



---

**“A STUDY ON FINANCIAL ANALYSIS UNDERTAKING PEOPLESTRONG  
TECHNOLOGIES PVT. LTD”**

*Mr. Jitender, Research Scholar, Bharati Vidyapeeth (Deemed to be University) Institute  
of Management and Research, New Delhi.*

*Dr. Amarjit R Deshmukh, Associate Professor, Bharati Vidyapeeth (Deemed to be  
University) Institute of Management and Research, New Delhi.*

*Dr. Yashwant Kumar, Assistant Professor, Bharati Vidyapeeth (Deemed to be University)  
Institute of Management and Research, New Delhi.*

*Dr. Aditya Vij, Associate Professor, New Delhi Institute of Management (NDIM),  
GGSIU, New Delhi*

**Abstract:**

This financial analysis study delves into the performance and financial health of "PeopleStrong Technologies Pvt. Ltd.," a prominent player in the technology sector. Through a comprehensive examination of the company's financial statements, key performance indicators, and market trends, this study provides valuable insights into the company's fiscal stability, growth prospects, and competitive positioning. The analysis employs various financial metrics and ratios to assess liquidity, profitability, leverage, and efficiency. Furthermore, it highlights critical findings, potential risks, and opportunities, aiding investors, stakeholders, and financial professionals in making informed decisions regarding their engagement with People Strong Technologies.

***Keywords: Financial Analysis, People Strong Technologies Pvt. Ltd, Performance Metrics, Financial Health, Opportunity Analysis***



---

## **Introduction**

People Strong The brand Established in 2005, People Strong is a leading HR solutions and technology company from India. Delivering cutting edge technology enabled HR solutions in the space of recruitment, employee life cycle management, payroll and compliance management and analytics, the company is enriching experience of over 175+ customers and over 500,000 users for over a decade now.

With the vision to “Simplify Work Life” (#Simplify Worklife), People Strong delivers its technology and services in one offering, using its on-demand technology product People Strong Alt, which has distilled tens of thousands of hours of ‘natural R&D’ —a decade long experience of servicing the HR functions of top MNC and Indian companies. Powered by big data, People Strong Alt covers the entire spectrum of HR like recruitment, employee life cycle management (all activities from hire to retire, like on boarding, leave & attendance management, performance management, exit management), and HR analytics, among others. It is a cloud-based, modular, easy touse product, which is scalable for firms of any size or complexity and helps People Strong enable its wide range of users, be it employees, managers, HR teams or CXOs, to experience work in a completely different way.

Managing three of the largest recruitment process outsourcing (RPO) projects in India and implementing some of the largest tech-enabled HR Shared Services centers in Asia Pacific, PeopleStrong can undoubtedly be called the largest and most diverse HR department of India. Known for its penchant to innovate, PeopleStrong has many firsts to its name, the recent one being India’s first native HR App, which aims to transform the future of work and work life across corporates and organizations.

## Review of Literature

### Payroll

Payroll mistakes can happen faster than you think. For a moment, think about the employees for whom monthly salary is the only source of income. Imagine what if the salary is not paid accurately or there is a delay in releasing salary. Such irregularities can take a toll on the morale of the employees and ultimately affect the business productivity.

While ensuring accurate and timely payment of salary is important, adhering to the various laws and regulations such as labour law, PF, PT and other statutory compliance is also critical. Non- adherence with these laws can attract serious legal and financial consequences.

To make sure that your employees are happy and you are law compliant, you need to have a proper understanding of what payroll is and how to run payroll effectively. We will start with the basics of payroll.

### What is Payroll?





---

Payroll is a list of employees who get paid by the company. Payroll also refers to the total amount of money employer pays to the employees. As a business function, it involves:

1. Developing organization pay policy including flexible benefits, leave encashment policy, etc.
2. Defining payslip components like basic, variable pay, HRA, and LTA
3. Gathering other payroll inputs (e.g., organization's food vendor may supply information about the amount to be recovered from the employees for meals consumed)
4. The actual calculation of gross salary, statutory as well as non-statutory deductions, and arriving at the net pay
5. Releasing employee salary
6. Depositing dues like TDS, PF, etc. with appropriate authorities and filing returns

In short, we can say that payroll process involves arriving at what is due to the employees also called as 'net pay' after adjusting necessary taxes and other deductions.

The equation for calculating the net pay

**Net pay** = Gross income- gross deduction

Where,

**Gross income or salary** = All types of regular income + allowances + any one-time payment or benefit

**Gross deduction** = All types of regular deductions + statutory deductions + any one-time deductions

### **What are the stages to processing payroll?**

A payroll officer needs to do careful planning. There are always ongoing tasks that need attention and a constant need to monitor changes to withholdings, contribution to social security funds, etc. The entire process can be split into three stages, pre-payroll, actual payroll and post payroll activities.



---

## **Challenges in handling payroll management process**

The payroll process becomes challenging due to two main reasons.

### **The requirement to stay statutory complaint**

As mentioned before, non-adherence to statutory laws can lead to levy of fines and penalties and in the worst case may even threaten the existence of the business. Today there are some advanced payroll management software that automatically processes payroll in compliance with statutory laws.

### **Dependence on multiple payroll inputs sources**

Before payroll can be processed, you need to get all the data together from sources such as attendance register, conveyance facility availed record, data from HR team like salary revision information, etc., making it a complicated process. For many years HR and payroll officers were managing payroll on excel sheets, but excel sheets have problems like dependency on excel formulas for salary calculation, complexity in adding and removing employees and other limitations like manual data entry, difficulty in extracting information, etc.

### **Various methods available to do payroll for your business**

The possible options for running payroll can be

- Excel based payroll management
- Payroll outsourcing
- Using payroll software

### **Excel based payroll management**

Many businesses who are at an initial stage of operations and have a handful of employees usually go for excel based payroll management.

Excel based payroll management involves doing payroll calculation on excel sheets using standard payroll calculation template. The mathematical formulas are set that help the payroll officer do the computation. While this method does not involve any cost, but it has its inherent limitations like



- 
- High chances of clerical and mathematical errors as data is entered manually
  - Difficulty in adding and removing employees from payroll list
  - Chances of duplicate data and omission of entries at times
  - Need to monitor tax updates and other statutory changes like PF, PT etc

### **Statement of problem**

To study the analysis of services provided by Peoplestrong Technologies Pvt Ltd.

- To find clients for t o with outsourcing ability of doing payroll.
- To know about the experience of client.
- To know all the factors influencing working atmosphere.
- The Appraisal also signifies the present state of affairs of industry, demand & supply, marketing scenario, Regulatory requirements as well as national & International state of affairs of that particular product/ industry.
- The Appraisal also signifies a proper format in which any credit & project appraisal to be placed before the final decision takers.

### **Objectives & Scope of Study**

This project is a compilation of the work that is taken up by a financial Institution while financing an industrial project.

### **Objectives**

- Familiarization with the services provided by Peoplestrong Technologies Pvt Ltd.
- To know the problem which people are facing from these services.
- To know about the experience of client.
- To know all the factors influencing Client.
- To study the features of modern banking which will give a good idea of various services offered by today's other companies and understanding the latest Payroll concepts.



---

### **Scope of Study**

- To analyze the level of satisfaction of the customer in respect to the services.
- Scope of the study is to collect information regarding the Payroll & Compliances.
- To know Investment & Form 16.

### **Managerial usefulness of study**

- To study Impact of Various head in employee Income Tax
- The study provides a complete knowledge of various fundamental concept related to services provided by the People strong.
- The study helps in finding the weaknesses, if any in the services and the steps taken to avoid them.
- The suggestions to the Head of department will help management to make changes in the desired field.
- This project will help the managers to decide on marketing strategy and to find out the gaps in the product development.

### **Type of research and research Design**

The names of the three types of research design describe their purpose very well. The goal of exploratory research is to discover ideas and insights. Descriptive research is usually concerned with describing a population with respect to important variables. Causal research is used to establish cause-and-effect relationships between variables. Experiments are commonly used in causal research designs because they are best suited to determine cause and effect.

### **Exploratory Research**

Design in which the major emphasis is on gaining ideas and in sights.



---

### **Descriptive Research**

Research design in which the major emphasis is on determining the frequency with which something occurs or the extent to which two variables recovery.

### **Causal Research**

Research design in which the major emphasis is on determining cause-and-effect relationships.

### **Data Collection Methods**

Qualitative researchers typically rely on four methods for gathering Information.

- (a) Participating in the setting,
- (b) Observing directly,
- (c) Interviewing in depth, and
- (d) Analyzing documents and material culture.

These form the core of their inquiry—the staples of the diet. Several secondary and specialized methods of data collection supplement them. This chapter provides a brief discussion of the primary and the secondary methods to be considered in designing a qualitative study.

This discussion does not replace the many excellent, detailed references on data collection (we refer to several at the end of this chapter). Its purpose is to guide the proposal writer in stipulating the methods of choice for his study and in describing for the reader how the data will inform his research questions. How the researcher plans to use these methods, however, depends on several considerations

### **Limitations of Study**

As said a basic research was conducted at the Ambition box to assess how far that customers are satisfied with products and services of Peopletstrong. The data id collected from all over India. This study was limited in India. This may be only applicable in India.





---

During the course of the study the following limitation were observed:

- The method will be unsuitable Employees query directly to HR.
- Interpretation of data may vary from individual depending on the individual understanding of the product features and services of the Peoplestrong.
- The method lacks flexibility. In case of inadequate or incomplete information the results may deviate.
- Since all the financial products and services are not widely used by all the customers it is difficult to draw realistic conclusions based on the survey. •It is very difficult to check the accuracy of the information provided.

**References:**

- Bradford and Duncon. (2000). *Simplified Strategic Planning*, Chandler House.
- Brian Tracy.(2000). *The 100 Absolutely Unbreakable Laws of Business Success*, Berrett, Koehler publishers.
- Drucker, P. (1994). The Theory of Business, *Harvard Business Review*, pp. 95-104.
- Kemp, S. and L. Dwyer. (2003). Mission Statements of International Airlines: a Content Analysis', *Tourism Management*, Vol. 24, pp.635-53.
- Kono, T. (1994). Changing a Company's Strategy and Culture, *Long Range Planning*, pp: 85-97.
- Leuthesser, and C. Kohli.(1997). Corporate Identity: The role of Mission Statement,*Business Horizons*.
- P. Kotler.(1986).Megamarketing", *Harvard Business Review*.



- 
- Panda, A., and R.K.Gupta.(2003). Why mission statements become a showpiece? Case of an Indo-American joint venture', *Vikalpa*, Vol. 28, No.2.
  - Pearce, J.A. (1982). The Company Mission as a Strategic Tool', *Sloan Management Review*, Vol 24, 1982 Spring, pp. 15-24.
  - Pearce, J.A. II, and R.B. Robinson Jr.(2003). *Strategic Management: Strategy Formulation and Implementation*, 3<sup>rd</sup> Edition Delhi: A.I.T.B.S Publishers and Distributors.
  - Sidhu, J.(2003). Mission Statements: Is it time to shelve them?', *European Management Journal*, Vol. 21, No. 4,pp. 439-46.
  - Sufi, T., and H. Lyons. (2003). 'Mission Statements Exposed, *International Journal of Hospitality Management*, Vol. 15, No. 5pp.255-62.
  - Tarnow, E. (1997).A Recipe for Mission and Vision Statements, *Journal of Marketing Practice, applied Marketing Science*, Vol. 3, No.4, pp. 184-89.
  - Want, J.H. (1996). Corporate Mission, *Management Review*, Vol. 75, No.3, pp. 48-50.
  - Andrews, Kenneth. 1989. Ethics in practice. *Harvard Business Review* (Sept- Oct): 99-104.
  - Chaloupka, Mel G. 1987. Ethical responses: how to influence one's organization. *Naval War College Review*.
  - [https://en.wikipedia.org/wiki/Ethics\\_in\\_management](https://en.wikipedia.org/wiki/Ethics_in_management)
  - [www.businessdictionary.com](http://www.businessdictionary.com)