

RELATIONSHIP OF LIQUIDITY AND SOLVENCY IN PROFITABILITY OF ULTRATECH AND SHREE CEMENTS IN INDIA

¹P. JEYALAKSHMI, ²B. MADHUSUDHANAN

¹ ASSISTANT PROFESSOR,
² ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE,
CMS COLLEGE OF SCIENCE AND COMMERCE,
BHARATHIAR UNIVERSITY TAMILNADU, INDIA,
¹jeyagurukavi@gmail.com,
²madhubelliraj@gmail.com.

ABSTRACT:

The main purpose of this research is to know the relationship of liquidity and solvency in profitability of Ultra tech and Shree cements. Cement industry is one of the prime support services in giving work to the general population. In Ultra Tech Cement, return on equity is positively correlated with return on asset, current ratio and quick ratio and negatively correlated with debt equity ratio. In Shree Cements, return on equity is positively correlated with the independent variables. return on asset is negative weak relation with the independent variables. Current ratio is strong correlation with quick ratio and debt equity ratio

INDEX TERMS: liquidity, solvency. Profitability.

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