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# A Study on “Performance Evaluation of Selected Food and Beverages Equities with Respect Tonse for a Period of 5years” At “Angel Broking Private Limited” Hyderabad

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**ABSTRACT:** By correctly establishing the link among the objects at the balance sheet and profit and loss account, financial overall performance analysis is the technique of figuring out the firm's monetary strengths and weaknesses. Financial overall performance evaluation is beneficial for both short- and long-time period forecasting, and it is able to be used to perceive growth.

To remedy or divide anything into its constituent pieces a good way to trace their connections to the item as an entire and to different things is what the word "analysis" means consistent with the dictionary. An earnings announcement or earnings and loss account is the number one supply of information at the financial overall performance of a business in the course of the economic period. This shows revenue, charges, and in the long run internet income. Money is constantly used to deliver economic facts. They disregard the finer points. To put it some other way, non-economic occurrences are not included via financial statements. Always, financial statements are created for a sure time frame. They often cover a yr's worth of time. Financial statements normally mirror previous overall performance, making them historic in nature. Consequently, they lack a futuristic perspective.

## I. INTRODUCTION OF THE STUDY

Stock market is a place where buying and selling of securities takes place it has become as essential instrument for lot of people in making the money. Daily a new bunch of people entering the stock market for doing the stock trading and making the money. For that purpose the analysis of stock market is quite important for the investors otherwise there is a chance of losing their money. So a study has been conducted to evaluate the performance of various companies which will guide the investors in selecting their investment options. **Stock Market** is synonymous with the word gambling for both the experts as well as beginners. It is highly advisable to understand the functioning of the stock market before making any transaction nor investment. And this can be easily accomplished by performing quality research, paying heed to expert's opinion and proper consideration to the trends and tactics of the market. It is very important to learn the technique of buying and selling the shares with the perfect sense of timing in order to earn huge profits. The companies offer their shares to the public, so that the interested investors can participate and buy their shares. The process of buying and selling of stock is executed in Stock Exchange. However this is just an out lay or a framework of the stock market. The real game starts with the tactics



and strategies that are used by the investors. And for this ,you may have to learn many new economic terms used to explain the moods of the stock market.

First and fore most vital step is to understand the trends of the market, of ten termed as market movements. There are adequate patterns, following which the stocks and supplies rise and fall. The reason could be anything from spoilt reputation of a firm to the infamy name of the company, which is not necessary to be noted. What's important here is to concentrate on the time as in when the value of ash are is rising and when it is going down. When the value is touching sky, it is best to sell the shares so that you can make big gains. Timing rules the stocks merchandising. Proper understanding of the trends can only be earned by experience and focus. And once you are clear with market trends you can easily manage your investments with right timing.

### 1.1 OBJECTIVES OF THE STUDY

The objective of my Project is to gain knowledge about how an organization works and in particular setup of a stock broking house.

PRIMARYOBJECTIVESOF THE PROJECTARE:-

1. To learn about company routine working.
2. To learn the marketing techniques that is used to acquire a client.

SECONDARYOBJECTIVE:-

- 1.To study the“ANGELBROKING”competitors strengths and weaknesses.

### 1.2 NEED OF THE STUDY :-

The marketing department can use this study to enhance their marketing strategies for better sales. This report helps marketing department in taking decision to what change in distribution channels and what should be done so that marketing problem could be sorted out and how to sell their range of product in the competitive market. The very essence of every project related to marketing is providing a view to management for chalk out the organization. So that they can maintain a viable fit between the organization objective, skill and resources and its changing market opportunities. Also give proper shape to the company business target profit and growth. It provides a feedback to the organization about their sales, sales schemes and what impact dose it has on the retailers and consumer.

## II. RESEARCH METHODOLOGY

Research Methodology:

“Systemized Method to gain knowledge”. The technique developed to analyze and interpret the data for the purpose of hitting the target objective plays a crucial role. The effective research technique has a significant contribution for effective objective achievement. Throughout the project, a combination of secondary and primary research was undertaken to ANGEL BROKING LTD.

DATASOURCES :-

- Primary Data,
- Secondary Data

PRIMARYDATA:-

Primary data that is collected for the first time in the processing of the analysis. The researchers have adopted the contact through telephone for the purpose of collecting Primary data. The researchers discuss with Team Manager and employees of the company to get information about competitors of Angel Broking.

SECONDARY DATA:-



Under Secondary sources, we tapped information from internal & external sources. We made use of Internet (such as search engine [www.google.com](http://www.google.com), [www.icidirect.com](http://www.icidirect.com), [www.indiabulls.com](http://www.indiabulls.com) and miscellaneous sources (such as brochures, pamphlets, library) under external sources.

### III. REVIEW OF LITERATURE

In the Rajkot city, many people invest in stock market but most of the investor trading on equity while the other segments are remain inaccessible. Very few people in the Rajkot who are trading in derivatives and commodity while there is immense Angel Broking as a stock broking company needs to focus on these instruments Angel Broking will be benefited by earning revenue in terms of brokerage. The main objective of the study is to know the investment pattern in stock market and the potential market among the people of Rajkot city.

Some other observations are as under:-

1. To know the awareness of Investment Pattern of Equity Market.
2. To know the scope for the Investment Pattern of Equity Market.
3. To know the purpose of investing in Equity Market.
4. To know the influencing force behind the decision making while trading in Equity Market.
5. To find out the best pattern to educate about Equity Market.
6. To find out the medium which is the best suitable for trading on Equity Market. The research that is being conducted by us will be useful in the following respect

### IV. DATAANALYSIS AND INTERPRETATION

#### CALCULATION OF EACH YEAR RATE OF RETURNS

##### 1. GLAXOSMITHCON:

Year	Beginning Price(Rs)	Ending Price(Rs)
2008-2009	668	785
2009-2010	812.10	1635.60
2010-2011	1658	2443.15
2011-2012	2420	2806.70
2012-2013	2810	4022.60

$$\text{Return} = \frac{(\text{Ending Price} - \text{Beginning Price}) * 100}{\text{Beginning Price}}$$

$$\text{Return}(2008-2009) = \frac{(785 - 668) * 100}{668} = 17.5\%$$

$$\text{Return}(2009-2010) = \frac{(1635.60 - 812.10) * 100}{812.10} = 101.4\%$$

$$\text{Return}(2010-2011) = \frac{(2443.15 - 1658) * 100}{1658} = 47.4\%$$



$$\text{Return}(2011-2012) = \frac{(2806.70 - 2420) * 100}{2420} = 16\%$$

$$\text{Return}(2012-2013) = \frac{(4022.60 - 2810) * 100}{2810} = 43.2\%$$

#### CALCULATION AVERAGE RATE OF RETURNS:-

$$R = \frac{\sum R}{n} = \frac{225.5}{5} = 45.10$$

#### CALCULATION OF STANDARD DEVIATION

$$\text{Standard Deviation} = \sqrt{\frac{\sum (R_i - \bar{R})^2}{N}}$$

$$\text{Standard Deviation} = \sqrt{\frac{(17.5 - 45.10)^2 + (101.4 - 45.10)^2 + (47.4 - 45.10)^2 + (16 - 45.10)^2 + (43.2 - 45.10)^2}{5}} = 30.943$$

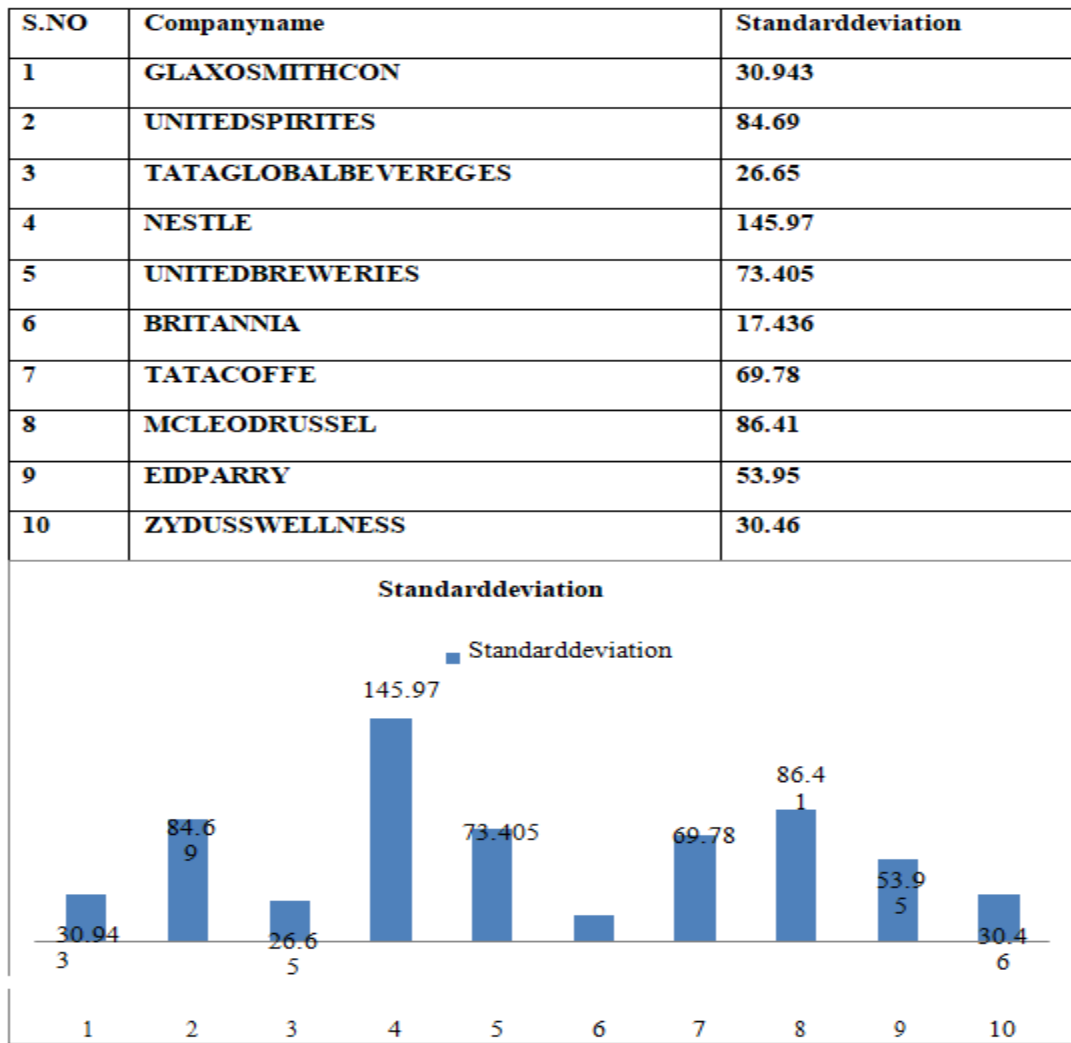
#### Interpretation:-

5 years Average Return of GLAXO SMITH CON Equity is 45.10 and Standard Deviation is 30.943 for 5 years

#### Interpretation:-

The Sharpe Ratio and Treynor ratio of ZYDUS WELNESS equities -0.271 and -11.211.

Table showing Standard Deviation:-



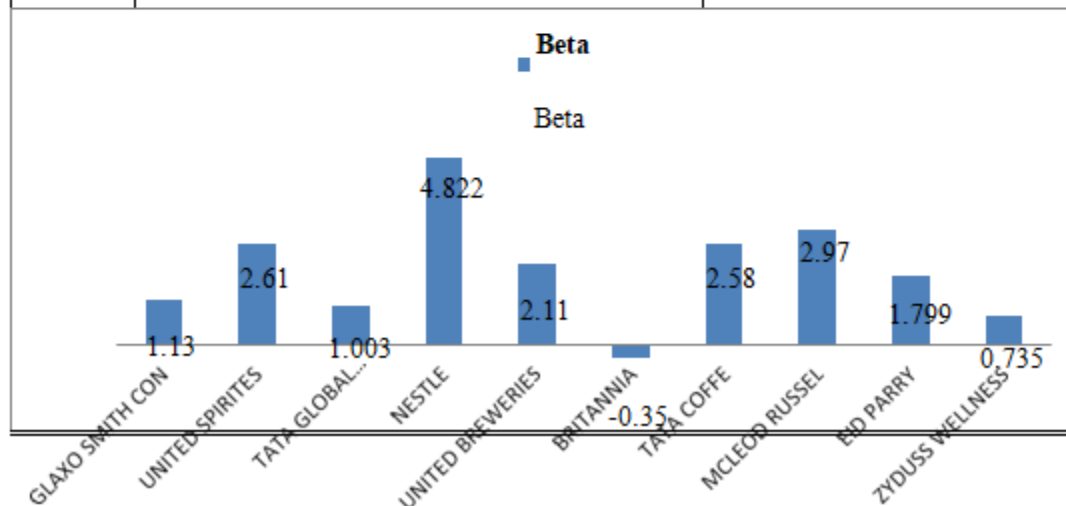
#### INFERENCE:-

NESTLE Equity holds highest risk (Standard Deviation1 45.97)And Britannia equity holds less risk(17.436).



Table showing Beta value:-

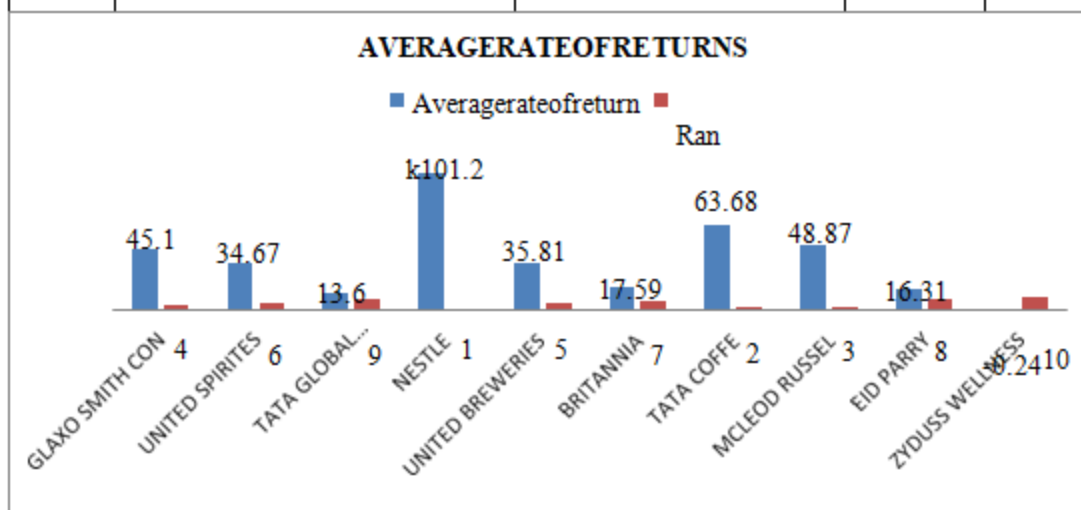
S.NO	Companyname	Beta
1	GLAXOSMITHCON	1.13
2	UNITEDSPIRITES	2.61
3	TATAGLOBALBEVEREGES	1.003
4	NESTLE	4.822
5	UNITEDBREWERIES	2.11
6	BRITANNIA	-0.35
7	TATACOFFE	2.58
8	MCLEODRUSSEL	2.97
9	EIDPARRY	1.799
10	ZYDUSSWELLNESS	0.735

**INFERENCE:-**

NESTLE equity holds beta value of 4.822 which is greater than the benchmark of beta, BRITANNIA equity beta value is -0.35 which is less than the benchmark of beta.

Table Ranking for average rate of return of 5 years:-

S.NO	Companyname	Average rateofreturn	Rank
1	GLAXOSMITHCON	45.10	4
2	UNITEDSPIRITES	34.67	6
3	TATA GLOBALBEVE REGES	13.60	9
4	NESTLE	101.20	1
5	UNITEDBREWERIES	35.81	5
6	BRITANNIA	17.59	7
7	TATACOFFE	63.68	2
8	MCLEODRUSSEL	48.87	3
9	EIDPARRY	16.31	8
10	ZYDUSSWELLNESS	-0.24	10

**INFERENCE:-**

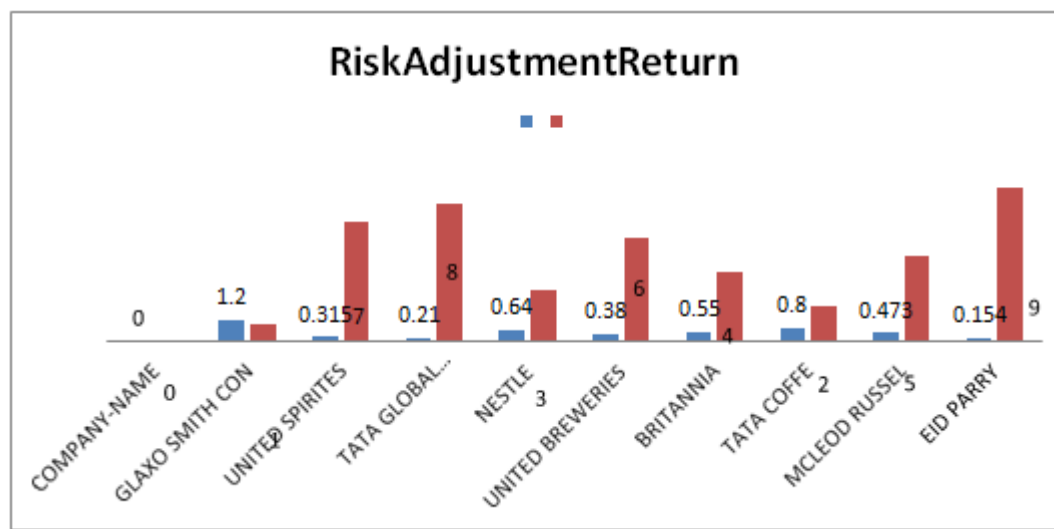
NESTLE Equity earned highest average rate of return among all the Equity for 5 years, followed by TATA COFFE Equity and MCLEOD RUSSEL Equity in second and third ranks.



Except ZUDUS WELNESS Equity, remaining all other Equity earned greater average rate of return than the market for five years.

Table Showing Risk Adjustment Return:-

S.NO	Companyname	RiskAdjustmentReturn	Rank
1	GLAXOSMITHCON	1.46	1
2	UNITEDSPIRITES	0.41	8
3	TATA GLOBALBEVE REGES	0.51	6
4	NESTLE	0.69	4
5	UNITEDBREWERIES	0.49	7
6	BRITANNIA	1.01	2
7	TATACOFFE	0.91	3
8	MCLEODRUSSEL	0.57	5
9	EIDPARRY	0.30	9
10	ZYDUSSWELLNESS	-0.0079	10



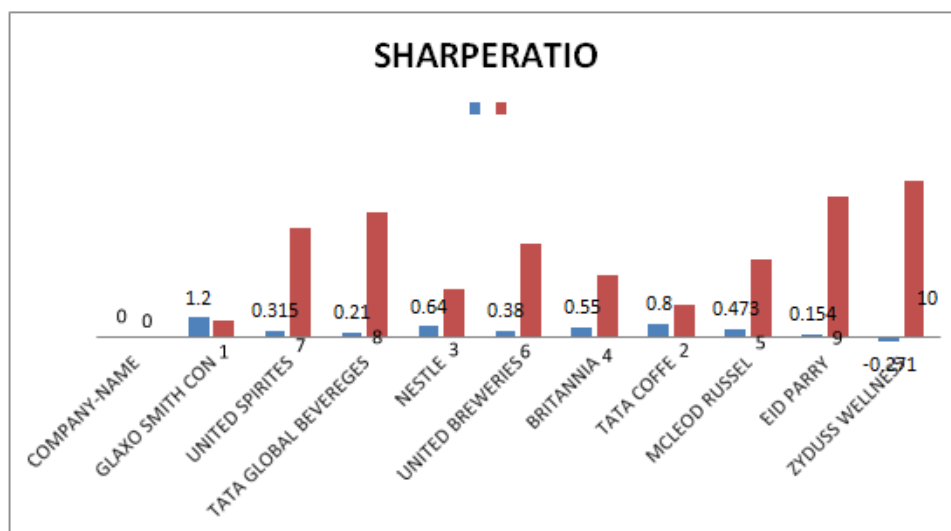
**INFERENCE:-**

GLAXO SMITH CON & BRITANNIA EQUITY earned highest risk premium fore a ch unit of risk( 1.46:1)&(1.01:1) , followed by EID PARRY & UNITED BREWERIES

Equities earned least risk premium, AND ZYDUS WELLNESS Earned negative risk premium for each unit of risk.

**SHARPE RATIO FOR EACH COMPANY:-**

S.NO	COMPANY-NAME	SHARPE RATIO	RANKING
1	GLAXOSMITHCON	1.20	1
2	UNITEDSPIRITES	0.315	7
3	TATAGLOBALBEVEREGES	0.21	8
4	NESTLE	0.64	3
5	UNITEDBREWERIES	0.38	6
6	BRITANNIA	0.550	4
7	TATACOFFE	0.80	2
8	MCLEODRUSSEL	0.473	5
9	EIDPARRY	0.154	9
10	ZYDUSSWELLNESS	-0.271	10

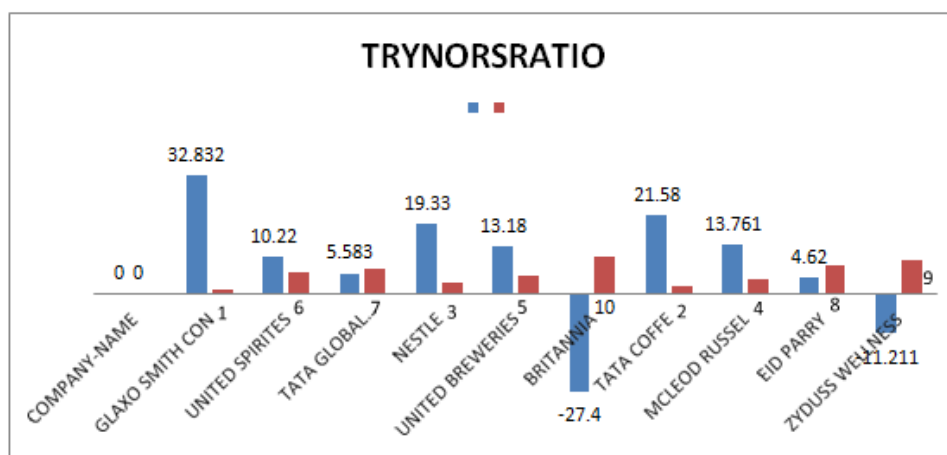


**INFERENCE:-**

GLAXO SMITH CON Equity awarded first rank as per Sharpe's performance measure ratio is ( 1.20:1) , followed by TATA GLOBAL Equity & NESTLE Equity in second and third rank, ZYDUSWELNESSEquity ranked last position with ratio of (-0.271:1).

**TRYNORS RATIO FOR EACH COMPANY:-**

S.NO	COMPANY-NAME	TRYNORS RATIO	RANKING
1	GLAXOSMITHCON	32.832	1
2	UNITEDSPIRITES	10.22	6
3	TATAGLOBALBEVEREGES	5.583	7
4	NESTLE	19.33	3
5	UNITEDBREWERIES	13.180	5
6	BRITANNIA	-27.40	10
7	TATACOFFE	21.58	2
8	MCLEODRUSSEL	13.761	4
9	EIDPARRY	4.62	8
10	ZYDUSSWELLNESS	-11.211	9





## INFERENCE:-

Glaxo Smith on Equity awarded first rank as per Treynor's performance measure ratio is (32.832:1), followed by TATA COFFE & NESTLE Equity in second and third rank, BRITANNIA & ZYDUS WELNESS Equity ranked last position with ratio of (-27.40:1)&(-11.211:1).

### 4.1 FINDINGS:-

1. By analyzing the performance of equities of food & beverages it is found out that NESTLE has given high returns(101.20)with a taking of high risk(4.822).
2. It is find out those Britannia & Tata global beverage shasper for medina better way when compound with other shares, were it is measured with the help of benchmark and beta.
3. According to the Sharpe Ratio & Trynors ratio Glaxosmith con has awarded first rank, as it is consider sun systematic risk and systematic risk.
4. By analyzing the performance of TATA COFFE equities it is given high return (63.68) with a high risk of 2.58.
5. zydus wellness got the negative returns by taking of minimum risk.

### 4.2 SUGGESTIONS:-

By analyzing the food & beverages equities the person who want to take high risk and high returns, the investor should invest

NESTLE,  
TATACOFFE,  
MCLEODRUSSEL,  
UNITEDSPIRITS.

2. For risk averters:-  
BRITANNIA,  
TATAGLOBALBEVAREGES.

### 4.1 CONCLUSION:-

In online trading "ANGELBROKING" have mainly competition with ICICI Direct.com, HDFCsec.com, 5Paisa.com India bulls. "ANGEL BROKING" comes at no. 2 retail broker. It has an advantage of being in this industry for more than 8 decades. It has launched its website in 2000 and was among the first player in the online share trading. The "ANGEL BROKING" has decided to spend its advertisement budget through four media i.e. Television, Print, Web and Outlets. Mr.Boman Irani was the first brand ambassador for "ANGELBROKING" on television media. From the above analysis we can point out some points:-

1. ANGEL BROKING account opening charges are little higher than other competitors. ANGEL BROKING is less flexible to cut down its account opening charges on the other side; some of the brokers are offering free account opening to High Net Worth customers.
2. The charges of Demat account are reasonable at 300 p.a. but India bulls are offering pool account with no Annual Maintenance Charges.
3. ANGEL BROKING provides trading in NSE, BSE and Derivatives. It also launched online Mutual Funds & Online IPO Bidding. Arbitrage facility is not available to customers.
4. ANGEL BROKING is the only one that does not have any Demat transaction charges either on buying or selling.
5. Unlimited to 11 free calls service is provided to customer in ANGEL BROKING.com.
6. ANGEL BROKING accept offline payment from other banks also but icicidirect.com, HDFC sec.com clients have compulsion to open an online account.



7. IPO Online service is better provided in ANGEL BROKING as compared to others.
8. ANGEL BROKING is only broker in which no margin needs to keep.
9. ANGEL BROKING research reports come in client e-mail at free of cost around 5-6 times in a day. But some brokers charged for it and some provide it only at once in a day, while it is paid in India bulls, icicidirect.com and 5paisa.com
10. In brokerage, 5paisa.com have an edge on others with lowest brokerage .25% on delivery and .05% on intraday To sum up, we can say that computerization and automation are not to be avoided. Technology has been able to make the stock markets accessible to every individual. It has also led to positive developments in terms of reduced costs and fewer errors. But, as some experiences have indicated, IT cannot be applied as a panacea for all problems. Regulation and knowledge dissemination are still important. The use of technology should be preceded by a detailed study and assessment of all other alternatives. The key to successful use to technology is the appreciation of its constraints

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