

## SALES/REVENUE

### Importance:

- Sales play a key role in the building of loyalty and trust between customer and business.
- Organizations with aligned sales and marketing functions tend to be strategic and big-picture oriented.

## EBITDA (INCL OTHER INCOME)

### How to Calculate?

Earnings Before Interest, Tax, Depreciation, and Amortization (EBITDA): Revenue - Operating Expenses.

### Importance:

- EBITDA or Operating profits are important because it is an indirect measure of efficiency.
- The higher the operating profit, the more is profitable a company's core business.

## NET PROFIT

### How to Calculate?

Net Profit: Total Revenue – Total Expenses.

### Importance:

- Net profit is one of the most important indicators of a company's financial health.
- Net profit is equal to how much net income is generated as a percentage of revenue.

## MINORITY INTEREST

### Importance:

Most minority interests range between 20% and 30%. The minority interest stakeholders generally have very little say or influence in the direction of the company. That's why it's also referred to as non-controlling interests (NCIs).

## SHARE OF ASSOCIATES

### Importance:

Associate companies can be used in the context of a joint venture between several different partners, each of whom brings a different element to the group.

## EPS

### How to Calculate?

Earnings per share (EPS): Net Income divided by No. of Outstanding Shares.

### Importance:

- The resulting number serves as an indicator of a company's profitability value.
- The higher a company's EPS, the more profitable it is considered.

## EBITDA MARGIN %

### How to Calculate?

EBIT Margin: EBIT divided by Sales or Revenue.

### Importance:

- EBIT margin indicates how profitable the core business of the company is while generating revenue from its core business value.
- The sustainable EBIT of the company over a period of time indicates the amount of debt the company will be able to take on its books.
- EBIT Margin forms one of the cornerstones of evaluating the health, profitability and efficiency of a company. Rising Operating Profit Margin is good but sustainable Operating Profit Margin is better.

## NET PROFIT MARGIN %

### How to Calculate?

Net Profit Margin: Net Profit divided by Sales.

### Importance:

- Net profit margin is one of the most important indicators of a company's financial health.
- Net profit margin helps investors assess if a company's management is generating enough profit from its sales.

## 5 YEARS EPS CAGR

### How to Calculate?

5 Year EPS CAGR : $[(\text{Present EPS divided by EPS Of 5 Year ago}) \text{ to the power } (1/5)] - 1$

### Importance:

- CAGR or compounded annual growth rate is one of the most accurate ways to calculate and determine returns for anything that can rise or fall in value over time.
- Investors can compare the CAGR of two alternatives in order to evaluate how well one stock performed against other stocks in a peer group or against a market index.

## YOY SALES/REVENUE

### How to Calculate?

YOY Sales/Revenue: Number of a product sold during YoY or Year on Year -

- Mar'19 vs Mar,20
- Dec'18 vs Dec'19
- Sep'18 vs Sep'19
- Jun'19 vs Jun'20

### Importance:

For Example Vadilal which is an Ice Cream Company. In December the sales and Profit of Vadilal goes in negative and remain higher in June. Thus one has to compare Dec'18 vs Dec'19

## YOY EBITDA (INCL OTHER INCOME)

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