

M ARKETING M ANAGEMENT

A SSIGNMENT - 2-9

J. D. J.

B. VENNILA
IP23MM020
M. Com [CA]

Balance Sheet :

Particulars	31 Dec 2022
Assets (non-current)	
a) Property, Plant & equipment	68,031.32
b) capital work-in progress	19,222.22
c) Right-of-use asset	10,347.07
d) Goodwill	242.30
e) other intangible asset	5,471.00
f) Investment in associate and joint ventures	179.32
g) Financial asset	
i) Investment	31.51
ii) other financial asset	622.67
h) other non-current assets	5,368.12
Total non-current assets	109,515.53
current assets	
a) Investors	21,505.33
b) Financial asset	
i) Trade receivable	3593.85
ii) cash and cash equivalent	2422.12
iii) Bank balance at G Han	2176.50
iv) others	3.11
c) current debt asset (net)	6267.11
d) other current asset	42356.30
Total current Asset Total Asset	151,871.83

Equity and liabilities

Equity

a) Equity share capital

6496.07

b) other Equity

62869.91

Equity attributable to owners of the Parent
- company

69364.98

Non-controlling Interest

1281.55

Total equity

70846.53

Liabilities

Non-current liabilities:

a) Financial liabilities

i) Borrowing

31889.38

ii) Lease liabilities

1978.85

b) Provision

2126.85

c) Different Tax liabilities [Net]

3430.11

d) other non-current liabilities

68.40

Total Non-current Liabilities

39493.18

current liabilities:-

a) Financial liabilities

i) Borrowing

20054.49

a) Lease liabilities

390.38

b) Trade Payables

767.48

ii) other financial liabilities

4650.93

c) Provision

825.43

d) current loan liabilities

390.02

41532.12

MARKETING COST

MARKETING EXPENSES [2002]

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%)
Promotion Activities	-(10%)