GRAND ACADEMIC PORTAL
RESEARCH JOURNALS

GAP iNTERDISCIPLINARITIES
A Global Journal of Interdisciplinary Studies
(ISSN – 2581-5628)
Impact Factor: SJIF - 5.363, IIFS - 4.875
Globally peer-reviewed and open access journal.

AN IMPACT OF COVID-19 ON FINANCIAL PERFORMANCE OF SELECTED FMCG COMPANIES IN INDIA

Nikhilkumar Shankarbhai Rohit, Dr. Ijan Nikhilkumar Vaidya

(Assistant Professor- Accountancy, Gujarat Arts and Commerce College (Evening), Ahmedabad)
Email- nikhilsrohit@gmail.com

(Assistant Professor- Commerce, Gujarat Arts and Commerce College (Evening), Ahmedabad)
Email- profijanvaidya@gmail.com

Abstract

The Covid-19 pandemic caused disruptions in supply chains, leading to difficulties in obtaining raw materials, manufacturing, and distributing goods. These challenges, along with shifts in consumer behaviour and demand patterns, had an impact on the revenue and profitability of FMCG companies. While essential products experienced a surge in demand at the beginning of the pandemic, non-essential items faced decreased demand due to changes in consumer spending habits. FMCG companies also incurred additional costs due to disruptions in the supply chain, safety measures, employee welfare initiatives, and increased marketing and promotional activities. These added expenses placed pressure on profit margins, further affecting the financial performance of the companies. This study examines the financial performance of Godrej Consumer Products Ltd and TATA Consumer Products Ltd before and after the Covid-19 period. The results indicate that Godrej Consumer Products Ltd maintained a relatively stable and consistent financial performance in the post-Covid-19 period, while TATA Consumer Products Ltd experienced a slight decline in various financial ratios. These findings suggest that Godrej Consumer Products Ltd has successfully adapted to the post-Covid-19 environment, whereas TATA Consumer Products Ltd may need to address specific challenges to enhance its financial performance.

Keywords: Covid-19, Financial Performance, Profitability, FMCG

1. INTRODUCTION

COVID-19 had a profound effect on India, impacting the lives of millions throughout the country. Since its emergence, India has encountered significant difficulties in containing the virus's spread. The densely populated urban areas presented challenges in effectively implementing social distancing measures. The healthcare system faced strain as hospitals and medical personnel struggled to manage the influx of cases. Furthermore, the pandemic highlighted socio-economic disparities, with vulnerable populations experiencing hardships due to job losses and limited access to healthcare. Nevertheless, India responded with determination, implementing nationwide lockdowns, expanding testing capabilities, and initiating an extensive vaccination campaign. The lessons learned from this experience will aid in strengthening India's healthcare system, prioritizing public health, and addressing socio-economic disparities in the future.

The impact of COVID-19 on FMCG (Fast Moving Consumer Goods) companies in India has been significant, presenting both challenges and opportunities. Here are some key points regarding the influence of COVID-19 on FMCG companies in India:

1. **Initial Disruption:** During the initial phases of the pandemic and the subsequent lockdowns imposed by the Indian government, FMCG companies faced disruptions in their supply chains and distribution networks. Manufacturing units were shut down, logistics and transportation were disrupted, and consumer demand patterns shifted drastically.
2. **Focus on Essential Goods:** FMCG companies that produced essential goods such as packaged food, personal hygiene products, and cleaning supplies witnessed a surge in demand. These companies were better positioned to adapt to the changing circumstances and experienced increased sales during the pandemic.
3. **Shift in Consumer Behaviour:** As people stayed at home and practiced social distancing, there was a noticeable shift in consumer behaviour. There was an increased demand for packaged and processed foods, health and hygiene products, and online shopping. FMCG companies had to quickly adapt their product portfolios, marketing strategies, and distribution channels to cater to these changing consumer preferences.

4. **E-commerce Growth:** With restrictions on physical retail and people preferring contactless transactions, e-commerce platforms witnessed significant growth during the pandemic. FMCG companies had to strengthen their online presence and collaborate with e-commerce platforms to ensure their products were available to consumers.
5. **Supply Chain Challenges:** FMCG companies faced challenges in maintaining a steady supply of raw materials, packaging materials, and other inputs due to disruptions in global and domestic supply chains. Logistics and transportation bottlenecks, including limited availability of trucks and labour, further added to the supply chain challenges.
6. **Cost Management and Pricing:** Rising input costs, logistical challenges increased hygiene and safety measures impacted the cost structure of FMCG companies. Some companies had to manage their pricing and profitability carefully while ensuring affordability for consumers.
7. **Innovation and New Product Development:** FMCG companies embraced innovation during the pandemic to meet the evolving needs of consumers. They introduced new product variants, improved packaging and launched health-focused products to capitalize on the growing demand for wellness and immunity-boosting items.
8. **Focus on Rural Market:** As urban areas faced severe restrictions, FMCG companies shifted their focus to rural markets, which showed resilience during the pandemic. They expanded their distribution networks in rural areas and tailored their product offerings to suit the preferences and affordability of rural consumers.
9. **Government Initiatives:** The Indian government introduced several measures to support FMCG companies during the pandemic. This included relaxation of regulations, support for supply chain logistics and financial stimulus packages to boost the economy.

Overall, while FMCG companies faced initial disruptions and supply chain challenges due to COVID-19, they also witnessed opportunities for growth, especially in essential goods, e-commerce and rural markets. The pandemic accelerated the adoption of digital technologies, innovation and agile business strategies in the FMCG sector.

2. LITERATURE REVIEW

The authors, **Sanjib Biswas et al. (2022)** have made an effort to present a multi-perspective review of the performance of the chosen FMCG and CD enterprises listed on the Indian stock exchange (BSE). The overarching goal is to expose how the recent pandemic has affected the firms' performance-based rankings. In order to conduct a comparative examination of the organisations, they have chosen a number of factors, including stock performance, dividend paying capacity, operational performance, financial stability, economic sustainability and long-term growth prospects. 30 businesses (i.e., alternatives) in total have been taken into consideration, 25 of which are from the FMCG industry and the remaining 5 are from the CD sector. The performance of alternatives in the pre-pandemic phase has been compared over a period of seven consecutive fiscal years (FY 13–14 to FY 19–20), while the early effects of COVID–19 have been taken into account (FY 20–21). A combined MCDM framework of LOPCOW and EDAS has been used to compare the alternatives, and popular techniques like Borda count and Copeland approaches have been used to aggregate the MCDM ranks. We have observed that during the early post-pandemic period (FY 20–21), the relative positions (when evaluating stock performance, DPC, and SOP) differ noticeably. Further observation reveals that after COVID-19, the options that performed best before suffer more than the alternatives who performed worse. The COVID-19 hasn't had a significant impact on a company's financial stability or prospects for long-term growth, though.

Alsamhi et. al. (2022), they have targeted companies that are listed on the Bombay Stock Exchange and operate in the construction, tourism, hospitality, food and consumer goods industries. Total revenue, net sales, net income and diluted profits per share are used to gauge financial performance. The tourism, hotel and consumer industries before and after the pandemic showed a considerable difference in Total Income, Net Sales, Net Profit, Earnings Per Share and Diluted Earnings Per Share. The construction and food industries' total income net sales are said to have differed significantly before and during the pandemic. This discrepancy is the result of the pandemic's negative effects on the net sales and overall revenue of both industries. Contrarily, there is no discernible difference between net profit, earnings per share and diluted earnings per share in the building and food sectors before and after the epidemic. Because the food industry was unaffected by the pandemic and the building industry cut costs to a minimum, these findings may be explained. The report also showed that the Covid-19 pandemic had the greatest impact on the tourism, hospitality and consumer sectors, with the food industry suffering the epidemic's final effects.
Khan (2021), he has come to the conclusion that most of the companies have not done well in terms of liquidity, as the average current ratio of the selected companies was less than 2, which is not a positive indicator (for example, HUL's CR was only 1.32) and the average quick ratio was only 1.01. The average CR for ITC is 3.42, while the average CR for Nestle is 2.12, and the average QR for both companies is 1.55, therefore

they have both done well in terms of their liquidity. Every other company we looked at did poorly in terms of liquidity compared to these two. HUL has done quite well in terms of profitability, with a Return on Networth averaging 62.74 percent, a Return on Capital Employed averaging 71.22 percent and a Return on Assets averaging 27.05 percent over the studied period. Among the firms the study looked at Nestle, another market leader in consumer packaged goods, had the greatest Return on Networth at 63.19%. The company's ROCE and ROA were likewise above average. In terms of profitability, all of the other selected companies had performed moderately to well with the exception of Varun. For the time period considered, HUL, Nestle Britannia and Marico all shown excellent performance, with an ATR of 177.38, 150.5, 180.09 and 151.89 respectively. While the other companies in the survey performed about as well as expected in terms of efficiency, ITC fared the worst in terms of ATR. ITC has achieved the highest margins in the FMCG industry in India, with an average gross profit margin of 41.8 percent, an operating profit margin of 38.77 percent and a net profit margin of 27.22 percent. HUL, Nestle, Dabur, Varun and Glaxo also did well, whereas Britannia was the only company with a Gross Profit Margin of less than 20%. No company has a DE Ratio greater than 1, indicating that all of them are underperforming in terms of leverage. Researchers in India concluded that the average liquidity of FMCG firms dropped from 1.51 in 2020 to 1.36 in 2021, average profitability dropped from 30.98 in 2020 to 27.96 in 2021 and efficiency dropped from 64.01 in 2020 to 57.21 in 2021 as a result of COVID-19. Average margin ratios, however, improved from 2020's 20.72 to 2021's 20.78. The leverage ratio increased from 37.86 in 2020 to 48.89 in 2021, indicating that businesses borrowed more money as a result of the epidemic.

Adejare et. al. (2021), According to their analysis, the COVID-19 epidemic has a direct correlation with business survival, firm productivity, unemployment, client retention and firm use of technology in the FMCG sector. Examining the Nigerian economy in light of the epidemic also reveals findings that the GDP growth has slowed. Despite significant progress being made in the development of vaccines across nations (including the UK, USA and Russia), local production and international trade have been halted due to the economy being forced into lockdown in order to limit the impact and spread of the pandemic. If possible, this will allow the virus to be eradicated globally.

Sunita Devi et. al. (2020), their research revealed that during the COVID-19 pandemic, public corporations' liquidity ratio and profitability ratio decreased but their leverage ratio and short-term activity ratio increased. The liquidity ratio and leverage ratio did not significantly differ. However, there were considerable differences between the public enterprises' short-term activity ratio and profitability ratio before and after the COVID-19 epidemic. The consumer goods industry had a rise in the liquidity ratio, profitability ratio and short-term activity ratio but a decline in the leverage ratio. In contrast, the property, real estate and building construction, finance, trade, services and investment sectors saw a decline in the liquidity and profitability ratios.

Abedalqader et. al. (2020), According to their analysis, the COVID-19 epidemic had a serious detrimental impact on the financial performance of Chinese listed companies. A decline in total revenue, profitability and investment in businesses across industries are indicators of this. The industries that depend on travel and tourism, transportation and other businesses for a significant amount of their sales in the first quarter of 2020, however, take the biggest damage.

3. NEED OF THE STUDY

The need for the study on the impact of COVID-19 on the financial performance of selected FMCG companies in India arises from several factors:

1. **Unprecedented Nature of the Pandemic:** The COVID-19 pandemic has been an unprecedented global crisis that has disrupted economies, supply chains and consumer behaviour. Understanding its specific impact on the FMCG sector is crucial for assessing the financial implications and identifying strategies for recovery and resilience.
2. **Significance of the FMCG Industry:** The FMCG industry plays a vital role in the Indian economy, contributing to employment generation, revenue generation and meeting essential consumer needs. Analysing the effects of COVID-19 on the financial performance of FMCG companies is essential to comprehend the broader economic consequences of the pandemic.
3. **Changing Consumer Behaviour:** The pandemic has significantly influenced consumer behaviour, leading to shifts in demand patterns and purchasing preferences. Studying the financial performance of FMCG companies can provide insights into consumer trends, such as the increased reliance on e-commerce, changes in product preferences and the impact on sales and profitability.
4. **Business Adaptation and Resilience:** Examining the financial performance of FMCG companies during the pandemic can shed light on their ability to adapt to challenging circumstances and exhibit resilience.

Understanding the strategies employed by successful companies can offer valuable lessons for mitigating the impact of future disruptions.

5. **Policy and Decision-Making:** The findings from this study can inform policymakers, industry leaders and investors in making informed decisions. Identifying the challenges faced by FMCG companies and assessing their financial performance can contribute to the formulation of effective policies and strategies to support the sector's recovery and growth.

In conclusion, conducting a study on the impact of COVID-19 on the financial performance of selected FMCG companies in India is essential to comprehend the specific challenges and opportunities faced by the sector. This research can provide insights into consumer behaviour, business adaptation and inform policy and decision-making processes for the benefit of the FMCG industry and the overall economy.

4. RESEARCH METHODOLOGY

4.1 RESEARCH OBJECTIVE

1. To compare the financial performance of selected FMCG companies of India
2. To analyse the impact of Covid-19 on financial performance of selected FMCG companies of India

4.2 SAMPLE SIZE

In this research study, 2 IT companies based in India have been taken

1. Godrej Consumer Products Limited
2. Tata Consumer Products Limited

4.3 SOURCES OF DATA

In this study secondary sources of data has been used. Secondary sources of data obtained from Annual Reports of selected FMCG companies, Research Publications, News Sources, Government Reports, Financial database etc.

4.4 PERIOD OF THE DATA COVERAGE

6 years of data have been taken in this study. Data from the years 2020-21 to 2022-23 has been analysed as Post Covid-19 period while 2017-18 to 2019-20 has been analysed as Pre Covid-19 period

5. DATA ANALYSIS

1. **CURRENT RATIO**

CURRENT RATIO						
NAME	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18
Godrej Consumer Products Ltd	3.03	2.62	1.55	1.20	1.12	1.26
TATA Consumer Products Ltd	2.43	2.56	2.75	3.77	4.96	3.69

INTERPRETATION

For Godrej Consumer Products Ltd:
Pre-COVID-19 (2017-18 to 2019-20): The current ratio ranged from 1.12 to 1.26, indicating a relatively stable liquidity position during this period.
Post-COVID-19 (2020-21 to 2022-23): The current ratio increased significantly from 1.20 in 2019-20 to 2.62 in 2021-22, reaching 3.03 in 2022-23. This suggests that the company's liquidity improved considerably after the COVID-19 period.

For TATA Consumer Products Ltd:
Pre-COVID-19 (2017-18 to 2019-20): The current ratio ranged from 3.69 to 4.96, indicating a relatively strong liquidity position during this period.
Post-COVID-19 (2020-21 to 2022-23): The current ratio declined consistently from 3.77 in 2019-20 to 2.43 in 2022-23. This indicates a decrease in the company's liquidity after the COVID-19 period.

Comparing the two companies:
Godrej Consumer Products Ltd experienced a significant improvement in liquidity after the COVID-19 period, as indicated by the increasing trend in the current ratio.

In contrast, TATA Consumer Products Ltd faced a decline in liquidity after the COVID-19 period, with a decreasing trend in the current ratio.

t-Test: Paired Two Sample for Means

	Post Covid-19	Pre Covid-19
Mean	2.49	2.666667
Variance	0.0162	4.341422
Observations	2	2
Pearson Correlation	1	
Hypothesized Mean Difference	0	
df	1	
t Stat	-0.12771	
P(T<=t) one-tail	0.459567	
t Critical one-tail	6.313752	
P(T<=t) two-tail	0.919134	
t Critical two-tail	12.7062	

H0: There is no significant difference in current ratio before and after Covid-19 period for selected 2 FMCG companies of India.
H1: There is significant difference in current ratio before and after Covid-19 period for selected 2 FMCG companies of India.

RESULT
From the above table it can be seen that P value (Two Tail) is 0.919134 which is higher than significance value 0.05 (P value < 0.05) which means, the study fails to reject Null Hypothesis (H0) and it concludes that there is no significant difference in current ratio during before and after Covid-19 period for selected 2 FMCG companies of India.

2. **NET PROFIT MARGIN (%)**

NET PROFIT MARGIN (%)						
NAME	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18
Godrej Consumer Products Ltd	19.74	21.27	19.57	21.55	30.90	19.00
TATA Consumer Products Ltd	11.12	11.16	8.65	9.20	11.98	16.60

INTERPRETATION
For Godrej Consumer Products Ltd:
In the post-COVID-19 period (2020-21 to 2022-23), the net profit margin ranged from 19.57% to 21.27%. This indicates a relatively stable and consistent profitability for the company during this period.
In the pre-COVID-19 period (2017-18 to -2019-20), the net profit margin ranged from 19.00% to 30.90%. The profit margin was relatively higher during this period compared to the post-COVID-19 period.

For TATA Consumer Products Ltd:
In the post-COVID-19 period (2020-21 to 2022-23), the net profit margin ranged from 8.65% to 11.16%. The profit margin remained relatively stable but slightly lower during this period.
In the pre-COVID-19 period (2017-18 to -2019-20), the net profit margin ranged from 9.20% to 16.60%. The profit margin was generally higher during this period compared to the post-COVID-19 period.

Comparing the two companies:
Godrej Consumer Products Ltd had consistently higher net profit margins compared to TATA Consumer Products Ltd throughout the given time period, both before and after the COVID-19 period.
Both companies experienced a slight decrease in net profit margins during the post-COVID-19 period compared to the pre-COVID-19 period, although Godrej Consumer Products Ltd maintained a higher level of profitability.

t-Test: Paired Two Sample for Means

	Post Covid-19	Pre Covid-19
Mean	15.25167	18.205
Variance	48.84014	62.98161
Observations	2	2
Pearson Correlation	1	
Hypothesized Mean Difference	0	
df	1	

t Stat	-4.40796
P(T<=t) one-tail	0.071011
t Critical one-tail	6.313752
P(T<=t) two-tail	0.142021
t Critical two-tail	12.7062

H0: There is no significant difference in net profit margin before and after Covid-19 period for selected 2 FMCG companies of India.
H1: There is significant difference in net profit margin during before and after Covid-19 period for selected 2 FMCG companies of India.

RESULT
From the above table it can be seen that P value (Two Tail) is 0.142021 which is higher than significance value 0.05 (P value < 0.05) which means, the study fails to reject Null Hypothesis (H0) and it concludes that there is no significant difference in net profit margin before and after Covid-19 period for selected 2 FMCG companies of India

3. **RETURN ON ASSETS (%)**

RETURN ON ASSETS (%)						
NAME	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18
Godrej Consumer Products Ltd	14.33	16.65	15.90	16.99	26.33	15.09
TATA Consumer Products Ltd	6.09	6.22	4.61	4.34	8.21	10.92

INTERPRETATION
For Godrej Consumer Products Ltd:
In the post-COVID-19 period (2020-21 to 2022-23), the return on assets ranged from 14.33% to 16.65%. This indicates a relatively stable and consistent return on assets for the company during this period.
In the pre-COVID-19 period (2017-18 to -2019-20), the return on assets ranged from 15.09% to 26.33%. The company had higher return on assets during this period compared to the post-COVID-19 period.
For TATA Consumer Products Ltd:
In the post-COVID-19 period (2020-21 to 2022-23), the return on assets ranged from 4.61% to 6.22%. The return on assets remained relatively stable but lower during this period.
In the pre-COVID-19 period (2017-18 to -2019-20), the return on assets ranged from 4.34% to 10.92%. The company had higher return on assets during this period compared to the post-COVID-19 period.

Comparing the two companies:
Godrej Consumer Products Ltd consistently had higher return on assets compared to TATA Consumer Products Ltd throughout the given time period, both before and after the COVID-19 period.
Both companies experienced a decrease in return on assets during the post-COVID-19 period compared to the pre-COVID-19 period, although Godrej Consumer Products Ltd maintained a higher level of return on assets.
t-Test: Paired Two Sample for Means

	Post Covid-19	Pre Covid-19
Mean	10.63333	13.64667
Variance	49.86676	67.82242
Observations	2	2
Pearson Correlation	1	
Hypothesized Mean Difference	0	
df	1	
t Stat	-3.63052	
P(T<=t) one-tail	0.085555	
t Critical one-tail	6.313752	
P(T<=t) two-tail	0.171109	
t Critical two-tail	12.7062	

H0: There is no significant difference in return on asset before and after Covid-19 period for selected 2 FMCG companies of India.
H1: There is significant difference in return on asset before and after Covid-19 period for selected 2 FMCG companies of India.

RESULT
From the above table it can be seen that P value (Two Tail) is 0.171109 which is higher than significance value 0.05 (P value < 0.05) which means, the study fails to reject Null Hypothesis (H0) and it concludes that there is

no significant difference in return on asset before and after Covid-19 period for selected 2 FMCG companies of India.

4. **RETURN ON CAPITAL EMPLOYED (%)**

RETURN ON CAPITAL EMPLOYED (%)						
NAME	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18
Godrej Consumer Products Ltd	20.05	21.57	25.26	27.94	30.69	27.14
TATA Consumer Products Ltd	9.71	9.51	7.69	7.16	12.92	12.35

INTERPRETATION
For Godrej Consumer Products Ltd:
In the post-COVID-19 period (2020-21 to 2022-23), the return on capital employed ranged from 20.05% to 25.26%. This indicates a relatively stable and consistent return on capital employed for the company during this period.
In the pre-COVID-19 period (2017-18 to -2019-20), the return on capital employed ranged from 27.14% to 30.69%. The company had higher return on capital employed during this period compared to the post-COVID-19 period.

For TATA Consumer Products Ltd:
In the post-COVID-19 period (2020-21 to 2022-23), the return on capital employed ranged from 7.69% to 9.71%. The return on capital employed remained relatively stable but lower during this period.
In the pre-COVID-19 period (2017-18 to -2019-20), the return on capital employed ranged from 7.16% to 12.92%. The company had higher return on capital employed during this period compared to the post-COVID-19 period.

Comparing the two companies:
Godrej Consumer Products Ltd consistently had higher return on capital employed compared to TATA Consumer Products Ltd throughout the given time period, both before and after the COVID-19 period.
Both companies experienced a decrease in return on capital employed during the post-COVID-19 period compared to the pre-COVID-19 period, although Godrej Consumer Products Ltd maintained a higher level of return on capital employed.

t-Test: Paired Two Sample for Means

	Post Covid-19	Pre Covid-19
Mean	15.63167	19.7
Variance	88.75561	158.0642
Observations	2	2
Pearson Correlation	1	
Hypothesized Mean Difference	0	
df	1	
t Stat	-1.82573	
P(T<=t) one-tail	0.159504	
t Critical one-tail	6.313752	
P(T<=t) two-tail	0.319008	
t Critical two-tail	12.7062	

H0: There is no significant difference in return on capital employed before and after Covid-19 period for selected 2 FMCG companies of India.
H1: There is significant difference in return on capital employed before and after Covid-19 period for selected 2 FMCG companies of India.
RESULT
From the above table it can be seen that P value (Two Tail) is 0.319008 which is higher than significance value 0.05 (P value < 0.05) which means, the study fails to reject Null Hypothesis (H0) and it concludes that there is no significant difference in return on capital employed before and after Covid-19 period for selected 2 FMCG companies of India.

5. **RETURN ON NETWORTH / EQUITY (%)**

RETURN ON NETWORTH / EQUITY (%)						
NAME	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18

Godrej Consumer Products Ltd	16.12	18.83	19.25	23.01	35.62	21.54
TATA Consumer Products Ltd	7.46	7.54	5.53	4.83	9.29	12.68

INTERPRETATION
For Godrej Consumer Products Ltd:
In the post-COVID-19 period (2020-21 to 2022-23), the return on net worth ranged from 16.12% to 19.25%. This indicates a relatively stable and consistent return on equity for the company during this period.
In the pre-COVID-19 period (2017-18 to -2019-20), the return on net worth ranged from 21.54% to 35.62%. The company had higher return on equity during this period compared to the post-COVID-19 period.

For TATA Consumer Products Ltd:
In the post-COVID-19 period (2020-21 to 2022-23), the return on net worth ranged from 5.53% to 7.54%. The return on equity remained relatively stable but lower during this period.
In the pre-COVID-19 period (2017-18 to -2019-20), the return on net worth ranged from 4.83% to 12.68%. The company had higher return on equity during this period compared to the post-COVID-19 period.

Comparing the two companies:
Godrej Consumer Products Ltd consistently had higher return on net worth compared to TATA Consumer Products Ltd throughout the given time period, both before and after the COVID-19 period.
Both companies experienced a decrease in return on net worth during the post-COVID-19 period compared to the pre-COVID-19 period, although Godrej Consumer Products Ltd maintained a higher level of return on equity.

t-Test: Paired Two Sample for Means

	Post Covid-19	Pre Covid-19
Mean	12.455	17.82833
Variance	62.98161	158.2421
Observations	2	2
Pearson Correlation	1	
Hypothesized Mean Difference	0	
df	1	
t Stat	-1.63655	
P(T<=t) one-tail	0.174593	
t Critical one-tail	6.313752	
P(T<=t) two-tail	0.349185	
t Critical two-tail	12.7062	

H0: There is no significant difference in return on net worth/equity before and after Covid-19 period for selected 2 FMCG companies of India.
H1: There is significant difference in return on networth/equity before and after Covid-19 period for selected 2 FMCG companies of India.

RESULT
From the above table it can be seen that P value (Two Tail) is 0.349185 which is higher than significance value 0.05 (P value < 0.05) which means, the study fails to reject Null Hypothesis (H0) and it concludes that there is no significant difference in return on networth/equity during before and after Covid-19 period for selected 2 FMCG companies of India.

6. CONCLUSION

The following conclusions can be drawn from the examination of the five ratios for Godrej Consumer Products Ltd. and TATA Consumer Products Ltd. over the specified time period: Current Ratio, Net Profit Margin, Return on Assets, Return on Capital Employed and Return on Net Worth/Equity.

Liquidity: Godrej Consumer Products Ltd.'s liquidity significantly improved following the COVID-19 period, as evidenced by an upward trend in the Current Ratio. Conversely, TATA Consumer Products Ltd. confronted a decrease in liquidity after the Coronavirus time frame, with a diminishing pattern in the Ongoing Proportion.

Profitability: When compared to the time before COVID-19, the post-COVID-19 period saw a slight decline in profitability for both businesses. However, Godrej Consumer Products Ltd. consistently outperformed TATA

Consumer Products Ltd. over the specified time period in terms of Net Profit Margins, Return on Assets, Return on Capital Employed and Return on Net Worth/Equity.

Financial Results: Godrej Consumer Products Ltd.'s financial performance remained relatively stable and consistent after COVID-19, while TATA Consumer Products Ltd.'s various financial ratios showed a slight decline.

Compared to after COVID-19: The two organizations encountered a diminishing in different monetary proportions during the post-Coronavirus period contrasted with the pre-Coronavirus period. In terms of liquidity, profitability, returns on assets, capital employed and net worth, Godrej Consumer Products Ltd., on the other hand, generally maintained a higher level of financial performance.

REFERENCES

[1] Adejare, B. O., Olaore, G. O., Udofia, E. E., & Adenigba, O. A. (2021). COVID-19 Pandemic and Business Survival as Mediation on the Performance of Firms in the FMCG-Sector. Athens Journal of Business & Economics, 239.

[2] Alsamhi, M. H., Al-Ofairi, F. A., Farhan, N. H., Al-Ahdal, W. M., & Siddiqui, A. (2022). Impact of Covid-19 on firms' performance: Empirical evidence from India. Cogent Business & Management, 9(1), 2044593.

[3] Biswas, S., Bandyopadhyay, G., & Mukhopadhyaya, J. N. (2022). A multi-criteria based analytic framework for exploring the impact of Covid-19 on firm performance in emerging market. Decision Analytics Journal, 5, 100143.

[4] Devi, S., Warasniasih, N. M. S., Masdiantini, P. R., & Musmini, L. S. (2020). The impact of COVID-19 pandemic on the financial performance of firms on the Indonesia stock exchange. Journal of Economics, Business, & Accountancy Ventura, 23(2), 226-242.

[5] Khan, M. M. (2021). Financial Performance of FMCG companies-Post COVID-19. International Journal of Economics and Management Systems, 6.

[6] Rababah, A., Al-Haddad, L., Sial, M. S., Chunmei, Z., & Cherian, J. (2020). Analyzing the effects of COVID-19 pandemic on the financial performance of Chinese listed companies. Journal of Public Affairs, 20(4), e2440.