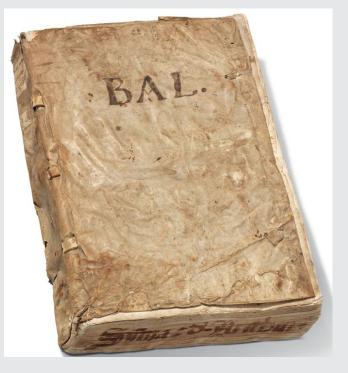
The End of Accounting

Dr. Himanshu Jain





First Book on Double-Entry Accounting (1494)





Luca Pacioli (1446-1517) The Father of Accounting and Bookkeeping

KAUTILYA'S ARTHASHASTRA

The Way of Financial Management and Economic Governance

How Kautilya's Arthashastra, written about 2,400 years ago, can solve many of India's current economic and other problems

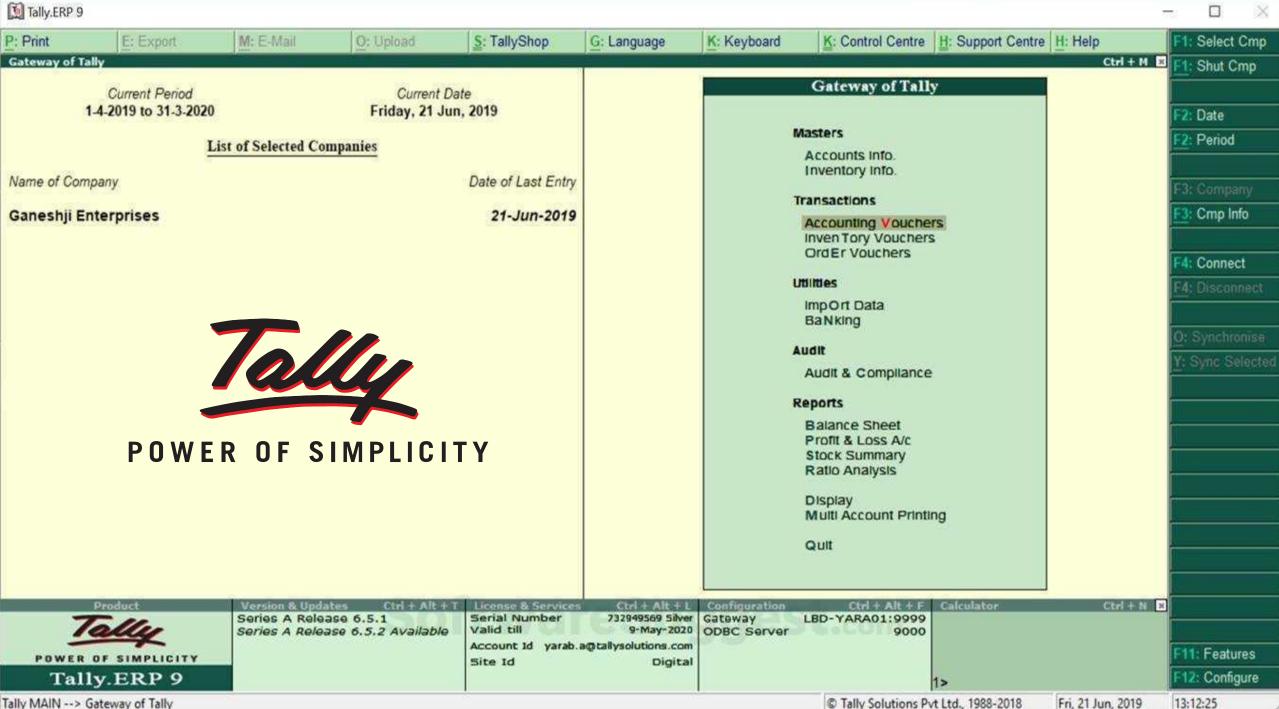








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Regulatory Environment



Let's think beyond it...







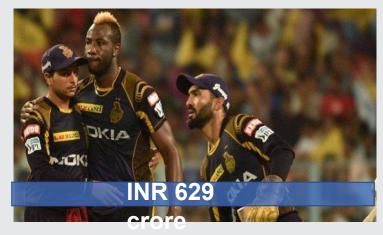




VALUE OF THE TEAMS







crore











VALUE OF THE TEAMS

















Mumbai Indians





INR 732 crore

1



INR 629 crore



clideo.com







Asia's Nobel Price

रवीश कुमार को मैग्सेसे अवार्ड

अंजना ओम कश्यप व सुधीर चौधरी के मुँह पर तमाचा है



BALANCE SHEET OF NEW DELHI TELEVISION (in Rs. Cr.) MAR 19 MAR 18 MAR 17 MAR 16 MAR 15

DALANCE SHEET OF NEW DELHI TELEVISION (III KS. CI.)	1	MAR 17	MAR 10	MAR 1/	MAK 10	MAR
ASSETS						
NON-CURRENT ASSETS						

.

Tangible Assets	23.86	31.73	43.93	57.18	71.20
Intangible Assets	0.37	0.68	0.95	1.47	1.90
Capital Work-In-Progress	0.00	0.00	0.00	0.00	0.00
Other Assets	11.19	11.45	11.08	0.00	0.00
FIXED ASSETS	35.42	43.85	55.96	58.64	73.10
Non-Current Investments	308.51	302.21	295.66	274.87	299.04
Deferred Tax Assets [Net]	0.00	0.00	0.00	0.00	0.00
Long Term Loans And Advances	5.01	4.58	5.32	46.34	28.26
Other Non-Current Assets	23.89	34.66	24.88	0.00	0.00
TOTAL NON-CURRENT ASSETS	372.83	385.30	381.82	379.86	400.39
CURRENT ASSETS					
Current Investments	0.00	0.00	0.00	0.00	9.31
Inventories	0.69	2.14	1.07	6.49	3.22
Trade Receivables	126.88	112.23	132.82	141.99	159.95
Cash And Cash Equivalents	6.13	20.63	18.98	18.98	19.26
Short Term Loans And Advances	0.20	2.42	1.65	79.54	74.28
OtherCurrentAssets	140.37	112.85	117.24	8.89	8.94
TOTAL CURRENT ASSETS	274.26	250.27	271.75	255.88	274.97
TOTAL ASSETS	647.09	635.57	653.57	635.74	675.36

MAR 19	MAR 18

ASSETS		
NON-CURRENT ASSETS		
Tangible Assets	23.86	31.73
Intangible Assets	0.37	0.68
Capital Work-In-Progress	0.00	0.00
Other Assets	11.19	11.45
FIXED ASSETS	35.42	43.85
Non-Current Investments	308.51	302.21
Deferred Tax Assets [Net]	0.00	0.00
Long Term Loans And Advances	5.01	4.58
Other Non-Current Assets	23.89	34.66
TOTAL NON-CURRENT ASSETS	372.83	385.30

CURRENT ASSETS

Current Investments	0.00	0.00
Inventories	0.69	2.14
Trade Receivables	126.88	112.23
Cash And Cash Equivalents	6.13	20.63
Short Term Loans And Advances	0.20	2.42
OtherCurrentAssets	140.37	112.85
TOTAL CURRENT ASSETS	274.26	250.27
TOTAL ASSETS	647.09	635.57















इंडियॉ

ASSETS

NON-CURRENT ASSETS

Tangible Assets	23.86	31.73	43.93	57.18	71.20	
Intangible Assets	0.37	0.68	0.95	1.47	1.90	
Capital Work-In-Progress	0.00	0.00	0.00	0.00	0.00	
Other Assets	11.19	11.45	11.08	0.00	0.00	
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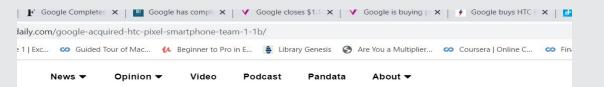












Google Acquired HTC Pixel Smartphone Team at \$1.1B





1	×	F Google Completes	\$1.1	Billion A 🗙	🛄 Goo	glie	has completed its	e acq		Google (closes	\$1.1 billion	deal to 🗙	V
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Google is buying part of HTC's smartphone team for \$1.1 billion

About 2,000 HTC staffers to join Google By Chris Wetch | Sep 20, 2017, 10:11pm EDT

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		Home / Tech News / Goo	gle buys HTC R&D for \$1.1	billion – what it does and doe	sn't mean		

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Google buys HTC R&D for \$1.1 billion – what it does and doesn't mean

Josh Levenson | January 30, 2018 10:35 am GMT





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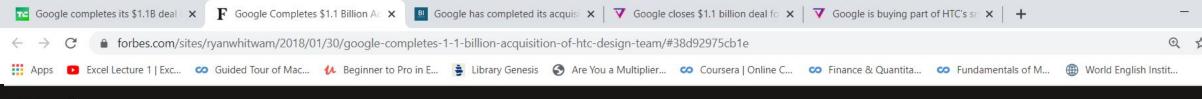
Google Completes \$1.1 Billion Acquisition Of HTC Design Team



Ryan Whitwam Former Contributor ① Consumer Tech A lover of Android, keyboards, and other things that go beep.

(This article is more than 2 years old.





Forbes

Billionaires Innovation Leadership Money Business Small Business Lifestyle Lists Advisor Featured Breaking More

Rumors swirled last year that Google would acquire troubled smartphone maker HTC as the release of the Pixel 2 approached. However, the deal eventually announced was much more limited in scope. Google agreed to acquire most of HTC's design team for \$1.1 billion. Today, Google says it has completed the deal.

Google says it's getting about 2,000 engineers, designers, and support staff from the deal. The employees won't have to relocate as Google already has extensive operations in HTC's native Taiwan. Sources close to the deal claim HTC is giving up a substantial majority of its R&D team in the deal. This division was responsible not only for working on HTC's branded phones, but also contract jobs like the Google Pixel phones. HTC says it still has a "best-in-class engineering team."

This move marks a substantial expansion of Google's hardware efforts. The firstgeneration Pixel phones were designed by HTC under Google's direction. The same is true of the second-gen Pixels, but HTC shared that responsibility with LG. Having its own army of hardware designers could let Google take on most of the preliminary work itself, then pass off the manufacturing to a company like HTC.

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FINANCIAL INFORMATION

1. Abbreviated Balance Sheets for the Past Five Fiscal Years

(1) Abbreviated Balance Sheets - IFRS

					Teur	3	Sail: NTB then		U	nit: NI	r\$ thousand
Traine			2018	2017	31196	2013					
Current Assets			26067.272	15,793,858	41319/540	58,046,219	sta 2016		2015		201
Properties			7,6414(264	9/242.069	10.501/007	13,332,856	18.69,540		58,086,219		85,050,26
tritangible Assets			30,698	72,384	309328	622,338	1.3		13,152,866		18,660,10
Othur Assets			34,352,320	39,410,754	263,679,406	75,621,798	1,997		13,152,866		18,660,10
Total Assets			19,891,504	40,026,040	102,610,114	127,475,021	1010 9,321		622,138		1,222,75
	Bellier Appropr	rlation	24,564,928	81.201,044	50,831.122	62,664,620	82,89,456		55,613,798		58,079,13
Carrent Liabilities	After Appropr	and the second		11,295,988	50.831.122	62,664,620	^{82,8} 0,314	3	127,475,021		163,012,21
Non-current Liabilitie		Appro	sittee priation	51,98) 24,566,928	7.60% 31,29	^{18,306} 95,988	50,831,122	1.3	62,664,620		82,556,30
Current Liabil	ities	After Appro	priation.	•	31,2	95,988	50,831,122	3	62,664,620	5 9 6 6 8 8 8 8 8 9 0 0 6 6 6 6 6 6 6 6 7 7 7 5 5 (5	82,870,93
Non-current L	iabilitie	s		155,738		34,981	7,686		18,306		122,54
	Bef		: priation	24,722,666	31,3	30,969	50,838,808		62,682,926		82,678,84
Total Liabilitie	15	After Appro	priation	•	31,3	30,969	50,838,808		62,682,926		82,993,47
Capital Stock	ł.			8,188,135	8,2	08,261	8,220,087		8,318,695		8,349,53
Capital Surplu	IS			15,576,268	15,5	51,491	15,614,641		15,505,853		15,140,68
Retained Earn		Before Appro	e priation	24,491,992	12,20	04,252	29,139,080		40,080,087		59,531,10
Netained Earn	millo	After Appro	priation	*	12,20	04,252	29,139,080		40,080,087		59,216,46
Other Equity	2			(3,087,557)	(2,2	68,428)	(1,202,302)		1,088,415		1,062,11
Treasury Stock	k			-		÷2	~		200,955)	0	3,750,06
Total Stockhol	lders'	Before	e priation	45,168,838	33,6	95,576	51,771,506		64,792,095		80,333,35
Equity		After	priation	•	33,6	95,576	51,771,506		64,792,095		80,018,72

(2) Abbreviated Consolidated Balance Sheets - IFRS

						Unit	NT\$ thousand
	_			Year		23	As of
Item		2018	2017	2016	2015	2014	2019.03.31
Current Assets		48,460,206	38,489,385	68,562,382	86,439,402	110,286,950	45,187,275
Properties		8,425,886	10,798,613	12,025,496	15,432,130	23,435,556	8,336,668
Intangible Assets		1,181,256	2,315,441	3,878,356	5,561,444	7,209,291	884,542
Other Assets		9,643,471	14,981,967	18,682,948	21,960,107	22,906,477	10,276,541
Total Assets		67,710,819	66,585,406	103,149,182	129,393,083	163,838,274	64,685,026
Current Liabilities	Before Appropriation	22,317,100	32,807,450	51,274,276	64,473,478	83,258,739	20,907,665
Current Liabilities	After Appropriation	•	32,807,450	51,274,276	64,473,478	83,573,375	
Non-Current Liabilit	ies	173,851	52,828	103,400	127,510	246,162	403,624
Total Liabilities	Before Appropriation	22,490,951	32,860,278	51,377,676	64,600,988	83,504,901	21,311,289
	After Appropriation	•	32,860,278	51,377,676	64,600,988	83,819,537	
Capital Stock		8,188,135	8,208,261	8,220,087	8,318,695	8,349,521	8,188,119
Capital Surplus		15,576,268	15,551,491	15,614,641	15,506,853	15,140,687	15,564,532
Retained Earnings	Before Appropriation	24,491,992	12,204,252	29,139,080	40,080,087	59,531,103	22,048,017
netainea narningi	After Appropriation	•	12,204,252	29,139,080	40,080,087	59,216,467	
Other Equity		(3,087,557)	(2,268,428)	(1,202,302)	1,088,415	1,062,118	(2,466,603
Treasury Stock			22	2	(200,955)	(3,750,056)	12
Non-Controlling Inte	erest	51,030	29,552	-	62	12	39,672
Total Stockholders' Equity	Before Appropriation	45,219,868	33,725,128	51,771,506	64,792,095	80,333,373	43,373,737
	After Appropriation		33,725,128	51,771,506	64,792,095	80,018,737	

* Subject to change after 2019 shareholders' meeting resolution

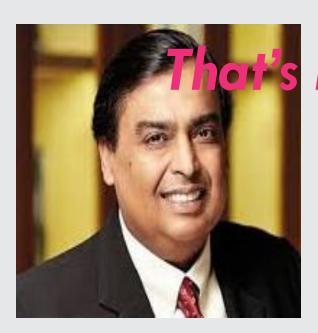
*Subject to change after 2019 shareholders' meeting resolution

(1) Abbreviated Balance Sheets - IFRS

	Item	2018	2017	
	Current Assets	28,067,272	15,795,358	
	Properties	7,638,244	9,742,069	
	Intangible Assets	33,668	72,384	
	Other Assets	34,152,320	39,416,734	
,-	Total Assets	69,891,504	65,026,545	

Accounting has No Value for them in it's books





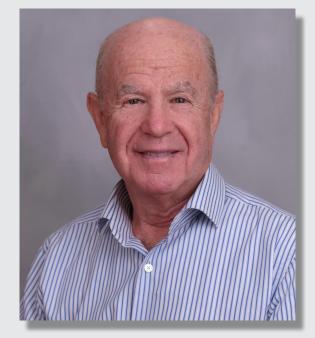




Z-score estimated for non-manufacturers & emerging markets:

 $Z = 3.25 + 6.56 X_1 + 3.26 X_2 + 6.72 X_3 + 1.05 X_4$

X1 = Net Working Capital / Total Assets
X2 = Retained Earnings / Total Assets
X3 = Earnings Before Interest and Taxes / Total Assets
X4 = Book Value of Equity / Total Liabilities



Dr. Edward Altman Professor Emeritus New York University

	Ζ	>	2.99	"Safe" Zone
1.81	<	Z	< 2.99	"Grey" Zone
	Ζ	<	1.81	"Distress" Zone

Altman's Z Score's Effectiveness and Accuracy

In its initial test, the Altman Z-Score was found to be **72% accurate** in predicting bankruptcy **two years before the event**.

In a series of subsequent tests covering three periods over the next 31 years (up until 1999), the model was found to be approximately **80%–90% accurate** in predicting bankruptcy **one year before the event**.

Altman's Z Score's Acceptance

From about 1985 onwards, the Z-scores gained wide acceptance by:

- Auditors,
- Management Accountants,
- Courts, and
- Database Systems used for Loan Evaluation.

Net Working Capital = Current Assets - Current Liability

Current Ratio = Current Assets/ Current Liability

Ideal Ratio = 2:1

or = 2/1 or = 2

Aditya Birla			Working Capital/	Retained Earnings/	EBIT/	Book Value of Equity/		
Finance Ltd.	Working Capital	Total Assets	Total Assets	Total Assets	Total Assets	Total Liabilities	Z Score	Zone
2013-14	-45994.50	120944.80	-0.38029332	0.01369550	0.02077973	0.00000000	-2.31043709	Distress
2014-15	-56379.00	182738.90	-0.30852216	0.01480856	0.02248290	0.00000000	-1.82454439	Distress
2015-16	-79752.80	267470.80	-0.29817386	0.01523942	0.02341788	0.00000000	-1.74897181	Distress
2016-17	-122362.80	363771.50	-0.33637270	0.01608840	0.02286958	0.00000000	-2.00047316	Distress
2017-18	-166517.80	453140.60	-0.36747491	0.01610670	0.02447960	0.0000000	-2.19362465	Distress
Bajaj Finance			Working Capital/	Retained Earnings/	EBIT/	Book Value of Equity/		
Limited	Working Capital	Total Assets	Total Assets	Total Assets	Total Assets	Total Liabilities	Z Score	Zone
2013-14	-85798.00	340546.60	-0.25194202	0.02317510	0.03984594	0.0000000	-1.30942414	Distress
2014-15	-104855.00	494739.40	-0.21193986	0.02242089	0.03970919	0.00000000	-1.05038763	Distress
2015-16	-151636.20	672929.60	-0.22533739	0.02729186	0.04186946	0.00000000	-1.10787904	Distress
2016-17	-151636.20	886685.00	-0.17101473	0.02071254	0.04574748	0.0000000	-0.74691074	Distress
2017-18	-198704.30	886685.00	-0.22409796	0.02716230	0.04574748	0.00000000	-1.07411050	Distress
					-			
			Working Capital/	Retained Earnings/	EBIT/	Book Value of Equity/		
Cholamandalam	Working Capital	Total Assets	Total Assets	Total Assets	Total Assets	Total Liabilities	Z Score	Zone
2013-14	-79531.90	220687.20	-0.36038293	0.01381956	0.02493167	0.0000000	-2.15151945	Distress
2014-15	-71955.10	246704.20	-0.29166548	0.01505041	0.02664000	0.0000000	-1.68524043	Distress
2015-16	-119864.50	290824.40	-0.41215421	0.01655088	0.02994144	0.0000000	-2.44856928	
2016-17	-95297.70	310897.80	-0.30652420	0.02100047	0.03556088	0.0000000	-1.70336810	Distress
2017-18	-121291.40	400008.00	-0.30322244	0.02129557	0.03708201	0.0000000	-1.67052451	Distress
HDB Finance			Working Capital/	Retained Earnings/	EBIT/	Book Value of Equity/		
Services	Working Capital	Total Assets	Total Assets	Total Assets	Total Assets	Total Liabilities	Z Score	Zone
2013-14	-38454.30	139244.00	-0.27616486	0.01286806	0.02284264	0.0000000		Distress
2014-15	-52663.50	201474.30	-0.26139066	0.01441722	0.02631998	0.0000000	-1.49085229	Distress
2015-16	-73628.80	255287.50	-0.28841522	0.01697224	0.03203486	0.0000000	-1.62140006	Distress
2016-17	-81450.00	341293.80	-0.23865069	0.01779142	0.03101697	0.0000000	-1.29911445	Distress
2017-18	-153568.30	456825.70	-0.33616388	0.01774419	0.03205862	0.0000000	-1.93195511	

Muthoot			Working Capital/	Retained Earnings/	EBIT/	Book Value of Equity/		
Finance Ltd	Working Capital	Total Assets	Total Assets	Total Assets	Total Assets	Total Liabilities	Z Score	Zone
2013-14	-100841.00	260043.60	-0.38778497	0.01996358	0.04589846	0.0000000	-2.17035053	Distress
2014-15	-106592.40	271224.80	-0.39300388	0.01424022	0.03789698	0.0000000	-2.27701469	Distress
2015-16	-125024.20	274082.90	-0.45615469	0.01902928	0.04804203	0.00000000	-2.60749684	Distress
2016-17	-158422.20	314111.60	-0.50435005	0.02837686	0.06115597	0.00000000	-2.80505962	Distress
2017-18	-165215.10	323062.40	-0.51140306	0.03835018	0.08534172	0.00000000	-2.65628616	Distress
Power Finance			Working Capital/	Retained Earnings/	EBIT/	Book Value of Equity/		
Corporation Ltd.	Working Capital	Total Assets	Total Assets	Total Assets	Total Assets	Total Liabilities	Z Score	Zone
2013-14	-184626.90	1941873.80	-0.09507667	0.02074187	0.03892277	0.00000000	-0.29452348	Distress
2014-15	-189473.60	2286756.60	-0.08285692	0.01975667	0.03663805	0.00000000	-0.23292693	Distress
2015-16	-291359.00	2466550.60	-0.11812407	0.01583491	0.03673413	0.00000000	-0.47641873	Distress
2016-17	-272964.30	2638351.90	-0.10346016	0.00203771	0.01936736	0.00000000	-0.54190705	Distress
2017-18	-396787.30	2929207.10	-0.13545894	0.01157839	0.02842732	0.0000000	-0.65983355	Distress
Shriram Transport			Working Capital/	/ Retained Earnings/ EBIT/ E		Book Value of Equity/		
Finance Company Ltd.	Working Capital	Total Assets	Total Assets	Total Assets	Total Assets	Total Liabilities	Z Score	Zone
2013-14	-73327.00	532733.50	-0.13764293	0.02024295	0.03431434	0.0000000	-0.60635321	Distress
2014-15	-95270.30	639407.80	-0.14899771	0.01510742	0.02881401	0.0000000	-0.73454470	Distress
2015-16	-221374.40	732602.50	-0.30217533	0.01234831	0.02431646	0.0000000	-1.77860805	Distress
2016-17	-212382.80	803744.60	-0.26424165	0.01428451	0.02393708	0.0000000	-1.52600053	Distress
2017-18	-267729.50	953071.10	-0.28091241	0.01332629	0.02488618	0.0000000	-1.63210658	Distress
							1 - 1	
Tata Capital			Working Capital/	Retained Earnings/	EBIT/	Book Value of Equity/		
Financial Services Ltd	Working Capital	Total Assets	Total Assets	Total Assets	Total Assets	Total Liabilities	Z Score	Zone
2013-14	-115320.60	000044 70	-0.49512584	0.00413118	0.01205307	0.0000000	-3.15356123	Distress
2014-15	-120132.30	262779.60	-0.45715992	0.00357372	0.00952623	0.0000000	-2.92330244	Distress
2015-16	-147528.20	313025.30	-0.47129801	0.00467726	0.01247439	0.0000000	-2.99263916	Distress
2016-17	-192423.60	353721.80	-0.54399701	0.00267979	0.00939919	0.00000000	-3.49672166	Distress
2017-18	-200463.90	100455.00	-0.49723668	0.00800931	0.01839983	0.0000000	-3.11211540	Distress

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Quote Charts Technicals Valuations Corp Action Ne	ws Financials	Annual Report	Shareholding Po	eers Company Info	Comments (77)
Balance Sheet P & L Quarterly Results Half Yearly Results	Nine Months Results	Yearly Results	Cash Flows	Ratios Capital Struct	ture Financial Graph
Reliance Industries Ltd. BSE 1150.05 -39.20 (-3.30%)	NSE 1149.8	5 🔻 -39.30 (-3.3	30%) Trade	+ Add	
Cash Profit Margin(%)	12.01	14.48	15.90	15.36	9.23
Adjusted Cash Margin(%)	12.01	14.48	15.90	15.36	9.23
Net Profit Margin(%)	9.47	11.58	12.98	11.75	6.90
Adjusted Net Profit Margin(%)	9.24	11.26	12.53	11.38	6.72
Return On Capital Employed(%)	10.15	12.24	11.16	11.47	10.42
Return On Net Worth(%)	8.67	10.68	10.89	11.41	10.51
Adjusted Return on Net Worth(%)	8.67	10.68	10.89	11.41	10.51
Return on Assets Excluding Revaluations	639.44	496.68	886.76	741.20	668.05
Return on Assets Including Revaluations	639.44	496.68	886.76	741.20	668.05
Return on Long Term Funds(%)	10.91	12.71	11.85	11.99	10.88
LIQUIDITY AND SOLVENCY RATIOS					
Current Ratio	0.44	0.41	0.35	0.47	0.89
Quick Ratio	0.40	0.25	0.21	0.31	0.63
Debt Equity Ratio	0.39	0.31	0.35	0.38	0.41
Long Term Debt Equity Ratio	0.29	0.26	0.27	0.32	0.35



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	Balance Sheet P & L Quarterly Results Half Yearly Results	Nine Months Results	Yearly Results C	ash Flows Ratios	Capital Structur	re Financial Graphs				
	Tata Steel Ltd. BSE 285.15 🔺 2.65 (0.94%) NSE 285	5.15 🔺 2.60 (0.92%) Trade +	Add						
	Net Profit Margin(%)	14.91	6.99	7.17	12.82	15.41				
	Adjusted Net Profit Margin(%)	14.42	6.90	7.11	11.64	15.19				
	Return On Capital Employed(%)	19.28	14.39	10.95	9.03	9.25				
	Return On Net Worth(%)	14.95	6.77	6.93	6.95	9.65				
	Adjusted Return on Net Worth(%)	15.11	12.25	8.35	9.19	6.82				
	Return on Assets Excluding Revaluations	585. 1 1	510.87	511.31	725.65	686.40				
	Return on Assets Including Revaluations	585.11	510.87	511.31	725.65	686.40				
	Return on Long Term Funds(%)	19.28	14.50	11.41	9.53	9.25				
	LIQUIDITY AND SOLVENCY RATIOS									
	Current Ratio	0.55	0.64	0.55	0.52	0.62				
	Quick Ratio	0.26	0.34	0.28	0.32	0.27				
	Debt Equity Ratio	0.41	0.45	0.61	0.44	0.39				
	Long Term Debt Equity Ratio	0.41	0.44	0.54	0.37	0.39				
	DEBT COVERAGE RATIOS									
	Interest Cover	6.79	4.56	3.25	6.28	4.35				*
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	Quote Charts Technicals Valuations Corp Action Ne	ws Financials	Annual Report	Shareholding Peer	s Company Info	Comments (36)		•
	Balance Sheet P & L Quarterly Results Half Yearly Results	Nine Months Results	Yearly Results	Cash Flows Ratio	os Capital Struct	ture Financial Graphs		
	Oll and Natural Gas Corporation Ltd. BSE 74.35 -0.70	(-0.93%) NSE	74.35 🔻 -0.70	(-0.93%) Trade	+ Add			
	Net Profit Margin(%)	24.37	23.47	23.03	20.81	21.39		
	Adjusted Net Profit Margin(%)	22.80	21.48	20.96	19.08	20.09		
	Return On Capital Employed(%)	18.89	13.88	14.24	16.98	18.45		
	Return On Net Worth(%)	13.16	10.31	9.64	9.73	12.26		
	Adjusted Return on Net Worth(%)	13.16	10.31	9.64	11.68	12.52		
	Return on Assets Excluding Revaluations	161.36	150.69	144.58	193.76	169.02		- 1
	Return on Assets Including Revaluations	161.36	150.69	144.58	193.76	169.02		
	Return on Long Term Funds(%)	20.91	15.72	14.24	16.98	18.63		
	LIQUIDITY AND SOLVENCY RATIOS							
	Current Ratio	0.48	0.52	0.86	0.96	0.97		
	Quick Ratio	0.65	0.61	0.76	0.86	0.92		
	Debt Equity Ratio	0.11	0.13			0.01		
	Long Term Debt Equity Ratio		22) 					
	DEBT COVERAGE RATIOS							
	Interest Cover	17.03	20.15	21.64	21.26	9,667.00		-
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FY 2018-19 Sales = Rs. 1000 Selling Price: Rs.10 Per Unit Units: 100 FY 2019-20 Sales = Rs. 1140 Selling Price: Rs.12 Per Unit

Units: 95

Growth Rate 14% Negative Growth Rate = 5%

Mr. Smarty





On February 13, 2018, the New York Times reported that Uber is planning an IPO. Uber's value is estimated between \$48 and \$70 billion, despite reporting losses over the last two years.





Image Credit: Tyrone Siu / Reuters

(*Reuters*) — Uber priced its initial public offering on Thursday at the low end of its targeted range for a valuation of \$82.4 billion, hoping its conservative approach will spare it the trading plunge suffered by rival Lyft.







Twitter reported a loss of \$79 million before its IPO, yet it commanded a valuation of \$24 billion on its IPO date in 2013. For the next four years, it continued to report losses. Microsoft Paid \$26 billion for Ioss-making LinkedIn in 2016.







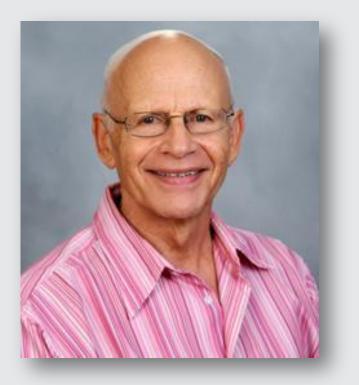


Facebook paid \$19 billion for WhatsApp in 2014 when it had no revenues or profits. Industrial giant GE's stock price has declined by 44% over the last year, as news emerged about its first losses in last 50 years.



Why do investors react negatively to financial statement losses for an industrial firm but disregard such losses for a digital firm?





Prof. Baruch Lev

New York University (NYU)

become less useful in capital market decisions. Recent resea accounting earnings are prac

In the 2016 book The End of Accounting,

NYU Stern **Prof. Baruch Lev** claimed that over

the last 100 years or so, financial reports have

accounting earnings are prac digital compa

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Wiley Finance Series The End of Accounting and the Path Forward for

and the Path Forward for Investors and Managers

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This becomes clear when you look at a company's two most important financial statements:

- a) the balance sheet and,
- b) the income statement.

For an *industrial company* dealing with physical assets and goods, the *balance sheet presents* a reasonable picture of *productive assets* and the *income statement* provides a reasonable *approximation of expenses* required to create shareholder value.

But these statements have little salience for a digital company.

Let's first look at the balance sheet. Assets reported on a balance sheet have to be physical in nature, have to be owned by the company, and be within the company's confines.

However, digital companies often have assets that are intangible in nature, and many have ecosystems that extend beyond the company's boundaries.

Consider Amazon's Buttons and Alexa powered Echo, Uber's cars, and Airbnb's residential properties, for example.





Many digital companies have *no physical products* and have *no inventory to report*.

Therefore, the balance sheets of physical and digital companies present entirely different pictures.

In Contrast Walmart's \$160 bn of hard assets for its \$300 bn valuation against Facebook's \$9 billion dollars of hard assets for its \$500 billion valuation.



Then what are the real assets for the digital company?

Research & Development

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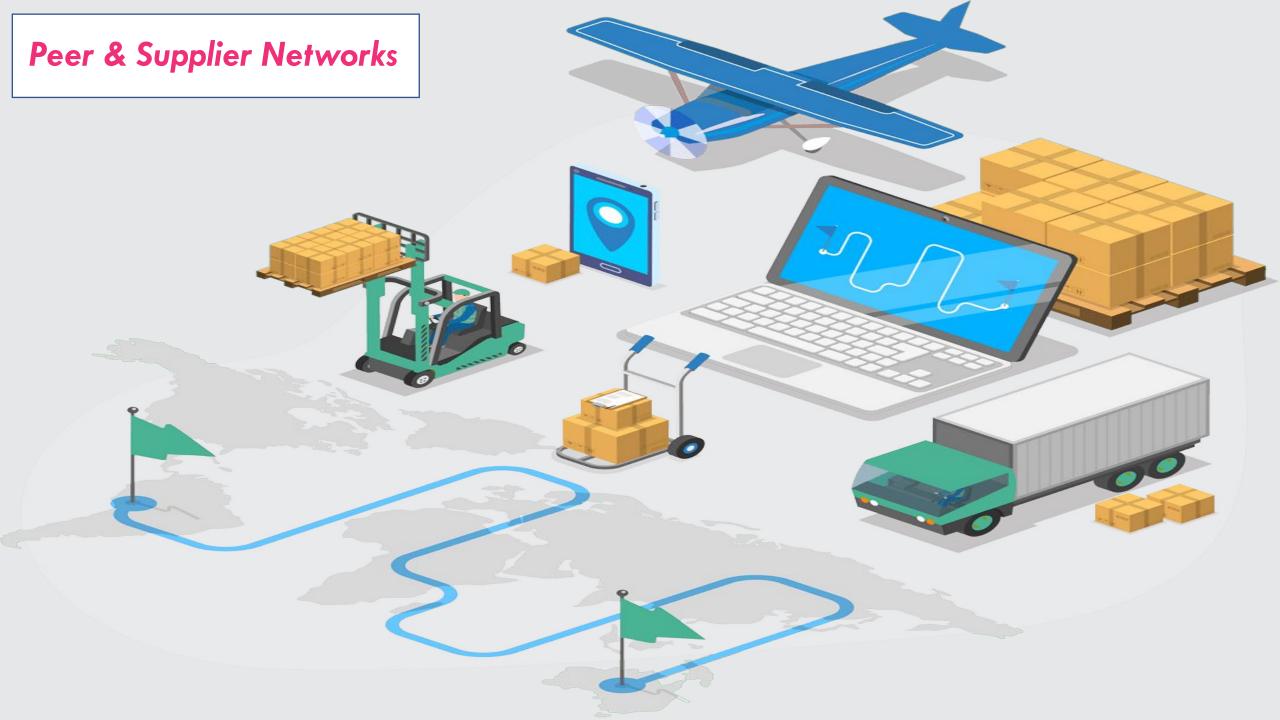
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Customer and Social Relationships

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ACCOLORIZON









Brands

The building blocks for a digital company are:,

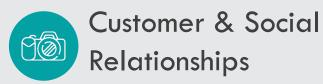


Research and Development

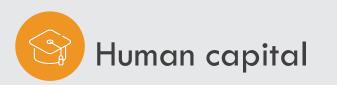




Peer and Supplier Networks







The economic purpose of these intangible investments is no different from that of an industrial company's factories and buildings.

Yet, for the digital company, investments in its building blocks are not capitalized as assets; they are treated as expenses in calculation of profits.

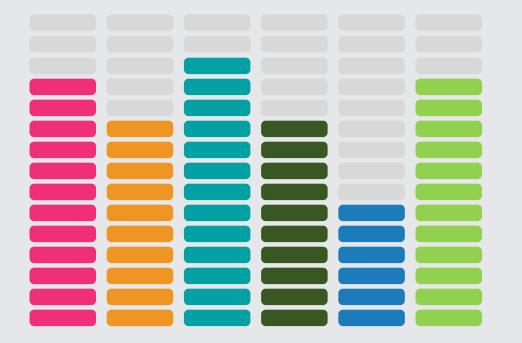
So the more a digital company invests in building its future, the higher its reported losses.

Investors thus have no choice but to disregard earnings in their investment decisions.

Research has found that intangible investments have surpassed property, plant, and equipment as the main avenue of capital creation for U.S. companies – which further suggests that the balance sheets has become an artifact of regulatory compliance, with little or no utility to investors.

The balance sheet has also become less useful for banks' lending decisions because banks rely on asset coverage to calculate their security.

Curiously, companies are allowed to report purchased brands and intangibles as assets on balance sheet. As digital companies become more prominent in the economy, and physical companies become more digital in their operations, income statements too become less meaningful in investors' decisions.



02.40% Variation in stock returns are explained by Earnings of the Company

97.60% Variation in stock returns are not explained by Earnings of the Company The current financial accounting model fails today's companies in yet another respect. A HBR article, argued that:

In contrast to physical assets that depreciate with use, intangible assets might enhance with use.

Consider **Facebook:** its **value increases** as **more people use** its product because the benefits accrue to an existing user with the arrival of each new user.

Its value growth is powered by the network in place, not by increments of operating costs.

Therefore the most important aim for digital companies is to:

- achieve market leadership,
- create network effects, and

command a "WINNER-TAKE-ALL" Profit Structure.

facebook

Facebook's

- Gross Margin of \$ 35.34 bn (76%)
 - on its 2017
 - revenues of \$46.5 billion
- illustrates this reaping of rewards
 - every additional dollar of revenue
 - creates almost equivalent value for

shareholders.

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Amazon India FY19 loss to Rs 5,685 Cr Flipkart FY19 loss to





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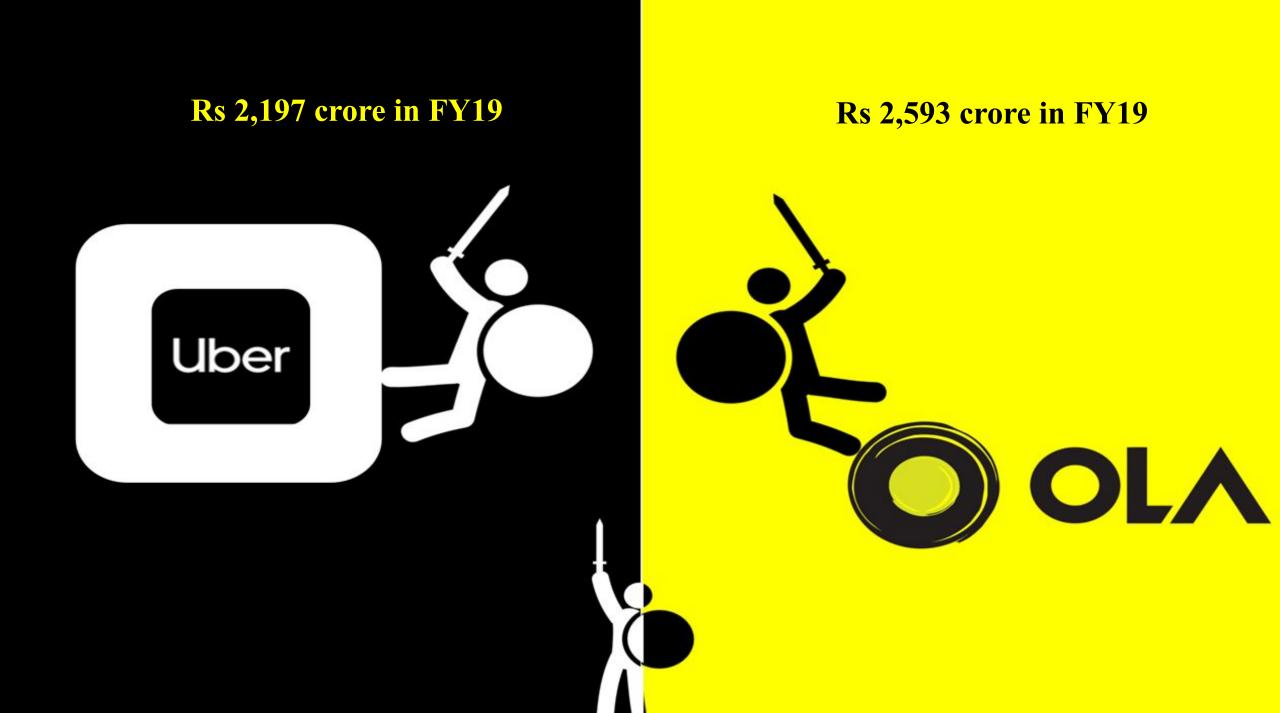
SHOPCLUES.

Rs 5,459 Cr









Yet there is **no place** in financial accounting for the **concept** of:

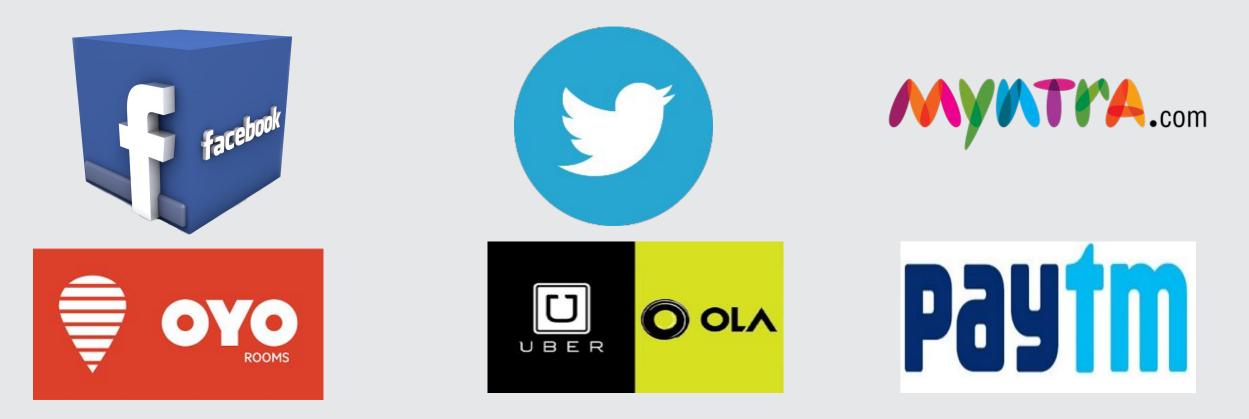
- network effects,
- Human Resource Accounting,
- Inflation Accounting or,
- the increase in the value of a resource with its use.

This actually *implies negative depreciation* expense in accounting parlance.

So the fundamental idea behind the success of digital companies (the increasing

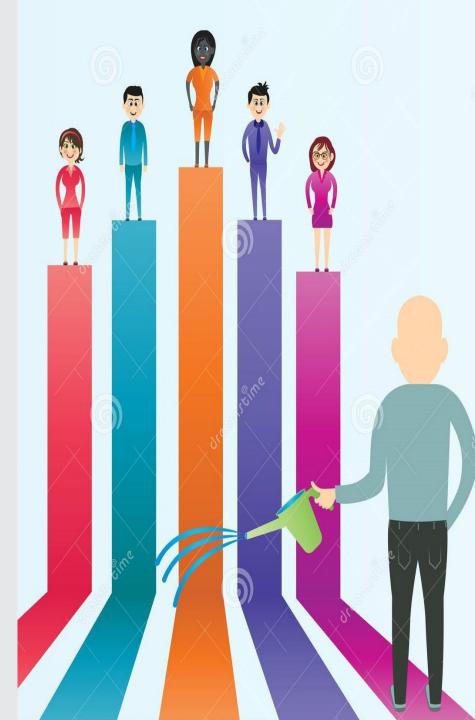
returns to scale) goes against a basic tenet of financial accounting

(assets depreciate with use).



It's important to note that companies like professional services firms are also built on

intangible assets like human capital.



But accounting challenges for modern, digital companies are more severe, as they have increasing returns to scale on their idea-based platforms.

For example, Google can service billions more clients with the same office just by adding to its server capacity.

But for an **audit firm**

Deloitte or KPMG or S&Ps or M/s Jain & Nain Associates (C.A. firm) to drastically increase clients,

it would likely need more manpower and office space.

Furthermore, costs of services for professional services firms, mainly wages, are matched to current revenues. So their income statements accurately reflect surplus created in that period, similar to industrial companies.

But for digital companies, the bulk of the cost of building an idea-based platform is reported as an expense in its initial years, when they have little revenue.

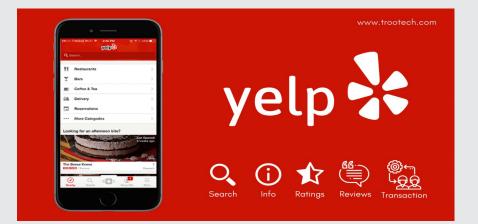
In later years, when they actually earn revenues on an established platform, they have fewer expenses to report. This brings us to another question: If earnings are so meaningless, then why do investors react positively to rumors concerning a digital company turning profitable?

when Twitter reported its first profits, its

share prices jumped 20%.



The same thing happened to Yelp.



One plausible reason could be that this news has an important signaling effect – that the company might have crossed its initial investment phase, that it might now break even, or that it might catapult into a trajectory where it can reap Winner-Takes-All Rewards. This conjecture challenges our overall argument that earnings have no information; another challenge could be that initial losses of digital firms convey risks involved in purchasing their stocks. As balance sheets increasingly fail to reflect the value of the company and the income statements increasingly fail to capture the value created by the company.

CEOs are now wondering what to do. They often ask Academicians/ Researchers: What does preparing and auditing accrual-based financial statements achieve?

Wouldn't digital companies be better off by simply reporting a summary of their cash transactions?

What can digital companies do to enhance the informativeness of their financial statements?

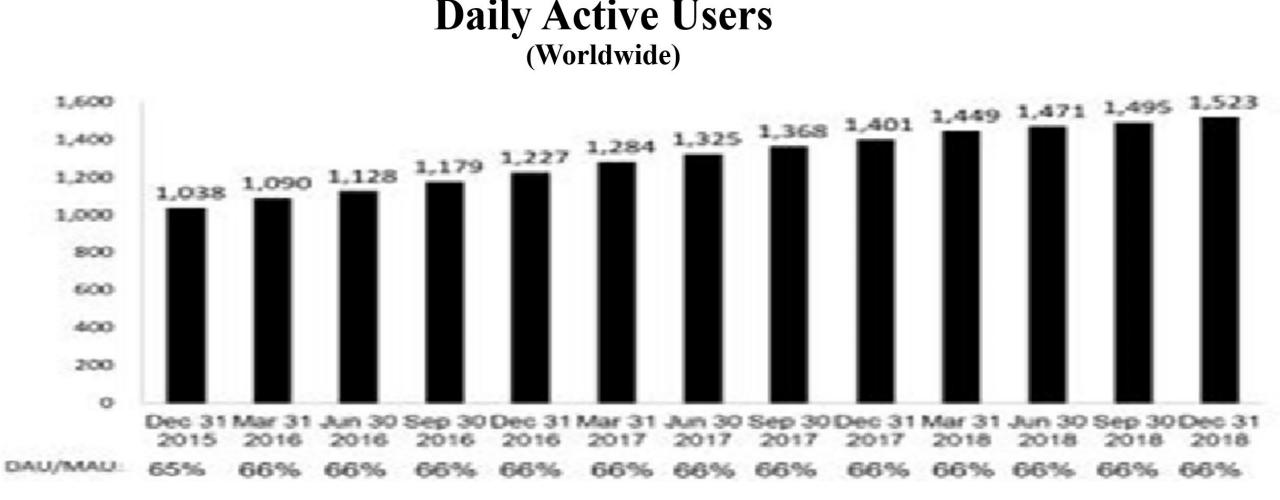
The answers are not yet clear. It is unlikely that accounting standards will change in the near future to allow digital companies to capitalize their intangible investments.

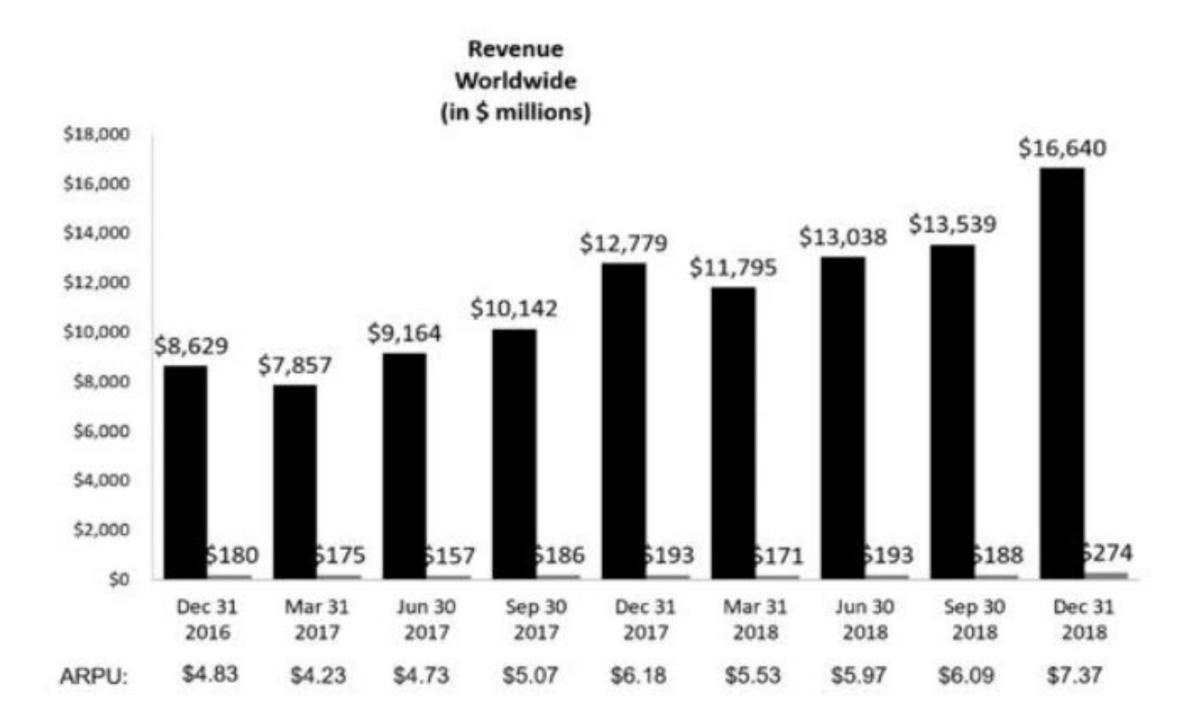
And **even if digital firms capitalized** their **intangibles**, the recalculated profits or assets would come nowhere close to **justifying** their **current market values**.

But there are *things companies can do* to convey their real worth to investors. Our work has found that *investors look for certain cues* about the *success of a company's business model* such as:

- acquisition of major customers,
- introduction of new products and services,
- technology, marketing, and
- distribution alliances,
- new subscriber counts,
- revenue per subscriber numbers,
- customer dropouts, and
- geographical distribution of customers.

Companies can disclose these items in the Management discussion and analysis section of their annual report. (For example, Item 7 of Facebook's annual report.)





Companies can disclose these items in the Management discussion and analysis section of their annual report. (For example, Item 7 of Facebook's annual report.)

- Trends in Our User Metrics
- Monthly Active Users (MAUs).
- Trends in Our Monetization by User Geography (Revenue)
- Critical Accounting Policies and Estimates
- Business Combinations and Valuation of Goodwill and Other Acquired Intangible Assets
- Components of Results of Operations

Components of Results of Operations

Revenue

Advertising. We generate substantially all of our revenue from advertising. Our advertising revenue is generated by displaying ad products on Facebook, Instagram, Messenger, and third-party affiliated websites or mobile applications. Marketers pay for ad products either directly or through their relationships with advertising agencies or resellers, based on the number of impressions delivered or the number of actions, such as clicks, taken by users.

We recognize revenue from the display of impression-based ads in the contracted period in which the impressions are delivered. Impressions are considered delivered when an ad is displayed to a user. We recognize revenue from the delivery of action-based ads in the period in which a user takes the action the marketer contracted for. The number of ads we show is subject to methodological changes as we continue to evolve our ads business and the structure of our ads products. We calculate price per ad as total ad revenue divided by the number of ads delivered, representing the effective price paid per impression by a marketer regardless of their desired objective such as impression or action. For advertising revenue arrangements where we are not the principal, we recognize revenue on a net basis.

Payments and other fees. Payments revenue is comprised of the net fee we receive from developers using our Payments infrastructure. Our other fees revenue consists primarily of revenue from the delivery of consumer hardware devices, as well as revenue from various other sources.

Cost of Revenue and Operating Expenses

Cost of revenue. Our cost of revenue consists primarily of expenses associated with the delivery and distribution of our products. These include expenses related to the operation of our data centers, such as facility and server equipment depreciation, salaries, benefits, and share-based compensation for employees on our operations teams, and energy and bandwidth costs. Cost of revenue also includes costs associated with partner arrangements, including traffic acquisition and content acquisition costs, credit card and other transaction fees related to processing customer transactions, and cost of consumer hardware device inventory sold.

Research and development. Research and development expenses consist primarily of share-based compensation, salaries, and benefits for employees on our engineering and technical teams who are responsible for building new products as well as improving existing products. We expense all of our research and development costs as they are incurred.

Marketing and sales. Our marketing and sales expenses consist of salaries, share-based compensation, and benefits for our employees engaged in sales, sales support, marketing, business development, and customer service functions. Our marketing and sales expenses also include marketing and promotional expenditures, and professional services such as content reviewers.

General and administrative. The majority of our general and administrative expenses consist of salaries, benefits, and share-based compensation for certain of our executives as well as our legal, finance, human resources, corporate communications and policy, and other administrative employees. In addition, general and administrative expenses include legal-related costs and professional services.

Any significant, value-relevant development must be immediately disclosed rather than waiting for the annual report.

Studies have demonstrated in other research that **disclosures on network**

advantages, such as web traffic and strategic alliances, are considered highly value-relevant by investors.

When combined with these nonfinancial indicators, financial performance measures become more value relevant.

In addition, companies can provide detailed information on intangible investments made by the company – even if that information is not vetted by the auditors – by reporting these investments in three categories: customer relationship and marketing, information technology and databases, and talent acquisition and Any significant, value-relevant development must be immediately disclosed rather than waiting for the annual report.

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In addition, companies can provide detailed information on intangible investments made by the company – even if that information is not vetted by the auditors – by reporting these investments in three categories:

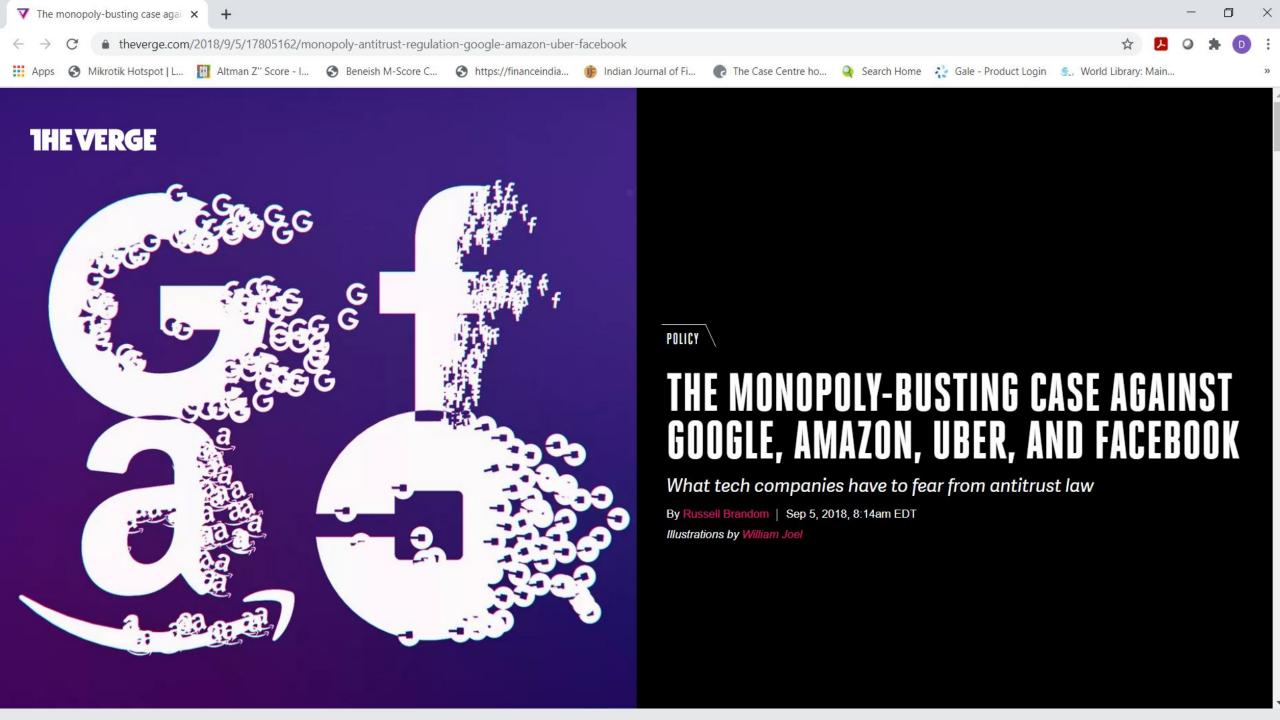
- customer relationship and marketing,
- information technology and databases, and
- talent acquisition and training.

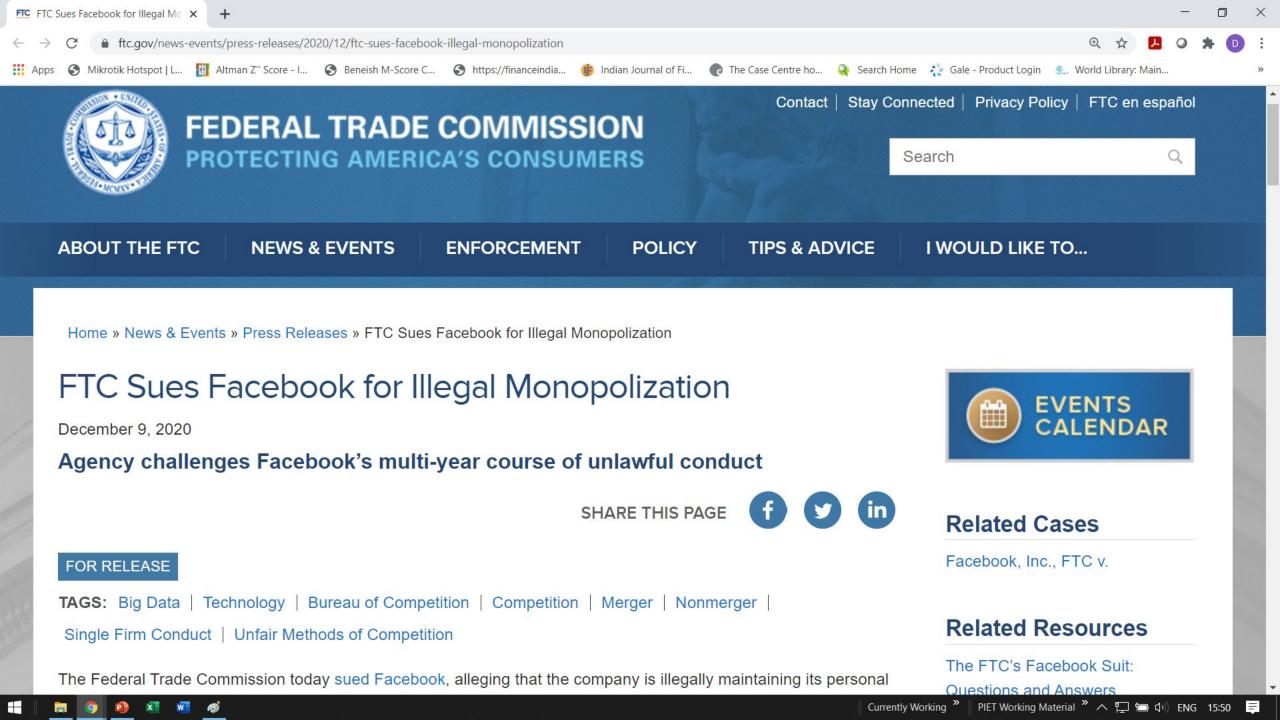
To summarize all this, as firms become more digital and spend more on intangible investments, and as digital companies come to represent the new face of corporate, they will also have to dramatically alter the manner and ways by which they convey their value to outside investors.

The Enel And Accounting Continuously Evolving Accounting System

Dr. Himanshu Jain









U.S. and States Say Facebook Illegally Crushed Competition

Regulators are accusing the company of buying up rising rivals to cement its dominance over social media.

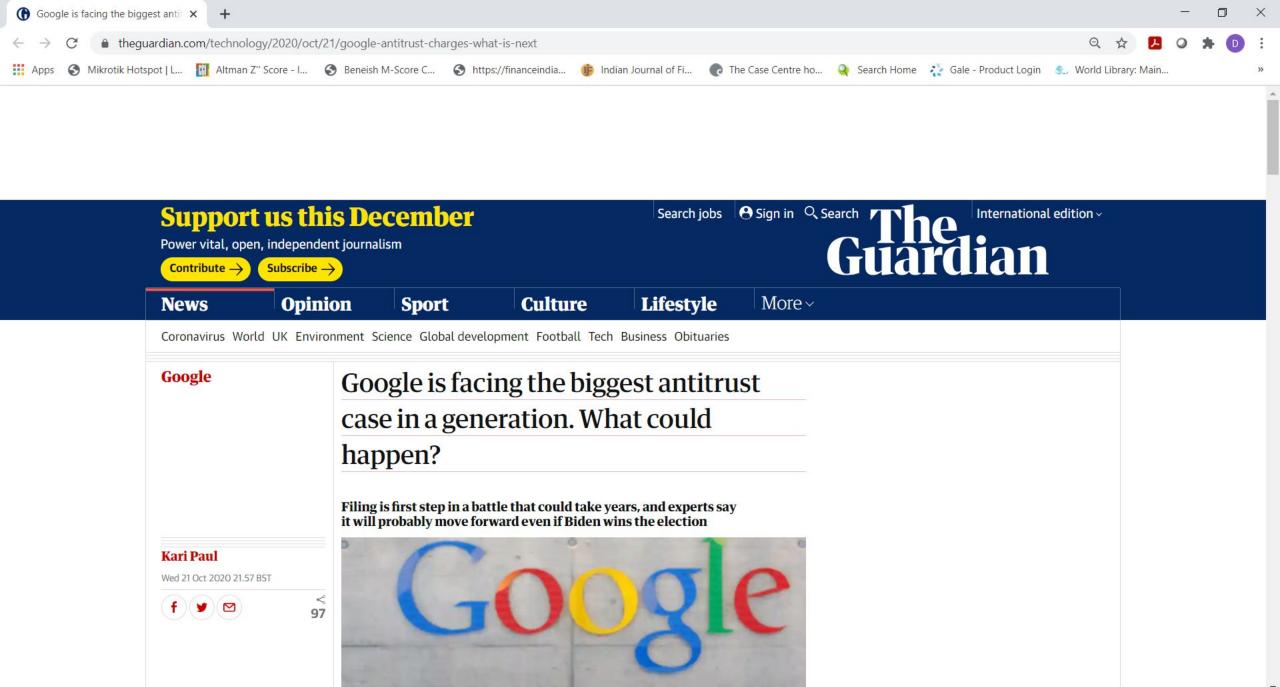




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Explained: US' Landmark Antitrust Case Against Google's 'Monopoly'

It's the first time the US govt is initiating antitrust action against a tech company since Microsoft in the 1990s.

SUSHOVAN SIRCAR Updated: 30 Oct 2020, 5:16 PM IST TECH AND AUTO 5 min read

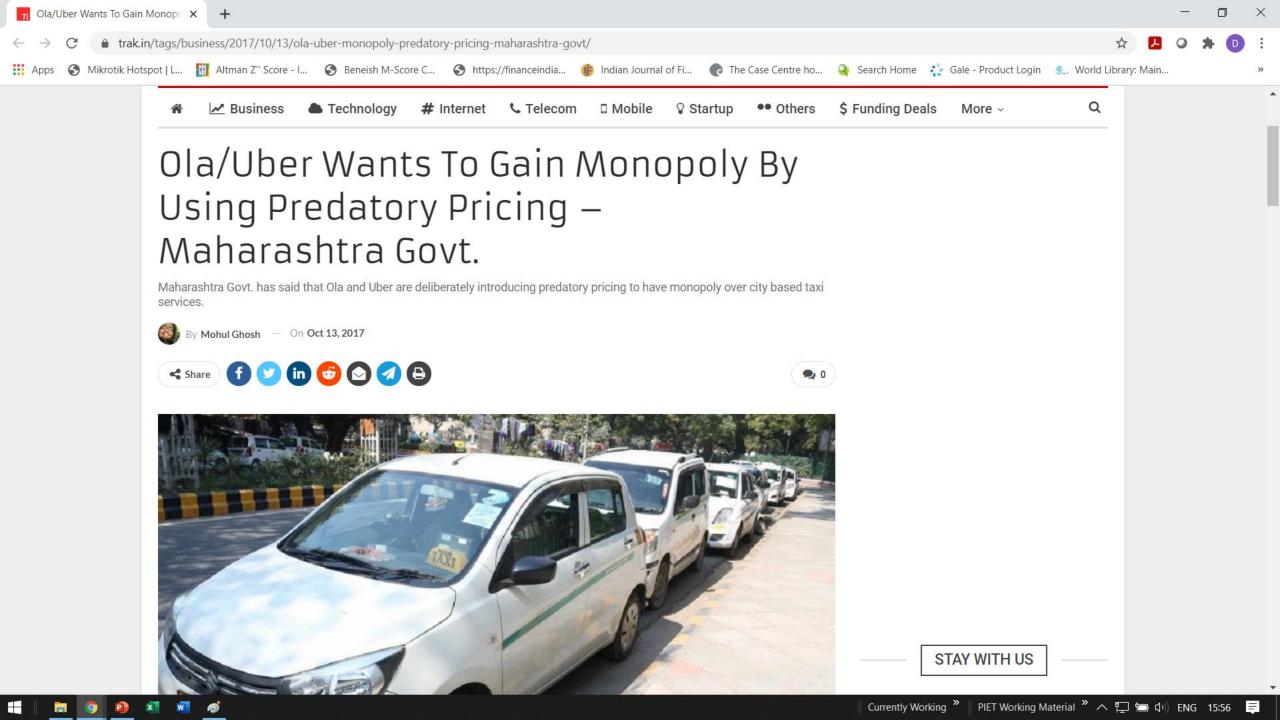


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More News

Stay Order on TikTok Ban for





Ever felt a bit say, ripped off by a delivery-app order? A recent class-action lawsuit filed in New York claims companies like Bay Area-based Uber Eats and Postmates have "monopoly power," unfairly charging diners inflated amounts for meals that might otherwise be cheaper.

Two evenings ago, cocooned inside my Mission District dwelling, I ordered a Diet Coke and a modestly portioned taco salad from a nearby taqueria via Uber Eats. That order (sans tip) came to \$17.97; a third of that charge was solely for "delivery" and "service" fees.

Per <u>Eater SF</u>, a <u>proposed lawsuit</u> that was filed Monday in the U.S. District Court for the Southern District of New York by a Manhattan law firm suggests popular food delivery apps are charging customers and restaurants fees that "are



THANKS FOR PATIENT LISTENING



