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## EXIDE INDUSTRIES LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** Exide Industries Limited

**Company Sector :** Battery Manufacturing

**Operating Geography :** India, Asia, Global

**About the Company :**

Exide Industries Limited is a worldwide storage battery manufacturing and life insurance company based in Kolkata, India. Under the Companies Act of 1913, Associated Battery Makers (Eastern) Ltd. was formed on January 31, 1953. The business manufactures, develops, and sells the world's largest range of lead-acid storage batteries, ranging in capacity from 2.5Ah to 20,600Ah, to meet the needs of a wide range of applications. The firm produces batteries for the automotive, electricity, telecom, infrastructure projects, computer, railways, mining, and defence industries, as well as the railways, mining, and defence sectors, using the most up-to-date technological inputs. It has manufacturing facilities in India and Sri Lanka, as well as a dealership network reaching 46 countries across five continents. Exide also owns and runs four major lead-acid battery recycling plants: two in the United States and one each in Spain and Portugal. Two in Maharashtra, two in West Bengal – Shamnagar (Mother plant) and Haldia, one in Tamil Nadu – Hosur, one in Haryana, and two in Uttarakhand — the company has seven factories across the country. Exide is the only business that supplies the Indian Navy with submarine batteries. As of January 2022, the company leverages the talent of 1,973 employees.

Exide Industries' USP lies in its being India's largest and fourth-largest maker of automotive and industrial lead-acid batteries. The mission statement of the company reads, "To become a Global Power House respected by customers and preferred by investors, known for innovative products and solutions. To outperform a market exceeding expectations of customers and shareholders through the accelerated evolution of people, processes and technologies in its journey towards excellence".

**Revenue :**

INR 12,462 crores - FY ending 31st March 2022

INR 10,106 crores - FY ending 31st March 2021

**SWOT Analysis :**

The SWOT Analysis for Exide Industries Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand equity and distribution network</li> <li>2.Over 90% market share in India</li> <li>3.Global presence in 50+ countries</li> <li>4.Huge range of products for 8+ sectors</li> <li>5.38+ major automobile manufacturers as its customers</li> <li>6.Consistent profit margins for last 10+ years</li> </ul>	<ul style="list-style-type: none"> <li>1.Low share in exports revenues</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Joint venture with Leclanche expected to be highly profitable</li> <li>2.Despite pandemic, life insurance subsidiary expected to show growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly competitive automobile battery market</li> <li>2.Li-ion batteries gradually replacing lead-acid batteries</li> <li>3.Pandemic to cause uncertain impacts on customers</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Exide Industries Limited is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.EU likely to make sustainable batteries a mandate</li> <li>2.Indian Government to induce tech advancements in battery for EVs</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Global demand for lead-acid batteries continue to surge.</li> <li>2.The battery manufacturers of India cracked a Rs 18,100 crore PLI plan for construction of Tesla-style giga factories.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Consumer preference of lithium-ion batteries urges company to shift product line-up</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.The arrival of the 'big battery' technology has the potential to outdate use of fossil fuels.</li> <li>2. Million-mile batteries might be the future of battery technology</li> <li>3. Upcoming highly innovative batteries are anticipated to bring power revolution.</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.GST reduction for EVs indicates more use of Li-ion over lead-acid batteries</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Environmental impacts of lead-acid batteries outweigh its benefits</li> <li>2.Greener batteries need to be introduced in market</li> <li>3.Ocean ecosystems become vulnerable to be exploited by battery industry</li> </ol>

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