CONTENTS

Chapter	Titles	Page No.
No.		
	Declaration	
	Certificate	
	Acknowledgment	
Chapter I	Introduction And Research Methodology	1-09
	1.1 Introduction	1
	1.2 Problem Identification	1
	1.3 Title of the problem	2
	1.4 Review of Literature	2
	1.5 Objective of the Study	2
	1.6 Hypothesis	3
	1.7 Scope of the Study	3
	1.8 Period of the Study	4
	1.9 Data Collection and Data Analysis	4
	1.10 Tools and Techniques used for Analysis	5
	1.11 Limitation of the study	6
	1.12 Chapter Scheme	7
	1.13 Conclusion	
	References	8
- American		9
Chapter II	Review of Literature	10-40

	2.1 Introduction	10
	2.2 Theoretical framework (Receivable Management)	10
	2.2.1 Receivable Management	10
	2.2.2 Goal of Receivable Management	13
:	2.2.3 Objects of Receivable Management	13
	2.2.4 Characteristics of Maintaining Receivables	14
	2.2.5 Scope of Receivable Management	16
	2.2.6 Ratios of Receivable Management	22
	2.3 Receivable Management in Automobile Industry	25
	2.4 Review of Literature	26
	2.4.1 Introduction	26
	References	37
Chapter III	Profile of Automobile Industry	41-62
Chapter III	Profile of Automobile Industry 3.1 Introduction	41-62
Chapter III		
Chapter III	3.1 Introduction	41
Chapter III	3.1 Introduction 3.2 History and Growth of Indian Automobile Sector	41
Chapter III	3.1 Introduction3.2 History and Growth of Indian Automobile Sector3.2.1 Evolution of the Indian Automotive Industry	41 41 44
Chapter III	 3.1 Introduction 3.2 History and Growth of Indian Automobile Sector 3.2.1 Evolution of the Indian Automotive Industry 3.2.2 India's Automotive Growth 	41 41 44 45
Chapter III	 3.1 Introduction 3.2 History and Growth of Indian Automobile Sector 3.2.1 Evolution of the Indian Automotive Industry 3.2.2 India's Automotive Growth 3.2.3 Dynamics Growth of Automotive Segment 3.3 Growth of Automobile Sector in Pune 3.3.1 Automobile sector of pune and their major 	41 41 44 45 46
Chapter III	 3.1 Introduction 3.2 History and Growth of Indian Automobile Sector 3.2.1 Evolution of the Indian Automotive Industry 3.2.2 India's Automotive Growth 3.2.3 Dynamics Growth of Automotive Segment 3.3 Growth of Automobile Sector in Pune 	41 41 44 45 46 52
Chapter III	 3.1 Introduction 3.2 History and Growth of Indian Automobile Sector 3.2.1 Evolution of the Indian Automotive Industry 3.2.2 India's Automotive Growth 3.2.3 Dynamics Growth of Automotive Segment 3.3 Growth of Automobile Sector in Pune 3.3.1 Automobile sector of pune and their major 	41 41 44 45 46 52
Chapter III	3.1 Introduction 3.2 History and Growth of Indian Automobile Sector 3.2.1 Evolution of the Indian Automotive Industry 3.2.2 India's Automotive Growth 3.2.3 Dynamics Growth of Automotive Segment 3.3 Growth of Automobile Sector in Pune 3.3.1 Automobile sector of pune and their major impact on Receivable Management	41 41 44 45 46 52 52

	3.4.1 SWOT of Automobile Industry	55
	3.5 SWOT Analysis of Key Players	55
	3.5.1 Introduction of Tata Motors	55
	3.5.2 Introduction of Maruti Suzuki Ltd.	57
	3.5.3 Introduction of Mahindra & Mahindra	57
	3.5.4 Introduction of Force Motors Ltd.	58
	3.5.5 Introduction of Ashok Lelyand	60
	3.6 Conclusion	61
	References	62
Chapter IV	Data Analysis and Interpretation	63-83
	4.1 Introduction	63
	4.2 Introduction of Trend Analysis of Sales and Trade	
	Debtors	63
	4.3 Introduction of Trade Debtors in Current Assets	69
	4.4 Debtors turnover Rate and Average Collection	72
	Period	73
	4.5 Ratio of the Receivables	78
	4.6 Testing of Hypothesis	81
		01
Chapter V	Conclusions	84-90
	5.1 Introduction	84
	5.2 Findings of the study	84
	5.3 Suggestions of the Study	86
	5.4 Conclusions of the Study	
		88
	BIBLIOGRPHY	91-93
	APPENDICES	93-124

TABLE OF CONTENT

Table No.	Title of Table	Page No.
3.2.3 (a)	Share of Segment in Total Vehicle Production	51
4.2.1 (a)	Indices of sales in Automobile Industry for pune region.	64
4.2.1 (b)	Indices of Trade Debtors in Automobile Industry for pune region.	65
4.3.1	Size of Trade Debtors in Automobile Industry in Pune Region.	70
4.4.1	Turnover and Collection Period of Trade Debtors	74-75
4.5.1	Receivables Management Ratios of Sample Companies	79
4.6.1	The Significance of the Ratios of Receivable Management	82