

**A study on Performance analysis of selected FMCG stocks with reference to  
BSE in SHAREKHAN Company**

Project report submitted to the University of Mysore in partial fulfilment of the  
requirements of IV semester

MBA Degree Examination 2023

By,

**HARSHITH KUMAR M**

IV Semester, MBA

Reg No. P01ZZ21M0003

Guide

**Prof S.J. MANJUNATH B.E, MBA, PhD**

**B N Bahadur Institute of Management Sciences**

**B N BAHADUR INSTITUTE OF MANAGEMENT SCIENCES**

**UNIVERSITY OF MYSORE**

**MANASA GANGOTHRI, MYSORE 570006**

**UNIVERSITY OF MYSORE**  
**B N BAHADUR INSTITUTE OF MANAGEMENT**  
**SCIENCES**  
MANASA GANGOTRI CAMPUS, MYSORE-570 006

**GUIDE CERTIFICATE**

This is to certify that, Mr. Harshith Kumar M (P01ZZ21M0003), is Pursuing 4th semester MBA, at B N BAHADUR INSTITUTE OF MANAGEMENT SCIENCES, University of Mysore. During the academic year 2022-2023, he has he has study on performance analysis of selected FMCG stocks under my guidance and supervision, in partial fulfilment of the requirement for the award of Post Graduate Degree in Business Administration.

  
Prof. S. J. MANJUNATH

**UNIVERSITY OF MYSORE**  
**B N BAHADUR INSTITUTE OF MANAGEMENT**  
**SCIENCES**  
MANASA GANGOTRI CAMPUS, MYSORE-570 006

**CERTIFICATE**

This is to certify that, Mr. Harshith Kumar M (P01ZZ21M0003), is pursuing 4<sup>th</sup> semester MBA, in B N BAHADUR INSTITUTE OF MANAGEMENT SCIENCES, University of Mysore. During the academic year 2022-2023, he has study on performance analysis of selected FMCG stocks in partial fulfilment of the requirement for the award of Post Graduate Degree in Business Administration.

  
**Prof. S. J. MANJUNATH, B.E, MBA, PhD**

**CHAIRMAN**  
DOS in Business Administration (BIMS)  
UNIVERSITY OF MYSORE  
Manasagangotri, MYSORE-570006