**Abstract**

Fast moving consumer goods (FMCG) sector in India is the fourth largest in the economy. The middle class and the rural segments of the Indian population are the most promising market for FMCG and give brand makers the opportunity to convert them to branded products. India has low per capita consumption as well as low penetration level, but the potential for growth is huge. Many FMCG players have increased their investments in modern retail. FMCG is one of the sectors in the country which has successfully mitigated the rural-urban divide. The performance of leading players in FMCG sector was above par in the second half with almost all of them experiencing double digit growths. The outlook for Indian FMCG is positive because of growing sales, strong financials of leading players and ever increasing urbanization. These companies are the leaders in their respective sectors. The present study focus on relationship between selected FMCG companies share price and Nifty Index. The risk associated with those companies share price were measured with relevant tools. The study covers top five FMCG companies based on their equity analysis and its share price. The companies are glaxosmithkline.con, KRBL, Britannia, Kwality, and Nestle. Equity analysis is the most important measurement technique used to measure the movement of share market, which helps the investor to take decision either to buy or sell.