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TVS MOTORS SWOT & PESTLE ANALYSIS

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Company Name : TVS Motors

Company Sector : Automobile (Two and Three wheelers)

Operating Geography : India, Asia, Global

About the Company :

TVS Motor Company Limited is one of India's leading two- and three-wheeler manufacturers, producing scooters, motorcycles, mopeds, and three-wheelers. It is one of the top ten two-wheeler manufacturers in the world, with distribution in over 60 countries. The company was created in 1979 as the flagship brand of T.V. Sundaram Iyengar's TVS Group. Under the tenacious and hardworking direction of Chairman and Managing Director Venu Srinivasan, the company has grown to become the largest component of the TVS Group in terms of size and turnover. TVS Motor Company, headquartered in Chennai, has set new industry standards with the launch of mopeds, premium scooters, and scooter categories. Today, over 33.5 million clients throughout the country ride a TVS vehicle. According to TVS Motor Company's 2023 sales figures, the domestic market accounts for 76.6% of its sales, while international markets account for only 23.4%.

TVS Motors Company Limited's unique selling point is that it is one of the top two two-wheeler manufacturers in India and one of the top five two-wheeler manufacturers in Asia. Its mission statement reads “We are committed to be a highly profitable, socially responsible, and leading manufacturer of high value for money, environmentally friendly, lifetime personal transportation products under the TVS brand, for customers predominantly in Asian markets and to provide fulfillment and prosperity for employees, dealers, and suppliers.”

Revenue :

INR 26,378 Cr - FY ending 31st March 2023 (y-o-y growth 27%)

INR 20,791 Cr - FY ending 31st March 2022

SWOT Analysis :

The SWOT Analysis for TVS Motors is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Solid financial position with increasing profits 2.Emphasizing sustainability with EVs to attract environmentally conscious consumers 3.A strong brand reputation and established presence 4.A vast range of products cater to broad customer needs 5.TVS has an extensive dealer network across India 	<ul style="list-style-type: none"> 1.Excessive reliance on the domestic market 2.Lower presence in the premium segment 3.Smaller market share compared to its competitors
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion into new markets, such as Indonesia, Singapore, and parts of Europe 2.Increasing demand for electric vehicles 	<ul style="list-style-type: none"> 1.Intense competition in the two-wheeler industry 2.Dependence on government policies and rising fuel prices 3.Improvement in public transport might decrease demand for passenger-vehicle

PESTLE Analysis :

The PESTLE Analysis for TVS Motors is given below:

<p style="text-align: center;">Political</p> <p>1. Government policies shape the auto industry via taxes, tariffs, and laws</p> <p>2. Stability of Indian government</p>	<p style="text-align: center;">Economical</p> <p>1. Inflation, exchange rates, and interest rates can impact demand</p> <p>2. Economic growth should boost demand</p>
<p style="text-align: center;">Social</p> <p>1. Annual population growth can expand potential customer base</p> <p>2. Earned customer trust primarily targeting local markets boosts sales</p>	<p style="text-align: center;">Technological</p> <p>1. The EV and smart feature revolution may benefit TVS</p> <p>2. Emerging technology advancements may drive up operational costs, potentially reducing long-term profitability</p>
<p style="text-align: center;">Legal</p> <p>1. Introduction of labour and environmental regulations may increase costs</p>	<p style="text-align: center;">Environmental</p> <p>1. Environmental concerns drive the shift to sustainability</p> <p>2. TVS can leverage the global shift towards the EV</p> <p>3. Correlation between normal monsoons and two-wheeler sales in India</p>

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