

A STUDY OF LIQUIDITY AND PROFITABILITY OF SELECTED AUTOMOBILE COMPANIES IN INDIA

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ABSTRACT

The Indian auto industry is one of the largest in the world. Now a day's youngster wants new types or newly stylish as well as designed two wheelers vehicles. The two wheeler segment with 80 % market share is the leader of the Indian automobile market owing young population. The production of two wheeler sector grew at 14.14 % year April –February 2017-18.

KEYWORDS: *Liquidity, Profitability, Ratio Analysis*