
S&P TEST

SWOT & PESTLE.com

EICHER MOTORS SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Eicher Motors

Company Sector : Automotive industry

Operating Geography : India, Asia, Global

About the Company :

Eicher Motors Limited, located in New Delhi, is an Indian multinational automotive firm that produces motorbikes and commercial vehicles. Royal Enfield, a middleweight motorcycle manufacturer, is owned by Eicher. Goodearth Company was founded in 1948 to distribute and service imported tractors. Eicher Tractor Corporation of India Private Ltd was founded in 1959 in collaboration with the Eicher Tractor Company, a German tractor manufacturer. Trucks, buses, motorcycles, automotive gears, and components are all part of the Eicher Group's diverse commercial interests, which include design, development, manufacture, and local and international marketing. Management consulting services, specialised engineering, maps and travel guides are all possible growth avenues for Eicher. With advanced development facilities in Leicestershire, UK, and China, the company operates in India and over 60 countries around the world. In India and other developing countries, it has a joint venture with Sweden's AB Volvo-Volvo Eicher Commercial Vehicles. The company is also listed on the BSE and NSE, and since 2016, it has been a component of the NSE's benchmark Nifty 50 Index. In May, 2022, Eicher announced the launch of the Eicher Prima G3 Series, a new line of premium tractors aimed at farmers looking for both style and substance.

Eicher Motors Limited's USP is that it is a major automotive company with a strong cash-generating ability from core business - Improving Cash Flow from Operations for the past two years with the Zero Promoter Pledge. The mission statement of Eicher Motors reads, "VECV aims to continuously improve transportation efficiency in India and developing markets, thereby reducing logistics costs for goods and people – leading to higher enablement of specialization in manufacturing, agriculture and services, thereby increasing the nation's economic activity and productivity".

Revenue :

INR 8661.56 Crores - FY ending 31st March 2021 (y-o-y growth -4.54%)

INR 9073.55 Crores- FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Eicher Motors is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Eicher Motors Ltd is a zero-debt company 2.Wide presence of Royal Enfield in 1750 Indian cities having around 2,000 stores. 3.Increasing exports and market share globally. No. 2 in CV exports 4.World class manufacturing facilities 	<ul style="list-style-type: none"> 1.Falling profit after tax and revenue since the last two years 2. High dependency on 350 cc segment in the motorcycle portfolio
Opportunities	Threats
<ul style="list-style-type: none"> 1.Huge potential to increase its presence across the Indian states 2.Potential to increase exports in the mid-size segment (250-750 cc) 3.To increase vehicle aftersales and accessories for motorcycles 	<ul style="list-style-type: none"> 1.Fall of domestic sales across commercial vehicles and motorcycles 2.Decrease in production due to semiconductor chip shortage and pandemic 3.Increasing competition globally across all the products

PESTLE Analysis :

The PESTLE Analysis for Eicher Motors is given below:

Political	Economical
1.Changes in pricing structure due to Changing Fuel Emission Norms 2.Increased Opportunity due to PLI schemes for automobile sector and auto components	1.Increase in vehicle prices due to rising inflation level across the globe 2.Low demand due to rising fuel prices
Social	Technological
1.Consumer Preferences Shifting towards the Electric vehicle segment.	1.Global Supply Chain Crisis may affect exports 2.Trends like AI, digitization, e-commerce etc improving customer service and sales data.
Legal	Environmental
1.Intellectual property rights infringement of auto parts.	1.A drive towards adapting sustainable development and building sustainable products 2.Adapting environment friendly measures like recycling and use of renewable resources etc.

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Eicher Motors** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com