

A STUDY ON PROFITABILITY OF TATA MOTORS LIMITED

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ABSTRACT:

There are so many industries contributing to economic development of nation. Automobile sector is one of the leading industries in manufacturing sector. Although the automobile sector is working effectively it does have to face many problems. One of the major problems faced by the automobile sector is inconsistency in the profit they earn. It is necessary to major the profitability of the organization which is affected by various factors. Profit is the motive of every organization that needs to be cared. Thus, it becomes necessary for every company to know its current trend of profit earned. In this context my research work is aligned towards measuring profitability of TATA Motors ltd.through various ratios supported by regression and ANOVA test based on the financial data of last five years.

KEYWORDS: automobile, profitability, profit margin ratio.

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