



CASH FLOW STATEMENT ANALYSIS ”AT “ KOTAK MAHINDRA BANK LTD

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Abstract

This study considers the financial performance, growth strategies, and customer satisfaction levels of Kotak Mahindra Bank from 2020–21 to 2024–25. Based on cash flow statements, the study examines the origins and usage of funds, in order to assess the financial efficiency of the bank, as well as recognize the most important changes that occurred in fund composition during the chosen years. This study also dives into the various business initiatives of the bank in the direction of increasing its business performance, namely digital transformation and customer-centric services. Particular attention is paid to the digital banking platform Kotak 811 which has been launched with the mission to reach more customers. Through this cutting-edge digital ecosystem, the study explores the goal of doubling the customer base to 16 crore within 18 months. The study also conducts a market potential analysis on Kotak Mahindra Bank savings accounts among a sample of 50 respondents regarding their preferences, awareness and satisfaction. It further discusses the influence of current banking channels like Internet Banking, ATM services, and Phone Banking on the banking field and personal experience. Moreover, a comparison is examined between the services offered by Kotak Mahindra Bank and other private sector banks to find the level of customer satisfaction and the areas where work is done to improve those customer satisfaction levels. The results of the study offer insights related to the bank’s financial performance, digital banking initiatives, position and future growth and service enhancement.

Keywords: Kotak Mahindra Bank, Financial Performance, Cash Flow Analysis, Growth Strategies, Customer Satisfaction, Digital Banking, Kotak 811, Savings Accounts, Internet Banking, ATM Services, Phone Banking, Private Sector Banking, Market Potential Analysis.

I. INTRODUCTION

Cash flow refers to the flow of services into and consumed a trade, arranging, or individual’s property over a distinguishing ending. It is individual of ultimate main signs of economic fitness cause it shows either enough cash is applicable to meet regular functional needs, pay debts, purchase development, and handle surprising expenses. Unlike profit, that is established bookkeeping law and grant permission contain non-cash undertakings, available funds focuses only on real cash taken and rewarded. Cash flow is mainly top-secret into three main types: operating available funds, establishing available funds, and outlay available funds. Operating available funds shows the cash create or

secondhand through sane trade endeavors to a degree auctions profit, fees to suppliers, pays, taxes, and added operating expenses.

A helpful operating available funds signifies that the gist trade endeavors are produce enough cash to maintain movements. Investing available funds involves cash gone on or taken from properties in enduring property in the way that possessions, supplies, tool, and bonds. Negative spending available funds is not forever a distressing sign cause it can indicate money created to support future development. Financing available funds has connection with undertakings including the company’s proprietor and creditors, containing emitting shares, appropriating finances, repaying loans, or repaying profits.



Effective available funds administration is essential cause a money-making trade can still face economic troubles if it lacks enough cash to pay allure responsibilities according to schedule. Businesses incessantly equip available funds reports to monitor cash evolutions and determine liquidity.

These charges help managers, financiers, and creditors learn by what method cash is create and secondhand, permissive better economic in charge. Positive available funds admits a trade to extend movements, purchase property, humble obligation, and bear financial downturns, while spending in excess of revenue or income over a extended ending can display economic distress and potential failure.

For things, available funds administration includes following revenue beginnings in the way that fees, properties, and different pay against expenses like rent, serviceableness, loan repayments, and individual giving.

Maintaining a helpful available funds helps things attain commercial establishment, build stockpiles, and meet enduring aims. In the fuller financial circumstances, available funds reasoning is used to judge the fiscal efficiency and sustainability of institutions, projects, and loans. It supplies valuable judgments into liquidity, adeptness, and monetary adaptability, making it a critical form for preparation and control.

Ultimately, understanding and directing available funds efficiently allows trades and things to claim commercial support, take convenience, underrate risks, and obtain tenable development. Therefore, available funds is not simply a measure of services activity but a fault-finding facet of commercial administration that influences functional benefit, expenditure determinations, and complete fiscal health.

Cash flow is frequently saw as the spirit of some trade cause it shows the unending shift of services into and not enough an arranging. It is a fault-finding facet of monetary administration that decides a company's

skill to work capably, meet allure commercial responsibilities, and attain general development. Regardless of the breadth or character of a trade, asserting a active available funds is essential for guaranteeing smooth ordinary movements and monetary cohesion. Cash flow specifies a clear exact likeness by means of what much cash is usable at a likely period and in what way or manner efficiently an institution survives allure materials used in the production of goods. Unlike profit, that is determined established bookkeeping standard and can contain non-cash parts, available funds focuses alone on real cash undertakings, making it a more correct measure of liquidity.

The significance of available funds longers further merely pursuing pay and expenses. It helps trades evaluate their talent to pay members, suppliers, creditors, and additional partners according to schedule. Proper available funds administration further authorizes institutions to purchase new space, extend movements, purchase property, and bear financial doubts. A trade can report extreme profits but still face fiscal troubles if it does not have adequate cash accessible to meet allure responsibilities.

Therefore, understanding available funds is essential for managers, financiers, creditors, and different shareholders the one depend economic facts to form clever conclusions.

Cash flow is mainly classification into three main exercises: operating, supplying, and funding ventures. These classifications help label the beginnings and uses of cash inside an institution and specify valuable visions into allure monetary accomplishment and sustainability. By resolving available funds, trades can increase economic preparation, improve functional adeptness, humble risks, and guarantee complete boom. As a result, available funds administration has enhance a lively component of up-to-date fiscal practices and an main sign of an arrangement's overall economic well-being and strength.



Research Objectives

- To approach the effectiveness accompanying beginnings and uses of cash were fashioned apiece cash flow the period 2020-2021 to 2024-2025.
- To recognize the changes in the items of focus and uses of venture capital in middle from two points above noticed years.
- To enhance the company's commercial practice.
- To Access stock exchange Potential of Kotak Mahindra Bank Saving Account with the help of a survey administered on a total of 50 Respondents

Research Methodology:

The following are the main origins of data used for this study that are Collected and massed from inscribed and top-secret origins of the Company file. The composed origins are in this place conduct.

Kotak Mahindra Group made the management revelation order. Kotak Mahindra bank Ltd. (formerly).

Status Report on Kotak Mahindra Group. Formerly known as Kotak Mahindra bank Ltd.

Research Design

The research design selected for a available funds study is mainly explanatory research design. Descriptive research is appropriate cause it focuses on resolving and characterizing the available funds position of an arrangement all along a distinguishing ending. It helps scientists accept by means of what cash is produce from operating exercises, appropriated for devoting exercises, and governed through loan exercises. The design authorizes the investigator to check monetary records and recognize flows, patterns, and friendships had connection with available funds administration.

II. REVIEW OF LITERATURE

1. Deloof (2003) – Does Working Capital Management Affect Profitability of Belgian Firms?

Deloof checked 1,009 Belgian non-economic firms and raise that adept venture capital administration considerably boosts worth. The study disclosed that lowering the number of days reports due and stock property held periods can increase allied profits. The research decided that active available funds administration is a important determinant in reconstructing firm conduct and asserting liquidity.

2. Lazaridis and Tryfonidis (2006) – Relationship Between Working Capital Management and Profitability of Listed Companies in the Athens Stock Exchange

This study resolved 131 firms filed on the Athens Stock Exchange and labeled a important connection middle from two points appropriateness and the cash change era. The authors raise that parties can increase worth by efficiently directing cash inflows and outflows and lowering the cash adaptation era.

3. Gill, Biger, and Mathur (2010) – The Relationship Between Working Capital Management and Profitability: Evidence from the United States

The investigators examined 88 American parties and establish a important friendship 'tween cash adaptation eras and profitability. The study submitted that adept administration of amount owing, stock, and payables provides definitely to administrative acting and available funds adeptness.

4. Awad and Jayya (2013) – Working Capital Management, Liquidity and Profitability of the Manufacturing Sector in Palestine

This research checked production firms in Palestine and raise a bidirectional friendship betwixt venture capital administration and appropriateness. The study decided that



firms accompanying better available funds administration likely to solve larger appropriateness and more forceful liquidity positions.

5. Olaoye, Adekanbi, and Oluwadare (2019) – Working Capital Management and Firms' Profitability: Evidence from Quoted Firms on the Nigerian Stock Exchange

The study examined the influence of venture capital elements on worth with Nigerian firms. Results recorded that adept cash group periods and stock administration definitely influence appropriateness and available funds production.

6. Kafeel, Ali, Din, Waris, Tahir, and Khan (2020) – Working Capital Management and Firms' Profitability: Dynamic Panel Data Analysis of Manufacturing Firms

Using progressive econometric methods, the authors raise that persuasive administration of the cash adaptation era considerably reinforces firm worth. The study urged unending listening of available funds endeavors to maximize fiscal conduct.

7. Balios, Klimis, and Tantos (2024) – Working Capital Management and Profitability Under an Economic Crisis

This study met on Greek marketing parties all along an financial impasse period. Findings disclosed that smaller stock adaptation eras and effective amount owing administration raise worth and strengthen available funds positions. The research emphasize the significance of available funds administration all the while changeable financial environments.

8. Jahan (2020) – An Empirical Investigation of Cash Conversion Cycle of Manufacturing Firms and Its Association with Firm Size and Profitability

This study met on Greek marketing parties all along an financial impasse period. Findings disclosed that smaller stock adaptation eras and effective amount owing administration raise worth and strengthen available funds positions. The research

emphasize the significance of available funds administration all the while changeable financial environments.

9. Lamptey, Acheampong, Suglo, Sunu, and Muda (2023) – Impact of Accounts Receivables and Inventory Conversion Cycle on Profitability

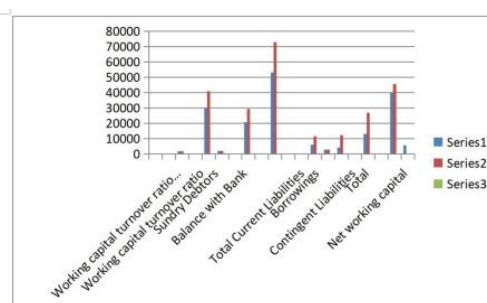
This research resolved production firms filed on the Ghana Stock Exchange. The study raise that long due accumulation periods and stock change phases unfavorably influence worth. Effective available funds administration was urged to enhance administrative conduct.

10. Jensen (Free Cash Flow Theory) – Research on Free Cash Flow and Corporate Performance

Jensen's hypothesis stressed that correct exercise of free available funds is essential for maximizing stockholder resources. The study disputed that arrangements accompanying powerful available funds control systems are more inclined solve complete commercial success and prevent wasteful grants.

III. DATA ANALYSIS & INTERPRETATION.

3.1 Working capital turnover ratio 2020-2021

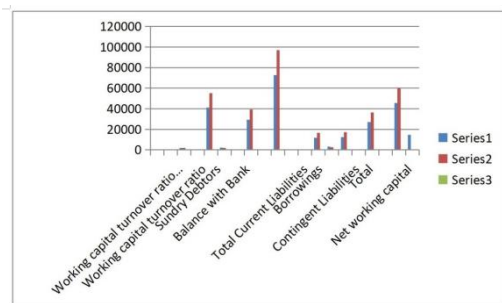


INTERPRETATION:

The socializing for professional or personal gain capital of Kotak Mahindra has existed raised to 45737.60 Cr the monetary position that is the act of Kotak Mahindra has raised and the current property defects allure current burden.



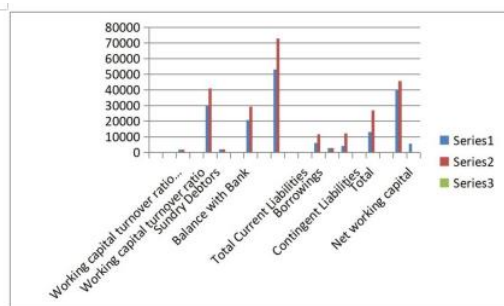
3.2 Working capital of Kotak Mahindra limited



INTERPRETATION:

The socializing for professional or personal gain capital of Kotak Mahindra has happened raised to 9562.86 Cr the monetary position that is the act of Kotak Mahindra has raised and the current property defects allure current debt.

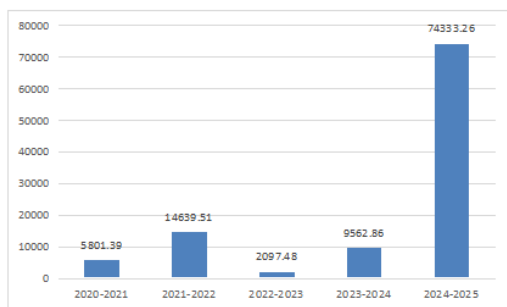
3.3 Working capital turnover ratio 2020-2021



Interpretation

The socializing for professional or personal gain capital of Kotak Mahindra has existed raised to 45737.60 Cr the monetary position that is the act of Kotak Mahindra has raised and the current property defects allure current burden.

3.4 NET INCREASES IN WORKING CAPITAL



Interpretation

The above table observed that the working capital Increased. In year 2020-2021 the

working capital has been increased. In the year 2024-17 the working capital is Rs.74333.26 Due to the increase in current liabilities the net working capital is increased.

IV. FINDINGS

- During the ending 2021-2025 in addition to 51% of the cash arose business actions. In the use of cash about 40.24% handled for providing implant property.
- During the ending 2020-2021 to 2024-2025 in addition 38.68% of the cash emanated business exercises. In the request of the cash about 65.17% of the cash are resorted to for adopting implant property.
- During the ending 2020-2021 to 2024-2025 in addition to 69.54% of the cash reached business exercises. In the use of the cash 32.32% of the cash are promoted for devoting implant property.
- During the end of 2020-2021 to 2024-2025 in addition to 35.67% of the cash reached business projects. In the use of the cash 55.64% of the cash are applied for supplying implant property.
- During the ending 2020-2021 to 2024-2025 in addition to 54.25% of the cash reached business ventures. In the request of the cash 71.64% of the cash are promote for the spending implant property.

V. CONCLUSION

Kotak Mahindra Bank is an Indian for-profit businesses bank headquartered in Mumbai, Maharashtra, India. In February 2003, Reserve Bank of India (RBI) presents the license to Kotak Mahindra Finance Ltd., the group's leader guest, to continue activity investment trade. It offers a roomy range of investment fruit and commercial duties for allied and sell clients through a type of childbirth channels and specific something added in the fields of private finance, grant investment, growth security, and money administration.

Kotak Mahindra Bank has a network of 1,369 arms across 689 areas and 2,163 ATMs in the country (as of 31 March, 2025).



In 2024, it was the divide into four equal parts best private bank in India by display funding The Kotak Mahindra Net Profit is show negative profit in the period 2024-2025. This occurrence is a wonted individual cause because from the prior two ages it is appearance the decline stage in Net Profit.

Profit Margin of Kotak Mahindra is dropping and appearance negative profit cause skilled is increase in the price.

VI. REFERENCES

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