ABSTRACT

Liquidity implies conversion of current assets into cash during the normal course of business and to have regular uninterrupted flow of cash to meet outside current liabilities as and when due and payable. Current study focuses on the liquidity position based on some important parameters of liquidity management. It evaluates the relationship between the liquidity, profitability and the associated risk. Low current assets mean high profitability but high risk.

Key words: Liquidity Management, Trade-off, current assets.

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