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TATA CHEMICALS LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Tata Chemicals Limited

Company Sector : Chemicals, Consumer Products, Specialty Chemicals

Operating Geography : India, Asia, Global

About the Company :

Tata Chemicals Limited, headquartered in Mumbai, India, is an Indian worldwide enterprise having interests in chemicals, crop protection, and specialised chemistry products. On January 23, 1939, the firm was established. Basic Chemistry and Specialty Chemistry are the two divisions of the organisation. Many of the world's major brands for glass, detergents, medicine, biscuit making, bakeries, and other industries rely on the company's Basic Chemistry product range. Tata Chemicals is a division of the Tata Group. In India's branded iodized salt segment, Tata Chemicals is the market leader and pioneer. Under the Tata Sampann label, the company sells pulses and spices. Tata Swach, the company's water purifier line, features a low-cost nanotechnology-based purifier that provides safe drinking water at a reasonable price. Nutraceuticals for healthy and delicious modern meals are also produced by the company. The company has a strong foothold in the crop protection market with its Farming Essentials portfolio, which is managed by its subsidiary Rallis India. Tata Chemicals was the only Indian company to have won at the International Quality Innovation Awards in January 2022. Tata Chemicals has over 4,600 employees as of early 2023.

Tata Chemical Ltd.'s USP is that it owns Asia's largest saltworks, as well as the world's third and sixth largest soda ash and sodium bicarbonate manufacturers. The mission statement of the company reads, "In the Tata Group, our mission of improving the quality of life for the communities we serve globally, through long-term stakeholder value creation based on leadership with trust, is the driving force of our lives".

Revenue :

INR 12,622 crore - FY ending 31st March 2022

INR 10,200 crore - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Tata Chemicals Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Deep expertise in science led innovation, with manufacturing and operational excellence 2.Strong distribution and reach among consumers and farms 3.Tata chemicals is known globally for its trusted brands and customer loyalty 4.Strong focus on sustainability through green chemistry 5.Wide geographic presence with strong revenues from them 6.Strong portfolio of business segments 	<ul style="list-style-type: none"> 1.Inefficient production processes can raise prices and increase carbon footprint, reducing the company's competitive advantages.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Customers will continue to benefit from the company's strategic partnerships centered on innovation and sustainability 2.The organization will be able to improve its procedures for customers and internal efficiencies by leveraging technology with a greater emphasis on automation and digitalization 3.Rallis ramps up the global demand for global crop protection market 4.High growth opportunities in the Indian chemicals market 	<ul style="list-style-type: none"> 1.International geo-political factors are impacting the international business environments. 2.In the industry there is price rigidity 3.The company's business success is threatened by high energy costs and exchange rates.

PESTLE Analysis :

The PESTLE Analysis for Tata Chemicals Limited is given below:

<p style="text-align: center;">Political</p> <p>1.Geopolitical trade risks such as ongoing tensions between US and China.</p>	<p style="text-align: center;">Economical</p> <p>1.A reasonable inflation rate will aid company growth by positively influencing consumer confidence and spending patterns</p>
<p style="text-align: center;">Social</p> <p>1.Tata Chemicals aims to develop a path to carbon neutrality 2.High growth in the global chemical industry driven by growth in SEA countries 3.Shift of the Indian farmers towards higher technology and higher productivity</p>	<p style="text-align: center;">Technological</p> <p>1.Organisation-wide usability of digital assets. 2.Digital infrastructure/platforms for automation and analytics. 3.Set-up a unified IT organisation to deliver enterprise-wide IT and digital services.</p>
<p style="text-align: center;">Legal</p> <p>1.New regulations requiring labels for tires to increase demand for Silica</p>	<p style="text-align: center;">Environmental</p> <p>1.Innovating to deliver green and sustainable solutions for customers 2.Implementing waste management techniques</p>

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