

SUGGESTIONS:

- Compare to other selected FMCG companies, Current Ratio is less during the study period in Varun Beverages Limited. So, it is negative sign to Varun Beverages Limited. Thus, there is a need for Varun Beverages Limited to improve its Current Assets or Decrease Current Liabilities. It can meet current obligations by improving/cultivating its current ratio.
- An average of Quick Ratio of Varun Beverages Limited, Dabur India Limited, and United Spirit Limited is less than 1 (i.e. <1) so, they should improve its quick ratio by making investment in long term finance or by eliminating unproductive assets.
- Nestle India Limited, Britannia India Limited, Godrej Consumer Product, Dabur India Limited, Tata Consumer Product and United Spirit Limited have negative Working Capital Ratio. So, it needs to improve its Working Capital Ratio by increasing in its Current Assets or Decrease Current Liabilities.
- Average Debtors Turnover Ratio is lowest in United Spirit Limited. So, it needs to improve its Debtors Turnover Ratio by increasing in sales or by means of improving collection efficiency or by offering discount for early payment of dues.
- Average Inventory Turnover Ratio is lowest in Tata Consumer Product. so, Tata Consumer Product needs to improve its ITR-Inventory Turnover Ratio either by forecasting demand of customer correctly or by improving sales with the help of selling top level products.
- Tata Consumer Products needs to improve its Assets Turnover Ratio by liquidating obsolete assets or by increasing in sales.

- Compare to other selected FMCG Companies, Collection Period Ratio is high in United Spirit Limited. So, it needs to improve its collection period ratio by improving collection efficiency or by offering discount for cash payment or early payment.
- In all years Debt Ratio is Greater than 1. So, Varun Beverages Limited need to make efforts for increase in assets for improving performance.
- Varun Beverages Limited and United Spirit Limited need to improve ICR- Interest Coverage Ratio by timely payment of Outstanding debts.
- HUL needs to improve Equity Ratio by issuing more equity or by Bonus Shares.
- Varun Beverages Limited need to concentrate on EV to Net Operating Revenue by increasing earning capacity.
- Tata Consumer Product needs to improve its ROA -Return on Assets by increasing revenue without increasing assets cost or by reducing the cost of assets.
- Varun Beverages Limited needs to improve its Return on Capital Employed by selling of unnecessary or unprofitable assets or by paying off debts.
- United Spirit Limited need to improve Return on Current Assets Ratio by increasing in revenue or by decreasing in Current Assets.
- Varun Beverages Limited need to improve Return on Equity Ratio.
- United Spirit Limited need to improve Operating Profit to Sales Ratio by reducing Cost of Goods Sold or by increasing in revenue.
- Overall, 4 times Varun Beverages Limited and Hindustan Unilever Limited stood at last position according to DEA Model so, it need to concentrate on efficiency score.