefficient. The study also used a regression model to evaluate whether there were any dependent variables in both companies, but found that no variables were dependent on other variables.

Dr. R Jayanthi (2018) The growth of the company has been slowing down in the past few years due to several factors, including price volatility and uncertainty in the availability of raw materials. This has been further compounded by natural disasters like floods and cyclones in the regions where the company's products are widely sold.

Dr. B. Saranya, "Dr. K.M. Chinnadorai (2017), The study conducted by Dr. K.M. Chinnadorai in 2017 concluded that the majority of the company's net sales, operating profit, and dividend are significant To build customer and public confidence, companies must implement effective strategies A similar study

could be conducted covering more companies across India to gain a comprehensive understanding of the industry. There should be increased awareness campaigns to improve the sales of electronic goods The government should take necessary steps to reduce tariffs, which would make it easier for customers to make purchases. From the study, it is evident that companies should focus more on increasing their operating profit in order to boost their sales.

The main aim of the study conducted by Gurusamy (2012) was to examine the profitability performance of SBI and its associates. Specifically, the study had two objectives: firstly, to investigate the profitability of SBI and its associates, and secondly, to analyze their profitability performance. The study relied primarily on secondary data, and various statistical tools such as mean, S.D, variance, CAGR, and ANOVA were utilized to derive conclusive results. The study only considered banks within the SBI group for a specific period ranging from 1996-97 to 2007-08. The analysis was focused on five profitability ratios, which were used to evaluate the performance of SBI and its associates The results of the analysis revealed that all five ratios displayed a fluctuating trend across all banks during the study period.. about the financial position and operational efficiency of the company. Thus, the findings and suggestion which will be helpful for the development and improvement of the company. The Company has to take appropriate steps to control the cost, increased the volume of sales, profit in the future years.

7. TABLE

Year	Current Ratio	Liquidity Ratio	Net Profit Ratio (%)	Gross profit Ratio (%)	O p T (%)
2017-18	1.69	1.05	5.7	10.5	10.6
2018-19	1.70	1.05	6.2	11.3	11.46
2019-20	1.83	1.10	6.5	10.76	11.03
2020-21	2.10	1.4	5.6	10.05	10.31
2021-22	2.01	1.27	3.7	7.33	7.58

8. SUGGESTIONS

- The liquid asset should be maintained properly order to improve its liquidity position in the future.
- The profit of the company need to raise through increasing productivity and decreasing expenses.
- They should increase its short term liquidity of the company; it helps to meet the pay of current dues.
- The company has to take right strategy to regain the net profit in the coming year.

9. CONCLUSION

- The liquid asset should be maintained properly order to improve its liquidity position in the future.
- The profit of the company need to raise through increasing productivity and decreasing expenses.
- They should increase its short term liquidity of the company; it helps to meet the pay of current dues.
- The company has to take right strategy to regain the net profit in the coming year.

10. REFERENCE

1. **P.Kasthuri, C.Rajendran (2020)** “*Financial performance of the Top Most Home Appliances Companies in India with special reference to Bajaj Electrical ltd. And TTK Prestige ltd*”. IJRTE ISSN: 2277-3878, vol-8 Issue-5, Jan-2020.
2. **Dr.R. Jayanthi (2018)**, “*Financial Performance Analysis Of Butterfly Gandhimathi Appliances Ltd*”., Chennai: A Case Study, International Journal Of Academic Research And Development, vol. 3, Issue 1 Jan 2018.
3. **Dr.M. Ravichandran 2016**, “*Study on financial performance Analysis of Force Motors Limited*”. IJIRST – International Journal for Innovative research in science & technology, Volume 2 issue 11 April 2016.
4. **Dr. B. Saranya, Dr. K.M. Chinnadorai (2017)** “*A study on financial analysis of electronic goods industries*”, International Journal Of Research in Management & Business Studies Vol.3 Issue.

5. **S.Siva & R.Nivetha (2014)**, “*A Study On Financial Position At Whirlpool Of India Ltd, International Journal Of Research In Management & Business managerial efficiency position. Financial performance is basic instrument, which provides all information Studies IJRMBS 2014, Vol.1 Issue 2 April-June 2014.*

WEBSITES

1. <https://www.moneycontrol.com./financials/whirlpoolindia/balance-sheetVI/BI>
2. <https://www.whirlpoolcorp.com/history>

