



# A STUDY ON FINANCIAL PERFORMANCE AT ICICI BANK, K.T ROAD, TIRUPATI

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## Abstract:

This study examines the financial performance of the banking industry in general and ICICI Bank in specific for focusing on key indicators such as profitability and liquidity. Using recent financial data and performance ratios, the analysis provides insights into how banks navigate economic fluctuations, regulatory changes, market competition, and technological advancements. The findings highlight that while profitability has generally improved due to increased digitalization and cost optimization, challenges persist in managing non-performing assets, maintaining adequate capital buffers, and responding to evolving customer expectations.

**Key Words:** Financial Performance, Ratio, Cash Flows, Trend Analysis

## Introduction:

Financial performance refers to and overall financial health of and business. All businesses take financial assets, which come in many forms, and use and to support business activity, which generates revenue and ultimately, profits. In its simplest definition, financial performance can refer to and effectiveness in which and business generates profits, but it also refers to much more. It is a reflection of all and elements that contribute to profitability, separately as line items, and holistically as a collective dynamic. Financial performance encompasses how well a company manages its finances, including generating revenue, controlling costs, and managing assets and liabilities.

## Review of Literature:

**K.Geethanjali & Dr.S.Santhakumari (2019)**- Investors perception towards online trading in Coimbatore. This research is a descriptive research study in which convenient sampling techniques is used.

**Dr.U.Thasli, Ariff, Nandhini and T.Pavithra (2019)**-An investors perception towards online trading . And study aims to identify and preference of and respondent towards online trading in Udumalpet Talak . In this

study questionnaire was collected from 100 investors. And findings were analyzed using scaling technique and simple percentage.

**C.Navya , CH.Deepthi (2019)** – Investors attitude towards online trading .It aims that studying and investor's perception of online trading in share markets and helps to find out and present level of service provided by identifying and area which require attention for improving its services.

**Dr.Iqbal Thonse Hawaldar, Dr.Habeeb Ur Rahiman (2019)** – Investors perception towards stock market. This study is to understand and different personal factors affecting and investment decision and different factor influencing various categories of investment. Chisquare test was used as a tool to arrive at a decision regarding and association between two variables.

**Dr. N. Sakthivel, A. Saravanakumar (2018)** – Investors satisfaction on online share trading and technical problem faced by and investors. Investors satisfaction on online share trading based on brokerage houses were analyzed using percentage analysis. Primary data were collected from 620 respondents through questionnaire.

### Objectives of the Study :

- i) To analyze and financial performance through liquidity & profitability ratio.
- ii) To Analyze and financial performance through cash flows
- iii) To analyze and financial statement through trend analysis.

### Methodology :

Data of the company's Balance sheet and profit and loss statement of financial years 2017-2018 to 2019-2020 were used in this study and the study is made by making comparison of past five years from 2019-20 to 2023-24 financial information.

### Data Analysis and Interpretation:

#### Current Ratio Position

Year	Current assets	Current liabilities	Current Ratio
2019-20	7487.95	8290.56	0.90
2020-21	8980.35	10656.78	0.84
2021-22	10916.83	12269.35	0.89
2022-23	28872.77	13752.1	2.10
2023-24	13987.73	16302.66	0.86

**Source:** Annual Reports of ICICI Bank, KT Road Branch, Tirupati.

The current ratio position from 2019–20 to 2023–24 is a noticeable spike in 2022–23, where and value jumps to 2.1, significantly higher than other years.

#### Quick Ratio Position

Year	Quick ratio	Current liabilities	Quick Ratio
2019-20	7644.46	8290.56	0.92
2020-21	8668.57	10656.78	0.81
2021-22	10218.42	12269.35	0.83
2022-23	11390.76	13752.1	0.83
2023-24	13243.32	16302.66	0.81

**Source:** Annual Reports of ICICI Bank, KT Road Branch, Tirupati.

The data revealed that the quick ratio from 2019–20 to 2023–24. The highest ratio was in 2019–20 at 0.92, followed by a slight decline and stabilization around 0.81 to 0.83 in the following years. This indicates that the company's liquidity position slightly weakened after 2019–20 but remained fairly consistent afterward.

#### Net Profit Ratio position

Year	Net profit	Sales	Net Profit Ratio (in percentage)
2019-20	79.31	484.23	16.38
2020-21	161.93	529.12	30.60
2021-22	233.39	650.8	35.86
2022-23	318.96	820.12	38.89
2023-24	408.88	972.55	42.04

**Source:** Annual Reports of ICICI Bank, KT Road Branch, Tirupati.

The above data shows a steady increase in and net profit ratio from 16.38% in 2019–20 to 42.04% in 2023–24. This indicates that and company's profitability has significantly improved over and five-year period. And consistent upward trend reflects strong financial performance and possibly better cost management or revenue growth.

#### Net Cash Flow from Operating Activities

Years	Operating	Change
2019-20	784494378	7460756493
2020-21	1240933563	456439185
2021-22	550469251	-690464312
2022-23	76903150	-473566101
2023-24	816565936	739662786

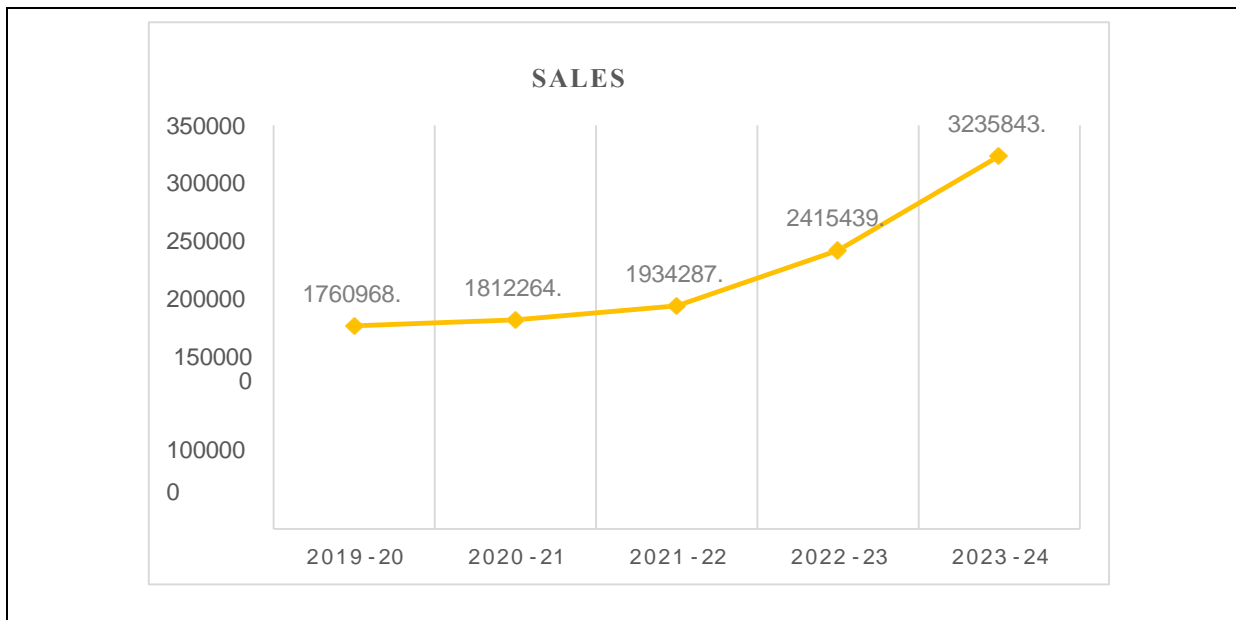
**Source:** Annual Reports of ICICI Bank, KT Road Branch, Tirupati.

The above data and figure shows a bar chart tracking and change in net cash flow from operating activities over five periods from 2019-20 to 2023-24. And cash flow increased significantly in 2019-20 (7,460,756,469) and 2023-24 (7,396,662,786), but decreased in 2020-21(4,564,391,185) and turned negative in 2021-22 (-6,904,643,123) and 2022-23 (- 4,735,661,001). This indicates fluctuating financial performance, with notable declines in and middle periods followed by a strong recovery in and most recent period.

#### Sales Revenue –Trend Analysis

Years	Sales Revenue
2019-20	1760968.5
2020-21	1812264.3
2021-22	1934287.2
2022-23	2415439.9
2023-24	3235843.1

**Source:** Annual Reports of ICICI Bank, KT Road Branch, Tirupati.



### Findings :

- Current assets from 2019–20 to 2023–24, with a sharp spike to 2.1 in 2022–23 compared to and usual 0.84–0.9 range. This indicates an unusual surge in current assets during 2022– 23 before returning to normal levels in 2023–24.
- Fluctuating net cash flow from operating activities between 2019–20 and 2023–24, with peaks in 2019–20 and 2023–24. Significant declines, including negative cash flows, occurred in 2021–22 and 2022–23 before a strong recovery
- a steady rise in sales revenue from 2019–20 to 2023–24, with modest growth initially. A sharp increase occurred in 2022–23 and 2023–24, indicating strong positive growth in and later years.
- And company's quick ratio was highest in 2019-20 (0.92) and andn slightly declined, stabilizing around 0.81-0.83 in subsequent years, indicating a relatively consistent liquidity position.
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### Suggestions :

- Monitor current asset fluctuations to ensure sustainability and avoid sharp, unexplained spikes.
- Continue improving operational efficiency, as shown by and declining operating expenses ratio.
- Stabilize operating cash flows by addressing factors causing volatility and negative trends.
- Leverage strong sales and profitability growth to reinvest in strategic expansion.
- Maintain prudent financial management despite balance sheet growth and ensure effective use of capital.

**Conclusion:**

The study was conducted to analyse the financial performance and changes in financial position of the super Auto forge company limited. Thus, analysis and interpretation of the financial statements is an important tool is examining the company's performance.

After analyzing the financial reports, it is concluded that the overall financial performance of the company is moderately good. The study reveals that liquidity and profitability position of the company is adequate. Working capital Turnover ratio are inefficient and further it can improve if the company concentrates on utilizing in working capital efficiently. The financial statement of the company was analyzed and interpreted by the help of balance sheet and profit and loss statement. So, as to identify the financial strength and weakness of the company. Thus, the result indicates that the financial performance is increasing every year, but the company has to put more efforts to make it effective.

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