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## KANSAI NEROLAC PAINTS LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** Kansai Nerolac Paints Limited

**Company Sector :** Chemicals, Paints

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

**About the Company :**

Kansai Nerolac Paints Limited (formerly Goodlass Nerolac Paints Ltd) is a Mumbai-based industrial paint and third-largest decorative paint company. It is a subsidiary of Japan's Kansai Paint. It designs and manufactures paint systems for the electrical component, cycle, material handling equipment, bus bodies, containers, and furniture industries. In 1920, it was founded as Gahagan Paints & Varnish Co. Ltd. in Lower Parel, Mumbai. Goodlass Nerolac Paints Ltd. was acquired by Tata Forbes Group in 1976 after Forbes Gokak acquired a portion of the foreign shareholdings. In 1999, Kansai Paint Co. Ltd. of Japan acquired the entire stake of the Tata Forbes group, and Goodlass Nerolac Paints became a wholly owned subsidiary of Kansai Paint Company Ltd. Kansai Nerolac Paints Ltd. (KNPL) has been placed in the 'Leadership' category in the CRISIL Sustainability Yearbook 2022 in recognition of its unwavering commitment to sustainability and the environment. Furthermore, among paint and manufacturing companies, Kansai Nerolac Paints Ltd. has the highest ESG score. As of early 2022, Kansai had over 7,748 employees.

The USP of Kansai Nerolac lies in it being the largest industrial paints company in India. Kansai Nerolac mission is, “To leverage global technology, for serving our customers with superior coating systems built on innovative and superior products and world class solutions, to strengthen our leadership in Industrial coatings and propel for leadership in Architectural coatings, all to the delight of our stakeholders.”

**Revenue :**

INR 5981.76 crores – FY ending 31st March 2022

INR 4,809.46 crores – FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Kansai Nerolac Paints Limited is given below:

| Strengths   | Weaknesses  |
|---|---|
| <ul style="list-style-type: none"> <li>1.Diversified paints portfolio with constant new launches</li> <li>2.One of the leading players in Indian paints industry</li> <li>3.Strong focus on branding with a new branding initiative launched in 2022</li> <li>4.Focus of R&amp;D on product innovation provides a competitive edge</li> <li>5.Wide range of digital applications for each personnel reflecting strong digital capabilities</li> <li>6.Strong manufacturing footprint with plants in various states</li> </ul> | <ul style="list-style-type: none"> <li>1.The products will become obsolete quickly due to the demand for vinyl-based wallpaper</li> </ul>   |
| Opportunities   | Threats   |
| <ul style="list-style-type: none"> <li>1.Expansion into new market segments through increase in product portfolio</li> <li>2.New product launches in the automotive coatings segments to provide growth</li> <li>3.Planning of capacity expansion in the country</li> </ul>   | <ul style="list-style-type: none"> <li>1.Inflationary pressures are weighing down the margins</li> <li>2.Tough competition from some large players like Asian Paints, Berger Paints as well as from new entrants</li> <li>3.Rising supply constraints due to raw material shortage</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for Kansai Nerolac Paints Limited is given below:

| Political  | Economical  |
|--|---|
| 1. Government's infrastructure investment plan will boost demand for paints<br>2. Geopolitical trade restrictions, conflicts and supply chain challenges | 1. Rise in crude oil prices is affecting the margins<br>2. Slowdown in automotive sector due to macroeconomic factors<br>3. Inflationary pressures are weighing down the margins              |
| Social   | Technological   |
| 1. Change in consumer preferences towards paints and wallpaper<br>2. Increased focus on home improvement due to work from home                           | 1. Wide range of digital applications for each personnel to promote "an organization-wide" digitalization<br>2. New paint technologies such as nanotechnology, smart paints, etc. are on rise |
| Legal  | Environmental   |
| 1. Involvement in patent infringement lawsuit  | 1. Initiatives for sustainable packaging, energy efficiency, water & waste management as part of ESG  |

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