PREFACE

Human kind has always romanced with Inventions and discoveries that have decided the course of our life from time to time. Every age or every known period of history is recognized by the inventions and discoveries happened during particular phases of evolution of human kind. Similarly, the invention of wheel actually revolutionized our life. The concepts of speed, mobility and transportation as well as the notion of distance in time and space have all been comprehensively effected by this single invention. The phrase ‘Modern Age’ owes much to the invention of wheel and gradual discoveries of vehicles that followed it. The first bicycle, first automatic two wheeler, first car, first cattle driven carts, even the first tricycle and the wheel chair have definitely and tremendously changed our practices and perceptions. The Modern Age boasts of vehicles in the widest possible range; hence automobile has been a domain of prime attraction right from the common man to business barrels and celebrities. This has primarily attracted students and scholars from various disciplines to study this segment of industry, i.e. automobile industry. The automobile industry in all its variety and variants has enjoyed a firm grip of two major classes; the middle class and the upper class. Among various variant and segments of automobile industry, the two wheeler segment has witnessed consequential and constant phases of changes, experiments and innovations. It is this characteristic of two wheeler segment of automobile industry which provides ample reasonable resources for systematic study and research as to why and how and what makes it sustain its demand and popularity among buyers of this segment. The present research, therefore, focuses on two major automobile giants, viz. Hero Honda Motors Ltd and Bajaj Auto Ltd. These two companies are chosen for core area of research so as to make it more relevant and contextual to suit the background and purpose for which the present research is being carried out.

In order to justify the objectives and to validate the findings of this research work, various relevant analytical tools and techniques as well as relevant analytical practices have been duly deployed and incorporated to provide systematic grounding for this research work. In order to evaluate the data concerning the financial statements of sample companies, different analytical tools like Trend Analysis, Ratio Analysis, Mean, Standard Deviation, Coefficient of Variation, Paired T-Test, The Karl Pearson’s correlation Coefficient (to understand the Relationship between DER and ROCE), The relationship between DER, DPS and EPS, Composition of Fund, Composition of Net Worth, Evaluation of Earning Power with reference to Operating Efficiency, Financial Efficiency, Dividend Policy and Multiple Discriminate Analysis(Z-Score) for future strength etc have been used.
At the end findings, conclusions and suggestions have been specified so as to make the research work more meaningful and purposeful.