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## JSW STEEL LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** JSW Steel Limited

**Company Sector :** Metals and Mining

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

**About the Company :**

JSW Steel Limited is a steel making company of India headquartered in Mumbai, Maharashtra. It draws its roots from the JSW Group. JSW Steel is one of India's rapidly growing companies with a global presence in more than 100 countries. Its Steel business can be traced backed to an acquisition in 1982; the acquisition of Piramal Steel Limited. It renamed the plant as Jindal Iron and Steel Company (JISCO) after that, JSW went on to set up its first plant located in Vasind near Mumbai in the same year 1982. After a couple of years JSW went on establishing more steel plants. It was in the year 1994 that it set up another major plant (Jindal Vijayanagar Steel [JVSL]) in Toranagallu in the Indian state of Karnataka which is considered to be a great source of high-grade iron ore. In 2004, JSW acquired Salem Steel Works and turned it around in terms of productivity and capacity. In 2005, the two JISCO and JVSL merged to mark the birth of JSW Steel. Since then, JSW Steel has continued to expand in national and international markets, establishing a legacy of success. JSW Steel has 9 facilities and a control over 13 mines in India. It has over 13,128 employees as of early 2022.

The USP of JSW steel lies in it being the market leader in Indian steel market. The mission of JSW Steel lies in its aims to be an "Innovative Company" that contributes to social development by positively exploring potential needs among our continuously changing society through proprietary technologies that we have cultivated throughout our history and cutting-edge technologies that we are under development.

**Revenue :**

INR 78,059 crore – FY ending 31st March 2021

INR 71,116 crore – FY ending 31st March 2020

**SWOT Analysis :**

The SWOT Analysis for JSW Steel Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. History of Esteemed Presence in the Sector</li> <li>2. State of the Art Plants and Facilities</li> <li>3. Best-in-class infrastructure portfolio</li> <li>4. Good Productivity and Profit levels</li> <li>5. Long-term raw material security</li> <li>6. Leading player in Indian steel market</li> </ul>	<ul style="list-style-type: none"> <li>1. Increased Burden due to Loans and Borrowings</li> <li>2. Decline in the Net Profit Curve</li> <li>3. Increase in trend of Financial Liabilities</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Hike in Steel Exports from the Country</li> <li>2. Government initiatives like; Make in India and Atmanirbhar Bharat, giving boost to Indian Conglomerates</li> <li>3. Digitalisation and Other Digital Initiatives Enhancing the Performance of the Company</li> </ul>	<ul style="list-style-type: none"> <li>1. State of the Indian Economy and Growth levels</li> <li>2. Pandemic Impact on the Global Steel Market</li> <li>3. Tough competition in the Steel sector at National and International Levels</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for JSW Steel Limited is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Strong Governance in the Country gives Rise to Business Stability and Growth</li> <li>2.Government Schemes like Make in India and AatmaNirbhar Bharat</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Economic Trend and Growth in the National and International Level</li> <li>2.Unstable Prices of Forex Causes Steel Price Fluctuations</li> <li>3.Performance of the Steel Industry in the Global Market</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Availability of Labour from Local Regions</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Tie Ups with Global Partners Brings Home New and Sophisticated Technology</li> <li>2.Research and Development Centres Ensures Continuous Inventions and Innovations</li> <li>3.Digitalisation and Work from Home [WFH] Era</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Impact of National Steel Policy of 2017 on the Steel Sector</li> <li>2.The Mines and Minerals Act, 1957 Affecting the way of Operations</li> <li>3.EXIM Policy of India</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Carbon Emission and Carbon Footprint Concerns</li> <li>2.Waste Processing and Management System adopted by the Company</li> <li>3.Abiding by the Kyoto Protocol of the UN, 1992</li> </ol>

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