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BHARAT PETROLEUM CORPORATION LIMITED (BPCL) SWOT & PESTLE ANALYSIS

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Company Name : Bharat Petroleum Corporation Limited (BPCL)

Company Sector : Oil & Gas

Operating Geography : India. Asia

About the Company : Bharat Petroleum Corporation Limited (BPCL) is a oil and gas company in the ownership of the Indian government. It is controlled by the Government of India's Ministry of Petroleum and Natural Gas, which is headquartered in Mumbai, Maharashtra. The company initially started off during the British colonial control of India, as the Rangoon Oil and Exploration Company which was established to investigate new discoveries off the coasts of Assam and Burma. Asiatic Petroleum (India) collaborated with an active producer, refiner and distributor of petroleum products, the Burmah Oil Company, in 1928 in order to form the Burmah-Shell Oil Storage and Distributing Company of India Limited. The seven Strategic Business Units in which BPCL's business are categorised are Retail, Lubricants, Aviation,

Refinery, Gas, I&C and LPG. BPCL has operations in refineries located in Mumbai, Kochi, Bina and Numaligarh. While its subsidiaries include Indraprastha Gas Limited, Petronet LNG and Bharat Renewable Energy Limited. They also have Loyalty Programs that are very popular like Petrocard, Smartfleet. In January, 2021, BPCL was awarded for its sustainability performance in the 2021 edition of the S&P Dow Jones Sustainability as the No.1 Indian oil and gas sector.

The USP or Unique Selling Proposition of BPCL is that it is India's second-largest downstream government owned oil corporation. The mission statement of BPCL reads "constant pursuit for customer service quality excellence." While its vision statement reads, "We are the most admired global energy company leveraging talent and technology."

Revenue :

Rs. 3,01,864.98 Crores- FY ending 31st March 2021 (y-o-y growth -7.85%)

Rs. 3,27,580.78 crore- FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Bharat Petroleum Corporation Limited (BPCL) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Fifth largest Indian company by turnover taking besides being a prestigious Maharatna Company 2.Reports strong profits every year and consistent shareholder return 3.Strong distribution network with 18500+ retail outlets and 6100+ LPG distributors 4.Third largest company in terms of refining capacity 5.Strong R&D unit holding 70 patents from both Indian and Foreign Governments 	<ul style="list-style-type: none"> 1.Continuous political interference in administration 2.Uncertain atmosphere due to recent disinvestment push by the government 3.Too much interference by unions on behalf of employees
Opportunities	Threats
<ul style="list-style-type: none"> 1.Tapping into the EV charging solution 2.Expanding different products and services in foreign countries 	<ul style="list-style-type: none"> 1.Political and global pressure to move away from conventional sources of energy 2.Close competition by other PSUs for marketshare

PESTLE Analysis :

The PESTLE Analysis for Bharat Petroleum Corporation Limited (BPCL) is given below:

Political 1.Uncertainty due to Government's initiative for disinvestment in PSUs and the subsequent failure to attract bidder 2.India is witnessing union protests across different sectors against the privatization and new labour code	Economical 1.The prices of petroleum products in India are at an all-time high 2.Impact of Covid 19 on jobs and rising inflation has impacted people's budgets.
Social 1.Work from home has reduced the number of vehicles on the road 2.India is witnessing a cycling boom and an increasing health-conscious population	Technological 1.There is a push by the government for technological advancement in the field of renewable sources of energy, 2.Rising demand of consumers in metropolitan for electrical vehicles
Legal 1.BPCL gets dragged to court regularly by a current employee, unions, or ex-employee	Environmental 1.The Indian Government pushing for alternative sources of energy rather than just conventional sources of energy

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