

ABSTRACT

This study focuses on the financial performance analysis of Sree Vaishnavi Industries Pvt. Ltd., a prominent manufacturing company based in Madurai, India. The objective of the research is to evaluate the company's financial health, profitability, liquidity, and overall sustainability over a period of time. By using financial ratio analysis, the study assesses key indicators such as return on assets (ROA), return on equity (ROE), current ratio, quick ratio, and debt-to-equity ratio. Additionally, the study reviews the company's income statements, balance sheets, and cash flow statements to understand trends in revenue generation, cost management, and capital structure. Data for this analysis were collected from Sree Vaishnavi Industries' annual reports and financial documents over the last five years. The findings highlight that the company has shown steady revenue growth, strong profitability, and an improvement in liquidity ratios. However, challenges related to managing long-term debt and optimizing operational efficiency were also identified. The study concludes with recommendations for improving financial performance, including better capital management, cost control, and investment in technology for operational efficiency. By implementing these strategies, Sree Vaishnavi Industries can enhance its financial position and ensure sustainable growth in an increasingly competitive market.