

---

# S&P TEST

SWOT & PESTLE.com

---

## TATA CONSUMER PRODUCTS LIMITED (TCPL) SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Tata Consumer Products Limited (TCPL)

**Company Sector :** FMCG

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

**About the Company :**

Tata Consumer Products Limited (TCPL) is a leading Indian consumer goods company headquartered in Mumbai, Maharashtra. The company was formerly known as Tata Global Beverages Limited and changed its name in February 2020 to reflect its diversification into non-beverage consumer products. TCPL has a wide portfolio of products in categories such as tea, coffee, water, salt, pulses, spices, snacks, and ready-to-eat foods. Some of its popular brands include Tata Tea, Tetley, Eight O'Clock Coffee, Himalayan Natural Mineral Water, Tata Sampann, and Tata Salt. The company has a strong presence in India and also exports its products to over 40 countries worldwide. It operates through a network of subsidiaries and joint ventures across the globe, with manufacturing facilities in India, Sri Lanka, and Vietnam. In 2020, TCPL announced a merger with Tata Chemicals' consumer business to create a stronger consumer goods company with a wider product portfolio. The merger was completed in February 2021, and the combined entity is now called Tata Consumer Products Limited. As of early 2023, TCPL employed over 3000 people.

The USP of Tata Consumer Products lies in it being a leading consumer groups in India. The vision of TCPL is “To build better lives and thriving communities.” The mission statement of TCPL reads, “Passionately growing and innovating every day.”

**Revenue :**

INR 12,425 crores - FY ending 31st March 2022

INR 11,602 crores - FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Tata Consumer Products Limited (TCPL) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diversity in product portfolio</li> <li>2.TCPL has a strong global presence and consumer base</li> <li>3.Leading packaged tea brand in India</li> <li>4.Trusted band among consumers in India</li> <li>5.Successful in strengthening and accelerating core business</li> <li>6.Recipient of various prestigious awards</li> </ul>	<ul style="list-style-type: none"> <li>1.Lesser return on capital employed as compared to competitors.</li> <li>2.Low profit margins due to fluctuating input prices.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Rise in rural disposable income shows room for expansion and growth.</li> <li>2.Expansion in flavors of beverages sold to attract younger audience.</li> <li>3.Expansion of presence in health and protein space</li> <li>4.Strategic acquisitions to become a large player in packaged foods business</li> <li>5.Foray into Southern-Indian market with spices portfolio</li> </ul>	<ul style="list-style-type: none"> <li>1.Variability in plantation yield may impact margins</li> <li>2.Changes in consumer lifestyle and preferences.</li> <li>3.Exchange rate and interest rate fluctuations</li> <li>4.Fluctuations in input prices</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Tata Consumer Products Limited (TCPL) is given below:

Political	Economical
1.PLI schemes would present opportunities for growth in exports and investments in FMCG sector. 2.The war situation between Russia and Ukraine might cause global unrest.	1.FDI approval of 100% for firms with a single product and 51% for firms with multiple products. 2.The economies are unstable due to the spread of Covid-19 virus. 3.Fluctuations in interest rate and exchange rates.
Social	Technological
1.Change in tastes and preferences of consumers. 2.Rise in income of rural households. 3.Acceleration in health and wellness trend	1.Breach of confidential information due to cyber-attacks. 2.Focus on data democratization and hyper-personalization
Legal	Environmental
1.Strike by FMCG distributors impacting supply chain	1.The uncertainty in climate conditions. 2.Focusing on circular economy of plastics

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Tata Consumer Products Limited (TCPL)** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**