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PERFORMANCE EVALUATION OF NON BANKING FINANCIAL COMPANIES

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ABSTRACT

*India has a diversified financial sector sustaining accelerated development both in terms of steady growth of existing financial services firms and new entities. Entering the market. The sector constitute commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller financial entities. **Non-bank financial companies (NBFCs)** are financial institutions that offer banking services without meeting the legal requirement of a bank, that prescribed in **Banking Act 1949** i.e. one that does not hold a banking license. The specific banking products that can be offered by NBFCs depend on authority which regulate the banking activity and may include services such as loans and credit facilities, savings products, investments and money transfer services".*

Keywords: Finance, Profitability, Ratios.