AN EMPIRICAL STUDY ON EFFECT OF BONUS ANNOUNCEMENT ON SHARE PRICE VOLATILITY AND LIQUIDITY AND ITS IMPACT ON MARKET WEALTH CREATION OF INFORMED INVESTORS IN BANGALORE WITH SPECIAL REFERENCE TO CNX NIFTY STOCKS OF NSE

Prof. Suresha B*

Dr.Gajendra Naidu**

Abstract

This paper investigates the market reaction to bonus issue announcement news, using a event study methodology for Nifty stocks from 1995 to 2011. There are several theories that have been advanced to explain why companies go for stock dividends. In previous studies, it is evident that stock returns are significantly affected negatively or positively around bonus issue announcement dates. Informed investors market wealth is affected to a greater extent around this event. The purpose of this study is to test whether the investor can gain or lose an above normal return by relying on public information impounded in a bonus issue announcement. Using risk adjusted event study methodology, this study tests where there is excessive abnormal return exists during event window of announcement. Bonus announcement sample observations S&P Nifty INDEX were analyzed using standard risk adjusted event study methodology. The event study methodology was employed in the determination of the effects of the bonus. Abnormal returns were calculated by use of the market model and t-tests are conducted to test the significance. We find the existence of significant positive abnormal returns on AD 0, but under a short run of AD+3 abnormal returns do not persist and dilutes to its normal return. The study found out that the Indian market reacts positively to bonus issues. Also shown a increase in volumes of shares traded around the bonus issues date. There is also an increase in trading activity after the bonus announcement as compared to that before the announcement.

Keywords: Abnormal returns, market reaction, event study

* Assistant Professor, Christ University, Bangalore-29,

Research Scholar, Rayalaseema University, Kurnool

** Research Supervisor, Professor, Audens Business School, Bangalore-29, Karnataka, India.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.



1. Introduction and Literature review

When a publicly-traded company issues corporate action information through any channel of communication, it is initiating a process that will bring actual change to its stock. By understanding these different types of processes and their effects, an investor can have a clearer picture of what a corporate action indicates about a company's financial affairs and how that action will influence the company's share price and performance. This knowledge, in turn, will aid the investor in determining whether to buy, sell or hold the stock in question. Corporate actions are typically agreed upon by a company's board of directors and authorized by the shareholders and informed to the shareholders from time to time.

Informed shareholders generally understand the market as efficient and the daily stock prices reflect the market adjusted price for all available information of the corporate events. Such premises are hypothetical to believe that the market is efficient and are influenced by the corporate actions disclosure given from time to time. Under efficient markets corporate events should not show any abnormal return on or surrounding either announcement date or effective date of information, as it is absorbed by the market in the real time, and the current prices reflect the benefits associated with such corporate events, and discounts its future earning benefits.

Evidence available from U. S market reflects the absence of abnormal positive return on and around announcements as well as effective day and increase in variance following ex-day. Though these evidences are less consistent and more confusing, several hypotheses have been presented to explain effect surrounding bonus issue announcement. Some of them are, the signaling hypothesis (Asquith, Healy, and Palepu (1989), Rankine and Stice (1997)) and the liquidity hypothesis (Baker and Powell (1993), Muscarella and Vetsuypens (1996)) are quite popular, Apart from these several studies find that the neglected firm hypothesis provides some explanation power as well (Grinblatt, Masulis, and Titman (1984), Arbel and Swanson (1993), and Rankine and Stice (1997).

In this paper, Bonus announcement was taken to examine the effect of corporate actions on price and liquidity. Empirical research on the effects of a bonus issue on the stock prices gives evidence that the market reacts favorably to a bonus issue. Fama, Fischer, Jensen, and Roll (1969), Charest (1978), Grinblatt, Masulis, and Titman (1984), for example, have documented evidence of a

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

favorable reaction of the stock market to a bonus issue in the US. Ramachandran (1988) and Obaidullah (1992) have found out similar evidences in India.

Empirical research has shown that the market generally react positively to the announcement of bonus issue (Foster and Vickrey (1978), Woolridge (1983), Grinblatt *et al* (1984), McNichols and Dravid (1990), Masse *et al* (1997), Lijleblom (1989), Bar-Yosef and Brown (1977)). Numerous studies in India have dealt with the information content of various types of announcements (Ramachandran (1985), Obaidullah (1992), Rao (1994), Rao and Geetha (1996), Srinivasan (2002), Budhraja I, Parekh P and Singh T (2004), and Mishra (2005)).

2. Motivation

Thou earlier researchers have made attempts to study the effect of corporate actions on shareholders wealth, but there is no specific research conducted on nifty since its inception period Also few attempts were made earlier to study the wealth effect around announcement dates, but not on liquidity changes around announcement dates. Hence, to bridge this gap of knowledge motivated to research in this area under this study. Also, generally investors are unaware about the corporate actions and its effects on their share prices. It is observed in the previous research investigations that, there is a change in the risk and return pattern of shares around the corporate actions dates. By understanding these different types of actions and their effects, an investor can have a clearer picture of what a corporate action indicates about a company's financial affairs and how that action will influence the company's share price and performance. This knowledge, in turn, will aid the investor in determining whether to buy or sell the stock in question. And understand how material news released by a company might affect the value of its securities or influence investors' decisions. Several studies have been conducted to study on Price and liquidity effects of stock dividend in US market and with special reference to Indian market the study conducted by Mr. Mayank Joshipura (Nseindia.com) and Madhuri Malhotra1, Dr. M. Thenmozhi & Dr. G. Arun Kumar holds as the basis for this study. In this research paper, an attempt has been made, to investigate Bonus issue for a data period of 15 years from 1995 taking CNX Nifty Stocks as bench mark.

3. Objectives of the study:

a) Primary Objective

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology

ISSN: 2249-1058

The following major objectives are set for the study.

- 1. To verify Presence of any abnormal returns on or surrounding bonus issue announcement.
- 2. To find the Presence of any abnormal volume variance on or surrounding bonus announcement. (Trading volume is taken as stand-in to liquidity).

b) Secondary Objective

The following Secondary objectives are set for the study

- 1. To investigate efficiency of the market in absorbing the material information in bonus issue.
- 2. To support informed investors in understanding the price pressure and liquidity prevailing around the announcement date.

3. Scope of the study

This study covers the wider range of shares from sectors comprised in Nifty index and investigates the corporate announcement effects with bonus issue actions of Nifty companies and the abnormal change in the price movements and liquidity around the announcement and effective date of action. It also attempts to find the announcement effect on market wealth creation of informed investors in Bangalore. It gives scope for further studies in Indian market on corporate actions like dividend announcements, mergers news, consolidation etc in indexes or other sectors stock.

5. Description of the research work Data and Methodology:

5.1 Data source

a). As the Corporate announcement data is not published directly in any of the leading business dailies, to find out effective announcement date of the event, data available on nseindia.com, Capital line and CMIE's Prowess database has been used.

5.1.2 Data sample

To test the above objectives the companies that went for bonus issue in last 15 years (Announcement Date Between April 1995 to December 2011) has been taken from a sample frame of current constituents of CNX Nifty.

5.2 Methodology:

Hypothesis tests of bonus issue:

There are several hypothesis put forwarded by previous researchers to explain price and liquidity changes associated with corporate events. To test each hypothesis a window is designed and effect of event is measured.

- H₁: There are no abnormal returns present in pre event window.
- H₂: There is no abnormal return present on announcement date.
- H₃; There is no abnormal return in post event window.
- H₄: There are no abnormal volumes present in pre announcement window.
- H₅: There are no abnormal volumes present on announcement date.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

H₆; There is no abnormal volumes in post event window.

5.2.1Effect on price and volume

The approach used to achieve above mentioned objective is known as "event study" which is a standard approach in the area of financial economics ever since it has been published by Fama (1969). An event study is designed to examine market reaction of any event under observation using abnormal return criteria. For this study, data is divided into various windows. It has been always a debatable issue when it comes to choosing window length and different lengths are used by different researchers for the study. But here I propose to use following different windows to test some of the above mentioned hypothesis.

a). Pre event window (AD-21 to AD): This window is selected to test Neglected firm hypothesis and any information content associated with corporate actions announcement or leakage of corporate actions information before the formal announcement been made. In case any information content is associated with corporate actions announcement as suggested by neglected firm hypothesis, an abnormal return should be present on announcement day but should not be present on effective day. If any significant abnormal return is found in this window prior to announcement date there is a case of insider information or leakage of sensitive information in the market place before the announcement.

b). Announcement date effect (AD-1 to AD+1): If market did not anticipate change (exp. bonus issue) then abnormal return should not be present in the pre announcement window but it may appear in run up window, specially if any positive wealth effect is associated with stock bonus, as it has been explained by market maker hypothesis and the same is anticipated by the market.. As number of days between AD and ED is different in each of the stocks bonus issue s, the length of this window may very from stock to stock.

c). Post announcement window (AD to AD+21): As per tradable range hypothesis, small investors can only participate after bonus, issue becomes officially announced, hence, a significant improvement in liquidity along with abnormal positive return due to substantial demand from number of small investors from AD to about AD+21 days as the stock becomes more affordable but later on abnormal return starts reversing from thereon. But in case if that

abnormal return sustains through the window it indicates positive wealth effect associated with liquidity premium and market maker hypothesis.

5.2.2 Measuring Wealth effect:

Price or wealth effect has been analyzed, with the equilibrium model for the normal stock return that is the expected return if the event did not happen. Estimation window of AD-21 to AD-201 days which is the standard practice in most such studies has been developed. The forecast errors over the event window +21 to -21 measures the abnormal performance of returns associated with the event. The normal model most widely used in the event-studies is the market model which can be expressed as

$$AR_{i,t} = R_{i,t} - \alpha_{i} - \beta_{i} R_{m,t}$$

Daily return of a security (firm) at a particular date, R_{it} is computed by using formula

$$R_{it} = In \; \frac{P_{it} - P_{io}}{P_{io}}$$

Where,

 P_{it} = Price of the stock I on day t. P_{i0} = Price of the stock I on day 0.

The NIFTY is used as market portfolio ($R_{m,t}$). The coefficients alpha and beta are estimated by using period of AD-21 days to aAD-201 as mentioned above. Regression was runed to obtain the coefficients for the estimation window. The expected returns for security j at day t are defined as,

$$ER_{jt} = \alpha_i + \beta_i R_{mt}$$

Where α_i , β_i are OLS estimators of (α_i, β_i)

The daily abnormal return is measured as

$$AR_{it} = R_{it} - ER_{it}.$$

For each event date t, the cross sectional average abnormal returns for all firms are defined as:

$$AAR_t = \frac{1}{n} \sum_{i=1}^n \varepsilon_{it}$$

To analyze the price effects, the Cumulative Average Abnormal Returns (CAAR) for the 42 days centered in the announcement dates has been calculated. The use of CAAR is a common methodology. CAAR for event days t_1 to t_2 were obtained as follows:

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

$$CAAR = \sum_{t=1}^{t_2} AAR_t$$

5.2.3 Test of significance:

To compute the t-statistic, first, all abnormal returns are standardized as:

$$SAR_{it} = \frac{AR_{it}}{S_i(AR)}$$

Where, S_i (AR) is the standard deviation of the abnormal returns of stock '*i*' in the estimation period. The *t*-statistic for the sample of *N* observations for each day't' in the event window is calculated as:

$$t(SAR) = (\sum i = 1 \text{ to } N \text{ SAR}_{it}) 1/\sqrt{n}....(1)$$

$$Students \quad 't' \ test = \frac{\sum AAR_t/SD_t}{\sqrt{n}}...(2)$$

The cross-sectional t-test using cross-sectional variance as proposed by *Brown/Warner* (1985) to take cross sectional correlation into account is calculated as follows: is calculated as

Under the assumption that the abnormal returns are cross sectional independent and identically normally Distributed, Mayank Joshipura (2008) where S^2 is equal to

$$S^{2} = \frac{1}{N} \sum_{i=1}^{N} \frac{(AR_{it} - AAR_{t})^{2}}{N-1}$$

5.2.4 Normality of Data:

Many statistical tests require that your data follow a normal distribution. Sometimes this is not the case. In some instances it is possible to transform the data to make them follow a normal distribution; in others this is not possible or the sample size might be so small that it is difficult to ascertain whether or not the data a normally distributed. In such cases it is necessary to use a statistical test that does not require the data to follow a particular distribution. Earlier studies documents that (Brown and Warner (1985)) that mean excess returns in a cross-section of securities converge to normality as the sample size increases. And in this study the sample size is 87 so there won't be a problem of non normality of returns.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

ISSN: 2249-1058

But still to support the parametric test results of this research finding a Non parametric sign test is also calculated. A nonparametric sign test based on sign of abnormal return is also employed. The hypothesis is abnormal returns are independent across securities and that the expected proportion of positive abnormal returns under the null hypothesis is 0.5. The test statistic is computed as

$$\theta = \left\{ \frac{N_+}{N} - .05 \right\} \frac{\sqrt{N}}{.05} \sim N (0.1)$$

where N is the sample size and N+ is the number of cases where the abnormal return is positive.

5.2.5 Liquidity Measure:

Stock's trading volume represents liquidity and any change in its volume around event window above its normal trading range indicates the volume variance. ceteris paribus, Amihud and Mendelson, (1986). Any change in volume variance is change in liquidity. To verify whether there is any abnormal trade volume around event window a mean and market adjusted volume measure similar to those of Harris and Gurel (1986), Liu (2000) and Elliott and Warr (2003), Mayank Joshipura (2008) and as adopted by to examine abnormal volumes around the event days. The change in raw trading volume (VOL) for security i is computed as:

$$VOl_{i,t} = In(VOL_i)_{after} - In(VOL_i)_{before}$$
 -----(1)

The abnormal volume variance ratio is computed as follows for N obersations for S_{it}

$$AVVR_{i.t} = \frac{V_{it}/_{V_i}}{V_{mt}/_{V_m}}$$

6. Empirical Results and Conclusions:

Bonus issue has resulted in positive mean return during event window for 27 companies and for 32 companies on announcement date. It is also obvious in the research findings that the bonus issue announcement has a positive average abnormal return of 0.620% on Announcement date and it is significant at 5% level with t value of 2.545. Also observed that in pre window period of AD 0 to -21 14 days have significant change in the abnormal returns. This confirms the information leakage for large group of traders in the market. Small investors will have positive wealth change on announcement date as generally they have less access to the corporate insider's information. When tested with non parametric sign test it is found that out of total 48 companies

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

<u>ISSN: 2249-1058</u>

offering bonus issues, 32 companies have positive abnormal returns and it is statistically significant at 5% level with 1.980 p-value.

The trading volume has also increased significantly surrounding bonus issue announcement as well as on announcement day. Bonus issue has volume ratios of 1.725 on announcement day and also that volume ratio remains at considerably higher than one in the entire event window (AD-21, AD+21) with strong statistical significance indicating increase in the liquidity for the stock. When verified with the non parametric sign test the result confirms the existence of positive abnormal change in volume for bonus issue thereby higher liquidity for the stock during the window. This may lead us to conclude that the bonus issue announcement creates positive wealth effect with higher liquidity. Increase in liquidity finding is consistent with findings of Muscarella and Vetsuypens (1996), Amihud and Mendelson (1986), and Christian Wulff (2002). This confirms the liquidity is associated with positive wealth effect. Informed Investors awareness and perception about the effect of such corporate events on their portfolio holdings is insignificant and the alternative hypothesis has been accepted that the informed investors does not have any knowledge of the wealth effect of corporate events and reacts only as per the market trend and on the calculated risk analysis of the stock for the stock.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology

References

- 1) Admati, A., and P. Pfleiderer, 1988, A theory of intraday patterns: Volume and price variability, Review of Financial Studies 1, 3-40.
- Angel, J. (1997): \Tick Size, Share Prices, and Stock Splits," The Journal of Finance, 52(2):655-681.
- 3) Anshuman, V.R., Kalay, A. (2002), ""Can split create market liquidity? Theory and evidence"", *Journal of Financial Markets*, Vol. 5 pp.83-125.
- Arbel, A. and G. Swanson, 1993, The role of information in stock split announcement effects, Quarterly Journal of Business and Economics 32, No. 2, 14-25.
- 5) Balachandran, Balasingham and Tanner, Sally, "Bonus Share issues and announcement effect: Australian evidence. http://ssrn.com/abstract=288743. 2001
- 6) Ball, R, Brown P and F.J Finn. "Share Capitalization Changes, Information and the Australian Equity Market." Australian Journal of Management. 2, 105-126, 1977.
- 7) Brennan, M.J. and P.J. Hughes, 1991, Stock prices and the supply of information, Journal of Finance 46, 1665-1691.
- 8) Kryzanowski, L. and H. Zhang, 1993, Market behavior around Canadian stock-split exdates,
- 9) Lakonishok, J. and B. Lev, 1987, Stock splits and stock dividends: Why, who and when, Journal of Finance 42, 913-932
- 10) Lamoureux, C.G. and P. Poon, 1987, The market reaction to stock splits, Journal of Finance 42, 1347-1370.
- 11) Mayank, Joshipura,(2008), Price and liquidity effects of stock split: (An Empirical evidence from Indian stock market) NSE India 2-20.
- 12) McNichols, M. and A. David, 1990, Stock dividends, stock splits and signaling, Journal
- 13) Mishra, A.K. "An Empirical Analysis of Market Reaction around the Bonus Issue in India." The ICFAI Journal of Applied Finance. Aug. 21-37, 2005.
- 14) Muscarella, C.J. and M.R. Vetsuypens, 1996, Stock splits: Signaling or liquidity? The case of ADR "solo splits", Journal of Financial Economics 42, 3-26.
- 15) Obaidullah, M. "How do stock prices react to bonus issues?" Journal of Financial Economics. 17-22, 1992.

of Finance 45, 857-880.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology

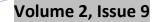
16) Ohlson, J.A. and S.H. Penman, 1985, Volatility increases subsequent to stock splits, Journal of Financial Economics 14, 251 - 266.

ISSN: 2249-1058

- 17) Pilotte, E. and T. Manuel, 1996, The market's response to recurring events. The case of stock splits, Journal of Financial Economics 41, 111-127.
- 18) Satyajit Dhar. Dr, Ms. Sweta Chhaochharia (2006), Market Reaction Around the Stock Splits and Bonus Issues: Some Indian Evidence, http://ssrn.com/abstract=1087200 pg 10 -16.
 Journal of Empirical Finance 1, 57-81
- 19) Schultz, P. (2000):\Stock Splits, Tick Size, and Sponsorship," The Journal of Finance, 55(1):429-450
- 20) Singh, Balwinder, and Mittal, R.K. "Under pricing of IPOs: Indian Experience." The ICFAI Journal of Applied Finance. Vol. 9(2), March 29-42, 2003.
- 21) Wulff, C. (2002): The Market Reaction to Stock Splits {Evidence from Germany," Schmalenbach Business Review, 54(3):280-290









Exhibits:

amons.	Table:1	
howing the Average abnorma	l return for corporate actions around	l 42 days event window onus issue
window	AAR%	t(AAR)%
-21	-0.629	-4.326
-21 -20	-0.629 -0.247	
		-1.678
-19	0.257	1.472
-18	0.975	5.777
-17	0.295	1.412
-16	-0.183	-1.08
-15	-0.716	-4.62
-14	0.443	2.773
-13	0.499	3.135
-12	0.144	0.653
-11	-0.208	-0.801
-10	0.579	4.082
-9	-0.149	-0.676
-8	0.367	1.79
-7	-0.277	-1.242
-6	0.855	3.379
-5	0.226	1.038
-4	0.318	1.762
-3	0.751	4.223
-2	0.644	2.611
-1	0.644	3.55
0	0.62	2.545
1	-0.197	-0.802
2	-0.457	-2.613
3	0.049	0.286
4	-0.29	-1.752
5	-1.979	-3.014
6	-1.319	-1.878
7	-0.195	-1.2
8	-4.711	-3.14
9	-0.563	-2.743
10	0.158	0.79
11	-0.782	-1.054
12	-0.972	-5.224
13	-0.192	-1.225

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.



2012

Volume 2, Issue 9



14	0.382	1.675
15	-0.32	-1.765
16	-0.315	-2.127
17	-0.61	-2.782
18	0.842	2.854
19	-0.178	-0.976
20	-2.374	-2.071
21	-0.738	-2.608



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology





Table: 2

Showing the Companywise Cumulative abnormal return (CAR) for corporate actions around 42 days event

 windo)W	r	· · · · · · · · · · · · · · · · · · ·
Bonus is	sue		
COMPANY	CAR	t test	
ACC	0.082	0.599	
AMUJA	0.008	0.034	
AMUJA	-0.021	-0.216	
BAJAJ	0.021	0.223	
BHEL	0.008	0.088	
BPCL	0.027	0.138	
CIPLA	-1.025	-0.955	
CIPLA	0.146	0.932	
DR.REDDY	-0.807	-0.77	
GAIL	0.086	0.579	
HCL	0.014	0.158	
HERO HONDA	-0.376	-0.541	
HINDALCO	0.062	0.72	
HDFC	0.159	2.688	
ITC	0.053	0.64	
ITC	0.076	0.81	
INFOSYS	-0.069	-0.465	
INFOSYS	0.036	0.266	
INFOSYS	0.261	1.181	
INFOSYS	-0.279	-0.365	- A
JP ASS	-0.322	-1.429	
JINDAL	0.167	0.788	
KOTAK	0.25	1.805	
KOTAK	-0.285	-1.33	
LT	-0.312	-1.182	
LT	-0.297	-1.672	
MM	-0.135	-1.02	
MM	0.216	2.39	
ONGC	-0.144	-1.749	
ONGC	0.085	0.654	
RANBAXY	-0.68	-1.004	
RANBAXY	-0.046	-0.534	
RELIANCE	-0.024	-0.163	
RELIANCE	-0.011	-0.071	
RPOWER	0	0	

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.





SESA GOA	0.102	0.521
SESA GOA	0.096	0.293
SIEMENS	0.033	0.179
STERLITE	0.039	0.205
STERLITE	-0.327	-2.13
SUN	-1.172	-0.987
SUN	0.022	0.12
TCS	0.055	0.399
TCS	0.519	1.676
TATA MOTORS	-0.563	-1.273
TATA STEEL	-0.286	-1.033
WIPRO	0.255	1.296
WIPRO	-0.333	-1.15
WIPRO	0.173	2.225
WIPRO	-0.311	-3.377

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology





<u> </u>		Table:3		
Showing the	e average volu		e ratio for corpo ius issue	orate events
	window	AVVR	t(AVR%)	
	-21	1.260	1.732	
	-20	1.325	1.797	
	-19	1.896	2.172	
	-18	1.325	1.570	
	-17	1.643	1.572	
	-16	1.720	2.024	
	-15	1.796	2.317	
	-14	1.873	2.346	
	-13	1.949	2.451	
	-12	2.026	1.839	
	-11	2.103	1.618	
	-10	1.260	1.777	
	-9	1.325	1.199	
	-8	1.896	1.848	
	-7	1.325	1.187	
	-6	1.643	1.298	
	-5	1.620	1.489	A 100 100
	-4	1.680	1.860	
	-3	1.873	2.107	
	-2	1.949	1.581	
	-1	2.0 <mark>26</mark>	2.233	
	0	2.103	1.725	
	1	1.260	1.025	
	2	1.920	2.197	A.A.
	3	1.896	2.191	15 million
	4	1.650	1.992	0 \
	5	1.643	0.501	
	6	1.720	0.490	
	7	1.796	2.216	
	8	1.873	0.250	
	9	1.949	1.898	
	10	2.026	2.030	
	11	2.103	0.567	
	12	1.260	1.354	
	13	1.325	1.690	
	14	1.896	1.663	
	15	1.325	1.464	

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.



Volume 2, Issue 9



16	1.643	2.221
17	1.720	1.567
18	1.796	1.217
19	1.873	2.050
20	1.949	0.340
21	2.026	1.432



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology





Table: 4 Data used for the study for bonus issue

Total companies announce bonus issue during study period	52
Data not found fully or partially	01
Announcement Date and other details not available.	01
Sample used for the study	50





Volume 2, Issue 9



Table: 5 Impact of bonus issue on share price performance								
COMPANY	Event Date	Beta	Alpha	Average Returns	R2	Cumulative Abnormal Returns	t test	
ACC	02/04/1996	0.123	0.000	0.002	0.006	0.082	0.599	
AMUJA	19/04/2005	0.150	0.004	0.000	0.008	0.008	0.034	
AMUJA	08/10/1999	0.289	0.001	-0.001	0.028	-0.021	-0.216	
BAJAJ	22/07/2010	0.652	0.003	0.001	0.160	0.021	0.223	
BHEL	25/01/2007	1.036	-0.001	0.000	0.564	0.008	0.088	
BPCL	28/09/2000	0.099	-0.001	0.001	0.005	0.027	0.138	
CIPLA	11/02/2006	0.790	0.001	-0.024	0.244	-1.025	-0.955	
CIPLA	07/10/1999	0.685	0.004	0.003	0.168	0.146	0.932	
DR.REDDY	31/05/2006	0.669	0.001	-0.019	0.133	-0.807	-0.770	
GAIL	23/06/2008	0.970	0.000	0.002	0.446	0.086	0.579	
HCL	14/12/2006	0.922	-0.001	0.000	0.428	0.014	0.158	
HERO HONDA	04/08/1998	1.096	0.002	-0.009	0.361	-0.376	-0.541	
HINDALCO	10/05/1996	0.176	0.001	0.001	0.019	0.062	0.7 <mark>20</mark>	
HDFC	17/10/2002	-0.093	-0.001	0.004	0.005	0.159	2.688	
ITC	18/06/2010	0.275	0.001	0.001	0.032	0.053	0.640	
ITC	17/06/2005	0.282	0.000	0.002	0.042	0.076	0.810	
INFOSYS	14/04/2006	0.102	0.003	-0.002	0.004	-0.069	-0. <mark>465</mark>	
INFOSYS	13/04/2004	0.042	0.001	0.001	0.001	0.036	0.266	
INFOSYS	25/01/1999	-0.059	0.003	0.006	0.001	0.261	1.181	
INFOSYS	18/06/1997	0.081	0.004	-0.007	0.004	-0.279	-0.365	
JP ASS	21/10/2009	0.070	0.007	-0.008	0.001	-0.322	-1.429	
JINDAL	29/07/2009	0.015	0.001	0.004	0.000	0.167	0.788	
KOTAK	07/06/2005	0.030	-0.001	0.006	0.000	0.250	1.805	
KOTAK	25/05/2004	0.370	0.003	-0.007	0.033	-0.285	-1.330	
LT	29/05/2008	0.096	0.003	-0.007	0.003	-0.312	-1.182	
LT	07/06/2006	0.043	0.001	-0.007	0.001	-0.297	-1.672	
MM	14/06/2005	0.119	0.000	-0.003	0.006	-0.135	-1.020	
MM	07/11/1995	0.119	0.000	0.005	0.006	0.216	2.390	
ONGC	16/12/2010	0.161	0.001	-0.003	0.011	-0.144	-1.749	
ONGC	26/07/2006	0.227	0.000	0.002	0.031	0.085	0.654	
RANBAXY	18/07/2002	-0.023	-0.001	-0.016	0.001	-0.680	-1.004	
RANBAXY	11/11/1998	0.166	0.001	-0.001	0.010	-0.046	-0.534	
RELIANCE	07/10/2009	0.096	0.001	-0.001	0.004	-0.024	-0.163	
RELIANCE	13/09/1997	0.161	0.002	0.000	0.011	-0.011	-0.071	
RPOWER	24/02/2008	1.197	-0.004	0.000	0.465	0.000	0.000	
	28/04/2008	0.213	0.002	0.002	0.009	0.102	0.521	

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

International Journal of Marketing and Technology



Volume 2, Issue 9

<u>ISSN: 2249-1058</u>

17/12/2004	0.258	0.003	0.002	0.022	0.096	0.293
22/11/2007	0.295	0.001	0.001	0.035	0.033	0.179
26/04/2010	0.037	0.002	0.001	0.000	0.039	0.205
10/02/2006	0.149	0.001	-0.008	0.005	-0.327	-2.130
21/04/2004	0.102	0.006	-0.028	0.002	-1.172	-0.987
09/02/2000	-0.071	0.004	0.001	0.002	0.022	0.120
20/04/2009	0.006	0.001	0.001	0.000	0.055	0.399
17/04/2006	-0.206	-0.004	0.012	0.026	0.519	1.676
28/09/1995	-0.222	0.004	-0.013	0.014	-0.563	-1.273
07/06/2004	0.041	0.003	-0.007	0.001	-0.286	-1.033
23/04/2010	0.226	-0.001	0.006	0.003	0.255	1.296
22/04/2005	1.297	-0.001	-0.008	0.505	-0.333	-1.150
16/04/2004	0.600	-0.005	0.004	0.006	0.173	2.225
13/09/1997	0.735	0.003	-0.007	0.312	-0.311	-3.377
	22/11/2007 26/04/2010 10/02/2006 21/04/2004 09/02/2000 20/04/2009 17/04/2006 28/09/1995 07/06/2004 23/04/2010 22/04/2005 16/04/2004	22/11/20070.29526/04/20100.03710/02/20060.14921/04/20040.10209/02/2000-0.07120/04/20090.00617/04/2006-0.20628/09/1995-0.22207/06/20040.04123/04/20100.22622/04/20051.29716/04/20040.600	22/11/20070.2950.00126/04/20100.0370.00210/02/20060.1490.00121/04/20040.1020.00609/02/2000-0.0710.00420/04/20090.0060.00117/04/2006-0.206-0.00428/09/1995-0.2220.00407/06/20040.0410.00323/04/20100.226-0.00122/04/20051.297-0.00116/04/20040.600-0.005	22/11/20070.2950.0010.00126/04/20100.0370.0020.00110/02/20060.1490.001-0.00821/04/20040.1020.006-0.02809/02/2000-0.0710.0040.00120/04/20090.0060.0010.00117/04/2006-0.206-0.0040.01228/09/1995-0.2220.004-0.01307/06/20040.0410.003-0.00723/04/20100.226-0.0010.00622/04/20051.297-0.001-0.00816/04/20040.600-0.0050.004	22/11/20070.2950.0010.0010.03526/04/20100.0370.0020.0010.00010/02/20060.1490.001-0.0080.00521/04/20040.1020.006-0.0280.00209/02/2000-0.0710.0040.0010.00220/04/20090.0060.0010.0010.00017/04/2006-0.206-0.0040.0120.02628/09/1995-0.2220.004-0.0130.01407/06/20040.0410.003-0.0070.00123/04/20100.226-0.0010.0060.00322/04/20051.297-0.001-0.0080.50516/04/20040.600-0.0050.0040.006	22/11/20070.2950.0010.0010.0350.03326/04/20100.0370.0020.0010.0000.03910/02/20060.1490.001-0.0080.005-0.32721/04/20040.1020.006-0.0280.002-1.17209/02/2000-0.0710.0040.0010.0020.02220/04/20090.0060.0010.0010.0000.05517/04/2006-0.206-0.0040.0120.0260.51928/09/1995-0.2220.004-0.0130.014-0.56307/06/20040.0410.003-0.0070.001-0.28623/04/20100.226-0.0010.0060.0030.25522/04/20051.297-0.001-0.0080.505-0.33316/04/20040.600-0.0050.0040.0060.173

Note: t values in bold shows the significance at 5% level.



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.





Table 6: Impact of Event Bonus Issues Announcement on Share Price Performance

Bonus Issue	No. of companies	%
Companies having positive mean return during event window	27	54
Companies having negative mean return during event window	23	46
Companies having positive return on announcement date	32	64
Companies having negative return on announcement date	18	63
Total	50	

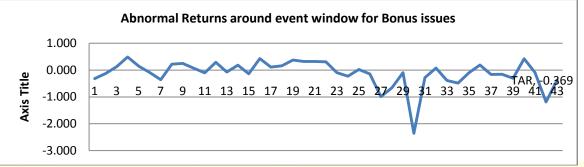


A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology

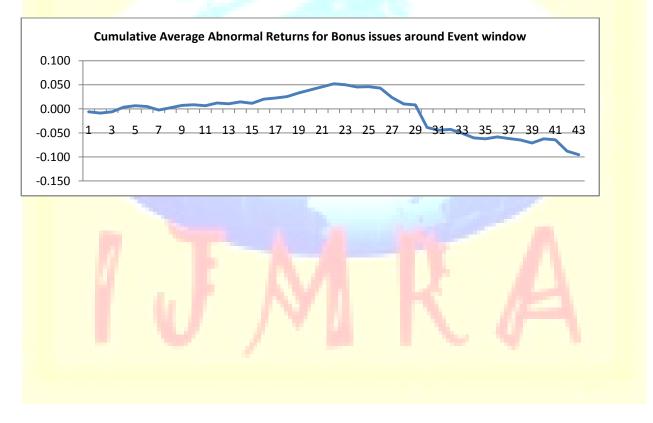




Graph:1



Graph:2



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.