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A CASE STUDY ON FINANCIAL PERFORMANCE OF DAIRY INDUSTRY

(WITH REFERENCE TO KRISHNA DISTRICT MILK PRODUCERS MUTUALLY AIDED CO-OPERATIVE UNION LIMITED, VIJAYAWADA)

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ABSTRACT

This paper aims to study the financial performance of the Dairy Industry. Financial reports such as debit and lose account and balance sheet are the inputs to evaluate the financial performance of the vijaya Dairy. Two years financial reports 2014&2015 are collected as secondary data for the horizontal as well as vertical analysis of the data to know the financial performance of the vijaya Dairy by employing the selective ratios. This paper examines the liquidity ratio, profitability ratios and debt ratios of the vijaya Dairy. The output of this analysis exhibits the financial performance of the Dairy Industry which is in the profitability zone.

KEYWORDS:Dairy Industry, economic environments, business, management performance.