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## List of Abbreviation

| No. | Short Name | Full Name                                    |
|-----|------------|--|
| 1   | i. e.      | That is                                      |
| 2   | DEA        | Data Envelopment Analysis                    |
| 3   | P & L      | Profit and Loss                              |
| 4   | DMU        | Decision Making Units                        |
| 5   | ROA        | Return on Assets                             |
| 6   | ROCE       | Return on Capital Employed                   |
| 7   | ROCA       | Return on Current Assets                     |
| 8   | ROE        | Return on Equity                             |
| 9   | EVA        | Economic Value Added                         |
| 10  | WCR        | Working Capital Ratio                        |
| 11  | COGS       | Cost of Goods Sold                           |
| 12  | FMCG       | Fast Moving Consumer Goods                   |
| 13  | BSE        | Bombay Stock Exchange                        |
| 14  | NSE        | National Stock Exchange                      |
| 15  | SWOT       | Strength, Weaknesses, Opportunities, Threats |
| 16  | AVG        | Average                                      |
| 17  | Cr.        | Crore  |
| 18  | EBIT       | Earnings Before Interest and Tax             |
| 19  | GP         | Gross Profit                                 |
| 20  | NP         | Net Profit                                   |
| 21  | HUL        | Hindustan Unilever Limited                   |
| 22  | ITC        | Indian Tobacco Company Limited               |
| 23  | NIL        | Nestle India Limited                         |
| 24  | VBL        | Varun Beverages Limited                      |
| 25  | BIL        | Britannia Industries Limited                 |
| 26  | GCP        | Godrej Consumer Products                     |
| 27  | DIL        | Dabur India Limited                          |
| 28  | TCP        | Tata Consumer Product                        |
| 29  | USL        | United Spirits Limited                       |