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“A study on Impact of GST on FMCG Industry in India”

Master Thesis Report submitted in partial fulfilment of the requirement for the
award of the degree of
Master of Business Administration (MBA)

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ABSTRACT

This study focuses on GST, its implementation and impact on some of India's top FMCG companies. The GST is a unique indirect tax law of entire nation. It is a form of indirect tax levied on the production and sale of goods and services within the state. It helps to increase the economic growth of a country that has various taxes in India, such as VAT, special tax, service tax, sales tax, entertainment taxes, subsidies, etc. Fast-moving consumer goods are our important contribution to both direct and indirect taxes. FMCG also plays a very important role in increasing the country's GDP. The GST has paid most of the country's indirect taxes, but has a significant impact on India's booming consumer goods sector. This study is a descriptive study that explores and describes the entire topic based on the nature, characteristics and objectives of the theme "Impact of GST on the FMCG Industry in India".



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CHAPTER-1

INTRODUCTION



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1.1 Introduction to tax

The term tax is derived from the Latin word "taxare" which means estimation. It also said as a financial burden required for any kind that can be collected from a person, company or any legal entity that subject to the tax authorized by the State or central authority. In the event of non-payment, the respective taxpayers may be subject to legal scrutiny and may face serious, potentially punitive consequences. Direct taxes include the income tax of 1961, the property tax of 1951, the gift tax of 1958, the spending law of 1987 and the interest tax law of 1974.

Tax is a word utilized while a tax authority, usually an administration, exacts or forces a monetary commitment on its residents or occupants. Paying charges to the public authority or official has been a backbone of human advancement since old occasions. Most nations embrace a duty framework to pay for public, normal or settled upon public requirements and government capacities. Some expenses individual pay yearly at a decent rate, however most duties are determined on the measure of yearly pay. Most nations demand charges on a singular's pay just as on business pay. Nations or developments likewise regularly demand local charges, legacy charges, legacy charges, gift charges, local charges, deals charges, use charges, finance duties, or taxes.

Tax is very important part in every countries economy. It gives huge contribution to increase national income and helps to reduce the fluctuation in currency rate of the country.

1.2 Definitions

According to Merriam Webster, "tax is generally a sum of money levied by an authority on persons or property for public purposes and a sum levied on members of an organization to cover cost."

1.3 Important elements of tax

There are two elements which plays very important role in every tax decision. They were mentioned as follows:

1. Assessment year

It was the 12 months period commencing from 1st April to 31st march of next year. This year is also called financial year.



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For example: current assessment or the financial year is 2021-22.

2. Previous year

It was the year in which the income is generated. Based on the previous year only the every income is calculated.

For example: our current previous year is 2020-21.

There also some cases were the previous year could be the period of less than 12 months. They were as follows

New business is setup

Peron gets new employment

New source of income come into existence

Purchase of new taxable property

1.4 Tax Structure of India

Tax structure of India includes 3 stages they are the central government, state governments, and local municipalities. Article 256 of the Constitution stipulates: "No tax will be imposed or levied outside the jurisdiction of taxation. Therefore, all taxes collected must be supported by the relevant laws."

Interestingly, the Indian tax system originated from ancient texts such as Arthashastra and Manusmriti. As these manuscripts imply, the taxes paid by farmers and artisans at this time will appear in the form of agricultural products, silver or gold. On the basis of these texts, Sir James Wilson envisioned the establishment of a modern tax system in India during British rule in 1860. However, after the independence of India, the recently established Indian government subsequently united the system to promote the economic development of India. Since then, India's tax structure has undergone many changes.

The changes that took place in tax structure were as follows:

- **The role of the central government**

The entire system was distinguishing the particular roles of the central government and the state government. The Indian central government levies taxes such as tariffs, service income tax and central consumption tax.

- **The role of state governments**



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The Indian tax system allows state governments to levy income tax, business tax, VAT, excise and consumption tax, property tax and stamp duty on agricultural income. Local agencies are authorized to collect grants, property taxes, and other taxes for various services etc.

- **Revenue administration**

- CBDT

The Central Direct Taxation Commission is a department of the Taxation Bureau under the Ministry of Finance. The agency is dedicated to India's direct tax policy and planning.

- CBEC

It is the part of the Tax Department of the Ministry of Finance. It is the key national agency responsible for the management of Indian tariffs, the central consumption tax and the service tax.

- CBIC

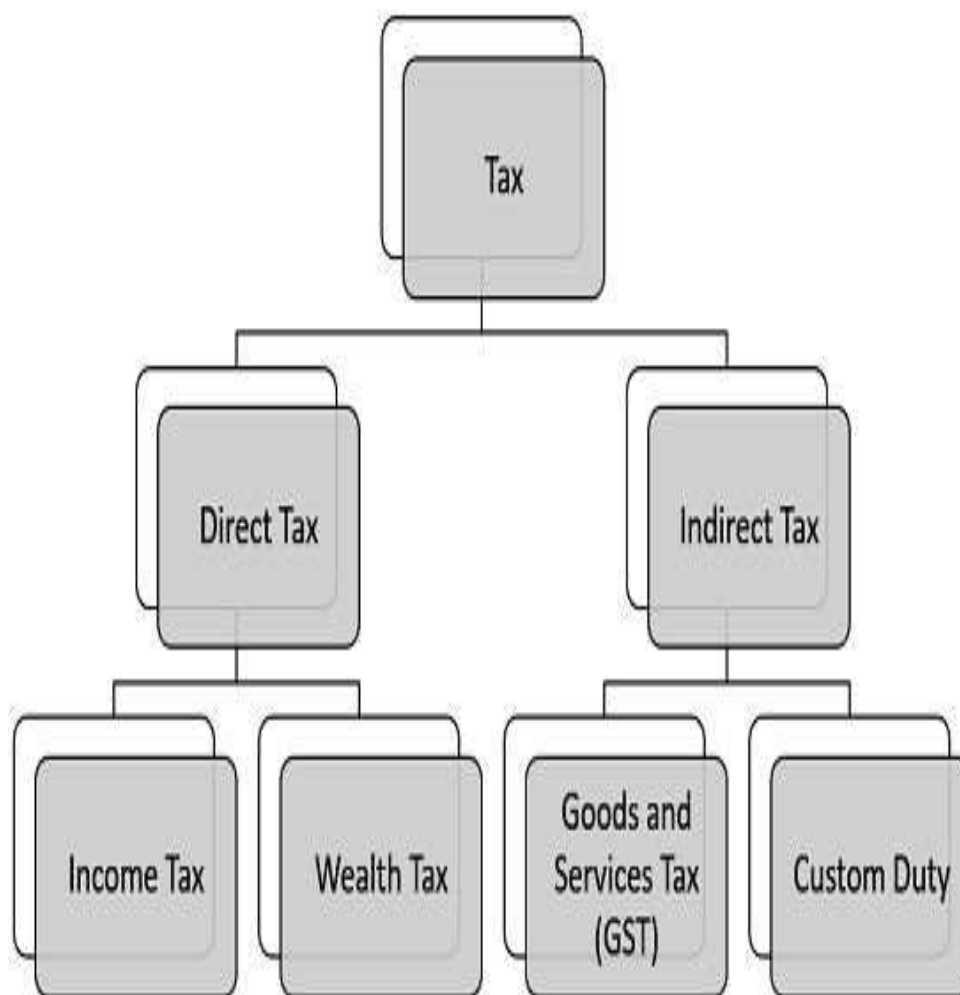
According to the goods and services tax system, the CBEC was renamed as a Central Commission for Indirect Taxes and Customs after being approved by legislation. CBIC will supervise the work of all its organizations and supervisors in this field, and will assist the government in formulating policies related to the tax on goods and services, and will maintain the central excise tax and other customs functions. For years, India's tax system has undergone many changes. Income tax rates have been standardized and administrative laws are simpler, allowing common people to understand them equally. This leads to easier tax filing, better compliance, and better enforcement.

1.5 Types of taxes



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1. Direct Taxes

When the tax is imposed on the income, wealth or property of a person and its burden cannot be shifted on others, it is called as Direct Tax. It is a charge levied straightforwardly on the taxpayer and paid to the relevant authority.

- **Income Tax**

As its name suggests, income tax refers to the tax imposed on the assessee's total income of the previous year by the Central Government. It has to be calculated at stipulated rates on the personal income of a person.

The assessee can be Individual, HUF, Partnership firm, Company, Body of Individuals, Association of Persons, etc.

- **Wealth Tax**



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Tax levied on the wealth or to be more specific `personal assets` of an individual, Hindu Undivided Family (HUF) and Companies is called Wealth Tax.

Basically, it is levied on the affluent section of the country, to make sure that there is parity among taxpayers. Its applicability is decided on the basis of residential status, wherein the tax is levied on the global assets of the resident Indians. As against, Nonresident Indians (NRIs) are charged on the assets held in India.

2. Indirect Taxes

Indirect tax is one that is added in the cost of product or service, so that the person paying the taxes can shift the burden or incidence to another person. In this tax, the taxpayer acts as a link and the incidence of tax passes from one taxpayer to another until it reaches the end-user, i.e. consumer. This means that the taxpayer bears the final consumer, who consumes it.

- **GST**

GST stands for Goods and Services Tax, which is a multistage, destination, based tax, introduced in India recently to subsume many indirect taxes levied in the country. It is imposed on value addition made at each stage based on the supply of goods and services.

However, the immediate liability to pay the tax falls on the producer or service provider, but a continuous chain of tax credits is available for the tax already paid on the goods at the previous stage.

GST is an indirect tax levy on the provision of goods and services by a country. This is a global, phased, destination-based tax: global as it includes most indirect taxes, with the exception of some state taxes. So GST was considered very good law and it was beneficial for government to increase the economic growth of the country.

- **Custom Duty**

A tax exacted on the products when the transport is conducted across international boundaries, i.e. it is levied on the import and export or trade two more countries

The primary reason behind imposing custom duty is to increase the country`s revenue and promote domestic products over foreign ones.

In a nutshell, tax is the money which a person has to pay to the Central or State Government, as an enforced contribution imposed in accordance with the law.

1.6 Difference between Direct and Indirect tax



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Sr.No.	Direct Taxes	Indirect Taxes
1.	It is levied on income and activities conducted.	It is levied on product or services.
2.	It is paid directly by person concerned.	It is paid by one person but he recovers the same from another person i.e. person who actually bear the tax ultimate consumer.
3.	It is paid after the income reaches in the hands of the taxpayer.	It is paid before goods/service reaches the taxpayer.
4.	Tax collection is difficult.	Tax collection is relatively easier.
5.	Example Income tax, wealth tax etc.	Example GST, excise duty custom duty sale tax service tax

1.7 Introduction to GST



GST is called as goods and services. It is the unique indirect tax law for the entire Nation. GST is an indirect tax form that is imposed on the production and sale of goods and services within the national boundaries of a nation. It helps to increase the economic growth of the country,



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which in India different taxes, such as VAT, the special tax, service tax, sales tax, entertainment taxes, subsidies etc. The Goods and Services Tax Act was adopted by the National Assembly on March 29, 2017 and entered into force on July 1, 2017. The GST is considered to be the single tax rate for the whole country.

GST is an indirect tax levy on the provision of goods and services by a country. This is a global, phased, destination-based tax: global as it includes most indirect taxes, with the exception of some state taxes. So GST was considered very good law and it was beneficial for government to increase the economic growth of the country.

1.8 Meaning

In general, the GST means the goods and services tax. This is the tax included in the cost of each product or service. The main purpose of the GST is to eliminate middlemen and apply a single tax rate on all goods and services in the country.

1.9 Definition

The term "GST" is defined in section 366 (12A) as "any tax on the supply of goods or services, or both, excluding the tax on the supply of alcoholic beverages to persons ".

1.10 Historical back ground of GST

The GST act idea was first given by formal Union Minister of finance in his 2006-07 budget speech. Based on this proposal the comity was formed and discussed about it and the new GST act was to be introduced in 2007 because of some disputed they can't able to do so. But the introduction of GST is an important step for indirect tax reform in India. There should be single tax rate for entire nation was main aim of this act and also eliminate the middle man and other unwanted taxes and excise duty. GST also helps increase the countries trade and countries reputation by considering all these facts the new GST act was introduced in 1st July 2017 by the government of India.

1.11 Types of GST

Mainly there are four types of tax, they were as follows:



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In addition, the government has set different tax rates for each, which will be applied to the payment of taxes on goods and/or services provided.

- **Integrated Goods and Services Tax**

IGST is a tax comes under the GST Act that applies to within the supply of goods or services. IGST is governed by the IGST Law. In this the transaction was took place between two countries and GST is also distributed among those two countries

- **State Goods and Services Tax**

SGST is a tax under the GST scheme applicable to intrastate trade. It is the trade that took place within same country and full tax will be payable to same country government only these types of taxes are called as IGST.

- **Central Goods and Service Tax**

CGST is governed by CGST law. Revenue from CGST is collected by the central government of the country based on tax rate of both the state.

- **Union Goods and Services Tax**

UTGST is equivalent to a SGST levied on the supply of goods and services in the Union Territories of India. UTGST applies to the supply of goods or services or trade among the union territories. UTGST is governed by UTGST law.

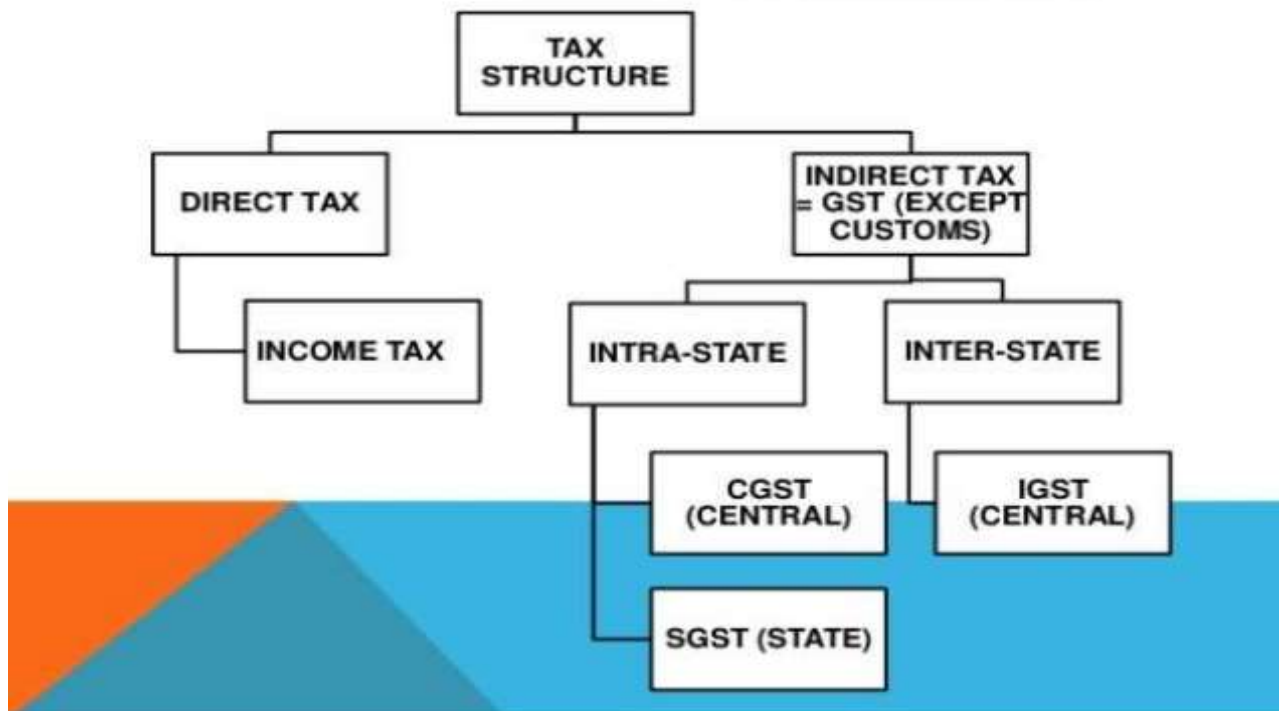
1.12 Structure of GST in India



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NEW GST TAXATION SYSTEM



1.13 Taxes to be included and not included in GST

Central Taxes Included in GST	State Taxes Included in GST	Taxes not included in GST
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Central Excise Tax	Value Addition Tax	Basic Customs Duty
Additional Excise Duties tax	Tax on Entertainment	Human Consumption Alcohol
Excise Duty under Medicinal and Toilet preparation Act 1955	Central Sales Tax	Property tax
Service Tax	Octroi Tax and Entry Tax	Stamp Duty Tax
Central Sales Tax	Tax on Purchases	Toll Tax
Additional Customs Tax	Advertisement Tax	Electricity Duty
Custom Tax	Tax on Gambling	Diesel, petrol, natural gas, aviation fuel.
Central cess Tax	Tax on Lottery and Betting	

1.14 Important Elements of GST

1. Monthly Tax Return

All taxpayers, with a few exceptions, such as component agents, must file a monthly return. The date of delivery of the results will be compared according to the income of the person who has registered to manage the load on the computer system. Distributors and non-resellers will have the option of filing quarterly returns.

2. One-way Invoice Flow

There will be a one-way flow of invoices uploaded by the seller at any time during the month, which will form a valid document for the buyer to deduct input tax. Buyers can also seamlessly



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view downloaded invoices for the month. It will also not be necessary to download the purchase invoices. Invoices for B2B transactions should use an HSN of four or more digits to ensure consistency in the reporting system.

3. Simple returns design and easy IT interface

B2Bdealers will need to fill in the billing details for their outsourced supply, on the basis of which the system will automatically calculate their tax payable. The deductible tax deduction will be automatically calculated by the system on the basis of invoices uploaded by the seller. Taxpayers will also benefit from a user-friendly computer interface and an offline computer tool for downloading invoices.

4. No automatic refund of credit

There will be no automatic refund of the input tax credit from the buyer when the seller does not pay the tax. In the event that the seller does not pay the tax, the seller will have to collect it but a repayment of credit from the buyer will also be an option available to the tax administration to deal with exceptional situations such as the absence agent, supplier or supplier Closure Company without sufficient assets, etc.

5. Regular procedure for collection and refund

The tax recovery or refund of the input tax deduction must go through a valid process for issuing notices and orders. The process will be online and automated to reduce human interface.

6. Supplier control

Suppliers offloading invoices to bypass input tax deductions that default to pay tax above a threshold amount that will be blocked to control abuse of input tax deductions. The same guarantees will also apply to newly registered agents. Analytical tools will be used to identify these transactions early and avoid loss of income.

1.15 Advantages of GST

GST has many advantages which are very useful to people and also for companies. Advantages of GST were as follows:

- **Mitigation of a cascade effect**

Under management of the GST, the final fee will pay consumers for purchased goods and services. However, there is a tax deduction structure for the inputs so that taxes are not dropped. The GST is only charged for the value of the property or service.

- **Tax abolition of several layers**



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GST is that one of the benefits of GST is that it integrates other tax lines such as centralized consumption taxes, a tax on services, sales, taxes advanced and special additions of special additions. It prevents several tax diapers imposed on goods and services.

- **Suffair Government Administration**

Previously, indirect tax management was a complicated task for the government. However, a simple management of the established GST inputs and resources, the integrated tax rate, the tax credit and the simple management mechanism and the management of the resources of the merged GST networks are collected and simple for the government.

- **Improved logistics productivity**

The restriction on the transfer of the product condition is reduced. Previous logistics companies had to maintain several warehouses across the country so that taxes are not billed during weekly movements.

- **Create a common market**

GST strengthened Indian taxes on domestic gross domestic production, which helps promote economic efficiency and long-term sustainable growth. There was a uniform tax law in many areas of indirect taxes. It helps eliminate economic distortions and form a common market.

- **Ease of activity**

The implementation of the GST has been reduced in the difficulties of indirect tax compliance. The old company faces an important issue with the registration of VAT registration, consumer tax practices and taxpayer authorities. The benefits of GST can be easily done in business.

- **Treatment of tax damage and leakage**

The online network portal of the TPS allows taxpayers to register directly, and you can return files and pay taxes without interacting with the tax authorities. The mechanisms corresponding to the supplier and the invoice of the buyer have been designed. This maintains not only the checks on tax evasion and avoidance, but also brings more businesses to the official economy.

1.16 Disadvantages of the GST

As per its characteristics the GST also has some disadvantages. Disadvantages of GST were as follows:

- **IT infrastructure**



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GST is the Driven law, so all India countries with infrastructure and availability of staff who can accept all countries in India and for all Indian country. Only some countries have implemented an electronic governance model. Even today, some of them refer a manual value.

- **The tax burden of the SME**

Seconds the SMEs had to pay consumer tasks only in sales exceeding the SME and exceeding the Rs. 1.5 Punch the fiscal year. However, companies that exceed 40 RS lakes under management of the GST are responsible for the payment of the GST

- **Increased compliance loop**

GST Administration requires a company that must be registered in all countries operating by the company. This increases the burden of companies for excessive documents and compliance.

- **Petroleum products do not fall under the TPS slab**

Gasoline and petroleum products have not been included in the GST range so far. It imposes its taxes in this area. This industry or related industry is not provided for tax deductions for contributions.

- **Taxpayer education**

A large bank for information technology has since been an inappropriate training provided to government officers for practical use and implementation of such systems. In India GST modified how the GST reform and the GST has changed the way the company was conducted. Companies are included in the official economy through the implementation of the GST. The GST and its benefits provided long-term income for large-scale Indian economies with all stakeholders with new changes.



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CHAPTER-2



REVIEW OF LITERATURE AND RESEARCH DESIGN

2.1 Title of the Study

“A study on impact of GST on FMCG industry in India”

2.2 Need for the study

Need of the study is based on the difficulty faced by the some of the leading FMCG sectors like Hindustan unilever, nestle, Britannia, godrej and Amul by the implementation of new GST act in India and how they were overcome from that situation and succeed in the market through their products throughout the nation.

2.3 Objectives of the study

- To study the impact of implementation of GST on various FMCG industry in India
- To know about if the FMCG companies were affected by the introduction of GST act or not.
- And how it had over come from that situation



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2.4 Statement of problem

This research is focuses on some of selected leading companies of Fast moving consumer goods sectors in India and the impact of GST on their products.

2.5 Review of Literature

- The Ministers of Finance, the Emigrated Committee Ministers (2009) presented their first discussion document on the GST in India, analyzing the structure and any gaps in the GST.
- Vasanthagopal (2011) in his editorial says that, “GST in India is a jump in the indirect tax system, discussed the impact of GST in the different sectors of the economy. The article adds that the GST is a great jump striker and a new impetus for the economic transformation of India for the seventh report of the Standing Commission for Finance”.
- Bird (2012) is summed up in an artic21`le that GST / HST create a global sales fee in a centralized country, the impact of GST would be in Canada.
- Garg (2014) in the article entitled Concepts and characteristics of the tax and services in basic India analyzes the impact and GST on the tax scenario of India.
- Sony Pandey, Tax investigator in H & R Bolck India says that, “The new tax regime raised the market as soon as possible, promoting the rapid consumption of the raw material sector and to provide many different benefits for the economy. All the main actors in the sector received GST with open arms”.
- Radhika Merwin, the Hindu Editor, said that “for most segments in the consumer goods sector, GST offers good news with a tax rate lower than that of total taxes. It is likely to lead a GST impact study in the field of consumer goods, with particular reference to the District of Palakkad, Kerala”.
- SanketDhanorkar, Bureau of Economic Times, (29 May 2017) The impact of GST in the goods sector Wide consumption will depend on the product line, since the tax regulations have increased for some products and discounts in others. FMCG companies, whose tax rates have been reduced under the GST regime, risk moving to consumers in the form of lower prices. Producers must approve the highest tariff rate on certain products on which the highest tax rate is 28% to consumers in the form of a higher price for such products.



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- Patil, Pramod. (2016) conducted a study and concluded that FMCG products are linked to each part of human life. These articles are generally consumed by all public segments and income is spending on those products. Furthermore, the region is one of the main customers of the Indian economy. The sector has had phenomenal growth in recent years; In fact, he also experienced growth during recessions. The future of the FMCG industry is very brilliant thanks to its intrinsic limits and important environmental changes. This article concerns the broad scheme of the sector, its basic research and its future plans.
- Alex, K et al. (2017) did a study and briefly stated that advertising mainly increased in the 20th century. The process of innovation development and review has been complicated in the publicity process for many years. It developed mainly after World War II. After 1950, television became an important mechanism of advertising. Business promotion has changed according to the business environment. Over time it was a steady business. FMCG are more popular and are purchase by customers over time. These goods include all consumer goods (except heartbeats and grains) which consumers buy at normal prices in small quantities of the Chapter.
- S. Jeevananda. (2011) examined that retail is probably the largest business in India. All retail transactions in India will grow from \$ 395.96 billion per year in 2011 to \$ 785.12 billion in 2015, as shown in the BMI India Retail report for the second quarter compared to the previous quarter. 2011.
- Zhong (March 19, 2015) explained the idea of substituting a single national sales tax instead of a patchwork tax to lower productivity barriers to trade.
- Chaurasiaetal (2016) studied that role of GST in Indian economic growth and concluded that the goods and services tax as a whole will contribute to the development of the Indian economy, which will not only help increase domestic production The total value increased by 2%.
- Dr. R. Vasanthagopal (2011) studied , "GST in India: Indirect Taxes System " and concluded that the move from the current the Seamless GST Complex of India System indirect taxes will be a positive step in the booming Indian economy.
- Ehtisham Ahmed and Satya Poddar (2009) examined "India's GST Reform and Intergovernmental Considerations" and found that the introduction of the GST will



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provide a simpler and more transparent tax system and increase the production and productivity of the Indian economy.

2.6 Research Methodology

This study is based on both primary and secondary data. The primary sources were collected based on questionnaire related to impact of GST on 5 selected FMCG industries. And the secondary data were collected from various relevant websites, journal articles and social media networks. For the purpose of analysis and interpretation of data some tools such as tables, graphs and some images were used. And also financial analyses were done through GST calculation and hypothesis test. Most of the analysis is done theoretically.

2.7 Sampling

100 samples were taken for data analysis and interpretation for the selected five FMCG companies

2.8 Research design

Descriptive research design: Descriptive research design is used in this research it is a scientific method that involves in observing and describing the behavior of a subject without influencing it any way.

2.9 Data analysis tools

A sample size of five companies vise Hindustan Unilever, nestle, Godrej, Britannia and Amul are taken for analyzing the impact of GST with respect to FMCG sector. The company chosen is most Indian company and based on the secondary data available the data analysis and interpretation were done through questionnaire method of 200 samplings.

2.10 Limitation of the study

- Impact of GST in some selected industries of FMCG sector were highlighted in this study
- The entire study related its core topic impact of GST on FMCG industry
- Most of the data and statement were related to secondary data due limited time and covid pandemic



CHAPTER-3

COMPANY PROFILE

3.0 Company profile:



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3.1 HUL



*Hindustan Unilever
Limited*



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Type	Public
Industry	Consumer goods sector
Predecessor	Hindustan Vanaspati Manufacturing Company (1931) Lever Brothers India Limited (1933–1956) United Traders Limited (1935–1956) Hindustan Lever Limited (1956–2007)
Founded	In the year 1933
Headquarters	Mumbai
Key people	Sanjiv Mehta (CEO)
Products	Foods, cleaning agents, personal care, skin care and water purifiers
Number of employees	21,000 (2020)
Parent	Unilever plc (61.90%)
Website	hul.co.in

3.1.1 Executive summary

HUL is an Indian company based in Mumbai, India. It is the part of Unilever, an Anglo dink company. It produces food, beverages, detergents and many others. HUL is the largest FMCG Company in India with over 80 years of experience in India. HUL undertakes to build a better future every day and help people feel happier, and its brands are good and very much likable by the people. HUL was founded in 1931 as the production of Hindustan Vanasaspati Manufacturing Co. and after the fusion of its associated groups in 1956; the name of Hindustan Lever Limited has been modified. The organization turned into renamed in June 2007 as Hindustan Unilever Limited. The relevant workplace of Hindustan Unilever is positioned in Andheri, Mumbai. The campus covers 12.5 acres and hosts greater than 1600 personnel. They

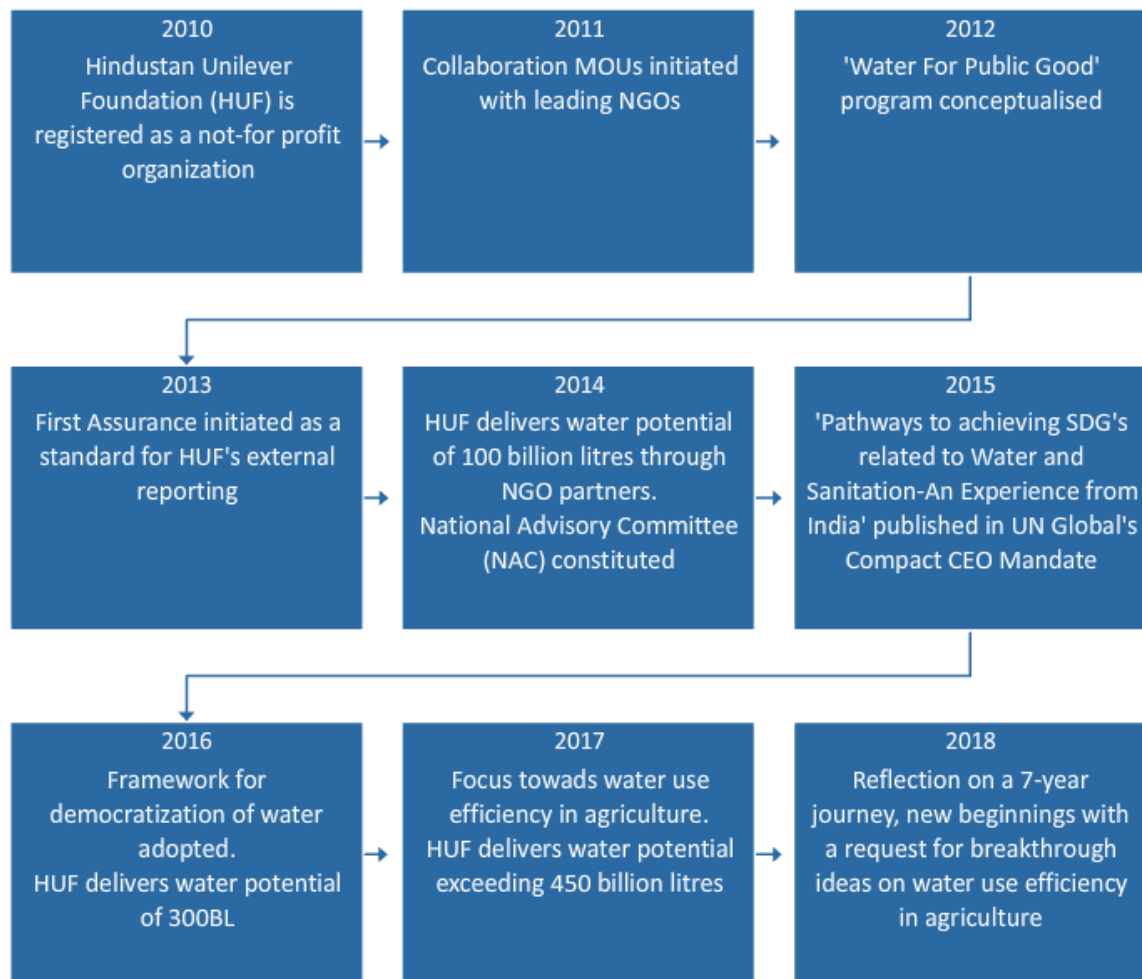


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additionally offer a number of the centers to their personnel that encompass a minimarket, a meal, expert wellbeing middle, gym, and sports activities etc.

3.1.2 History



3.1.3 Vision

Unilever's business vision is "making a common sustainable life place, they believe that was the best mode for their company to rise". This statement of vision emphasizes sustainability, especially among consumers. The following components are remarkable in the Vision declaration of Unilever` s:

1. Common Life Sustainable Place
2. The best long-term road
3. Company growth



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3.1.4 Mission

The business mission of Unilever is to add vitality to life. They are satisfied with the daily nutritional needs, hygiene and personal cares with brands that help people feel good, they seem good and leave more life" ..

3.1.5 Current scenario of HUL

Hindustan Unilever said that the crown virus has had a "terrible impact" in the sector and the situation continues to float. Address Shareholders in the FY20 Annual Report, the President of HUL and CEO Sanjiv Mehta, said: "The current situation is much more uncertain than usual." Covid19 does not only concern company operations, but also interrupts provide chains, vehicles and drivers to labor deficiency. Sanjiv Mehta said that the "short-term perspective for the FMCG market is extremely uncertain due to Covid 19" and the situation remains unstable with the trajectory of the crown virus still undetermined. He added that "despite the short-term ambiguity, we continue to rely on the prospects of the middle and long term the growth of the consumer goods sector."

3.1.6 Product Line of HUL



- Bru coffee
- Brooke Bond teas
- Horlicks
- Annapurna salt and Atta
- Wheel soaps
- Comfort



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- Domex
- Surf Excel
- Vim dish wash
- Clinic Plus
- Dove soap
- Lakme beauty products and salons
- Lifebuoy soaps and hand wash range
- Lux soap
- Pears soap, body wash
- Pepsodent toothpaste
- Pond's talcs and creams
- Sun silk

3.1.7 Environment Policy

Hindustan Unilever Ltd is committed to meeting the needs of our healthy environmental customers and consumers through the continuous improvement of environmental performance in all our operations. Administration at all levels, as well as employees, is responsible and will be held responsible for the environmental performance of the company.

Objectives of HUL are:

- Ensure the safety for customer's products and operations in the environment, using the healthy environment, scientifically sustainable and security standards.
- Develop, and maintain an introductory environmental management system throughout the company to meet the standards and environmental legal requirements.
- Check with respect for these standards through regular audits.
- Assess the environmental impact of all its activities and set objectives and objectives of continuous improvement and revise these objectives periodically for these activities to be made in unity and society.
- Involves all employees for the implementation of this policy and provide adequate training. Provide information to employees of environmental objectives and performance through appropriate communication networks.



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- Most of the products of HUL are perishable and environmental friendly. So HUL has good name and reputation in the society.

3.2 NESTLE



Type	Public
Industry	Food processing
Founded	In the year 1866
Founder	Henri Nestle
Headquarters	Vevey, Vaud, Switzerland
Area served	Worldwide
Key people	Paul Bulcke (Chairman) Ulf Mark Schneider (CEO) David McDaniel (CFO)
Products	Baby food, coffee, dairy products, breakfast cereals, confectionery, bottled water, ice cream etc
Number of employees	352,000 (2019)
Website	nestle.com

3.2.1 Executive summary



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Nesle is a FMCG company which headquartered in Switzerland, multinational foods and drinks can be machined. Since 2014, they are the largest restoration company among world, which is measured by revenue and other measures that was stated in Forbes 2016 edition.

Nestle was created in 1867 by merging with Anglo Swiss milk company. The company has increased considerably during the first world and has expanded an offer that exceeds the amount of milk and milk products at the beginning of the Second World War. The company had made many corporate arguments, including Crosse & Blackwell, 1963 Findus, Libby, Libby, Libby, Libby, 1971, 1988, Klim and 2007 Gerber.

The company is linked to a variety of controversies and it also faced with criticism and boycott through the commercialization of the baby formula for the production and promotion of products.

And the company and its brand were well-known for every common people and its major products like kit-Kat, Maggi are very famous and likable by every age group people and their products are available at very reasonable price

3.2.2 Joint Venture

- Serial Partners (50% / 50%) Worldwide (50% / 50%)
- Global Beverages with Coca-Cola Company (50% / 50%)
- Lantalis and Nestle Lantalis Fresh prohibits (40 Colgate-Palmolive (50% / 50%)
- Nestle Indofood Citaraasa Indonesia (50% / 50%)
- Nest of Nestle (50% / 50%)
- Grupo Modelo and Nestle Modelo Fontera (51% / 49%)

3.2.3 History

Nestle`s Origin will establish two distinct Swiss companies in the 1860s and will form Nestle later. During the coming decades, two competitors expanded the company throughout Europe and the United States.

Then the company was merged to become Nestle and Anglo Swiss Condensing Company, and has its name until 1947 by 1947 and 'Nestle Foodtana SA' was created at Maggi SA Products Factory (created in 1884) and its company Portfolio, Cuntal, Switzerland Alimicana SA. The current name of the company was adopted in 1977. In the 1980s, the improved profits of Nestlé



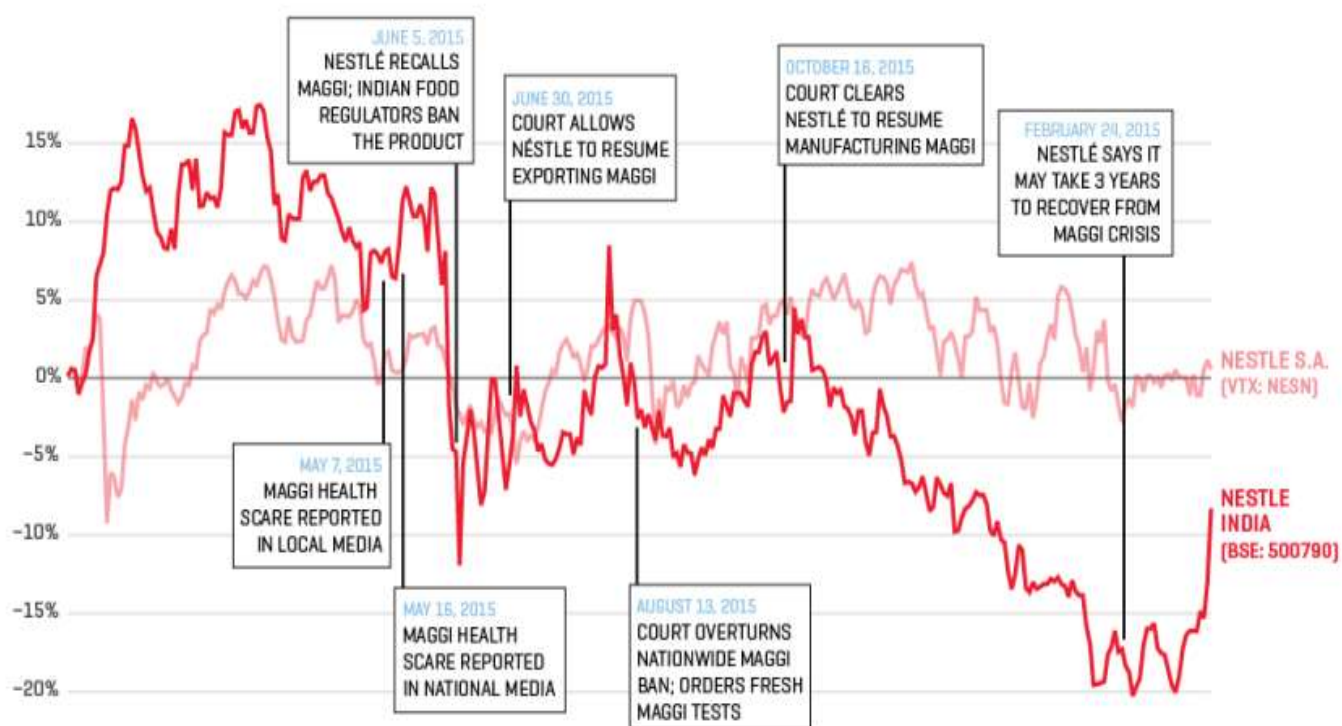
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Improved. The carnation received \$ 300 million in 1984 and brought coffee and Purki to Nestlé as well as the evaporated milk mark.

At present they acquired most of Indian market in food and beverage sector. And they provide product at very reasonable cost and were succeed in Indian current market.

3.2.4 Nestles stock performance in India



3.2.5 Mission

Nestlé is a global leader in nutrition, health and fitness. Their mission was "Good Food, Good Life"

3.2.6 Vision

Its vision is to lead the competitiveness of company in nutrition, health and well-being, delivering added value to shareholders by being a privileged corporate citizen, a privileged employer, a privileged supplier that sells privileged products.

3.2.7 Product line of Nestlé



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Prepared food and chocolates

- Nescafe
- Maggi
- Milky bar
- Milo
- Kit Kat
- Bar-One
- Milkmaid
- Nestea

Milk products

- Nestle Milk
- Nestle Slim Milk
- Nestle Fresh n Natural Dahi
- Nestle Jeera Raita
- Nestle Everyday Ghee

3.3 BRITANNIA





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Type	Public
Founded	In the year 1982
Headquarters	Kolkata, West Bengal India
Area served	Worldwide
Key people	Nusli Wadia (Chairman) Varun Berry (Managing Director)
Products	Bakery products and dairy products
Number of employees	4,480 (as on 31 March 2019)
Parent	Wadia Group
Website	www.britannia.co.in

3.3.1 Executive summary

It is one of the food and beverage companies of India. The company was founded in 1892 and its headquarter was in Kolkata. It falls under the category of oldest surviving companies in India. Right now it is the part of Wadia Group led by Nusli Wadia. The company sells biscuits, bread and also sells dairy products in India and their customers are there in more than 60 countries around the world. At present it has a large market share and company was in very profitable position. The annual production capacity of the company's factory is 433,000 tons. Britannia Industries also hired Bollywood actor Salman Khan to support its Tiger brand biscuit series. According to Britannia, by uniting Khan to further enhance Tiger's core values, Khan had played very important role in its brand, product and promotional activities.

3.3.2 History

Britannia Industry limited (BIL) is one of the main food organizations in India. The organization was set up on Walk 21, 1918 as a public restricted organization. All the more significantly, Britannia is building a standing for quality and worth. Thusly, during the grievous The Second Great War, the public authority reimbursed its confidence in Britannia by entrusting them to convey enormous amounts of "administration treats" to the military. Another manufacturing plant was set up on Kasara Quay Street in Mumbai in 1924. In the same time



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the organization turned into an auxiliary of the main bread roll maker Look Freen and Friends Restricted UK. Somewhere in the range of 1998 and 2001, the organization's deals were contrasted with the market at a normal yearly development pace of 16%, and working benefit came to 18%. At present, they have 90% of yearly deals at turnover of Rs 22 billion.

3.3.3 Vision

Britannia Industries Ltd's vision is its strategic plan for the future - it defines the future goals and objectives of Britannia Industries Ltd Company.

3.3.4 Mission

Britannia Industries Ltd Mission Statement is a public document that details Britannia Industries Ltd's values and strategic goals. The mission statement of Britannia Industries Ltd also defines for what purpose the organization exists and emphasizes the services and products it provides. In addition, the mission statement also defines Britannia Industries Ltd's organizational and operational goals.

3.3.5 Organizational goals

Organizational goals are business and strategic goals that support the purpose of Britannia Industries Ltd. The goals of Britannia Industries Ltd. help to direct the behavior of their employees and to direct business activities in the short term.

3.3.6 Current scenario

Britannia Bread is one of the largest brands and its annual turnover was more than 100,000 tons and their values were 4.5 billion rupees. The company has 13 factories and 4 franchisees and sells nearly 1 million loaves of bread daily in more than 100 cities in India.

Their business covers more than 60 countries, regions all over the world. It is the second largest biscuit maker in the UAE. It is extremely competitive in its leadership position and has the same strong market status in other countries also.

3.3.7 Product line of Britannia



- Vita Marie Gold
- Tiger
- Nutrichoice
- Good day
- 50 -50
- Bourbon
- Little Hearts
- Milk Bikis

3.4 GODREJ



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Type	Private
Industry	Conglomerate
Founded	1897; 124 years ago
Founder	Ardeshir Godrej Pirojsha Burjorji Godrej
Headquarters	Mumbai, Maharashtra, India
Area served	Worldwide
Key people	Adi Godrej (Chairman)
Products	Agriculture Consumer goods Home appliances Chemicals Electronics Infotech
Number of employees	28,000 (2016)
Website	www.godrej.com

3.4.1 Executive summary

Godrej is a conglomerate multinational Indian company, headquartered at Mumbai, Maharashtra and the company was legally owned by the Godrej family. It was founded by Ardeshir Godrej and Pirojsha Burjorji Godrej in 1897, and it's operates in different sectors such as real estate, consumer products, industrial engineering, appliances, furniture, safety and



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agricultural products. Their subsidiaries and affiliated companies include Godrej Industries and his subsidiaries of Godrej Consumer Products, Godrej Agrovet and Godrej Properties, as well as the private company Godrej & Boyce MFG. Co. Ltd.

Godrej has a philanthropic arm that built schools, dispensaries and a residential complex for its employees. The trusts established by Godrej continue to invest in education, medicine and high attention by disadvantaged.

The percentage of ventilation of the Company's Shares of the Godrej celebration is conducted in the trust that includes the Fundacion Pirojsha Godrej, the Presswabai Foundation Pirojsha Godrej and the Memorial Trust Godrej. Through these trusts, they provide health initiatives, environmental education and many other good causes.

3.4.2 History

The Soaps Ltd was incorporated on 7 March and obtained the corporate start-up certificate on March 24th. It was promoted by the Godrej Group (the main companies in the group are Godrej Soaps Ltd. and Godrej & Boyce Mfg. Co. Ltd.) together with Gujarat Investment Corporation Ltd. (GIIC) in the associated sector. The company produces alpha olefins, its precursors and derivatives. The company has entered the technical collaboration with Lurgi GmbH, Western Germany, a leading supplier of fat alcohol technology. Lurgi has agreed to provide a general performance, design, design, license, license and knowledge, personnel ligation and supply technique. Another agreement was held with Godrej Soaps Ltd., using the Know How to make fatty alcohols.

3.4.3 Vision

Godrej is everywhere, every home and work place

3.4.4 Mission

Enriching the quality of life every day, everywhere

3.4.5 Product line of Godrej

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3.5 AMUL



Amul



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Type	Cooperative society
Industry	Food processing
Founded	In the year 1946
Founder	Tribhuvandas Patel
Headquarters	Anand, Gujarat, India
Area served	Worldwide
Key people	Rupinder Singh Sodhi (MD)
Products	Dairy
Number of employees	1,000 (Marketing Arm) 36 lakh (3.6 million) (Milk producing members)
Website	amul.com amuldairy.com

3.5.1 Executive summary

It is an Indian dairy cooperative headquartered in Anand, Gujarat, India. Graduated in 1946, it is a co-operative brand owned by the Cooperative Marketing Federation Co., Ltd Milk Co-operative Agency in District 13, distributed in more than 13,000 Gujarat villages. Amul inspired the White Revolution in India. The Union of Aria District Milk Co., Ltd. was started in 1946 under the efforts of Tribhuvandas Patel. And the entire operation company in India was headed and controlled by him.

3.5.2 History

Amul was started on December 19, 1946 as a milk producer and agents in small towns. The prices of milks were more at that time but they made it as very useful and started providing milk at beneficial cost then the government had given an effective monopoly in Kaira's milk collection and supply to Mumbai.

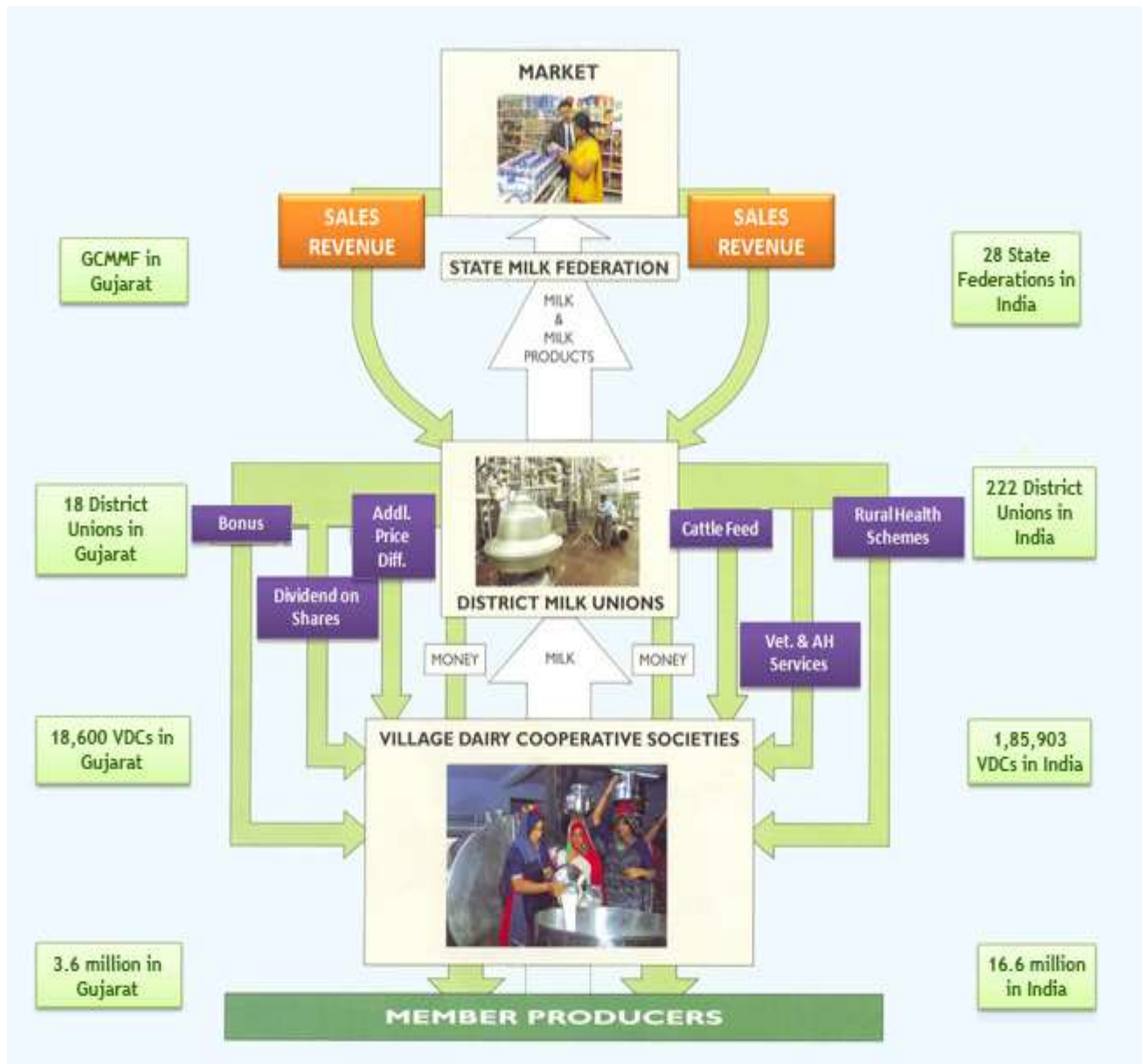
Agreed by unfair business practices, Kaira farmers addressed Sardar Vallabhbhai Patel under the leadership of the iron head of local farmers. Cooperatives have also been trained for each and every village. In June 1948, KDCMPUL started buying the milk of the Milk System of Bombay. On this way Amul had started their carrier in milk industry and know they are the

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largest producer of milk and milk based products all over the country and they had also acquired highest market share in India

3.5.3 Current scenario of Amul



3.5.4 Vision

only being ranked among the 5 major brands of India in the countryside, but more importantly, to strive to reach the largest position so that our conscious people protect and save nature using products using products compensated and products related to their work in wood.

3.5.5 Mission



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To manufacture world-class waiting qualities, providing services and solutions for their client, using the latest technology, the highest quality of trade, the work company's ethics governance to see Smile in the face of their customers

3.5.6 Product line of Amul



3.6 Swoc analysis

Swoc analysis is a strategic plan used to research external and internal facts that affects the company's success and growth. Swoc analysis is one of the important processes conducted by the most of organization. The Swoc analysis process is very helpful to know entire execution of the company. And it also helps to know the outcome of the organization.

Swoc analysis is also helpful to improve the standard of business. Based on Swoc research all the people involved concern like director, manager, shareholders and employees are able get proper condition and level of organization. In every Swoc analysis there are 4 phases are including they are strength, weakness, opportunities and challenges. In these phases strength and weakness are consider as internal factors, opportunities and challenges are considers as



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external factors. Both of these factors are played very impotent roll in outcome of every company.

Swoc analysis is the best way of knowing about the company and getting accurate information about the company. Not only owner also other persons like shareholders, investors are also get benefit of Swoc analysis. Now way days it's very important do Swoc analysis to know the present position and condition of the company.

3.6.1 Structure of SWOC Analysis



As per its structure the Swoc analysis has 4 phases, strength, weakness, opportunities and challenges. In these phases the strength and weakness were considered as internal and opportunities and challenges are considered as external elements of Swoc analysis. All these elements are plays very important role in betterment of organization.

3.6.2 SWOC Analysis of FMCG Industry with regards to GST

1. STRENGTH

- FMCG is the huge sector and it was easily over come from the effect of GST
- presence of well-known brands in FMCG sector



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- FMCGs has less operational cost so there is no much increment in cost found by the implementation of GST act
- And most of the FMCGs involved in bulk production so it incurred less cost compares to other sectors
- GST will inculcate competitiveness and it helps increase GDP
- GST provides a single tax rate for every similar products of FMCG
- GST provides uniformity in rates for products in all states
- GST decrease the competition among the various similar products of FMCG

2. WEAKNESS

- Various taxes like excise duty, custom duty and they like are not included in GST
- GST requires proper IT structure but, India is lacking in this.
- People are not aware about the concept of GST.
- It may create confusion in the minds of common man

3. OPPORTUNITIES

- GST will make the whole nation a unified market
- GST will reduce prices of many goods and give chances to new entries
- GST will reduce the transaction costs as the whole system is online
- FMCGs products are basic requirement products and have more opportunities to increase profit
- And it also has more opportunities of grow in its business compare to other company

4. CHALLENGES

- Training for staff should be provided in FMCGs with regards to GST system
- GST seems to ignore the emerging sector of e-commerce
- It may flair up the central and state conflicts
- Industries and Business Growth may slow down in initial stage of GST
- It depends more on Consumption than on Production



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CHAPTER-4

DATA ANALYSIS AND INTERPRETATION



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4.0 Data Analysis

The bellow mentioned data was collected and analyses based on impact of GST on some selected FMCG industries of India.

Statistical tools used:

- Microsoft Excel
- Percentage analysis

4.1 Hypothesis Test

Hypothesis test based on the data given bellow

Details	Purchased the FMCG product	Did not purchased the FMCG product	Total
Significant impact	90	60	150
No impact	10	40	50
Total	100	100	200

Chi square method was used for analysis based on 5% significant level.

H₀- There is no significant impact of GST on FMCG



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H1- There is significant impact of GST on FMCG

O	$E = \frac{(RT)(CT)}{GT}$	$(O-E)^2$	$\frac{(O-E)^2}{E}$
90	75	225	3
60	75	225	3
10	25	225	9
40	25	225	9
Total			24

Calculated value 24

Table value 3.84

Here the Calculated value is greater than table value. So we have to accept alternative hypothesis and reject null hypothesis. Alternative hypothesis accepted means there is some significant impact of GST on FMCG.

4.2 Descriptive Analysis of Respondents

4.2.1 Age of the Respondents

Question: What is your age group?

Age Group	Frequency	Percentage
20 – 25	100	50%



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25 – 30	70	35%
30 & above	30	15%
Total	200	100%

Tool Used: Percentage Analysis.

4.7 Hypothesis Testing

To examine the relationship between consumer perception and the impact of GST on FMCG products, Chi-Square Test was used. This statistical tool helps to determine whether there is a significant association between two categorical variables.

The test was conducted at a 5% level of significance.

Hypothesis Testing (Chi-Square Test)

Hypothesis

H0 (Null Hypothesis): There is no significant impact of GST on FMCG industry.

H1 (Alternative Hypothesis): There is a significant impact of GST on FMCG industry.

Category	Purchased	Not Purchased	Total
Significant Impact	90	60	150
No Impact	10	40	50
Total	100	100	200

$$E = \frac{(\text{Row Total} \times \text{Column Total})}{\text{Grand Total}}$$
$$E = \frac{150 \times 100}{200} = 75$$

Chi-Square Calculation:



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O	E	(O-E) ² /E
90	75	3
60	75	3
10	25	9
40	25	9

Total Chi-Square value: $\chi^2=24$.

Decision Rule

- Table value (5% significance, df=1) = 3.84
- Calculated value = 24

Since:

$$24 > 3.84$$

Reject H₀ and Accept H₁.

Interpretation:

There is a significant impact of GST on the FMCG sector.

Consumers believe that GST has influenced FMCG products in terms of:

- Price changes
- Tax structure
- Market competition
- Consumer purchasing behavior

This statistical result supports the objective of the study.

Descriptive Statistical Analysis:

Age of Respondents:



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Age Group	Frequency	Percentage
20–25	100	50%
25–30	70	35%
30+	30	15%

Interpretation:

Most FMCG consumers are in the 20–25 age group, indicating younger consumers purchase FMCG products more frequently.

Gender Analysis:

Gender	Percentage
Male	70%
Female	30%

Interpretation: Male respondents formed the majority of the sample.

4.2 Data Analysis and Interpretation

1. Age of the respondents

Table-4.2.1

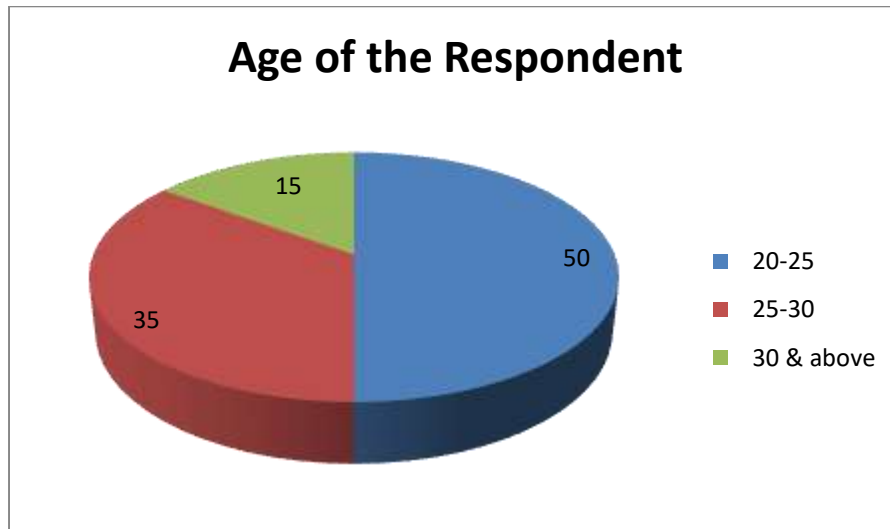
Sl No	Elements	Frequency	Percentage
1	20-25	100	50
2	25-30	70	35
3	30 & above	30	15
	Total	200	100



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Graph-4.2.1



Interpretation

The above mentioned 4.2.1 table and graph shows the age profile of the respondents in that 50% were aged between 20 to 25 ,35% respondent were age between 25 to 30 and remaining 15% were 30 and above. Based on the above mentioned data FMCG products were more used by 20 to 25 age group people.

2. Gender of the respondents

Table-4.2.2

Sl.No	Elements	Frequency	Percentage
1	Male	140	70
2	Female	60	30

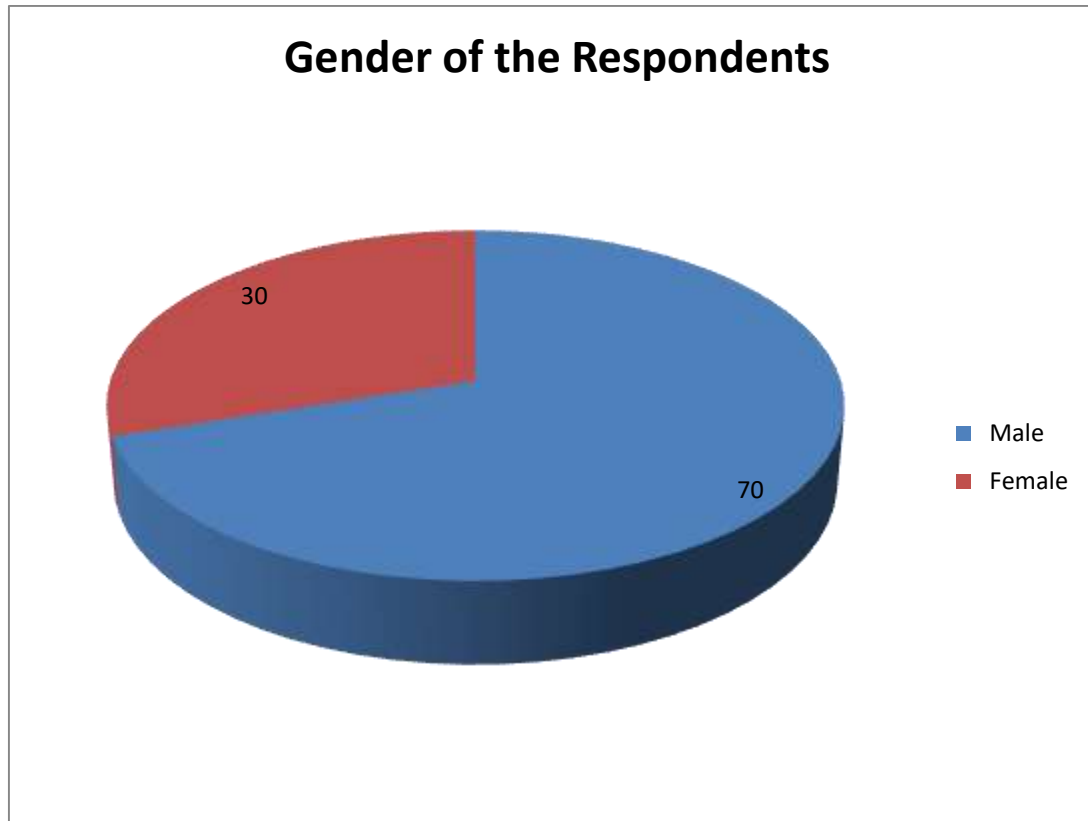


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Total	200	100
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Graph-4.2.2



Interpretation

The above mentioned 4.2.2 table and graph shows the genders of the respondent in that 70% were male and remaining 30% were female. Based on the above mentioned data the response from male is more comparing to female.

3. Education of the respondents

Table-4.2.3

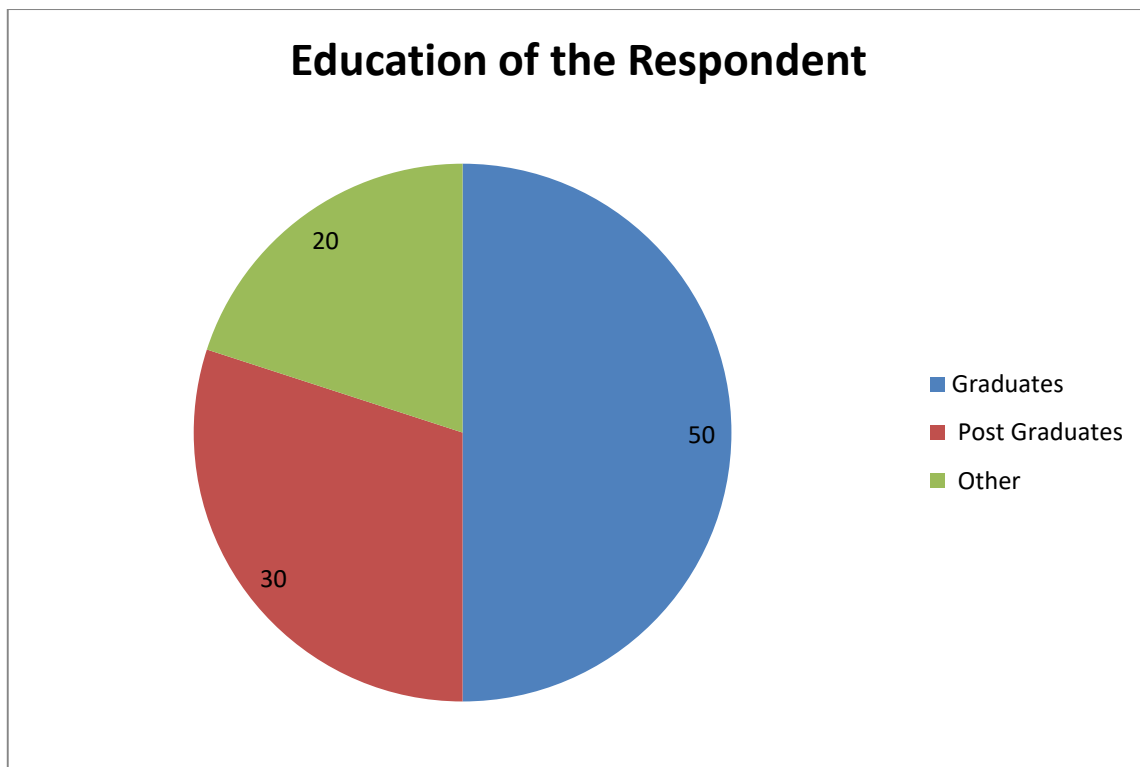


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SI No	Elements	Frequency	Percentage
1	Graduates	100	50
2	Post Graduates	60	30
3	Other	40	20
Total		200	100

Graph-4.2.3



Interpretation: The above mentioned 4.2.3 table and graph shows the education profile of the respondents in that 50% were Graduates, 30% were Post Graduates and remaining 20% were belongs to other category. Among the respondent the response from graduates were more.



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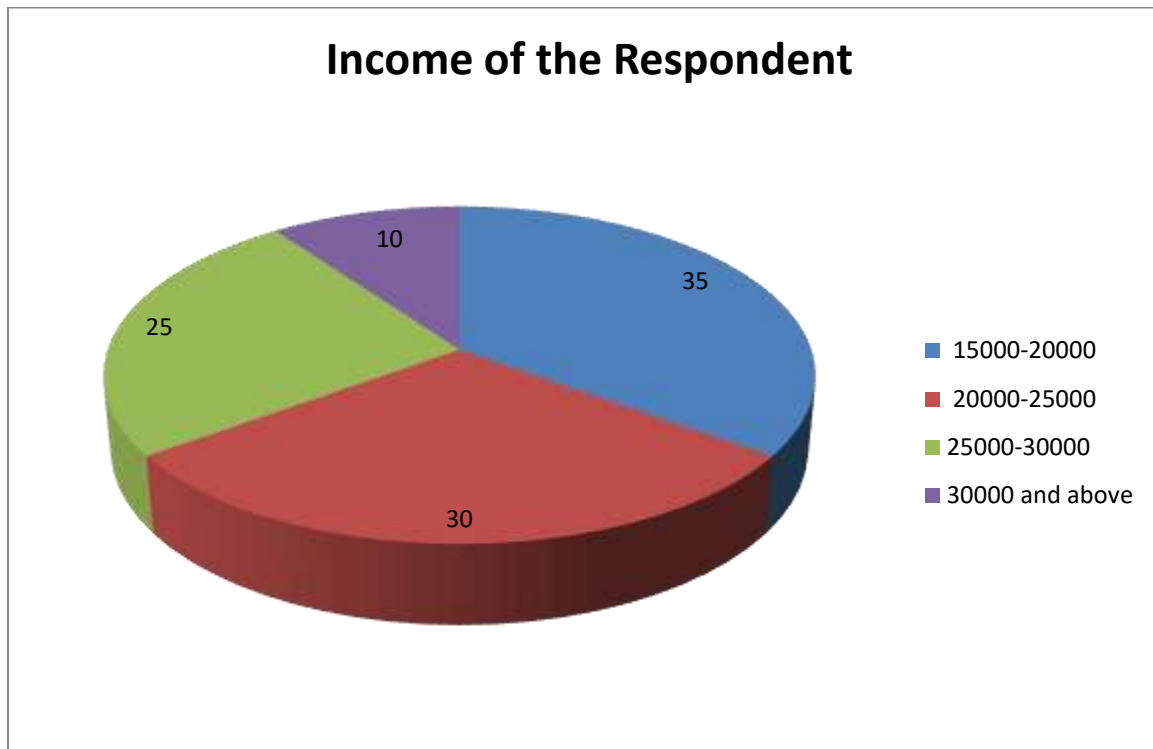
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4. Income of the respondents

Table-4.2.4

Sl.No	Elements	Frequency	Percentage
1	15000-20000	70	35
2	20000-25000	60	30
3	25000-30000	50	25
4	30000 and above	20	10
Total		200	100

Graph-4.2.4



Interpretation

The above mentioned 4.2.4 tables and graph shows income profile of the respondents where income of the 35% respondents were between 15000 to 20000, 30% respondents income was



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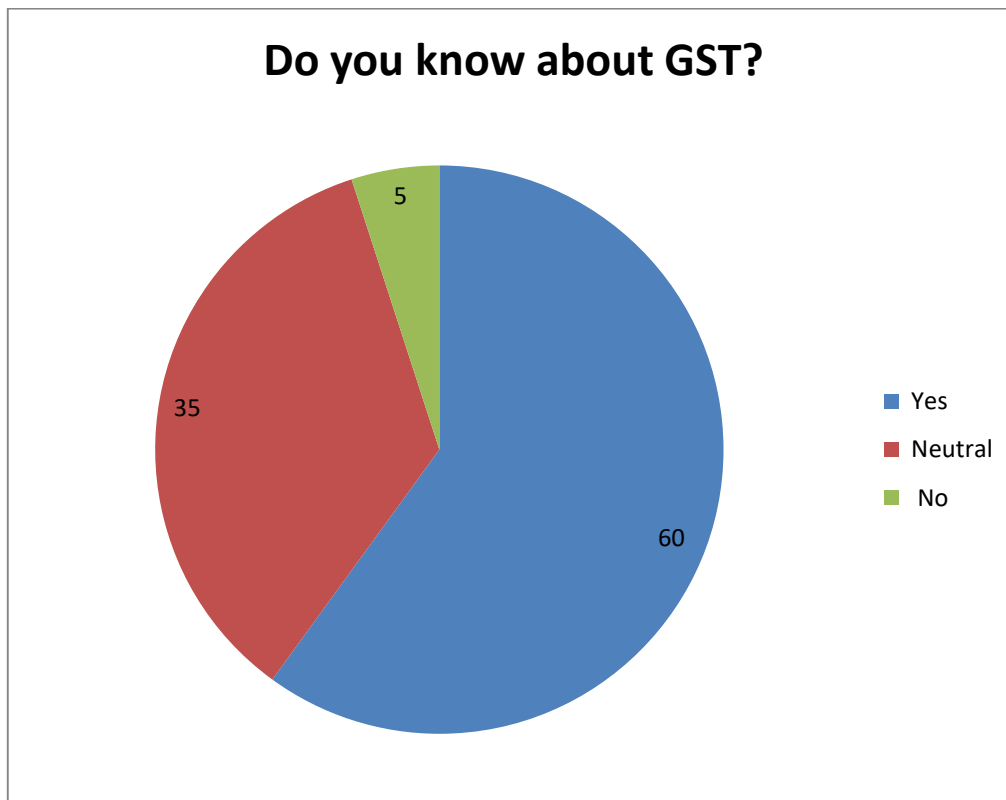
between 20000 to 25000, 25% respondents income was between 25000 to 30000 and 10% respondents income was 30000 and above. Based on the above mentioned data most of respondents income were laid between 15000- 20000.

5. Do you know about GST?

Table-4.2.5

Sl. No	Elements	Frequency	Percentage
1	Yes	120	60
2	Neutral	70	35
3	No	10	5
Total		200	100

Graph-4.2.5





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Interpretation :

The above mentioned 4.2.5 tables and graph shows the response for the question Do you know about GST for that 60% were responded as yes ,35% were responded as neutral and remaining 5% were responded as No. Based on the above mentioned data most of the respondents were know about GST.

6. How do you know about GST?

Table-4.2.6

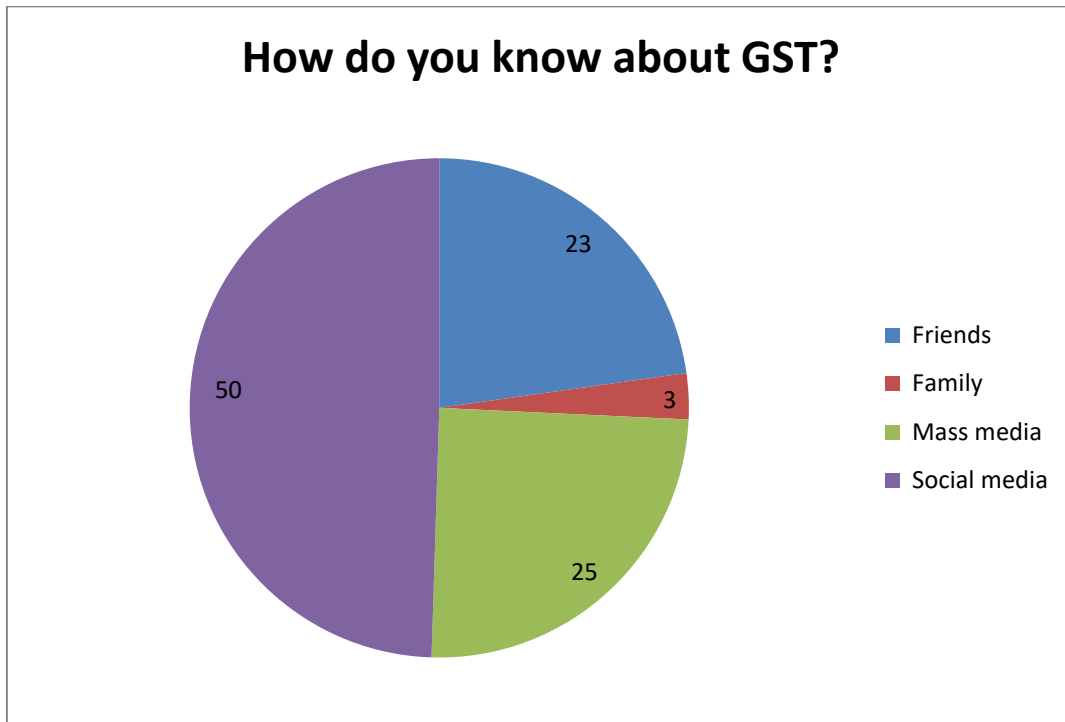
SI No	Elements	Frequency	Percentage
1	Friends	45	23
2	Family	5	3
3	Mass media	50	25
4	Social media	100	50
Total		200	100

Graph-4.2.6



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Interpretation

The above mentioned 4.2.6 tables and graph shows response for the question that how do you know about GST for that 23% were responded as it's known from friends, 3% responded as from their family, 25% were responded as from mass media and remaining 50% were responded as from social media. Among respondent most of them get to know about GST through social media.

7. Why GST was introduced in India?

Table-4.2.7

Sl.No	Elements	Frequency	Percentage
1	Increase price of the product	50	25
2	Growth of the economy	30	15
3	Make profit to the government	10	5

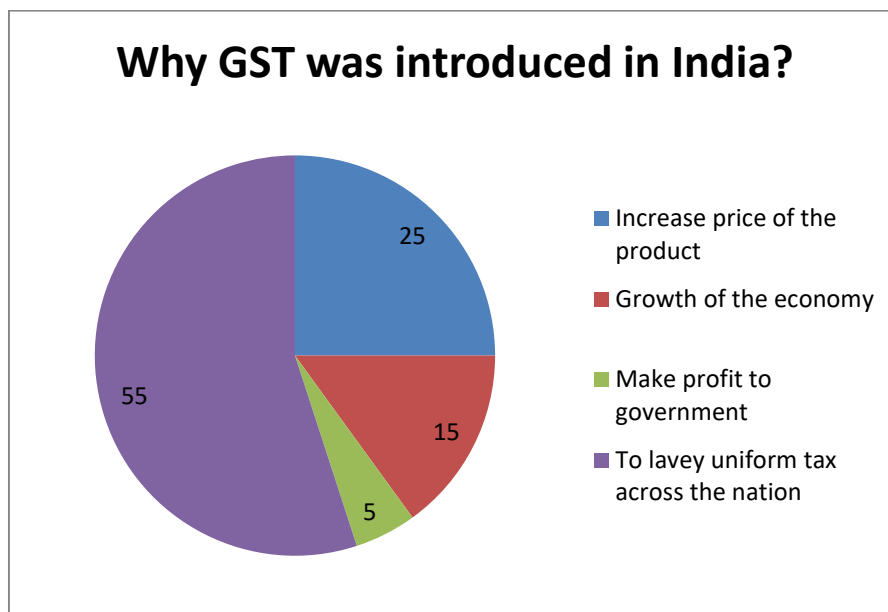


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4	To lavey uniform tax across the nation	110	55
Total		200	100

Graph-4.2.7



Interpretation

The above mentioned 4.2.7 tables and graph shows response for the question Why GST was introduced in India-25% respondent were says that to Increase price of the product, 15% were says that to increase Growth of the economy, 5% were says that it is profit for Government and 55% of respondent suggested that to lavey uniform tax across the nation. Most of the people responded that GST was introduced to lavey uniform tax across the nation.

- 8. Prices of goods decreased or increased based on new GST act.

Table-4.2.8

Sl. No	Elements	Frequency	Percentage
1	Increased	150	75

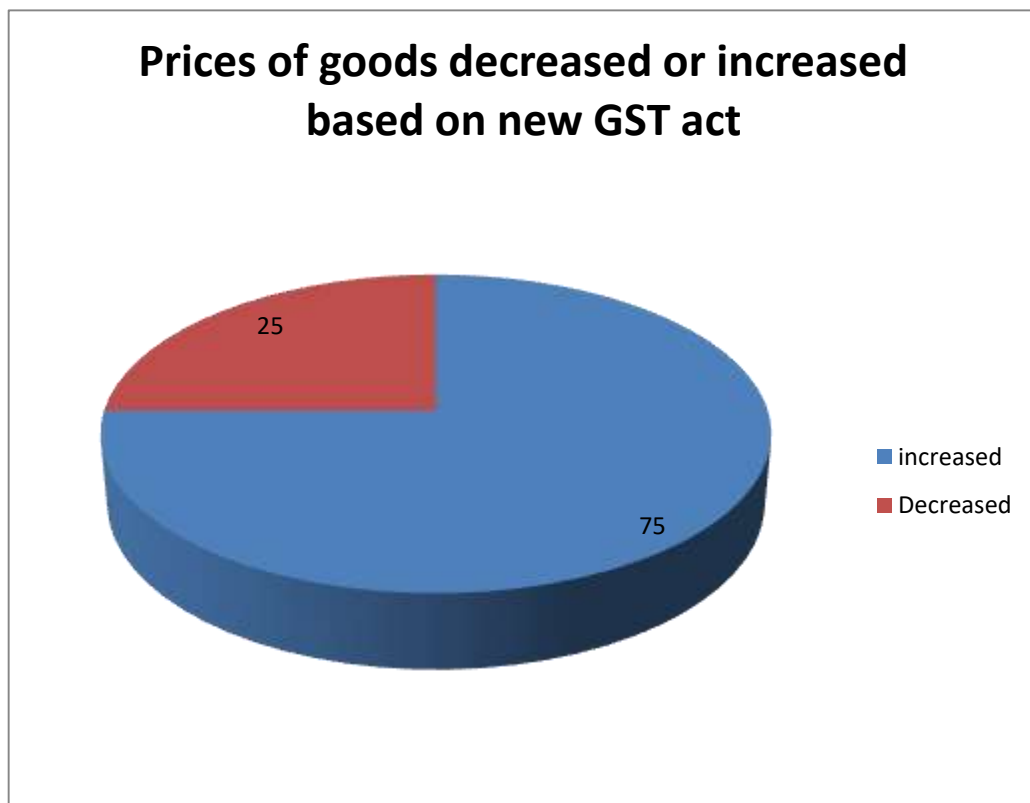


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2	Decreased	50	25
Total		200	100

Graph-4.2.8



Interpretation

The above mentioned 4.2.8 tables and graph shows Prices of goods decreased or increased based on new GST act.75% respondents say that price was increased and 25% of respondent say price decreased after introduction of GST. Based on the above mentioned data most of the people responded that price of goods were increased based on new GST.

9. Who will bear the ultimate tax burden?

Table-4.2.9

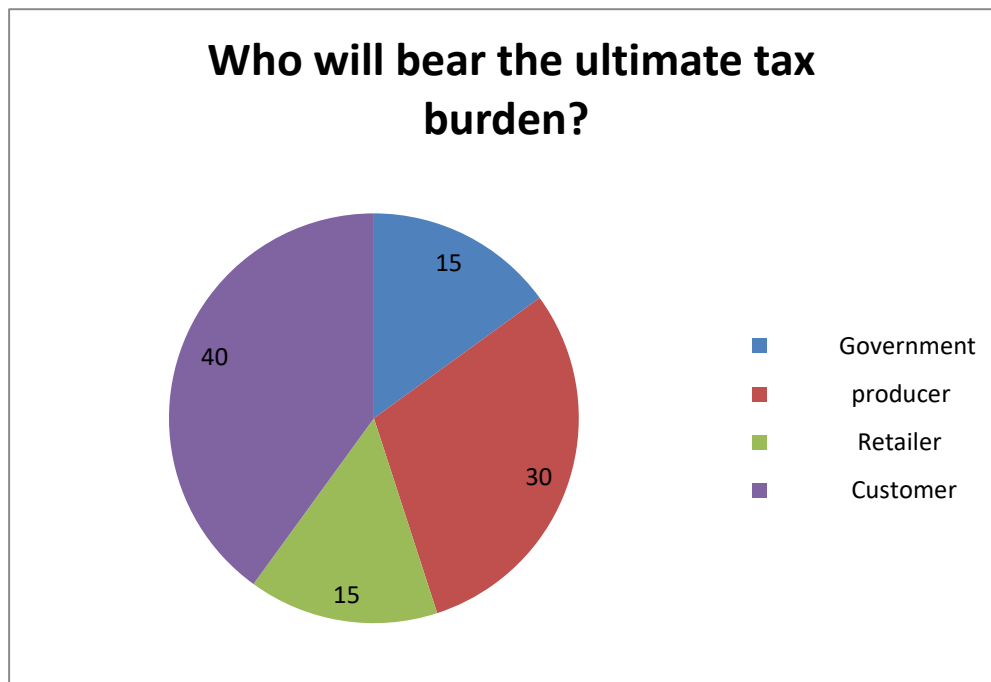


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Sl.No	Elements	Frequency	Percentage
1	Government	30	15
2	Producer	60	30
3	Retailer	30	15
4	Customer	80	40
Total		200	100

Graph-4.2.9



Interpretation

The above mentioned 4.2.9 tables and graph shows response for the question Who will bear the ultimate tax burden -15% were says that government, 30% were says producer, 15% were says retailer and 40% were says that customer will bear the ultimate tax burden. Based on the above mentioned data most of the people responded that customer will bear the ultimate tax burden.

10. Do you think India is ready for GST system?



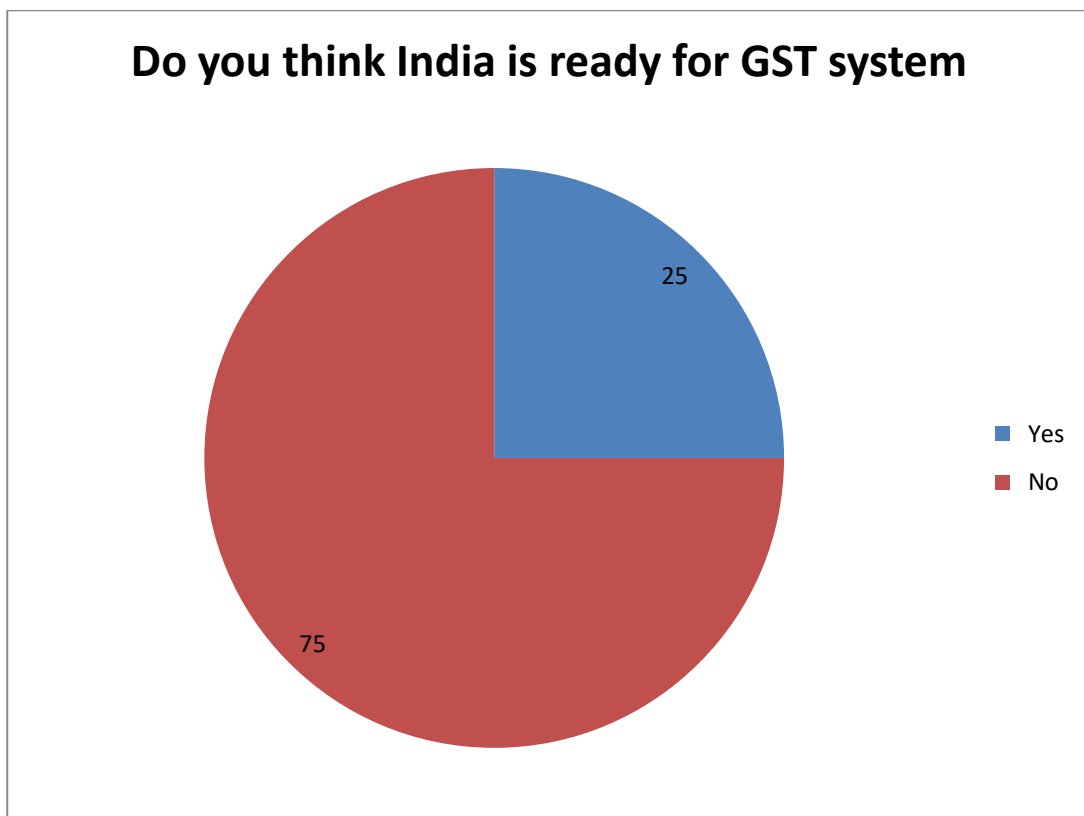
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Table-4.2.10

Sl. No	Elements	Frequency	Percentage
1	Yes	50	25
2	No	150	75
Total		200	100

Graph-4.2.10



Interpretation



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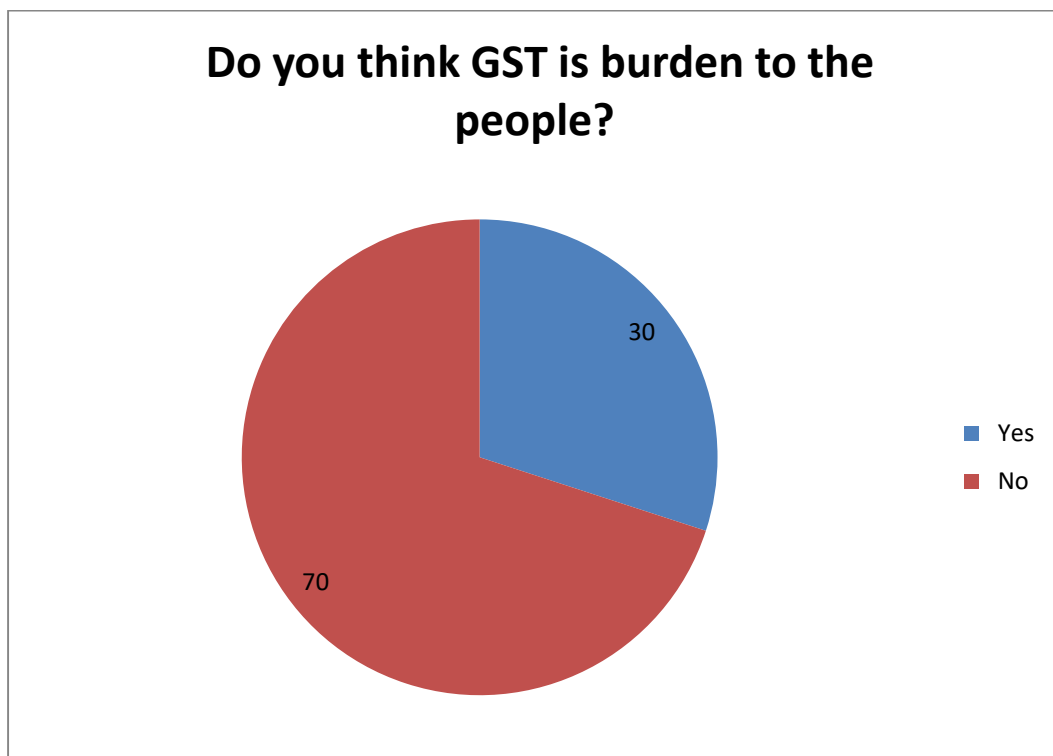
The above mentioned 4.2.10 table and graph shows the response for the question Do you think India is ready for GST system- 25% of respondent says yes and remaining 75% were says no. Base on the response we can conclude that India was not ready for GST.

11. Do you think GST is burden to the people?

Table-4.2.11

Sl. No	Elements	Frequency	Percentage
1	Yes	60	30
2	No	140	70
Total		200	100

Graph-4.2.11





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Interpretation

The above mentioned 4.2.11 tables and graph shows response for the question Do you think GST is burden to the people 30% of respondent says yes and remaining 70% were says no. Most of the peoples say GST was not burden to customer because most of the taxes like sale tax VAT, excise duties were merged in GST and became a single tax for entire nation.

12. GST was very difficult to understand

Table-4.2.12

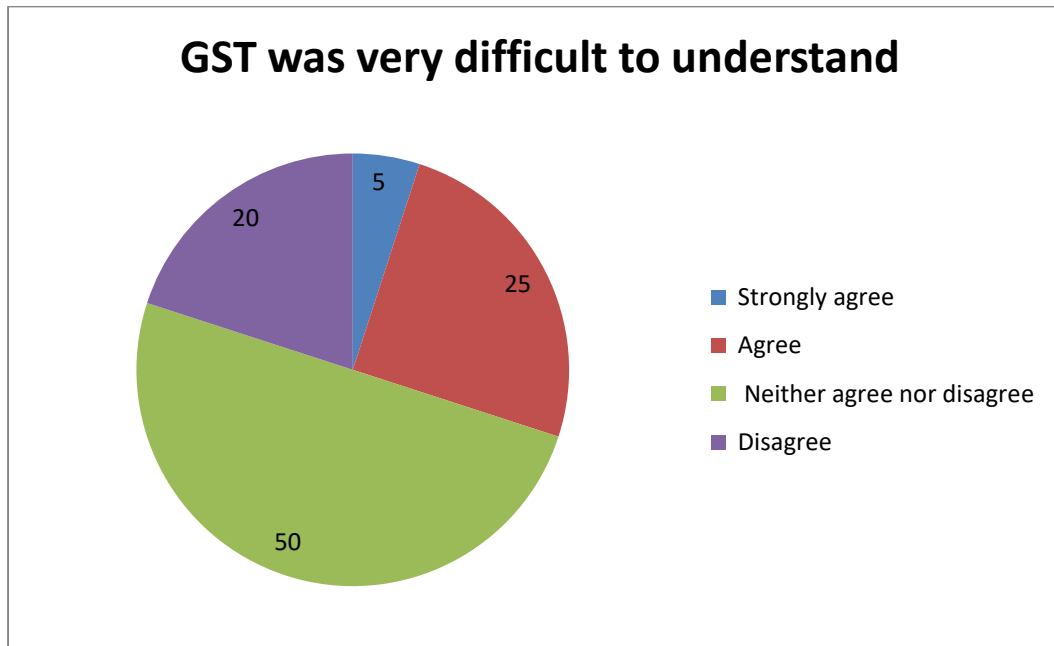
Sl No	Elements	Frequency	Percentage
1	Strongly agree	10	5
2	Agree	50	25
3	Neither agree nor disagree	100	50
4	Disagree	40	20
Total		200	100

Graph-4.2.12



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Interpretation

The above mentioned 4.2.12 tables and graph shows response for the question GST was very difficult to understand for that 5% were responded as strongly agree , 25% as agree, 50% as neither agree nor Dis agree and remaining 20% were responded as disagree. For above mentioned question most of the responded gave their answer as neither agree nor disagree. This shows that most of the respondent were not sure about GST was difficult to understand or not.

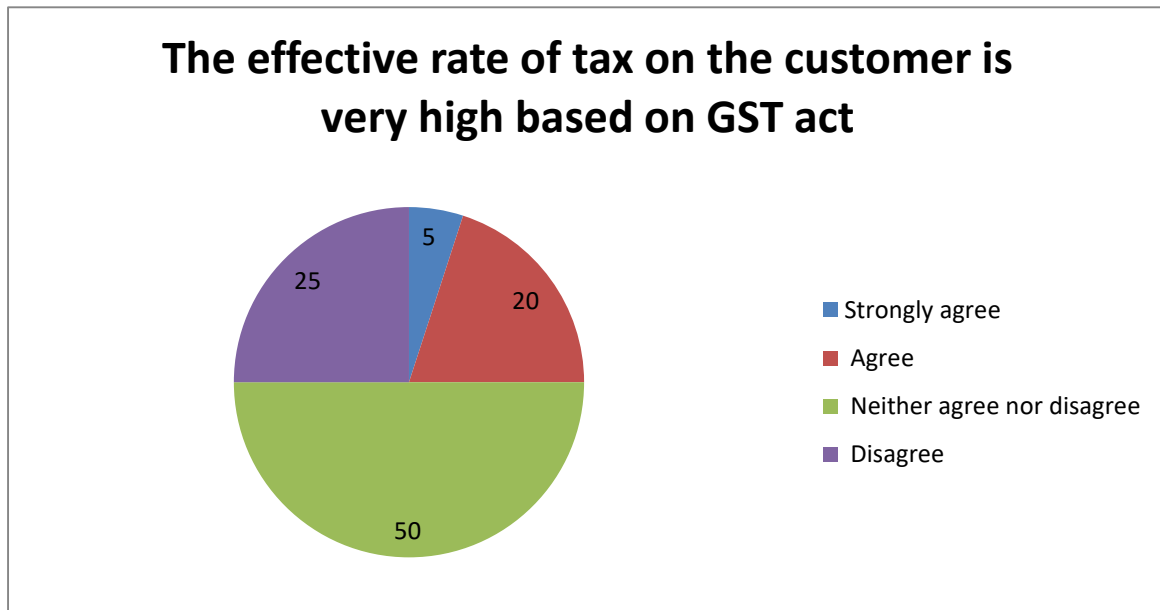
13. The effective rate of tax on the customer is very high based on GST act

Table-4.2.13

SI No	Elements	Frequency	Percentage
1	Strongly agree	10	5
2	Agree	40	20
3	Neither agree nor disagree	100	50
4	Disagree	50	25
Total		200	100



Graph-4.2.13



Interpretation

The above mentioned 4.2.13 tables and graph shows The effective rate of tax on the customer is very high based on GST act for that 5% were responded as strongly agree , 20% as agree, 50% as neither agree nor Dis agree and remaining 25% were responded as disagree. For above mentioned question most of the responded gave their answer as neither agree nor disagree. This shows that most of the respondents were not sure about effective rate of tax on the customer is very high or not based on GST act.

14. Do you think implementing GST will cause increase in price of goods and services?

Table-4.2.14

Sl No	Elements	Frequency	Percentage
1	Yes	120	60

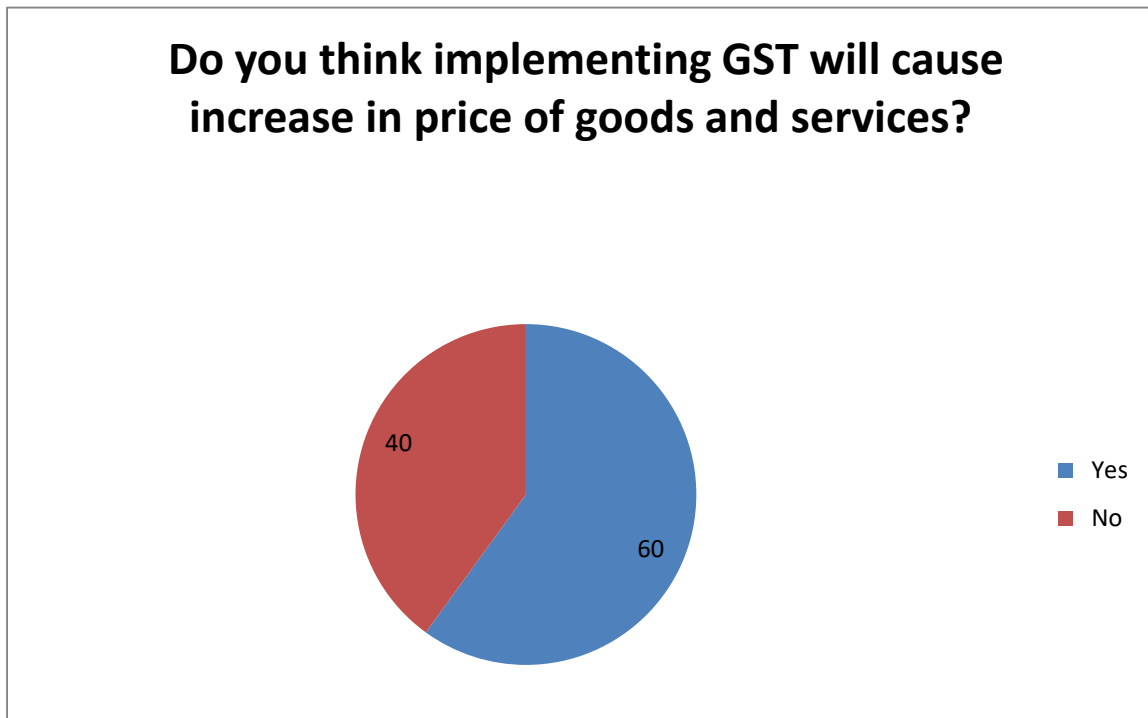


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2	No	80	40
Total		200	100

Graph-4.2.14



Interpretation

The above mentioned 4.2.14 tables and graph shows response for the question Do you think implementing GST will cause increase in price of goods and services 60% of respondent says yes and remaining 40% were says no. Based on the above mentioned data most of the respondents says implementation GST will causes the increase in price of goods and services.

15. Do you think all business should follow GST and not multiple tax payments?

Table-4.2.15

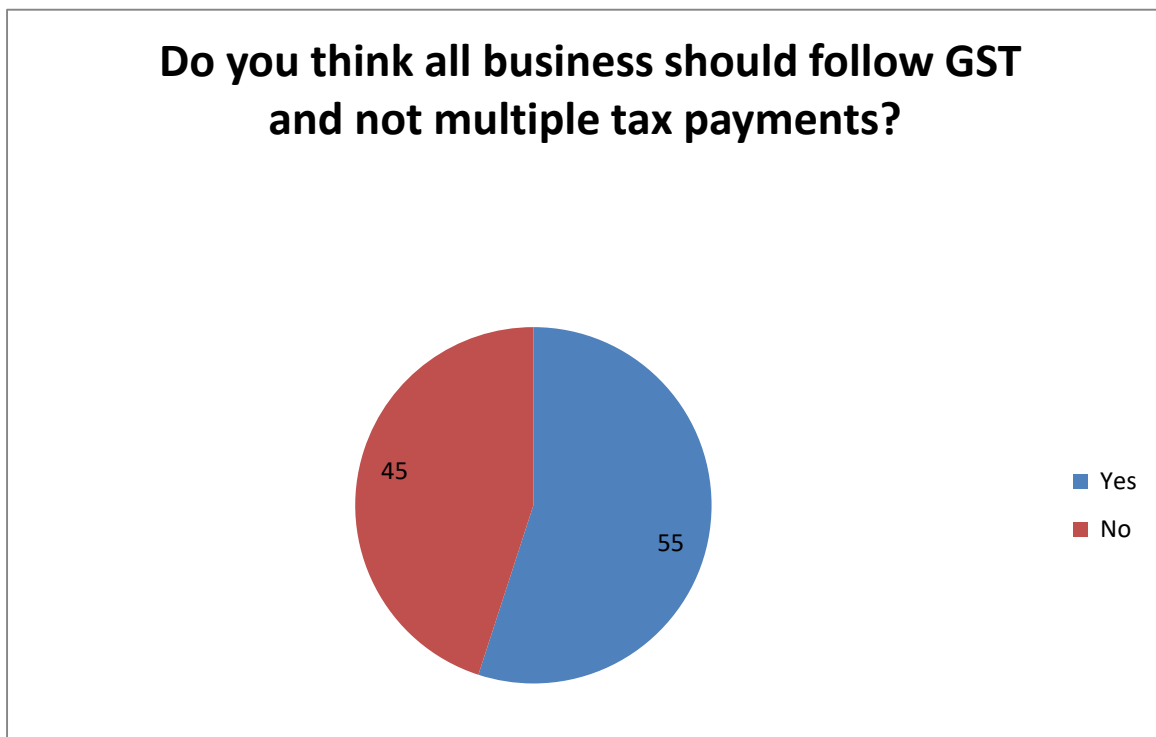


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Sl No	Elements	Frequency	Percentage
1	Yes	110	55
2	No	90	45
Total		200	100

Graph-4.2.15



Interpretation

The above mentioned 4.2.15 tables and graph shows response for the question Do you think all business should follow GST and not multiple tax payments 55% of respondent says yes and remaining 45% were says no. Based on the above mentioned data most of the respondents says that the business should follow GST and not multiple tax payments.

16. Which systems do you think is more beneficial to both government and people?



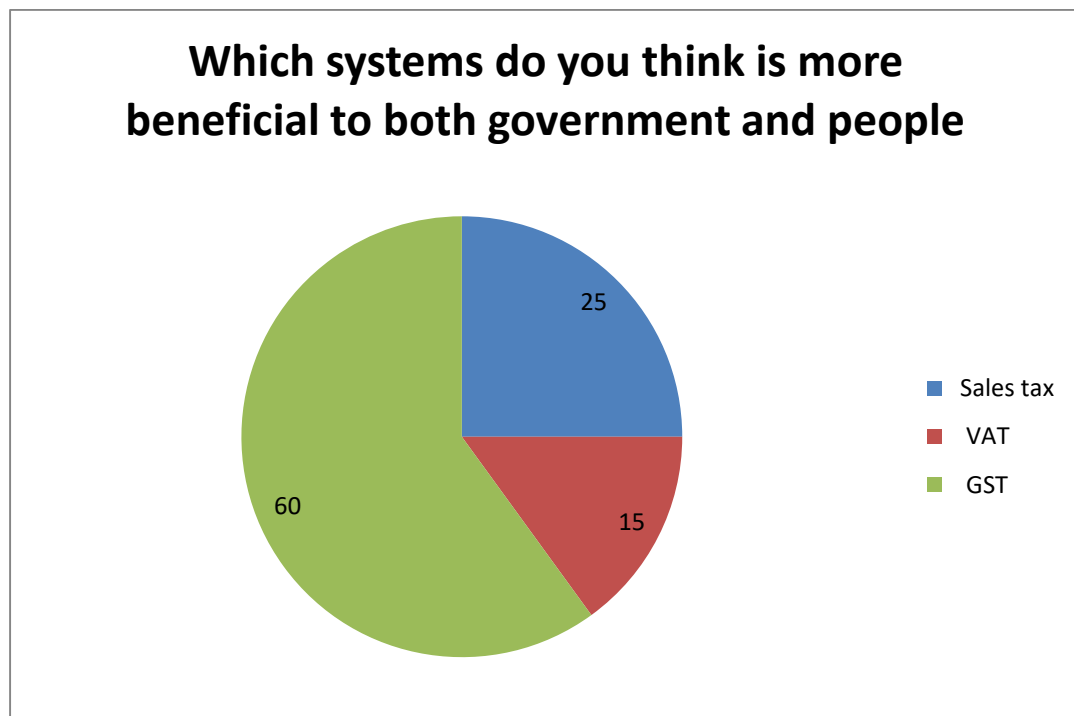
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Table-4.2.16

Sl.No	Elements	Frequency	Percentage
1	Sales tax	50	25
2	VAT	30	15
3	GST	120	60
Total		200	100

Graph-4.2.16



Interpretation

The above mentioned 4.2.16 tables and graph shows which systems do you think is more beneficial to both government and people- 25% of respondent says sale tax, 15% says VAT



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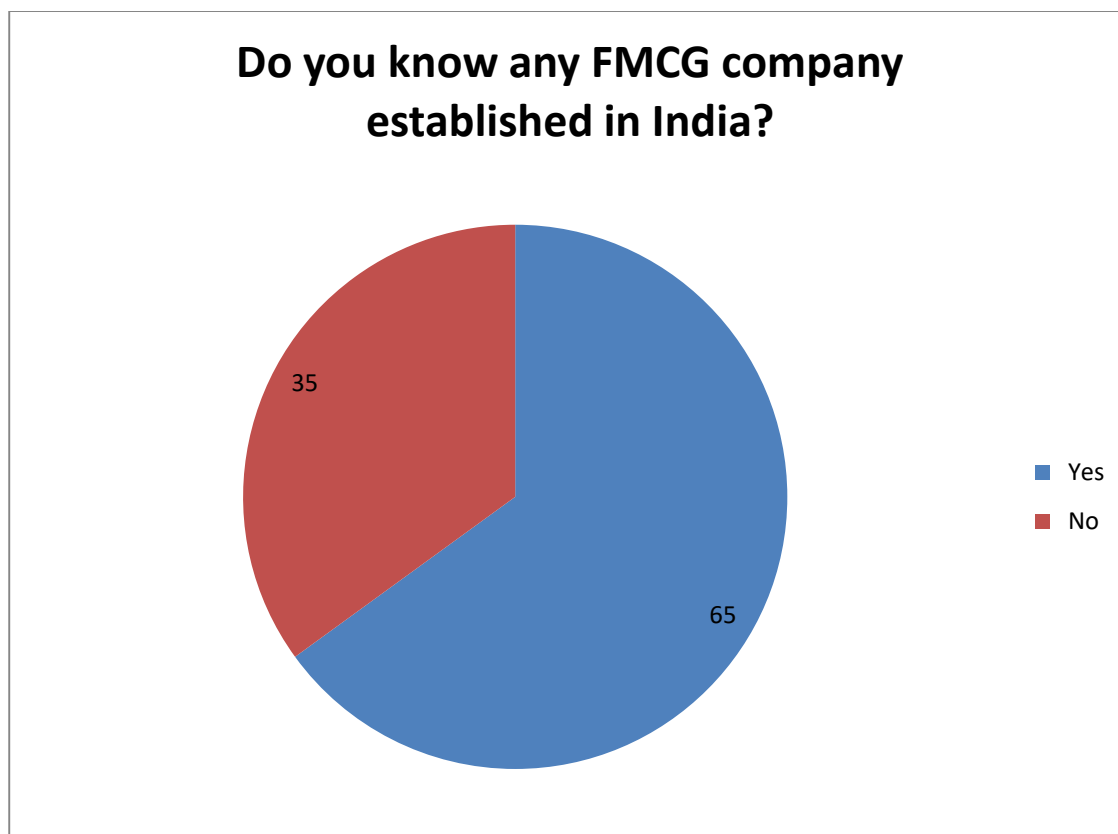
and remaining 60% were says as GST. Based on the above mentioned data most of the respondents say's that GST was more beneficial compare to sale tax and VAT.

17. Do you know any FMCG company established in India?

Table-4.2.17

Sl No	Elements	Frequency	Percentage
1	Yes	130	65
2	No	70	35
Total		200	100

Graph-4.2.17





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Interpretation

The above mentioned 4.2.17 tables and graph shows response for the question Do you know any FMCG company established in India for that 65% of respondent says yes and remaining 35% were says no. Based on the above mentioned data most of the respondents were know about FMCG companies established in India.

18. Which company is well-known for you among the following FMCG companies

Table-4.2.18

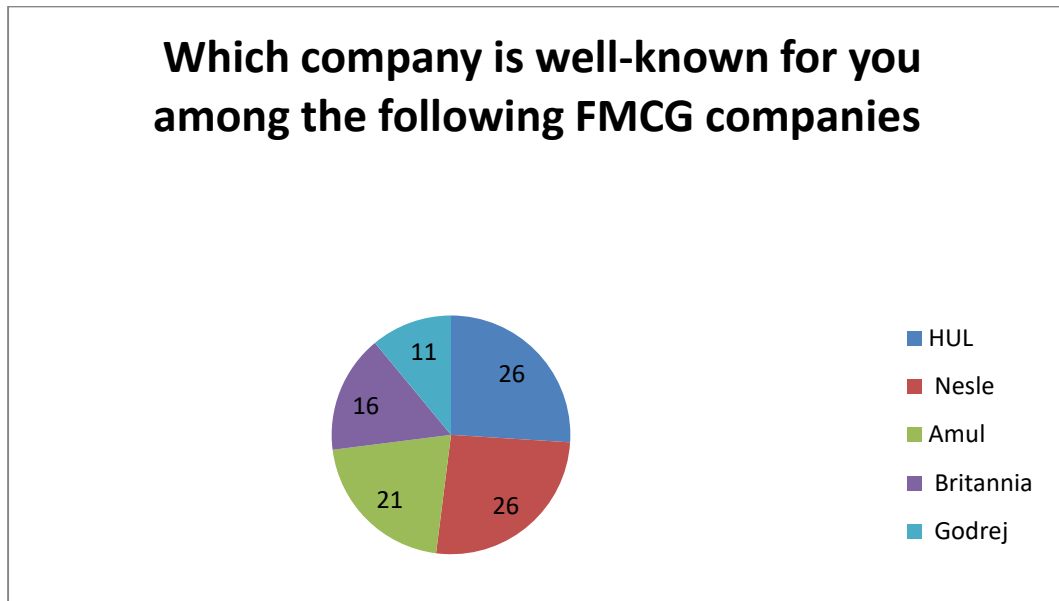
SI No	Elements	Frequency	Percentage
1	HUL	50	26
2	nesle	50	26
3	Amul	40	21
4	Britannia	30	16
5	Godrej	20	11
	Total	200	100

Graph-4.2.18



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Interpretation

The above mentioned 4.2.18 tables and graph shows response for the question Which company is well-known for you among the following FMCG companies for that 26% were responded as HUL, 11% were as Godrej, 26% as Nesle, 21% were as Amul and remaining 16% were responded as Britannia. Based on the above mentioned data most of the respondents were well-known of HUL and Nesle.

19. Whether the FMCG companies were affected by the implementation of GST.

Table-4.2.19

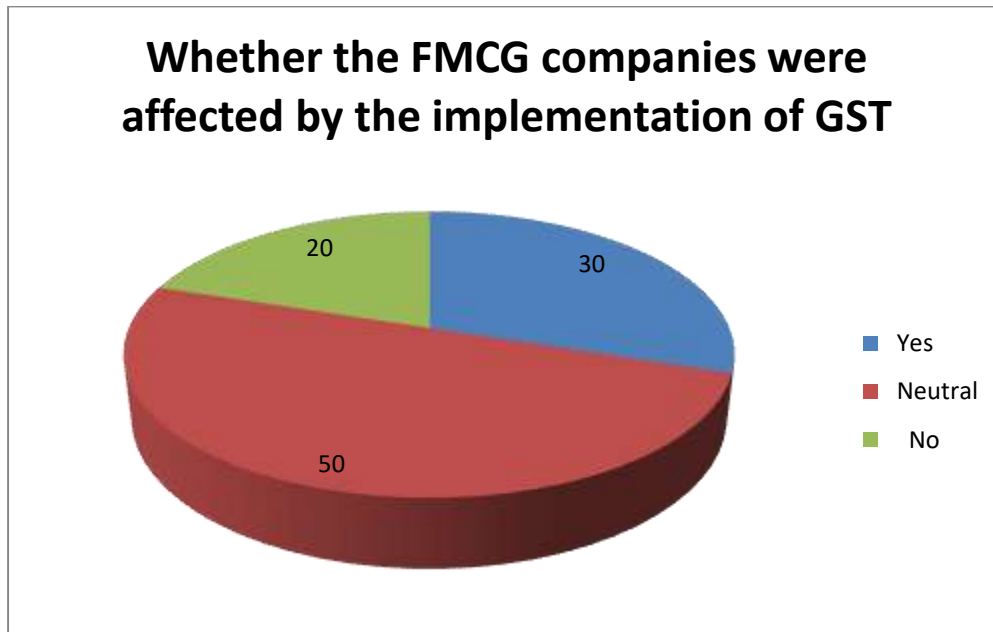
Sl.No	Elements	Frequency	percentage
1	Yes	60	30
2	Neutral	100	50
3	No	40	20
Total		200	100

Graph-4.2.19



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Interpretation

The above mentioned 4.2.19 table and graph shows response for the question Whether the FMCG companies were affected by the implementation of GST – 30% of respondent says yes, FMCGs were affected by GST, 50% of respondent says there is neutral level of satisfaction and remaining 20% say there is no impact of GST on FMCG industry. Based on the above mentioned data most of the respondents gave neutral level of response for above mentioned question.

20. From the following FMCG companies which has suffered more by implementation of GST?

Table-4.2.20

Sl no	Elements	Frequency	Percentage
1	HUL	60	30
2	Godrej	40	20
3	Nesle	50	25

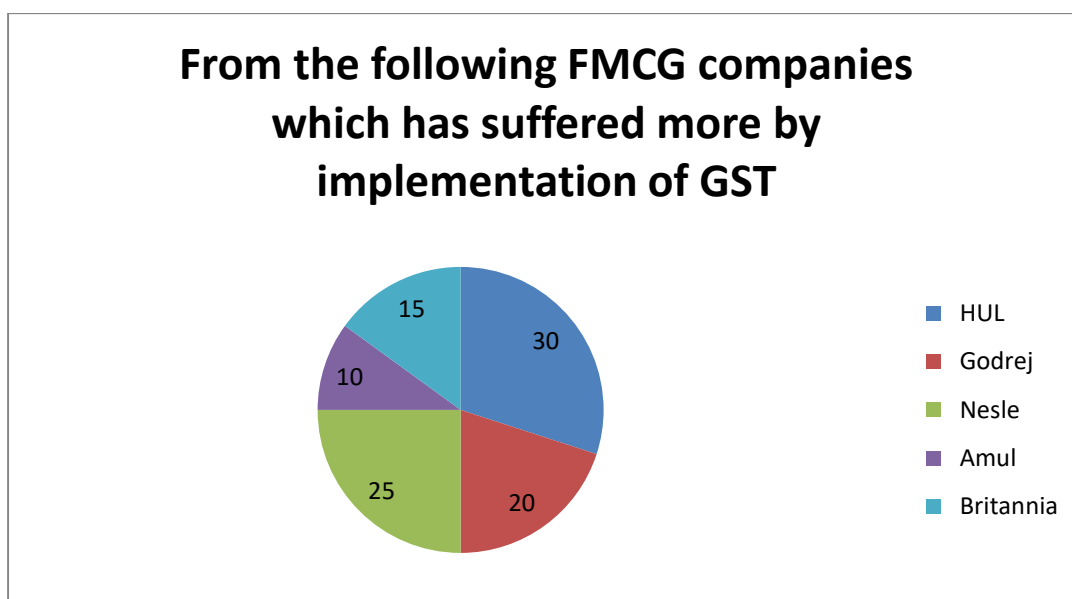


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4	Amul	20	10
5	Britannia	30	15
Total		200	100

Graph-4.2.20



Interpretation

The above mentioned 4.2.20 tables and graph shows response for the question From the following FMCG companies which has suffered more by implementation of GST for that 30% were responded as HUL, 20% were as Godrej, 25% as Nesle, 10% were as Amul and remaining 15% were responded as Britannia. Based on the above mentioned data most of the respondents say that HUL has suffered more by implementation of GST.

21. What is the level of impact of GST on FMCG sector?

Table-4.2.21

Sl.No	Elements	Frequency	Percentage
1	Positive impact	90	45

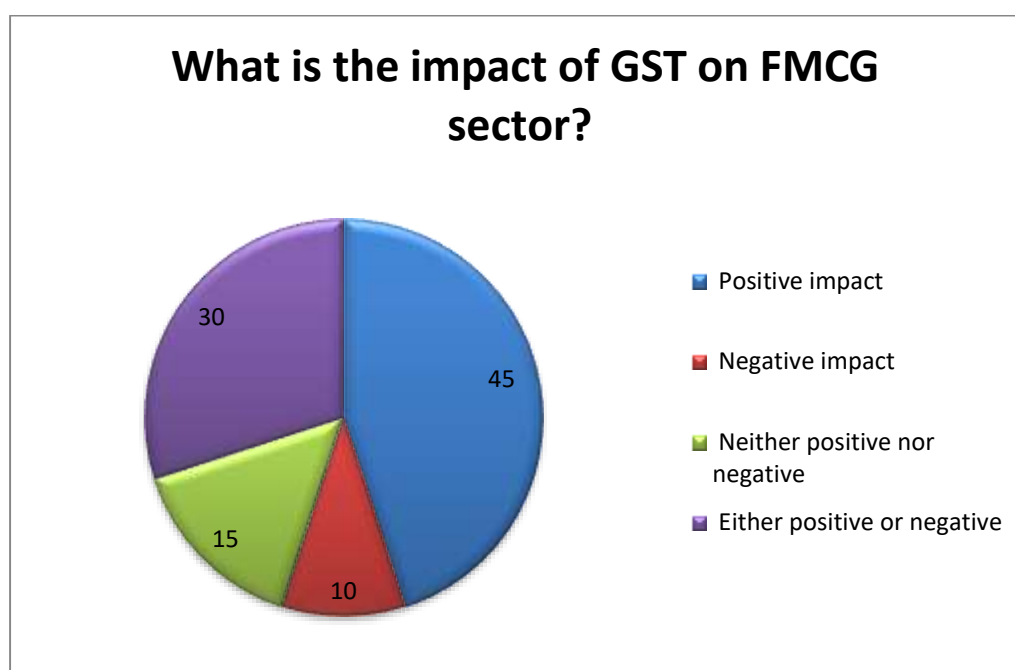


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2	Negative impact	20	10
3	Neither positive nor negative	30	15
4	Either positive or negative	60	30
Total		200	100

Graph-4.2.21



Interpretation

The above mentioned 4.2.21 table and graph shows response for the question what is the impact of GST on FMCG sector 45% were says positive impact, 10% were says negative impact, 15% were says neither positive nor negative, 30% were says either positive or negative impact. Based on the above mentioned data most of the respondents say's that there is a positive impact of GST on FMCG.

22. After implementation of GST the tax rates of FMCG products were increased or decreased.



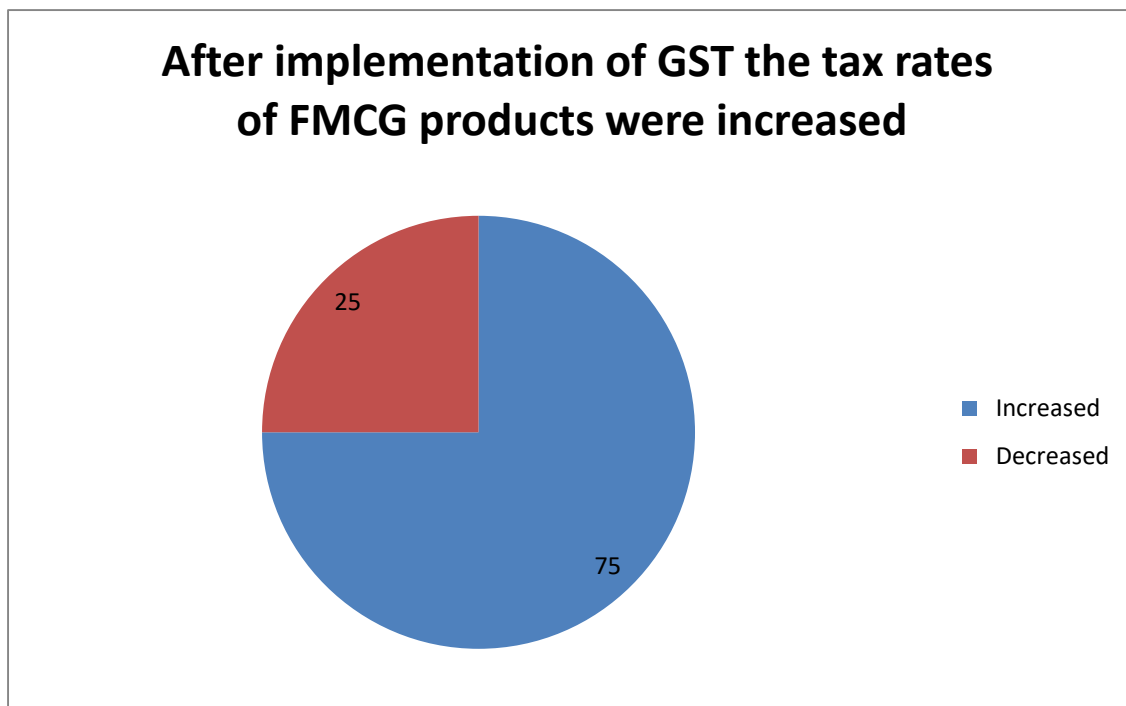
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Table-4.2.22

Sl no	Elements	Frequency	Percentage
1	Increased	150	75
2	Decreased	50	25
Total		200	100

Graph-4.2.22



Interpretation

The above mentioned 4.2.22 tables and graph shows response for the question After implementation of GST the tax rates of FMCG products were increased or decreased for that 75% of respondent says increased and remaining 25% were says decreased. Based on the above mentioned data the tax rate of FMCG products were increased on implementation of GST.



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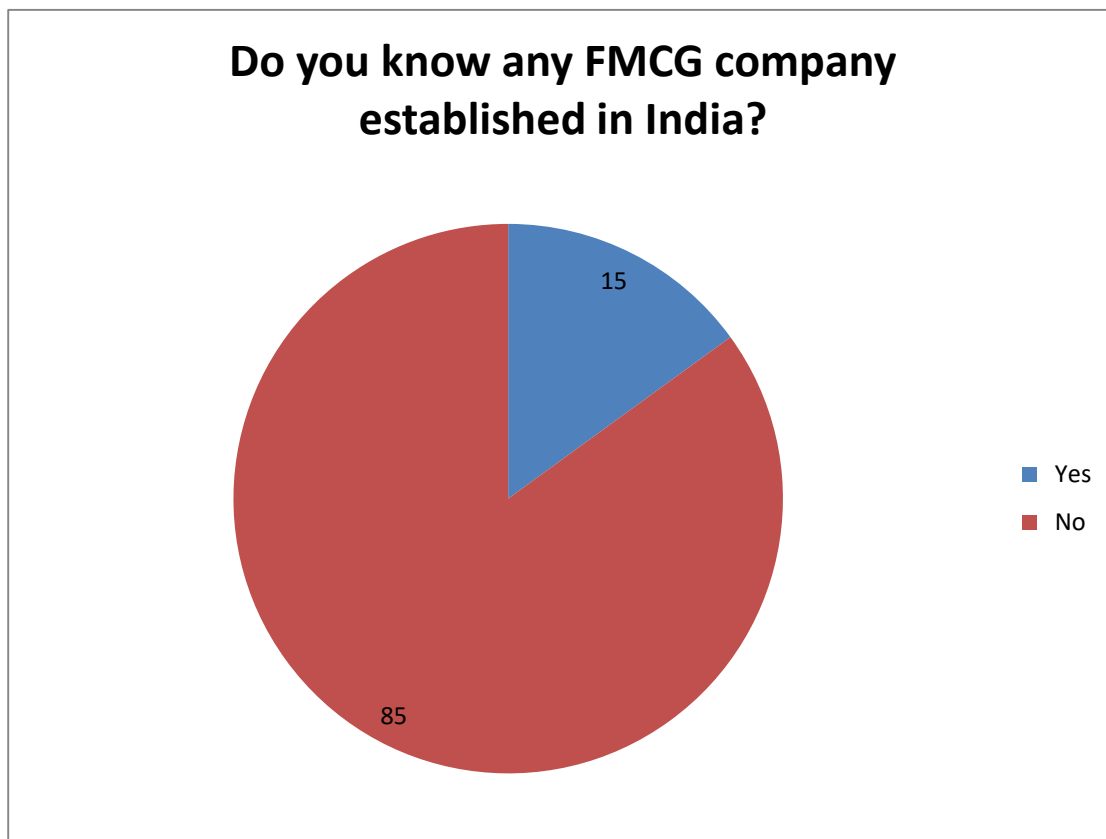
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23. Is there any FMCG company which has same Tax rate on after implementation of GST

Table-4.2.23

Sl No	Elements	Frequency	Percentage
1	Yes	30	15
2	No	170	85
Total		200	100

Graph-4.2.23



Interpretation



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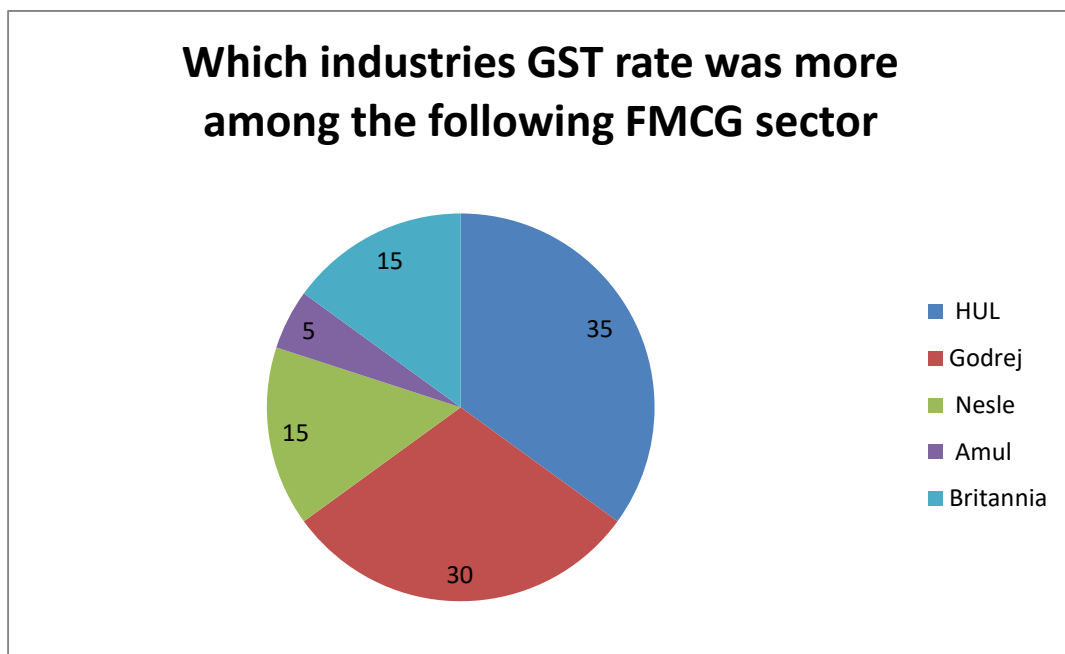
The above mentioned 4.2.23 tables and graph shows response for the question Is there any FMCG company which has same Tax rate on after implementation of GST for that 15% of respondent says yes and remaining 85% were says no. Based on the above mentioned data there is no any FMCG company which has same Tax rate on after implementation of GST

24. Which industries GST rate was more among the following FMCG sector?

Table-4.2.24

SI No	Elements	Frequency	Percentage
1	HUL	70	35
2	Godrej	60	30
3	Nesle	30	15
4	Amul	10	5
5	Britannia	30	15
Total		200	100

Graph-4.2.24





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Interpretation

The above mentioned 4.2.24 tables and graph shows response for the question Which industries GST rate was more among the following FMCG sector for that 35% were responded as HUL, 30% were as Godrej, 15% as Nesle, 5% were as Amul and remaining 15% were responded as Britannia. Based on the above mentioned data most of the respondents says that HUL's GST rate was more among the following FMCG sector.

25. Which industries GST rate was less among the following FMCG sector?

Table-4.2.25

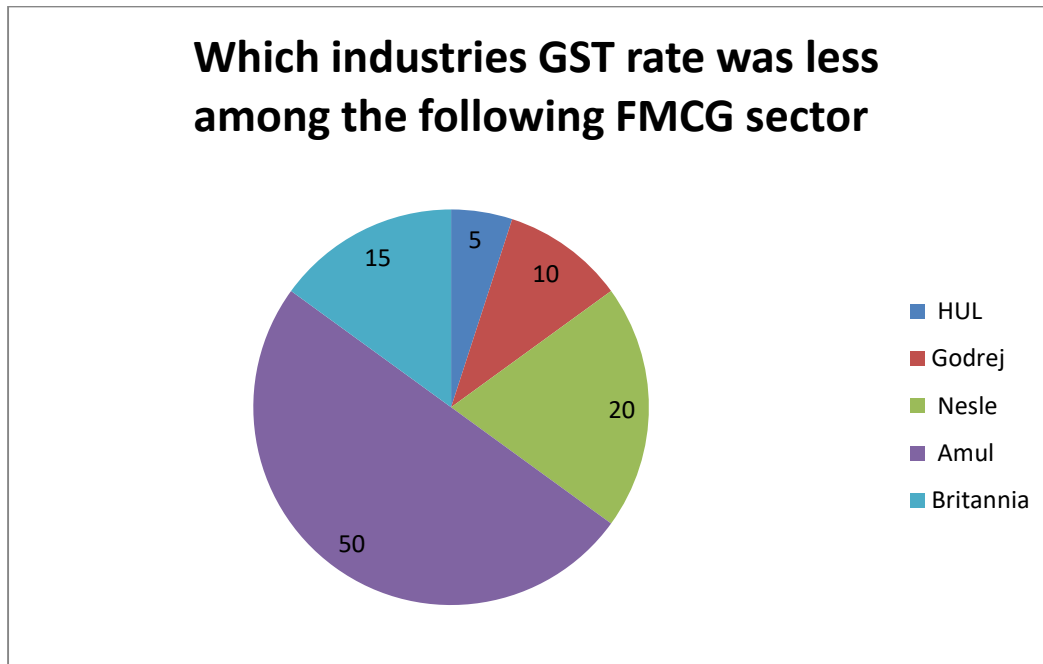
SI No	Elements	Frequency	Percentage
1	HUL	10	5
2	Godrej	20	10
3	Nesle	40	20
4	Amul	100	50
5	Britannia	30	15
Total		200	100

Graph-4.2.25



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Interpretation

The above mentioned 4.2.25 tables and graph shows response for the question Which industries GST rate was less among the following FMCG sector for that 5% were responded as HUL, 10% were as Godrej, 20% as Nesle, 50% were as Amul and remaining 15% were responded as Britannia. Based on the above mentioned data most of the respondents says that Amul’s GST rate was less among the following FMCG sector.

4.3 Outcome of the study

COMPANIES IMPACTED	HUL, GODREJ	AMUL, NESTLE,	HUL	HUL,GODREJ
Product	Soaps & Detergents	Butter, Ghee, Cheese	Shampoo	Skincare
Previous Rates	23%	4-5%	24-25%	24-25%
Current GST Rate	28%	7%	28%	28%



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- In the above table we can able to find out that the products of HUL and Godrej were more effected from the GST
- And we also found that current GST rate is more in every product range of companies campier to previous rate
- FMCG sectors were the one of leading sector of Indian economy. Most of the products produced by them were used on daily basis
- Most of the brands of FMCG industry were well-known to every one
- When coming to GST , the introduction of new GST act was not much effected on FMCG sector compared to other sector
- Most of the people say GST lays neutral level in FMCG sector
- Price of the goods was changed by GST implementation and some of the daily necessity goods like milk, paneer, curd were has nil rated tax.



CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

- Through the study I was founded that FMCG sectors were most prominent sectors in Indian economy
- Most of the FMCG items were basic necessities and without them the people not able to lead their daily life.



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- And also experience that GST also not much effected on their products
- Many company were effected from the GST sales and demand also decreased. But their no such effect was not faced by new introduction of GST until know
- Demand and sale also not decreased even one percent after implementation of GST act
- GST is the uniform Tax rate for entire nation and most of the FMCG products have fixed cost even before the introduction of GST. So GST was not much effected to FMCG Industry

5.2 Suggestions

- This new E-invoicing system was introduced to improve the interoperability of GST-related papers. This helps to raises the procedural load on FMCG firms, as they must now create an E-invoice for each and every supply
- FMCG products were no needing much promotion. so they need to more concentrate on proper supply of products in every region
- More GST should be applied to only those products which are good in quality and quantity and less in price
- GST should reduce to FMCG product because these products were very much needed to common people
- Some of the companies like HUL, Godrej should try to reduce their cost which will be helpful to people
- Most of FMCG products were used by common people, so they have to keep minimum GST rate which should be useful to customer not to be burden on customer

5.3 Conclusion

GST is recent policy introduced in India to lavey uniform tax across the country. GST aim at simple tax and transparency in all transaction and its activities towards the nation. FMCG sector which is an important player in the market sector has been impacted to some extent. This research concludes that GST has an impact on various aspects of FMCG companies. 4 years were completed for GST act then also some companies were unable to overcome from that situation but the FMCG sector was not impacted so much by GST, it was the huge sector so it had easily over come from that situation and stood stable in market.

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3. Ms N. Ramya and Ms D. Shivasakthi GST and its impact on various sector retrieved from journal of Management and Science.
4. Dr. Mohan Kumar and CA Yogesh Kumar “GST and its probable impact on the FMCG Industry in India” retrieved from International Journal of Research in finance and marketing.

Following website were visited

1. www.cleartax.com
2. www.gsthelplineindia.com
3. www.onlinegst.in



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ANNEXURE

Questionnaire

1. What is the age profile of the respondent?
 - 20-25
 - 25 to 30
 - 30 & above

2. What are the genders of the respondent?
 - Male
 - Female

3. What is the Education level of the respondent?
 - Graduate
 - Post graduate
 - Other

4. What is the income level of respondent?
 - 15000-20000
 - 20000-25000
 - 25000-30000
 - 30000 and above

5. Do you know about GST?
 - Yes
 - Neutral
 - No

6. How do you know about GST?



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- Friends
 - Family
 - Mass media
 - Social media
7. Why GST was introduced in India?
- Increase price of the product
 - Growth of the economy
 - To have uniform tax across the nation
 - Make profit to the government
8. Prices of goods decreased or increased based on new GST act.
- Increased
 - Decreased
9. Who will bear the ultimate tax burden?
- Government
 - Producer
 - Customer
 - Retailer
10. Do you think India is ready for GST system?
- Yes
 - No
11. Do you think GST is burden to the people/consumer?
- Yes
 - No
12. Is GST is very difficult to understand
- Strongly agree



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- Agree
 - Neither Agree nor disagree
 - Disagree
13. The effective rate of tax on the customer is very high based on GST act
- Strongly agree
 - Agree
 - Neither Agree nor disagree
 - Disagree
14. Do you think implementing GST will cause increase in price of goods and services?
- Yes
 - No
15. Do you think all business should follow GST and not multiple tax payments?
- Yes
 - No
16. Which systems do you think is more beneficial to both government and people?
- VAT
 - Sales Tax
 - GST
17. Do you know any FMCG companies established in India?
- Yes
 - Neutral
 - No
18. Which company is well-known for you among the following FMCG companies?
- HUL
 - Nesle



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- Amul
- Britannia
- Godrej

19. Whether the FMCG companies were affected by the implementation of GST.

- Yes
- Neutral
- No

20. From the following FMCG companies which has suffered more by implementation of GST

- HUL
- Nesle
- Amul
- Britannia
- Godrej

21. What is the level impact of GST on FMCG sector?

- Positive
- Negative
- Either positive or negative
- Neither positive nor negative

22. After implementation of GST the tax rates of FMCG products were increased or decreased.

- Increased
- Decreased

23. Is there any FMCG company which has same Tax rate on after implementation of GST

- Yes
- No



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24. Which industries GST rate was more among the following FMCG sector?

- Amul
- Britannia
- Godrej
- HUL
- Nesle

25. Which industries GST rate was less among the following FMCG sector?

- Britannia
- Amul
- HUL
- Nesle
- Godrej



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