

A STUDY ON FINANCIAL PERFORMANCE OF THE COONOOR TEA ESTATES COMPANY PRIVATE LIMITED

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DOI: <https://doi.org/10.5281/zenodo.18959591>

Published Date: 11-March-2026

Abstract: Financial performance analysis plays a crucial role in understanding the operational efficiency and profitability of an organization. This study focuses on the financial performance of The Coonoor Tea Estates Company Private Limited, a tea plantation company located in Coonoor, Tamil Nadu. The objective of this research is to evaluate the financial strength, profitability, and growth of the company through financial statement analysis and ratio analysis. The study uses secondary data collected from company reports, financial records, and related sources. The findings reveal trends in revenue, profit, and asset utilization, and provide suggestions to improve financial performance. This study helps understand the financial stability and sustainability of tea estate companies operating in the plantation sector.

Keywords: Financial performance, Tea industry, Profitability, Ratio analysis, Plantation sector.

1. INTRODUCTION

The Coonoor Tea Estates Company Private Limited is a prominent tea plantation and manufacturing company situated in the scenic hills of Coonoor in the Nilgiri Hills of Tamil Nadu, India. The region is globally recognized for producing high-quality tea due to its cool climate, rich soil, and favorable geographical conditions. Tea cultivation in the Nilgiris has a long history and has contributed significantly to the economic and social development of the region.

The company is primarily engaged in the cultivation, processing, and marketing of premium quality tea. With well-maintained plantations spread across the hilly terrain, the organization follows systematic agricultural practices to ensure healthy tea growth and high productivity. The tea leaves harvested from the estates are carefully processed using modern techniques in order to maintain flavor, aroma, and quality standards required in the competitive tea market.

The Coonoor Tea Estates Company Private Limited plays a vital role in supporting the local economy by generating employment opportunities for a large number of workers in plantation activities such as plucking, pruning, and processing. The company also contributes to the welfare of its employees by providing basic facilities, safe working conditions, and social support within the plantation community.

In addition to economic contributions, the company emphasizes sustainable plantation management and environmental conservation. The Nilgiri region is known for its rich biodiversity, and tea estates in the area adopt responsible farming practices to preserve soil fertility and protect the surrounding ecosystem. These practices help maintain long-term productivity while minimizing environmental impact.

The tea produced in the Nilgiri region is widely appreciated for its bright color, refreshing flavor, and unique aroma. Through its quality production and efficient management, The Coonoor Tea Estates Company Private Limited contributes to strengthening the reputation of Nilgiri tea in both domestic and international markets. The company continues to play a significant role in promoting the tea industry while supporting rural livelihoods and regional development.

Overall, the organization stands as an important contributor to the plantation sector of the Nilgiris, combining traditional tea cultivation with modern management practices to meet the evolving demands of the global tea market.

2. OBJECTIVES

- To analyze the solvency Position of the Company.
- To know the Profitability Position of the Company.

3. RESEARCH METHODOLOGY

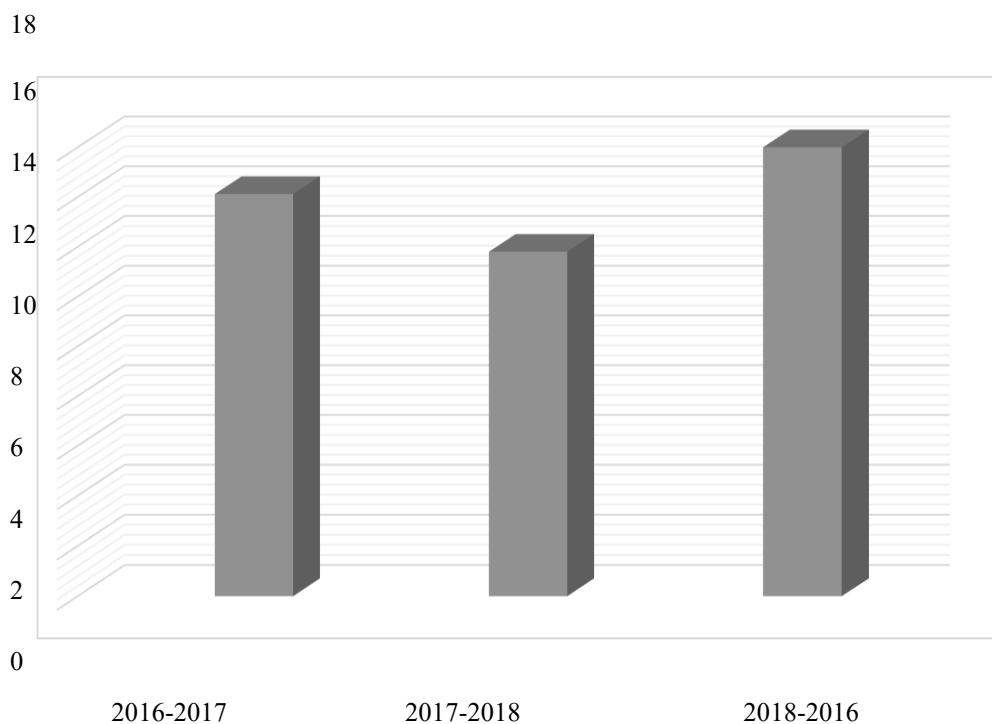
Research Design : Descriptive research design was adopted.
 Area of Study : Coonoor City.
 Sample Size : 100 respondents.
 Sampling Technique : Convenient sampling.
 Data Collection : Primary data through questionnaires; secondary data from journals and websites.
 Statistical Tools Used : Percentage analysis, Correlation analysis, and Chi-square test.
 Period of Study : 3 months.

4. DATA ANALYSIS AND FINDINGS

WORKING CAPITAL TURNOVER RATIO OF THE COMPANY

PARTICULARS	RATIO
2016-2017	16.12
2017-2018	13.8
2018-2019	18
CORRELATION	0.446
COEFFICIENT OF VARIENCE	13.17%

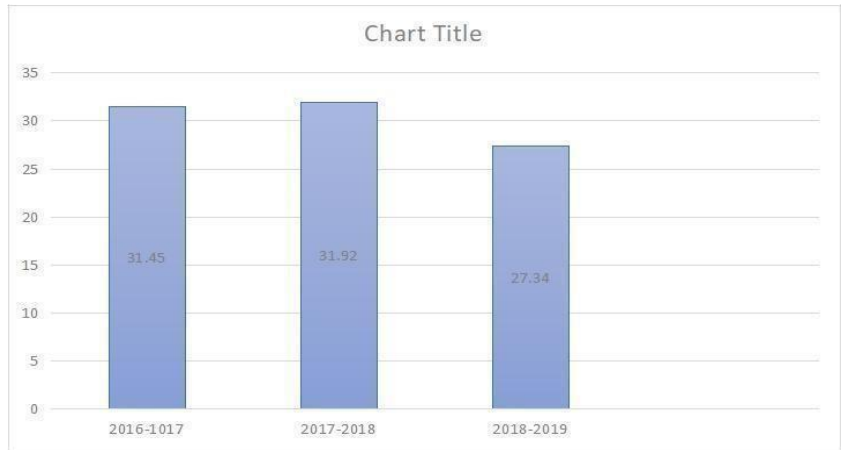
- The coefficient of variation is 13.17%, which indicates a relatively high level of variability in the responses.



DEBTORS TURNOVER RATIO OF THE COMPANY

PARTICULARS	RATIO
2016-2017	31.45
2017-2018	31.92
2018-2019	29.34
CORRELATION	-0.815
COEFFICIENT OF VARIANCE	8.33%

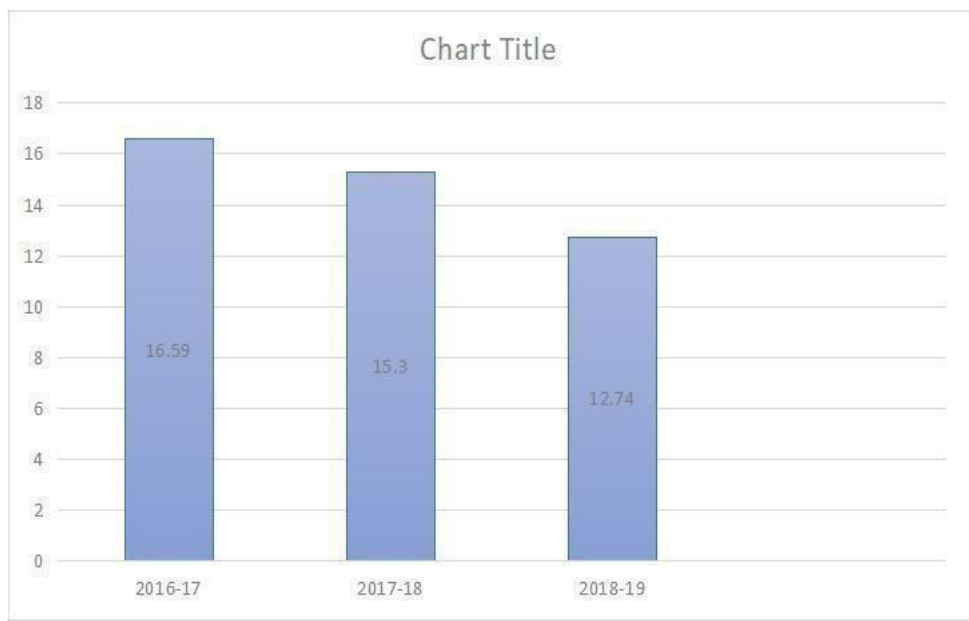
- The coefficient of variation value of 8.33% indicates that the data exhibit a comparatively high percentage of variation.



GROSS PROFIT RATIO OF THE COMPANY

PARTICULARS	RATIO
2015-2016	16.59
2016-2017	15.13
2017-2018	12.74
CORRELATION	0.990
COEFFICIENT OF VARIANCE	13.11%

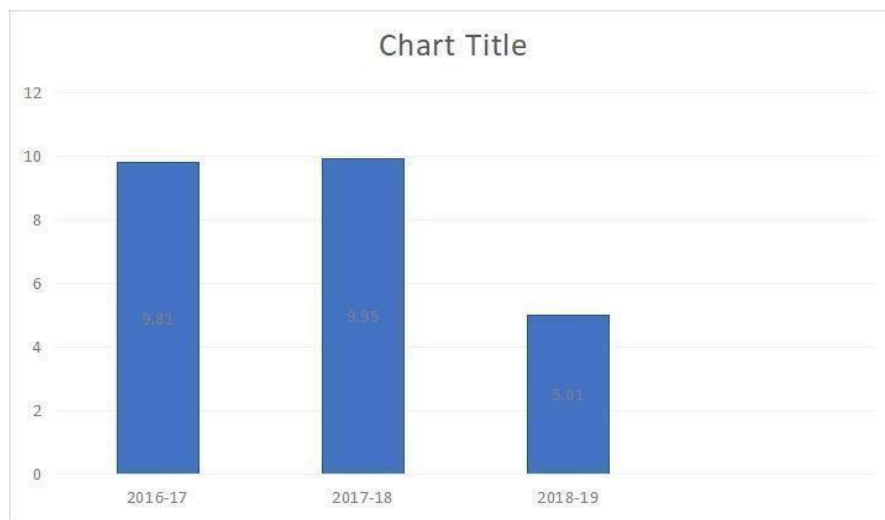
- The calculated coefficient of variation 13.11% shows a higher degree of dispersion among the respondents opinions.



NET PROFIT RATIO OF THE COMPANY

PARTICULARS	RATIO
2015-2016	9.81
2016-2017	9.95
2017-2018	5.01
CORRELATION	0.853
COEFFICIENT OF VARIANCE	34.06%

- A coefficient of variation of 34.06% suggests that there is noticeable variation in the data collected from the respondents.



5. CONCLUSION

The Coonoor Tea Estates Company Private Limited plays an important role in the development of the tea plantation industry in Coonoor, located in the Nilgiri Hills of Tamil Nadu, India. The company contributes significantly to the production of high-quality tea and supports the economic growth of the region. Through effective plantation management and modern processing techniques, the organization ensures the production of quality tea that meets market standards.

The company also provides employment opportunities for many local people and contributes to improving their livelihoods. By maintaining sustainable agricultural practices and focusing on worker welfare, the company supports both environmental conservation and social development in the plantation sector.

Overall, The Coonoor Tea Estates Company Private Limited continues to play a vital role in strengthening the reputation of Nilgiri tea and promoting the growth of the tea industry. Its commitment to quality production, responsible management, and community development makes it an important contributor to the plantation economy of the Nilgiri region.

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