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PIDILITE INDUSTRIES SWOT & PESTLE ANALYSIS

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Company Name : Pidilite Industries

Company Sector : Chemicals & Adhesives

Operating Geography : India, Asia, Global

About the Company :

Pidilite Industries is an Indian multinational company that produces a wide range of adhesives, sealants, construction chemicals, and other industrial chemicals. The company was founded in 1959 by Balvant Parekh and was initially focused on producing only one product, Fevicol, a synthetic resin adhesive. Today, the company has a diverse portfolio of products, including adhesives and sealants, construction chemicals, art materials, automotive chemicals, industrial adhesives, and more. Some of its popular brands include Fevicol, Dr. Fixit, Fevikwik, M-Seal, and Hobby Ideas. Pidilite Industries is known for its innovative products and has a strong research and development team that constantly develops new products to meet the changing needs of customers. The company is also committed to sustainability and has a number of initiatives to reduce its environmental impact and promote sustainable practices. With a workforce of over 7,600 employees as of early 2023, Pidilite Industries has a strong distribution network that covers over 100 countries, including India, the United States, the United Kingdom, Australia, and South Africa. The company is headquartered in Mumbai, India, and is listed on the Bombay Stock Exchange and the National Stock Exchange of India. In 2022, Fevicol won the Gold at Campaign Digital Crest Awards for the best use of social media.

The USP of Pidilite Industries is that it is one of the largest adhesive manufacturers in the world and has a strong presence in India and other countries around the world. The company's vision is 'To Be The Most Innovative Research and Technical Competence Center for Sustaining "Innovation-Driven" Growths for Pidilite Group of Companies globally.'

Revenue :

INR 8,292 crore - FY ending 31st March 2022

INR 6,290 crore - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Pidilite Industries is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Pidilite is the market leader in adhesive industries with focused media strategy 2.Great market penetration with availability in more than 4 million outlets 3.The bond with investors is strengthened with a comprehensive update on financials and periodic corporate changes 4.Well diversified product portfolio as it is ever-evolving 	<ul style="list-style-type: none"> 1.Over dependency on a brand may lead to narrowed diversification of product
Opportunities	Threats
<ul style="list-style-type: none"> 1.Focus on untapped potential of tile and stone solution market can be game changer 2.Setting up of more plants worldwide can compensate worldwide demand 3.Strategic collaboration and acquisition to facilitate growth 4.Investment in R&D to develop properties of adhesives such as fast solidification, glue guns, etc. 5.Focus on high temperature adhesives to find application in electronics and aerospace 	<ul style="list-style-type: none"> 1.Competition from other low-cost regional brands 2.Raw material prices are dependent on movement in oil prices 3.Slowdown in the economy will impact industrial spending

PESTLE Analysis :

The PESTLE Analysis for Pidilite Industries is given below:

Political	Economical
1. Outside subsidiaries remain vulnerable to the political uncertainties 2. Frequent change in industrial policy will make management inside company difficult	1. Large opportunity for the company to market its differentiated product 2. Commodity cost inflation has impacted adhesives industry
Social	Technological
1. Favourable demographics and rising disposable income 2. Leveraging technology to build stronger bonds with its customers	1. Focused media strategy to reach target population and enhance growth 2. Automation of sales and service to facilitate customers
Legal	Environmental
1. Chemical products must follow the prescribed standardised laws by the governments	1. Sustainable production process of chemicals to create a healthy world 2. Use of organic pigments and input materials gives a safer shape to humanity

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Client Support:
support@swotandpestle.com