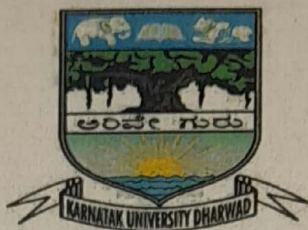


**"A STUDY ON ACCOUNT RECEIVABLE MANAGEMENT IN
SUN PHARMACEUTICAL INDUSTRIES LTD"**

Submitted To



KARNATAK UNIVERSITY DHARWAD

In partial fulfilment of the Requirements for the Degree of

MASTER OF COMMERCE

2021

BY

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Certificate

This is to certify that the Project work titled "**A Study On Account Receivable Management In Sun Pharmaceutical Industries Limited**" is an original record of field works done by **Mr. G Ranjithkumar** with Registration No.19C011041 in a partial fulfillment of the award of degree of **Master of Commerce** of the **Karnatak University, Dharwad** during 2020-21. The project satisfies the academic requirements in respect of project work prescribed for the Degree of **Master of Commerce** and is a record of his own independent work.

This project is based on the studies carried out by him and has not been submitted to any other University or Institution for the award of any degree or diploma.

Project Guide

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CHAPTER-1

INTRODUCTION

1: INTRODUCTION:

Receivable management is an important fact of financial management this is because excessive level of current assets and low level of current assets may lead to negative effect on a firm's profitability and difficulties in mediating smooth operation. Berry and Jarvis assert that a firm setting up a policy for determining the optimal amount of accounts receivable have to take into account the trade-off between the securing of sales and profits and the amount of opportunity cost and administrative costs of the increasing accounts receivable; the level of risk the firm is prepared to take when extending credit to the customer because the customer could default when payment is due and the investment in debt collection management. Receivable administration of exchange acknowledges is normally known as Management of Receivables. Receivables are one of the three essential segments of working capital, the other being stock and money. Receivable's involve second significant spot after inventories and consequently establish a sizeable bit of current resources in a few firms.

The capital put resources in to receivables is near to a similar sum as that put resources into money and stock. Receivables in this manner, a structure around 33% of current resources in India. Exchange credit is a significant market device. As it acts as a bridge of activation of produce from gathering to conveyance arranges in the field of promoting. Receivables make an accessible safe house to deals from rivalries. It acts not exactly a magnet in pulling in planned shoppers to purchase the item at terms and conditions ideal for them just as to the firm. Receivables the executive request due thought, not money related administration not just because cost and hazard are related to this venture yet additionally for the explanation that every rupee can add to the company's total assets.

1.1 NEED FOR THE STUDY

Require for the study is total is another component within bank account receivable management. Confirmed ratios, such as turnover will measure how several

CUNCLUTION

Through there were many limitations in the study was made. The data allowed for some conclusion's to be written on the basis of analysis that was done on the data calculation.

The data has clearly indicated that the company positions. It should focus on good service so that it can capture the major part of the market. The study also indicates that there will be a good chance to the company to build their brand value along with the profit.

In todays scenario, customer is the king because they have various choices around them. If company are not capable of providing them desired result they will definitely switch over to another provider. Therefore, marketing is more important to make profit.

India's importance in the global drugs and pharmaceutical industry has grown substantially and continues grow. Significant advances have taken place in the field of research and marketing in the past decade. The level of professionalism in the management of pharmaceutical companies has also risen.