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## ASHOK LEYLAND SWOT & PESTLE ANALYSIS

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**Company Name :** Ashok Leyland

**Company Sector :** Automobiles

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

**About the Company :**

Ashok Leyland is an Indian automobile manufacturing company that specializes in producing commercial vehicles such as buses, trucks, and other utility vehicles. The company was founded in 1948 and is headquartered in Chennai, India. It is a subsidiary of the Hinduja Group, a global conglomerate that operates in diverse industries such as banking, healthcare, and energy. The company has a wide range of products that cater to various segments such as haulage, mining, construction, and defense. Ashok Leyland has also invested heavily in developing electric and hybrid vehicles to meet the growing demand for sustainable transportation. In addition to manufacturing vehicles, Ashok Leyland offers a range of services such as financing, maintenance, and fleet management solutions. The company has a widespread distribution network and operates through a network of dealerships, service centers, and sales offices across India and in several other countries. As of early 2023, Ashok Leyland employed around 12,000 people.

Ashok Leyland's USP is that it is one of the largest manufacturers of commercial vehicles in India and has a significant presence in the global market. Ashok Leyland's vision statement is "To make EVM Group a globally recognized business group in the near future, providing top-notch services in entertainment, transportation, petroleum, rubber, hospitality, automobile, spices, hill produces and numerous other industries."

**Revenue :**

INR 21,688 crores – FY ending 31st March 2022

INR 15,301 crores – FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Ashok Leyland is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the most fully integrated manufacturing companies</li> <li>2. Largest and fastest-growing networks in the commercial vehicle industry</li> <li>3. Strong pipeline of subsidiaries and joint venture</li> <li>4. Supplier to the Indian-armed forces</li> <li>5. Flagship company of the Hinduja group which has diversified presence across various industries</li> </ul>	<ul style="list-style-type: none"> <li>1. Debt-coverage indicators are under stress</li> <li>2. Subdued performance of key investee entities impacting the overall profitability</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Government infrastructure plans and positive outlook will boost demand for MHCV and ICV</li> <li>2. Expansion and strengthening of geographical presence</li> <li>3. Rising demand for pre-owned or re-purposed vehicles</li> <li>4. Switch mobility business expansion in the Middle-East</li> <li>5. Opportunity to enter the truck-as-a-service market</li> </ul>	<ul style="list-style-type: none"> <li>1. Shortage of semi-conductors can hit production</li> <li>2. Inherent cyclical nature of the automotive industry</li> <li>3. Switch mobility business of Ashok Leyland is hitting financing speed bumps</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Ashok Leyland is given below:

Political	Economical
1.Government cut excise duty on fuel and imposed export duty on steel inputs 2.Russia-Ukraine war impacting automobile industry	1.Global inflation and commodity price increase impacting MHCV segment 2.Macroeconomics activities impacting the Indian markets
Social	Technological
1.Demographic shifts and trends reshaping the automotive aftermarket in GCC	1.Rising trend of AI-enabled autonomous vehicles 2.Enabling the use of turbine technology for hybrid electric vehicles
Legal	Environmental
1.Roll-out of new safety regulations for the automobiles in 2023	1.Strong initiatives by automotives to reduce carbon footprint 2.Creating a sustainable future through green mobility 3.Significant investments in EVs and alternative fuel tech

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