ABSTRACT

India is among the rapidly growing economies globally, characterized by a large population and vast geographical area. Multiple sectors contribute significantly to the nation's economic growth, and the Fast-Moving Consumer Goods (FMCG) industry is a key player among them. The FMCG sector plays a vital role not only in economic development but also in enhancing the everyday lives of people.

The research work title is

"A Study on Financial Health of Selected FMCG Companies of India by using Data Envelopment Analysis Model"

The present research study aims to assess the financial health of selected Indian FMCG companies using the Data Envelopment Analysis (DEA) model. The study is based entirely on secondary data, primarily obtained from the published annual reports of the selected companies. Additional secondary sources such as books and scholarly journals related to DEA methodology and the FMCG sector have also been utilized to support the analysis.

This research work is organized into six chapters. **Chapter One** provides an overview of the FMCG industry in India. **Chapter Two** presents the conceptual framework, focusing on the notions of financial health and the DEA model. **Chapter Three** contains a comprehensive review of relevant literature. **Chapter Four** outlines the research methodology employed in the study. **Chapter Five** includes data analysis and interpretation, while **Chapter Six** concludes with key findings and suggestions based on the research outcomes.