

TAKING STOCK

With a little innovation, most companies have managed to check the erosion in profit margins.

Indices	Net sales (in Rs crore)		Net profit (in Rs crore)		Operating profit margin (in %)		Absolute change
	FY 07	FY 08	FY 07	FY 08	FY 07	FY 08	
Voltas	2,400.55	3,044.54	128.74	187.82	3.17	8.22	5.05
Hitachi Home	324.89	446.61	19.33	42.25	7.33	10.30	2.98
Whirlpool India	1,480.58	1,800.44	13.00	47.53	2.16	4.40	2.24
Videocon Inds.	7,580.33	8,710.26	818.80	855.96	17.28	18.89	1.62
Lloyd Electric	490.84	668.23	42.96	60.37	12.08	12.38	0.30
Mirc Electronics	1,513.90	1,528.38	34.12	34.59	5.77	5.49	-0.28

Source: Companies