

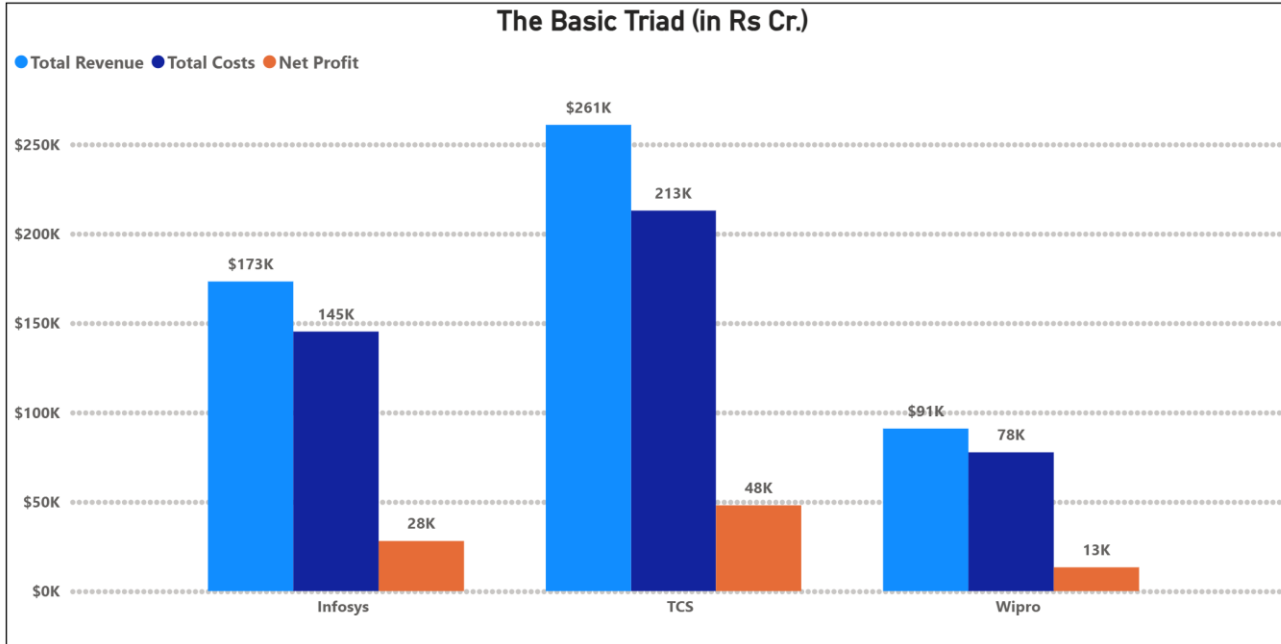
# Unlocking Profitability Insights:

The Triple Trident Way

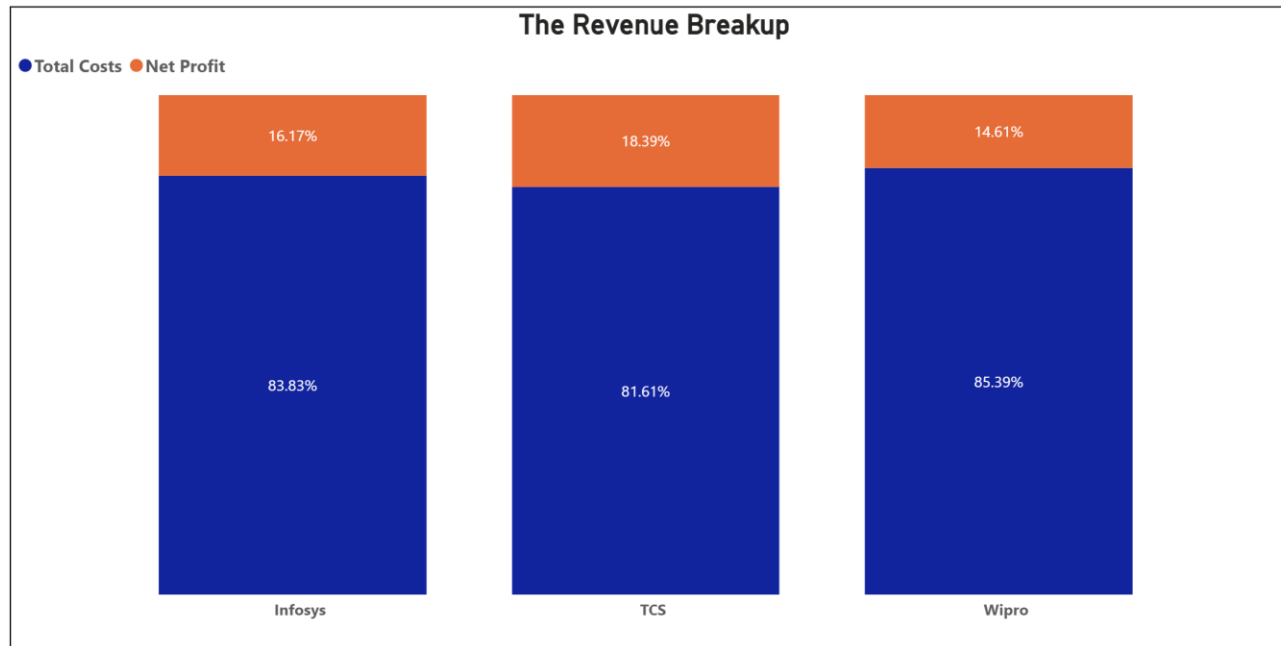
Comparing: Infosys, TCS and  
Wipro



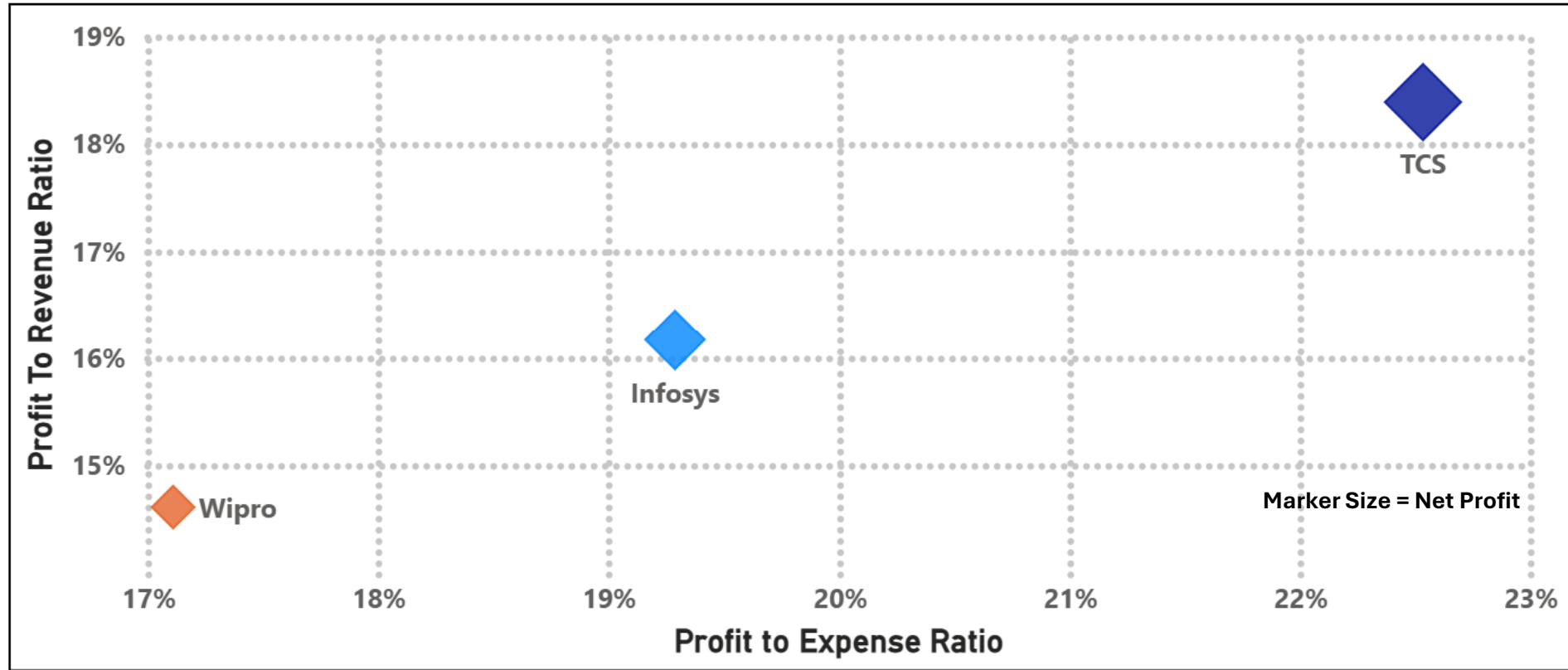
# The Basic Triad



TCS leads in terms of Revenue, Net Profit and % Profit, followed by Infosys and then Wipro.



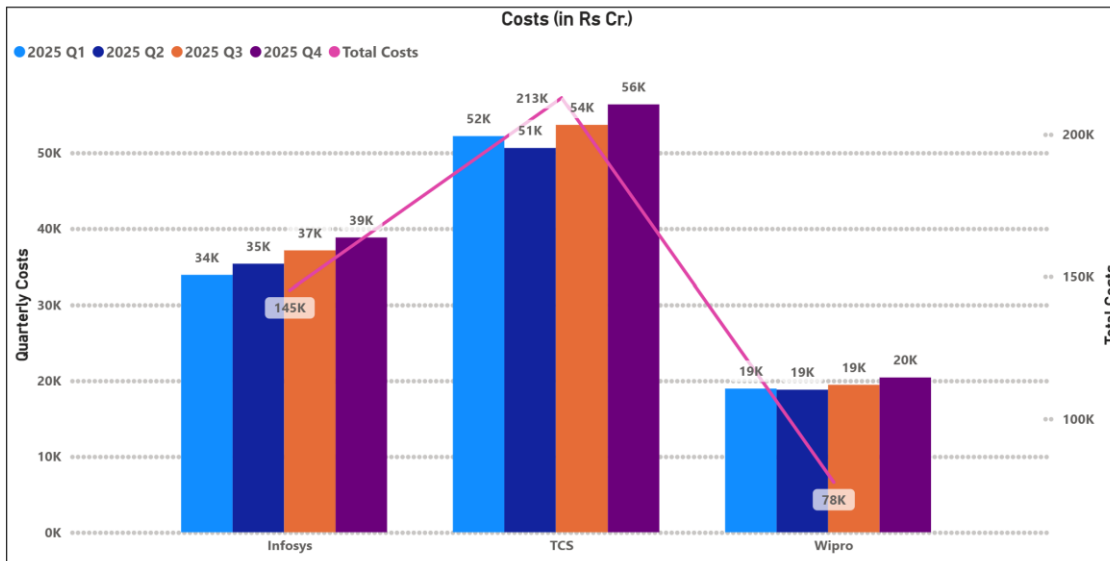
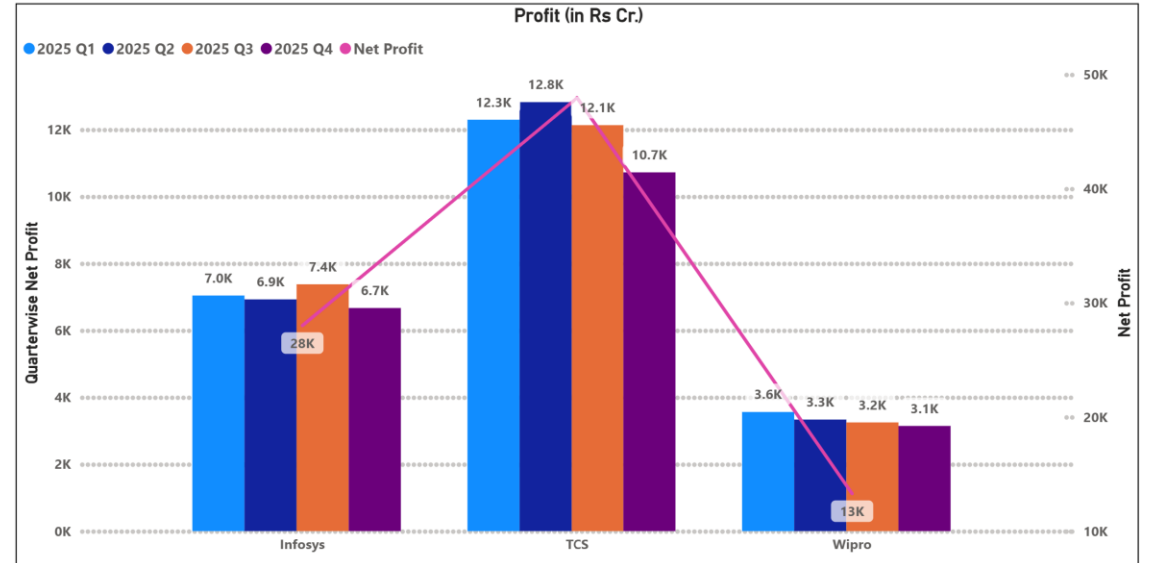
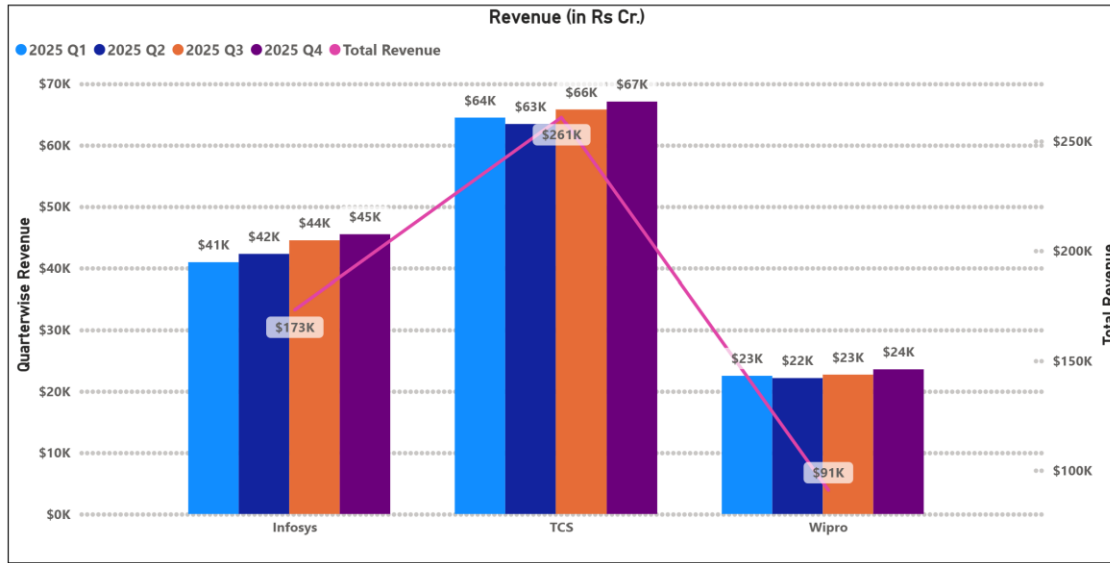
# The Triad of Ratios



Company	Profit To Revenue Ratio	Profit To Expense Ratio	Revenue to Cost Ratio	Net Profit (In Rs Cr.)
TCS	18.39%	22.53%	122.53%	47,963.00
Infosys	16.17%	19.29%	119.29%	28,004.00
Wipro	14.61%	17.11%	117.11%	13,280.00

TCS has the best ratios followed by Infosys.

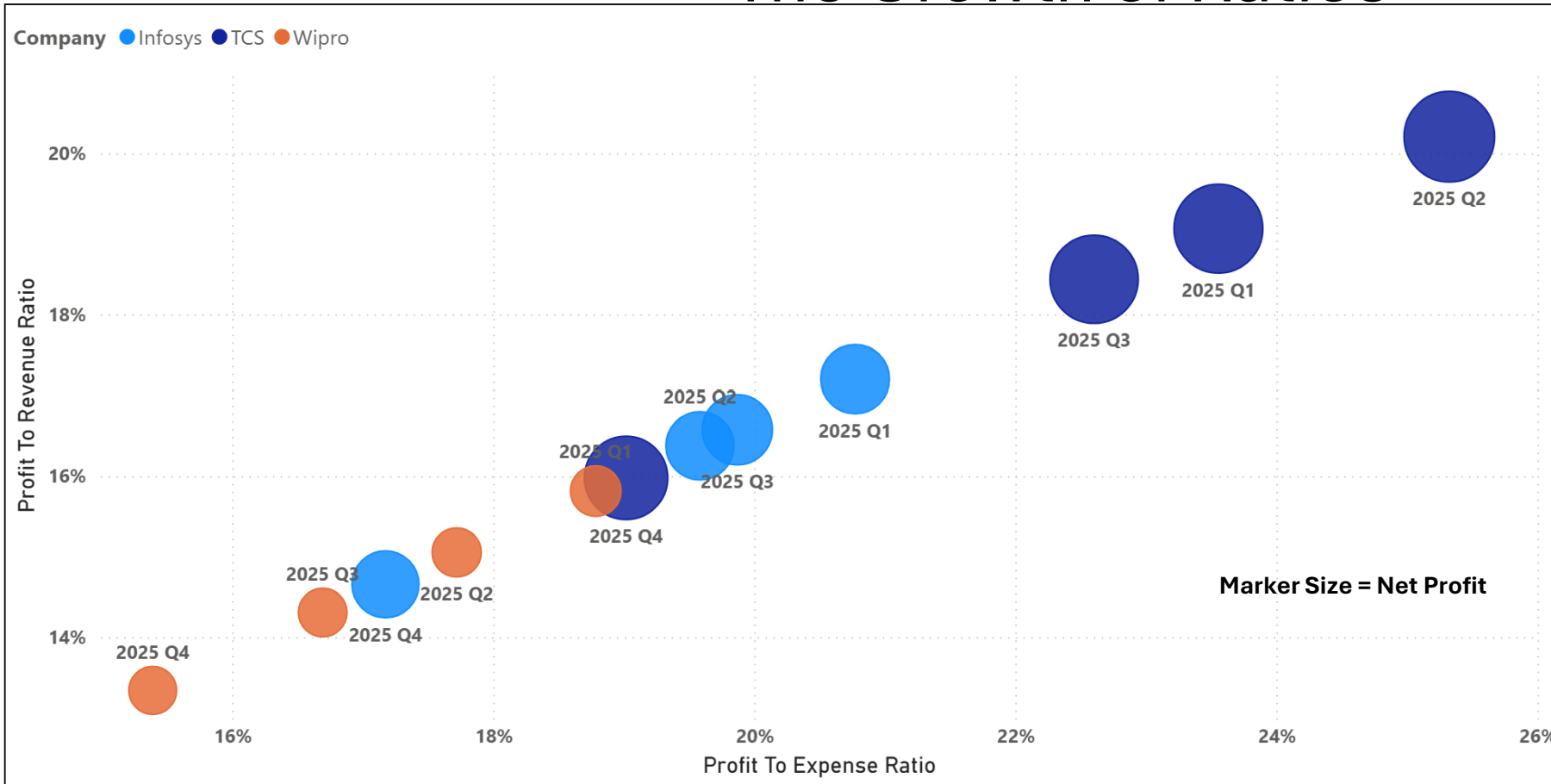
# Basic Triad Growth



For Infosys, TCS and Wipro:

- Q4 Revenues and Costs have increased as compared to Q1.
- Q4 Profits have decreased as compared to Q1.

# The Growth of Ratios



Company	Profit To Revenue Ratio	Profit To Expense Ratio	Revenue to Cost Ratio	Net Profit (In Rs Cr.)
<b>Infosys</b>	<b>16.17%</b>	<b>19.29%</b>	<b>119.29%</b>	<b>28,004.00</b>
2025 Q1	17.20%	20.77%	120.77%	7,039.00
2025 Q2	16.38%	19.58%	119.58%	6,924.00
2025 Q3	16.58%	19.87%	119.87%	7,375.00
2025 Q4	14.66%	17.17%	117.17%	6,666.00
<b>TCS</b>	<b>18.39%</b>	<b>22.53%</b>	<b>122.53%</b>	<b>47,963.00</b>
2025 Q1	19.07%	23.56%	123.56%	12,293.00
2025 Q2	20.21%	25.32%	125.32%	12,819.00
2025 Q3	18.44%	22.60%	122.60%	12,131.00
2025 Q4	15.98%	19.02%	119.02%	10,720.00
<b>Wipro</b>	<b>14.61%</b>	<b>17.11%</b>	<b>117.11%</b>	<b>13,280.00</b>
2025 Q1	15.81%	18.79%	118.78%	3,559.00
2025 Q2	15.05%	17.72%	117.72%	3,332.00
2025 Q3	14.31%	16.69%	116.69%	3,247.00
2025 Q4	13.34%	15.39%	115.39%	3,142.00
<b>Total</b>	<b>17.00%</b>	<b>20.49%</b>	<b>120.49%</b>	<b>89,247.00</b>

- Ratios have deteriorated for all in Q4 as compared to Q1.
- Overall TCS has better ratios than Infosys and Wipro but its decline in Q4 has got the ratios to be in the range of Infosys and just a bit above those of Wipro's in the earlier quarters.

# Data Dictionary

- **Revenue:** represents the sales figures This includes all of the revenue including product and services revenue.
- **Cost:** represents all of the cost elements including Cost of Revenue, Sales and Marketing Costs, General and Administrative Costs, R&D (or Technology and Infrastructure Cost), Taxes Provisioned, Other Expense (Income) and additionally Fulfilment Costs.
- **Profit:** or Net Income is represented as Revenue minus total costs.
- **Profit to Revenue Ratio:** Also known as **profit margin**, it measures how much profit is retained from each unit of revenue. A higher ratio indicates efficiency in converting sales into profit. A lower ratio suggests high expenses relative to revenue.
- **Profit to Cost Ratio:** This ratio shows how much profit is earned for every unit of cost spent. A higher ratio means stronger efficiency. This is also viewed as Return on Cost or Profitability Ratio or as ROI when costs are treated as investment base.
- **Revenue to Cost Ratio:** This ratio shows how much revenue is generated for every unit of cost incurred.

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