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PAGE INDUSTRIES LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Page Industries Limited

Company Sector : Apparel

Operating Geography : India, Asia, Global

About the Company :

Page Industries Limited is an Indian company that specializes in the manufacturing, distribution, and marketing of innerwear, loungewear, and swimwear for men, women, and children. The company is best known for its flagship brand, Jockey, which has become a household name in India and other countries. Page Industries was founded in 1994 by the Genomal family and began operations as a licensee of Jockey International, Inc., which is based in the United States. Since then, Page Industries has grown into one of the largest innerwear manufacturers in India, with a presence in over 50 countries worldwide. The company's product portfolio includes a wide range of innerwear and loungewear, including briefs, trunks, boxers, vests, bras, panties, camisoles, lounge pants, and t-shirts, among others. In addition to Jockey, Page Industries also owns and markets several other brands, including Speedo, Thermals, and Easy. Page Industries operates through a network of more than 500 exclusive Jockey stores and over 50 Speedo stores in India, as well as through a vast network of distributors, wholesalers, and online retailers. The company has also established a strong presence in international markets, including the United States, Canada, Europe, Australia, and the Middle East. The company has won several awards and recognitions over the years, including the 'Best Global Licensee' award by Jockey International in 2017 and the 'Most Admired Innerwear Company of the Year' award by the Economic Times in 2020. As of early 2023, Page Industries employed over 20,000 people.

The USP of Page Industries lies in it being one of the leading companies in innerwear. The mission of Page Industries is to be the number one swimwear brand in the country in terms of both market share and profitability.

Revenue :

INR 38,865 million – FY ending 31st March 2022 (y-o-y growth of 37.19%)

INR 28,330 million - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Page Industries Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong and resilient supply chain 2.Exclusive licensee of successful brand portfolio in the premium innerwear market 3.'Jockey's' highly aspirational brand recall giving Page a major competitive advantage 4.Strong market presence in Asia 5.Extensive distribution network will help Page to capitalize on the increasing market demand 6.Recipient of several awards and accolades throughout the years 7.Robust balance sheet with high revenues 	<ul style="list-style-type: none"> 1.High dependence on single brand with concentrated geographical presence 2.High working capital intensity
Opportunities	Threats
<ul style="list-style-type: none"> 1.Significant expansions and new investments 2.Government schemes aiding the growth of the textile and apparel market 3.Significant growth opportunities in athleisure and swimwear market 4.Increasing shift towards e-commerce 5.Female innerwear market in India expected to be a \$12 billion opportunity by 2025 	<ul style="list-style-type: none"> 1.Rising competition from the D2C brands 2.Increase in yarn prices may impact input costs

PESTLE Analysis :

The PESTLE Analysis for Page Industries Limited is given below:

<p style="text-align: center;">Political</p> <p>1. Embroiled in political controversy over land allocation</p>	<p style="text-align: center;">Economical</p> <p>1. Impact of rising costs on demand 2. Growth in the innerwear market to be driven by rising consumer discretionary spends and growing number of mid-high-income households</p>
<p style="text-align: center;">Social</p> <p>1. Increase in organized retailing and brand consciousness making consumers more aspirational and discerning 2. Increased awareness of healthier lifestyle and availability of quality, functional innerwear and athleisure wear 3. Innerwear being transformed from an essential 'commodity' into a fashion statement over the last decade</p>	<p style="text-align: center;">Technological</p> <p>1. Integration of AWS to scale order volume 2. Leveraging data to accelerate digital transformation</p>
<p style="text-align: center;">Legal</p> <p>1. Allegation of human rights violation may impact reputation</p>	<p style="text-align: center;">Environmental</p> <p>1. Unveiling of chemical management policy and restricted substances list to avoid hazardous chemicals 2. Sustainability initiatives as part of ESG</p>

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