CHAPTER 2:
LITERATURE REVIEW

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2.1 INTRODUCTION

Literature reviews help researchers gain a clearer grasp of methodology by illuminating the limitations of different estimating procedures and databases, as well as providing a framework for making sense of and reconciling seemingly contradictory results. Further, the options for ongoing and potential study on the topic are explored through a review of empirical investigations. Research can benefit from the expertise of its scholars in the event of contradictory or unexpected findings by consulting the scholars' own published publications. Numerous researchers, economists, and academics in India and elsewhere have studied various facets of financial and stock market performance. There has been a wide variety of analyses of financial performance by various scholars. In order to create a method that can be used in the context of the research of the Indian pharmaceutical and retail Industry, it is necessary to review these analyses. Because of this, this chapter examines the empirical research about several components of performance evaluation.

2.2 LITERATURE REVIEW

Using data from five of India's most successful pharmaceutical companies—Cipla Ltd, Dr. Reddy's Lab, Lupin Ltd, Sun Pharmaceutical, and Pfizer's—A.V.N.Murthy et al. (2017) compiled a paper titled The Impact of Profitability on the Financial Output of Selected Pharmaceutical Industries in India. Profitability's impact on NP, Solvency, Liquidity, Operating Profit, and EPS was examined in this study by use of a regression analysis model. The results indicate a favourable and robust relationship between Lupin Ltd.'s Operating Profit and Liquidity and Pfizer's Gross Profit and EPS.

Financial performance and liquidity were the focus of a study by Georgeta Vintilă et al. (2016). The data demonstrated that Romanian businesses do not view a decline in liquidity as a significant threat. The research looked at both before and after the financial crisis, proving the existence of a statistically significant link.

According to Rohini Sajjan's (2016) methodological framework, we will use the Altman Z-Score Model to predict the probability of bankruptcy for a subset of enterprises. The research encompasses the 6 businesses and the years 2011-2016. Unfortunately, the results show that none of the companies, with the exception of a select few years, fall within the Safe Zone. The majority of businesses are in the "Distress Zone," a warning sign that they may soon be forced to declare bankruptcy. Strategic resource management and control is a senior management responsibility. Management and shareholders may come out ahead if this happens.

ONGC's Z-Score ranged from 20.37 to 4.18 between 2010-11 and 2014-15, according to data compiled by Kumar Aditya (2016), indicating that the company consistently achieved results over the minimum threshold of 3.00. Therefore, it is anticipated that ONGC will not go bankrupt during the next two years, suggesting that the business's overall financial health is good, suggesting that ONGC is an investor-friendly company with a sound financial performance in the future. The company's falling path, though, suggests it could enter the insolvency zone if the signs we've mentioned aren't controlled effectively.

According to Sanesh C (2016)'s research of a company's finances, it might seem like bankruptcy is imminent, but management might still be able to turn things around. Although keeping tabs on this figure can give you insight into a company's financial stability, a savvy investor should do it for its own sake. The purpose of the Z Score is not to anticipate the time that a company will formally declare bankruptcy. Instead, it attempts to assess the possibility of economic bankruptcy by measuring the degree to which a company is similar to previously failed companies.

According to Mohmad Mushtaq Khan et al. (2016), Cipla's current ratio is higher than that of Dr. Reddy's labs, demonstrating that Cipla has fared better in terms of liquidity, as have its fast ratios. Profitability ratios reveal that Cipla's rate of return on assets is greater than that of Dr. Reddy's labs, indicating that Cipla generates more revenue per unit of investment. However, Dr. Reddy's Laboratories has outperformed Cipla significantly in terms of return on equity. Therefore, Cipla has more cash on hand than is really necessary (CR 2.90), which may have dampened the company's bottom line. However, there are many more causes for the decline in earnings. Ultimately, there is a

significant disparity between the liquidity and profitability of a few pharmaceutical corporations.

According to Amalendu Bhunia et al. (2016), a company's market value can be guaranteed by measuring the firm's liquidity, solvency, profitability, stability, and other characteristics of sound management. This research will aid potential investors in better understanding the makeup of India's pharmaceutical sector.

Saravanan (2016) reveals his investigation into the financial health of a few Indian pharmaceutical firms. There are 26 businesses in all. From a pool of 26, five businesses met the criteria for inclusion in the study based on their revenue, size, profitability, financial strength, and liquidity. The one-way analysis of variance test, the mean, the standard deviation, and the compound annual growth rate have all been used. This research concludes that force motors' performance-related liquidity ratios are superior, and that other companies would benefit from increasing their liquidity and turnover. In order to increase profits, careful consideration must be given to the company's liquidity.

By A. Geethalakshmi and coworkers (2016), An academic study titled "DuPont Review Financial Success of Selected Indian Pharmaceutical Companies." The primary purpose of the research was to compute and compare the financial outcomes of pharmaceutical companies using ROI and ROE. From 2006–2007 to 2015–2016, a total of ten years were devoted to finishing the thesis. It was discovered that compared to Dr. Reddy's Lab, Cipla had a higher return on investment (ROI) and return on equity (ROE) (34.18 and 0.19, respectively) (25.43 and 0.18, respectively). Due to their comprehensive nature, Return on Investment (ROI) and Return on Equity (ROE) are the best measures of a company's health.

CA The GPM Ratio and NPM Ratio of Selected Indian Pharmaceutical Companies were Analyzed Using the ANOVA Test and Financial Ratio Analysis (Brijesh et al., 2016). A pharmaceutical company has high COGS in relation to revenues generated in the middle to recent years because their GPM ratio was high at the beginning of the years and then declined dramatically in following years. The ratio of sales to COGS prices fell dramatically between 2010-11 and 2012-13. In 2005, pharmaceutical companies were in excellent financial shape, but by 2012, they were in the midst of their greatest financial crisis in history. Companies in the pharmaceutical industry preserved more of their 2005 sales revenue as net profit, suggesting they had no plans

to increase spending on capital expenditures or dividends to shareholders. The ANOVA Test for GPM Ratio and NPM Ratio both rejected the null hypothesis, leading to the conclusion that there is a difference between the GPM Ratio and NPM Ratio of the sampled pharmaceutical companies.

When comparing Cipla with Dr. Reddy's Labs, Mohmad Mustaq Khan et al. (2016) found that Cipla had a higher CR, indicating that the company was more liquid and had a higher Fast Ratio. Indicators of success indicate that Cipla generates a higher rate of return on assets than Dr. Reddy's Labs, indicating that it also generates a higher rate of profit. Dr. Reddy's Labs surpassed Cipla in return on equity, although this may have been at the expense of bottom-line results. Picked pharmaceutical companies appear very differently in terms of cash flow and profitability.

It has been suggested by author Ravi Kiran (2016) that large-scale businesses employing any kind of IPRS are more efficient than those not using IPRS at all. Using analysis of variance, we were able to determine how sales turnover, technological expertise, firm size, productivity, market share, and competitiveness all stacked up for each company. However, the largest disparity was found between firms when it came to firm size.

According to research conducted by Shilpi Tyagi et al. (2016), companies are compelled to implement efficient investment policies if their export, R&D, and raw material import intensities are high. The paper recommends that businesses, as part of their ongoing strategy, give increased attention to minimising operational expenses, maximising promotional and marketing expenditures, and reinforcing an emphasis on exports. Profit is positively and significantly correlated with advertising and marketing intensity, research and development intensity, export intensity, and the patent dummy in both models. The Debt Ratio verifies the previously observed negative but significant link between Industrial Benefit and the Total Assets Ratio.

For their 2015 study, Aloy Niresh JI, et al. looked into whether or not Trading Sector companies registered on major stock exchanges were solvent. It is in the best interest of the company, its stakeholders, and the country as a whole for senior management to get their organisations back on track or to build them up as financially sound.

Ratio analysis and decision theory were used to analyse the data in this study, which was conducted by Debanga Mukherjee (2015). The outcome reflects the company's current performance, but it does not reveal whether or not there is a risk of insolvency in the near future. The Z-score is a useful financial indicator for determining the likelihood of insolvency. By analysing financial data, it assigns each company to one of three zones: insolvency, neutral, and safety/health. The purpose of this study is to evaluate the likelihood of bankruptcy in the near future of a few selected Indian enterprises by criticising their financial performance using a small number of carefully chosen parameters.

Senthil Vadivu et al. (2015) found that there was a lack of stability in the liquidity position and low earning power during the time of study. The state of the economy was healthy generally.

In a 2015 study by Mohan Kumar MS et al., they looked at how profitable various cement companies in India were. Mean, Standard Deviation, co-efficient of variance, and compound annual growth rate were employed for descriptive analysis in this study. When compared to competing businesses, Ambuja's profitability is found to be on par with or better. India's cement industry has shown a satisfactory compound annual growth rate compared to that of other companies; consequently, all cement companies should focus on cutting-edge production methods and innovative marketing strategies in order to maintain or improve their positive growth rate and profitability.

In a 2015 study conducted by Venkatachalam K. et al., it was found that researching a company's liquidity and profitability is a viable investment strategy. Results from the analysis of correlations show that both positive and negative coefficients exist. Five of the twelve ratios chosen to represent aspects of liquidity, solvency, and profitability management during the study period (PR, NPR, OPR, RSHI, and ROTA) showed a positive correlation with the profitability metric of interest (ROCE), while the remaining ratios (CR, QR, and CGR) showed a negative correlation. When compared to each other, ALR and GPR are negligible.

By analysing how companies achieve their financial performance, Dana-Maria Boldeanu et al. (2015) conducted research. As a means to this end, they plan to create an econometric model to conduct an empirical analysis of the causality between a company's financial situation and its performance.

According to research by Sudershan Kuntluru et al. (2015), we need to reevaluate our current policies and implement some changes. It has been found that foreign-owned pharmaceutical companies export less and concentrate more on the domestic market. It has been noted that India's increased global competitiveness can be directly attributed to the liberalisation of its economy. Although the regulatory environment, including foreign direct investment (FDI) caps and policies, varies from industry to industry, it would be helpful to apply the same methodology across all of them.

According to Dr. K. Kumutha Devi's and colleagues' (2015) research, the study's title should really read "Comparative Financial Performance of Cipla and Aurobindo." Since Aurobindo Pharma Ltd has less liquid assets than Cipla Ltd, it is essential for it to maintain a healthy current and quick ratio. When compared to Cipla Ltd., Aurobindo Ltd. is not in a particularly profitable position. Cipla Ltd. has been consistently reliable, on the whole.

The ANOVA value shows there is a significant relationship between predictors, as studied by O. M. HajaMohideen et al. The average GPM for the selected companies was 57.45513, which was based on the predicted value of gross profit margin. Only two of the chosen five companies were above average, while the other three were significantly below. Using the Regression Model's R value, it is clear that there is a strong connection between the researchers working on the various selected companies.

G. Vijayan; N. H. Kamarulzaman; Z. A. Mohamed; A. M. Abdullah (2015). The importance of reverse logistics to the retail food industry's long-term viability. The Three-Year Issue of the International Journal of Supply Chain Management.

This preference of consumers in Jalandhar, Punjab, towards the organised retail sector is the subject of an article by Pandey, Mithilesh et al. (2015). The article is titled, Factors Influencing the Buying Behavior of Consumers towards Organized Retail Stores in Jalandhar, Punjab. By using a survey of local consumers, researchers in Jalandhar were able to determine which factors were most influential in their preference for shopping at chain stores.

Based on their research, Ralph et al. (2014) conclude that different commercial banks in Nigeria have produced varying levels of success. Factors such as return on assets among banks, total expense to total assets, the asset utilisation capability of the

management, equity capital to total assets, and loans to total deposits were crucial in determining the widespread financial distress and bank failures. Capital adequacy, credit risk, and effective management all play a role in a commercial bank's bottom line.

Researchers Chette Srinivas Yadav (2014) used data from 50 companies to analyse the values of independent and dependent variables. Of these, 36 were selected because of their access to debt in their capital structure, while banks and other financial institutions were excluded from the study for various reasons. The study employs a decade's worth of information from the Capital Line database (2002-2012). Multiple Regression and Correlation is used to examine the interdependence of the variables; the standard error of the regression data is 33.48. All of the independent variables have a significant effect on financial leverage when considered as a whole, as evidenced by the significant regression found by ANOVA. Size, Profitability, Tax Rate, Collateral Value of Assets, and Capacity to Service Debt were also discovered. Positive Uniqueness, Business Risk, and Non-Debt Tax Shield all came up negative. There is no independent value in the other factors, but their combined weight makes a difference.

The study was conducted by Manjula Shashtri (2014) and focused on Indian pharmaceutical firms. According to her, a portfolio's purchase of stocks in the pharmaceutical industry is a self-fulfilling prophecy. Secondary data was collected from company databases and websites; the five companies were selected for their stock performance. The effectiveness of the Selected Companies has been analysed using Porter's Model and the SWOT Method. There were two market leaders, Sun Pharma and Dr. Reddy's Labs, and both were among the most competent securities available. In terms of Primary Trends, the five-year data show that both Sun Pharma and Dr. Reddy's are on an upward trajectory. When compared to Sun Pharma, Dr. Reddy's Lab is currently in a much more robust upward trend, as measured by the Simple Moving Average. When compared to Sun Pharma, Dr. Reddy scores higher on the relative strength index in terms of technical strength. As a whole, Dr. Reddy's Laboratory performed better than Sun Pharma.

The research of Pavitra et al (2014), The purpose of this study is to analyse the liquidity ratios (fast, current, and absolute liquid ratio) of pharmaceutical companies from 2009 to 2013. In order to assess the company's ability to meet its immediate financial

obligations, short-term creditors often get involved in the company's financial situation. When looking at the current and fast ratios, the results show that Cipla ltd has the best liquidity role out of the three pharmaceutical companies analysed, but the total liquid ratio shows mixed results.

According to research by Shi Yuqian et al. (2014), the ratio of intangible assets to total assets is positively correlated with earnings per share and operating profit ratio, suggesting that a rise in intangible assets would boost earnings per share and operating profit ratio. However, in the second and third models, the Intangible Assets Ratio is correlated negatively with Return on Assets and Return on Equity. For Good Manufacturing Practice (GMP) approval, pharmaceutical manufacturing companies have been investing in intangible assets like land use rights in recent years. When compared to tangible assets, which have a direct effect on the economy, intangible assets have little to no relevance in the modern business world, despite the fact that the share of intangible assets held by businesses is on the rise. There is a negative correlation between the Current Ratio, which measures short-term solvency, and the ROA, ROE, and Operating Benefit Ratio in the second, third, and fourth models, while there is a positive correlation between the Acid-test Ratio and those metrics. In addition, rising selling expenses result in a decline in profitability, as measured by the Return on Assets, Return on Equity, and Operating Profit Ratio. With respect to the four dependent variables across all four models, the Stock Turnover Ratio, which represents Operating Ability, has a negative correlation, the Net Profit Margin on Revenue, which represents Marketing Capabilities, has a positive correlation, and the Current Liabilities Ratio, which represents Capital Structure, has a negative correlation. Partnerships of this type could be used to illustrate the impact of the aforementioned factors on financial success. It is unfair that the pharmaceutical industry has both a lack of liquidity and a high percentage of its funds being used to maintain inventory.

For Ranbaxy Laboratories Ltd, V. Vijayalakshni et al. (2014) accept the null hypothesis that there is no significant relationship between profitability ratios. All other companies in the sample reject the null hypothesis, suggesting that there is a significant correlation between the various measures of profitability. When looking at the companies' gross profit ratios, Dr. Reddy Laboratories Ltd has the best ratio while Ranbaxy Laboratories Ltd has the worst. Earnings After Taxes The average net profit ratio at Sun Pharma Ltd. is the highest and at Alpa Pharma it is the lowest. When looking at operating profit

ratios, GlaxoSmithKline has the highest average and Sun Pharma has the lowest. When compared to other companies, Dr. Reddy's Laboratories, Ltd. has a superior return on equity. In terms of earnings per share (EPS), Aventis Pharma has the highest average and Alpa Pharma has the lowest.

According to research reported by Kamal et al. (2014) in their article titled Retail Sector: Growth and Challenges Perspective in India, the gender, age, literacy level, date of retail shop opening, and length of retail experience of retailers are the most important factors in understanding their business's growth and success. The study's findings showed that retailers' demographic characteristics, including their gender, age, level of education, the year their store opened, and the length of their retail careers, have a major impact on their businesses' success and growth. The results lend credence to the idea that retailers' marketing strategies are a key factor in raising the value and volume of commerce in the retail sector. Based on the results of this research, it appears that service and quality play a significant role in the organised retailing sectors.

According to a study by D. Natalie (2014) titled "Firmographics are the Future," published in the blog, firmographics measures matter most in a business environment because demographic data can help the retailer understand how consumers differ. When it comes to understanding a company's business needs, firmographics prioritises company size and industry over demographic information such as gender, age, and education. The information can help sales teams zero in on the opportunities that will yield the greatest increase in sales and revenue. Using firmographics paves the way for data-driven, hyper-specific advertising and promotion campaigns, which is a huge time and energy saver. In order to maintain a reliable source of revenue, firmographics is a fantastic tool. Identifying the most important criteria for identifying promising investment opportunities is essential. Firmographics are used by many companies to zero in on their ideal clientele, as various clientele have varying needs and preferences. An individual's level of influence within their organisation may also be discerned using firmographics data.

According to research conducted by Mihai Bogdan Petrisor (2013), the losses that shareholders and creditors can record as a result of a decline in firm value are much greater than the direct costs of insolvency or bankruptcy. There are also substantial indirect costs, including losses to managers, business partners, financial institutions,

and the state. The Romanian market has felt the effects of the global financial crisis in full. The current financial crisis makes it difficult to try to construct a bankruptcy prediction function score for Romanian businesses, as the country's bankruptcy process is less well-coordinated than in most developed countries, where the Z Score method is commonly used.

According to research by Asma Khan et al. (2013), ratio analysis can be used to investigate and assess the development and success of IT firms across a range of metrics. There is little to no variation in the ratios of operating profit to net profit to gross profit to return on net worth to return on capital employed between the years. Based on the data presented above, it is clear that HCL Technologies has achieved outstanding results in the areas of operating profit, net profit, and gross profit.

According to research by Wajid Khan et al. (2013), the dividend behaviour of the two industries is significantly impacted by their respective financial performance. The research confirmed previous findings that dividends increase firm value and have a positive effect on profitability. It was also established that return on assets has a positive effect on dividend payments.

From a study conducted by Christina Sheela S et al. (2013), we learn that Cipla Pharmaceutical has the highest returns on equity and investment at 23.10 and 0.21, respectively, while Dr. Reddy's Laboratories comes in at 17.00 and 0.18. Ranbaxy Laboratories, with a return on equity of 16.16 and return on investment of 0.13, comes in at No. 3. This demonstrates Cipla's commitment to improving its financial standing by cutting costs. The results of a study conducted by DuPont for the three most successful Indian pharmaceutical companies show that it is not always necessary to use absolute measurements.

Multiple regression was used by Nabi Rasool et al. (2013) to examine the effect of profitability ratios on return on equity. The results show that ROE is significantly affected by the other studied profitability ratios (Gross Profit, Operating Profit, Net Profit, Earnings Per Share, and Return On Total Assets) with a multiple correlation co-efficient of 0.991. The R2 value further demonstrates that 98.2 percent of the variation in ROE can be attributed to the independent variables of Gross Profit, Operating Profit, Net Profit, Earnings per Share, and Return on Total Assets. Accordingly, it can be

deduced that particular profitability ratios have a substantial effect on the company's ROE.

Dheenadhyalan V (2013) looked at SAIL's Z score and found that it increased over the course of the study period, indicating that the company was in good financial standing.

It has been hypothesised and tested by Sasa Muminovic (2013) that removing revaluation as an artificial accounting change from the balance sheet may improve the precision of Altman's model. This paper's goal is to quantify the extent to which revaluation affects Altman's models. The results demonstrate that the Z score model cannot be made more accurate through merely aesthetic means. These findings corroborated prior work that had dismissed the use of the Z score in Serbia.

According to research by Pat Tracy et al. (2013), Z-Score can be used to track a company's financial health by comparing it to a predetermined benchmark. Uncertainty and high risk were found to be connected to adverse selection, utilisation rates, and pricing. Numerous major corporations have decided to limit their involvement in exchanges as a result of these dangers. Health companies, especially nonprofits, are vulnerable to the aforementioned threats, making quarterly monitoring of these factors essential for promoting long-term capital and surplus planning and mitigating short-term liquidity crises.

According to research by Enekwe Chinedu et al. (2013), ITR has a direct and negative effect on a company's bottom line. However, the quantity of imports is significantly related to GPM. Evidence like this demonstrates that ITR is crucial to the robust profitability of the Nigerian pharmaceutical sector. The median ITR is 4.05 times greater than sales, demonstrating a highly successful business model. Stockpiles are given greater importance in the pharmaceutical industry. Consequently, the Nigerian pharmaceutical industry has an excessive amount of inventory on hand. The DTR is negatively associated with the company's bottom line. The significance is thwarted, however, by an unacceptable low standard of importance. This indicates that DTR is not a primary factor in the corporation's decision to make a profit. The company wouldn't put much emphasis on extending credit to customers. The larger sum indicates that the company is successfully attracting new customers and retaining existing ones, thereby generating sufficient revenue to finance worthwhile investments. A negative correlation between CRSV and GPM disproves the hypothesis that the CRSV is

statistically linked to financial success. According to the results of the investigation into the speed at which creditors are being paid, the company is missing out on savings from discounts associated with prompt payment, which could lead to a rise in the cost of revenue and a decrease in earnings. There is a statistically insignificant negative correlation between TATR and GPM (0.418). There is consequently no threat to the success of Nigeria's pharmaceutical sector. In addition, this shows that the company is inefficient in its use of resources aimed at boosting sales. Because of this, it is evident that the companies engage in trading using credit facilities. R2 indicates that the independent variables account for 17.8% of the variance in the dependent variable. Although important, independent variables explain only 17.8% of the variation in the gross profit margin in the Nigerian pharmaceutical industry.

From 2008 to 2012, N. Sivathaasan et al. (2013) empirically analysed the relationship between the factors influencing profitability at a subset of Sri Lankan manufacturing firms. Important amounts at 5% were found in the specific regression conclusion for ROA and 84.7 percent was found for ROE (P 0.05). These results also indicated that the optimal model influences profitability by 80.5%, with limitations imposed by growth rate, working capital, capital structure, company size, and the absence of debt tax protection. According to the regression analysis, the Non-Debt Tax shelter and Capital structure have a statistically significant and positive effect on profits. Other factors, such as working capital and company scale, have a positive correlation, but they are unimportant at the 5% level. Profitability has been shown to have a negative but insignificant relationship with growth. While this study only looked at a few manufacturing companies listed on the Colombo Stock Exchange, the lessons learned are applicable to many more.

According to David Mc Corquodale's (2013) research on demographics and lifestyle analysis, a store's trading power, sales behaviour, and retailing preferences are profoundly impacted by the changing demographic profile of its customer base. Retailers would be wise to consider the implications of the rapid shifts occurring in the population's age structure, ethnic make-up, household composition, and demographic distribution.

In their study, titled "Changing Consumer Perceptions towards Organized Retailing from Unorganized Retailing - An Empirical Analysis," Monika Talreja et al. (2013)

sought to determine whether or not demographic factors had influenced people's views on the relative merits of organised and unorganised stores. One hundred randomly selected customers from the Udaipur District were asked to fill out a predetermined questionnaire that served as the primary source of information. Microsoft Excel and statistical programmes were used extensively to examine the compiled information. The study found that females made up the majority of respondents (55%). It also showed that 42% of respondents were in their 20s and 30% were in their 30s and 40s. The largest demographic, at 30%, was students, followed by private sector workers at 25%. Around half of those who participated were not attached to anyone else. Three-fifths of those who filled out the survey had college degrees, with postgraduates coming in at a close second (31%). This demonstrated that a person's level of education significantly influenced their retail store of choice. According to the results, different groups of people have different perceptions of organised and unorganised stores.

According to research conducted by Nair and Nair (2013), titled An Analysis on Customer Perception towards Service Quality Variables in Selected Organized Retail Outlets, customers' opinions on the quality of the service they received varied depending on their individual characteristics, but there were some factors, such as interpersonal contact and the appearance of the store itself, that were consistently held to be important.

According to the research presented in the 2013 article titled "Foreign Direct Investment and Unorganized Retail Sector: A Case Study" by Sameer Ahmad Shalla et al. The purpose of this research was to examine how certain demographic profiles of retailers affect flea markets and other forms of informal retailing. Factors such as population density, level of education, and availability of public transportation were used to categorise the unstructured retail sector. According to the data collected from the survey's respondents, demographic profiles do have an effect on several different metrics, including profits and sales at unorganised retail outlets.

According to Sathya (2012), the research tried to quantify a company's overall profitability with a single index. The analysis reveals that in order to rank the most preferred companies in terms of composite profitability, the ratio-wise scores have been aggregated, with the company achieving the highest total score ranked as 1 and the company securing the lowest total score ranked as 30.

The actual forecast equation to classify new cases was found by Martina R. et al. (2012) using discriminate analysis. During the time period analysed, profits were found to be adequate.

In addition, the study by Sudesh kumar et al. (2012) found that pharmaceutical companies' capital formation decisions have minimal effects on their savings patterns. This means that the companies are using long-term sources of funds to finance their short-term assets and operational strategies with the goal of achieving long-term solvency and maximising profits at the lowest possible cost of capital.

The growth rate was 5.07 percent compared to 3.88 percent during the pre-TRIPS era, as reported by Ravi Kiran et al. in 2012. When looking at the sales growth rates of competing businesses, Torrent came out on top, followed by Glenmark and Dr. Reddy's Lab. Glenmark's growth rate in net profits has been the highest, followed by Dr. Reddy's Lab and Torrent. In terms of research and development spending, Ranbaxy has consistently outspent its pharmaceutical industry peers. However, Aurobindo, followed by Cipla and Workhardt, has shown the most impressive growth.

This research by Venkatesan T. et al. (2012) aimed to determine the overall earnings performance of a few selected Indian steel companies. Statistics like mean, standard deviation, coefficient of variation, analysis of variance, and correlation were used in this investigation. The return on investment (ROI) of SAIL, TATA, and BHUSHAN does not differ significantly based on analysis of variance (ANOVA), and there is no correlation between the NP ratios of SAIL, TATA, and BHUSHAN and the OP ratios of SAIL, TATA, and BHUSHAN and JSW.

Sanobar Anjum (2012) examines the field of bankruptcy prediction and compares the various existing models. Different types of financial data were examined because of their potential to aid in the prediction of business failure. Using the Z-score model, Altman could foresee financial efficiency and insolvency two to three years in advance. It is safe to say that one, two, and even three years in advance, economic distress and bankruptcy can be predicted using Altman's Z score Model.

In a study titled "Debt Equity Ration & Determinants of Capital Structure of Indian Companies," authored by P. Ahuja et al. (2012), 30 companies listed between 2008 and 2010 on the Bombay Stock Exchange (BSE) were used as sample companies. In the

report, it is stated that the capital structure is affected by the following: development, viability, liquidity, tangibility, and scale. Using a regression model, the researchers confirmed the hypothesis that Liquidity and Growth were directly linked to leverage.

According to Vidisha Vyas et al(2012) .'s analysis of a relationship matrix, age is inextricably linked to both the volume of advertising and the percentage of available capacity. This means that mature businesses make better use of their financial resources, spending more on areas such as product promotion. Tobin's q is also positively related, as larger companies have better venture prospects. Firm debt tends to go down as profit margins rise, indicating a negative correlation between the two. The outcome of the logic model is presented to the Indian pharmaceutical industry. Due to their greater resources and ability to reap the benefits of economies of scale and scope, firms with a larger size are more likely to engage in mergers and acquisitions, as indicated by the positive and statistically significant firm size Coefficient. Consolidation of industries and the use of mergers and acquisitions as a means of reform are both supported by the negative and statistically significant coefficient estimate for the capacity utilisation variable.

In their article titled "Perception of Customers towards Organized Retail Sector and Unorganized Retail Sector - An Empirical Study in Udaipur City" (2012), Abhinav et al. The results were interpreted and suggestions were made using the Chi-square test and the analysis of variance. The main goal was to learn how customers felt about both types of stores.

According to the research conducted by U. Gupta (2012) and published in the article titled, Customer Loyalty towards Kiranas in Competitive Environment: A Case Study, store attributes such as convenient operating hours and accessibility were the factors which led to customer loyalty, rather than the store's outward appearance. In a similar vein, customers were more likely to return if they found that the products they purchased were both high quality and within their price range. It was also clear that Kiranas continue to be favoured by customers for a number of reasons, including their proximity to customers, the availability of home delivery, the shopkeeper's friendliness, the shop's willingness to extend credit, and the shop's acceptance of installment payments.

According to a report by Meera Mathur et al. (2012) entitled "A Study on Customer Relationship Management Practices in Selected Organised Retail Stores in Udaipur City," the retail sector is the world's largest privately held business. It also accounts for about 8% of all jobs in India and over 10% of the country's GDP. A new set of tools, customer relationship management, is helping businesses keep up with the ever-changing marketing landscape. These Udaipur-based businesses focus on serving customers from all walks of life and income levels. The purpose of this study is to analyse the CRM methods used by shops in Udaipur. CRM is widely used in the service sector (tourism, catering, etc.), but it is just as important in retail. The findings of this study reveal that customers are quick to abandon their previously held preferences and abandon their loyalty to a brand. Ultimately, it is the company's customer relationship management system (CRM) that will determine whether or not the customer returns to the store.

According to a study by M. Murugan et al. (2012) titled "Study on Customer Perception towards Organised and Unorganised Retailers in Vellore City," retailers buy in bulk from manufacturers and suppliers and then resell smaller quantities to end users as needed. In this respect, retailing is a sector that is alienated with both domestic and international business vendors, using both organised and disorganised supply methods. As organised retailing has expanded into new markets, previously unorganised shops have had to adapt their methods to compete and keep their loyal customer bases. The growth of India's organised retail sector—which includes both domestic and international suppliers (thus the term "Glocal"—has increased consumer expectations for the quality of goods and the quantity and variety of value-added services offered by both the formal and informal retail sectors. As of now, countries like India have a retailing system dominated by a large number of unorganised retailers who conduct their business in the form of conventional stores (Kirana stores) and deliver better services to consumers, making them formidable rivals for the emerging organised retailers and the strategies employed by them. Customers' opinions of stores—both big and small, traditional and online—are always shifting as a result of the intense rivalry between them. This is especially true of organised retailers, whose reputations can rise or fall depending on factors like the quality of their customer service, the selection of their products, the speed with which they ship orders, and the value of any additional services they offer (CRM). The goal of customer relationship management (CRM) is to

streamline the collection, analysis, and utilisation of data pertaining to customers, sales, marketing efficiency, customer responsiveness, and market trends. It's a popular method for organising the ways in which businesses communicate with their clientele and potential buyers. Business process management (BPM) is the application of technology to the management of business operations, especially the sales, marketing, and support functions of a company. The purpose of this research is to examine how shoppers in Vellore view stores that are both well-organized and those that are less so.

This study by Ramakrishnan et al. (2012), titled "Measuring Retail Service Quality Using RSQS and Validating RSQS in the Context of South Indian Retail Stores," discusses the rapid expansion of the organised retail store concept in India over the past decade. As the number of Indian consumers who prefer to shop in malls and specialty stores continues to rise, it is more important than ever that stores meet the high standards of service that Indian consumers have come to expect from such establishments. The goal of this research is to determine if the Retail Service Quality Scale (RSQS) created by Dabholkar et al. is useful for assessing retail establishments in rural South India. The study polled 250 customers from rural India's department stores to assess the RSQS's validity and dependability. In order to verify the factor structure of the retail service quality scale, we conducted a CFA in AMOS 18.0. Based on the analysis's ratings, it appeared that the data and the model were a good match.

Consumer behaviour towards Organised Retail Stores - A Study at Selected Outlets at Andhra Pradesh, by Salam, Osman Bin et al. (2012), discusses the significant changes taking place in the lifestyle and profile of the Indian consumer. India has a young, vibrant populace that is full of life and hope. More than half of India's population is under 25. Customers' priorities have shifted from cost to other factors like product quality and aesthetics. Those in the middle and upper classes nowadays are willing to spend more money if it means getting their hands on an experience that will make them feel good. Currently, consumers are trending towards high-end purchases and are eager to try out cutting-edge styles and gadgets.

According to an article by Sanjay Manocha et al. (2012) titled "Organized Retailing in India: Challenges and Opportunities," the retail scene in India is shifting rapidly and is being closely examined by both international and indigenous investors. Retail is undergoing a sea change as a result of market liberalisation and shifting consumer

behaviour. The retail industry in India is booming and spreading its success and its customers' tastes to other parts of the country. Now accounting for 10% of GDP compared to 8% in China and 6% in Brazil, retailing is the single most important economic driver in the country. By 2010, the modern retail industry will have the potential to employ 2.5 million people in a variety of retail operations, and over 10 million more in retail support activities. Currently making up approximately 4-6% of the market, organised retail is expected to grow to over 30% of the industry by 2013. It has tremendous expansion potential in the near future. India is rapidly overtaking other countries as the world's preferred shopping destination.

According to P. Sathyapriya et al. (2012), who conducted a study on the quality of retail services provided to customers in the Palamudhir Nilhayam area, organised retailing in India accounts for 15 percent of the country's gross domestic product. It targets modern Indian consumers, particularly urban Indian ladies. India's small but well-organized grocery stores, like Palamudhir Nilhayam, have stepped up to meet this need. However, small Indian retailers would face difficulty in competing with large international chains like Walmart, Carrefour, and Tesco as a result of the government's proposed retail sector changes for the flow of FDI in November 2011. Personal connections with consumers and their continuing happiness will go a long way towards ensuring the survival of small retail businesses. One such store, Palamudhir Nilhayam, was established in 1963 in the South Indian city of Coimbatore. This modest retail organisation has been forced by the current market to focus on their customers and develop long-term strategies for survival. Using a survey administered in 120 outlets, this study investigates the level of client satisfaction with the services given by Palazudhir Nizhayam. The variables that affect clients' happiness are put via a factor analysis. As a result, businesses will have a better grasp of their customers and be better equipped to adapt to an increasingly competitive market.

A.K. Singh et al. (2012) found that people's go-to places for buying groceries were changing from mom-and-pop kirana shops to chain supermarkets and hypermarkets in their study, Study on Shifting Consumer Preferences from Unorganized Retailing to Organized Retailing in Noida Bookman. Preferences for kirana or organised retail were mostly impacted by consumers' familiarity with particular brands and the availability of credit cards. Credit card use boosted spending at department retailers.

In his study "Customers Perception Regarding Purchase Behavior towards Malls: A Study of Noida and Ghaziabad," P.A. Srivastava (2012) found that shoppers' opinions of malls were generally consistent across urban and suburban areas. In both urban and suburban settings, consumers were willing to pay a premium for name brands. They preferred to shop for groceries at stores within walking distance, but were willing to go further to find the best deals on clothing. Results indicated that consumers became more discerning and well-informed after being exposed to marketing strategies via digital and traditional media.

According to research done by Mohan Chandralal TS (2011), the impact of gross sales surplus on total assets and profitability is negligible compared to the impact of capital assets. Debt-to-equity ratio is only mildly affected by sales volume. He has pinpointed issues including inadequate revenue from electricity sales to the agricultural sector, power loss from technical and non-technical causes, electricity theft, and concession abuse as the main causes of Tamil Nadu Electricity Board's massive loss.

By employing the 'Z' score model, Khannadhasan M. (2011) determined that Wendt India Ltd. was in good financial standing. Financially, he thought, the company was in good shape.

In his 2011 study, Ali Muhammed Khusik used a well-structured, pilot-tested questionnaire to obtain primary data from the growers and sugar business in Sindh and Punjab. Half of Sindh's sugar mills were found to be classified as "big" in size. Even though 70% of Punjab's sugar producers are considered to be "big," the comparative strength of the industry shows that "large" producers in Punjab actually had the upper hand in terms of output.

In his research, Amarnender Reddy (2011) In spite of strict government oversight, the free market pricing of pharmaceuticals in India has been on the rise, but with considerable swings in either direction. Diversion to ethanol production and loss of domestic support as committed under WTO rules may cause a long-term shortage of pharmaceuticals on international markets. Long-term prospects were hampered by factors like the lowered Minimum Support Price (MSP), stagnant productivity, outdated technology, and low capacity utilisation.

In his research, Vijayakumar (2011) looked at what factors influence the pharmaceutical industry's bottom line. Using standard least squares methods, we examine the factors that influence profitability. According to the data, the variables of vertical integration, previous profitability, growth rate of assets, and inventory turnover ratio come in second and third, respectively, when it comes to predicting the profitability of the Indian pharmaceutical industry. The research found that while assessing profitability, businesses should think about all of these factors.

Using the research of Santimoy Patra (2011), this article makes an effort to compare the financial success rates of a few publicly traded and privately held Indian steel firms based on their return on investment. According to the results, private enterprises put on a better show than public ones when it comes to earning return and preserving reliability.

The author, Bhunia Khan (2011), looked into the connection between the profitability and working capital management of Indian private sector steel businesses and their liquidity management. The study's overarching objective was to look into how well short-term liquidity serves the business as a whole and how it correlates with profits. In a study spanning eight years, from 2000 to 2010, the researcher analysed data from 230 commercial steel businesses in India. The success of the selected businesses provides the data for our analysis. Independent variables such as ICR, ITR, ALR, DER, CR, LR, DTR, and CTR were used. The findings of the multiple regression and correlation analysis lead the researcher to the conclusion that the liquidity and solvency position in relation to debt is positive and relatively well-organized. There is no correlation between overall liquidity and profits.

In his 2011 article, A. Vijaykumar analyses the organisational structure and financial success of Automobile Company. The analysis's focus is on how far the firm has progressed. Financial success is based on structure. The study used a regression model, and the results showed that growth and company size are significant positive drivers of profitability, while leverage and liquidity are negative drivers of profitability. Additional factors that were discovered to have a significant impact on profitability in the Indian auto industry were found to be the ratio of capital to output, market share, and the company's history of profitability.

Study by Pimplapuri Kulkarni (2011) sought to examine the results of working capital management and working capital leverage on Bharat Petroleum Corp. Ltd.'s bottom line. Five years, from 2005 to 2010, were devoted to this investigation. Most of the information came from the frequently released yearly reports of the corporation. It had been determined that Return on Investment (ROI) would be the best metric by which to assess the efficacy of Working Capital Management. Analysis was performed using Karl Pearson's Correlation and Multiple Correlation. Using working capital equity, we were able to determine the effect of leverage. The researcher found a negative correlation between the company's viability and the current ratio, which led to the conclusion that the current ratio was unfavourable. The researchers also found that the ratio of a company's existing assets to its total assets had a negative effect on its profitability.

According to the research conducted by Ravi Kiran et al. (2011), the pharmaceutical business has experienced more R&D growth since the implementation of TRIPs. In the years since TRIPs was passed, pharmaceutical R&D operations have greatly improved. The pharmaceutical industry has also seen improved exports as a result of patents issued under Post-TRIPS agreements.

Dr. Vivek Kumar Shrivastava (2011), Only 25% of the top 30 Indian pharmaceutical companies have challenged the process patents of best-sellers, according to a new report. Indian pharmaceutical companies are investing heavily in R&D facilities in preparation for contract and partnership research. Over half of India's pharmaceutical companies, the report claims, will begin producing APIs and dosage forms to supply the country's booming export market. Indian pharmaceutical companies have shifted their focus to the domestic market, the findings suggest. This is a long-term investment that will bear fruit if businesses are able to capitalise on the momentum they've established. India's pharma sector needs to invest more heavily in R&D if it wants to maintain or expand its presence in the international market. For the new company to break into the market, they must first create a novel drug delivery system (NDDS). Thus, Indian pharmaceutical companies have started operating in this direction, bringing novel ideas, appreciation, and sufficiency to the market and the commodity.

Brand Equity, Marketing Strategy, and Retailers' Income: A Hypermarket Study by Hui-Chu Chen et al. (2011) analyses the connections between retailers' demographics,

sales behaviour, and the marketing activities (mix) that influence customer-based brand equity. Low-, middle-, and high-income groups were assigned to a sample of 435 hypermarket vendors. Customers also describe their gender, marital status, age, how often they shop, how much they spend, how they feel about the stores' pricing and advertising, and how they feel about the stores overall in terms of their brand equity (loyalty, awareness, quality, and association). The research design used here is descriptive rather than experimental, and its purpose is to provide an explanation. There is a comparison and a tracing of causation between the three income brackets in the data analysis. Comparative (ANOVA) and causative (multiple regression) statistical research reveals that low and high income groups and middle income stores all arrive at similar conclusions, with some differences.

The future of unorganised retailing in the Kanyakumari District is the topic of research presented in an article by Sivaraman (2011) with the same title. The demographic characteristics of the sample of shops' respondents have been given. There was a median age of 53.7% among those who voted for their favourite store. The vast majority of salespeople were male (94%). Seventy-five percent or more of shop owners could read and write. The median age at the selected store was 53.7%. The vast majority of salespeople were male (94%). There was only one store worker for every married couple. To the tune of $15,732.83, the average investment was made by the selected merchants. Typically, families consisted of fewer than five people. This store had monthly sales of $84,791.73, on average. A retailer's average monthly profit from this operation was $6,273.45. All of the selected merchants are seasoned veterans in this arena. The study found that the unstructured retail practises of the sampled shops might be attributed to demographic considerations.

It was investigated by Lakshmipathi Raju M et al. (2010) that a strong correlation exists between revenue and other metrics of business success. The business should focus on cutting down on its biggest expense: labour.

According to the findings of Navaneetha Kannan et al.(2010), production has been increasing. In the course of the research. The strong ties between the pharmaceutical industry and the rest of the economy bode well for the nation.

The primary goals of Thirupathy's (2010) research were to assess the impact of asset utilisation on the profitability of the pharmaceutical industry and to assess the long- and

short-term financial solvency, profitability, and growth performance of the pharmaceutical industry in Tamil Nadu. Solvency and profitability were both found to be at satisfactory levels during the study period, leading the authors of the present study to draw those conclusions.

According to research by Amit Kumar Dwivedi (2010), manufacturers are focusing on supplying distilleries and local liquor makers rather than the food plate or the regular guy. In sum, results during the evaluation period were above average.

Liquidity was found to be robust for both KAPL and RDPL in Amalendu Bhunia's (2010) research, which boded well for the companies' capacity to meet their short-term obligations when they came due. Measures of debt to assets, net worth to assets, total liabilities to assets, and total liabilities to net worth are all examples of such financial stability ratios. Chosen companies have demonstrated a declining tendency, and as a result, the financial stability of selected pharmaceutical companies has been deteriorating at a precipitous rate.

According to Maheswari S.'s (2010) research, in order for industry to become self-sufficient in raw materials, plantation programmes will need to be implemented. Additionally, businesses should keep a close eye on the pricing strategies adopted by neighbouring countries and engage in some periodic odd-watching. She also found that most plants are underutilised, thus it's important to employ effective techniques for replenishing. Using better methods of planning and management may help reduce operating expenses.

The goal of Rajendran, R et al(2010) .'s analysis of LIC's financial health from 1998 to 2008 was to make this assessment. Ratio analysis and trend analysis are just two examples of the kinds of financial analysis used to assess the situation. The researchers found a positive relationship between the firm's total current liabilities and its equity share capital over the time period under study.

According to the analysis conducted by Chander Ramesh et al. (2010), the financial situation was stable throughout the time frame of the study.

The author, Biju (2010), used a number of accounting ratios to assess aspects of liquidity, solvency, profitability, and financial efficiency. His analysis revealed strong overall efficiency and a healthy liquidity position.

Major players in the pharmacy industry in Gujarat were grouped together by Dharmendra S. Mistry's (2010) research into coherent categories based on the financial characteristics revealed by the companies' financial statements. According to the data, the size of a company, the wealth of its owners, and the availability of financing all have positive effects on economic value added.

The research of Gaur Jighyasu (2010) centred on the economic success of businesses involved in India's non-metallic mineral products sector. The research analysed financial data from fifty-seven companies in the cement, glass, gems & jewellery, refractories, and ceramic tiles sectors of India's non-metallic mineral products industry over a ten-year period (1999-2008), measuring performance indicators such as Operating Profit and Return on Net Worth and taking into account such factors as Company Size, Leverage, Working Capital Ratio, and Company Age. A significant portion of the manufacturing sector, around 15% of GDP, relies on the production of non-metallic mineral products, which account for another 3%-4% of GDP.

According to research by Yimin Zhang et al. (2010), the industry as a whole has been plagued by historically low profit margins and returns on capital. Nonetheless, the sector as a whole managed to boost productivity significantly during the analysed time frame. The industry's profitability improved slightly, albeit still not to a satisfactory level. If the current trend keeps up, the industry may be able to reach a sustainable level of profitability.

Measuring Financial Distress of IDBI with the Altman Z-score Model, by Krishna Chaitanya (2010). It assessed IDBI's monetary turmoil and concluded that the company is not in the green and will soon be bankrupt.

According to research by Sina Md Abu et al. (2010), businesses struggled to recover from the study period's rising costs of raw materials, labour, and overhead due to poor financial management.

Author Sanjay Kumar (2010) has attempted to investigate the success of India's commercial banks. Discriminate analysis of profitability, he concludes, offers a method that is both accurate in its classification and prediction of future outcomes and economical in its use of data, using only the most important of up to fourteen potential discriminatory factors. He suggested this could be put to good use in areas like bank

profitability analysis, where it would be used to determine which institutions should be considered when making investment and loan decisions.

In an effort to identify the causes of the collapse of Nigerian banks, Iyoha MA et al. (2010) employ a regression model and financial ratios. Research into the causes of Nigerian bank failure focused on metrics like the ratio of liquid assets to loans and advances to deposits. Liquidity and credit risks are the main factors in predicting the future.

Author Karamustafa Osman (2010) investigated how 24 cement companies' pre-privatization financial performance and operations had evolved. While there was no statistically significant difference between the pre- and post-privatization eras in terms of net profits or capacity utilisation ratio, there was a partial significance between the two eras in terms of investments and output levels. There was also a statistically significant drop in the workforce size and an increase in productivity during these times.

In a case study of the aluminium production sector, Debasesh Sur et al. (2010) investigated the relationship between the liquidity and profitability of Indian private sector enterprises. They discovered a strong link between the selected companies' liquidity and their profitability.

According to Amalendu Bhunia's (2010) study, financial output of the designated Pharmaceutical companies, KAPL and RDPL's high duty status suggests they are likely to meet their near-term financial commitments. All of the success indicators and financial returns are almost identical between KAPL and RDPL. The coefficient of correlation is extremely close to one.

This report examines the pre- and post-merger success of acquiring companies, as conducted by Fulbag Singh et al. There are a total of 153 companies included in the report. Five different metrics of benefit were used to examine how mergers affected the long-term success of acquiring companies. According to the data, only 29% of businesses have the potential to boost profits. According to this theory, management must watch how assets are used very closely after they are acquired. Acquisitions' bottom line was not harmed by the activation of either profit- or loss-neutral units.

Author Khwaja et al. (2010) investigated the effect of working capital management on profits. The research set out to learn how various working capital factors affect the

profitability of Asian businesses. The study looked at data from a survey of 332 publicly traded industrial firms conducted over the course of five years (2006-2010). The method of analysis was statistical panel data analysis. Companies' payables and receivables were separated by a cash exchange period, defined as the number of days from which these transactions occur. It takes days to market and sell a finished product that was made from raw materials. The average length of stock can be calculated by dividing the average inventory by the average daily sales. Since the availability of cash in the short term can affect a company's bottom line, the existing ration was used as a control variable to prevent any discernible effect on the final tally. Since a company's size can affect its performance, the natural logarithm of revenue was used as a control variable to maintain a constant company size. Different businesses have varying amounts of cash on hand set aside for making quick profits. The ratio of financial assets to total assets was used as a control variable to ensure no significant bias was introduced. The debt-to-asset ratio was used as a control variable to maintain continuity in the effect of debt consumption.

Selvam M. (2009) predicted India Cements Ltd.'s (India Cements) financial health and viability in his study. The cement firm analysed by him was on the brink of financial ruin, he concluded. They went on to say that the financial stability of cement firms has been the subject of empirical research.

In 2009, Dheenadhayalan V. et al. analysed the correlation between pharmaceutical firms' liquidity and their profitability. In this respect, pharmaceutical companies were chosen as the sample unit. It was determined that a relatively lengthy time frame was required to draw reasonable and useful conclusions.

According to Navaneetha Kannan V.'s (2009) research, this study was designed to assess the monetary health of specific pharmaceutical firms. High-light diverge activities related to the financial status of the selected pharmaceutical companies have been revealed through the analysis and interoperation of the collected data. Using ratio analysis and the Altman Z-score, the researcher evaluates the company's financial performance.

As a legal-cartel, the industry studied by James A. Schmitz et al. (2009) was guaranteed extensive loyalty to domestic and import sales quotas in exchange for accepting government-sponsored cartel provisions. These requirements significantly altered

manufacturing and location decisions. As a result of these changes, the industry's rate of recovery dropped.

The author, Jayantilal Patel (2009), has researched the pharmaceutical industry's pricing, research and development, and the creation of complementary products, as well as efforts to reduce production costs. A researcher made a proposal for the pharmaceutical industry's expert group's suggestions. Many pharmaceutical companies have been inspired to strive for excellence by the efficiency awards they have received in a variety of fields.

In Anuradha Rajendran's (2009) research, he examined seven different industries in the private sector. The analysis employs a number of statistical methods, including the mean, standard deviation, t-test, correlation, multiple regression, stepwise regression, and path analysis. The main goals are to analyse the financial performance and growth of the selected industries and determine their profitability. The study's author recommends ways to expand and improve certain segments of the pharmaceuticals business.

According to Amit K. Malik et al. (2009)'s findings, no sector distinguished itself as a high-stakes gambler over the course of the study's time frame. In theory, it would be ideal to have both high and low levels of financial and business risk. Throughout the research period, no definitive positive or negative correlation between business and financial risks at the sampled companies was observed.

In Ramanchandran (2009), the authors examined the connection between working capital management efficiency and EBIT in India's paper industries. Cash conversion cycle and inventory days were found to be negatively correlated with EBIT. While both days' worth of accounts payable and days' worth of accounts receivable have a positive correlation with EBIT.

The author, Sumathi N. (2009), conducted a statistical analysis using a combination of the correlation, t-test, and Multiple Regression analysis to determine the nature of the relationship between the variables and the factors that ultimately determined the level of profitability. A key factor in determining the profitability of selected textile companies in the Coimbatore district was found to be the management of working

capital. In order to maximise profits, businesses must focus on a smaller number of factors.

To evaluate the connection between ROA and ROE, Anura De Zoysa et al. (2009) conducted an examination. It was discovered that compared to their Malaysian counterparts, all six Sri Lankan industries posted significantly higher ROAs. The return on equity (ROE) for Malaysian companies is marginally higher than that of Sri Lankan firms.

As reported by Ravi Kiran et al. (2009), they analysed data collected over a ten-year period (from 1998 to 2008). The research looked at the performance of the Indian pharmaceutical industry using indicators such as sales, net profit, R&D expenditure, and new drug applications (ANDAs and DMFs). According to the results of the study, the company's production has increased significantly. India's status as an API powerhouse is expected to rise rapidly. Specifically, the years 2000–2008 saw unprecedented growth. Based on the sales data, Torrent came out on top, followed by Glenmark and Dr. Reddy. When looking at Net Profit growth, Glenmark outpaced the competition, followed by Dr. Reddy's Lab, and finally Torrent. When compared to other pharmaceutical companies, Ranbaxy spent the most money on research and development. When looking at expansion rates, Aurobindo was first, followed by Cipla and Workhardt. When it comes to new drug applications (ANDAs) and drug master files (DMFs), Indian companies have been in the vanguard. The rate of growth in R&D spending was 5.07 percent higher in the POST-TRIPS phase than in the preceding PRE-TRIPS phase, which stood at 3.88 percent.

According to studies conducted by Singh JP et al. (2008), businesses rely heavily on both fixed and current assets, and working capital management is essential because it affects both profitability and liquidity. Working capital management was found to have a significant effect on Hindalco Industries Limited's bottom line after extensive analysis.

Mean, Coefficient of Variation (CV), T-test, Correlation, Multiple Regression, Stepwise Regression, and Path analysis are used to measure and analyse the financial performance of the selected industry in Thiyagu's (2008) study. He proposed that companies keep their total borrowings below their share capital, reserves, and surplus at all times.

Tamizhselvan (2008) looked at the efficient use of both fixed and current assets in various industries to determine their respective profit margins. In order to assess profitability, liquidity, and working capital, the researcher employed a number of statistical tools, including the Alt-man Z-Score model. He arrived at the positive conclusion that the economy was in generally good shape during the study period.

According to David Kelch et al. (2008), lowering quotas and/or high tariffs is necessary for the reforms to be effective in reducing overproduction on their own.

Author Krishnaveni (2008) examined performance evaluations, and she concludes that the Indian chemical industry would benefit from liberalisation measures and the aforementioned recommendations. Further liberalisation policy reinforcement was also recommended in this study. Therefore, our planners' hopes of hastening the country's economic growth are not yet lost.

Author Adolphus J. Toby (2008) demonstrated a statistically significant connection between liquidity and selected measures of profitability, efficiency, and indebtedness in publicly traded Nigerian manufacturing companies. Increases in average profitability (21.9%), efficiency (16.1%), and indebtedness (16.6%) are more pronounced for every percentage point in average liquidity.

According to research conducted by Burange LG et al. (2008), the manufacturing sector has undergone a radical change in its approach to technological production. Out of the seventeen firms accounting for 90.21 percent of the total market share, approximately 47 percent have been recorded, above industry average performance in the overall competitiveness index, as part of the evaluation of the competitiveness of firms in the Indian cement industry for the year 2006-2007. As a result, it can be concluded that the state of the cement industry as a whole during the time frame of the study was good.

According to the research conducted by Mohammed Abu (2008), the trade creditors care about the company's liquidity to pay off claims. That's why they're only going to focus on the company's liquidity in their analysis. The company's suppliers are worried about the company's financial stability and viability. Profitability of the business was examined over time. Creditors with a longer time horizon cared more about the company's financial stability and profit margins. Earnings are the primary concern of

the investors. So, they focused their attention on assessing the company's current and projected earnings, as well as its exposure to risk.

In order to forecast financial performance, Peter Bogetoft et al. (2007) conducted a simple cross-section regression• analysis to determine the nature of the relationship between the variables that make up financial performance and the ability to do so. In this financial analysis, we looked at revenue, assets, profit, PBT, div, rem, fl, and nw as key performance indicators. As a result, he concluded that sales performance over the four-year period was stable.

According to Robert L Howse et al. (2007), this has significant ramifications for both the pharmaceutical manufacturers in the European Union and the developing countries that have benefited from preferential access to the European Union market. The surplus exports were viewed as a reflection of illegal de facto cross-subsidization, wherein rents from production that benefited from high support prices were used to cover losses related with exports of pharmaceutical companies to the global market, according to a WTO dispute settlement panel.

According to Debasish Sur's (2007) research, the pharmaceutical industry in India has been instrumental in improving health and reducing crime. In terms of volume, it ranks fifth, and in terms of value, it ranks 14th in the world. This study compares the fortunes of six of the most prominent firms in India's pharmaceutical sector from 1993 to 2002. Comparisons were made using statistical methods. The variables, he discovered, had a positive correlation.

Strategic working capital management was the focus of Chakraborty PK et al(2007) .'s research, which examined the function it served in the evolution of the company's approach to business and, by extension, the guarantee of the company's continued existence. In addition, they emphasised the multifaceted nature of the effects that choices regarding a company's current assets and current liabilities can have on its performance.

In their research, Raheman A et al. (2007) attempted to demonstrate the impact of various working capital management variables on the net operating profitability of Pakistani firms. These variables included average collection period, inventory turnover in days, normal payment period, cash conversion cycle, and current ratio. They

discovered a robust inverse relationship between working capital management variables and firm profitability. As the cash conversion cycle lengthens, the firm's profitability decreases, and managers can boost shareholder value by bringing it down to its shortest possible length.

Instead of using some common working capital management ratios, the study by Ghosh SK et al. (2007) attempted to investigate the efficiency of working capital management of the Indian cement companies by calculating performance, consumption, and overall effectiveness indices. This paper not only experienced the rate at which an individual firm during the study period reached its target efficiency level, which was set according to industry norms. The study's findings indicated that the entire Indian cement industry did not fare particularly well during the time period examined.

Rathore GS et al. (2007) examined the capital structure, working capital, profitability position, operating performance, and overall financial performance. It can be concluded that throughout the study period, Air India demonstrates better capital structure performance and improves its capital structure.

Deep D et al (2007), The study took note of the firm's cash flow status. It was proposed that the utility raise its rates, which would increase its cash on hand and decrease its current liability.

According to Vishnani S. et al. (2007), the length of time a company keeps its inventory, its debtors' payments, and its net working capital cycle all have a negative impact on the company's bottom line. The average payment period, on the other hand, is positively related to financial success.

According to Maji and Ghosh (2007), Indian businesses were the focus of an examination of various theories of the capital system, including the Perking order theory and the static exchange theory. The study analysed how firm leverage is affected by four factors of the capital structure: tangibility, scale, dividends, and profitability. In this study, 160 companies across 6 different manufacturing industries were analysed using a regression model. The results showed that there is a positive relationship between firm size and leverage, a positive relationship between tangibility and leverage, and a negative relationship between dividend and leverage. As they do not subscribe to any particular theory, they are unable to offer conclusive evidence.

Using a sample of Indian small businesses, Renu Luthra et al. (2006) examined the role that various structural variables play in determining company profitability. Profitability and other factors, such as total assets, scale of operations, and so on, were studied within a single equation regression framework. The absence of evidence led the researchers to accept the null hypothesis in his study.

Internal and external financing decisions were analysed as interdependent and consequential upon the structure of current and fixed assets (Sushma Vishnavi, 2006). The ratios of profitability are highly correlated with one another. In order to boost their bottom lines, businesses may look into reducing production costs, increasing investments in fixed assets, and increasing sales volume.

In his book, "Thirumavalavan, (2006)," author Thirumavalavan reveals that internal and external profitability and performance are measured in great detail. Before interest and taxes, a company's net profit was a crucial metric for gauging its success. The economic and industrial environment is characterised by a large number of highly dynamic external variables. Using multiple regression, this research aims to identify the company-specific factors that influence aluminium firms' EBIT. Both cost of sales and profits retained played a role in skewing the results, while fixed assets had a greater impact on net worth.

The research, conducted by Eljelly (2006), looked at 929 Saudi Arabian joint stock companies and their relationship to profitability and liquidity using indicators like the current ratio and the cash conversion cycle. Analysis by means of a correlation or regression. As measured by the current ratio, he discovered a strong inverse correlation between the company's profitability and its liquidity. Companies that have high current ratios and lengthy cash conversion cycles will see a stronger correlation between the two variables. However, he discovered that the cash conversion cycle or the cash gap is more important as a determine of liquidity than the current ratio that affects profitability at the industry level. A significant relationship between firm size and profitability in a given sector was also discovered.

Working capital ratios, overall profitability ratios, and the interrelationships between them have all been measured and shown to have a significant relationship by the research of Shanmugam R (2006). The study found that the correlation between sales and working capital was statistically significant in the business sector as a whole.

Using a sample of 72 firms from the tea, chemical, paper, and pharmaceutical sectors, Santancy and Ghosh (2006) investigated the connection between operating leverage and profitability. They found that operating profit was proportional to the amount of operating leverage.

The goal of the stepwise regression analysis conducted by Misra DP and Mishra PK (2006) was to look at the effects of various independent factors on profits. These factors included company size and volume growth, operating cost ratio, leverage, liquidity, receivables turnover, fixed assets turnover, and age. The findings indicated that maximising profits required careful attention to both inventory and current asset management.

According to the author, Sudarsana Reddy (2006), the company can increase its profit by increasing its capacity utilisation, machinery and labour productivity, and emphasis control by adopting a cost-volume profit analysis and budgetary control system. The research showed that the owner's funds were insufficient to finance fixed assets, and that there was no statistically significant correlation between fixed assets and sales.

Accounting ratios are a tool that Mansur A. Mulla (2006) uses to assess the overall trajectory of a company's financial health over time. The mill's liquidity performance deteriorated, leading to a rise in current liabilities even as current assets fell.

Rao MP (2006), they analysed how engineering firms' debt-equity ratios were affected by their levels of profitability. Specifically, it showed a negative correlation between high debt-equity ratios and lower profits as a result of higher interest payments, and high profits and lower debt-equity ratios as a result of lower interest payments. Earnings are the ultimate determinant of a company's operational efficiency and the rate of return on owner's capital. Therefore, profits are essential for the smooth operation of the business and the protection it needs from market competitors.

According to Raval Dharmesh S. (2006)'s Cost & Revenue Pattern Research shows that for each company, the null hypothesis is rejected and the alternative hypothesis is accepted. This is consistent with the idea that the ratio of individual costs to total costs varies significantly between businesses over time. According to Return on Investment Perception, there is little to no variation in the ROI ratio across the different companies studied, and there is also little to no variation within a company across different time

periods. The Fixed Charges Cover Ratio shows that there is a wide range of values across the companies under consideration, but that there is little significant variation between the Fixed Charges Cover Ratios of the different years for each of the companies. There is no consistent pattern in the proportion of individual costs to total costs, suggesting that the company cannot be relied upon to provide accurate estimates of the prices it pays for commodities. Because of this, neither is fixed, and there is no predetermined relationship between them and total expenses. The materials used, the costs associated with acquiring those materials, and any other associated expenses should all be standard across both companies.

An empirical evaluation of a tool for measuring retail service quality was conducted by D. Parikh (2006) and published under the title Measuring Retail Service Quality: An Empirical Assessment of the Instrument. According to the findings, demographic factors like income and culture are significant determinants of shopper preferences. Regardless of the nature of the store, however, cutting-edge methods of doing business are an absolute necessity right now. Especially the disorganised merchants should be cognizant of this fact. Government agencies should formally intervene to educate and support unorganised retailers in light of the widespread lack of education in the unorganised retail sector and the occurrence of agitations against organised retail formats. According to the study's findings, the firmographic of a retail business is also a major factor in drawing in customers.

2.3 RESEARCH GAP

It has been determined from a review of the relevant literature that the majority of pharmaceutical company research focuses on such financial metrics as return on investment, capital structure, and working capital management. Based on a review of the literature, it has become clear that the vast majority of retailing studies focus on aspects of the consumer experience (such as consumer behaviour or consumer perceptions of retailers). Additionally, the effects of organised retailing on the unorganised retail sector have been studied extensively, and the results are consistent. Not enough studies have examined the market value and profitability of specific Indian pharmaceutical and retail firms. Neither the market value nor the profitability of a sample of India's pharmaceutical or retail giants have been compared.