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SHREE CEMENT SWOT & PESTLE ANALYSIS

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Company Name : Shree Cement

Company Sector : Cement

Operating Geography : India, Asia, Global

About the Company :

Shree Cement is an Indian cement manufacturing company headquartered in Kolkata, West Bengal. It was founded in 1979 by BG Bangur. The company's manufacturing facilities are located in six states in India, including Rajasthan, Uttarakhand, Bihar, Haryana, Chhattisgarh, and Uttar Pradesh. Shree Cement has a total production capacity of over 43 million tons per annum, making it the third-largest cement manufacturer in the country. Shree Cement produces a range of cement products, including Ordinary Portland Cement (OPC), Portland Pozzolana Cement (PPC), and Sulphate Resistant Cement (SRC). The company also offers a range of value-added products, including Portland Slag Cement (PSC), Quick Setting Cement (QSC), and Low Alkali Cement. In addition to its cement business, Shree Cement is also involved in the power generation business, with a total capacity of 759 MW. The company has also invested in renewable energy sources, such as solar and wind power. In 2021, the company was ranked among the top ten companies in India for sustainability by the Dow Jones Sustainability Index (DJSI). It has also been recognized as one of the most admired companies in India by Fortune India magazine. As of early 2023, Shree Cement employed over 6100 people.

The USP of Shree Cement is that it is one of the largest cement manufacturers in North India. Shree Cement's vision statement reads, "Lead in creating prosperity and happiness for all stakeholders through innovation and sustainable practices."

Revenue :

INR 14,305 crores – FY ending 31st March 2022

INR 12,588 crores - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Shree Cement is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.One of India's Top three cement producers and among the fastest growing companies 2.Diversified business verticals with strong portfolio of brands 3.Strengthening R&D with focus on sustainability 4.Strong manufacturing capital aiding in innovation 5.Strong presence with wide distribution network 6.Strong operating efficiency leading to industry leading margins 	<ul style="list-style-type: none"> 1.Exposure to volatility in input and finished goods prices
Opportunities	Threats
<ul style="list-style-type: none"> 1.Revenue growth via capacity expansion 2.Government's focus on infrastructure will boost demand for cement 	<ul style="list-style-type: none"> 1.Stringent competition in the cement industry 2.Limestone shortage affecting production and labour 3.Rise in coal price and raw material shortage leading to high cement prices

PESTLE Analysis :

The PESTLE Analysis for Shree Cement is given below:

Political	Economical
1.Involvement of political parties to resolve disputes between East Bengal and Shree Cements 2.Russia-Ukraine war is causing havoc on Indian cement companies	1.Rising input cost inflation due to surge in demand
Social	Technological
1.Impact of changing demographics on cement consumption	1.Integrating industrial Internet of Things (IIoT) for smart manufacturing 2.Digital technologies to enhance operational excellence 3.Collaboration with IBM to enhance manufacturing plant efficiencies
Legal	Environmental
1.Increased regulations due to increasing climate change concern 2.Company promoters under scanner for alleged corporate governance issues	1.Using alternative raw materials and fuel to ensure sustainability 2.Significant initiatives to achieve sustainability as part of ESG

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