

## ABSTRACT

This study explores the working capital management practices employed by Gain Up Pvt Ltd, a prominent player in its industry. Working capital management is a critical aspect of corporate financial health, ensuring that a company maintains sufficient liquidity to meet its short-term obligations while optimizing its operational efficiency. The research investigates the company's strategies for managing key components of working capital, such as inventory, receivables, and payables, and analyzes their impact on the organization's overall financial performance.

By using a combination of quantitative analysis and qualitative insights, the study assesses the effectiveness of Gain Up Pvt Ltd's working capital policies in maintaining smooth operations and financial stability. The research also compares industry benchmarks and identifies potential areas for improvement. The findings suggest that efficient working capital management is directly correlated with profitability, liquidity, and long-term financial sustainability, offering valuable lessons for companies in similar sectors.

This study provides a comprehensive understanding of working capital management practices and their significance in the context of Gain Up Pvt Ltd, offering actionable recommendations for enhancing financial performance and operational efficiency.