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(57) Abstract :

A firm's performance assessment is a topic that has been the subject of debate for many years among decision-makers such as managers, planners, economists, and members of the academic community. A company's policies and activities are evaluated in terms of their monetary outcomes, known as financial evaluation. Financial performance analysis is the examination and interpretation of financial statements so that it provides a comprehensive diagnostic of the profitability and financial soundness of a company. A broad indicator of a company's overall financial health over some time, this word may be used to compare comparable businesses within the same company or to compare companies or industries in aggregate. A company's production and productivity performance, profitability performance, liquidity performance, leverage performance, asset utilization performance, and growth performance are regularly evaluated by financial analysts. To identify the financial strengths and weaknesses of a company, the financial performance analysis must first establish accurate linkages between the items on the balance sheet and those on the profit and loss statement. It has been attempted in this study to analyze the profitability position of five prominent pharmaceutical businesses in India using the mean, standard deviation, coefficient of variation, multiple regression, and analysis of variance as measures of success.

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