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BHARAT FORGE LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Bharat Forge Limited

Company Sector : Auto Ancillaries, Diversified

Operating Geography : India, Asia, Global

About the Company :

Bharat Forge is an Indian multinational company that specializes in metal forging and machining. The company was founded in 1961 and is headquartered in Pune, India. Bharat Forge is part of the Kalyani Group, which is one of the leading industrial conglomerates in India. Bharat Forge has a diverse range of products and services, including components for the automotive industry, defense and aerospace components, oil and gas equipment, and industrial machinery. The company operates in several countries, including the United States, Germany, Sweden, and China, and has a global customer base. In the automotive industry, Bharat Forge is a major supplier of forged and machined components, such as crankshafts, connecting rods, and steering knuckles. The company has partnerships with several leading automakers, including Volkswagen, General Motors, and Ford. In the defense sector, Bharat Forge produces components for tanks, artillery, and infantry combat vehicles. The company has also partnered with several international defense companies, such as Lockheed Martin and Boeing, to provide components and services. Bharat Forge has received several awards and recognition for its products and services. The company has been ranked among the top 100 global automotive suppliers and has received the Deming Prize for its excellence in quality management. As of early 2023, Bharat Forge employed over 4,892 people.

The USP of Bharat Forge is that it is a leading global player in the metal forging and machining industry, with a strong focus on innovation and customer satisfaction. The mission of Bharat Forge is “Building India's economic backbone, strengthening national capabilities and ensuring a bigger global imprint for ourselves and our country, securing our position amongst the top forging manufacturers in India.”

Revenue :

INR 106,569.78 million - FY ending 31st March 2022

INR 65,051.59 million - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Bharat Forge Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the world's largest forging companies 2. Serves to highly diversified industries 3. Strategic global presence gives a competitive edge 4. Strong financial position with robust balance sheet and low debt 	<ul style="list-style-type: none"> 1. High working capital intensity and moderately leveraged capital structure 2. High dependence on the CV segment
Opportunities	Threats
<ul style="list-style-type: none"> 1. Significant acquisitions to strengthen growth in the industrial business space 2. Progressing to be a leading global manufacturing destination 3. Government's focus on infrastructure to present growth opportunities for construction segment 4. JVs to capture growth opportunity in Indian markets 5. Entry into the electric vehicles segment 	<ul style="list-style-type: none"> 1. Class 8 truck orders are continually declining 2. Semiconductor shortages and induced volatility in fuel price are hurting demand 3. Auto electrification may lead to the closure of forging units

PESTLE Analysis :

The PESTLE Analysis for Bharat Forge Limited is given below:

<p style="text-align: center;">Political</p> <p>1. Government's strong impetus on self-reliance has boosted defence business</p> <p>2. Russia-Ukraine war leading to high spending on defence</p>	<p style="text-align: center;">Economical</p> <p>1. Significant challenges in the automobile industry due to various macroeconomic factors</p> <p>2. High cost of commodities will impact forging industry</p>
<p style="text-align: center;">Social</p> <p>1. Population increase driving the need for construction companies</p>	<p style="text-align: center;">Technological</p> <p>1. Adoption of Industry 4.0 for digitalisation of manufacturing facilities</p> <p>2. Launch of technologically advanced drone to aid the Indian army</p> <p>3. Supplier of a range of technologically advanced products to the marine industry</p>
<p style="text-align: center;">Legal</p> <p>1. Involvement in lawsuit impact reputation</p>	<p style="text-align: center;">Environmental</p> <p>1. Increasing focus on waste management initiatives</p> <p>2. Green steel plants focusing on sustainability</p> <p>3. Sourcing of solar power from the open access project</p>

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