

## GROWTH AND PERFORMANCE OF SRI VENKATESWARA CO-OPERATIVE SUGAR LTD.: A STUDY IN CHITTOOR DISTRICT

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*Received-04.09.2018, Revised-24.09.2018*

**Abstract:** Sugarcane is an important commercial crop cultivated in about 120 countries in the world. Sugarcane is cultivated in an area of 42.40 million hectares in the world. Sugar industry is the second largest in India and first being the textile. This study is mainly based on financial indicators. The secondary data was collected from 2009-10 to 2013-14. The performance of sugar industry was examined by the financial indicators through financial analysis. The results revealed that, the increase in share capital contributed by members was quite negligible because sugar factory was unable to maximize the profits. For a rupee of capital employed in fixed assets and current assets by the company, the sales revenue generated by the company was highly fluctuating. The factory was incurring losses over the study period and the operating expenses of the company were also kept on the higher side. Factory may follow the strategies on par with private factories in procurement of sugarcane, payment method to sugar farmers and marketing of sugar and it would increase the profits.

**Keywords:** Sugar factory, Financial indicators, Financial analysis

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