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## **A COMPARATIVE STUDY ON INDIAN FMCG V/S MNC's FMCG LISTED IN STOCK EXCHANGES.**

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### **ABSTRACT :**

This study analyzes the Quick Buyer Merchandise (FMCG) area in India, contrasting Indian organizations Dabur and Marico and global partnerships like Hindustan Unilever Restricted (HUL) and Procter and Bet (P&G). It surveys their serious elements, functional proficiency, and market execution through monetary measures, for example, accounting reports, benefit and misfortune articulations, and different proportions. Results show Dabur and Marico have stable development and solid brand value, however HUL and P&G succeed in income development, benefit, and monetary security. A one-way ANOVA test on stock value developments of these organizations uncovers no huge contrasts, featuring the market's unpredictability and the significance of pattern investigation for informed ventures.

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### **INTRODUCTION :**

The FMCG business is turning out to be progressively huge all around the world. There have been eminent changes in the item contributions and securities exchange elements of FMCG organizations, which are fundamental for satisfying ordinary shopper needs. An assessment of Hindustan Unilever (HUL) and Procter and Bet (P&G's) item portfolios and stock exhibitions is the fundamental objective. This makes up for in a basic examination shortfall about the connection between item systems and financial exchange developments in the FMCG business.

FMCG represents Quick Purchaser Products. FMCG organizations are those that produce and circulate buyer products that are regularly high popular, sold rapidly, and have a somewhat minimal expense. These merchandise incorporate things, for example, food and refreshments, individual consideration items, family cleaning items, toiletries, and non-prescription drugs.

The review is fundamental for surveying past stock execution anticipate speculation decisions. While inspecting verifiable stock information from HUL and P&G, one can all the more likely figure out market elements and find answers for broadening by looking at item portfolios. Outlines assist partners with settling on essential choices by giving better perception of stock value developments and assisting them with figuring out market improvements.

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### **LITERATURE REVIEW**

#### **1. A study on equity analysis of selected FMCG companies Listed on NSE. 2014**

**S. Nagarajan, K. Prabhakaran**

The review involves the fundamental instrument for evaluating financial exchange vacillations and assisting financial backers with choosing whether to buy or sell is value investigation. Contrasting Dabur India Ltd imparts to those of other FMCG organizations in the review, the examination shows that putting resources into Dabur India Ltd shares presented decreased risk. By and large, the picked FMCG organizations showed moderate gamble, which prompted financial backers encountering moderate additions or misfortunes over the span of the review. Financial backers hoping to diminish hazard might pick Dabur India Ltd shares, assessing Clever as well as monetary components, the board, administrative guidelines, and market patterns.

The review assesses the effect of a few FMCG organizations' portion cost vacillations on the Clever Record, tracking down a less 53% relationship between's the two. The soundness and decreased risk showed by Dabur India Ltd. also, ITC highlight moderate gamble and expected gains or misfortunes for financial backers.

#### **2. A Comparative Financial Study: Evidence from Selected Indian Retail Companies. 2015**

**Rohit Bansal**

The review investigations of monetary information proposes that "Hindustan Unilever Restricted" is a steady choice for long haul, secure speculation, while "V2 Retail" is reasonable for those looking for present moment, exceptional yields with higher gamble because of its arising stage.

The FMCG area is fundamental for India's monetary development, including unmistakable organizations like Hindustan Unilever Ltd., V2 Retail,

Customers Stop, and Pantaloons. This study surveys their monetary presentation from 2009 to 2013 utilizing information from CMIE, Ability, Cash Control, and Hurray Money. Different proportions are figured for benefit, liquidity, dissolvability, resources turnover, and market pointers, with graphical portrayal for examination.

The FMCG business, fundamental for monetary improvement in India, highlights unmistakable organizations like Hindustan Unilever Ltd. (HUL), serving assorted customer merchandise. Research surveys monetary execution of HUL, V2 Retail, Customers Stop, and Pantaloons Style and Retail, using information from 2009 to 2013, stressing key proportions for thorough examination.

### **3. Comparison between Forecasted Stock Prices and Original Stock Prices in the Karachi Stock Exchange. 2015**

**Muhammad Irfan Khan, Syed Muhammad Salman**

In this review, everyday financial exchange information from 2005 to 2012 is broke down by 10 firms, 5 of which are from the FMCG and oil and gas areas. The security organizations Magnus and FDM offer forecasts. The anticipated stock costs for the two areas show significant inconsistencies, as shown by the Matched T-test. Financial backers shouldn't disregard this concentrate as the connection test uncovers major areas of strength for a connection between the first market costs and the expected qualities. Contrasted with Magnus, FDM security has more prominent normal projected costs, offering financial backers canny data.

The review assesses the stock cost abilities to anticipate of FDM and Magnus security firms and tracks down significant relationships yet additionally significant contrasts, recommending a prescient limit with respect to showcase developments with specific constraints in precision.

### **4. A comparative study on the growth prospects of private label brands to that of national brands in FMCG Retail in Delhi with special reference to ATTA. 2016**

**Navneet Gera, Ritu Bajaj Nishith Kumar Mishra**

In this study they have picks Private mark brands (PLBs) have made considerable progress in the beyond thirty years, particularly in the Indian retail industry. Their prosperity is restricted to specific client sections and item classifications, even with their continuous development. The assessment of PLBs in the atta FMCG item classification is the principal objective of this review. The discoveries show a sluggish acknowledgment as a result of supposed benefits including quality and cost-viability. PLBs are turning out to be increasingly more well known among customers, who consider them to be the most ideal choice for setting aside cash.

Since its presentation quite a while back, confidential marks have filled in significance in Indian retail along with coordinated retail. Huge vendors utilize private mark strategies. The review thinks about purchaser socioeconomics utilizing FMCG information to assess the factors affecting confidential name deals in India.

### **5. Forecasting stock prices of selected FMCG companies listed in NSE India limited using Technical analysis. 2017**

**Patnam Nawaz Sharief, Dr. R. Vara Prasad, Dr. Mohammed Mujahed Ali**

The review assumed control north of a five-year length, stock costs display huge vacillations, for certain stocks showing bullish patterns while others negative. Godrej, HUL, ITC, Marico, and PGHH stocks perform well. Financial backers confronting choices ought to accumulate appropriate organization data and use specialized examination for informed stock exchanging. Putting resources into the protections market conveys gambles, especially in transient value ventures; be that as it may, long haul speculations, for example, value shares, are reliably positive. Thusly, I suggest putting resources into these five FMCG organizations.

The flood in retail financial backer cooperation in the securities exchange is credited to monetary changes, stamping underlying changes in the Indian capital market. The paper advocates utilizing specialized examination, explicitly Relative Strength Record and MACD, to figure stock costs of chosen FMCG organizations recorded on NSE India Restricted.

## **COMPANY PROFILE**

### ***Dabur***

Dabur India Restricted, laid out in 1884, is a main Indian purchaser merchandise organization having some expertise in regular and Ayurvedic items. With a different portfolio that incorporates wellbeing supplements, individual consideration, food, and home consideration items, Dabur is prestigious for its lead image, Dabur Chyawanprash.

The organization has major areas of strength for a presence both locally and universally, working in north of 100 nations. Dabur's obligation to development and quality has hardened its standing as a confided in name in the FMCG area.

### ***Marico***

Marico is a main Indian shopper merchandise organization gaining practical experience in excellence and health items. Laid out in 1990, it offers famous brands like Parachute, Saffola, and Livon. Marico works in north of 25 nations across Asia and Africa, zeroing in on hair care, skin health management, wellbeing food sources, and male preparing portions.

The organization's obligation to development, feasible practices, and customer driven items has driven its development, making it a critical player in the FMCG area.

### ***Hindustani Unilever Ltd's.***

Hindustan Unilever Restricted (HUL) is India's biggest Quick Shopper Merchandise (FMCG) organization, with a rich history crossing more than 80 years. Laid out in 1933, it is an auxiliary of the worldwide customer products monster Unilever. HUL works across different classes including Home Consideration, Individual Consideration, Food varieties, and Rewards, with notable brands, for example, Pigeon, Lux, Lifebuoy, Surf Succeed, Rin, Knorr, and numerous others.

With a solid spotlight on advancement, supportability, and local area improvement, HUL has made critical commitments to the Indian market. Its broad appropriation network guarantees its items arrive at each edge of the nation, taking care of the different requirements of purchasers.

### ***Procter and Gamble***

Procter and Gamble (P&G) is a worldwide customer products partnership settled in Cincinnati, Ohio. Established in 1837 by William Procter and James Bet, the organization has developed into one of the world's biggest and most conspicuous brands.

P&G's different portfolio incorporates easily recognized names like Tide, Spoils, Gillette, Pantene, and Peak, crossing classes like individual consideration, preparing, wellbeing, and home items. With a pledge to development, P&G puts vigorously in innovative work to convey prevalent quality and execution in its items.

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## **RESEARCH DESIGN**

### ***STATEMENT OF THE PROBLEM***

The review is to inspect the connection between the product offerings and securities exchange developments of FMCG organizations that are recorded on securities exchanges, with a specific spotlight on HUL and P&G. There is an information hole because of the absence of sufficient examination that integrates the two perspectives. The review plans to explain connections and proposition important information for financial backers, experts, and industry partners by contrasting stock execution throughout the course of recent years and inspecting item portfolios.

### ***RESEARCH GAP***

Based on writing inspected, it is seen that there is no particular review found as connected with the connection among HUL and P&G. Most examinations center just around the product offering or securities exchange developments however there is no particular exploration connected with the product offering that affecting on the securities exchange developments of the organizations.

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## **HYPOTHESIS OF THE STUDY**

- $H_{(0)}$ : There is no significance impact on financial performance over a period of 5 years.
- $H_{(1)}$ : There is a significance impact on financial performance over a period of 5 years.

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## **OBJECTIVES OF STUDY**

- To analyse the financial performance over a period of 5 years.
- To analyse and compare Indian FMCG v/s MNC's FMCG past stock performance over a period of 3 months.

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## **SCOPE OF THE STUDY**

The review gives a superior data to the financial backers to make a decent data for their ventures by giving how the product offering impacts the securities exchange's presentation. This assists with making an essential ramifications in the FMCG associations for their business. The review makes a huge expansion to the securities exchange examination and scholastic exploration in the money and a few different regions.

## RESEARCH METHODOLOGY AND DATA COLLECTION

### a. Data Collection Method

The data collection for this research is mainly depends on the Secondary data, by utilizing sources like annual reports, stock market data base (NSE), quantitative data on product portfolios will be collected and analyzed for this study.

### b. Tools for Data Collection

- i. Company websites
- ii. Moneycontrol.com

### c. Statistical tools for analysis

- i. Correlations
- ii. Regressions

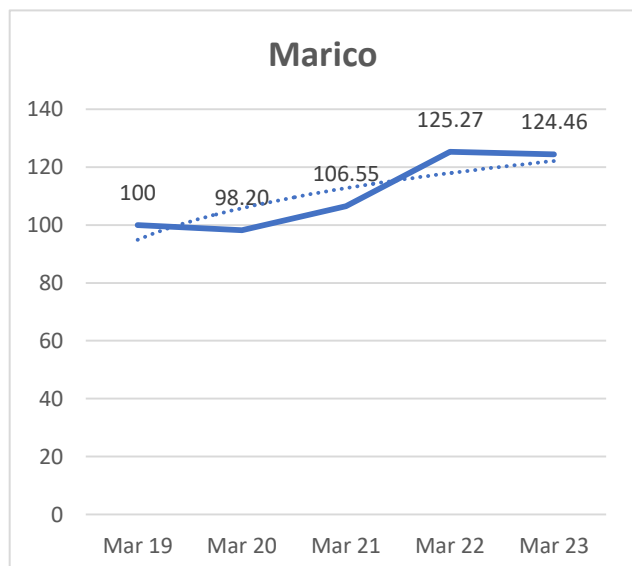
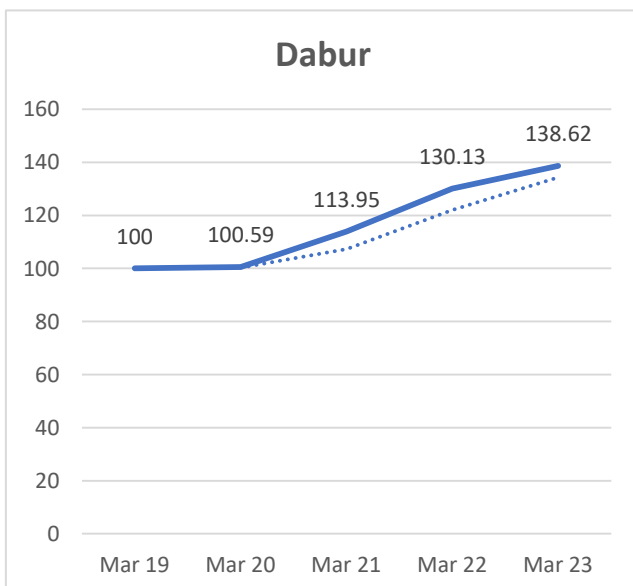
## LIMITATIONS OF THE STUDY

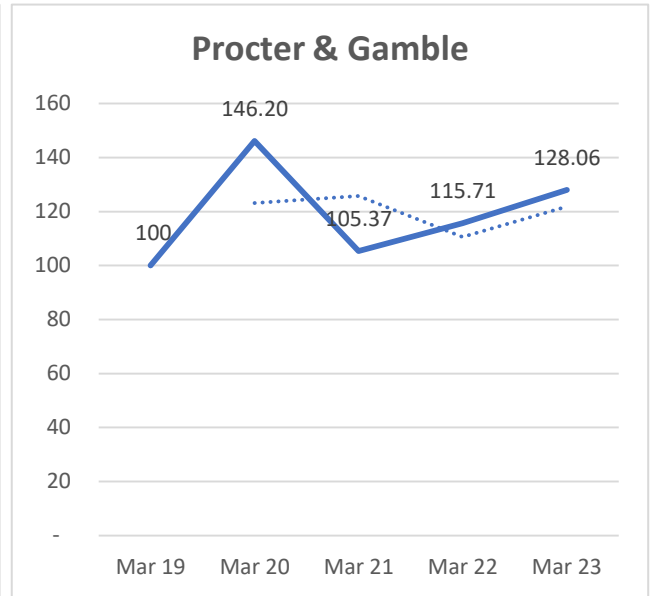
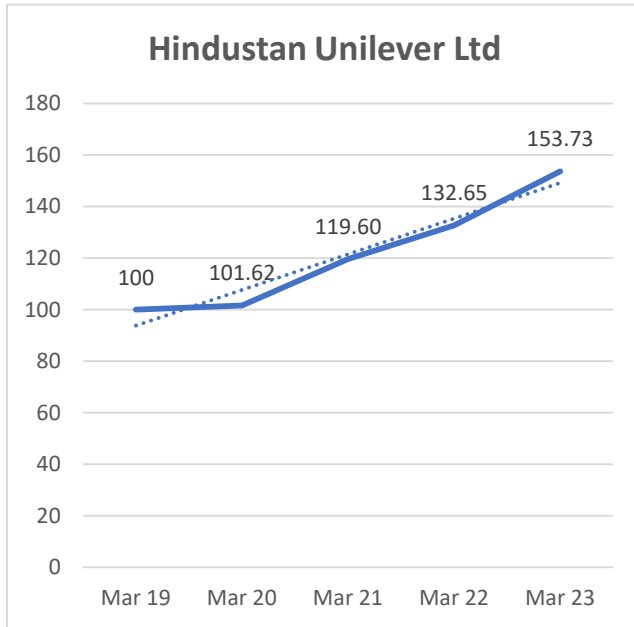
- Limiting the study to a specific timeframe for stock analysis may overlook extended trends or cycles.
- Focusing only on HUL and P&G might not provide a comprehensive understanding of the entire FMCG sector's dynamics.
- The Unexpected external factors may not be fully taken into account in the study, such as changes in the international economy or other events.

## Chapter- 5: DATA ANALYSIS AND INTERPRETATION

Table No. 5.6				
Total Revenue				
Indian FMCG V/S MNC's FMCG				
Year	Dabur	Marico	Hindustan Unilever Ltd	Procter & Gamble
2019	100.00	100.00	100.00	100.00
2020	100.59	98.20	101.62	146.20
2021	113.95	106.55	119.60	105.37
2022	130.13	125.27	132.65	115.71
2023	138.62	124.46	153.73	128.06

Graph No. 5.6





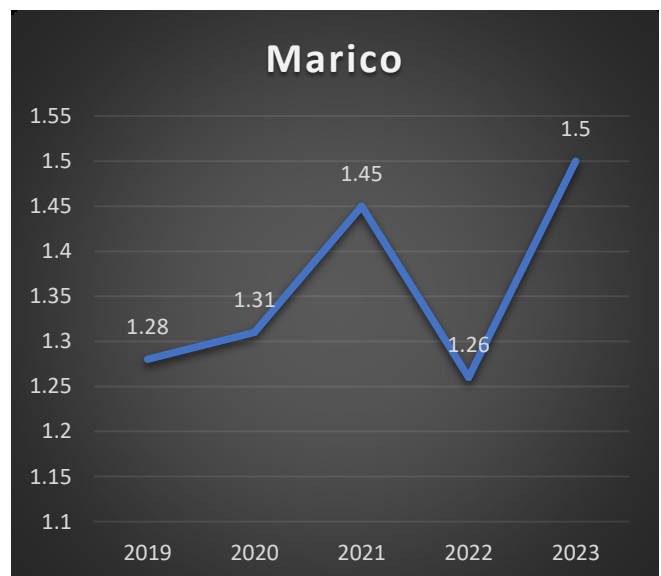
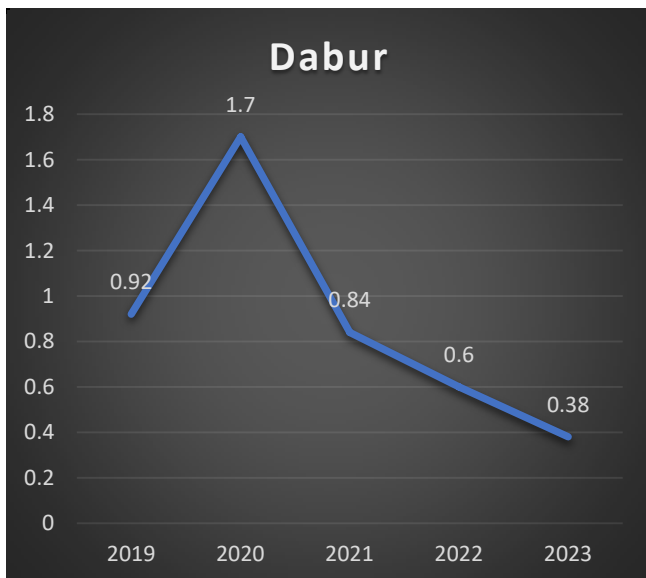
**Interpretation:**

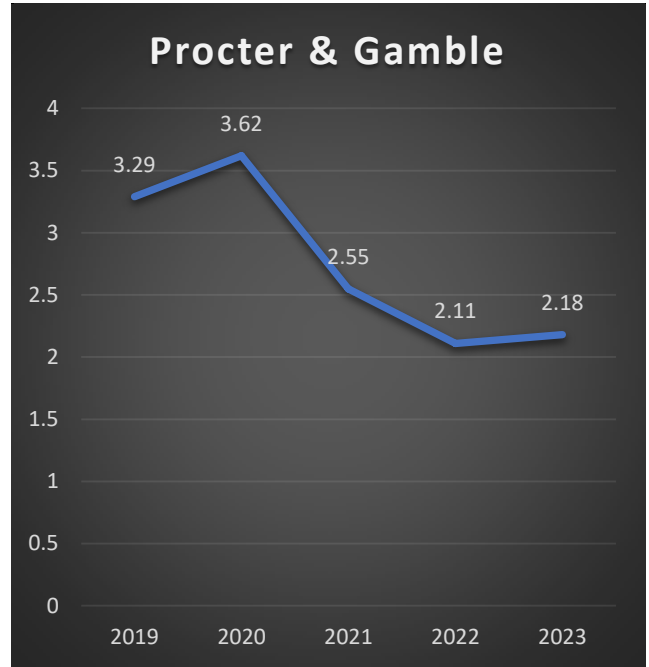
From the above chart While looking at all out income patterns through Indian and MNC FMCG organizations, HUL and P&G showed predictable development, with HUL showing a more characterized vertical pattern. Nonetheless, P&G noticed significant vacillations. Dabur lead Indian FMCGs concerning reliable development, while Marico experienced slight varieties. By and large, HUL, a global FMCG, exhibited the most consistent and ceaseless deals increment, showing exceptional execution. Be that as it may, Dabur from the Indian FMCG area has likewise shown fantastic development.

**Table No. 5.10**

Quick Ratio				
Indian FMCG V/S MNC's FMCG				
Year	Dabur	Marico	Hindustan Unilever Ltd	Procter & Gamble
2019	0.92	1.28	1.07	3.29
2020	1.7	1.31	1.02	3.62
2021	0.84	1.45	0.95	2.55
2022	0.6	1.26	0.98	2.11
2023	0.38	1.5	1.03	2.18

**Graph No. 5.10**



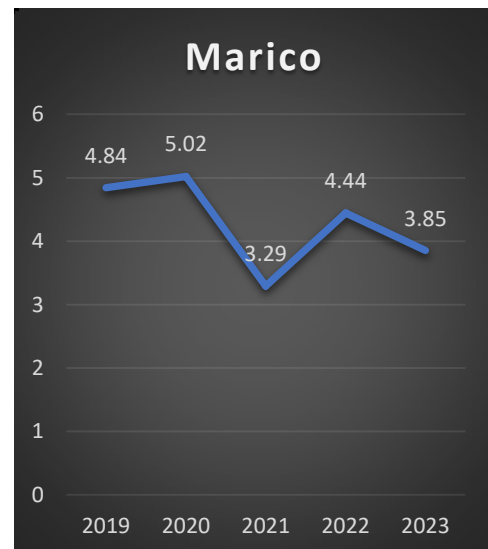
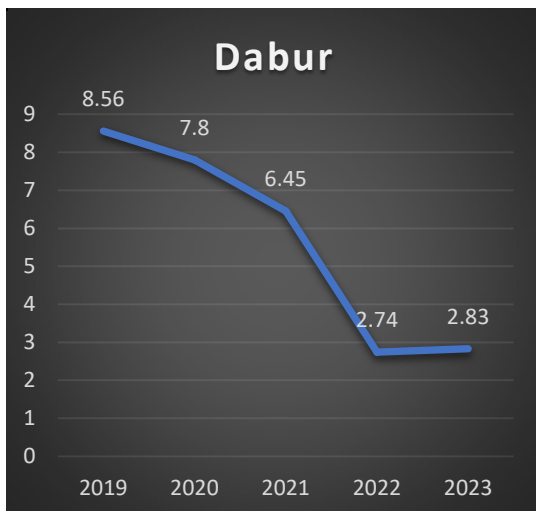


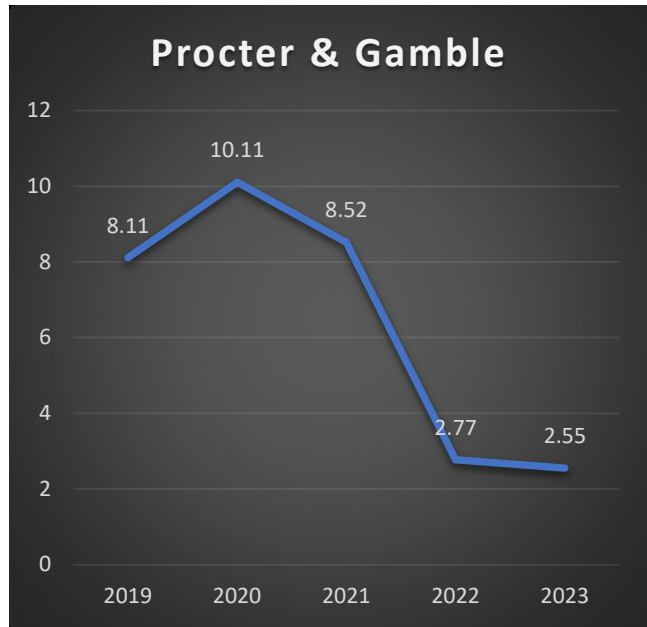
nterpretation:

The fast proportion, which estimates an organization's momentary liquidity, shows its ability to fulfill prompt monetary commitments. In 2019, Dabur's proportion of 0.92 demonstrates that firm had an adequate number of fluid resources for meet transient liabilities. Nonetheless, a descending pattern in ensuing years could propose potential liquidity issues. Marico and HUL oftentimes have proportions over one, showing solid liquidity positions. P&G's moving proportions might show shifting degrees of liquidity the executives productivity. By and large, Marico and HUL seem to follow all the more near ordinary liquidity approaches.

Table No. 5.19				
Inventory Turnover Ratio				
Indian FMCG V/S MNC's FMCG				
Year	Dabur	Marico	Hindustan Unilever Ltd	Procter & Gamble
2019	8.56	4.84	15.78	8.11
2020	7.8	5.02	14.71	10.11
2021	6.45	3.29	13.6	8.52
2022	2.74	4.44	4.36	2.77
2023	2.83	3.85	4.86	2.55

Graph No. 5.19





**Interpretation:**

The stock turnover proportion demonstrates how productively an association deals with its stock. Higher proportions demonstrate further developed execution. Dabur and Marico have a falling pattern, which could show failure or changing elements on the lookout. HUL and P&G's proportions are generally consistent, demonstrating astounding stock administration. In any case, all associations ought to go for the gold are steady with standard practices to guarantee ideal resource use and consistence with functional guidelines, showing that Dabur and Marico need to work on in this regard.

Stock Prices Movements Analysis

Table No. 5.21					
Means for One-way ANOVA Test					
Level	Number	Mean	Std Error	Lower 95%	Upper 95%
HUL	62	-0.00256	0.00143	-0.0054	0.00025
P&G	62	-0.00036	0.00143	-0.0032	0.00245
Dabur	62	-0.00095	0.00143	-0.0038	0.00186
Marico	62	-0.00151	0.00143	-0.0043	0.0013

Std Error uses a pooled estimate of error variance

Table No. 5.22					
Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Column 2	3	0.00016333	0.000054	0.4309	0.731
Error	244	0.03082611	0.000126		
C. Total	247	0.03098944			

Table No. 5.23	
Summary of Fit	
Rsquare	0.00527
Adj Rsquare	-0.007
Root Mean Square Error	0.01124

Mean of Response	-0.0014
Observations (or Sum Wgts)	248

### Examination:

The above table presents the consequences of a one-way examination of fluctuation (ANOVA) directed to survey the distinctions in stock cost developments among various organizations.

**Wellspring of Fluctuation:** The table shows two wellsprings of variety: "section 2" and "Blunder." "Segment 2" most ordinarily reflects various organizations of the review. while "Blunder" signifies the fluctuation inside every classification that is the rate change in the stock costs of the organization.

**Levels of Opportunity (DF):** For "Section 2," there are 3 levels of opportunity, 4 FMCG (Dabur, Marico, HUL and P&G) organizations being thought about. The levels of opportunity for "Blunder" address the all out number of perceptions less the quantity of gatherings (for this situation,  $247 - 4 = 243$ ).

**Amount of Squares (SS):** This addresses the changeability in stock cost developments credited to each wellspring of variety. For "Section 2," the amount of squares is 0.00016333, while for "Blunder," it is 0.03082611.

**Mean Squares (MS):** Mean square is gotten by partitioning the amount of squares by the levels of opportunity. For "Segment 2," the mean square is 0.000054, and for "Blunder," it is 0.000126.

**F Proportion:** The F proportion, determined by partitioning the mean square of the component by the mean square of the blunder, is utilized to test the meaning of the distinctions between bunch implies. A bigger F proportion recommends more noteworthy contrasts between gatherings. For this situation, the F proportion for "Section 2" is 0.4309.

**P esteem:** This addresses the likelihood of getting a F proportion as outrageous as the one noticed no distinctions between bunch implies were valid. A p-esteem under a picked importance level (0.05) demonstrates that the noticed contrasts are measurably huge. Here, the p-an incentive for "Segment 2" is 0.731, recommending that there is no huge distinction in stock cost developments among the gatherings.

### Translation

In light of the gave ANOVA results, there is no huge contrast in stock cost developments among the various classifications or gatherings addressed by "Section 2." This suggests that the element being broke down doesn't altogether affect stock costs.

## Chapter- 6: SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

### Findings

- The investors asset of Dabur and Marico has keeping up with similar stable development for certain varieties when contrasted with HUL and P&G.
- HUL has essentially expansion in 2021 when contrasted with different years and in P&G it was showing the changing pattern it demonstrates fluctuating degree of financial backers mentality.
- When contrasted with different organizations Marico has keeping up with stable long haul liabilities.
- In 2022 Dabur has more Conceded charge liabilities so hence the drawn out liabilities have additionally expanded.
- Dabur and Marico have somewhat stable current liabilities and has showing powerful keeping up with the transient obligation.
- In 2023 P&G current liabilities has raised fundamentally because of a few inside reasons.

### Recommendations

- ✓ To more readily comprehend the basic issues persistently screen deviations in Dabur and Marico investor riches.
- ✓ Assess the elements that are adding to huge expansions in P&G's ongoing liabilities in 2023 and do whatever it may take.
- ✓ Dabur and Marico might break down the variables that add to HUL and P&G's supported income development to recreate fruitful methodologies.
- ✓ Foster gamble alleviation techniques for HUL and P&G to moderate any unforeseen varieties in current liabilities while keeping up with monetary soundness.



### **Conclusion**

As per the hypothesis referenced according to the information examination there is an importance distinction in the monetary execution of the FMCG organizations. There are a few different patterns in the monetary exhibitions and there are a few distinctions throughout some stretch of time. HUL and P&G, then again, perform well and reliably across various measures, including income development, benefit, and liquidity the executives. Despite the fact that there is an uncommon change, HUL and P&G have reliably kept up major areas of strength for with proportions and exhibited proficient monetary and functional administration strategies.

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