**Abstract**

The financial performance analysis is the most significant process to know the financial position and to make better economic decisions .The core aim of this study is the financial performance analysis of BRITANNIA and PARLE. Comparative Analysis and Trend Analysis are the tools used in the research. Financial analysis focuses on identifying the organisation objectives are attained. The performance of both companies for the past five years is fluctuating up and down but making a good amount of profit. The over all study reveals that Britannia and Parle are in a health their financial position in the market .Also ,Parle is one step a head of Britannia.