

Survey of companies in haryana

[Business](#), [Company](#)



PALL & CO is in the business of electronics and furniture since the last 3 decades. It was established in 1980 and its annual turnover stands at a whopping Rs. 40 crores. It operates primarily in Rohtak, Haryana. Pall & Co. is associated with some of the India's largest brands like Godrej, IFB, etc. Recently, it has started the distribution of Voltas products. Its major customer base includes institutional, industrial and government organizations as well as commercial establishments such as showrooms, restaurants, banks, hospitals, theatres, shopping malls and boutiques..

It also supplies washing machines and air conditioners to M. D. U and IIM Rohtak. Lohchab Motors Pvt. Ltd was established in 2009 and currently has an employee base at 65 employees. It operates mainly in Rohtak, Haryana. It has an annual turnover of approx. Rs. 100 crores and the firm's net worth is around Rs. 15 crores. It is an authorized dealership of Mahindra ; Mahindra Limited. Mahindra products are marketed through Lohchab Mahindra showrooms located at strategic points in the city of Rohtak and Jhajjar. Lohchab Motors has multiple state-of-the-art workshops located at both Rohtak and Jhajjar.

The huge workshops have a combined capacity of 30 bays with ultra modern facilities such as Paint Shop, Crash Repair Equipment, Accident Repair Shop etc. Lohchab Mahindra works constantly to create customer delight and strives on building relations through commendable service. In 2011, the firm also started distribution of Yamaha in Rohtak, but due to the bleak demand of Yamaha products in Haryana, the firm has now switched to Honda Motors India. In addition to offering Mahindra ; Honda products, the firm also

provides car and bike repairing services. Profile of the Company:

LakshayFoodPlaza.

Lakshay Food Plaza is a franchise of the famous chain Dosa Plaza in Rohtak, Haryana. It was established in the year 2011, and continues to grow at an exhilarating pace. It has a deep commitment for societal benefit and has sponsored IIM Rohtak's initiatives of Swabhav-- autorickshaw project of helping the girl education and Marathon—India for the Girl Child. It has annual turnover of approx Rs. 30 crores and net worth of approx Rs. 4 crores. Dosa Plaza offers the world's widest menu in Dosa and is perhaps India's single most popular foodservice retailer. It has international presence with outlets in Dubai, New Zealand etc.

and also a widespread national presence with outlets in Bangalore, Mumbai, Gurgaon, New Delhi, Patna, Ranchi, Nagpur, Nashik, Bhopal, Jaipur, Lucknow, etc. Respondents' Profiles. Kamal Kant Bhutani is the General Manager - Marketing and accountant at Pall ; Co. He is son of Mr. Bhutani, the Managing Director of Pall ; Co. He is a Bachelor of Commerce and currently is in his final year in Chartered Accountancy. Jitesh Lohchab is the CEO of Lohchab Motors Pvt. Ltd. He has done his PostGraduation from IIM Kozhikode and graduation from Delhi College of Engineering in the field of Mechanical Engineering.

Prior to working at Lohchab Motors, he has worked as a senior consultant at Deloitte Touche Tohmatsu. Small firms have their prime objective as maximizing customer satisfaction and believe that this objective alone would lead to other objectives directly getting fulfilled. Societal commitment comes

at the end once the business has attained stability. Lakshay Food Plaza was an exception to this. Small firms have few conflicts of interest and all the employees are deeply involved towards achieving growth through maximizing customer's satisfaction.

Timing of cash flows and opportunity costs are considered to be the most important factors when making investment decisions. None of the firms surveyed use any of NPV, IRR, MIRR methods. Accounting rate of return and payback period are the most preferred methods used. Time value of money concepts are not used in evaluation of projects. Scenario analysis is the most preferred risk assessment technique used. Estimation of cost of equity capital is done through judgement and investor's required rate of return. Though not directly used, the CAPM model is always there at the back of the mind when calculating equity cost of capital.

Current average interest rate on outstanding debt is used as the current pre tax cost of debt by all the firms. The risk free rate for the firms depends on the duration of the project. Beta estimation is considered to be a difficult task and is safely outsourced to consultants. Internal accruals and debt are used most frequently as sources of long term funding. Factors considered important for assigning the debt to equity ratio vary from firm to firm and depend on the perception of the management. Supplier's credit wherever and cash credit limit provided by banks are most important short term sources of funding used by the firms.