

An Analitical Study on Trend Analysis With Reference To Tube Investment of In India Limited

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Abstract- This study focuses on trend analysis of the financial performance of TI Cycles of India Limited. It examines changes in key factors like sales, profit, expenses, assets, and liabilities over time to understand the company's growth and stability. The study uses secondary data from annual reports and applies tools such as percentage and comparative analysis.

The results show that the company has experienced both growth and fluctuations due to market conditions and cost factors. It highlights the importance of cost control and efficient resource use. Overall, trend analysis helps in better decision-making and future planning for sustainable growth.

Keywords: Business Growth, Company Performance, Financial Analysis, Profit Level, Trend Study

I. INTRODUCTION

Trend analysis is a useful method used in business to study past data and understand how performance changes over time. It mainly focuses on identifying patterns, growth, or decline in key areas such as sales, profit, expenses, and overall financial performance. By carefully examining historical data, companies can get a clear idea about their progress and stability. This method also helps in predicting future outcomes based on past trends, which makes it very helpful for planning and decision-making. Trend analysis is not limited to finance; it can also be used in marketing, production, and customer behaviour analysis. It supports managers in taking informed decisions instead of relying on assumptions. For example, if sales are continuously increasing, the company may expand its operations. On the other hand, if profits are decreasing, corrective actions can be taken. Overall, trend analysis plays an important role in improving efficiency, reducing risk, and achieving long-term business success by giving a clear picture of past and present performance.

1.2 Industry profile

Tube Investments of India operates in the bicycle and engineering industry, which plays an important role in transportation and fitness. The bicycle industry in India has a long history and continues to serve both urban and rural

markets. Bicycles are widely used for daily travel, exercise, and sports activities. In recent years, the industry has seen changes due to technological advancements, increasing health awareness, and demand for eco-friendly transport options. Companies are now focusing on producing lightweight, durable, and stylish bicycles to attract customers. The industry is also becoming more competitive, with several companies introducing new designs and features. In addition, electric bicycles are gaining popularity, which is creating new opportunities for growth. Despite some challenges like rising costs and changing customer preferences, the industry continues to grow steadily. Companies in this sector must adapt to market trends, focus on innovation, and maintain quality to stay competitive. Overall, the bicycle industry remains an important part of the economy and continues to evolve with modern trends.

1.3 Company profile

TI Cycles of India is one of the leading bicycle manufacturers in the country and was established in 1949. It is a part of the Murugappa Group, a well-known business group in India. The company produces a wide range of bicycles for different age groups and purposes, including children, adults, and sports enthusiasts. Some of its popular brands include Hercules, BSA, and Montra. Over the years, the company has built a strong reputation for quality, innovation, and customer satisfaction. It has manufacturing units in different parts of India and a wide distribution network that helps reach customers across the country. TI Cycles also focuses on introducing new products based on changing customer needs and market trends. The company promotes fitness and healthy living through its products. It also invests in research and development to improve product design and performance. With its strong market presence and continuous improvement, TI Cycles continues to be a trusted name in the bicycle industry.

1.4 Need for the study

The need for this study arises from the importance of understanding how a company performs over a period of time. By analysing financial trends, it becomes easier to identify whether the company is growing, stable, or facing challenges.

This study helps managers, investors, and stakeholders to evaluate the company's strengths and weaknesses. It also helps in identifying problem areas such as increasing costs or declining profits. With this information, companies can take corrective actions and improve their performance. Trend analysis also supports better planning and forecasting, which is essential for future growth. In today's competitive business environment, companies must continuously monitor their performance to stay ahead. This study provides a clear picture of how the company's financial position changes over time. It also helps in making informed decisions based on data rather than assumptions. Overall, the study is useful for improving efficiency, reducing risks, and ensuring long-term success of the business.

1.5 Objective for the study

The main objective of this study is to analyse the trend of financial performance of the company over a period of time. It aims to understand how key financial factors such as revenue, expenses, and profit have changed over the years. Another objective is to compare year-to-year performance and identify any growth or decline. The study also focuses on identifying factors that affect the company's performance, such as cost changes or market conditions. It helps in evaluating the effectiveness of business strategies and whether they are contributing to growth. In addition, the study aims to provide useful insights for better decision-making and future planning. By analysing trends, the company can set realistic goals and improve its operations. The study also helps in understanding the overall financial health of the organization. Overall, the objective is to provide a clear and simple analysis that supports business improvement and long-term success.

1.6 Scope for the Study

The scope of this study is limited to analysing the financial performance of the company over a specific period of time. It mainly focuses on key financial data such as revenue, cost, expenses, and profit. The study helps in understanding how these factors change over the years and what they indicate about the company's performance. It also provides insights into growth trends and possible future opportunities. The analysis is based on available financial data, which helps in making comparisons and identifying patterns. However, the study does not include all external factors such as economic conditions or market competition in detail. It is mainly focused on internal financial performance. The scope also includes the use of basic tools like trend percentage and ratio analysis to simplify the understanding of data. Overall, the study gives a clear idea about the company's performance and helps in decision-making and planning.

1.7 Literature review

Sustainability & Climate Risk (2026): Trend analysis helps assess the impact of market forces, policy changes, and climate risks on capital allocation. It improves forecasting, supports long-term planning, identifies risks and opportunities early, and evaluates multi-year financial and sustainability performance, especially in industries like automobiles.

Hybrid Toolkits (2026): Modern trend analysis integrates traditional methods (e.g., ARIMA, time-series) with AI-based tools to enhance forecasting accuracy. It aids in early risk detection, identifies emerging opportunities, and tracks financial, operational, technological, and sustainability trends over time.

Keser & Tas (2025) highlight that trend analysis is increasingly used to evaluate sustainability-related financial indicators. It helps measure long-term economic performance, assess investment flows and policy impacts, improve forecasting and strategic planning, and understand risk and sustainability integration.

1.8 Research Methodology

Research methodology refers to the systematic way in which the study is carried out to achieve its objectives. In this study, a descriptive research design is used to understand and analyse the financial trends of the company over a specific period. The data used for analysis is secondary in nature, which means it is already available and collected from reliable sources such as annual reports, financial statements, and official company records. This method is chosen because it saves time and ensures accuracy as the data is verified and published. Various analytical tools such as ratio analysis, percentage analysis, and trend analysis are used to study the data in a clear and meaningful way. These tools help in identifying patterns, growth, and changes in the company's financial performance. The methodology also focuses on comparing financial data across different years to understand progress or decline. Overall, this approach helps in presenting the information in a simple and understandable manner, making it easier to draw conclusions and support decision-making.

Data Collection

Data collection is an important step in any research as it forms the base for analysis and conclusions. In this study, only secondary data is used for analysis. Secondary data refers to information that has already been collected and published by others. The main sources of data include the company's

annual reports, profit and loss statements, balance sheets, and other financial records. These sources are considered reliable because they are officially published and audited. The data is collected for a specific period to understand the trend and performance of the company over time. Care is taken to select only relevant data that supports the objectives of the study. The collected data includes key financial figures such as revenue, expenses, and profits. This information is then organized properly to make analysis easier. Using secondary data also reduces the cost and time involved in conducting the study. Overall, the collected data provides a strong foundation for analysing the company's financial position and identifying important trends.

Tools for Analysis

Tools for analysis are methods used to examine and interpret data in a clear and simple way. In this study, different tools are used to understand the financial performance of the company. One of the main tools used is trend percentage analysis, which helps in identifying the increase or decrease in financial values over time. Ratio analysis is another important tool that is used to measure the relationship between different financial elements such as profit, cost, and revenue. It helps in understanding the efficiency and profitability of the company. Graphs and charts are also used to present the data visually, making it easier to understand patterns and changes. These tools help in simplifying complex data and presenting it in an understandable form. By using these methods, it becomes easier to compare financial performance across different years. Overall, these analytical tools play a key role in identifying trends, evaluating performance, and supporting better decision-making.

$$\text{Trend percentage} = \frac{\text{Current year value}}{\text{Base Year Value}} * 100$$

Financial metrics

Financial metrics are simple measures used to understand a company's performance. In this study, key factors like revenue, expenses, and profit are analysed to check financial health. Revenue shows income, expenses show costs, and profit shows the company's earnings. Other measures like profit margin and cost ratio help explain efficiency. These metrics make it easy to compare results over different years, identify trends, and support better decision-making

PROFITABILITY & EFFICIENCY RATIO

GROSS PROFIT MARGIN

It shows how efficiently a company produces and sells its goods.

$$\text{Gross Profit Margin} = \frac{\text{Revenue} - \text{COGS}}{\text{Revenue}} * 100$$

NET PROFIT MARGIN

It shows the company's overall ability to turn sales into actual profit.

$$\text{Net profit margin} = \frac{\text{Net profit}}{\text{revenue}} * 100$$

EXPENSE RATIO

It shows what percentage of total revenue goes toward running the business (like salaries, rent, electricity, etc.).

$$\text{Expense Ratio} = \frac{\text{COGS} + \text{Operating Expense}}{\text{Revenue}} * 100$$

4. OTHER INCOME RATIO

It helps to understand how much the company depends on income other than its main operations (like manufacturing or services).

$$\text{Other Income Ratio} = \frac{\text{other income}}{\text{revenue}} * 100$$

1.9 Limitations of the Study

Every research study has certain limitations, and this study is no exception. One of the main limitations is that it is based only on secondary data, which means the accuracy of the study depends on the correctness of the published data. The study mainly focuses on financial information and does not consider non-financial factors such as customer satisfaction, employee performance, or market competition. Another limitation is that the analysis is based on past data, which may not always accurately predict future performance. External factors such as economic conditions, government policies, and market changes are not fully considered in the study. These factors can have a significant impact on the company's performance. In addition, the study covers only a limited time period, which may not provide a complete picture of long-term trends. Despite these limitations, the study still provides useful insights into the company's financial performance. However, the results should be interpreted

2.1 Data analysis and interpretation

Trend statement and percentage

Table No. 2.1 Table showing Revenue from operation for the financial year of 2021-2025

Year	Revenue from operation	% of Revenue from operation
2021	5,827.46	100%
2022	12,060.40	207%
2023	14,430.95	248%
2024	16,334.92	280%
2025	18,915.14	325%

Chart No.2.1 (a) Chart showing Revenue from operation for the financial year of 2021-2025



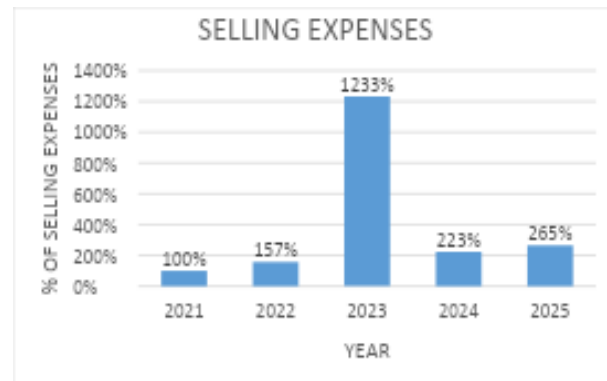
Interpretation:

The revenue from operations shows a clear and steady rise from 2021 to 2025. Starting at ₹5,827.46 in 2021 as the base year, it increased sharply in 2022 and continued to grow each year. By 2025, it reached ₹18,915.14, the highest in the period. This consistent increase indicates strong business growth and better operational performance over time.

Table No.2.2 Table showing Selling expenses for the financial year of 2021-2025

Year	Selling expenses	% of Selling expenses
2021	1095.86	100%
2022	1724.18	157%
2023	13,515.47	1233%
2024	2441.13	223%
2025	2905.62	265%

Chart No.2.2 (a) Chart showing Selling expenses for the financial year of 2021-2025



Interpretation:

Selling expenses show an uneven trend from 2021 to 2025. They began at ₹1,095.86 in 2021 and increased in 2022. A very sharp spike occurred in 2023, reaching ₹13,515.47. After this, expenses dropped in 2024 but remained above the base level, and then rose slightly again in 2025. Overall, the pattern shows fluctuations with a major jump in 2023 followed by more stable levels.

3.1 Findings

Revenue increased steadily from 2021 to 2025, showing strong and continuous business growth.

Selling expenses showed large fluctuations, with a sharp spike in 2023 and more stable levels afterward.

3.2 Suggestion

The company should give more attention to controlling costs, especially as the cost of goods sold and operating expenses continue to increase over time. Proper planning and monitoring can help reduce unnecessary spending and improve overall efficiency. Selling expenses should be managed carefully by setting clear budgets and checking for sudden increases, so that financial stability is not affected. It is also important to maintain steady profits by avoiding large fluctuations in net operating income through better financial planning and regular review. At the same time, the company should continue to focus on increasing its revenue by strengthening its sales strategies and maintaining its growth trend. Improving both gross and net profit margins can be achieved by reducing waste, improving productivity, and using resources more effectively. Effective tax planning is also necessary to manage tax expenses wisely and increase profit after tax. The company must ensure that operating expenses remain within limits and do not exceed revenue levels. In addition, developing other sources of income can help support financial stability. The company should also

conduct awareness programs to keep employees updated about new developments, regularly compare its performance with industry standards, and make use of modern technology to track performance and predict future changes more accurately.

3.3 Conclusion

The financial review of the company from 2021 to 2025 gives a clear picture of how its performance has changed over time in terms of income, costs, and profits. During this period, the company has shown strong growth in its operating revenue, increasing steadily each year, which reflects better sales performance, expansion in the market, and improved business operations. However, along with this growth, the cost of goods sold has also increased significantly, indicating that production or purchase expenses have risen, which needs careful control to protect profits. Even though costs have gone up, the company has managed to improve its gross profit, showing its ability to maintain a reasonable margin. At the same time, selling expenses have been unstable, with a sharp rise in one year, suggesting poor cost control in marketing activities. The net operating profit also showed major fluctuations, including a significant drop followed by recovery, which indicates temporary financial challenges. Profit before and after tax has generally increased, though tax expenses have also become higher. Profit margins have improved slightly but remain inconsistent, while operating expenses continue to stay high compared to revenue. Overall, the company shows good growth but needs better cost management and financial control to ensure stable and long-term success.

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