

Analysis of Risk and Return in Selected FMCG Stocks: A Comparative Study

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Abstract: *This study investigates the risk and return of stocks from four selected FMCG companies over a two-year period. By utilizing secondary data from the BSE India website and employing descriptive statistics, the research identifies the risk and return profiles of Hindustan Unilever Ltd., ITC Ltd., Nestle India Ltd., and Dabur India Ltd. The findings reveal significant insights into the average returns and volatility of these stocks, aiding investors in making informed decisions. The study concludes with recommendations on the most suitable FMCG stocks for investment, highlighting those with the highest returns and lowest risk.*

Keywords: FMCG stocks, risk assessment, return analysis, stock market, investment decision, Hindustan Unilever, ITC, Nestle India, Dabur India, BSE-FMCG Index.