

MARKETING MANAGEMENT

Assignment - 2-9

S.D.S

2.5

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M. Com [CA].

(4)

PARTICULARS	
Non-CURRENT ASSETS	
a) Property, Plant & Equipment	68031.32
b) Capital Work - In Progress	19222.22
c) Right of Use Asset	10347.07
d) Goodwill	242.30
e) Other Intangible Asset & Investment & Associate and joint ventures	5471.00 179.32
a) FINANCIAL ASSET	
i) Investment	31.51
ii) Other financial assets	622.67
f) Other Non-Current Assets	5368.12
TOTAL Non-CURRENT ASSETS	109515.53
CURRENT ASSETS	
a) Inventories	21505.33
b) Financial Assets	
i) Trade Receivable	3593.85
ii) Cash and Cash Equivalents	2422.12
iii) Bank Balance OTG Man	2176.50
iv) Other	3.11
c) Current Tax Asset (Net)	6267.11
d) Other Current Asset	42356.30
TOTAL CURRENT ASSET TOTAL ASSET	1513871.83

Equity and liabilities

Equity

a) Equity Share Capital

b) Other Equity

Equity attribute to owner of the Parent
- company

Non-Controlling Interest

TOTAL EQUITY

6496.07

62869.91

69364.98

1281.55

70846.53

LIABILITIES

Non-CURRENT LIABILITIES:

a) Financial liabilities

i) Borrowing

ii) Lease liabilities

b) Provision

c) Different Tax Liabilities [Net]

d) Other Non-Current Liabilities

TOTAL Non-CURRENT LIABILITIES

31889.38

1978.85

2126.85

3430.11

68.40

39493.18

CURRENT LIABILITIES

a) Financial Liabilities

i) Borrowing

a) Lease liabilities

b) Trade Payables.

ii) Other Financial Liabilities

c) Provision

d) Current loan liabilities.

20054.49

390.38

767.48

4650.93

825.43

390.02

41532.12

MARKETING COST

(2)

MARKETING EXPENSES [2022]

Advertising	- 544 Crores
Promotional Exp	- 214 Crores
Sales Promotion	- 137 Cr
Event Marketing	: 25 Cr
Digital Marketing	: 50 Cr
TOTAL MARKETING EXP	: 970 Cr

MARKETING Mix

TELEVISION Advertising	- (40%)
Print Media	- (20%)
Outdoor Advertising	- (15%)
Digital Media	- (10%)
Event Marketing	- (5%)
Promotional Activities	- (10%)