**INTRODUCTION**

**Risk** is the potential that a chosen action or activity (including the choice of inaction) will lead to a loss (an undesirable outcome). The notion implies that a choice having an influence on the outcome exists (or existed). Potential losses themselves may also be called "risks". Almost any human endeavor carries some risk, but some are much more risky than others.

**RISK AND RETURN ANALYSIS**

Return expresses the amount which an investor actually earned on an investment during a certain period. Return includes the interest, dividend and capital gains; while risk represents the uncertainty associated with a particular task. In financial terms, risk is the chance or probability that a certain investment may or may not deliver the actual/expected returns.

The risk and return trade off says that the potential return rises with an increase in risk. It is important for an investor to decide on a balance between the desire for the lowest possible risk and highest possible return.

**Risk Analysis**

Risk in investment exists because of the inability to make perfect or accurate forecasts. Risk in investment is defined as the variability that is likely to occur in future cash flows from an investment. The greater variability of these cash flows indicates greater risk.

Variance or standard deviation measures the deviation about expected cash flows of each of the possible cash flows and is known as the absolute measure of risk; while co-efficient of variation is a relative measure of risk.

For carrying out risk analysis, following methods are used-

* Payback [How long will it take to recover the investment]
* Certainty equivalent [The amount that will certainly come to you]
* Risk adjusted discount rate [Present value i.e. PV of future inflows with discount rate]

However in practice, sensitivity analysis and conservative forecast techniques being simpler and easier to handle, are used for risk analysis. Sensitivity analysis [a variation of break even analysis] allows estimating the impact of change in the behavior of critical variables on the investment cash flows. Conservative forecasts include using short payback or higher discount rates for discounting cash flows.

**Investment Risks**

Investment risk is related to the probability of earning a low or negative actual return as compared to the return that is estimated. There are types of investments risks:

1. **Stand-alone risk**

This risk is associated with a single asset, meaning that the risk will cease to exist if that particular asset is not held. The impact of stand alone risk can be mitigated by diversifying the portfolio.

Stand-alone risk = Market risk + Firm specific risk

Where,

* Market risk is a portion of the security's stand-alone risk that cannot be eliminated trough diversification and it is measured by beta
* Firm risk is a portion of a security's stand-alone risk that can be eliminated through proper diversification

1. **Portfolio risk**

This is the risk involved in a certain combination of assets in a portfolio which fails to deliver the overall objective of the portfolio. Risk can be minimized but cannot be eliminated, whether the portfolio is balanced or not. A balanced portfolio reduces risk while a non-balanced portfolio increases risk.

**Sources of risks**

* + 1. Inflation
    2. Business cycle
    3. Interest rates
    4. Management
    5. Business risk
    6. Financial risk

**Return Analysis**

An investment is the current commitment of funds done in the expectation of earning greater amount in future. Returns are subject to uncertainty or variance Longer the period of investment, greater will be the returns sought. An investor will also like to ensure that the returns are greater than the rate of inflation.

An investor will look forward to getting compensated by way of an expected return based on 3 factors -

* Risk involved
* Duration of investment [Time value of money]
* Expected price levels [Inflation]

The basic rate or time value of money is the real risk free rate [RRFR] which is free of any risk premium and inflation. This rate generally remains stable; but in the long run there could be gradual changes in the RRFR depending upon factors such as consumption trends, economic growth and openness of the economy.

If we include the component of inflation into the RRFR without the risk premium, such a return will be known as nominal risk free rate [NRFR]

NRFR = ( 1 + RRFR ) \* ( 1 + expected rate of inflation ) - 1

Third component is the risk premium that represents all kinds of uncertainties and is calculated as follows -

Expected return = NRFR + Risk premium

**Risk and return trade off**

Investors make investment with the objective of earning some tangible benefit. This benefit in financial terminology is termed as return and is a reward for taking a specified amount of risk.

Risk is defined as the possibility of the actual return being different from the expected return on an investment over the period of investment. Low risk leads to low returns.

For instance, in case of government securities, while the rate of return is low, the risk of defaulting is also low. High risks lead to higher potential returns, but may also lead to higher losses. Long-term returns on stocks are much higher than the returns on Government securities, but the risk of losing money is also higher.

Rate of return on an investment cal be calculated using the following formula-

Return = (Amount received - Amount invested) / Amount invested

He risk and return trade off says that the potential rises with an increase in risk. An investor must decide a balance between the desire for the lowest possible risk and highest possible return.

**NEED FOR THE STUDY**

Stock markets have existed in India for a very long time yet the professionals in the field of finance talking negatively about these instruments. The reason why I bring it up again is that it is very important to understand what the old system was verse the new the old system were based on trust. On the other hand, the modern market place of stock markets, having well developed risk management, transparent rules for entry and stringent regulation, is faceless. That the old type system had to transform into a new is definitely clear they have played a very important role in the past. In is merely that had to modern markets to keep up with the demand of the times. The need of the study is to identify the different types of investment alternatives available in the market and analyze their risk and return of companies FMCG industry.

**OBJECTIVES OF THE STUDY:**

1. To find expected rate of return & standard deviation of the companies selected from FMCG industry like HUL, Prakash industries and JIK industries.
2. To know the company profile of B.N. RATHI SECURITIES LTD. and selected FMCG companies.
3. To know the price fluctuations of the shares in the stock market for a particular period from 01st April 2009 to 31st March 2012.
4. To give an insight to the investor who are looking for low risk and better return trade off from the above analysis.

**SCOPE OF THE STUDY:**

The study covers the finding of expected rate of return & standard deviation of the selected companies and knowing the price fluctuations of the shares in the stock market for a particular period. It also covers the importance of the risk analysis in trading and to measure price volume relationship for individual stocks. By this study we can know the shares yielding highest return from the companies selected for the study and the risk level of various companies selected for the study. It gives an insight to the investor who are looking for low risk and better return trade off from the above analysis.

This will helpful to the investors while investing in the securities. The data is collected from the websites and the reports at B.N.Rathi Securities Ltd.

**RESEARCH METHODOLOGY:**

This chapter basically deals with the methodology that has been employed in this dissertation. It covers the type of research used in this dissertation, sample size chosen, sample description, data collection. Each will be described separately under the following headings.

**A) Type of research:**

This study is descriptive in nature. The main purpose of descriptive research is to describe the state of view as it exists at present. The descriptive research deals with demographic characteristics.

**B) Sample size:**

For the dissertation 4 companies has been selected to conduct the study. The study considers the financial year of 2009-12 of which the years are divided into quarters.

**C) Data collection:**

Basically, the data used in this study are secondary in nature. The monthly closing share prices of companies. The data’s are collected in the form of secondary in sources. The companies selected for research purpose consist of HUL, Prakash industries and JIK industries.

The daily opening share prices of the selected companies of NSE Nifty are obtained in through some of webs are

nseindia.com and

www.economictimes.indiatimes.com.

**LIMITATIONS OF THE STUDY:**

1. This project covers only selected companies of NSE.
2. The closing share prices of selected companies were taken only for the time period from April 2009 to March 2012.
3. The study limited only to 3 stocks. The NSE nifty consist of many scripts. So it does not truly reflect as a whole.
4. The study period of 45 days is a limitation for the study.

**RISK AND RETURN ANALYSIS**

**Risk** is a complex topic. There are many types of risk, and many ways to evaluate and measure risk. In the theory and practice of investing, a widely used definition of risk is:

“Risk is the uncertainty that an investment will earn its expected rate of return.”

Note that this definition does not distinguish between loss and gain. Typically, individual investors think of risk as the possibility that their investments could lose money.[[2]](http://www.bogleheads.org/wiki/Risk_and_return:_an_introduction#cite_note-2) They are likely to be quite happy with an investment return that is greater than expected - a “positive surprise.” However, since risky assets generate negative surprises as well as positive ones, defining risk as the **uncertainty** of the rate of return is reasonable. Greater uncertainty results in greater likelihood that the investment will generate larger gains, as well as greater likelihood that the investment will generate larger losses (in the short term) and in higher or lower accumulated value (in the long term.)

In financial planning, the investment goal must be considered in defining risk. If your goal is to provide an acceptable amount of retirement income, you should construct an investment portfolio to generate an expected return that is sufficient to meet your investment goal. But because there is **uncertainty**that the portfolio will earn its expected long-term return, the long-term realized return may fall short of the expected return. This raises the possibility that available retirement funds fall short of needs - that is, the investor might outlive the investment portfolio. This is an example of "shortfall risk." The**magnitude** and **consequences** of the potential shortfall deserve special consideration from investors. [[3]](http://www.bogleheads.org/wiki/Risk_and_return:_an_introduction#cite_note-3) However, since the **uncertainty** of return couldalso result in a realized return that is higher than the expected return, the investment portfolio might "outlive" the investor. Therefore, considerations of shortfall risk are subsumed by considering risk as the uncertainty of investment return.

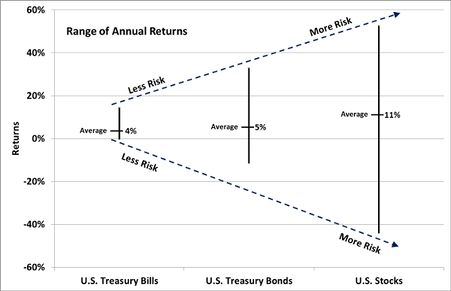
## Risk as the uncertainty of returns

The uncertainty inherent in investing is demonstrated by the historical distributions of returns in three major asset classes: cash, [bonds](http://www.bogleheads.org/wiki/Bond_Basics), and [stocks](http://www.bogleheads.org/wiki/Stock_Basics).

The term cash often is used to refer to [money market](http://www.bogleheads.org/wiki/Money_Markets) securities and money in bank accounts. [Vanguard](http://www.bogleheads.org/wiki/Vanguard) refers to these types of assets as short-term reserves. There is very high certainty in the return that will be earned on an investment in money market securities such as [Treasury bills](http://www.bogleheads.org/wiki/Treasury_bills) (T-Bills) or short-term [certificates of deposit](http://www.bogleheads.org/wiki/Certificate_of_Deposit) (CDs). Similarly, there is fairly high certainty in the return that will be earned over a short period in a money market fund. Money market fund holdings consist of T-Bills, CDs, and other money market securities.

For an individual investor, a federally-insured bank account also provides a high degree of certainty in the short-term return.

Even over longer time periods, the returns earned by money market securities fall into a relatively narrow range.

[](http://www.bogleheads.org/wiki/File:Range_of_Annual_Returns.jpg)

Risk vs. Return:

The annual returns on 3-month T-Bills (representing "cash") have fallen in the range of 0% to 15% during the 84 year period from 1928 through 2011. This range of returns is represented in Figure 1 by the vertical bar on the far left (above the label "U.S. Treasury Bills). Also note the tick mark showing the average annual return of 4%.

The middle vertical bar in Figure 1 represents the range of annual returns on [10-Year U.S. Treasury Bonds](http://www.bogleheads.org/wiki/Treasury_Bonds) over the same time period. Note the larger range (dispersion) of returns--from about -11% to +33%. Also note the somewhat larger average annual return of 5%.

The far right vertical bar in Figure 1 represents the range of annual returns on U.S. stocks (as represented by stocks in [the S&P 500](http://www.bogleheads.org/wiki/S%26P_500_Index)) over the same time period. Note the much larger dispersion of returns--from about -44% to +53%. Also note that the average annual return of 11% is significantly higher.

As the chart indicates, the return on bonds is less certain than the return on cash, and the return on stocks is less certain than the return on bonds. Thus, bonds are considered riskier than cash, and stocks are considered riskier than bonds.

The chart also shows that historically, over the relatively long time period of 84 years from 1928 through 2011, higher risk has been rewarded with higher **average** annual returns--at least in the United States. This pattern is not unique to the U.S., but it is not the same in all countries.

## Relationship between risk and return

Investors are risk averse; i.e., given the same expected return, they will choose the investment for which that return is more certain. Therefore, investors demand a higher expected return for riskier assets. Note that a higher expected return does not guarantee a higher realized return. Because by definition returns on risky assets are uncertain, an investment may not earn its expected return.

Although the charts in Figure 1 show historical (realized) returns rather than expected (future) returns, they are useful to demonstrate the relationship between risk and return. Note that the mean (average) annual return increases as the dispersion of returns increases.

**This demonstrates one of the most fundamental axioms of investing:**

If [inflation](http://www.bogleheads.org/wiki/Consumer_price_index) is considered, even money market securities have some risk. They may not achieve the expected real (inflation-adjusted) return. Unexpected inflation may reduce the real return below the expected return of the money market investment. Uncertainty in real returns can be eliminated by investing in inflation-indexed securities, such as [Treasury Inflation Protected Securities](http://www.bogleheads.org/wiki/Treasury_Inflation_Protected_Securities) ([TIPS](http://www.bogleheads.org/wiki/TIPS)) and [Series I Savings Bonds](http://www.bogleheads.org/wiki/I_Savings_Bonds) ([I Bonds](http://www.bogleheads.org/wiki/I_Bonds)). In return for this reduction of uncertainty, investors must accept lower expected returns. Even inflation-linked securities have risks; e.g., TIPS have interest-rate risk, re-investment risk, and liquidity risk. No investment is truly risk-free.

## Managing portfolio risk

### Diversification

Risk can be reduced through diversification.

The risk of investing in a single risky security, such as a stock or corporate bond, is very high due to the company-specific risks. Any number of unfortunate events could impact the rate of return. In the worst possible case, the company could go bankrupt, and the investor could lose the entire value of the investment. Company-specific risk is generally referred to as unsystematic risk or nonsystematic risk. Other names are unique-risk, firm-specific risk, or diversifiable risk.

Unsystematic risk can be eliminated by holding a broad portfolio of risky assets; e.g., many different securities in many different industries. This is easy to accomplish by owning a total market stock or bond index fund. Unsystematic risk is risk that can be "diversified away."

The risk that remains after diversifying away unsystematic risk is systematic risk. Other names are market risk or non-diversifiable risk. A total stock or bond market fund has systematic risk. This is risk impacting an entire asset class, such as when rising real interest rates impact the entire bond market.

In an efficient market, assets with known systematic risks will be priced lower and thereby compensate investors through higher expected returns. This expected relationship only applies to systematic risks. There is no reward for incurring unsystematic risk, and investors may therefore seek broad diversification without reducing the expected return of their portfolio.

### Asset allocation

In **theory**, asset allocation is the process of selecting an appropriate mixture of risk-free assets and risky assets. Optimally, the risky portion of the portfolio includes all risky assets; e.g., stocks, bonds, real estate, etc. A 30-day T-Bill is most commonly used to represent the risk-free asset.

In **practice**, short-term, high quality bonds are considered to be relatively risk free, and so are typically considered part of the (relatively) risk-free portion of the portfolio. Although a bond fund that includes riskier bonds (e.g., corporate bonds and bonds with longer maturities) is technically a risky asset, the risk is low in comparison to stocks. In the context of investing according to the[Bogleheads® investment philosophy](http://www.bogleheads.org/wiki/Bogleheads%C2%AE_investment_philosophy), broad-based, short- to intermediate-term bond funds often are used for the low-risk portion of the portfolio, and broad-based stock funds are considered to comprise the risky portion of the portfolio.

Selecting the appropriate asset allocation (ratio of risky assets to low-risk assets) [is essential](http://www.bogleheads.org/wiki/Bogleheads%C2%AE_investment_philosophy#Never_bear_too_much_or_too_little_risk) to designing a portfolio that matches the investor's ability, willingness, and need to take risk.

## SPECIFIC TYPES OF RISK

Below are descriptions of different types of investment risks.

Portfolio theory makes an important distinction between two types of risks:

* **Unsystematic risk**: the measure of risk associated with a particular security; also known as diversifiable risk. This risk can be mitigated by holding a diversified portfolio of many different stocks in many different industries.
* **Systematic risk:** also known as **market risk**. Systematic risk is faced by all investors due to market volatility. This risk cannot be diversified away. This is the type of risk most people are referring to when they casually use the term "risk" when discussing investments.

Some additional risks faced by all investments include:

* **Liquidity risk**--the risk that an asset cannot be sold when desired or in sufficient quantities because opportunities are limited. Treasury securities (with the exception of inflation protected Treasury bonds) have the least liquidity risk.
* **Political risk**--the risk to an investment due to changes in the law or political regime. Potential changes in tax law or changes in a country's structure of governance are sources of political risk.

Stocks, bonds and cash are all subject to **inflation risk**--the risk that one's investment will not keep pace with inflation. This risk can be mitigated by investing in inflation-protected Treasury bonds, such as [TIPS](http://www.bogleheads.org/wiki/Treasury_Inflation_Protected_Security) or [I-bonds](http://www.bogleheads.org/wiki/I_Savings_Bonds).

Stocks and corporate bonds are subject to **financial risk**--the risk due to the capital structure of a firm. Corporate debt magnifies financial risk to a company's stocks and bonds.

Bond investors also face the following major risks:

* **Interest rate risk**--the risk associated with changes in asset price due to changes in interest rates. Bonds and bond funds face this type of risk. As interest rates rise, prices on existing bonds decline and vice versa. Interest rate risk is greater for bonds with longer maturities, and lower for bonds having short maturities.
* **Credit risk**--the risk of default. Holders of corporate and municipal bonds face this risk.

[Other risks](http://www.bogleheads.org/wiki/Bond_Basics#Risks) applicable to bond investments include:

* **Call risk**--the risk that a bond issuer, after a decline in interest rates, may redeem a bond early, forcing the bond holder to find a replacement investment that may not pay as well as the original bond.
* **Reinvestment risk**--the risk that earnings from current investments will not be reinvested at the same rate of return as current investment yields. Coupon payments from a bond may suffer reinvestment risk if they cannot be reinvested at the same rate as the bond's yield.

Investors in international stocks and bonds are also exposed to **currency risk**, the risk caused from changes in currency exchange rates. Investments in currencies other than the one in which the investor purchases most goods and services are subject to currency risk.

Investors using actively managed funds are exposed to **management risk**--the risk that fund or portfolio managers will under-perform benchmarks due to their management decisions or style. Investors can avoid this risk by selecting passively-managed index funds.

Individual investors are exposed to two additional risks:

* **Shortfall risk**--the risk the portfolio will not provide sufficient returns to meet the investor's goal(s).
* Shortfall risk is one of the most significant risks investors face.
* **Longevity risk**--the risk an investor will outlive his/her money.

**Taxability Risk**

This applies to municipal bond offerings, and refers to the risk that a security that was issued with tax-exempt status could potentially lose that status prior to maturity. Since municipal bonds carry a lower interest rate than fully taxable bonds, the bond holders would end up with a lower after-tax yield than originally planned.

**Call Risk**

Call risk is specific to bond issues and refers to the possibility that a debt security will be called prior to maturity. Call risk usually goes hand in hand with reinvestment risk, discussed below, because the bondholder must find an investment that provides the same level of income for equal risk. Call risk is most prevalent when interest rates are falling, as companies trying to save money will usually redeem bond issues with higher coupons and replace them on the bond market with issues with lower interest rates. In a declining interest rate environment, the investor is usually forced to take on more risk in order to replace the same income stream.

**Inflationary Risk**

Also known as purchasing power risk, [inflationary risk](http://www.investopedia.com/terms/i/inflationrisk.asp) is the chance that the value of an asset or income will be eroded as inflation shrinks the value of a country's currency. Put another way, it is the risk that future inflation will cause the purchasing power of cash flow from an investment to decline. The best way to fight this type of risk is through appreciable investments, such as stocks or convertible bonds, which have a growth component that stays ahead of inflation over the long term.

**Market Risk**

Market risk, also called [systematic risk](http://www.investopedia.com/terms/s/systematicrisk.asp), is a risk that will affect all securities in the same manner. In other words, it is caused by some factor that cannot be controlled by diversification. This is an important point to consider when you are recommending mutual funds, which are appealing to investors in large part because they are a quick way to diversify. You must always ask yourself what kind of diversification your client needs.

**Social/Political Risk**

Risk associated with the possibility of nationalization, unfavorable government action or social changes resulting in a loss of value is called social or [political risk](http://www.investopedia.com/terms/p/politicalrisk.asp). Because the U.S. Congress has the power to change laws affecting securities, any ruling that results in adverse consequences is also known as legislative risk.

**Currency/Exchange Rate Risk**

Currency or exchange rate risk is a form of risk that arises from the change in price of one currency against another. The constant fluctuations in the foreign currency in which an investment is denominated vis-à-vis one's home currency may add risk to the value of a security.

American investors will need to convert any profits from foreign assets into U.S. dollars. If the dollar is strong, the value of a foreign stock or bond purchased on a foreign exchange will decline. This risk is particularly augmented if the currency of one particular country drops significantly and all of one's investments are in that country's foreign assets. If the dollar is weak, however, the value of the American investor's foreign assets will rise.

Understandably, currency risk is greater for shorter term investments, which do not have time to level off like longer term foreign investments.

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**RISK MEASUREMENT:**

Understanding the nature of risk is not adequate unless the investor or analyst is capable of expressing it in some quantitative terms. Expressing the risk of a stock in quantitative terms makes it comparable with other stocks. Measurement cannot be assured of cent percent accuracy because risk is caused by numerous factors such as social, political, economic and managerial efficiency. Measurement provides and approximates qualification of risk.

1. **Volatility:**

Of all the ways to describe risk, the simplest and possibly most accurate is “the uncertainty of a future outcome”. The anticipated for some future period is known as expected return. The actual return over some past period is known as the realized return. The simplest fact that dominates investing is that the realized return on an asset with any risk attached to it may be different from what was expected. Volatility may be described as the range of movement (or price fluctuation) from the expected level of return. The more a stock. For example, goes up and down in price, the more volatile that stock is. Because wide price swings create more uncertainty of an eventual outcome, increased volatility can be equated with increased risk. Being able to measure and determine the past volatility of a security is important in that it provides some insight into the riskness of that security as an investment.

1. **Standard Deviation :**

Investors and analyst should be at least familiar with study of probability distributions. Since the return, an investor will earn from investing is not known, it must be estimated.

**Probability Distribution:**

Probability represent the likelihood of various outcomes and are typically expressed as a decimal (sometimes fractions are used). The sum of the probabilities of all possible outcomes must be 1.0, because they must completely describe all the (perceived) likely occurrences.

Probability distribution can be either discrete or continuous. Witha **discrete probability**, a probability is assigned to each possible outcome. With a continuous probability distribution an infinite number of possible outcomes exist. The most familiar **continuous distribution** is the normal distribution depicted by the well-known bell shaped curve often used in statistics. It is a two-parameter distribution in that the mean and the variance fully describe it.

To describe the single most likely outcomes from a particular probability distribution, it is necessary to calculate its expected value. The expected value is average of all possible return outcomes, where each outcome is weighted by its respective probability of occurrence. For investors, this can be described as the expected return. To calculate the total risk associated with the expected return, the variance or standard deviation is used. Since variance, volatility and risk can in this context be used synonymously, the larger the standard deviation, the more uncertain the outcome.

Calculating a standard deviation using probability distributions involves making subjective estimates of the probabilities and the likely returns. However, we cannot avoid such estimates because future returns are uncertain. The prices of securities are based on investors’ expectations about the future. The relevant standard deviation in this situation is the ex-ante standard deviation and not the ex-post based on realized returns.

Although standard deviations are based on realized returns are often used as proxies for ex-ante standard deviations, investors should be careful to remember that the past cannot always be extrapolated into the future without modifications. Ex-post standard deviations may be convenient, but they are subject to errors. One important point about the estimation of standard deviation is the distinction between individual securities and portfolios.

Standard deviation is a measure of the total risk of an asset or a portfolio, including therefore both systematic and unsystematic risk. It captures the total variability in the assets or portfolio’s return, whatever the sources of that variability. In summary, the standard deviation of return measures the total risk of one security or the total risk of a portfolio of securities.

The historical standard deviation can be calculated for individual securities or portfolios of securities using total returns for some specific period of time. This ex-post value is useful in evaluating the total risk for a particular historical period and in estimating the total risk that is expected to prevail over some future period.

1. **Beta:**

Beta is a measure of the systematic risk of a security that cannot be avoided through diversification. Beta is a relative measure of risk-the-risk of an individual stock relative to the market portfolio of all stocks. If the security’s returns move more (less) than the market’s return as the latter changes, the security’s returns have more (less) volatility (fluctuations in price) than those of the market. It is important to note that beta measures a security’s volatility, or fluctuations in price, relative to a benchmark, the market portfolio of all stocks. Beta is useful for comparing the relative systematic risk of different stocks and, in practice, is used by investors to judge a stock’s riskiness. Stocks can be ranked by their betas. Because the variance of the market is a constant across all securities for a particular period, ranking stocks by beta is the same as ranking them by their absolute systematic risk. Stocks with high betas are said to be high-risk securities.

**The importance of the risk-return relationship**

The risk-return relationship has implications for many of the areas of finance. If, for example, two different alternative investments are being considered by a business, the existence of the risk-return relationship dictates that the comparison of alternative investments has to take both expected risks and expected returns into account.  The decision cannot be made solely on the basis of the expected return.

If two investments have differing risk levels associated with their future cash flows, the risk must be accounted for in the investment decision process.  There are a number of different methods that can be used to incorporate risk into the project investment decision.  These will be discussed in the advanced Capital Budgeting modules.

The risk-return relationship also has implications for the pricing of various financial assets.  If two sets of identical cash flows with the same risk levels are available, the risk-return relationship dictates that the two investments must have the same market value and market price.  If the prices differ, the opportunity exists for arbitrage activities and the earning of riskless profits.  This aspect of the risk-return relationship is the basis of one of the fundamental asset pricing concepts in finance and economics; the Law of One Price.

Risk is a fundamental, underlying, concept that has to be taken into account during any financial decision making process.

**Risk Aversion.**

Risk aversion refers to the aspect of human nature that causes people to avoid unnecessary risk.  In general, people tend to be risk averse.  In order to overcome this risk aversion, the investor must be adequately compensated.  This concept of risk aversion carries over into the business and financial world as well.

In business, people also tend to be risk averse.  If they choose to expose themselves to higher levels of risks, they do so only if they are going to be compensated in some financial way for taking on the additional risk.  In finance, since risk and return are positively related, the taking on of greater expected levels of risk is always associated with a higher expected financial return.  This is the basis for the direct risk-return relationship.

**RETURN**

Return is the primary motivating force that drives investment. It represents the reward for undertaking investment. Since the game of investing is about returns (after allowing for risk), measurement of realized (historical) returns is necessary to assess how well the investment manager has done.

In addition, historical returns are often used as an important input in estimating future prospective returns.

**MEANING OF RETURN:**

Return is one of the primary objectives of investment, which acts as a driving force for investment. Risk is inevitable and it is positively correlated with expected return. Return to an investor is of two types, current yield and capital appreciation. Current yield is the return, which is got in the form of individuals/interest whereas capital appreciation is the return, which we get after liquidation of shares.

**Return = Current yield (dividend/interest) + Capital**

**Appreciation/ Capital Gain**

**Components of Return:**

The return of an investment consists of two components.

**Current Return:**

The first component that often comes to mind when one is thinking about return is the periodic cash flow, such as dividend or interest, generated by the investment. Current return is measured as the periodic income in relation to the beginning price of the investment.

**Capital Return:**

The second component of return is reflected in the price change called the capital return­­­- it is simply the price appreciation (or depreciation) divided by the beginning price of the asset. For assets like equity stocks, the capital return predominates. Thus, the total return for any security (or for that matter any asset) is defined as:

**Total Return = Current return + Capital return**

The current return can be zero or positive, whereas the capital return can be negative, zero, or positive.

**TYPES OF RETURN**

1. **HISTORICAL RETURN:**

Return calculated are on past data which has already occurred is called as historical return. Historical return is a post-mortem analysis of investment, which lacks insight for future. Historical return is less risky and more accurate compared to expected return since it does not involve prediction of interest or dividend or closing price. Historical return is also called as post return or actual return.

**Return = Cash payment + Closing price – Beginning price**

**Beginning Price**

**EXPECTED RETURN**

Return calculated based or future estimates and calculation is called as expected return.

**Expected Return = Expected Dividend + Capital Gain (expected)**

**Beginning price**

**Return Analysis**

An investment is the current commitment of funds done in the expectation of earning greater amount in future. Returns are subject to uncertainty or variance Longer the period of investment, greater will be the returns sought. An investor will also like to ensure that the returns are greater than the rate of inflation.

An investor will look forward to getting compensated by way of an expected return based on 3 factors -

* Risk involved
* Duration of investment [Time value of money]
* Expected price levels [Inflation]

The basic rate or time value of money is the real risk free rate [RRFR] which is free of any risk premium and inflation. This rate generally remains stable; but in the long run there could be gradual changes in the RRFR depending upon factors such as consumption trends, economic growth and openness of the economy.

**Risk and return trade off**

Investors make investment with the objective of earning some tangible benefit. This benefit in financial terminology is termed as return and is a reward for taking a specified amount of risk.

Risk is defined as the possibility of the actual return being different from the expected return on an investment over the period of investment. Low risk leads to low returns. For instance, incase of government securities, while the rate of return is low, the risk of defaulting is also low. High risks lead to higher potential returns, but may also lead to higher losses. Long-term returns on stocks are much higher than the returns on Government securities, but the risk of losing money is also higher.

Rate of return on an investment cal be calculated using the following formula-

Return = (Amount received - Amount invested) / Amount invested

He risk and return trade off says that the potential rises with an increase in risk. An investor must decide a balance between the desire for the lowest possible risk and highest possible return.

**The Risk - Return Relationship**

Another fundamental relationship in the study of finance is the relationship between expected return and the expected level of associated risk. The nature of the relationship is that as the level of expected risk increases, the level of expected return also increases.  The opposite is true as well.  Lower levels of expected risk are associated with lower expected returns.  This RISK-RETURN RELATIONSHIP is characterized as being a direct relationship or a positive relationship.

http://uwf.edu/rconstand/fin4424web/T4-RiskReturn/T4-ris4.gif

 Business firms operate and invest in risky environments.  Since these risks impact the level of returns from business investments, they directly affect the economic value of both individual investment projects and the firm as a whole.  Because of this, the potential risks associated with project investments must be taken into account when making investment decisions.

**The "expectational" nature of the relationship.**

It should be noted that the risk-return relationship is stated in expectational terms.  That is, it focuses on expected risk and expected returns. When an investment decision is made, the decisions reflect expectations about future performance.  After the investment has been made, actual returns and actual risks may be different from what was originally anticipated.   The important point, however, is that when investment decisions are made, greater levels of expected risk should be compensated for by greater expected returns on the investment.

**The importance of the risk-return relationship**

The risk-return relationship has implications for many of the areas of finance. If, for example, two different alternative investments are being considered by a business, the existence of the risk-return relationship dictates that the comparison of alternative investments has to take both expected risks and expected returns into account.  The decision cannot be made solely on the basis of the expected return.

If two investments have differing risk levels associated with their future cash flows, the risk must be accounted for in the investment decision process.  There are a number of different methods that can be used to incorporate risk into the project investment decision.  These will be discussed in the advanced Capital Budgeting modules.

The risk-return relationship also has implications for the pricing of various financial assets.  If two sets of identical cash flows with the same risk levels are available, the risk-return relationship dictates that the two investments must have the same market value and market price.  If the prices differ, the opportunity exists for arbitrage activities and the earning of riskless profits.  This aspect of the risk-return relationship is the basis of one of the fundamental asset pricing concepts in finance and economics; the Law of One Price.

Risk is a fundamental, underlying, concept that has to be taken into account during any financial decision making process.

**Risk Aversion.**

Risk aversion refers to the aspect of human nature that causes people to avoid unnecessary risk.  In general, people tend to be risk averse.  In order to overcome this risk aversion, the investor must be adequately compensated.  This concept of risk aversion carries over into the business and financial world as well.

In business, people also tend to be risk averse.  If they choose to expose themselves to higher levels of risks, they do so only if they are going to be compensated in some financial way for taking on the additional risk.  In finance, since risk and return are positively related, the taking on of greater expected levels of risk is always associated with a higher expected financial return.  This is the basis for the direct risk-return relationship.

**INTRODUCTION TO THE INDIAN STOCK MARKET**

The Indian broking industry is one of the oldest trading industries that have been around even before the establishment of BSE in 1875

**Inception**

The roots of a stock market in India began in the **1860s** during the American Civil War that led to a sudden surge in the demand for cotton from India resulting in setting up of a number of joint stock companies that issued securities to raise finance.

**Bubble burst**

The early stock market saw a boom till 1865, and then in Jul 1865, what was then used to be called the share mania ended with burst of the stock market bubble. In the aftermath of the crash, banks, on whose building steps share brokers used to gather to seek stock tips and share news, disallowed them to gather there, thus forcing them to find a place of their own, which later turned into the **Dalal Street.** A group of about 300 brokers formed the stock exchange in Jul 1875, which led to the formation of a trust in 1887 known as the “**Native Share and Stock Brokers Association”.**

**Beginning of a new phase**

A new phase in the Indian stock markets began in the 1970s, with the introduction of Foreign Exchange Regulation Act (FERA) that led to divestment of foreign equity by the multinational companies, which created a surge in retail investing.

**Growth supporting factors**

The early 1980s witnessed another surge in stock markets when major companies such as Reliance accessed equity markets for resource mobilization that evinced huge interest from retail investors. A new set of economic and financial sector reforms that began in the early 1990s gave further impetus to the growth of the stock markets in India.

**Setting up of SEBI**

The Securities and Exchange Board of India **(SEBI),** which was set up in 1988 as an administrative arrangement, was given statutory powers with the enactment of the SEBI Act, 1992.

The broad objectives of the SEBI include-

* + To protect the interests of the investors in securities.
  + To promote the development of securities markets and to regulate the securities markets.

**Incorporation of NSE**

NSE was incorporated in Nov 1992 as a tax paying company, the first of such stock exchanges in India, since stock exchanges earlier were trusts, being run on no-profit basis. NSE was recognized as a stock exchange under the Securities Contracts (Regulations) Act 1956 in Apr 1993. It commenced operations in wholesale debt segment in Jun 1994 and capital market segment (equities) in Nov 1994. The setting up of the National Stock Exchange brought to Indian capital markets several innovations and modern practices and procedures such as nationwide trading network, electronic trading, greater transparency in price discovery and process driven operations that had significant bearing on further growth of the stock markets in India. To speed the securities settlement process, The Depositories Act 1996 was passed that allowed for dematerialization and dematerialization of securities in depositories and the transfer of securities through electronic book entry. The National Securities Depository Limited (NSDL) set up by leading financial institutions, commenced operations in Oct 1996. Despite passing through a number of changes in the post liberalization period, the industry has found its way towards sustainable growth. A stock broker is a regulated professional who buys and sells shares and other securities through market makers or agency only firms on behalf of investors. To work as a broker a certificate of registration from SEBI is mandatory after satisfying all the terms and conditions.

**FINANCIAL MARKETS**

The financial markets have been classified as

* Cash market (spot market) – largest traded, the spot market or cash market is a commodities or securities market in which goods are sold for cash and delivered immediately.
* Derivatives market – after cash market, the derivatives markets are the financial markets for derivatives. The market can be divided into two that for exchange traded derivatives and that for over-the-counter derivatives.
* Debt market - The bond market (also known as the debt, credit, or fixed income market) is a financial market where participants buy and sell debt securities.
* Commodities market – after commodities market, Commodity markets are markets where raw or primary products are exchanged. These raw commodities are traded on regulated [commodities exchanges, in](http://en.wikipedia.org/wiki/Commodities_exchange) which they are bought and sold in standardized contracts.

**NEED OF A BROKER**

A broker is a person or firm that facilitates trades between customers. It is advisable to conduct transactions through an intermediary. For example one needs to transact through a trading member of a stock exchange if they intend to buy or sell any security on stock exchanges. One needs to maintain an account with a depository if they intend to hold securities in demat form. You need to deposit money with a banker to an issue if you are subscribing to public issues. One gets guidance if you are transacting through an intermediary. A broker acts as a go between and, in doing so, does not assume any risk for the trade. The broker does, however, charge a commission. A broking firm acts as an intermediary between NSE and Client. Stock Brokers come under the category of Market Players. The membership in the stock exchange can be granted as individual membership and corporate membership.

CLIENT

NSE

BROKER

The market intermediaries play an important role in the development of Securities Market by providing different types of services. There are two major stock-exchanges NSE (composition of 50 stocks) and BSE (Composition of 30 stocks).

**PROFILE OF B.N. RATHI SECURITIES LIMITED**

**B.N.Rathi Securities Limited (BNRSL)**is a public listed stock broking firm providing integrated type of services, encompassing the entire spectrum of activities relating to the **Financial** **Market  Transactions.**

B.N.RATHI SECURITIES LIMITED(BNRSL) is a public limited company incorporated as per the companiesAct , 1956 in the year 1958. The company’s paid-up capital in Rs. 2.92 crores. The company acquiredmembership of National Stock Exchange of India in 1995 and membership of Bombay Stock Exchange Ltd. Inthe year 2008 and is also depository participant of central Depositoey Service Ltd. The company is listed atBombay Stock Exchange Ltd

BNR Group has been into the financial markets for over Five Decades and this vast experience is put to use for providing the best services in today’s complex financial markets. Our pedigree lineage, through our parent BNR Group enables us with the expertise to offer the following range of services.

Well-researched and comprehensive Stock Broking Services.

* Operations managed by experienced professionals
* Access to extensive Research
* An independent Tele-Communication Network linking Major Clients

As a depository participant with Central Depository Services Limited, we have more than 2000 accounts. With an adequate infrastructure, quality manpower, growing clientele and a sound professional reputation BNRSL is poised to capitalize on the existing and emerging opportunities as and when they rise.

BNRSL’s well diversified clientele represent a wide gamut of the investors community, which stand as testimony towards our commitment for providing prompt, reliable and innovative services to our clients and has encouraged us to redouble our efforts towards servicing our clients, through operational strategies, in an increasingly complex financial arena.

We are registered with Life Insurance Corporation of India Ltd. and UTI Bank Ltd. for their secondary market operations. BNRSL has always been a technology driven company and a strong technology focus has ensured that the company is equipped with sophisticated ultra modern information technology. We have net work communication system and connected to all branches/sub-brokers with the latest technology of HCL VSATs, which has emerged as the Company’s forte and enabled us to give the best services to its valuable clientele.

**PRINCIPAL ACTIVITIES & BUSINESS DESCRIPTION**

The company is engaged in all spheres of stock broking which enables the company to cater to a full range of requirements of a growing and diversified retail and institutional clientele. The services provided are as follows:-

* Comprehensive stock broking services on NSE Capital Market & Derivatives segments BSE cashSegment
* Depository services of central depository services Ltd.

**IPO**

Internet tradingWe have about 40 offices in Andhra Pradesh and other cities in India and 25 number of sub brokers.We have track record of payment of dividend continuously for the past 4 years.We are empanelled as approved Broker for with LIC of India and UTI Bank Ltd. For their equityoperation. We have net work communication system and connected to all branches/sub-brokers with thelatest technology of HCL VSATs which has emerged as the company forte enable BNRSL to give the best services to its valuable clientele.

**PROMOTERS**

**B.N.Rathi Securities Limited (BNRSL)**has been promoted by the Rathi family. The promoters of the Company have major interests in:

* Investment Advisory and Financial Services
* Corporate and Economic Research
* Information vending and dissemination>

**MANAGEMENT**

The Company is managed by the Board of Directors. Shri B.N.Rathi as the Chief Promoter Director and Shri H.N.Rathi as the Managing Director, In-charge of supervising, directing and overseeing the day to day operations of the Company. The Board of Directors of the Company shoulders responsibility for the management and administration of affairs of the Company. The Company currently has following Directors.

**Shri B.N.Rathi**the founder of B.N.Rathi Group of Companies. Shri B.N.Rathi, Graduated in Arts in 1943. He prides himself on having been associated as one of the main promoters of The Hyderabad Stock Exchange Limited. He has expertise of over 5 decades in this field. He was the Managing Director of Hyderabad Chemicals & Pharmaceuticals Limited, subsequently he was Executive Director of M.S.K.Mills Limited for 2 years. He was appointed as a Special Officer for Andhra Pradesh Paper Mills Limited during 1964-80. He was deputed as Chief Executive of West Coast Paper Mills Limited from 1980 to 1982. He was also Promoter and was Chairman (for two terms) of The A.P.Mahesh Co.Operative Urban Bank Ltd. He is also on Board of several companies like B.N.Rathi Securities Limited, M/s BNR Capital Services Pvt. Ltd., M/s Suryavanshi Spinning Mills Limited.

He is also associated with several social organizations and was the President of “All India Maheshwari Mahasabha” (a social organization of about 100 years of standing).

He is steering this renowned group since more than 5 decades. In the recently liberalized economic environment, he made foray in the financial services enterprise.

**Shri Laxminiwas Sharma**, a graduate in Commerce and C.A. (ICA). He is the Chairman of B.N.Rathi Securities Limited. He was also Vice President of Federation of A.P.Chamber of Commerce & Industry. He is the Director of Hyderabad Computers (P) Limited, Coromandal Cement Limited, Kamini Hospitals Ltd., Rayal Seema Jute Mills Ltd., Sirpur Paper Mills Ltd., Senior Partner of Laxminiwas & Jain, Chartered Accountants, Auditor in several private sector undertaking and Public Sector Undertaking.

**Shri K.Harish Chandra Prasad**, is an eminent Master of Business Administration and M.S. He is the Director of B.N.Rathi Securities Limited. He is the Managing Director in Lakshmi Finance & Industrial Corporation Limited. He is also Director in Healthy Investments Ltd., Andhra Printers Ltd., KLN Holdings Pvt. Ltd., L-Pack Polymers Ltd., Uni Jolly Investments Ltd., A.P.State Fin. Corpn. Ltd., Lakshmi Films Division, Sri Rukmini Krishna Boiled Rice and Oil Mills.

**Shri H.N.Rathi**, a Graduate in Science and is Managing Director of B.N.Rathi Securities Limited. Director of BNR Udyog Limited. He has been positioned in various capacities as Director, Vice-President and President of The Hyderabad Stock Exchange Limited. He has completed two terms as President of The Hyderabad Stock Exchange Limited.

**ACTIVITIES**

BNRSL is engaged in all spheres of Stock Broking, which enables the company to cater to a full range of requirements of a growing and diversified retail and institutional clientele.

Today, BNRSL has developed a wide skill base encompassing the entire spectrum of Stock Broking business. This has enabled the Company to grow in leaps and bound and to date we have more than 40 sub-brokers operating in various locations in **Andhra Pradesh** , **Maharashtra**,**Rajasthan** and **Gujrat.**

**SERVICES OFFERED**

* internet Trading – Equities and Derivatives
* Depository Participant of CDSL
* Primary Market Services
* Mutual Fund Advisory Services
* IPO Advisory Services

**SNAPSHOT**

|  |  |
| --- | --- |
| **Date of Establishment** | 1986 |
| **Revenue** | 0 ( USD in Millions ) |
| **Market Cap** | 38.9088 ( Rs. in Millions ) |
| **Corporate Address** | 6-3-652,kautilya,Amrutha Estates,SomajigudaHyderabad-500082, Andhra Pradesh www.bnrsecurities.com |
| **Management Details** | **Chairperson**- Laxminivas Sharma  **MD** - Hari Narayan Rathi **Directors** - B N Rathi, Badri Narayan Rathi, Chetan Rathi, H N Rathi, Hari Narayan Rathi, K Harishchandra Prasad, K N Rathi, LAKSHMINIVAS SHARMA, Laxminivas Sharma, Laxminiwas Sharma, Nisha Rathi, RAJESH PAREKH, Vijay Kumar Taori |
| **Business Operation** | Finance - Stock Broking |
| **Background** | B.N.Rathi Securities is a public listed stock broking firm providing integrated type of services, encompassing the entire spectrum of activities relating to the Financial Market Transactions. The company has been promoted by the Rathi family and is engaged in all spheres of Stock Broking, which enables the company to cater to a full range of requirements of a growing and diversified retail and institutiona |
| **Financials** | **Total Income**- Rs. 62.453206 Million ( year ending Mar 2012)  **Net Profit** - Rs. Million ( year ending Mar 2012) |
| **Company Secretary** | RAJESH PAREKH |
| **Bankers** |  |
| **Auditors** | Kalyandas & Co |

**CURRENCY TRADING**

The global increase in trade and foreign investments has led to many national economies becoming interconnected with one another. This interconnection, and the resulting fluctuations in exchange rates, has created a huge international market: FOREX. For many investors, this has created exciting opportunities and new profit potentials. The FOREX market offers unmatched potential for profitable trading in any market condition or any stage of the business cycle.

The currency futures market in India is set to witness a rapid and exponential growth in coming years! Angel invites you to experience our **Currency Trading Services.**

**BENEFITS:**

* **Low Commissions –** Brokerage fees are very low as the market is highly competitive.
* **No Middlemen –**Standardized lot size – Futures/Options currency trading does away with the middlemen and allows clients to interact directly on the exchange platform.
* **Standardized Lot Size –**Low transaction cost – In the futures markets, lot or contract sizes are determined by the exchanges which are fixed in nature. This allows traders to trade multiple lots.
* **Low Transaction Cost –** The retail transaction cost (the bid/ask spread) is typically less than 0.1 percent under normal market conditions. In large deals, the spread could be as low as 0.07 percent.
* **High Liquidity –** With an average trading volume of over $4 trillion per day, FOREX is the most liquid market in the world. It means that a trader can enter or exit the market at will in almost any market condition.
* **Almost Instantaneous Transactions –** This is a very advantageous by–product of high liquidity.
* **Low Margin (3 – 5 percent), High Leverage –** These factors increase the potential for higher profits (and losses).
* **Online Access –**The big boom in FOREX came with the advent of online (Internet) trading platforms.
* **Interbank Market –** The backbone of the FOREX market consists of a global network of dealers. They are mainly major commercial banks that communicate and trade with one another and with their clients through electronic networks and by telephone. There are no organized exchanges to serve as a central location to facilitate transactions the way the New York Stock Exchange serves the equity markets. The FOREX market operates in a manner similar to that of the NASDAQ market in the United States; thus it is also referred to as an over-the counter (OTC) market.
* **No one can corner the market –** The FOREX market is so vast and has so many participants that no single entity, not even a central bank, can control the market price for an extended period of time. Even interventions by mighty central banks are becoming increasingly ineffectual and short-lived. Thus central banks are becoming less and less inclined to intervene to manipulate market prices.
* **No Insider Trading –** Because of the FOREX market's size and non-centralized nature, there is virtually no chance for ill effects caused by insider trading. Fraud possibilities, at least against the system as a whole, are significantly less than in any other financial instruments.
* **Limited Regulation –** There is but limited governmental influence via regulation in the FOREX markets, primarily because there is no centralized location or exchange. Nevertheless, most countries do have some regulatory say and more seems on the way. Regardless, fraud is always fraud wherever it is found and subject to criminal penalties in all countries.

**COMMODITY TRADING**

Indian markets have thrown open a new avenue for retail investors and traders to participate: commodity derivatives. For those who want to diversify their portfolios beyond shares, bonds and real estate, commodities are the best option.

Commodities are more than what you think they are. Almost everything you see around is made of what market considers commodity. It could be any kind of movable property, except actionable claims, money and securities. Commodity trade forms the backbone of world economy. Commodities offer immense potential to become a separate asset class for market-savvy investors, arbitrageurs and speculators and are easy to understand as far as fundamentals of demand and supply are concerned.

Like any other market, the one for commodity futures plays a valuable role in Price Discovery and Price Risk Management.

BNR provides you with the perfect platform to trade in these highly valuable commodities so that you can benefit and make the most of the thriving markets. With a perfect blend of philosophy, knowledge and highly skilled and dedicated professionals we strive to offer our clients the best investment solutions across the country. It’s our belief and tryst that each client is unique and therefore we provide customized solutions to suit their every unique need.

**PROFILE OF THE COMPANIES SELECTED FOR THE STUDY**

**HUL (HINDUSTAN UNILEVER)**

**Hindustan Unilever Limited** (**HUL**) ([BSE](http://en.wikipedia.org/wiki/Bombay_Stock_Exchange): [500696](http://www.bseindia.com/bseplus/StockReach/AdvanceStockReach.aspx?scripcode=500696)) is India's largest [consumer goods](http://en.wikipedia.org/wiki/Fast_moving_consumer_goods) company based in [Mumbai, Maharashtra](http://en.wikipedia.org/wiki/Mumbai,_Maharashtra). It is owned by the British-Dutch company [Unilever](http://en.wikipedia.org/wiki/Unilever) which controls 52% majority stake in HUL. Its products include foods, beverages, [cleaning agents](http://en.wikipedia.org/wiki/Cleaning_agent) and [personal care products](http://en.wikipedia.org/wiki/Personal_care_products).

HUL was formed in 1933 as Lever Brothers India Limited and came into being in 1956 as Hindustan Lever Limited through a merger of [Lever Brothers](http://en.wikipedia.org/wiki/Lever_Brothers), Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd. It is headquartered in [Mumbai](http://en.wikipedia.org/wiki/Mumbai), [India](http://en.wikipedia.org/wiki/India) and has an employee strength of over 16,500 employees [[2]](http://en.wikipedia.org/wiki/Hindustan_Unilever#cite_note-2) and contributes to indirect employment of over 65,000 people. The company was renamed in June 2007 as “Hindustan Unilever Limited”.

Lever Brothers started its actual operations in India in the summer of 1888, when crates full of Sunlight soap bars, embossed with the words "Made in England by Lever Brothers" were shipped to the Kolkata harbour and it began an era of marketing branded Fast Moving Consumer Goods (FMCG).

Hindustan Unilever's distribution covers over 2 million retail outlets across India directly and its products are available in over 6.4 million outlets in the country. As per Nielsen market research data, two out of three Indians use HUL products.

**Brands**

HUL is the market leader in Indian consumer products with presence in over 20 consumer categories such as soaps, tea, detergents and shampoos amongst others with over 700 million Indian consumers using its products. Eighteen of HUL’s brands featured in the [ACNielsen](http://en.wikipedia.org/wiki/ACNielsen) Brand Equity list of 100 Most Trusted Brands Annual Survey (2012).

The company has a distribution channel of 6.3 million outlets and owns 35 major Indian brands. Its brands include:

**Leadership**

HUL has produced many business leaders for corporate India, including [Harish Manwani](http://en.wikipedia.org/wiki/Harish_Manwani), the non-executive chairman of HUL and currently the Chief Operating Officer of Unilever. He is also a member of Unilever Leadership Executive team (ULE), which comprises the company’s top management and is responsible for managing Unilever’s profit and loss, and delivering growth across its regions, categories and functions. [Nitin Paranjpe](http://en.wikipedia.org/wiki/Nitin_Paranjpe" \o "Nitin Paranjpe) [[15]](http://en.wikipedia.org/wiki/Hindustan_Unilever#cite_note-15) has been the Managing Director and Chief Executive Officer of the company since April 2008. He is also Executive Vice President, South Asia, Unilever and is also the executive head of the South Asia cluster for Unilever.

HUL's leadership-building potential was recognized when it was ranked 4th in the [Hewitt](http://en.wikipedia.org/wiki/Hewitt_Associates) Global Leadership Survey 2007 with only [GE](http://en.wikipedia.org/wiki/General_Electric), [P&G](http://en.wikipedia.org/wiki/Procter_%26_Gamble" \o "Procter & Gamble) and [Nokia](http://en.wikipedia.org/wiki/Nokia) ranking ahead of HUL in the ability to produce leaders with such regularity. A study conducted by Aon Hewitt, The RBL Group and Fortune in 2011, ranked the company number six in the list of ‘Top Companies for Leaders 2011 Study Results’. The company was awarded the [CII](http://en.wikipedia.org/wiki/Confederation_of_Indian_Industry" \o "Confederation of Indian Industry)- Prize for Leadership in HR Excellence at the 2nd CII National HR Conclave 2011 held on October 2011.

**PRAKASH INDUSTRIES**

Prakash Industries Ltd was started in the year 1980. With focused vision in the core competence areas of Mining, Steel and Power, Prakash Industries Ltd. is rapidly carving its niche in the Indian steel industry and has emerged as one of the key producers of value added steel products in the country. For highest value addition, company has always emphasized on forward & backward integration.

Excellence in diverse range of products, rapid growth, strong financial foundations and a bright future outlook have all been the result of the Company’s ability to stay well aligned with the economic trends and the market needs in the country.

Established in 1980 with a vision to become an integrated Steel & Power company, delivering sustainable value to all its stakeholders, Prakash Industries Limited (PIL) is today known for its quality products at competitve prices. Over the years the company has spread its wings across the geographical borders of india. In quest to capitalize first mover's advantage in a challenging space with technology intensive Products, PIL has always introduced innovative ways to cut costs and maximize resource utilization.

Company has set up a state of the art technology integrated steel plant at Champa in the state of Chhattisgarh. The sponge iron Kilns installed at Champa are based on SL/RN technology of Lurgi, Germany, which is the only renowned technology in coal based Sponge Iron manufacturing. The Sponge Iron manufactured in the Kilns is being used inhouse in the Steel Melting Shop to produce high quality Billets and Blooms which is then used to manufacture high value added finished steel products. Thus a fully integrated approach is adopted in the company.

Company has set up facilities to manufacture Wire Rod, HB Wire, TMT bars and Structurals which puts forth the concept of forward integration in the company to give highest value addition. With an assured supply of raw material and power and with concept of backward & forward integration, the steel plant of yesterday has emerged as a fully integrated steel plant today.

Company has always emphasized on backward integration to ensure uninterrupted supply of quality raw materials. Captive coal mines of the Company at Chotia in the state of Chhattisgarh is already in operation with modern methods of mining, resulting in operational excellence. Company has been allotted three coal blocks at Chotia, Madanpur & Fatehpur in the State of Chhattisgarh. Operations of Chotia Coal mines were started in record time of 33 months. In the Chotia coal mines, several modern methods of mining have been initiated resulting in operational excellence. Company also owns Iron Ore mines to fulfill the Iron Ore requirement for Sponge Iron manufacturing which are yet to be operated as various statutory clearances are under processing.

Today, the company operates a captive power generation plant, making the company self reliant in power for the integreated steel plant & future expansion projects. Along with expansion plans in the steel sector, company has also decided to focus on expansion in power generation with installation of boilers based on utilization of low grade fuel & latest technology turbines

**The Founder Chairman**

The personality behind the success story of Prakash Industries Ltd. is Sh. B.D.Agarwal ji, the founder chairman of the company, who started the company and without whose vision Prakash would not have enjoyed the fruit of success and fame. His integrated approach, intellectual capabilities and business acumen raised the company to the new heights and provided the company a solid foundation. As the founder chairman of the company, his qualities remain unmatched. While invoking profound respect among all who meet him, he is still the embodiment of humanity, love and goodwill to all.

**Strategic Objectives**

**Vision**  
Prakash Industries Ltd will endeavor to become a learning and knowledge based organization. The company will establish itself as a preferred supplier by offering quality products to its customers .The company will strive to become one of the most cost competitive steel & power producer in the industry and generate wealth to serve its customers, the surrounding community and the nation.

**Mission**  
Along with the expansion plans in the steel sector, the company has decided to focus for expansion in power generation sector with installation of latest technology Power Plants featuring use of low grade fuel. The continuously increasing power demand has also made power sector much more demanding and challenging, therefore the company has decided to concentrate on power generation as a thrust area .Company’s mission is to achieve overall growth through high productivity, continuous improvement and technological break-through and dedicated efforts towards attainment thereof.

**JIK INDUSTRIES**

JIK INDUSTRIES LIMITED (formerly known as Krishna Finstock Limited) was incorporated as a Private Limited Company on 10th May, 1990 and was subsequently converted into a Public Limited Company on 20th September 1994. The Company came out with its first IPO in December 1994. The Company acquired controlling interest in Brown Bull Industries Ltd. (BBIL), a Company engaged in manufacturing and exports, in August 1994 and subsequently changed the name of BBIL to JIK INDUSTRIES LTD. The said JIK INDUSTRIES LTD was later merged with the parent company. The activities of the Company are Lead-Free Crystal glass manufacturing, Chemical Waste Recycling, Distribution & Others, Retail Network, Money Changing & E-commerce Retail. The company has identified e-commerce as a new business opportunity, particularly in e-tailing. The proposed venture involves a combination of e-tailing with conventional methods of distribution to direct consumers. The company will capitalise on its existing distribution and retailing network to launch the product which will cater to the population at large.

**TABLE NO. 4.1**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST APRIL 2009 TO 30TH JUNE 2009**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **INDEX** | **RETURN** |
| 1/4/09 | 235 | 0 | 46.3 | - | 9 | - | 3023.9 | - |
| 2/4/09 | 235.1 | 0.0426 | 50.05 | 8.099 | 9 | 0 | 3061.1 | 1.230 |
| 6/4/09 | 234.9 | -0.0851 | 50.85 | 1.598 | 9.6 | 6.667 | 3211.4 | 4.910 |
| 8/4/09 | 225.2 | -4.1294 | 55.8 | 9.735 | 9.15 | -4.687 | 3255.4 | 1.370 |
| 9/4/09 | 242.9 | 7.8597 | 59.45 | 6.541 | 9.5 | 3.825 | 3346 | 2.783 |
| 13/04/09 | 235.05 | -3.2318 | 58 | -2.439 | 9.25 | -2.632 | 3342.2 | -0.114 |
| 15/04/09 | 230 | -2.1485 | 59.65 | 2.845 | 9.15 | -1.081 | 3381.5 | 1.176 |
| 16/04/09 | 235.45 | 2.3696 | 63.9 | 7.125 | 9.15 | 0.000 | 3484.4 | 3.043 |
| 17/04/09 | 241 | 2.3572 | 59.6 | -6.729 | 9.15 | 0.000 | 3369.5 | -3.298 |
| 20/04/09 | 240 | -0.4149 | 57.5 | -3.523 | - | - | 3384.8 | 0.454 |
| 21/04/09 | 237.65 | -0.9792 | 65.65 | 14.174 | 9.65 | - | 3376.9 | -0.233 |
| 22/04/09 | 243.1 | 2.2933 | 69.2 | 5.407 | 10 | 3.627 | 3364.6 | -0.364 |
| 23/04/09 | 240.6 | -1.0284 | 66.65 | -3.685 | 9.55 | -4.500 | 3330.5 | -1.013 |
| 24/04/09 | 241 | 0.1663 | 72.4 | 8.627 | 10 | 4.712 | 3423.6 | 2.795 |
| 27/04/09 | 239 | -0.8299 | 70.75 | -2.279 | 10 | 0.000 | 3481.3 | 1.685 |
| 28/04/09 | 230.55 | -3.5356 | 67.15 | -5.088 | 10.2 | 2.000 | 3469.5 | -0.339 |
| 29/04/09 | 226 | -1.9735 | 64.6 | -3.797 | 9.9 | -2.941 | 3371.7 | -2.819 |
| 4/5/09 | 236 | 4.4248 | 67 | 3.715 | 9.4 | -5.051 | 3478.7 | 3.173 |
| 5/5/09 | 240 | 1.6949 | 65 | -2.985 | 9.2 | -2.128 | 3664.5 | 5.341 |
| 6/5/09 | 239.9 | -0.0417 | 65 | 0.000 | 9.3 | 1.087 | 3662 | -0.068 |
| 7/5/09 | 234.5 | -2.2509 | 65.75 | 1.154 | 9 | -3.226 | 3617.2 | -1.223 |
| 8/5/09 | 230.75 | -1.5991 | 69.4 | 5.551 | - | - | 3681.8 | 1.786 |
| 11/5/09 | 235.25 | 1.9502 | 76.15 | 9.726 | 9.05 | - | 3615.8 | -1.793 |
| 12/5/09 | 227.6 | -3.2519 | 72 | -5.450 | 9.65 | 6.630 | 3554.7 | -1.690 |
| 13/05/09 | 225.1 | -1.0984 | 74 | 2.778 | 9.25 | -4.145 | 3668.8 | 3.210 |
| 14/05/09 | 222 | -1.3772 | 74 | 0.000 | 9.55 | 3.243 | 3631.9 | -1.006 |
| 15/05/09 | 226 | 1.8018 | 71.8 | -2.973 | 9.7 | 1.571 | 3597.9 | -0.936 |
| 18/05/09 | 244.95 | 8.3850 | 75 | 4.457 | - | - | 3673.2 | 2.093 |
| 19/05/09 | 245 | 0.0204 | 87 | 16.000 | 8.8 | - | 4325 | 17.745 |
| 20/05/09 | 234.9 | -4.1224 | 89.9 | 3.333 | 9.1 | 3.409 | 4318.8 | -0.143 |
| 21/05/09 | 233.2 | -0.7237 | 98.9 | 10.011 | 9 | -1.099 | 4270.4 | -1.121 |
| 22/05/09 | 231 | -0.9434 | 98 | -0.910 | 10.1 | 12.222 | 4211.9 | -1.370 |
| 25/05/09 | 231 | 0.0000 | 99 | 1.020 | 10.35 | 2.475 | 4238.1 | 0.622 |
| 26/05/09 | 238.7 | 3.3333 | 105 | 6.061 | 10.3 | -0.483 | 4239.6 | 0.035 |
| 27/05/09 | 233.3 | -2.2623 | 107.8 | 2.667 | 10.35 | 0.485 | 4117.3 | -2.885 |
| 28/05/09 | 232 | -0.5572 | 109 | 1.113 | 10.45 | 0.966 | 4276.2 | 3.859 |
| 29/05/09 | 232 | 0.0000 | 108.8 | -0.183 | 10 | -4.306 | 4340.8 | 1.511 |
| 1/6/09 | 228.55 | -1.4871 | 114.4 | 5.147 | 10 | 0.000 | 4450.4 | 2.525 |
| 2/6/09 | 233.1 | 1.9908 | 122 | 6.643 | 10.35 | 3.500 | 4530.5 | 1.800 |
| 3/6/09 | 235 | 0.8151 | 135.6 | 11.148 | 10.2 | -1.449 | 4525.5 | -0.110 |
| 4/6/09 | 236.5 | 0.6383 | 130 | -4.130 | 10.4 | 1.961 | 4530.3 | 0.106 |
| 5/6/09 | 250.25 | 5.8140 | 128 | -1.538 | 10.35 | -0.481 | 4573.3 | 0.949 |
| 8/6/09 | 252 | 0.6993 | 123.85 | -3.242 | 11.3 | 9.179 | 4582.4 | 0.199 |
| 9/6/09 | 252 | 0.0000 | 112.1 | -9.487 | 11.65 | 3.097 | 4427.8 | -3.374 |
| 10/6/09 | 257 | 1.9841 | 115.6 | 3.122 | - | - | 4551.7 | 2.798 |
| 11/6/09 | 264 | 2.7237 | 108 | -6.574 | 11 | - | 4657.4 | 2.322 |
| 12/6/09 | 257 | -2.6515 | 107 | -0.926 | 11 | 0.000 | 4637.6 | -0.425 |
| 15/06/09 | 257.9 | 0.3502 | 101 | -5.607 | 10.45 | -5.000 | 4584.7 | -1.141 |
| 16/06/09 | 258 | 0.0388 | 101.9 | 0.891 | 10.6 | 1.435 | 4478.1 | -2.325 |
| 17/06/09 | 267 | 3.4884 | 106.15 | 4.171 | 11.25 | 6.132 | 4515.4 | 0.833 |
| 18/06/09 | 261.25 | -2.1536 | 101.9 | -4.004 | 11 | -2.222 | 4353 | -3.597 |
| 19/06/09 | 260.5 | -0.2871 | 97.6 | -4.220 | 10.4 | -5.455 | 4251.1 | -2.341 |
| 22/06/09 | 260.55 | 0.0192 | 106.25 | 8.863 | 10 | -3.846 | 4314.2 | 1.484 |
| 23/06/09 | 259.25 | -0.4989 | 97.4 | -8.329 | 10 | 0.000 | 4223.3 | -2.107 |
| 24/06/09 | 261 | 0.6750 | 99.9 | 2.567 | 10.5 | 5.000 | 4247.3 | 0.568 |
| 25/06/09 | 262.05 | 0.4023 | 103 | 3.103 | 10.35 | -1.429 | 4293.9 | 1.097 |
| 26/06/09 | 259.65 | -0.9159 | 106 | 2.913 | 10.8 | 4.348 | 4243.95 | -1.163 |
| 29/06/09 | 266 | 2.4456 | 113 | 6.604 | 9.9 | -8.333 | 4375.4 | 3.097 |
| 30/06/09 | 265 | -0.3759 | 118.7 | 5.044 | 10.2 | 3.030 | 4391.5 | 0.368 |
| **Avg. Return** |  | 0.234 |  | 1.76 |  | 0.442 |  | 0.677 |

**TABLE NO. 4.2**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD OF 1ST APRIL 2009 TO 30TH JUNE 2009**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | 0.234 | 1.76 | 0.442 | 0.677 |
| **RISK** | 2.516 | 5.666 | 4.038 | 3.077 |

**INTERPRETATION:**

From the above analysis, it is clear that the average return is more for Prakash industries i.e., 1.76 followed by Nifty with 0.677, 0.442 for JIK industries and 0.234 for HUL. HUL has low returns when compared to other companies. Standard deviation (Risk) is more for Prakash industries i.e., 5.66 HUL has less risk when compared to other companies i.e., 2.516.

**TABLE NO. 4.3**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JULY 2009 TO 30TH SEPTEMBER 2009**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **HUL** | | **PRAKASH INDUSSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **DATE** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **INDEX** | **RETURN** |
| 1/7/09 | 266.15 | - | 115 | - | 9.25 | - | 4292.3 | - |
| 2/7/09 | 273.05 | 2.593 | 118.6 | 3.130 | 9 | -2.703 | 4373.5 | 1.892 |
| 3/7/09 | 271.9 | -0.421 | 116 | -2.192 | 9 | 0.000 | 4347.3 | -0.599 |
| 6/7/09 | 273.5 | 0.588 | 117 | 0.862 | 9.9 | 10.000 | 4429.6 | 1.893 |
| 7/7/09 | 277 | 1.280 | 110.1 | -5.897 | 9 | -9.091 | 4166 | -5.951 |
| 8/7/09 | 273 | -1.444 | 110 | -0.091 | 9.4 | 4.444 | 4201.9 | 0.861 |
| 9/7/09 | 268.8 | -1.538 | 104.95 | -4.591 | 9.05 | -3.723 | 4078.8 | -2.930 |
| 10/7/09 | 266.3 | -0.930 | 116.8 | 11.291 | 9.05 | 0.000 | 4081.4 | 0.065 |
| 13/07/09 | 266.5 | 0.075 | 103.1 | -11.729 | 8.3 | -8.287 | 4003.4 | -1.911 |
| 14/07/09 | 266 | -0.188 | 106.5 | 3.298 | 8.05 | -3.012 | 3974.1 | -0.732 |
| 15/07/09 | 269.55 | 1.335 | 110.4 | 3.662 | 8.25 | 2.484 | 4120.8 | 3.691 |
| 16/07/09 | 269.85 | 0.111 | 117.9 | 6.793 | 8.7 | 5.455 | 4223.5 | 2.492 |
| 17/07/09 | 268.45 | -0.519 | 113.1 | -4.071 | 9 | 3.448 | 4231.5 | 0.188 |
| 20/07/09 | 267.3 | -0.428 | 115.4 | 2.034 | 9.05 | 0.556 | 4377.9 | 3.461 |
| 21/07/09 | 266.8 | -0.187 | 117.2 | 1.560 | 9.1 | 0.552 | 4501.5 | 2.823 |
| 22/07/09 | 271.1 | 1.612 | 118.3 | 0.939 | 9.15 | 0.549 | 4469.3 | -0.715 |
| 23/07/09 | 269.5 | -0.590 | 119 | 0.592 | 8.8 | -3.825 | 4409.7 | -1.334 |
| 24/07/09 | 278.5 | 3.340 | 119.75 | 0.630 | 9 | 2.273 | 4524.8 | 2.610 |
| 27/07/09 | 284 | 1.975 | 119.9 | 0.125 | 9.05 | 0.556 | 4568.7 | 0.969 |
| 28/07/09 | 302 | 6.338 | 124.9 | 4.170 | 9 | -0.552 | 4572.8 | 0.091 |
| 29/07/09 | 278 | -7.947 | 124 | -0.721 | 9 | 0.000 | 4565.8 | -0.153 |
| 30/07/09 | 270 | -2.878 | 124.95 | 0.766 | 9.8 | 8.889 | 4513.1 | -1.154 |
| 31/07/09 | 283 | 4.815 | 125 | 0.040 | 9.95 | 1.531 | 4571.6 | 1.296 |
| 3/8/09 | 291 | 2.827 | 123.95 | -0.840 | 8.7 | -12.563 | 4633.8 | 1.361 |
| 4/8/09 | 285.3 | -1.959 | 126 | 1.654 | 9 | 3.448 | 4706.3 | 1.564 |
| 5/8/09 | 298 | 4.451 | 126.1 | 0.079 | 9.15 | 1.667 | 4681 | -0.538 |
| 6/8/09 | 289 | -3.020 | 127.95 | 1.467 | 9.9 | 8.197 | 4694.4 | 0.286 |
| 7/8/09 | 276.9 | -4.187 | 126.5 | -1.133 | 9.2 | -7.071 | 4591.9 | -2.182 |
| 10/8/09 | 272 | -1.770 | 125.5 | -0.791 | 9.1 | -1.087 | 4486.5 | -2.295 |
| 11/8/09 | 260.2 | -4.338 | 117 | -6.773 | 9 | -1.099 | 4435 | -1.148 |
| 12/8/09 | 263 | 1.076 | 115.1 | -1.624 | 9 | 0.000 | 4473.8 | 0.875 |
| 13/08/09 | 259.85 | -1.198 | 120.25 | 4.474 | 9.05 | 0.556 | 4458.6 | -0.341 |
| 14/08/09 | 264.9 | 1.943 | 130.9 | 8.857 | 9.15 | 1.105 | 4605.2 | 3.288 |
| 17/08/09 | 256.9 | -3.020 | 135.5 | 3.514 | 9 | -1.639 | 4578.8 | -0.572 |
| 18/08/09 | 247.6 | -3.620 | 129 | -4.797 | 9 | 0.000 | 4389.5 | -4.134 |
| 19/08/09 | 259 | 4.604 | 134.8 | 4.496 | 9.1 | 1.111 | 4457.8 | 1.555 |
| 20/08/09 | 259.95 | 0.367 | 132.5 | -1.706 | 9.9 | 8.791 | 4394.4 | -1.422 |
| 21/08/09 | 256.5 | -1.327 | 130.9 | -1.208 | 9.5 | -4.040 | 4453.5 | 1.345 |
| 24/08/09 | 262 | 2.144 | 134.9 | 3.056 | 9.15 | -3.684 | 4537 | 1.875 |
| 25/08/09 | 267.65 | 2.156 | 135 | 0.074 | 9.4 | 2.732 | 4641.7 | 2.308 |
| 26/08/09 | 271 | 1.252 | 134.4 | -0.444 | 9.45 | 0.532 | 4659.5 | 0.383 |
| 27/08/09 | 261 | -3.690 | 134.4 | 0.000 | 9.55 | 1.058 | 4679 | 0.420 |
| 28/08/09 | 257.5 | -1.341 | 146.8 | 9.226 | 9.65 | 1.047 | 4688.4 | 0.201 |
| 31/08/09 | 259.95 | 0.951 | 146.9 | 0.068 | 10.15 | 5.181 | 4730.9 | 0.905 |
| 1/9/09 | 260 | 0.019 | 151.9 | 3.404 | 10 | -1.478 | 4662.2 | -1.451 |
| 2/9/09 | 261 | 0.385 | 146 | -3.884 | 9.85 | -1.500 | 4624 | -0.819 |
| 3/9/09 | 269 | 3.065 | 145.9 | -0.068 | 10.2 | 3.553 | 4608.8 | -0.330 |
| 4/9/09 | 267 | -0.743 | 143.7 | -1.508 | 10.25 | 0.490 | 4608.7 | -0.001 |
| 7/9/09 | 274.15 | 2.678 | 149.8 | 4.245 | 10.25 | 0.000 | 4682.4 | 1.599 |
| 8/9/09 | 275.45 | 0.474 | 154 | 2.804 | 14.8 | 44.390 | 4782.9 | 2.145 |
| 9/9/09 | 266.3 | -3.322 | 148.8 | -3.377 | 16 | 8.108 | 4804.9 | 0.461 |
| 10/9/09 | 267.9 | 0.601 | 148.9 | 0.067 | 18.6 | 16.250 | 4814.4 | 0.197 |
| 11/9/09 | 263 | -1.829 | 148.95 | 0.034 | 18 | -3.226 | 4819.4 | 0.105 |
| 14/09/09 | 256.45 | -2.490 | 144.7 | -2.853 | 21.85 | 21.389 | 4830.4 | 0.227 |
| 15/09/09 | 260.6 | 1.618 | 155.55 | 7.498 | 23.6 | 8.009 | 4808.4 | -0.455 |
| 16/09/09 | 261 | 0.153 | 158.6 | 1.961 | 26 | 10.169 | 4894.7 | 1.795 |
| 17/09/09 | 259 | -0.766 | 164.7 | 3.846 | 27.3 | 5.000 | 4958.6 | 1.306 |
| 18/09/09 | 261.5 | 0.965 | 154 | -6.497 | 24 | -12.088 | 4964 | 0.109 |
| 22/09/09 | 264.3 | 1.071 | 162.6 | 5.584 | 22.35 | -6.875 | 4977.1 | 0.265 |
| 23/09/09 | 264.65 | 0.132 | 164.7 | 1.292 | 22.25 | -0.447 | 5020 | 0.861 |
| 24/09/09 | 258 | -2.513 | 159.5 | -3.157 | 21 | -5.618 | 4977.2 | -0.853 |
| 25/09/09 | 259.5 | 0.581 | 159.95 | 0.282 | 23.45 | 11.667 | 4985.1 | 0.160 |
| 29/09/09 | 256.2 | -1.272 | 163.2 | 2.032 | 22.35 | -4.691 | 4959.2 | -0.521 |
| 30/09/09 | 265 | 3.435 | 160 | -1.961 | 24.4 | 9.172 | 5007.7 | 0.978 |
| **AVG. RETURN** |  | **0.024** |  | 0.603 |  | **1.842** |  | **0.259** |

**TABLE NO. 4.4**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JULY 2009 TO 30TH SEPTEMBER 2009**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | 0.024 | 0.603 | 1.842 | 0.259 |
| **RISK** | 2.515 | 3.973 | 8.157 | 1.726 |

**INTERPRETATION:**

From the above analysis, it is clear that the average return is more for JIK industries i.e., 1.842 followed by 0.603 for Prakash industries and 0.024 for HUL. HUL has low returns when compared to other companies. Standard deviation (Risk) is more for JIK industries i.e., 8.157. HUL has less risk when compared to other companies i.e., 2.515.

**TABLE NO. 4.5**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST OCTOBER 2009 TO 31TH DECEMBER 2009**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **INDEX** | **RETURN** |
| 1/10/09 | 262 | - | 158.4 | - | 24 | - | 5087.2 | - |
| 5/10/09 | 264.95 | 1.126 | 151.9 | -4.104 | 24.45 | 1.875 | 5076.1 | -0.219 |
| 6/10/09 | 268 | 1.151 | 161 | 5.991 | 24.55 | 0.409 | 5003.7 | -1.426 |
| 7/10/09 | 280 | 4.478 | 159.8 | -0.745 | 24.85 | 1.222 | 5031.7 | 0.561 |
| 8/10/09 | 280.2 | 0.071 | 160 | 0.125 | 24.45 | -1.610 | 5011.3 | -0.406 |
| 9/10/09 | 285 | 1.713 | 158 | -1.250 | 23.65 | -3.272 | 4993 | -0.364 |
| 12/10/09 | 285 | 0.000 | 158.25 | 0.158 | 22.85 | -3.383 | 4945.5 | -0.952 |
| 14/10/09 | 291 | 2.105 | 158.6 | 0.221 | 23.65 | 3.501 | 5054.4 | 2.202 |
| 15/10/09 | 295.9 | 1.684 | 157.1 | -0.946 | 22.5 | -4.863 | 5118.6 | 1.270 |
| 16/10/09 | 289.25 | -2.247 | 152.9 | -2.673 | 21 | -6.667 | 5108.7 | -0.193 |
| 17/10/09 | 286 | -1.124 | 153.8 | 0.589 | 19.85 | -5.476 | 5159.4 | 0.992 |
| 20/10/09 | 286.3 | 0.105 | 153.85 | 0.033 | 20 | 0.756 | 5145.6 | -0.267 |
| 21/10/09 | 282 | -1.502 | 155 | 0.747 | 20.55 | 2.750 | 5114.9 | -0.598 |
| 22/10/09 | 272 | -3.546 | 148.1 | -4.452 | 20 | -2.676 | 5063.4 | -1.007 |
| 23/10/09 | 282.25 | 3.768 | 148.45 | 0.236 | 18.9 | -5.500 | 4986.6 | -1.517 |
| 26/10/09 | 282 | -0.089 | 146.65 | -1.213 | - | - | 4997.2 | 0.213 |
| 27/10/09 | 276.5 | -1.950 | 141.5 | -3.512 | - | - | 4970.6 | -0.532 |
| 28/10/09 | 281 | 1.627 | 134 | -5.300 | 19.95 | - | 4846.6 | -2.495 |
| 29/10/09 | 277.6 | -1.210 | 134.15 | 0.112 | 20.5 | 2.757 | 4826.1 | -0.422 |
| 30/10/09 | 285.05 | 2.684 | 136.5 | 1.752 | 19.1 | -6.829 | 4751.1 | -1.554 |
| 3/11/09 | 279 | -2.122 | 134 | -1.832 | 19.95 | 4.450 | 4712.3 | -0.818 |
| 4/11/09 | 273.85 | -1.846 | 133 | -0.746 | 18 | -9.774 | 4567.3 | -3.076 |
| 5/11/09 | 275.6 | 0.639 | 137 | 3.008 | 17.6 | -2.222 | 4711.7 | 3.161 |
| 6/11/09 | 279.95 | 1.578 | 140 | 2.190 | 17.65 | 0.284 | 4767.5 | 1.185 |
| 9/11/09 | 273.25 | -2.393 | 147.25 | 5.179 | 18.45 | 4.533 | 4796.2 | 0.601 |
| 10/11/09 | 272.2 | -0.384 | 147.25 | 0.000 | 19.9 | 7.859 | 4898.9 | 2.142 |
| 11/11/09 | 266.9 | -1.947 | 145.6 | -1.121 | 21.3 | 7.035 | 4882.3 | -0.339 |
| 12/11/09 | 267.1 | 0.075 | 148 | 1.648 | 20.75 | -2.582 | 5004.4 | 2.501 |
| 13/11/09 | 265 | -0.786 | 146.85 | -0.777 | 21.5 | 3.614 | 4952.4 | -1.040 |
| 16/11/09 | 271.45 | 2.434 | 144.9 | -1.328 | 21.05 | -2.093 | 4996.5 | 0.891 |
| 17/11/09 | 274.6 | 1.160 | 147.45 | 1.760 | 20.05 | -4.751 | 5059 | 1.250 |
| 18/11/09 | 277 | 0.874 | 147.4 | -0.034 | 19.4 | -3.242 | 5061.5 | 0.050 |
| 19/11/09 | 275.5 | -0.542 | 146.5 | -0.611 | 20.4 | 5.155 | 5044 | -0.347 |
| 20/11/09 | 276.5 | 0.363 | 144.45 | -1.399 | 19.7 | -3.431 | 4988.8 | -1.094 |
| 23/11/09 | 278.65 | 0.778 | 144.9 | 0.312 | 18.95 | -3.807 | 5053 | 1.287 |
| 24/11/09 | 280.85 | 0.790 | 146 | 0.759 | 19.75 | 4.222 | 5105 | 1.030 |
| 25/11/09 | 278 | -1.015 | 152 | 4.110 | 19.5 | -1.266 | 5091.6 | -0.263 |
| 26/11/09 | 284.5 | 2.338 | 145.9 | -4.013 | 18 | -7.692 | 5116.5 | 0.489 |
| 27/11/09 | 282.35 | -0.756 | 144.2 | -1.165 | - | - | 5005.1 | -2.177 |
| 30/11/09 | 286 | 1.293 | 143 | -0.832 | 17.3 | - | 4942.3 | -1.255 |
| 1/12/09 | 286 | 0.000 | 148.85 | 4.091 | 18.2 | 5.202 | 5039.7 | 1.972 |
| 2/12/09 | 280 | -2.098 | 148.4 | -0.302 | 17.95 | -1.374 | 5122.8 | 1.648 |
| 3/12/09 | 275 | -1.786 | 146.9 | -1.011 | 18.2 | 1.393 | 5124.6 | 0.035 |
| 4/12/09 | 270.8 | -1.527 | 151.8 | 3.336 | 18.1 | -0.549 | 5131.7 | 0.140 |
| 7/12/09 | 273.3 | 0.923 | 151 | -0.527 | 19 | 4.972 | 5108.9 | -0.445 |
| 8/12/09 | 271 | -0.842 | 152.05 | 0.695 | 18.2 | -4.211 | 5068.6 | -0.789 |
| 9/12/09 | 276.5 | 2.030 | 154.25 | 1.447 | 19 | 4.396 | 5147.7 | 1.561 |
| 10/12/09 | 277 | 0.181 | 158.5 | 2.755 | 19 | 0.000 | 5112.4 | -0.685 |
| 11/12/09 | 274.75 | -0.812 | 162.9 | 2.776 | 18.5 | -2.632 | 5136.1 | 0.463 |
| 14/12/09 | 273.9 | -0.309 | 173.9 | 6.753 | 18.25 | -1.351 | 5117.5 | -0.362 |
| 15/12/09 | 268.75 | -1.880 | 167.9 | -3.450 | 18 | -1.370 | 5105.8 | -0.229 |
| 16/12/09 | 267.1 | -0.614 | 166 | -1.132 | 18.5 | 2.778 | 5033 | -1.426 |
| 17/12/09 | 263.5 | -1.348 | 168 | 1.205 | 18 | -2.703 | 5046.7 | 0.272 |
| 18/12/09 | 268 | 1.708 | 183 | 8.929 | 18.25 | 1.389 | 5042 | -0.092 |
| 21/12/09 | 263.1 | -1.828 | 178 | -2.732 | 18 | -1.370 | 4983.7 | -1.157 |
| 22/12/09 | 263.75 | 0.247 | 185 | 3.933 | 17.75 | -1.389 | 4953.4 | -0.608 |
| 23/12/09 | 261.85 | -0.720 | 184.5 | -0.270 | 17.75 | 0.000 | 4990.1 | 0.741 |
| 24/12/09 | 269.8 | 3.036 | 184 | -0.271 | 17.55 | -1.127 | 5144.8 | 3.101 |
| 29/12/09 | 269.75 | -0.019 | 195 | 5.978 | 18.1 | 3.134 | 5180.8 | 0.699 |
| 30/12/09 | 266.95 | -1.038 | 205 | 5.128 | 18.3 | 1.105 | 5188.8 | 0.154 |
| 31/12/09 | 267.5 | 0.206 | 204.25 | -0.366 | 18.4 | 0.546 | 5171.2 | -0.338 |
| **AVG. RETURN** |  | **0.048** |  | **0.464** |  | **-0.0434** |  | 0.0353 |

**TABLE NO. 4.6**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST OCTOBER 2009 TO 31TH DECEMBER 2009**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | 0.048 | 0.464 | -0.0434 | 0.0353 |
| **RISK** | 1.657 | 2.853 | 3.867 | 1.277 |

**INTERPRETATION:**

From the above analysis, it is clear that the average return is more for Prakash industries i.e., 0.464 followed by 0.048 for HUL and 0.464 for Prakash industries. JIK has low and negative returns when compared to other companies. Standard deviation (Risk) is more for JIK industries i.e., 3.867. HUL has less risk when compared to other companies i.e., 1.657.

**TABLE NO. 4.7**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JANUARY 2010 TO 31TH MARCH 2010**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **INDEX** | **RETURN** |
| 4/1/10 | 264.8 | - | 202 | - | 19 | - | 5200.9 | - |
| 5/1/10 | 265.75 | 0.359 | 205 | 1.485 | 18.65 | -1.842 | 5277.2 | 1.466 |
| 6/1/10 | 264.75 | -0.376 | 217.4 | 6.049 | 19 | 1.877 | 5278.2 | 0.019 |
| 7/1/10 | 265.1 | 0.132 | 223 | 2.576 | 19 | 0.000 | 5281.8 | 0.069 |
| 8/1/10 | 265.1 | 0.000 | 227 | 1.794 | 18.45 | -2.895 | 5264.3 | -0.332 |
| 11/1/10 | 266.6 | 0.566 | 223.9 | -1.366 | 19 | 2.981 | 5263.8 | -0.009 |
| 12/1/10 | 266 | -0.225 | 221.45 | -1.094 | 20.45 | 7.632 | 5251.1 | -0.241 |
| 13/01/10 | 262 | -1.504 | 210 | -5.170 | 19 | -7.090 | 5212.6 | -0.733 |
| 14/01/10 | 262.6 | 0.229 | 208.9 | -0.524 | 19.15 | 0.789 | 5234.5 | 0.420 |
| 15/01/10 | 257.75 | -1.847 | 218.4 | 4.548 | 21.55 | 12.533 | 5259.9 | 0.485 |
| 18/01/10 | 256.5 | -0.485 | 206.8 | -5.311 | 20.6 | -4.408 | 5253.7 | -0.119 |
| 19/01/10 | 257.75 | 0.487 | 203.5 | -1.596 | 20.4 | -0.971 | 5274.2 | 0.391 |
| 20/01/10 | 256 | -0.679 | 203 | -0.246 | 21.5 | 5.392 | 5226.1 | -0.912 |
| 21/01/10 | 258 | 0.781 | 203 | 0.000 | 20.75 | -3.488 | 5220.2 | -0.113 |
| 22/01/10 | 253 | -1.938 | 191 | -5.911 | 20 | -3.614 | 5094.2 | -2.415 |
| 25/01/10 | 258.7 | 2.253 | 192.1 | 0.576 | 18.55 | -7.250 | 5034.6 | -1.170 |
| 27/01/10 | 263 | 1.662 | 195 | 1.510 | 19.25 | 3.774 | 5008.5 | -0.517 |
| 28/01/10 | 258.2 | -1.825 | 186 | -4.615 | 19.1 | -0.779 | 4863 | -2.905 |
| 29/01/10 | 251.55 | -2.576 | 181.9 | -2.204 | 19 | -0.524 | 4866.2 | 0.065 |
| 1/2/10 | 243.8 | -3.081 | 188.45 | 3.601 | 19.35 | 1.842 | 4882.1 | 0.327 |
| 2/2/10 | 238.5 | -2.174 | 196.9 | 4.484 | 20.45 | 5.685 | 4907.9 | 0.528 |
| 3/2/10 | 237.75 | -0.314 | 201 | 2.082 | 20 | -2.200 | 4831 | -1.566 |
| 4/2/10 | 237.1 | -0.273 | 222 | 10.448 | 19.25 | -3.750 | 4931.3 | 2.076 |
| 5/2/10 | 229.5 | -3.205 | 201.1 | -9.414 | 19 | -1.299 | 4819.7 | -2.264 |
| 6/2/10 | 230.05 | 0.240 | 214 | 6.415 | 19.25 | 1.316 | 4712.8 | -2.218 |
| 8/2/10 | 231 | 0.413 | 215 | 0.467 | 18 | -6.494 | 4755.4 | 0.904 |
| 9/2/10 | 238 | 3.030 | 214.9 | -0.047 | 17.05 | -5.278 | 4760.6 | 0.109 |
| 10/2/10 | 233.5 | -1.891 | 209.5 | -2.513 | 17.15 | 0.587 | 4793 | 0.682 |
| 11/2/10 | 230.5 | -1.285 | 205 | -2.148 | 17 | -0.875 | 4757.3 | -0.746 |
| 15/02/10 | 233.4 | 1.258 | 200 | -2.439 | 18.5 | 8.824 | 4827.9 | 1.485 |
| 16/02/10 | 230 | -1.457 | 207.4 | 3.700 | 16.5 | -10.811 | 4801.8 | -0.541 |
| 17/02/10 | 238.5 | 3.696 | 207.5 | 0.048 | 17.1 | 3.636 | 4858.7 | 1.184 |
| 18/02/10 | 240.6 | 0.881 | 207 | -0.241 | 16.5 | -3.509 | 4915.1 | 1.162 |
| 19/02/10 | 242 | 0.582 | 205 | -0.966 | 16.25 | -1.515 | 4887.3 | -0.566 |
| 22/02/10 | 244 | 0.826 | 204.9 | -0.049 | 16.4 | 0.923 | 4849.4 | -0.777 |
| 23/02/10 | 244 | 0.000 | 204.9 | 0.000 | 16.4 | 0.000 | 4856.6 | 0.150 |
| 24/02/10 | 244 | 0.000 | 200.1 | -2.343 | 16 | -2.439 | 4869.6 | 0.267 |
| 25/02/10 | 241.15 | -1.168 | 203 | 1.449 | 16 | 0.000 | 4859 | -0.217 |
| 26/02/10 | 239.85 | -0.539 | 201 | -0.985 | 15.5 | -3.125 | 4858.5 | -0.010 |
| 2/3/10 | 234 | -2.439 | 204 | 1.493 | 16.3 | 5.161 | 4935.6 | 1.587 |
| 3/3/10 | 235 | 0.427 | 203.5 | -0.245 | 16 | -1.840 | 5015.8 | 1.625 |
| 4/3/10 | 239.1 | 1.745 | 209 | 2.703 | 16.35 | 2.188 | 5097 | 1.618 |
| 5/3/10 | 242.1 | 1.255 | 213 | 1.914 | 17 | 3.976 | 5080.6 | -0.322 |
| 8/3/10 | 243 | 0.372 | 228.2 | 7.136 | 16.2 | -4.706 | 5092.2 | 0.228 |
| 9/3/10 | 238 | -2.058 | 238.05 | 4.316 | 16.8 | 3.704 | 5121.1 | 0.568 |
| 10/3/10 | 235.4 | -1.092 | 227 | -4.642 | 15.7 | -6.548 | 5101.6 | -0.380 |
| 11/3/10 | 236.35 | 0.404 | 227.15 | 0.066 | 15.9 | 1.274 | 5116.4 | 0.289 |
| 12/3/10 | 228.8 | -3.194 | 226.5 | -0.286 | 15.5 | -2.516 | 5131.8 | 0.302 |
| 15/03/10 | 221.4 | -3.234 | 221.55 | -2.185 | 15.6 | 0.645 | 5134.5 | 0.052 |
| 16/03/10 | 226.15 | 2.145 | 219 | -1.151 | 15.25 | -2.244 | 5129 | -0.107 |
| 17/03/10 | 227.5 | 0.597 | 221.85 | 1.301 | 16.25 | 6.557 | 5198.5 | 1.355 |
| 18/03/10 | 224 | -1.538 | 220 | -0.834 | 16.05 | -1.231 | 5232.6 | 0.656 |
| 19/03/10 | 224.85 | 0.379 | 237.6 | 8.000 | 15 | -6.542 | 5246.8 | 0.272 |
| 22/03/10 | 228 | 1.401 | 226.1 | -4.840 | 14.25 | -5.000 | 5261 | 0.270 |
| 23/03/10 | 228.75 | 0.329 | 229.5 | 1.504 | 14.55 | 2.105 | 5205.9 | -1.047 |
| 25/03/10 | 226 | -1.202 | 229.5 | 0.000 | 15 | 3.093 | 5225.3 | 0.374 |
| 26/03/10 | 233.8 | 3.451 | 226.25 | -1.416 | 15 | 0.000 | 5260.6 | 0.675 |
| 29/03/10 | 238.8 | 2.139 | 224.5 | -0.773 | 14.5 | -3.333 | 5283.9 | 0.444 |
| 30/03/10 | 240 | 0.503 | 222 | -1.114 | 14.55 | 0.345 | 5303 | 0.361 |
| 31/03/10 | 241.1 | 0.458 | 221.9 | -0.045 | 14.3 | -1.718 | 5260.4 | -0.802 |
| **AVG. RETURN** |  | **-0.146** |  | **0.219** |  | **-0.389** |  | **0.024** |

**TABLE NO. 4.8**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JANUARY 2010 TO 31TH MARCH 2010**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | -0.146 | 0.219 | -0.389 | 0.024 |
| **RISK** | 1.626 | 3.509 | 4.306 | 1.010 |

**INTERPRETATION:**

From the above analysis, it is clear that the average return is more for Prakash industries i.e., 0.219 followed by -0.389 for JIK industries, -0.146 for HUL. JIK has low and negative returns when compared to other companies. Standard deviation (Risk) is more for JIK industries i.e., 4.306. HUL has less risk when compared to other companies i.e., 1.626.

**TABLE NO. 4.9**

**PRICE AND RETURNS OF FMCG STOCK FOR THE PERIOD 1ST APRIL 2010 TO 30TH JUNE 2010**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **INDEX** | **RETURN** |
| 1/4/10 | 240.4 | - | 224.5 | - | 14.5 | - | 5249.2 | - |
| 5/4/10 | 231.1 | -3.869 | 228.4 | 1.737 | 16 | 10.345 | 5291.4 | 0.804 |
| 6/4/10 | 229.7 | -0.606 | 232.7 | 1.883 | 16.95 | 5.938 | 5369.65 | 1.479 |
| 7/4/10 | 230 | 0.131 | 236.7 | 1.719 | 17.9 | 5.605 | 5365.7 | -0.074 |
| 8/4/10 | 224.35 | -2.457 | 242 | 2.239 | 16.4 | -8.380 | 5376.3 | 0.198 |
| 9/4/10 | 222.75 | -0.713 | 228 | -5.785 | 16.5 | 0.610 | 5302.4 | -1.375 |
| 12/4/10 | 221.5 | -0.561 | 230.2 | 0.965 | 17.5 | 6.061 | 5354.15 | 0.976 |
| 13/04/10 | 225 | 1.580 | 233 | 1.216 | 16 | -8.571 | 5340.85 | -0.248 |
| 15/04/10 | 224.7 | -0.133 | 234.45 | 0.622 | 16.6 | 3.750 | 5323.3 | -0.329 |
| 16/04/10 | 225.45 | 0.334 | 237 | 1.088 | 15.5 | -6.627 | 5273.4 | -0.937 |
| 19/04/10 | 226 | 0.244 | 232.4 | -1.941 | 14.8 | -4.516 | 5279.05 | 0.107 |
| 20/04/10 | 226.5 | 0.221 | 226.25 | -2.646 | 16 | 8.108 | 5208.3 | -1.340 |
| 21/04/10 | 228.2 | 0.751 | 225 | -0.552 | 15.3 | -4.375 | 5230.3 | 0.422 |
| 22/04/10 | 231.9 | 1.621 | 222.25 | -1.222 | 16.6 | 8.497 | 5248.6 | 0.350 |
| 23/04/10 | 236.9 | 2.156 | 219.2 | -1.372 | 16.3 | -1.807 | 5269.65 | 0.401 |
| 26/04/10 | 239.5 | 1.098 | 221.8 | 1.186 | 15.95 | -2.147 | 5299.35 | 0.564 |
| 27/04/10 | 242.6 | 1.294 | 229 | 3.246 | 16.75 | 5.016 | 5322.1 | 0.429 |
| 28/04/10 | 240.85 | -0.721 | 227 | -0.873 | 16.45 | -1.791 | 5308.2 | -0.261 |
| 29/04/10 | 242.2 | 0.561 | 223 | -1.762 | 17 | 3.343 | 5215.25 | -1.751 |
| 30/04/10 | 240.85 | -0.557 | 226.5 | 1.570 | 17 | 0.000 | 5254.2 | 0.747 |
| 3/5/10 | 240.9 | 0.021 | 228 | 0.662 | 17 | 0.000 | 5278.4 | 0.461 |
| 4/5/10 | 236.8 | -1.702 | 225.5 | -1.096 | 15.8 | -7.059 | 5223.9 | -1.033 |
| 5/5/10 | 242 | 2.196 | 210.2 | -6.785 | 15.85 | 0.316 | 5148.35 | -1.446 |
| 6/5/10 | 227 | -6.198 | 204.75 | -2.593 | 15.05 | -5.047 | 5124.4 | -0.465 |
| 7/5/10 | 236.7 | 4.273 | 196 | -4.274 | 14.65 | -2.658 | 5072.3 | -1.017 |
| 10/5/10 | 257 | 8.576 | 193 | -1.531 | 14.7 | 0.341 | 5026.6 | -0.901 |
| 11/5/10 | 237.35 | -7.646 | 200.05 | 3.653 | 15.4 | 4.762 | 5189.75 | 3.246 |
| 12/5/10 | 239 | 0.695 | 196.6 | -1.725 | 14.25 | -7.468 | 5133.75 | -1.079 |
| 13/05/10 | 243.35 | 1.820 | 198 | 0.712 | 14.35 | 0.702 | 5157.55 | 0.464 |
| 14/05/10 | 242.75 | -0.247 | 191.8 | -3.131 | 14.15 | -1.394 | 5180.55 | 0.446 |
| 17/05/10 | 237.1 | -2.327 | 182.1 | -5.057 | 14 | -1.060 | 5093.9 | -1.673 |
| 18/05/10 | 239.25 | 0.907 | 169 | -7.194 | 14.05 | 0.357 | 5059.55 | -0.674 |
| 19/05/10 | 246 | 2.821 | 172.3 | 1.953 | 15.15 | 7.829 | 5065.1 | 0.110 |
| 20/05/10 | 233.5 | -5.081 | 173 | 0.406 | 14.2 | -6.271 | 4924.3 | -2.780 |
| 21/05/10 | 238.1 | 1.970 | 168.7 | -2.486 | 13.4 | -5.634 | 4946.7 | 0.455 |
| 24/05/10 | 236.9 | -0.504 | 171.1 | 1.423 | 13.45 | 0.373 | 4944.3 | -0.049 |
| 25/05/10 | 230.9 | -2.533 | 163.9 | -4.208 | 14 | 4.089 | 4945.3 | 0.020 |
| 26/05/10 | 232 | 0.476 | 162 | -1.159 | 13.5 | -3.571 | 4807.3 | -2.791 |
| 27/05/10 | 232 | 0.000 | 161 | -0.617 | 13.8 | 2.222 | 4915.15 | 2.243 |
| 28/05/10 | 239.8 | 3.362 | 167 | 3.727 | 14 | 1.449 | 5005.6 | 1.840 |
| 31/05/10 | 237 | -1.168 | 173.1 | 3.653 | 14.85 | 6.071 | 5076.1 | 1.408 |
| 1/6/10 | 237.95 | 0.401 | 168.9 | -2.426 | 14.05 | -5.387 | 5086.25 | 0.200 |
| 2/6/10 | 233.9 | -1.702 | 165 | -2.309 | 14.1 | 0.356 | 4970.75 | -2.271 |
| 3/6/10 | 238.1 | 1.796 | 165 | 0.000 | 14.8 | 4.965 | 5020.15 | 0.994 |
| 4/6/10 | 252.75 | 6.153 | 162.95 | -1.242 | 15.35 | 3.716 | 5112.6 | 1.842 |
| 7/6/10 | 234 | -7.418 | 159.05 | -2.393 | 14.05 | -8.469 | 5132.95 | 0.398 |
| 8/6/10 | 245 | 4.701 | 154 | -3.175 | 14.05 | 0.000 | 5036.7 | -1.875 |
| 9/6/10 | 245 | 0.000 | 154.8 | 0.519 | 14.1 | 0.356 | 4985.05 | -1.025 |
| 10/6/10 | 247 | 0.816 | 149.4 | -3.488 | 14.85 | 5.319 | 4999.6 | 0.292 |
| 11/6/10 | 255 | 3.239 | 152.05 | 1.774 | 13.5 | -9.091 | 5078.75 | 1.583 |
| 14/06/10 | 255 | 0.000 | 154 | 1.282 | 14.85 | 10.000 | 5120.15 | 0.815 |
| 15/06/10 | 256.4 | 0.549 | 161 | 4.545 | 14.1 | -5.051 | 5201.3 | 1.585 |
| 16/06/10 | 260 | 1.404 | 158 | -1.863 | 14.15 | 0.355 | 5225.05 | 0.457 |
| 17/06/10 | 255 | -1.923 | 159 | 0.633 | 13.7 | -3.180 | 5233.65 | 0.165 |
| 18/06/10 | 255 | 0.000 | 156.95 | -1.289 | 15.8 | 15.328 | 5274.95 | 0.789 |
| 21/06/10 | 259.85 | 1.902 | 158.5 | 0.988 | 16.2 | 2.532 | 5266.5 | -0.160 |
| 22/06/10 | 258.15 | -0.654 | 160.55 | 1.293 | 16.55 | 2.160 | 5353.95 | 1.660 |
| 23/06/10 | 260 | 0.717 | 160.1 | -0.280 | 14.15 | -14.502 | 5316.15 | -0.706 |
| 24/06/10 | 266.6 | 2.538 | 174.95 | 9.275 | 15.5 | 9.541 | 5323.25 | 0.134 |
| 25/06/10 | 267.2 | 0.225 | 166 | -5.116 | 15.2 | -1.935 | 5320.5 | -0.052 |
| 28/06/10 | 266.25 | -0.356 | 167.25 | 0.753 | 14.95 | -1.645 | 5271.1 | -0.928 |
| 29/06/10 | 266.75 | 0.188 | 168 | 0.448 | 14.35 | -4.013 | 5333.6 | 1.185 |
| 30/06/10 | 263.75 | -1.125 | 162.4 | -3.333 | 14.1 | -1.742 | 5254.3 | -1.487 |
| **AVG. RETURN** | **-** | **0.186** | **-** | **-0.479** | **-** | **0.113** |  | **0.009** |

**TABLE NO. 4.10**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST APRIL 2010 TO 30TH JUNE 2010**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | 0.186 | -0.479 | 0.113 | 0.009 |
| **RISK** | 2.714 | 2.883 | 5.677 | 1.207 |

**INTERPRETATION:**

From the above analysis, it is clear that HUL has more return i.e., 0.186 than the other companies. Prakash industries has less returns. The risk is more in case of JIK industries. It is less in case of HUL.

**TABLE NO. 4.11**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JULY 2010 TO 30TH SEPTEMBER 2010**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **INDEX** | **RETURN** |
| 1/7/10 | 267 | - | 161.5 | - | 13.05 | - | 5312.1 | - |
| 2/7/10 | 272.5 | 2.060 | 169 | 4.644 | 13.85 | 6.130 | 5251.3 | -1.145 |
| 5/7/10 | 269.2 | -1.211 | 170 | 0.592 | 13.55 | -2.166 | 5237 | -0.271 |
| 6/7/10 | 267.7 | -0.557 | 172.1 | 1.235 | 14.1 | 4.059 | 5236.1 | -0.017 |
| 7/7/10 | 268.8 | 0.411 | 180 | 4.590 | 17.9 | 26.950 | 5293.1 | 1.089 |
| 8/7/10 | 266.6 | -0.818 | 178.3 | -0.944 | 18.7 | 4.469 | 5242 | -0.965 |
| 9/7/10 | 267 | 0.150 | 185 | 3.758 | 17.8 | -4.813 | 5297.2 | 1.053 |
| 12/7/10 | 264.75 | -0.843 | 183 | -1.081 | 17 | -4.494 | 5352.3 | 1.039 |
| 13/07/10 | 262.15 | -0.982 | 181.05 | -1.066 | 16.7 | -1.765 | 5370.2 | 0.335 |
| 14/07/10 | 260 | -0.820 | 184.3 | 1.795 | 16.3 | -2.395 | 5402 | 0.592 |
| 15/07/10 | 258.75 | -0.481 | 188 | 2.008 | 15.5 | -4.908 | 5387.1 | -0.276 |
| 16/07/10 | 263.1 | 1.681 | 188.2 | 0.106 | 15.25 | -1.613 | 5376.7 | -0.194 |
| 19/07/10 | 265.2 | 0.798 | 190 | 0.956 | 15.75 | 3.279 | 5392.7 | 0.299 |
| 20/07/10 | 264.6 | -0.226 | 189 | -0.526 | 15.3 | -2.857 | 5387 | -0.106 |
| 21/07/10 | 262.65 | -0.737 | 192.5 | 1.852 | 15.75 | 2.941 | 5368.9 | -0.337 |
| 22/07/10 | 261.9 | -0.286 | 191.9 | -0.312 | 15.35 | -2.540 | 5399.2 | 0.564 |
| 23/07/10 | 262.4 | 0.191 | 191.5 | -0.208 | 16.1 | 4.886 | 5441.9 | 0.792 |
| 26/07/10 | 262.95 | 0.210 | 184.5 | -3.655 | 14.85 | -7.764 | 5446.6 | 0.085 |
| 27/07/10 | 263.2 | 0.095 | 179.85 | -2.520 | 18 | 21.212 | 5420.2 | -0.484 |
| 28/07/10 | 260.75 | -0.931 | 180.2 | 0.195 | 14.65 | -18.611 | 5436.1 | 0.293 |
| 29/07/10 | 253.2 | -2.895 | 175.05 | -2.858 | 15.15 | 3.413 | 5397.9 | -0.704 |
| 30/07/10 | 257 | 1.501 | 172 | -1.742 | 15.75 | 3.960 | 5408.4 | 0.195 |
| 2/8/10 | 250 | -2.724 | 172.75 | 0.436 | 15.95 | 1.270 | 5369.6 | -0.718 |
| 3/8/10 | 253.45 | 1.380 | 175.7 | 1.708 | 15.75 | -1.254 | 5432.5 | 1.172 |
| 4/8/10 | 253.35 | -0.039 | 176.5 | 0.455 | 17.75 | 12.698 | 5441.4 | 0.163 |
| 5/8/10 | 256.65 | 1.303 | 176.65 | 0.085 | 16.7 | -5.915 | 5470.2 | 0.529 |
| 6/8/10 | 257 | 0.136 | 175.8 | -0.481 | 17 | 1.796 | 5448.3 | -0.400 |
| 9/8/10 | 255.4 | -0.623 | 174.1 | -0.967 | 17 | 0.000 | 5439.8 | -0.155 |
| 10/8/10 | 256.5 | 0.431 | 178.8 | 2.700 | 17.2 | 1.176 | 5486.8 | 0.864 |
| 11/8/10 | 260.2 | 1.442 | 175.2 | -2.013 | 17 | -1.163 | 5460.7 | -0.476 |
| 12/8/10 | 261.5 | 0.500 | 172.95 | -1.284 | 16.6 | -2.353 | 5418.7 | -0.769 |
| 13/08/10 | 266 | 1.721 | 174.2 | 0.723 | 16.7 | 0.602 | 5420.7 | 0.036 |
| 16/08/10 | 266.9 | 0.338 | 172.7 | -0.861 | 17.15 | 2.695 | 5452.1 | 0.580 |
| 17/08/10 | 270 | 1.161 | 171.25 | -0.840 | 18.6 | 8.455 | 5422.2 | -0.549 |
| 18/08/10 | 265.65 | -1.611 | 184.4 | 7.679 | 17.6 | -5.376 | 5416.3 | -0.109 |
| 19/08/10 | 270.85 | 1.957 | 186.8 | 1.302 | 17.05 | -3.125 | 5478.3 | 1.145 |
| 20/08/10 | 275 | 1.532 | 182 | -2.570 | 16.7 | -2.053 | 5540.8 | 1.142 |
| 23/08/10 | 268 | -2.545 | 182.5 | 0.275 | 16.7 | 0.000 | 5531.2 | -0.174 |
| 24/08/10 | 267.25 | -0.280 | 182.95 | 0.247 | 16.7 | 0.000 | 5541.1 | 0.180 |
| 25/08/10 | 270 | 1.029 | 183.1 | 0.082 | 16.85 | 0.898 | 5505.3 | -0.646 |
| 26/08/10 | 268.15 | -0.685 | 184 | 0.492 | 16.5 | -2.077 | 5462.1 | -0.785 |
| 27/08/10 | 265 | -1.175 | 182.95 | -0.571 | 16.9 | 2.424 | 5489.6 | 0.503 |
| 30/08/10 | 265 | 0.000 | 181.9 | -0.574 | 16.3 | -3.550 | 5408.9 | -1.470 |
| 31/08/10 | 263.2 | -0.679 | 180.9 | -0.550 | 16.55 | 1.534 | 5413.6 | 0.086 |
| 1/9/10 | 264.5 | 0.494 | 178.5 | -1.327 | 16.1 | -2.719 | 5403.1 | -0.194 |
| 2/9/10 | 267.85 | 1.267 | 179.45 | 0.532 | 15.85 | -1.553 | 5471.9 | 1.274 |
| 3/9/10 | 270 | 0.803 | 180 | 0.306 | 15.6 | -1.577 | 5486.3 | 0.263 |
| 6/9/10 | 274.2 | 1.556 | 182 | 1.111 | 15.9 | 1.923 | 5479.6 | -0.123 |
| 7/9/10 | 272.5 | -0.620 | 183.4 | 0.769 | 15 | -5.660 | 5575.9 | 1.758 |
| 8/9/10 | 269.5 | -1.101 | 171.3 | -6.598 | 15.05 | 0.333 | 5604.3 | 0.508 |
| 9/9/10 | 275.25 | 2.134 | 158.45 | -7.501 | 15.1 | 0.332 | 5608.3 | 0.072 |
| 13/09/10 | 280 | 1.726 | 164 | 3.503 | 15.1 | 0.000 | 5639.2 | 0.551 |
| 14/09/10 | 279 | -0.357 | 164.9 | 0.549 | 15.1 | 0.000 | 5760.3 | 2.147 |
| 15/09/10 | 278.35 | -0.233 | 163.95 | -0.576 | 15.75 | 4.305 | 5795.3 | 0.607 |
| 16/09/10 | 281 | 0.952 | 167.15 | 1.952 | 15.3 | -2.857 | 5861.1 | 1.136 |
| 17/09/10 | 278.1 | -1.032 | 170.2 | 1.825 | 15.25 | -0.327 | 5828.7 | -0.553 |
| 20/09/10 | 282.75 | 1.672 | 175.8 | 3.290 | 15.05 | -1.311 | 5885.1 | 0.967 |
| 21/09/10 | 294 | 3.979 | 174.1 | -0.967 | 14.85 | -1.329 | 5980.5 | 1.622 |
| 22/09/10 | 295 | 0.340 | 168 | -3.504 | 14.55 | -2.020 | 6008.4 | 0.467 |
| 23/09/10 | 298 | 1.017 | 165.25 | -1.637 | 14.6 | 0.344 | 5991.1 | -0.289 |
| 24/09/10 | 304 | 2.013 | 164 | -0.756 | 14.85 | 1.712 | 5959.5 | -0.527 |
| 27/09/10 | 318 | 4.605 | 164.6 | 0.366 | 14.95 | 0.673 | 6018.3 | 0.988 |
| 28/09/10 | 309 | -2.830 | 163.35 | -0.759 | 14.15 | -5.351 | 6036.1 | 0.295 |
| 29/09/10 | 307.8 | -0.388 | 162 | -0.826 | 14.6 | 3.180 | 6029.2 | -0.114 |
| 30/09/10 | 306 | -0.585 | 160 | -1.235 | 14.75 | 1.027 | 5991.4 | -0.627 |
| **AVG. RETURN** | - | 0.223 | - | 0.013 | - | 0.362 | - | 0.191 |

**TABLE NO. 4.12**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JULY 2010 TO 30TH SEPTEMBER 2010**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | 0.223 | 0.013 | 0.362 | 0.191 |
| **RISK** | 1.429 | 2.346 | 6.045 | 0.737 |

**INTERPRETATION:**

From the above analysis, it is clear that JIK industries has high returns. Prakash industries has low returns when compared to other companies. JIK industries has more returns i.e., 6.045 and HUL has less returns when compared to other players.

**TABLE NO. 4.13**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST OCTOBER 2010 TO 31TH DECEMBER 2010**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH** | | **JIK** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **INDEX** | **RETURN** |
| 1/10/10 | 309 | - | 166 | - | 14.6 | - | 6030.3 | - |
| 4/10/10 | 311.7 | 0.874 | 164.5 | -0.904 | 14.1 | -3.425 | 6144.7 | 1.897 |
| 5/10/10 | 308.55 | -1.011 | 164.1 | -0.243 | 14.6 | 3.546 | 6159.5 | 0.240 |
| 6/10/10 | 306.65 | -0.616 | 166.25 | 1.310 | 14.7 | 0.685 | 6151 | -0.138 |
| 7/10/10 | 301.9 | -1.549 | 170.1 | 2.316 | 15.5 | 5.442 | 6186.9 | 0.584 |
| 8/10/10 | 298.6 | -1.093 | 169.7 | -0.235 | 15.65 | 0.968 | 6121.4 | -1.058 |
| 11/10/10 | 296.4 | -0.737 | 166 | -2.180 | 15.9 | 1.597 | 6106 | -0.252 |
| 12/10/10 | 295.9 | -0.169 | 168 | 1.205 | 15.8 | -0.629 | 6136 | 0.491 |
| 13/10/10 | 294 | -0.642 | 166.1 | -1.131 | 15.1 | -4.430 | 6091.5 | -0.725 |
| 14/10/10 | 304.6 | 3.605 | 165.25 | -0.512 | 16 | 5.960 | 6234.3 | 2.345 |
| 15/10/10 | 299.85 | -1.559 | 163.15 | -1.271 | 15.4 | -3.750 | 6175.9 | -0.937 |
| 18/10/10 | 305 | 1.718 | 160.5 | -1.624 | 16.25 | 5.519 | 6112.8 | -1.023 |
| 19/10/10 | 298 | -2.295 | 157.5 | -1.869 | 17 | 4.615 | 6114.5 | 0.028 |
| 20/10/10 | 293.5 | -1.510 | 156.9 | -0.381 | 16 | -5.882 | 6003 | -1.824 |
| 21/10/10 | 295.7 | 0.750 | 158.6 | 1.083 | 14.7 | -8.125 | 6008.9 | 0.099 |
| 22/10/10 | 307 | 3.821 | 156.7 | -1.198 | 16 | 8.844 | 6113.4 | 1.739 |
| 25/10/10 | 303.2 | -1.238 | 155.9 | -0.511 | 14.65 | -8.438 | 6101.3 | -0.199 |
| 26/10/10 | 307.2 | 1.319 | 151.5 | -2.822 | 14.55 | -0.683 | 6116.3 | 0.247 |
| 27/10/10 | 299.9 | -2.376 | 153.5 | 1.320 | 14.45 | -0.687 | 6075.5 | -0.668 |
| 29/10/10 | 294.85 | -1.684 | 148.2 | -3.453 | 15.4 | 6.574 | 6021.2 | -0.894 |
| 1/11/10 | 296 | 0.390 | 145 | -2.159 | 15.25 | -0.974 | 6092.3 | 1.182 |
| 2/11/10 | 294.85 | -0.389 | 145.55 | 0.379 | 15.6 | 2.295 | 6127.6 | 0.579 |
| 3/11/10 | 294.75 | -0.034 | 147.25 | 1.168 | 15.5 | -0.641 | 6150.6 | 0.376 |
| 4/11/10 | 297 | 0.763 | 148.5 | 0.849 | 15.15 | -2.258 | 6209.6 | 0.959 |
| 5/11/10 | 300 | 1.010 | 150 | 1.010 | 15.3 | 0.990 | 6321.9 | 1.808 |
| 8/11/10 | 305 | 1.667 | 152.5 | 1.667 | 15.85 | 3.595 | 6335.3 | 0.212 |
| 9/11/10 | 308 | 0.984 | 151.45 | -0.689 | 15.3 | -3.470 | 6281 | -0.856 |
| 10/11/10 | 318.9 | 3.539 | 152 | 0.363 | 14.7 | -3.922 | 6303.2 | 0.353 |
| 11/11/10 | 314.6 | -1.348 | 153.25 | 0.822 | 15.5 | 5.442 | 6286.4 | -0.267 |
| 12/11/10 | 310 | -1.462 | 147.5 | -3.752 | 15.5 | 0.000 | 6182.3 | -1.655 |
| 15/11/10 | 303 | -2.258 | 145.9 | -1.085 | 14.95 | -3.548 | 6079.9 | -1.656 |
| 16/11/10 | 304 | 0.330 | 142.7 | -2.193 | 14 | -6.355 | 6143.5 | 1.045 |
| 18/11/10 | 304 | 0.000 | 136.25 | -4.520 | 14 | 0.000 | 6076 | -1.099 |
| 19/11/10 | 299 | -1.645 | 135.15 | -0.807 | 13.55 | -3.214 | 6011.3 | -1.064 |
| 22/11/10 | 300.25 | 0.418 | 133 | -1.591 | 13.05 | -3.690 | 5920.9 | -1.504 |
| 23/11/10 | 299 | -0.416 | 132.1 | -0.677 | 13.05 | 0.000 | 5971.6 | 0.855 |
| 24/11/10 | 300.05 | 0.351 | 130 | -1.590 | 12.6 | -3.448 | 5946.8 | -0.414 |
| 25/11/10 | 299 | -0.350 | 124 | -4.615 | 12.6 | 0.000 | 5884 | -1.057 |
| 26/11/10 | 299.7 | 0.234 | 119.7 | -3.468 | 12.05 | -4.365 | 5828.6 | -0.942 |
| 29/11/10 | 296 | -1.235 | 109.35 | -8.647 | 11.9 | -1.245 | 5790 | -0.662 |
| 30/11/10 | 295.15 | -0.287 | 104 | -4.893 | 10.8 | -9.244 | 5811.6 | 0.374 |
| 1/12/10 | 297 | 0.627 | 113.8 | 9.423 | 11.1 | 2.778 | 5871 | 1.022 |
| 2/12/10 | 299.15 | 0.724 | 112.4 | -1.230 | 11.8 | 6.306 | 6023.1 | 2.590 |
| 3/12/10 | 299 | -0.050 | 113.65 | 1.112 | 12.05 | 2.119 | 6013.4 | -0.161 |
| 6/12/10 | 302.4 | 1.137 | 110.5 | -2.772 | 12 | -0.415 | 6033.7 | 0.338 |
| 7/12/10 | 300.3 | -0.694 | 108.3 | -1.991 | 11.35 | -5.417 | 5995.1 | -0.640 |
| 8/12/10 | 296.2 | -1.365 | 111 | 2.493 | 11.2 | -1.322 | 5954.4 | -0.678 |
| 9/12/10 | 297.8 | 0.540 | 107.05 | -3.559 | 11.55 | 3.125 | 5924.3 | -0.506 |
| 10/12/10 | 290 | -2.619 | 101 | -5.652 | 10 | -13.420 | 5761 | -2.756 |
| 13/12/10 | 297.4 | 2.552 | 100.65 | -0.347 | 10.25 | 2.500 | 5882.7 | 2.112 |
| 14/12/10 | 300 | 0.874 | 105.25 | 4.570 | 9.9 | -3.415 | 5928.7 | 0.783 |
| 15/12/10 | 298.3 | -0.567 | 116 | 10.214 | 12 | 21.212 | 5931.2 | 0.041 |
| 16/12/10 | 299.95 | 0.553 | 113.9 | -1.810 | 11.7 | -2.500 | 5910.6 | -0.347 |
| 20/12/10 | 294.1 | -1.950 | 114.5 | 0.527 | 12 | 2.564 | 5926.9 | 0.276 |
| 21/12/10 | 295.15 | 0.357 | 114.8 | 0.262 | 12.2 | 1.667 | 5960.4 | 0.566 |
| 22/12/10 | 293 | -0.728 | 116.25 | 1.263 | 11.75 | -3.689 | 6019 | 0.983 |
| 23/12/10 | 294.75 | 0.597 | 115.5 | -0.645 | 11.5 | -2.128 | 6005.9 | -0.218 |
| 24/12/10 | 291.05 | -1.255 | 115.5 | 0.000 | 11 | -4.348 | 5940.3 | -1.093 |
| 27/12/10 | 294.3 | 1.117 | 113.35 | -1.861 | 11.05 | 0.455 | 6013.3 | 1.230 |
| 28/12/10 | 297 | 0.917 | 117 | 3.220 | 10.8 | -2.262 | 6005.4 | -0.132 |
| 29/12/10 | 295.7 | -0.438 | 117 | 0.000 | 10.9 | 0.926 | 6005.2 | -0.003 |
| 30/12/10 | 304 | 2.807 | 117.8 | 0.684 | 10.25 | -5.963 | 6062.4 | 0.953 |
| 31/12/10 | 310 | 1.974 | 117.9 | 0.085 | 11 | 7.317 | 6105.1 | 0.705 |
| **AVG. RETURN** | **-** | **0.0158** | **-** | **-0.509** | **-** | **-0.327** | - | **0.0255** |

**TABLE NO. 4.14**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST OCTOBER 2010 TO 31TH DECEMBER 2010**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | 0.0158 | -0.509 | -0.327 | 0.0255 |
| **RISK** | 1.471 | 2.925 | 5.174 | 1.072 |

**INTERPRETATION:**

From the above table, we can know that HUL has highest returns when compared to other companies. Prakash industries has lowest returns i.e., -0.509. risk is more in case of JIK industries and less in case of HUL i.e., 1.471.

**TABLE NO. 4.15**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JANUARY 2011 TO 31TH MARCH 2011**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** |
| 3/1/11 | 310.05 | - | 133 | - | 11.45 | - | 6177.5 | - |
| 4/1/11 | 314 | 1.274 | 127.9 | -3.835 | 11.5 | 0.437 | 6172.8 | -0.076 |
| 5/1/11 | 320.7 | 2.134 | 127.95 | 0.039 | 11.5 | 0.000 | 6141.4 | -0.509 |
| 6/1/11 | 327.55 | 2.136 | 125.6 | -1.837 | 11.1 | -3.478 | 6107 | -0.559 |
| 7/1/11 | 321.9 | -1.725 | 120.2 | -4.299 | 10.4 | -6.306 | 6030.9 | -1.246 |
| 10/1/11 | 312 | -3.075 | 117.4 | -2.329 | 10.4 | 0.000 | 5901.3 | -2.149 |
| 11/1/11 | 309.5 | -0.801 | 114 | -2.896 | 10.2 | -1.923 | 5768 | -2.260 |
| 12/1/11 | 309.6 | 0.032 | 111 | -2.632 | 10.15 | -0.490 | 5800.1 | 0.557 |
| 13/01/11 | 306 | -1.163 | 111.95 | 0.856 | 10 | -1.478 | 5850.8 | 0.874 |
| 14/01/11 | 303.5 | -0.817 | 109 | -2.635 | 10.25 | 2.500 | 5752.1 | -1.686 |
| 17/01/11 | 302.8 | -0.231 | 106.8 | -2.018 | 10 | -2.439 | 5648.8 | -1.796 |
| 18/01/11 | 302 | -0.264 | 101.95 | -4.541 | 10 | 0.000 | 5682.6 | 0.597 |
| 19/01/11 | 303.75 | 0.579 | 103.5 | 1.520 | 9.9 | -1.000 | 5737.4 | 0.964 |
| 20/01/11 | 296.35 | -2.436 | 103.2 | -0.290 | 9.6 | -3.030 | 5656 | -1.418 |
| 21/01/11 | 300 | 1.232 | 104.2 | 0.969 | 9.6 | 0.000 | 5692.1 | 0.637 |
| 24/01/11 | 297.8 | -0.733 | 102.8 | -1.344 | 9.45 | -1.563 | 5717.1 | 0.440 |
| 25/01/11 | 299.9 | 0.705 | 103.55 | 0.730 | 9.7 | 2.646 | 5763.3 | 0.808 |
| 27/01/11 | 282 | -5.969 | 100.95 | -2.511 | 9.65 | -0.515 | 5725.3 | -0.659 |
| 28/01/11 | 270 | -4.255 | 99.5 | -1.436 | 9.4 | -2.591 | 5614 | -1.944 |
| 31/01/11 | 270 | 0.000 | 94.4 | -5.126 | 9.1 | -3.191 | 5452.6 | -2.876 |
| 1/2/11 | 271.15 | 0.426 | 94.7 | 0.318 | 9.15 | 0.549 | 5537.3 | 1.554 |
| 2/2/11 | 271.25 | 0.037 | 93.8 | -0.950 | 9.4 | 2.732 | 5469.6 | -1.224 |
| 3/2/11 | 272.5 | 0.461 | 102.6 | 9.382 | 9.1 | -3.191 | 5430.5 | -0.715 |
| 4/2/11 | 279 | 2.385 | 96 | -6.433 | 9.05 | -0.549 | 5519.9 | 1.647 |
| 7/2/11 | 277 | -0.717 | 96.25 | 0.260 | 9 | -0.552 | 5430.2 | -1.626 |
| 8/2/11 | 276.7 | -0.108 | 97.5 | 1.299 | 9 | 0.000 | 5432.4 | 0.041 |
| 9/2/11 | 271.65 | -1.825 | 92.5 | -5.128 | 7.65 | -15.000 | 5293.1 | -2.564 |
| 10/2/11 | 272.5 | 0.313 | 74 | -20.000 | 7 | -8.497 | 5246.1 | -0.888 |
| 11/2/11 | 272.7 | 0.073 | 79 | 6.757 | 7 | 0.000 | 5219.7 | -0.503 |
| 14/02/11 | 272 | -0.257 | 76.75 | -2.848 | 8 | 14.286 | 5340.3 | 2.310 |
| 15/02/11 | 273.9 | 0.699 | 83.8 | 9.186 | 9.25 | 15.625 | 5467.8 | 2.388 |
| 16/02/11 | 272.15 | -0.639 | 88.4 | 5.489 | 10.7 | 15.676 | 5467.6 | -0.003 |
| 17/02/11 | 275.5 | 1.231 | 90 | 1.810 | 9.1 | -14.953 | 5501.7 | 0.624 |
| 18/02/11 | 273.1 | -0.871 | 85.1 | -5.444 | 8.75 | -3.846 | 5557.6 | 1.015 |
| 21/02/11 | 280 | 2.527 | 84.05 | -1.234 | 8.45 | -3.429 | 5456.6 | -1.816 |
| 22/02/11 | 279.35 | -0.232 | 82.6 | -1.725 | 7.8 | -7.692 | 5504.4 | 0.876 |
| 24/02/11 | 277.1 | -0.805 | 78.8 | -4.600 | 8 | 2.564 | 5408.8 | -1.738 |
| 25/02/11 | 277.75 | 0.235 | 75.2 | -4.569 | 8 | 0.000 | 5321.1 | -1.621 |
| 28/02/11 | 279.85 | 0.756 | 73.6 | -2.128 | 8.45 | 5.625 | 5330.2 | 0.171 |
| 1/3/11 | 283.5 | 1.304 | 74.4 | 1.087 | 7.5 | -11.243 | 5382 | 0.973 |
| 3/3/11 | 287 | 1.235 | 78 | 4.839 | 8.5 | 13.333 | 5478.5 | 1.792 |
| 4/3/11 | 290 | 1.045 | 79.5 | 1.923 | 8.4 | -1.176 | 5586.2 | 1.967 |
| 7/3/11 | 286 | -1.379 | 77.25 | -2.830 | 8 | -4.762 | 5490.1 | -1.721 |
| 8/3/11 | 281 | -1.748 | 76.95 | -0.388 | 8.1 | 1.250 | 5466.1 | -0.436 |
| 9/3/11 | 283.4 | 0.854 | 78.7 | 2.274 | 8.15 | 0.617 | 5542.4 | 1.396 |
| 10/3/11 | 278.9 | -1.588 | 79.5 | 1.017 | 8.4 | 3.067 | 5516.1 | -0.475 |
| 11/3/11 | 275.15 | -1.345 | 74 | -6.918 | 8.7 | 3.571 | 5456.2 | -1.087 |
| 14/03/11 | 277.35 | 0.800 | 75.4 | 1.892 | 9.25 | 6.322 | 5436.5 | -0.360 |
| 15/03/11 | 275.55 | -0.649 | 75 | -0.531 | 9 | -2.703 | 5420 | -0.304 |
| 16/03/11 | 276.1 | 0.200 | 75 | 0.000 | 9.35 | 3.889 | 5476 | 1.032 |
| 17/03/11 | 270.35 | -2.083 | 76.6 | 2.133 | 9.15 | -2.139 | 5455.4 | -0.375 |
| 18/03/11 | 272.1 | 0.647 | 76.9 | 0.392 | 9.2 | 0.546 | 5475.4 | 0.366 |
| 21/03/11 | 269.5 | -0.956 | 74.1 | -3.641 | 9.9 | 7.609 | 5408.8 | -1.216 |
| 22/03/11 | 268 | -0.557 | 74.8 | 0.945 | 8.95 | -9.596 | 5390.9 | -0.331 |
| 23/03/11 | 267.4 | -0.224 | 74.4 | -0.535 | 8.55 | -4.469 | 5411.4 | 0.381 |
| 24/03/11 | 269.9 | 0.935 | 77 | 3.495 | 9.05 | 5.848 | 5501.8 | 1.671 |
| 25/03/11 | 270 | 0.037 | 81 | 5.195 | 8.4 | -7.182 | 5588.7 | 1.579 |
| 28/03/11 | 271.75 | 0.648 | 81 | 0.000 | 8.4 | 0.000 | 5645.3 | 1.013 |
| 29/03/11 | 276.8 | 1.858 | 81.35 | 0.432 | 8.4 | 0.000 | 5686.5 | 0.731 |
| 30/03/11 | 275 | -0.650 | 81.75 | 0.492 | 7.25 | -13.690 | 5755.8 | 1.219 |
| 31/03/11 | 278.5 | 1.273 | 84.7 | 3.609 | 7.65 | 5.517 | 5803.1 | 0.821 |
| **AVG. RETURN** | **-** | **-0.167** | **-** | **-0.655** | **-** | **-0.474** | - | **-0.096** |

**TABLE NO. 4.16**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JANUARY 2011 TO 31TH MARCH 2011**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | -0.167 | -0.655 | -0.474 | -0.096 |
| **RISK** | 1.519 | 4.281 | 6.303 | 1.314 |

**INTERPRETATION:**

From the table, it is clear that all the companies are having negative returns. But risk is high in case of JIK industries i.e., 6.303 and less in case of HUL i.e., 1.519.

**TABLE NO. 4.17**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST APRIL 2011 TO 30TH JUNE 2011**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** |
| 1/4/11 | 286 | - | 82 | - | 8.65 | - | 5835 | - |
| 4/4/11 | 283.1 | -1.014 | 86 | 4.878 | 10.6 | 22.543 | 5842 | 0.120 |
| 5/4/11 | 279 | -1.448 | 90.5 | 5.233 | 9.35 | -11.792 | 5923.9 | 1.401 |
| 6/4/11 | 276 | -1.075 | 89.9 | -0.663 | 9.3 | -0.535 | 5908 | -0.268 |
| 7/4/11 | 277.6 | 0.580 | 95.45 | 6.174 | 9.35 | 0.538 | 5888.6 | -0.329 |
| 8/4/11 | 276.5 | -0.396 | 95 | -0.471 | 9.45 | 1.070 | 5886.8 | -0.031 |
| 11/4/11 | 275.9 | -0.217 | 93.5 | -1.579 | 9.5 | 0.529 | 5805.4 | -1.383 |
| 13/04/11 | 273.35 | -0.924 | 87 | -6.952 | 10 | 5.263 | 5748 | -0.989 |
| 15/04/11 | 281.65 | 3.036 | 89 | 2.299 | 9.5 | -5.000 | 5898.8 | 2.624 |
| 18/04/11 | 276 | -2.006 | 90 | 1.124 | 9.8 | 3.158 | 5824.4 | -1.261 |
| 19/04/11 | 280.55 | 1.649 | 88.3 | -1.889 | 11.75 | 19.898 | 5716 | -1.860 |
| 20/04/11 | 278.95 | -0.570 | 89.2 | 1.019 | 10.75 | -8.511 | 5786.1 | 1.226 |
| 21/04/11 | 285.85 | 2.474 | 94.1 | 5.493 | 10.5 | -2.326 | 5882.9 | 1.673 |
| 25/04/11 | 289.8 | 1.382 | 92.2 | -2.019 | 10.5 | 0.000 | 5859.6 | -0.395 |
| 26/04/11 | 288.95 | -0.293 | 91 | -1.302 | 9.95 | -5.238 | 5876.9 | 0.294 |
| 27/04/11 | 284 | -1.713 | 90 | -1.099 | 9.45 | -5.025 | 5884.2 | 0.125 |
| 28/04/11 | 284 | 0.000 | 92.8 | 3.111 | 9.1 | -3.704 | 5851.4 | -0.558 |
| 29/04/11 | 280.75 | -1.144 | 88.75 | -4.364 | 9.3 | 2.198 | 5782.5 | -1.177 |
| 2/5/11 | 286.8 | 2.155 | 86 | -3.099 | 9.05 | -2.688 | 5766.9 | -0.270 |
| 3/5/11 | 281.6 | -1.813 | 83 | -3.488 | 9.1 | 0.552 | 5689.7 | -1.339 |
| 4/5/11 | 272.55 | -3.214 | 79 | -4.819 | 9 | -1.099 | 5567.7 | -2.144 |
| 5/5/11 | 275 | 0.899 | 78.5 | -0.633 | 8.8 | -2.222 | 5531.6 | -0.648 |
| 6/5/11 | 269.9 | -1.855 | 75 | -4.459 | 8.5 | -3.409 | 5477.7 | -0.975 |
| 9/5/11 | 275.15 | 1.945 | 75.55 | 0.733 | 8.25 | -2.941 | 5575.2 | 1.781 |
| 10/5/11 | 286.7 | 4.198 | 74.05 | -1.985 | 8.35 | 1.212 | 5555.6 | -0.352 |
| 11/5/11 | 297 | 3.593 | 73.4 | -0.878 | 8.5 | 1.796 | 5547.2 | -0.150 |
| 12/5/11 | 298 | 0.337 | 73.5 | 0.136 | 8.75 | 2.941 | 5537.8 | -0.169 |
| 13/05/11 | 299.3 | 0.436 | 73.8 | 0.408 | 9.15 | 4.571 | 5492.4 | -0.821 |
| 16/05/11 | 306 | 2.239 | 72.8 | -1.355 | 8.35 | -8.743 | 5541.7 | 0.899 |
| 17/05/11 | 304 | -0.654 | 71.5 | -1.786 | 8.2 | -1.796 | 5496.1 | -0.823 |
| 18/05/11 | 309 | 1.645 | 70.5 | -1.399 | 8 | -2.439 | 5448.2 | -0.872 |
| 19/05/11 | 308.95 | -0.016 | 68.3 | -3.121 | 8.25 | 3.125 | 5448.2 | -0.001 |
| 20/05/11 | 309 | 0.016 | 53 | -22.401 | 8.15 | -1.212 | 5450.7 | 0.046 |
| 23/05/11 | 309.95 | 0.307 | 65.5 | 23.585 | 8 | -1.840 | 5456.7 | 0.111 |
| 24/05/11 | 304.05 | -1.904 | 67.9 | 3.664 | 8.05 | 0.625 | 5385.1 | -1.312 |
| 25/05/11 | 301.55 | -0.822 | 65 | -4.271 | 8 | -0.621 | 5389.1 | 0.074 |
| 26/05/11 | 300.05 | -0.497 | 64.6 | -0.615 | 7.8 | -2.500 | 5372.8 | -0.303 |
| 27/05/11 | 306.1 | 2.016 | 62.4 | -3.406 | 8 | 2.564 | 5413.7 | 0.762 |
| 30/05/11 | 302.1 | -1.307 | 64.7 | 3.686 | 7.9 | -1.250 | 5493.8 | 1.479 |
| 31/05/11 | 302.1 | 0.000 | 64.4 | -0.464 | 8 | 1.266 | 5492 | -0.032 |
| 1/6/11 | 304.85 | 0.910 | 66.25 | 2.873 | 7.95 | -0.625 | 5561.1 | 1.257 |
| 2/6/11 | 311.4 | 2.149 | 72.4 | 9.283 | 7.9 | -0.629 | 5529.9 | -0.560 |
| 3/6/11 | 320.9 | 3.051 | 72.5 | 0.138 | 8.45 | 6.962 | 5565.7 | 0.647 |
| 6/6/11 | 318.65 | -0.701 | 71.2 | -1.793 | 7.6 | -10.059 | 5504.3 | -1.103 |
| 7/6/11 | 311.95 | -2.103 | 71.65 | 0.632 | 8.4 | 10.526 | 5509.2 | 0.088 |
| 8/6/11 | 306.8 | -1.651 | 71.85 | 0.279 | 7.8 | -7.143 | 5535.3 | 0.474 |
| 9/6/11 | 315.7 | 2.901 | 70.9 | -1.322 | 8.1 | 3.846 | 5523.6 | -0.211 |
| 10/6/11 | 313 | -0.855 | 70.9 | 0.000 | 7.85 | -3.086 | 5518.1 | -0.100 |
| 13/06/11 | 308.4 | -1.470 | 67 | -5.501 | 8.1 | 3.185 | 5469.9 | -0.873 |
| 14/06/11 | 313.6 | 1.686 | 69.7 | 4.030 | 7.65 | -5.556 | 5485.6 | 0.288 |
| 15/06/11 | 314.95 | 0.430 | 69.3 | -0.574 | 8.1 | 5.882 | 5494.5 | 0.161 |
| 16/06/11 | 318 | 0.968 | 68.5 | -1.154 | 7.75 | -4.321 | 5419.7 | -1.361 |
| 17/06/11 | 317.25 | -0.236 | 68.8 | 0.438 | 7.65 | -1.290 | 5412.5 | -0.132 |
| 20/06/11 | 320 | 0.867 | 67.5 | -1.890 | 7.6 | -0.654 | 5372.2 | -0.745 |
| 21/06/11 | 322 | 0.625 | 64.5 | -4.444 | 6.9 | -9.211 | 5280.8 | -1.701 |
| 22/06/11 | 323 | 0.311 | 63 | -2.326 | 7.15 | 3.623 | 5304.7 | 0.452 |
| 23/06/11 | 310 | -4.025 | 58.55 | -7.063 | 7.1 | -0.699 | 5269.1 | -0.670 |
| 24/06/11 | 318.05 | 2.597 | 62.4 | 6.576 | 7.4 | 4.225 | 5343.4 | 1.410 |
| 27/06/11 | 321 | 0.928 | 63 | 0.962 | 7.35 | -0.676 | 5441.2 | 1.830 |
| 28/06/11 | 322.4 | 0.436 | 64.9 | 3.016 | 7.65 | 4.082 | 5548.9 | 1.978 |
| 29/06/11 | 324.7 | 0.713 | 63.7 | -1.849 | 7.6 | -0.654 | 5566.5 | 0.318 |
| 30/06/11 | 334 | 2.864 | 67.15 | 5.416 | 7.65 | 0.658 | 5614.5 | 0.862 |
| **AVG. RETURN** | **-** | **0.269** | **-** | **-0.184** | **-** | **-0.044** | **-** | **-0.058** |

**TABLE NO. 4.18**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST APRIL 2011 TO 30TH JUNE 2011**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | 0.269 | -0.184 | -0.044 | -0.058 |
| **RISK** | 1.719 | 5.372 | 5.789 | 1.020 |

**INTERPRETATION:**

It is clear from the above table that JIK industries and Prakash industries has negative returns i.e., -0.044 and -0.184 respectively. HUL has the return of 0.269. The risk is more for JIK industries i.e., 5.789 followed by Prakash industries with 5.372 and HUL 1.719.

**TABLE NO. 4.19**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JULY 2011 TO 30TH SEPTEMBER 2011**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **HUL** | **RETURN** | **PRAKASH** | **RETURN** | **JIK** | **RETURN** | **INDEX** | **RETURN** |
| 1/7/11 | 342.4 | - | 66.6 | - | 8.45 | - | 5705.8 | - |
| 4/7/11 | 341 | -0.409 | 68 | 2.102 | 7.6 | -10.059 | 5679.6 | -0.459 |
| 5/7/11 | 336.05 | -1.452 | 70 | 2.941 | 7.75 | 1.974 | 5659.9 | -0.347 |
| 6/7/11 | 330.65 | -1.607 | 71.9 | 2.714 | 7.65 | -1.290 | 5622.7 | -0.656 |
| 7/7/11 | 330.95 | 0.091 | 70.8 | -1.530 | 7.45 | -2.614 | 5633.4 | 0.189 |
| 8/7/11 | 334 | 0.922 | 70.45 | -0.494 | 7.7 | 3.356 | 5734.7 | 1.798 |
| 11/7/11 | 332 | -0.599 | 68.5 | -2.768 | 7.75 | 0.649 | 5648.1 | -1.510 |
| 12/7/11 | 331.55 | -0.136 | 68.5 | 0.000 | 7.1 | -8.387 | 5556.9 | -1.614 |
| 13/07/11 | 332.45 | 0.271 | 70.4 | 2.774 | 7.45 | 4.930 | 5542.1 | -0.267 |
| 14/07/11 | 331 | -0.436 | 68.35 | -2.912 | 7.25 | -2.685 | 5569 | 0.486 |
| 15/07/11 | 331.2 | 0.060 | 72.75 | 6.437 | 7.5 | 3.448 | 5603 | 0.610 |
| 18/07/11 | 330 | -0.362 | 72 | -1.031 | 7.5 | 0.000 | 5581.8 | -0.378 |
| 19/07/11 | 331.75 | 0.530 | 75.4 | 4.722 | 7.3 | -2.667 | 5569.9 | -0.213 |
| 20/07/11 | 331.65 | -0.030 | 72.35 | -4.045 | 7.35 | 0.685 | 5642.1 | 1.296 |
| 21/07/11 | 332.75 | 0.332 | 68.5 | -5.321 | 7.35 | 0.000 | 5554.6 | -1.550 |
| 22/07/11 | 335.2 | 0.736 | 69.2 | 1.022 | 7.3 | -0.680 | 5577 | 0.402 |
| 25/07/11 | 333.25 | -0.582 | 69.4 | 0.289 | 7.25 | -0.685 | 5633.8 | 1.019 |
| 26/07/11 | 331.7 | -0.465 | 69.55 | 0.216 | 7.15 | -1.379 | 5688.5 | 0.970 |
| 27/07/11 | 329.3 | -0.724 | 68.5 | -1.510 | 7 | -2.098 | 5588.6 | -1.756 |
| 28/07/11 | 325.85 | -1.048 | 68 | -0.730 | 7.05 | 0.714 | 5492.4 | -1.720 |
| 29/07/11 | 325.7 | -0.046 | 67.8 | -0.294 | 6.95 | -1.418 | 5479 | -0.244 |
| 1/8/11 | 325.5 | -0.061 | 67.25 | -0.811 | 7 | 0.719 | 5527.5 | 0.885 |
| 2/8/11 | 323.85 | -0.507 | 65.9 | -2.007 | 7.2 | 2.857 | 5493.2 | -0.621 |
| 3/8/11 | 320.5 | -1.034 | 64.5 | -2.124 | 7.1 | -1.389 | 5402 | -1.660 |
| 4/8/11 | 322.65 | 0.671 | 63.85 | -1.008 | 7 | -1.408 | 5412.4 | 0.193 |
| 5/8/11 | 315 | -2.371 | 60 | -6.030 | 6.8 | -2.857 | 5204.4 | -3.844 |
| 8/8/11 | 311.25 | -1.190 | 59.95 | -0.083 | 6.7 | -1.471 | 5083.9 | -2.315 |
| 9/8/11 | 314 | 0.884 | 47.7 | -20.434 | 6.1 | -8.955 | 4947.9 | -2.674 |
| 10/8/11 | 318 | 1.274 | 56.3 | 18.029 | 6 | -1.639 | 5196.6 | 5.025 |
| 11/8/11 | 317.4 | -0.189 | 47.1 | -16.341 | 6.25 | 4.167 | 5128 | -1.319 |
| 12/8/11 | 319 | 0.504 | 58.5 | 24.204 | 6.5 | 4.000 | 5194.4 | 1.295 |
| 16/08/11 | 316 | -0.940 | 59.2 | 1.197 | 6.55 | 0.769 | 5125.8 | -1.322 |
| 17/08/11 | 311 | -1.582 | 47.5 | -19.764 | 7 | 6.870 | 5030.3 | -1.862 |
| 18/08/11 | 317.85 | 2.203 | 56.5 | 18.947 | 6.25 | -10.714 | 5078 | 0.947 |
| 19/08/11 | 313.55 | -1.353 | 48.5 | -14.159 | 6 | -4.000 | 4859.3 | -4.306 |
| 22/08/11 | 315.95 | 0.765 | 52.1 | 7.423 | 6.1 | 1.667 | 4843.7 | -0.321 |
| 23/08/11 | 314 | -0.617 | 53.5 | 2.687 | 6.95 | 13.934 | 4925.2 | 1.682 |
| 24/08/11 | 318.3 | 1.369 | 54.15 | 1.215 | 6.9 | -0.719 | 4934.4 | 0.187 |
| 25/08/11 | 320.55 | 0.707 | 57.9 | 6.925 | 6.35 | -7.971 | 4914.7 | -0.399 |
| 26/08/11 | 320 | -0.172 | 54 | -6.736 | 6 | -5.512 | 4839.3 | -1.534 |
| 29/08/11 | 320 | 0.000 | 52.6 | -2.593 | 6 | 0.000 | 4806.2 | -0.683 |
| 30/08/11 | 320.6 | 0.188 | 54.1 | 2.852 | 6.4 | 6.667 | 4973.3 | 3.476 |
| 2/9/11 | 330 | 2.932 | 53 | -2.033 | 6.25 | -2.344 | 5109.8 | 2.746 |
| 5/9/11 | 321.4 | -2.606 | 49.5 | -6.604 | 6.3 | 0.800 | 4998.9 | -2.170 |
| 6/9/11 | 319.85 | -0.482 | 51 | 3.030 | 6.45 | 2.381 | 4993.4 | -0.111 |
| 7/9/11 | 320 | 0.047 | 50.5 | -0.980 | 6.2 | -3.876 | 5080.2 | 1.738 |
| 8/9/11 | 320.35 | 0.109 | 50.4 | -0.198 | 6.2 | 0.000 | 5139.2 | 1.162 |
| 9/9/11 | 325.15 | 1.498 | 54 | 7.143 | 6.2 | 0.000 | 5161.3 | 0.430 |
| 12/9/11 | 329.6 | 1.369 | 52.8 | -2.222 | 6.7 | 8.065 | 4981.7 | -3.480 |
| 13/09/11 | 346.75 | 5.203 | 52.8 | 0.000 | 6.05 | -9.701 | 4977.8 | -0.078 |
| 14/09/11 | 342.85 | -1.125 | 51.7 | -2.083 | 6.2 | 2.479 | 4965.1 | -0.256 |
| 15/09/11 | 354.5 | 3.398 | 51.7 | 0.000 | 6.15 | -0.806 | 5062.4 | 1.960 |
| 16/09/11 | 347.25 | -2.045 | 52.2 | 0.967 | 6.35 | 3.252 | 5123.4 | 1.205 |
| 19/09/11 | 339.5 | -2.232 | 54.75 | 4.885 | 6.4 | 0.787 | 5068.4 | -1.073 |
| 20/09/11 | 338.8 | -0.206 | 55.3 | 1.005 | 6.35 | -0.781 | 5042.6 | -0.510 |
| 21/09/11 | 342.25 | 1.018 | 60.4 | 9.222 | 6.9 | 8.661 | 5153.8 | 2.205 |
| 22/09/11 | 336 | -1.826 | 57.4 | -4.967 | 6.2 | -10.145 | 5054.5 | -1.927 |
| 23/09/11 | 330.1 | -1.756 | 53.5 | -6.794 | 6 | -3.226 | 4873.8 | -3.575 |
| 26/09/11 | 331.9 | 0.545 | 53.8 | 0.561 | 6.05 | 0.833 | 4878.6 | 0.100 |
| 27/09/11 | 330.55 | -0.407 | 53.7 | -0.186 | 6.05 | 0.000 | 4905.2 | 0.544 |
| 28/09/11 | 339.9 | 2.829 | 55 | 2.421 | 6.05 | 0.000 | 5005.5 | 2.046 |
| 29/09/11 | 334 | -1.736 | 52 | -5.455 | 6 | -0.826 | 4924.2 | -1.624 |
| 30/09/11 | 339.55 | 1.662 | 51.05 | -1.827 | 5.8 | -3.333 | 4990.2 | 1.339 |
| **AVG. RETURN** | **-** | **-0.003** | **-** | **-0.164** | **-** | **-0.499** | - | **-0.201** |

**TABLE NO. 4.20**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JULY 2011 TO 30TH SEPTEMBER 2011**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | -0.003 | -0.164 | -0.499 | -0.201 |
| **RISK** | 1.432 | 7.314 | 4.616 | 1.756 |

**INTERPRETATION:**

It is clear from the above table that all the companies have negative returns during the study period. The risk is more for Prakash industries i.e., 7.314 followed by JIK industries with 4.616 and HUL with 1.432.

**TABLE NO. 4.21**

**PRICE AND RETURNS OF FMCG STOCK FOR THE PERIOD 1ST OCTOBER 2011 TO 31TH DECEMBER 2011**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** |
| 3/10/11 | 338 | - | 51.75 | - | 5.9 | - | 4874.4 | - |
| 4/10/11 | 333 | -1.479 | 51.35 | -0.773 | 5.7 | -3.390 | 4823.5 | -1.044 |
| 5/10/11 | 325.1 | -2.372 | 50.15 | -2.337 | 5.35 | -6.140 | 4791.3 | -0.668 |
| 7/10/11 | 328 | 0.892 | 50 | -0.299 | 5.3 | -0.935 | 4883.7 | 1.927 |
| 10/10/11 | 329.35 | 0.412 | 48.15 | -3.700 | 5.2 | -1.887 | 4886.9 | 0.066 |
| 11/10/11 | 334 | 1.412 | 50 | 3.842 | 5.2 | 0.000 | 5019.9 | 2.723 |
| 12/10/11 | 326.35 | -2.290 | 50 | 0.000 | 5.6 | 7.692 | 5011.2 | -0.173 |
| 13/10/11 | 329.1 | 0.843 | 49.7 | -0.600 | 5.35 | -4.464 | 5130.8 | 2.387 |
| 14/10/11 | 326.75 | -0.714 | 49.65 | -0.101 | 5.3 | -0.935 | 5057.4 | -1.432 |
| 17/10/11 | 333.8 | 2.158 | 49.6 | -0.101 | 5.6 | 5.660 | 5156.2 | 1.955 |
| 18/10/11 | 331.15 | -0.794 | 48.2 | -2.823 | 5.3 | -5.357 | 5049.5 | -2.070 |
| 19/10/11 | 330.15 | -0.302 | 47.5 | -1.452 | 5.65 | 6.604 | 5080.5 | 0.614 |
| 20/10/11 | 331 | 0.257 | 47.4 | -0.211 | 5.5 | -2.655 | 5086.6 | 0.120 |
| 21/10/11 | 331.9 | 0.272 | 47.35 | -0.105 | 5.5 | 0.000 | 5106.6 | 0.394 |
| 24/10/11 | 330 | -0.572 | 46.8 | -1.162 | 6.45 | 17.273 | 5114.7 | 0.159 |
| 25/10/11 | 339.35 | 2.833 | 45 | -3.846 | 5.7 | -11.628 | 5137.9 | 0.454 |
| 26/10/11 | 342.9 | 1.046 | 43 | -4.444 | 5.5 | -3.509 | 5215 | 1.500 |
| 28/10/11 | 347 | 1.196 | 45 | 4.651 | 5.75 | 4.545 | 5341.9 | 2.434 |
| 31/10/11 | 351 | 1.153 | 45.3 | 0.667 | 6.1 | 6.087 | 5358.9 | 0.318 |
| 1/11/11 | 371.4 | 5.812 | 46.2 | 1.987 | 5.7 | -6.557 | 5278.6 | -1.498 |
| 2/11/11 | 384.5 | 3.527 | 45.5 | -1.515 | 6 | 5.263 | 5216.8 | -1.172 |
| 3/11/11 | 387.55 | 0.793 | 45 | -1.099 | 5.75 | -4.167 | 5241.6 | 0.475 |
| 4/11/11 | 382 | -1.432 | 46.4 | 3.111 | 6 | 4.348 | 5325.4 | 1.600 |
| 8/11/11 | 377.6 | -1.152 | 46.25 | -0.323 | 5.8 | -3.333 | 5292.3 | -0.622 |
| 9/11/11 | 381.5 | 1.033 | 45.5 | -1.622 | 6 | 3.448 | 5309.7 | 0.330 |
| 11/11/11 | 390.25 | 2.294 | 45.5 | 0.000 | 5.7 | -5.000 | 5159.8 | -2.824 |
| 14/11/11 | 396.5 | 1.602 | 44.5 | -2.198 | 6 | 5.263 | 5217.4 | 1.116 |
| 15/11/11 | 399 | 0.631 | 42.5 | -4.494 | 5.75 | -4.167 | 5131.2 | -1.651 |
| 16/11/11 | 391.3 | -1.930 | 40.8 | -4.000 | 5.85 | 1.739 | 5059.1 | -1.405 |
| 17/11/11 | 392.75 | 0.371 | 38 | -6.863 | 5.2 | -11.111 | 5027.1 | -0.633 |
| 18/11/11 | 388.95 | -0.968 | 39.1 | 2.895 | 5.3 | 1.923 | 4899.2 | -2.545 |
| 21/11/11 | 389 | 0.013 | 36.7 | -6.138 | 5.05 | -4.717 | 4873.8 | -0.517 |
| 22/11/11 | 390.95 | 0.501 | 36.7 | 0.000 | 5 | -0.990 | 4794.9 | -1.620 |
| 23/11/11 | 383.75 | -1.842 | 36.7 | 0.000 | 4.6 | -8.000 | 4779.5 | -0.320 |
| 24/11/11 | 383.7 | -0.013 | 36.95 | 0.681 | 4.7 | 2.174 | 4707.6 | -1.505 |
| 25/11/11 | 384.55 | 0.222 | 36 | -2.571 | 4.8 | 2.128 | 4731.3 | 0.505 |
| 28/11/11 | 376.75 | -2.028 | 36.5 | 1.389 | 4.6 | -4.167 | 4769.3 | 0.803 |
| 29/11/11 | 382.95 | 1.646 | 37.25 | 2.055 | 5 | 8.696 | 4864.2 | 1.990 |
| 30/11/11 | 387.8 | 1.266 | 36.75 | -1.342 | 4.75 | -5.000 | 4766.2 | -2.016 |
| 1/12/11 | 403 | 3.920 | 36.1 | -1.769 | 5.65 | 18.947 | 4970.9 | 4.295 |
| 2/12/11 | 393.4 | -2.382 | 35.8 | -0.831 | 4.6 | -18.584 | 4940.9 | -0.604 |
| 5/12/11 | 395.35 | 0.496 | 34.1 | -4.749 | 5.15 | 11.957 | 5036.5 | 1.936 |
| 7/12/11 | 395 | -0.089 | 36.8 | 7.918 | 4.8 | -6.796 | 5050.1 | 0.270 |
| 8/12/11 | 394.55 | -0.114 | 37.9 | 2.989 | 5.15 | 7.292 | 5037.4 | -0.251 |
| 9/12/11 | 390.4 | -1.052 | 36.3 | -4.222 | 4 | -22.330 | 4870.8 | -3.308 |
| 12/12/11 | 386.15 | -1.089 | 35.5 | -2.204 | 4.1 | 2.500 | 4906.9 | 0.741 |
| 13/12/11 | 385 | -0.298 | 33.35 | -6.056 | 5.05 | 23.171 | 4733.6 | -3.531 |
| 14/12/11 | 385.05 | 0.013 | 34 | 1.949 | 4.55 | -9.901 | 4788.7 | 1.164 |
| 15/12/11 | 384 | -0.273 | 31.75 | -6.618 | 4 | -12.088 | 4712.8 | -1.585 |
| 16/12/11 | 395.5 | 2.995 | 31 | -2.362 | 4.1 | 2.500 | 4752.5 | 0.842 |
| 19/12/11 | 393.5 | -0.506 | 30 | -3.226 | 4 | -2.439 | 4623.2 | -2.722 |
| 20/12/11 | 396.6 | 0.788 | 29 | -3.333 | 4.15 | 3.750 | 4635.8 | 0.274 |
| 21/12/11 | 402 | 1.362 | 29 | 0.000 | 4.15 | 0.000 | 4636.5 | 0.014 |
| 22/12/11 | 401 | -0.249 | 27 | -6.897 | 4 | -3.614 | 4636.9 | 0.010 |
| 23/12/11 | 410 | 2.244 | 26.55 | -1.667 | 4.5 | 12.500 | 4763.2 | 2.724 |
| 26/12/11 | 411.95 | 0.476 | 29 | 9.228 | 4.35 | -3.333 | 4718.2 | -0.946 |
| 27/12/11 | 419 | 1.711 | 36.1 | 24.483 | 4 | -8.046 | 4780.2 | 1.315 |
| 28/12/11 | 416.95 | -0.489 | 33.55 | -7.064 | 4.45 | 11.250 | 4756.2 | -0.502 |
| 29/12/11 | 411.75 | -1.247 | 32 | -4.620 | 3.65 | -17.978 | 4681.2 | -1.578 |
| 30/12/11 | 414.9 | 0.765 | 31.2 | -2.500 | 4 | 9.589 | 4660 | -0.453 |
| **AVG. RETURN** | **-** | **0.361** | **-** | **-0.753** | **-** | **-0.287** | **-** | **-0.063** |

**TABLE NO. 4.22**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST OCTOBER 2011 TO 31TH DECEMBER 2011**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | 0.361 | -0.753 | -0.287 | -0.063 |
| **RISK** | 1.607 | 4.701 | 8.644 | 1.613 |

**INTERPRETATION:**

It is clear from the above table that Prakash industries and JIK industries have negative returns during the study period. HUL has the return of 0.361. The risk is more for JIK industries i.e., 8.644 followed by Prakash industries with 4.701 and HUL with 1.607.

**TABLE NO. 4.23**

**PRICE AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JANUARY 2012 TO 31TH MARCH 2012**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATE** | **HUL** | | **PRAKASH INDUSTRIES** | | **JIK INDUSTRIES** | | **NIFTY** | |
| **PRICE** | **RETURN** | **PRICE** | **RETURN** | **PRICE** | **RETURN** | **INDEX** | **RETURN** |
| 2/1/12 | 408.15 | - | 30.3 | - | 4.5 | - | 4640.2 | - |
| 3/1/12 | 405.25 | -0.711 | 29.4 | -2.970 | 3.9 | -13.333 | 4675.8 | 0.767 |
| 4/1/12 | 407.6 | 0.580 | 29.15 | -0.850 | 4.25 | 8.974 | 4775 | 2.120 |
| 5/1/12 | 394.9 | -3.116 | 29 | -0.515 | 4 | -5.882 | 4749 | -0.543 |
| 6/1/12 | 393.75 | -0.291 | 28.8 | -0.690 | 4.2 | 5.000 | 4724.2 | -0.523 |
| 7/1/12 | 396.85 | 0.787 | 29.8 | 3.472 | 4.4 | 4.762 | 4755.6 | 0.666 |
| 9/1/12 | 394.3 | -0.643 | 30.8 | 3.356 | 4.45 | 1.136 | 4747.6 | -0.169 |
| 10/1/12 | 393.5 | -0.203 | 34.6 | 12.338 | 4.75 | 6.742 | 4771.9 | 0.512 |
| 11/1/12 | 396.85 | 0.851 | 34.65 | 0.145 | 4.95 | 4.211 | 4863.2 | 1.913 |
| 12/1/12 | 393.75 | -0.781 | 37.1 | 7.071 | 4.8 | -3.030 | 4841 | -0.456 |
| 13/01/12 | 393.9 | 0.038 | 36.75 | -0.943 | 5 | 4.167 | 4862 | 0.434 |
| 16/01/12 | 391 | -0.736 | 46 | 25.170 | 4.4 | -12.000 | 4844 | -0.369 |
| 17/01/12 | 387.6 | -0.870 | 40.1 | -12.826 | 5 | 13.636 | 4904.5 | 1.249 |
| 18/01/12 | 399.5 | 3.070 | 40 | -0.249 | 5.05 | 1.000 | 4977.8 | 1.494 |
| 19/01/12 | 394 | -1.377 | 39.5 | -1.250 | 4.8 | -4.950 | 4995 | 0.347 |
| 20/01/12 | 392 | -0.508 | 41.55 | 5.190 | 5.9 | 22.917 | 5044.9 | 0.998 |
| 23/01/12 | 391.15 | -0.217 | 46.7 | 12.395 | 4.9 | -16.949 | 5025.4 | -0.387 |
| 24/01/12 | 399.4 | 2.109 | 47.2 | 1.071 | 5.85 | 19.388 | 5064.8 | 0.785 |
| 25/01/12 | 393.5 | -1.477 | 47 | -0.424 | 5.1 | -12.821 | 5151.5 | 1.712 |
| 27/01/12 | 399.95 | 1.639 | 46.25 | -1.596 | 5.6 | 9.804 | 5216.8 | 1.267 |
| 30/01/12 | 388 | -2.988 | 48 | 3.784 | 5.4 | -3.571 | 5163.6 | -1.020 |
| 31/01/12 | 384 | -1.031 | 47.45 | -1.146 | 5.5 | 1.852 | 5125.3 | -0.742 |
| 1/2/12 | 379.75 | -1.107 | 48.85 | 2.950 | 5.6 | 1.818 | 5198.2 | 1.422 |
| 2/2/12 | 386 | 1.646 | 53.5 | 9.519 | 5.1 | -8.929 | 5272.1 | 1.423 |
| 3/2/12 | 392.25 | 1.619 | 53.9 | 0.748 | 5.15 | 0.980 | 5276.1 | 0.076 |
| 6/2/12 | 405.9 | 3.480 | 56.45 | 4.731 | 5.15 | 0.000 | 5379.5 | 1.959 |
| 7/2/12 | 388 | -4.410 | 56.5 | 0.089 | 5.15 | 0.000 | 5413 | 0.623 |
| 8/2/12 | 383 | -1.289 | 53.9 | -4.602 | 5.4 | 4.854 | 5343.8 | -1.277 |
| 9/2/12 | 385.3 | 0.601 | 56.9 | 5.566 | 5.6 | 3.704 | 5343.1 | -0.014 |
| 10/2/12 | 393 | 1.998 | 56.6 | -0.527 | 5.4 | -3.571 | 5399.8 | 1.062 |
| 13/02/12 | 388.4 | -1.170 | 59.2 | 4.594 | 5.8 | 7.407 | 5382.1 | -0.328 |
| 14/02/12 | 391.2 | 0.721 | 60.75 | 2.618 | 5.15 | -11.207 | 5380.8 | -0.024 |
| 15/02/12 | 393.75 | 0.652 | 62.05 | 2.140 | 5.3 | 2.913 | 5460.6 | 1.483 |
| 16/02/12 | 389 | -1.206 | 62.4 | 0.564 | 5.15 | -2.830 | 5513.8 | 0.973 |
| 17/02/12 | 385.55 | -0.887 | 63.4 | 1.603 | 5.4 | 4.854 | 5574.2 | 1.096 |
| 21/02/12 | 386.8 | 0.324 | 62.55 | -1.341 | 5.15 | -4.630 | 5561.9 | -0.221 |
| 22/02/12 | 381 | -1.499 | 62 | -0.879 | 5.25 | 1.942 | 5609.8 | 0.860 |
| 23/02/12 | 377.15 | -1.010 | 55.35 | -10.726 | 5.2 | -0.952 | 5490.1 | -2.134 |
| 24/02/12 | 389.75 | 3.341 | 57.6 | 4.065 | 5.8 | 11.538 | 5479.2 | -0.199 |
| 27/02/12 | 388.85 | -0.231 | 55.4 | -3.819 | 5.6 | -3.448 | 5448.1 | -0.567 |
| 28/02/12 | 380.65 | -2.109 | 53.2 | -3.971 | 5.1 | -8.929 | 5310.5 | -2.526 |
| 29/02/12 | 382.15 | 0.394 | 55.2 | 3.759 | 5.2 | 1.961 | 5425 | 2.155 |
| 1/3/12 | 379.5 | -0.693 | 58.5 | 5.978 | 5.45 | 4.808 | 5366 | -1.087 |
| 2/3/12 | 379.65 | 0.040 | 55.15 | -5.726 | 5.05 | -7.339 | 5369.5 | 0.064 |
| 3/3/12 | 381.05 | 0.369 | 53.1 | -3.717 | 5.25 | 3.960 | 5360.1 | -0.175 |
| 5/3/12 | 380 | -0.276 | 52 | -2.072 | 5.35 | 1.905 | 5342.6 | -0.326 |
| 6/3/12 | 380.1 | 0.026 | 50.05 | -3.750 | 5.1 | -4.673 | 5266 | -1.433 |
| 7/3/12 | 381.25 | 0.303 | 48 | -4.096 | 5.4 | 5.882 | 5207.1 | -1.119 |
| 9/3/12 | 387.85 | 1.731 | 48.2 | 0.417 | 5.25 | -2.778 | 5294.1 | 1.672 |
| 12/3/12 | 383.5 | -1.122 | 50.5 | 4.772 | 5.55 | 5.714 | 5420.1 | 2.380 |
| 13/03/12 | 381 | -0.652 | 49.75 | -1.485 | 5.3 | -4.505 | 5391.1 | -0.536 |
| 14/03/12 | 384.8 | 0.997 | 49.9 | 0.302 | 5.15 | -2.830 | 5490.6 | 1.846 |
| 15/03/12 | 383.7 | -0.286 | 50.7 | 1.603 | 5.15 | 0.000 | 5462.5 | -0.511 |
| 16/03/12 | 389.9 | 1.616 | 49.2 | -2.959 | 5.45 | 5.825 | 5380.4 | -1.504 |
| 19/03/12 | 391 | 0.282 | 48.75 | -0.915 | 5.1 | -6.422 | 5337.4 | -0.799 |
| 20/03/12 | 395.1 | 1.049 | 46.5 | -4.615 | 5.25 | 2.941 | 5257.2 | -1.503 |
| 21/03/12 | 395.2 | 0.025 | 47 | 1.075 | 4.85 | -7.619 | 5267.2 | 0.191 |
| 22/03/12 | 404 | 2.227 | 48 | 2.128 | 4.8 | -1.031 | 5361.1 | 1.783 |
| 23/03/12 | 396.5 | -1.856 | 45.1 | -6.042 | 4.8 | 0.000 | 5255.7 | -1.967 |
| 26/03/12 | 403 | 1.639 | 44.9 | -0.443 | 4.9 | 2.083 | 5274.4 | 0.356 |
| 27/03/12 | 404.8 | 0.447 | 43.65 | -2.784 | 4.7 | -4.082 | 5243 | -0.595 |
| 28/03/12 | 415.55 | 2.656 | 43.15 | -1.145 | 4.8 | 2.128 | 5231.7 | -0.215 |
| 29/03/12 | 411 | -1.095 | 43.8 | 1.506 | 4.7 | -2.083 | 5146 | -1.639 |
| 30/03/12 | 409.2 | -0.438 | 44.5 | 1.598 | 4.35 | -7.447 | 5206.6 | 1.179 |
| **AVG. RETURN** | **-** | **0.0154** | **-** | **0.749** | **-** | **0.206** | **-** | **0.190** |

**TABLE NO. 4.24**

**RISK AND RETURNS OF FMCG STOCKS FOR THE PERIOD 1ST JANUARY 2012 TO 31TH MARCH 2012**

|  | **HUL** | **PRAKASH INDUSTRIES** | **JIK INDUSTRIES** | **NIFTY** |
| --- | --- | --- | --- | --- |
| **AVERAGE RETURN** | 0.0154 | 0.749 | 0.206 | 0.190 |
| **RISK** | 1.519 | 5.421 | 7.305 | 1.179 |

**INTERPRETATION:**

It is clear from the above table that Prakash industries has more returns i.e., 0.749 followed by JIK with 0.206 and hul with 0.0154. the risk is more for JIK industries with 7.305. the risk is less for HUL i.e., 0.519.

**FINDINGS**

After the data is analyzed the following facts have been observed.

From risk-return analysis of 2009-2010, it is found that risk of all companies selected viz. HUL, Prakash industries and JIK industries is higher than their returns, but in comparison, returns of Prakash industries and JIK industries have higher and HUL returns are negative in the last quarter and in some quarters the returns of JIK industries are also negative.

In the year 2009-10, the risk is also higher for Prakash industries and JIK industries. In comparison of the three companies, risk is less for HUL.

From the analysis of 2010-2011, the risk of all companies is higher than their returns. In comparison, returns of HUL is higher. HUL performed well but it got negative returns in the last quarter and during the entire year the risk is more for JIK industries.

From the analysis, HUL is performing better than other companies but it has got negative returns in some months.

In this year of 2011-12, Prakash and JIK industries have negative returns and higher risks when compared to other companies, this is due to BANKRUPTCY.

**CONCLUSIONS**

The present project work has been undertaken to study the risk-return relationship of individual securities as well as nifty index to observe whether the stock prices have any relationship with risk and return. As this project work is done by studying three individual stocks of nifty and nifty index, there is not much scope for the analysis, interpretation and conclusion.

All the companies having fluctuating performances. But, HUL is performing better than all other FMCG companies. Its average returns of all the three years is more than the other companies. JIK industries is in not good position as its risk is higher in all the three study years when compared to other companies.

As the economy is fluctuations very badly, the stock prices are affected by these fluctuations and the market has become so volatile. In this situation investors should be very careful. The firm which is dealing the trading of share market should be caution enough so that investors may not suffer losses.

**SUGGESTIONS**

After observing the facts found out after the analysis and interpretations, the following suggestions are made to the investors.

1. When there is more risk, the return will also be high but this does not hold in all situations especially in the case of economic crisis.
2. The sentiments and emotions sometimes play a vital role in causing fluctuations in the stock markets. Therefore it is not advisable to invest at the time of crisis.
3. When markets are sliding down steeply, the investors will not be protected against the risk of investment. Therefore, it is not advisable to invest when the markets are very volatile.
4. Always it is felt that market position never stays for a long time. In this opinion Bullish and Bearish markets end after some time.
5. Therefore one can invest the time of Bearish and soon after they reach bullish trend they can sell them off.

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