A STUDY ON FINANCIAL PERFORMANCE OF CEMENT INDUSTRIES IN TAMILNADU (2009 TO 2013)

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ABSTRACT

The main objective of the study is to analyze and suggest the better way to increase the financial performance of the companies with help of the ratio calculation. The data in the study is collected through secondary data collection method through the money control website and the profile of the company from the management site of the company website. At the end of the paper a summary of findings and some theoretical and managerial implications are provided.

The theoretical portion reveals the conclusion of academic importance and when the financial data of the cement industries has been analyzed, the financial position of the company is brought to surface. The overall financial position of the company is quite healthy and over these years which is covered by the period of the study, some of the company financial position is improved and some of the company position is vice-versa and working towards the long term goal and team effort will make the company to travel to the next level of development.

KEY WORDS: Current Ratio, Debt Equity Ratio, Quick Ratio, Liquidity and Solvency Ratios, Long Term Debt Equity Ratio.

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