Innovations

Financial health analysis of market leaders in Indian FMCG sector: a comparative study pre and post-Covid era

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Abstract

This study depicts the financial health analysis, in terms of liquidity, profitability, solvency, and efficiency of three selected companies, Dabur Ltd, ITC Ltd and GCPL across Indian FMCG sectorbefore covid and after covid. Research in this context has progressed in following ways which can give any stakeholder a little glimpse of this entire research and they would be able to get an idea of financial position of Indian FMCG companies before covid era or after covid era.Problem Statement: FMCG sector in India is one of the important sectors to contribute largely to Indian GDP. But since mid-2018, different reports state the declining condition of the FMCG market in India. This has led to conducting this research to examine whether there are any differences between after covid financial performance or before covid financial performance of these selected companies. Moreover, the level of financial health has been analysed to identify whether these selected companies share same level of financial health position within the industry before covid and after covid or not.Research Design and Methodology: This research has followed secondary method and data has been collected from the published and audited annual reports of those three companies. These annual reports are published on their official webpage and are available to every stakeholder. As methodology, both financial ratio calculation and statistical ANOVA has performed.Findings: After performing both financial and statistical methods, research has proved there are significant differences between before covid and after covid financial performance of these three companies. Also, none of these companies share similar levels of financial health.Conclusion: From the findings, this can be concluded that both demand and situation have changed for Indian FMCG industry after covid as before covid-19 they were not in a significant position within the market. And, each FMCG company across Indian FMCG sector performs individually within the market.

Keywords:*1.Covid-19, 2.FMCG Sector, 3.Financial Health, 4.Ratio Calculation, 5.Liquidity, 6.Profitability, 7.Solvency, 8.Efficiency*

Introduction

Nowadays every company across the world is trying to become more advanced with their performances and in this way, they can avail competitive advantages within their respective industry. This process can enhance their goodwill; hence, their overall performance becomes more static(Stefko *et al.* 2019). Financial health of a companydepicts the financial situation or condition of that company. By analysing the present status of the monetary condition of the organisation, one can easily understand whether that company is performing well or not. The financial health of the company mainly focuses on different attributes, like, credit, savings, debt, investment, income, expenditures and many more. According to Daryanto and Samidi, (2018) financial health of any organisation shows the state of overall performance of the company including marketing or operational areas.

This article has focused on the market leaders of Indian FMCG sectors and their financial health before and after covid situation. Three top-notch organisations from FMCG industry in India have been chosen and these three selected companies are *Dabur Ltd, ITC Ltd and Godrej Consumer Products Ltd (GCPL)*. Though these companies, especially ITC and Godrej are conglomerates, hence they have businesses in other sectors, still, both companies are very well-known in the sector of consumer goods along with Dabur. Financial health of these three companies has been performed in terms of liquidity, profitability, solvency as well as efficiency for identifying their financial performance within the industry pre and pose covid era. By doing this comparative analysis, both investors, shareholders, as well as other stakeholders, would be able to identify the present situation in Indian FMCG sectors. This analysis can help them to take investment decisions.

Problem statement

The population of India is continuously growing and along with this, demand for consumer goods is also increasing in this country. On the other side, before covid and after covid there are some differences in consumer demand due to income fluctuations (Bem *et al.* 2019). But almost all people somehow depend on those consumer products, despite their low income. Hence, the companies from FMCG sectors are earning their revenues. But reports are showing there are some declines in the financial health of FMCG sectors in India before covid-19 than after. Hence, by choosing those three companies from this sector and analysing their financial performance, the decisions can be made on whether pre-covid performance was good or post-covid for them.

Objective

- To compare the financial performance of three companies before covid and after covid for identifying major differences
- To understand whether three companies share same level of liquidity, profitability, solvency and efficiency during pre-covid and post-covid

Hypothesis

H1: There are no differences between financial performance of three companies before covid and after covid

H2: Three companies don't share same level of liquidity, profitability, solvency and efficiency during pre-covid and post-covid

Company background

To support this comparative study, three companies from FMCG sector of India have been chosen for analysing their performance before and after post covid era. Therefore, the short description of those three companies is below for research validation.

Dabur Ltd: Dabur Ltd considers one of the largest consumer goods companies based in India, established by S.K. Burman in 1884, and headquartered in Ghaziabad, UP. Being a renowned FMCG company, this one generates almost 60% to 70% of revenue from its customer care business while remaining is generated from food business and its international units. (dabur.com)

ITC Ltd: ITC Limited started its journey as conglomerate in year 1910, headquartered in Kolkata. This company has diversified business across different industries, like, FMCG, software, hotels, packaging, tobacco, agribusiness and many more. Like other businesses, they are also very well-known and active in FMCG industry in India and export their products to almost 90 countries. (itcportal.com)

Godrej Consumer Products Ltd (GCPL):GCPL is considered one of the largest consumers good companies in India, headquartered in Mumbai. Since its inception in 2001, this company is managing several products like hair colourants, toiletries, soap, liquid detergent and many more under different brands, namely, *"Cinthol", "Godrej No. 1", "Renew", "ColourSoft", "Ezee"* and many more. (godrejcp.com)

Literature review

In this section, the discussion will be made based on two sections for better understanding of this whole research study and its purpose. Considering concept of financial health analysis and condition of Indian FMCG sector, this section can proceed.

Concept of financial healthanalysis

According to Akpan *et al.*(2021) for developing a deep knowledge of whether any particular company within its relevant industry is operating strongly or not, is essential to gauge its financial health of those. Ali and Fauzi, (2018) further state that this analysis is helpful for the shareholders as well as investors as considering this evaluation, they can make their investment decisions. On the other side, Devi *et al.*(2020) have argued that not only shareholders or investors, but also the internal stakeholders or different departments of the company can get a proper insight into the overall operations of the company. Following this, Ichsan *et al.*(2021) justify that, based on the analysis of financial health, the company budget for next year can be prepared, therefore it consists of all types of budgets, like sales, marketing, production, cash, and many more.

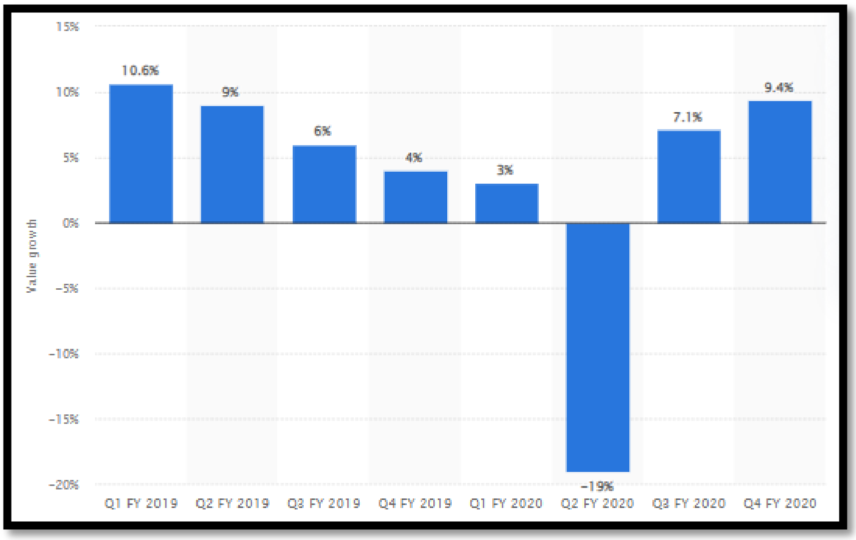
Concerning this discussion, Haralayya, (2021) has defined the way through which the analysis of financial health of the company is possible. According to Haralayya, (2021) four broad categories indicate the application of ratio analysis to verify financial performance, namely, liquidity, profitability, solvency and efficiency. Based on the viewpoint of Haralayya, (2022) each category of ratios has solitary existence and characteristics. In previous study (Olayinka, 2022) has shown the application of these four types of ratios for performing financial health analysis. With this, it can be stated that every category, in this case, has different types of ratios that help both investors and internal stakeholders or management to understand the position of the company within the industry.Previous studies have stated few steps should be followed by financial analysts and auditors to structure the data and all relevant information in a form of balance sheet, income statement and cash flow. This is called annual report of the company for a particular financial year. The financial analysts must collect all the data from those statements and apply those different ratios properly (DANIŞMAN, 2018).

According to Madushanka and Jathurika, (2018) liquidity ratio indicates a situation where it is possible to understand the ability of debtors to pay off all their current debt without getting help from any external capital. In terms of liquidity ratio, financial analysts can perform, current ratio or quick ratio to get a proper result. On the other hand, Kulkarni, (2020) denotes that by calculating profitability ratio, the ability of the business to generate some earnings relative to its operating costs, revenue, shareholder's equity or assets from balance sheet for time being can be understood. By practicing GP Margin, NP Margin or ROI and much more profitability margin can be identified. Furthermore, according to Arimany-Serrat *et al.*(2022) solvency ratiohelps the organisation to quantify its ability to meet all its long-term debt obligations. As a part of solvency ratio, financial analysts can use debt-to-equity or debt ratio for appropriate results. Lastly, Shah, (2020) has discussed that companies can use efficiency ratio for estimating the organisation’s ability to utilise their overall assets for generating some income. Karthikeyan, (2021) has argued that this is one of the best ways to weigh the efficiency of an organisation in employing all its assets. by performing, assets turnover or inventory turnover organisation's efficiency in utilising its assets can be acknowledged.

Condition of Indian FMCG sector in Indiabefore and after Covid-19

In Indian economy, FMCG sector is considered as fourth largest sector and these sectors consist of healthcare, personal care and household products as well as food and beverages. Report is showing that, in Indian FMCG sector, household and personal care hold 50% of market share, healthcare accounts for 31% and remaining 19% of market shares are accounted for by food and beverages. Two key segments, namely urban segment (55%) and rural segment (45%) contribute more to in revenue share of FMCG industry. Some of the leading FMCG organisations are *Godrej Consumer Products Ltd or GCPL*, *Dabur Ltd*, *Patanjali Ayurved Ltd*, *ITC Ltd*, Nestle India Ltd and many more.

Figure 1: Growth Rate of Indian FMCG Sector



(Source: www.statista.com)

The above graph is showing the condition of Indian FMCG sector before attack of covid-19. Financial years of 2018-2019 and 2019-2020 have affected a lot and performance has slowed down since 2018. The growth rates of this sector within India were slowly declining and for urban segment, this scenario was very much real. On the contrary, according to Anupama *et al.* (2022), compared to urban segment, rural segment plays an important role, as during 2018-2019, the FMCG sector of India in its rural area has seen more growth. Rural segment of India has contributed almost 40% of entire revenues of this Indian FMCG sector which was impressive at that time. But this situation has changed after covid, especially for the segment of healthcare and personal care (ibef.org). Due to covid attack and post covid era, most of the people in India have become more hygienic and consumer behaviour as well as their lifestyle has changed. They become more dependent on personal care, like, immunity-positioned supplements, different medicines as well as hygienic products, hence demand for this sector has gained attention again in India. Following this Sakshi and Károly, (2018) discuss that this change in consumer behaviour will last for long time and this can result in better growth in FMCG sector in India.

Research methodology

Data collection method

Though in this research, some data analysis has been done, still the nature of the data collection method for this research is secondary. This is because three companies have been chosen from Indian FMCG industry and data has been collected from their audited and legally published annual reports for past five years.

Sample size

As this study is about analysing financial health of market leaders from Indian FMCG sector, therefore three renowned and largest companies from this industry have been chosen, namely, Dabur Ltd, ITC Ltd and Godrej Consumer Products Ltd (GCPL). All the relevant data has been collected from the published annual report of these three organisations

Statistical/ mathematical tools

Here in this study, financial calculation will be done, therefore for testing the financial health of these companies, ratio analysis has been performed under four categories, namely, liquidity, solvency, profitability and efficiency. Furthermore, for testing the hypotheses, ANOVA has been performed.

Research ethics

This entire research has been done ethically and all the data which has been used for completion of this study is collected from the audited published annual report of the company. These annual reports are available and accessible to every stakeholder of these companies. No fabrication of data has been made.

Findings and analysis

Research findings

Two hypotheses have been structured for this research; hence, ANOVA should be performed to test the significance level. But before that, the financial health of each of the three companies should be identified in terms of liquidity, profitability, solvency as well as efficiency and analysed based on those.

Dabur Ltd

H1: There are no differences between financial performance of three companies before covid and after covid

Table 1: Financial Performance of Dabur Ltd

	Dabur Ltd			
	After Covid		**Before Covid**	
	2021-2022	**2020-2021**	**2019-2020**	**2018-2019**
Liquidity Ratio (Current Ratio)	1.30	1.63	1.98	1.35
Profitability Ratio (Net Profit Margin)	15%	17%	16%	16%
Solvency Ratio (Debt to Equity Ratio)	46%	41%	41%	49%
Efficiency Ratio (Asset Turnover Ratio)	0.98	0.98	1.01	1.03

(Source: Author's Ratio Calculation by Using Annual Report Data of Company)

From above resultliquidity position of Dabur is showing a strong performance before covid than after covid. On the other side, in terms of profitability, net profit margin was good static for both financial years before covid, whereas after covid, though financial year, 2020-2021, net profit margin has increased, but in 2021-2022, net profit margin has decreased. For solvency as well as efficiency ratio, the position of Dabur was stronger before covid compared to after covid era. Therefore, by doing this financial calculation, this can be proved that there are several differences between the financial performance of Dabur Ltd before covid and after covid.

But in this context, this is essential to test the significance level to test the hypothesis for this performance. Therefore, ANOVA has been performed here which is as follows:

Table 2: ANOVA

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	0.0324	1	0.0324	0.07467	0.78865	4.60011
Within Groups	6.0749	14	0.43392			
Total	6.1073	15				

(Source: Author's Computation)

Here, the above statistical calculation, it is showing that p-value is 0.78865, which is greater than the significant value, *"α = 0.05"*. Thus, in this case, alternative hypothesis will be rejected and null hypothesis will be accepted. Hence, it can be stated that there are significant differences between the financial performance of Dabur before covid and after covid.

ITC Ltd

H1: There are no differences between financial performance of three companies before covid and after covid

Table 3: Financial Performance of ITC Ltd

	ITC Ltd			
	After Covid		Before Covid	
	2021-2022	2020-2021	2019-2020	2018-2019
Liquidity Ratio (Current Ratio)	2.81	3.27	4.13	3.17
Profitability Ratio (Net Profit Margin)	23%	25%	29%	25%
Solvency Ratio (Debt to Equity Ratio)	23%	22%	18%	21%
Efficiency Ratio (Asset Turnover Ratio)	0.89	0.70	0.72	0.76

(Source: Author's Ratio Calculation by Using Annual Report Data of Company)

Based on above table liquidity ratio is showing strong performance before covid for both financial years than after covid era. Profitability ratio was also strong before covid than after covid. On the other side, in terms of solvency ratio, the risk is more for ITC after covid than before covid era. Lastly, in 2021-2022, therefore after covid, this company was more efficient than in previous years, though before covid, in terms of efficiency ratio, the performance of the company was good.

For finding out the statistically significant differences between two variables, one way ANOVA has performed below:

Table 4: ANOVA

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	0.07701	1	0.07701	0.03923	0.84584	4.60011
Within Groups	27.4822	14	1.96301			
Total	27.5592	15				

(Source: Author's Computation)

The above result is showing that p-value is 0.84584 which is more than *"$\alpha = 0.05$"*, hence, null hypothesis will be accepted and alternative hypothesis will be rejected. Therefore, for ITC Ltd. there are significant differences in financial performances after covid and before covid.

Godrej Consumer Products Ltd (GCPL)

H1: There are no differences between financial performance of three companies before covid and after covid

Table 5: Financial Performance of GCPL

	Godrej Consumer Products Ltd (GCPL)			
	After Covid		Before Covid	
	2021-2022	2020-2021	2019-2020	2018-2019
Liquidity Ratio (Current Ratio)	1.43	1.08	1.06	1.20
Profitability Ratio (Net Profit Margin)	14%	16%	15%	22%
Solvency Ratio (Debt to Equity Ratio)	40%	51%	89%	95%
Efficiency Ratio (Asset Turnover Ratio)	0.81	0.76	0.69	0.74

(Source: Author's Ratio Calculation by Using Annual Report Data of Company)

From the above result, the situation states that the overall condition of financial health of GCPL is good after covid than before covid in terms of liquidity. But for maintaining profitability, GCPL has given strong performance in 2019-2020 and 2018-2019, hence, before covid than after covid. On the other hand, in terms of solvency, the company has faced more risks before covid er than after covid. Also again, efficiency shows a high rate after covid than before covid in this context. Thus, it can be stated that financial performance after covid and before covid, are different for GCPL.

Along with this discussion, it is also necessary to test the significant differences, hence for hypothesis testing, ANOVA has been performed below:

Table 6: ANOVA

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	0.09922	1	0.09922	0.53632	0.47604	4.60011
Within Groups	2.59015	14	0.18501			
Total	2.68938	15				

(Source: Author's Computation)

The above statistical result is showing that p-value is 0.47604 which is greater than the alpha level of 0.05. therefore, alternative hypothesis should be rejected and null hypothesis can accept. Thus, it can state that there are significant differences in financial performance between after covid and before covid era for GCPL.

H2: Three companies don't share same level of liquidity, profitability, solvency and efficiency during pre-covid and post-covid

After testing the first hypothesis, this is essential here to test the second hypothesis which is depicting that all three companies don't share the same level of liquidity, profitability, solvency and efficiency, hence, their financial health across four financial years can be different.

Liquidity level

Table 7: Liquidity Ratio of Three Companies

	Dabur Ltd	**ITC Ltd**	**Godrej**
2018-2019	1.35	3.17	1.2
2019-2020	1.98	4.13	1.06
2020-2021	1.63	3.27	1.08
2021-2022	1.3	2.81	1.43
Mean	1.565	3.345	1.1925
S.D.	0.312463331	0.5593747	0.16998
CV (%)	19.96570806	16.72271	14.2537

(Source: Author's Ratio Calculation by Using Annual Report Data of Company)

The above table is presenting the result of the financial performance for four consecutive years of three chosen companies in terms of liquidity. From this result, the CV or coefficient of variance is showing a moderate percentage for each of the organisations. But the ratio of GCPL is lower than other two organisations, hence, there can be risk-return trade-off. Therefore, if investors invest in this company with high risk, there can be a chance to get high return. Along with this, it can state that as percentage of CV differ for every organisation, hence, liquidity level is also different for these companies.

Table 8: Anova

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	10.5872	2	5.29361	36.14	0.00005002	4.25649
Within Groups	1.31828	9	0.14648			
Total	11.9055	11				

(Source: Author's Computation)

On the other side, for testing the significant level, this ANOVA is showing the result of lower p-value, 0.00005002 than alpha level of 0.05. This indicates that alternative hypothesis will be accepted and researchers can reject the null hypothesis. Hence, these three companies don't share same level of liquidity position throughout the four financial years.

Profitability level

Table 9: Profitability Ratio of Three Companies

	Dabur Ltd	ITC Ltd	Godrej
2018-2019	0.16	0.25	0.22
2019-2020	0.16	0.29	0.15
2020-2021	0.17	0.25	0.16
2021-2022	0.15	0.23	0.14
Mean	0.16	0.26	0.17
S.D.	0.008165	0.02516611	0.03594
CV (%)	5.1031036	9.86906462	21.4566

(Source: Author's Ratio Calculation by Using Annual Report Data of Company)

From the above result of profitability level of these three organisations, it can be seen that the percentage of CV is static and strong for Godrej as CV of Dabur and ITC is close to 1, hence, there might be low variance. However, as CV percentage is acceptable between the range of 20% to 30%, therefore, investors can choose Godrej for their investment, hence, more risks in this context can give them the result of high return. Furthermore, this can be seen as variances of these companies are different, hence, profitability levels for three organisations will be different.

Table 10: ANOVA

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	0.02232	2	0.01116	16.8075	0.00091	4.25649
Within Groups	0.00598	9	0.00066			
Total	0.02829	11				

(Source: Author's Computation)

For testing the hypothesis in terms of profitability, it can be seen that p-value, in this case, is 0.00091 which is less than significant level of 0.05. hence, alternative hypothesis should be accepted and null hypothesis here will be rejected. Thus, it can state that three companies don't share same profitability level within the industry across four consecutive years.

Solvency level

Table 11: Solvency Ratio of Three Companies

	Dabur Ltd	ITC Ltd	Godrej
2018-2019	0.49	0.21	0.95
2019-2020	0.41	0.18	0.89
2020-2021	0.41	0.22	0.51
2021-2022	0.46	0.23	0.40

Mean	0.44	0.21	0.69
S.D.	0.039475731	0.0216025	0.2733
CV (%)	8.921069139	10.28689	39.7524

(Source: Author's Ratio Calculation by Using Annual Report Data of Company)

In terms of solvency level, the CV percentage is more for Godrej and it is low for Dabur. However, from the above result, it can be suggested that the investors can choose both ITC and Godrej for making their investment which can further present them with more returns. Along with this, it can be seen that the solvency level is different for three companies.

Table 12: Anova

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	0.45612	2	0.22806	8.91821	0.00733	4.25649
Within Groups	0.23015	9	0.02557			
Total	0.68627	11				

(Source: Author's Computation)

Along with above financial analysis, this statistical calculation is showing that p-value is 0.00733 and this is less than alpha value of 0.05. Here, alternative hypothesis will be accepted and null hypothesis can be rejected. Thus, regarding solvency level, the performance of three companies is completely different and they don't share same level of solvency within the industry.

Efficiency level

Table 13: Efficiency Level of Three Companies

	Dabur Ltd	**ITC Ltd**	**Godrej**
2018-2019	1.03	0.76	0.74
2019-2020	1.01	0.72	0.69
2020-2021	0.98	0.7	0.76
2021-2022	0.98	0.89	0.81
Mean	1	0.7675	0.75
S.D.	0.0244949	0.08539126	0.04967
CV (%)	2.4494897	11.1258966	6.62207

(Source: Author's Ratio Calculation by Using Annual Report Data of Company)

From the above result, the percentage of CV shows high variance for ITC Ltd in terms of efficiency compared to other two companies, Dabur and Godrej. Therefore, this can be appropriate for the investors to invest in ITC Ltd for better and high returns as they can get more variance compared to the other two companies. Moreover, as the result is showing differences in variance, hence, the efficiency level of three companies is also different.

Table 14: Anova

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	0.15582	2	0.07791	22.564	0.00031	4.25649
Within Groups	0.03108	9	0.00345			
Total	0.18689	11				

(Source: Author's Computation)

On the other side, the above result from ANOVA table is showing that p-value is 0.00031 which is less than alpha value of 0.05. This indicates that null hypothesis will be rejected and alternative hypothesis can be accepted. Along with financial calculation and analysis, this statistical analysis is also showing that three companies don't share same efficiency level within the market throughout four financial years.

Research analysis
After getting both financial as well as statistical results regarding analysis of financial health of three case companies from Indian FMCG sector, this is important to make some brief discussion in this context. Here, for validly structuring this research study, based on the two pre-determined hypotheses, the whole analysis will be done.

H1: There are no differences between financial performance of three companies before covid and after covid

This research article focuses on the financial health analysis of three companies from Indian FMCG sector before covid and after covid. Regarding this first hypothesis, it can be stated that researchers have rejected alternative hypotheses for each company as it has been proved that there are significant differences in financial performance of these companies between before covid and after covid (Karthik and Prasad, 2020). Some previous research has shown that despite static demand, the performance of Indian FMCG industry is declining in financial year 2018 (Gangil and Nathani, 2018). Thus, researchers were enthusiastic to examine whether this similar situation was faced by the companies from FMCG sector after covid also or not. From the result differences between after covid performance and before covid performance can be highlightedclearly (Dhingra *et al.* 2018). In some areas, companies have performed in really poor manner after covid, especially Dabur Ltd and ITC Ltd in terms of liquidity as well as profitability (Krylov, 2018). Compared to these two companies, the position of Godrej is better after covid than before covid in terms of solvency, liquidity, profitability as well as efficiency (Fitriyah *et al.* 2020). Thus, here alternative hypothesis has been rejected as there are differences between after covid performances and before covid performances for these three companies. The overall financial health of Indian FMCG sector is therefore still fluctuating as it is not in a steady position.

H2: Three companies don't share same level of liquidity, profitability, solvency and efficiency during pre-covid and post-covid

In this research study, second hypothesis states that any companies here don't share the same level of financial health, therefore the level of liquidity, profitability, solvency as well as efficiency is different for each of three companies (Kadim *et al.* 2020). From the result, it can be seen that for every company the percentage of coefficient variance is different in terms of liquidity, profitability, solvency as well as efficiency (Musallam, 2018). This different percentage clearly states that those companies either have high variance or low variance in different levels of financial performance analysis (González *et al.* 2022). Therefore, those companies can't share same level of liquidity, profitability, solvency as well as efficiency. Furthermore, the statistical result also accepts the alternative hypothesis. Following this result, it can state that in FMCG sector of India, though there are companies who are selling some kinds of consumer goods, their operation tactics are different as well target customers are different(Linares-Mustarós *et al.* 2018). So, they share different levels of customer demand within the market which can further differentiate their financial performance throughout the years within FMCG sector (Rajamohan *et al.* 2021). Thus,the level of financial health of the listed companies in this sector is different whether it is pre-covid or post-covid (Kariyawasam, 2019).

Conclusion

Like any other sector, in India FMCG sector was facing several issues and this is probably because of the changes in consumer demand and taste. This changing behaviour of customers has brutally stroked the FMCG sector before covid era. When Indian FMCG sector was facing this kind of issue in mid-2018, the global business market has already interacted with Covid-19 in late 2019 and it attacked Indian market in early 2020. But notably, this needs to be remembered that like other sectors, FMCG sectors don't face more backlashes after attack of Covid-19, moreover, the performance of different sectors of FMCG industry has risen. This is a good sign for Indian FMCG sector and most market experts think that this situation can be durable. However, in this study, two objectives have been structured to find out the financial performance of three renowned companies in Indian FMCG sector. These three companies therefore are considered representatives of this industry considering which the financial analysis was possible.

Linking with 1stobjective
Concerning the first objective, this present study has examined whether there are any differences between before covid financial performance and after covid financial performance of these three companies. Both financial ratio

calculation and ANOVA analysis have proved that there are significant differences between the before covid financial performance and after covid financial performance of these organisations and after covid FMCG sector in India are performing more orderly compared to before covid era.

Linking with 2nd objective

On the other side, in terms of second objective, this needs to be proved that whether before covid era or after covid era, these three companies share same level of financial health or not. To prove this statement and test the significance level, both financial ratio and ANOVA has performed along with comparison between financial performance of three companies before covid and after covid. The result again shows that neither of these companies shares same level of financial health nor is their financial performance same.

Therefore, based on the above discussion, this can state that the financial health of any organisation is not permanent and it is continuously fluctuating over time. Furthermore, any company can't control the consumer buying behaviour or their taste, hence, whether it's before covid or after covid, this is responsibility of every consumer goods company to structure their business model properly and handle their target market more meticulous manner. This needs to be remembered that, covid-19 and any pandemic situation are not constant, the situation or environment will change, and companies are recommended to perform well forstrengthening the Indian FMCG sector more in this context.

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