

An Organization Study Report of

“ASIAN PAINTS PVT LTD”

Submitted by

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(1CR19MBA08)

Submitted to

VISVESVARAYA TECHNOLOGY UNIVERSITY,

BELAGAVI



**In partial fulfillment of the requirements for the award of the degree to
MASTER OF BUSINESS ADMINISTRATION**

Under Guidance of

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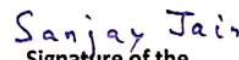
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CERTIFICATE BY THE INSTITUTION

This is to certify that **Ms. ANITHA G** bearing **USN 1CR19MBA08** is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on **ASIAN PAINTS** is prepared by her under the guidance of **Mrs. Sabeha Mufti**, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi Karnataka.

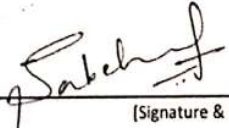

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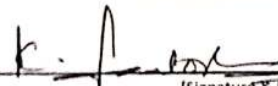
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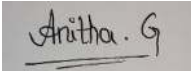
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DECLARATION

I, **ANITHA G** bearing USN **1CR19MBA08** hereby declare that the organization study conducted at **Asian Paints Ltd.** is record of independent work carried out by me under the guidance of **MrsSabehamufti** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru. I also declare that this report is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone an organization study for a period of four weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

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Place: Bengaluru
Date: 30/09/2020

Signature of the Student
USN: 1CR19MBA08

ACKNOWLEDGEMENT

I acknowledge the deep gratitude to all those who have made organization study successful and helped in preparing the report.

I would like to express my sincere thanks to **Dr. Sanjay Jain**, principal of CMR Institute of Technology, Bengaluru for his valuable support and guidance throughout the course of organization study.

I am grateful to **Prof. Sandeep kumar M**, HOD of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant motivation and inspiration.

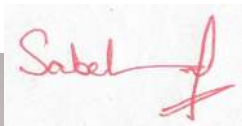
I thank my internal guide, **MrsSabeha Mufti**, Professor of the Department of MBA, CMR Institute of Technology, Bengaluru for her constant guidance and support throughout the organization study.

Ms. Anitha G

1CR19MBA08

WEEKLY PROGRESS REPORT

Student Name	Anitha G
USN	1CR19MBA08
Title of the Study	Organization study
Organization	ASIAN PAINTS LIMITED
WEEK-1	
Duration (start date - End date)	6.8.2020 - 12.8.2020
Chapters covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
WEEK-2	
Duration (start date - End date)	13.8.2020 - 18.8.2020
Chapters covered	Chapter 3
Descriptions of activities performed during the week	McKinsey's 7S framework, Porter's Five Force Model.
WEEK-3	
Duration (start date - End date)	19.8.2020 - 26.8.2020
Chapters covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	VOT Analysis and analysis of financial statements
WEEK-4	
Duration (start date - End date)	27.8.2020 - 30.8.2020
Chapters covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography

Signature of the Student

Signature of the Guide

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CHAPTER – 1

INTRODUCTION

Temporary position is a chance to obtain the organization's continuous status. Entry level position encourages us discover organization profile, work process display, organization subtleties. It helped me to have a commonsense involvement in the organization and helped me distinguish the substance of my investigation. Since the organization is associated with the assembling business, a standout amongst the most vital parts of assembling organizations is stock administration, the topic of study is stockadministration.

Stock Management is command of non-promoted resources (stock) and stock things. One of the provider cable the board is supervision of stock administration to administer the stream of merchandise to makers and distribution centers.

INDUSTRYPROFILE

Asian Paints Limited is a paint organization. Organizations take part in the matter of assembling, selling and conveying items that give hues, coatings, home stylistic layout, washing fittings and related administrations. The organization's business divisions are artistic creations and home enhancements. Its geological parts are residential and global activities. Its items are enhancements, straightforward fruition and merchants for indoor dividers; Finishing surfaces, basic completion and plan outside of outer dividers; Wall letters; Tree completes; Metal completion; Water sealing arrangements; Gloves, and instruments and devices. It works in around 20 nations and has more than 30 fabricating offices in more than 65nations.

The market size of the Indian Paints segment was 170 billion dollars in esteem and it was part. Regarding esteem, the industry ascended from 17% to 18% in the business, with a development of 9% in YoY, over the most recent five years. The utilization of hues in India is 0.5 kg every year contrasted with 22 kg in 1.6 kg in China and created economies.

A lot of the world shading market is painting just 0.6%.

CHAPTER -2

Organization Profile



Asian Paints Limited is an Indian worldwide paint organization headquartered in Mumbai, Maharashtra. Organizations take part in the matter of assembling, selling and disseminating items that give hues, coatings, home stylistic theme, washing fittings and related administrations. Asian Payments is India's biggest and Asia's third biggest painting partnership. By 2015, it had an extensive piece of the overall industry of 54.1% in the Indian shading industry. Asian Paints Burger International is a holding organization.

HISTORY/BACKGROUND

It is a long way from the organization's dispatch in 1942. A four-companion organization was set up to assume control over the world's biggest and most popular paint organizations around then. Amid the 25 years the Asian Paints Corporate Force turned into the main painting organization in India. The organization is a market head in canvases since 1967, with its solid client driven and imaginative demeanor. Today it is twice as quick as any paint organization in India. Asian paints make broad hues for beautifying and modern use.

In February 1942, four companions were established by ChampalalChoksey, ChimanlalChoksi, SuryaKantDani and ArvindVakil in Mumbai's carport. World War II and the Quit India Movement The 1942 brief prohibition on paint imports was just remote organizations and shalimar depictions in the market. The Asian Paints Market took a turnover of 23 crores in 1952, yet just 2% PBT edge. By 1967 it turned into the nation's driving paint maker.

The four families together had a large portion of the organization's offers. In any case, when the organization extended past India, question of worldwide rights started during the 1990s. Debates Chokes sell their 13.7% stake in 1997.

NATURE OF THE BUSINESS

AsianPaints Limited, is an Indian Multinational paint company headquartered in Mumbai, Maharashtra. The company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home decor, bath fittings and providing of related services. Asian Paints is India's largest and Asia's third largest paints corporation. As of 2015, it has the largest market share with 54.1% in the Indian paint industry. Asian Paints is the holding company of Berger International.

VISION

We want to be an innovative, agile, and responsive world class research and technology organization that's aligned to future customer needs and catalyses the growth of the company across existing and future businesses.

MISSION

Obviously a clear goal for the future, Asian Paints is one of the best five extravagant covering organizations on the planet by expanding its skill in rising markets. All the while, the association means to assemble long haul an incentive in modern covering business through collusions with set up globalpartners.

QUALITY POLICY

- We shall provide products and services that meet stated standards on time, every time.
- We shall continually improve our processes to understand changing customer needs and preferences and use the same as input for periodically reviewing and revising performance standards of our products and services.
- We accept Zero Defect as a quality absolute, and shall design and operate our quality system accordingly.
- We shall organise our work practices to do a job right the first time, every time.
- We are committed to continual improvement in quality in all business processes and shall track such improvement through measurable indicators.

WORLDFLOW MODEL / SUPPLY CHAIN

Asian Paints' supply chain plays a pivotal role right from sourcing of raw and packing materials to production locations, manufacturing and delivery of the product.



To ensure that we stay ahead of the curve, there are dedicated departments for bringing in process expertise, new products, packing material development and identifying opportunities to create value by collaboration.

Along with rapidly expanding operations, we aim to ensure the well-being of the planet and the people. Each manufacturing facility leads intensive community engagement programs. We have targeted strategies for reducing its environmental load right from natural resource consumption reduction and waste minimization to usage of clean energy in operations.

PRODUCTS/SERVICES PROFILE

Asian Paints offers a wide spectrum of services in the following areas -

Decorative – under this segment it offers Painting Guide, Painting Solution, Paint Calculator and paint selector as value added service.

Industrial – Asian Paints offers 4 types of industrial coatings such as -

Protective Coatings – protects steel and concrete structures from the corrosive action of harsh climates, pollution, sea spray, acids, oils and solvents.

Road Markings – are used as road markers for lane as indicator of lane separation and also as safety markers. They include ordinary road marking paint, hot applied retro-reflective thermoplastic material and retro-reflective water borne paints.

Powder Coatings – is used to enhance the performance of Industrial paints.

Floor Coatings – such paints protect's the floor surface and prevents crack formation, insect nest formation, water seepage etc.

Automotive – It includes wide range of motor bikes and car paints.

Synthetic/Acrylic Washable Distempers: Tractors



Acrylic emulsion: echolite (Quality I,) Royale (premiumdivision)



Plastic emulsion paint (insides/outside): decoplast (QualityII),



Synthetic Enamel: Echocolite,Gattu



Packet Distemper:Utsav



OWNERSHIP PATTERN

The company has 12 institutional owners and shareholders that investing through Securities Exchange Commission (SEC). Largest stakeholders include Bridge Builder International Equity Fund, and Touchstone Sands Capital Emerging Markets Growth Fund.

Board of Directors /Promoters

Mr. Ashwin Choksi Non-Executive Chairman	Mr. Ashwin Dani Non-Executive Vice Chairman	Mr. Abhay Vakil Non-Executive Director
Mr. K B S Anand Managing Director & CEO	Mr. Mahendra Choksi Non-Executive Director	Mr. Malav Dani Non-Executive Director
Ms. Amrita Vakil Non-Executive Director	Mr. Mahendra Shah Independent Director	Mr. Deepak Satwalekar Independent Director
Dr. S Sivaram Independent Director	Mr. S Ramadorai Independent Director	Mr. M.K. Sharma Independent Director
Ms. Vibha Paul Rishi Independent Director	Shri R Seshasayee Independent (Additional) Director	

ACHIEVEMENTS/AWARDS

- Asian Paints was ranked 9th amongst the Top paint companies in the world by Coatings World - Top Companies Report 2019 (July 2019 Issue).
- Included in the Forbes List of World's Best Regarded Companies (Sept 2019). Second Consecutive appearance for Asian Paints in the coveted list
- Included in Forbes Asia's list of BEST OVER A BILLION companies in Asia Pacific (Sept 2019)

FUTURE GROWTH ASPECTS

Asian Paints Limited ("Asian Paints") ASPN.BO is transforming itself to become a major world player in the decorative paints business with particular focus on emerging markets following its acquisitions of controlling stakes in Berger International Limited ("Berger International") of Singapore and SCIB Chemical S.A.E. ("SCIB") of Egypt. The total investment made by the company in both these acquisitions amount to around US\$ 16.8 million (S\$29.6 million).

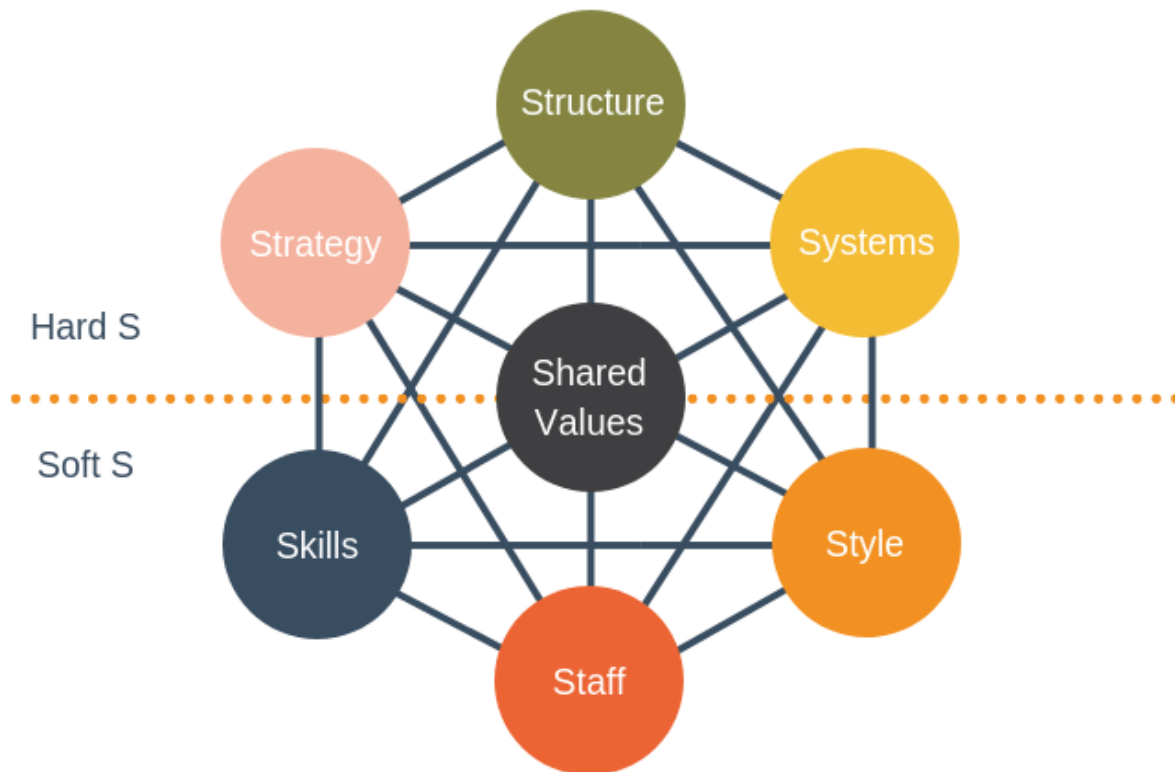
Asian Paints announced that it would focus on emerging markets of the world for growth and also that Berger International will be the main growth driver for Asian Paints' international operations.

On the international front, the company has made forays in 13 countries in the last four months through Berger International (11 countries), SCIB Chemical, Egypt and Bangladesh (greenfield venture).

The immediate focus will be to turn around the operations of under-performing units of Berger International and add value from Asian Paints by improving efficiencies in operations, manufacturing, distribution and introduction of new products.

CHAPTER-3

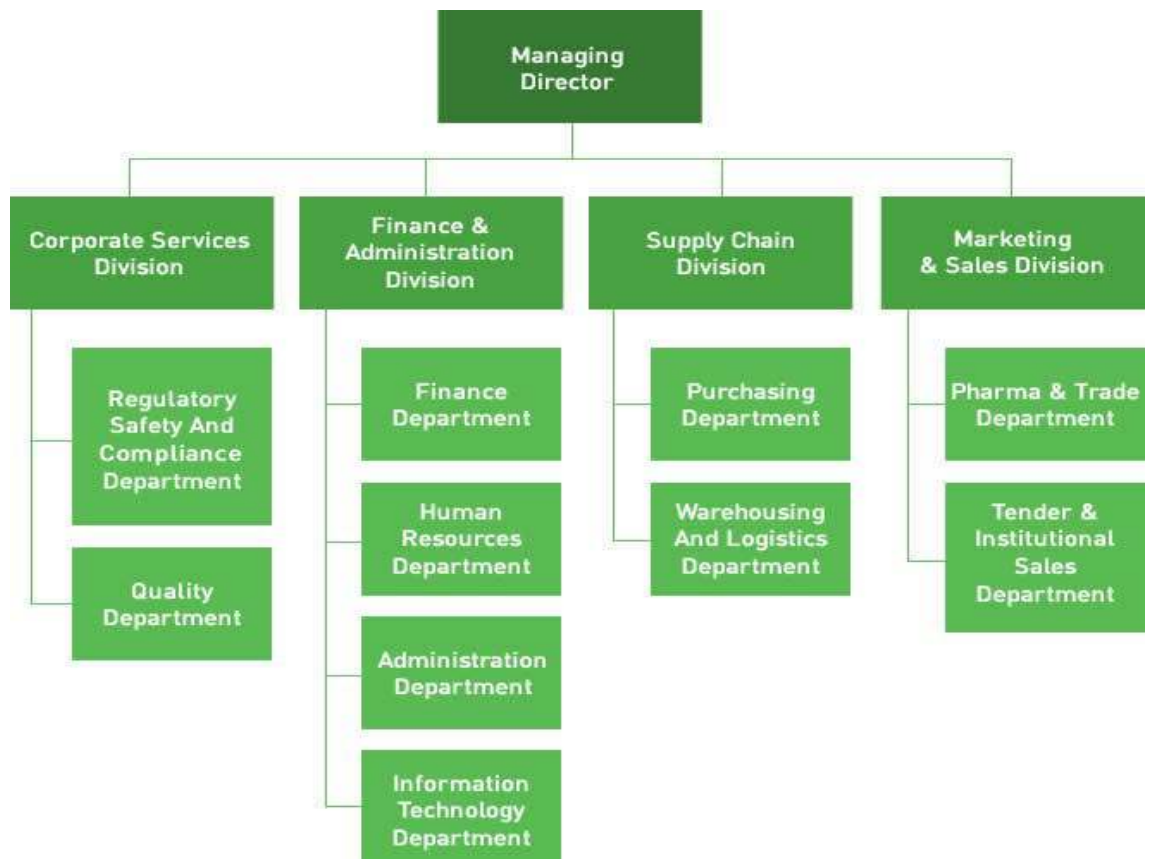
McKinsey 7S Framework



1. Structure

- It is way in which the organisation is built/structure and also who reports to whom. The structure of the organisation represents hierarchy of the company. Thus the organisation structure is the pattern of relations among various divisions of the company. The basic structural forms are;
- Functional form
- Divisional structure
- Matrix structure
- Network structure
- line structure

- staff structure.
- The modification of organizational structure to support digital business. The key issues are:
- Integration of digital marketing or e-commerce teams with other management, marketing (corporate communications, brand marketing, direct marketing) and IT staff.
- Use of cross-functional teams and steering groups.
- Insourcing v/s outsourcing.



2.Systems

- The development of specific processes, procedures or information systems to support digital business. The key issues are:
- Campaign planning approach-integration.
- Managing or sharing customer information.

- Managing customer experience, service and content quality.
- Unified reporting of digital marketing effectiveness and
- In-house v/s external best-of-breed v/s external integrated technology solutions.
- Based on the latest guidance from the FDA, an effective pharmaceutical quality system should help ensure compliance with cGMPs by focusing on:
 - Quality management
 - Quality assurance
 - Evaluation analysis and quality risk management tools
 - Preventive action
 - Risk management
 - Continuous improvement
- This latest guidance does not replace previous FDA regulations, which require every pharmaceutical quality system to include Standard Operating Practices (SOPs), adequate personnel and training systems, and an adequate system for recordkeeping. The new guidance is simply aimed at addressing advances in manufacturing technologies, quality systems and risk management approaches that have been developed since 1978. The latest guidance is also aimed at harmonizing the CGMPs with other widely used quality management systems.

3. Style

- Includes both the way in which key managers behave in achieving the organization's goals and the cultural style of the organization as a whole. The key issues are:
 - Defining a long-term vision for transformation.
 - Relates to role of the digital marketing or e-commerce teams in influencing strategy – is it dynamic and influential or a service which is conservative and looking for a voice.
 - The organizational shall demonstrate leadership style of the organization with respect to management system...
 - Taking accountability for the effectiveness of the management system.
 - Ensuring that the quality policy and quality objectives are established for the management system and compatible with the context and strategic direction of the directions.
 - Supporting other relevant management roles to demonstrate their leadership as it applies to their areas of responsibility.

- Promoting improvement
- Communicating the importance of effective quality management and of conforming to the quality management system requirements.

4. Staff

- The breakdown of staff in terms of their background, age and sex and characteristics such as IT v/s marketing, use of contractors/ consultants. The key issues are:
- Insourcing v/s outsourcing.
- Achieving senior management buy-in/involvement with digital marketing.
- Staff recruitment and retention, and virtual working.
- Staff development and training.
- NUMBER OF EMPLOYEES (Chintamani unit)

• Designation of the employers	• Number of employees
• Strength of the employees	• 290
• Manager	• 15
• Supervisor	• 50
• Staff	• 225

- The company satisfies its staff by providing proper facilities like
- Transportation for staff
- Training
- Healthy and safety measures
- Motivation

- Equal opportunities should give to all
- Respect
- Compensation
- Every company has to satisfy their staff because without them it is not possible to achieve the targets, so all needs to be taken care of.

5. Skills

Distinctive capabilities of key staff, but can be interpreted as specific skill-sets of team members. The key issues are: staff skills in specific areas such as supplier selection, project management, content management and specific e-marketing media channels.

Skills required would differ from one division to another but apart from the core competencies to manage job duties, another major quality pharma companies seek in candidates is strong ethics, as it is vital to keep data and sensitive information secured. Some key competencies required for different profiles are:

✓ **Division- R&D**

Position– Chemist

Job Requirement- To set up and conduct experiments designed by scientists related to new drug/new process/drug effects etc. Appropriately record and report all data.

Competencies and Skills required-

- Strong analytical skills
- Ability to interact effectively with peers and leaders as part of a multi-disciplinary team.
- Ability to work in a challenging and fast-paced environment and multitask effectively.
- Strong attention to detail, organizational skills

✓ **Division- Production**

Position– Pharmaceutical Manufacturing Technician

Job Requirement- To manufacture pharmaceutical components and products using appropriate equipments and following regulations and procedures. Appropriately document all actions.

Competencies and Skills required-

- Strong attention to detail
- Quality oriented
- Strong oral and written communication skill

✓ **Division-** Distribution

Position– Medical Representative (MR)

Job Requirement- Marketing company's products to doctors, institutions etc and keeping them abreast of new products and initiatives by the company.

Competencies and Skills required-

- Good interpersonal and communication skills
- Product and industry knowledge
- Basic computer literacy
- Diligent, reliable and goal oriented
- Ability to handle pressure

6. Strategy

The business strategy of AP has been on the basis of acquiring a series of short-term competitive advantages by adopting measures that raised the Cost of doing business for those its competitors by raising the hygiene element in the business. So far, Asian Paints has been using its distribution power and logistical efficiency to realize this advantage. The benefit obtained by leveraging on circulation durability is short-lived and ultimately imitable.

The company follows a three-pronged growth strategy - market growth, acquisition and outsourcing.

As part of market expansion and brand-building programs, the business has produced a consumer services section. A possible customer can call the division's helpline and check out all about paints and even get a quotation to color his house or shop - an innovative way to lessen the impact of painters on the customers' selection of brands.

PORTER'S FIVE FORCES



Porter five forces analysis is a framework that attempts to analyze the level of competition within an industry and business strategy development. Attractiveness in this context refers to the overall industry profitability. An “unattractive” industry is one in which the combination of these five forces acts to drive down overall profitability. A very unattractive industry would be one approaching “pure competition”, in which available profits for all firms are driven to normal profit. This analysis is associated with its principal innovator Michael E. Porter of Harvard University. Porter referred to these forces as the micro environment, to contrast it with the more general term macro environment. They consist of those forces close to a company that affect its ability to serve its customers and make a profit. A clear example of this is the airline industry. Porter’s five forces include - three forces from 'horizontal' competition: the threat of substitute products or services, the threat of established rivals, and the threat of new entrants; and two forces from 'vertical' competition: the bargaining power of suppliers and the bargaining power of customers. Porter developed his Five Forces analysis in reaction to the then-popular SWOT analysis, which he found unrigorous and ad hoc. Porter’s five forces is based on the Structure-Conduct-Performance paradigm in industrial organizational economics. It has been applied to a diverse range of problems, from helping businesses become more profitable to helping governments stabilize industries. Other Porter strategic frameworks include the value chain and the generic strategies.

Fiveforces

1.Threat of new entrants

Profitable markets that yield high returns will attract new firms. This results in many new entrants, which eventually will decrease profitability for all firms in the industry. Unless the entry of new firms can be blocked by incumbents (which in business refers to the largest company in a certain industry, for instance, in telecommunications, the traditional phone company, typically called the “incumbent operator”), the abnormal profit rate will trend towards zero (perfect competition). The following factors can have an effect on how much of a threat new entrants may pose:

- The existence of barriers to entry (patents, rights, etc.). The most attractive segment is one in which entry barriers are high and exit barriers are low. Few new firms can enter and non-performing firms can exit easily.
- Government policy
- Capital requirements
- Absolute cost
- Cost disadvantages independent of size
- Economies of scale
- Economies of product differences
- Product differentiation
- Brand equity
- Switching costs or sunk costs
- Expected retaliation
- Access to distribution
- Customer loyalty to established brands
- Industry profitability (the more profitable the industry the more attractive it will be to new competitors)

2.Threat of substitute products or services

The existence of products outside of the realm of the common product boundaries increases the propensity of customers to switch to alternatives. For example, tap water might be considered a substitute for Coke, whereas Pepsi is a competitor's similar product. Increased marketing for drinking tap water might "shrink the pie" for both Coke and Pepsi, whereas increased Pepsi advertising would likely "grow the pie" (increase consumption of all soft drinks), albeit while giving Pepsi a larger slice at Coke's expense. Another example is the substitute of traditional phone with a smart phone.

Potential factors:

- Buyer propensity to substitute
- Relative price performance of substitute
- Buyer switching costs
- Perceived level of product differentiation
- Number of substitute products available in the market
- Ease of substitution
- Substandard product
- Quality depreciation
- Availability of close substitute

3. Bargaining power of customers (buyers)

The bargaining power of customers is also described as the market of outputs: the ability of customers to put the firm under pressure, which also affects the customer's sensitivity to price changes. Firms can take measures to reduce buyer power, such as implementing a loyalty program. The buyer power is high if the buyer has many alternatives. The buyer power is low if they act independently e.g. If a large number of customers will act with each other and ask to make prices low the company will have no other choice because of large number of customers pressure.

Potential factors:

- Buyer concentration to firm concentration ratio
- Degree of dependency upon existing channels of distribution
- Bargaining leverage, particularly in industries with high fixed costs
- Buyer switching costs relative to firm switching costs
- Buyer information availability
- Force down prices

- Availability of existing substitute products
- Buyer price sensitivity
- Differential advantage (uniqueness) of industry products
- RFM (customer value) Analysis
- The total amount of trading

4. Bargaining power of suppliers

The bargaining power of suppliers is also described as the market of inputs. Suppliers of raw materials, components, labor, and services (such as expertise) to the firm can be a source of power over the firm when there are few substitutes. If you are making biscuits and there is only one person who sells flour, you have no alternative but to buy it from them. Suppliers may refuse to work with the firm or charge excessively high prices for unique resources.

Potential factors are:

- Supplier switching costs relative to firm switching costs
- Degree of differentiation of inputs
- Impact of inputs on cost or differentiation
- Presence of substitute inputs
- Strength of distribution channel
- Supplier concentration to firm concentration ratio
- Employee solidarity (e.g. labor unions)
- Supplier competition: the ability to forward vertically integrate and cut out the buyer.

5. Intensity of competitive rivalry

For most industries the intensity of competitive rivalry is the major determinant of the competitiveness of the industry.

Potential factors:

- Sustainable competitive advantage through innovation
- Competition between online and offline companies

- Level of advertising expense
- Powerful competitive strategy
- Firm concentration ratio
- Degree of transparency

CHAPTER-4

SWOT ANALYSIS



Strengths

- The biggest paint group in India and third biggest organization in Asia
They have a piece of the overall industry of half and clear pioneers are solid candidates for

enhancing works of art and concinerolac paints as modern hues and coveringpioneers.

- They work in 17 nations and have 24 manufacturingworkplaces that serve 65 nations round theglobe
- Asian hues have a solid global nearness with its 4 backups; Burger International Limited, Apco Coatings, SCIB Paints andTubman's.
- The Indian Paint Industry and its solid client base and the fresh out of the plastic new brand imaginative brand has made the market head since1968.
- For example Better advances are allotted than deal with an aggressive edge eg. Plants, Regional Distribution Centers, Supply Chain Management System, which incorporates outside preparing focuses. Therefore they have a solid inventory network framework
- They hold their image name and publicizing and restricting in the one of a kind method for advancing people like Saif AliKhan.
- The organization has a solideconomy.

Weaknesses

- Limited piece of the overall industry in the Industrial Colors division with KaiSaiNerolak and Aczonobel gives a wild challenge.
- The taste and view of the business buyer in extravagant artistic creations fluctuates quickly and the items might be old with the adjustment in patterns, and in this way the generation plan and stock issue.

Opportunities

- Big International Standard Paint Company needs to search for more open doors abroad
- There is a decent scope of development particularly in the Industrial Colorsdivision.
- The Industrial Colors division should concentrate more on the carbusiness
- Asian hues can vie for cutting edge with innovative handling and better financial and scholarlycapital.

Threats

- Growth for the impacts of the accident
- Strong government guidelines and guidelines with respect to the quality and efficiency of items, for example, natural arrangements are underlined
- Crude material and instability incosts.

CHAPTER-5

Balance Sheet Comparison

PARTICULARS	2019	2018	2017	2016	2015
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	95.92	95.92	95.92	95.92	95.92
Total Share Capital	95.92	95.92	95.92	95.92	95.92
Reserves and Surplus	7,702.24	6,998.83	4,867.24	4,134.34	3,505.01
Total Reserves and Surplus	7,702.24	6,998.83	4,867.24	4,134.34	3,505.01

Total Shareholders Funds	7,798.16	7,094.75	4,963.16	4,230.26	3,600.93
NON-CURRENT LIABILITIES					
Long Term Borrowings	9.87	10.38	31.55	32.09	39.51
Deferred Tax Liabilities [Net]	270.33	261.17	207.69	167.78	177.07
Other Long Term Liabilities	3.26	5.96	1.68	0.00	0.12
Long Term Provisions	107.35	109.84	94.23	85.25	80.24
LongTermLoansandAdvances	79.08	70.27	111.23	209.54	94.64
Other Non-Current Assets	500.06	434.92	30.54	13.64	6.32
Total Non-Current Assets	6,086.84	4,927.83	3,866.59	3,103.93	2,699.30
CURRENT ASSETS					
Current Investments	1,030.01	1,315.40	1,432.79	1,118.06	482.00
Inventories	2,178.43	2,194.09	1,610.12	1,802.18	1,665.05
Trade Receivables	1,138.20	994.63	759.06	728.87	712.36
Cash And Cash Equivalents	120.84	205.94	155.02	61.81	745.36
ShortTermLoansAndAdvances	12.17	13.55	221.91	205.43	201.54

OtherCurrentAssets	1,021.44	706.59	318.66	252.92	176.10
Total Current Assets	5,500.17	5,429.63	4,497.56	4,169.27	3,982.41
Total Assets	11,587.93	10,358.03	8,364.15	7,273.20	6,681.71

Profit and Loss Statement

PARTICULARS	2019	2018	2017	2016	2015
INCOME					
Revenue From Operations [Gross]	14,329.17	14,329.17	14,162.13	14,162.13	13,992.15
Less: Excise/Sevice Tax/Other Levies	391.69	391.69	1,713.32	1,713.32	1,533.50
Revenue From Operations [Net]	13,937.48	13,937.48	12,448.81	12,448.81	12,458.65
Other Operating Revenues	230.38	230.38	198.30	198.30	187.23
Total Operating Revenues	14,167.86	14,167.86	12,647.11	12,647.11	12,645.88
Other Income	277.50	277.50	300.17	300.17	225.30
Total Revenue	14,445.36	14,445.36	12,947.28	12,947.28	12,871.18
EXPENSES					

Cost Of Materials Consumed	7,100.16	7,100.16	6,737.45	6,737.45	5,842.29
Purchase Of Stock-In Trade	742.57	742.57	646.53	646.53	524.42
Changes in Inventories Of	154.12	154.12	-515.58	-515.58	162.86
FG, WIP And Stock-In Trade					
Employee Benefit Expenses	791.08	791.08	742.83	742.83	664.20
Finance Costs	21.06	21.06	18.86	18.86	23.40
Depreciation and Ammortisation Expenses	311.11	311.11	295.43	295.43	238.36
Other Expenses	2,459.43	2,459.43	2,365.04	2,365.04	2,972.55
Total Expenses	11,579.53	11,579.53	10,290.56	10,290.56	10,428.08

CHAPTER-6

LEARNING EXPERIENCE

Everything in life is a learning experience whether you mean it to be or not, in fact I believe that learning is a lifetime journey. While preparing this report i understood how ASIAN PAINTS works internally and externally. Asian paints products are humongous in nature.

Highlighting my learnings:

- ❖ Vision mission
- ❖ Products and services produced
- ❖ Strength weakness threats and weakness (SWOT)
- ❖ Awards received and future growth aspects
- ❖ Financial statements

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ASIAN PAINTS

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