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CIPLA LTD. SWOT & PESTLE ANALYSIS

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Company Name : Cipla Ltd.

Company Sector : Pharmaceuticals

Operating Geography : India, Asia, Global

About the Company :

Cipla Limited is a pharmaceutical company headquartered in Mumbai, India and having operations in around 80 countries in the world. It was founded in the year 1935 and has rich experience of over 80 years in the pharma sector. The company primarily is into making pills to treat and cure ailments and is also involved in developing medical devices and therapeutics. The company excels in developing devices to treat respiratory issues, cardiovascular diseases, arthritis, diabetes, weight control and depression treatment. India is the largest market and also the largest source of revenue for the company whereas the US market being at the second position for Cipla. Cipla aims to become the largest seller through strategic plans and by emerging into new markets with high potential. As of 2023, Cipla employed around 40,000 people. Cipla has won various awards and accolades such as 'Company of the Year' award at the Business Standard Annual Awards 2021, 'FICCI CSR Award' 2019-20 under the 'Health' category, and so on.

The USP of Cipla lies in it being India's 3rd largest and South Africa's 3rd largest private pharmaceutical company. Cipla's mission is "to be a leading global healthcare company which uses technology and innovation to meet every day needs of all patients."

Revenue :

INR 21,763 crores - FY ending 31st March 2022

INR 19,160 crores - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Cipla Ltd. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Reputed brand with strong product portfolio with leading share in respiratory and AVR's category 2.Consistently strong financial performance and growth 3.Experienced management and promoters with established track record 4.Innovation through digitization and online platforms 5.Lung segment leadership across markets 6.Diversified manufacturing and operational presence 7.Strengthening position in South Africa and Emerging Markets 	<ol style="list-style-type: none"> 1.Coming with tag of Generics giant 2.Limited presence in developed countries 3.Regulatory risks and warnings from USFDA 4.Allegations of tax violations
Opportunities	Threats
<ol style="list-style-type: none"> 1.Post pandemic global view and scope 2.Stretching footprint into developed countries 3.AI and digital analytics to play an increasing role in pharma 4.Unlocking of Respiratory franchise in the US 5.Strategic partnerships and acquisitions to drive growth 6.Launch of testing devices and new segment to expand business 	<ol style="list-style-type: none"> 1.Constant evolution or changes in the drug pricing method in India by authorities 2.Strong competition at domestic level with limited market share 3.Dependence on China for raw materials

PESTLE Analysis :

The PESTLE Analysis for Cipla Ltd. is given below:

Political	Economical
<ul style="list-style-type: none"> 1.Government's focus on improving ease of doing business and formulating policies to aid pharma industry 2.Geopolitical volatility increasing business risks 3.Impact of Russia-Ukraine war on the pharma industry 	<ul style="list-style-type: none"> 1.Global medicine market is projected to grow at 3-6% annually 2.Macroeconomic headwinds are expected to increase
Social	Technological
<ul style="list-style-type: none"> 1.Building direct patient connect (B2C) with increasing digital adoption 	<ul style="list-style-type: none"> 1.Digital transformation strategy to fuel business growth: 2.Digital therapeutics \u2013 a segment with growing opportunity 3.Revolutionizing manufacturing processes through Industry 4.0
Legal	Environmental
<ul style="list-style-type: none"> 1.Increasingly evolving global regulatory environment 2.Engagement with regulatory bodies and other stakeholders 	<ul style="list-style-type: none"> 1.Strong focus on Environment, Health & Safety (EHS) and Sustainability 2.Leveraging renewable energy and Agri-waste

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Client Support:
support@swotandpestle.com