

Sway of COVID-19 on Stock value of FMCG Companies in India

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Abstract

Worldwide, 1.75 crores of cases are related to corona virus and deaths are approx. 6.7 lakhs. The outbreak of Coronavirus was declared in March 2020 in India and up to July total number of cases crossed the figure of sixteen lakhs with almost thirty-five thousands of deaths. People are facing shortage of money, health issues, social issues, employment issue. This study aims to analyse the impact of Coronavirus disease on stock price of FMCG companies of India. Alike other countries of world Indian government also used lockdown to stop transmission of infection in the country. To analyse the impact of Coronavirus shares prices from March 2020 to July 2020 of top companies listed in Indian stock exchange and data regarding daily increase in confirm cases and number of deceased have been collected. Various statistical tools are applied with the help of Eviews. Finding of study indicated that there is significant impact of Corona Virus over stock price of FMCG sector.

JEL Code : G30; G31; G41

Keywords : Covid-19; Valuation; Stock; FMCG; Lockdown; Regression; India

I. Introduction

NOW A DAY everyone in the world is facing problems due to coronavirus disease, steps taken by the government to stop transmission of virus from one person to other person. People are facing shortage of money, health issues, social issues, employment issue. Confirmed cases of corona virus reached up to sixteen lakhs and deaths are of almost thirty-five thousand in India. Worldwide, 1.75 crores of cases are related to corona virus and deaths are approx. 6.7 lakhs. All these cases are responsible for imposing lockdown in various countries to prevent spread of coronavirus.

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