

A STUDY ON FINANCIAL ANALYSIS WITH BAJAJ FINSERV LIMITED
KUMBAKONAMS. SANJAYKUMAR¹

*Student,
Department of Management,
Annai College of Arts And
Science, Kovilacheri.*

Dr. S.P. MANICKA VASUGI²

*Professor, Department of
Management, Annai College of Arts
And Science, Kovilacheri.*

Dr. R. RAJKUMAR³

*Director & Professor,
Department of Management,
Annai College of Arts and
science kovilacheri, India*

Dr. K. SENTHILKUMAR⁴

*Associate Professor,
Department of Management,
Annai College of Arts and
science kovilacheri, India*

ABSTRACT

This study focuses on the financial analysis of Bajaj Finserv Limited, Kumbakonam, with the objective of evaluating the financial performance and financial position of the company. Financial analysis is carried out using various accounting tools such as ratio analysis, comparative statements, and trend analysis. The study covers a period of five years and analyses key financial indicators like liquidity, profitability, solvency, and efficiency ratios. Secondary data collected from annual reports and financial statements are used for the analysis. The findings of the study help in understanding the strengths and weaknesses of the company's financial performance and provide useful insights for management, investors, and other stakeholders. Based on the analysis, suitable suggestions are offered to improve the financial efficiency and stability of the company.

Key words: *Financial analysis¹, ratio analysis², comparative statements³, trend analysis⁴. Liquidity⁵, profitability⁶, solvency⁷, efficiency ratios⁸*