

Performance Analysis of Indian Telephone Industries Limited During the Period of 1983-89

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Abstract

This paper analyses the performances of India Telephone Industries Limited for the six-year period from 1983-89. This period witnessed a drastic change in the market environment of the company. The company had to face stiff competition and no longer a monopoly. Technological changes made some of the product lines of the company obsolete. The analysis shows that the company has done well in the competitive market. The profitability measures have consistently good values. The average sales growth is 22% during the period. Through the company's short-term policy decisions seem right, it needs to do better as regards long term policy.

Keywords: Profitability, Market Position, Productivity, Corporate Policy.