

A Study on Financial Performance Analysis of Hindustan Unilever Limited

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Abstract: *The financial performance of the company is measured by analyzing the financial statement. These help to predict the future, and show weaknesses, and strengths. The ratios usually are compared to other companies within the industry average to see where the company stands. The analysis is done by using various ratios of ratio analysis and analyzing the comparative income statement of the company. Financial performance analysis is the process of reviewing and analyzing a company's financial statements to make better economic decisions. The study is based on the three years of financial performance (2020-2021 to 2022-2023) of Hindustan Unilever Limited. The tools used for the study are Profitability ratios (Annual sales, operating profit margins, net profit margin, earning per share, and return on asset).*

Keywords: financial performance.

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