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RELIANCE INDUSTRIES SWOT & PESTLE ANALYSIS

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Company Name : Reliance Industries

Company Sector : Refining & Marketing, Petrochemicals, Oil & Gas, Retail, Digital Services, Media & Entertainment

Operating Geography : India, South Asia, Global

About the Company : Reliance Industries Ltd. is an Indian conglomerate holding company involved in textile, energy, refining, petrochemicals, telecommunications, retail etc. having its headquarter in Mumbai, Maharashtra, India. Founded as Reliance by Dhirubhai Ambani in the year 1966 in Mumbai as a textile company trading in yarn business, it had its first mill set up in Naroda, Gujarat. In 1977, Reliance textile industries came up with its first IPO and in 1996 went on to become the biggest textile brand “Only Vimal”. As of 2020, Reliance enjoys global presence, being the largest yarn and fibre producer in the world and is among the top ten petrochemical products producer in the world. Starting as a small textile company in a 500 sq. ft. office, Reliance group has translated into a Fortune 500 company in less than 3 decades.

Today, Reliance Industries is India’s most profitable private sector company. Through its achievements of the past four decades, the company has managed to reach the super league of global enterprises. Headed by Mukesh Ambani, Chairman and MD, RIL has over 1.8 lakh employees working directly and 50 lakh plus employed indirectly. The workforce of RIL is highly diverse having of over 40% millennial and employees from over 15 countries. Besides focusing on core industrialization, Reliance has been a proactive supporter of CSR activities through Reliance foundation focusing on education, healthcare & poverty alleviation. Reliance has also been an ardent promoter of sports and nurturing young talent in this space. It has undertaken several initiatives to transform the sporting landscape through ISL, IPL, Tennis leagues etc.

Reliance industries vision reads, “Through sustainable measures, create value for the nation, enhance quality of life across the entire socio-economic spectrum and help spearhead India as a global leader in the domains where we operate.” According to the company, its growth and success are based on the core values of Corporate Citizenship, Customer value, Respect, One

team, Ownership mind-set, Integrity, safety and excellence.

Revenue :

INR 659,205 crore – FY ended March 31st 2019-20 (year-on-year growth of 5.4%)

INR 625,212 crore – FY ended March 31st 2018-19 (year-on-year growth of 45.1%)

INR 430,731 crore – FY ended March 31st 2017-18 (year-on-year growth of 30.5%)

INR 330,180 crore – FY ended March 31st 2016-17

SWOT Analysis :

The SWOT Analysis for Reliance Industries is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Market Position with diverse Brand Portfolio 2.Strong Free Cash flow and good returns on Capital expenditure 3.Operational and expansion advantage in different business verticals 4.Successful track record of integration 5.Reliance Jio & Digital Services 6.Major fundraising in FY2020-21 making the company debt free 	<ul style="list-style-type: none"> 1.Limited success outside core business 2.Less investment in R&D
Opportunities	Threats
<ul style="list-style-type: none"> 1.Tapping the Online market segment 2.Expanding business in more emerging markets 3.Infrastructural development in domestic and off-shore operational units 4.Diversification from core energy business 	<ul style="list-style-type: none"> 1.Intense competition from all sectors 2.Litigations may impact business expansion

PESTLE Analysis :

The PESTLE Analysis for Reliance Industries is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Political stability in existing markets 2. Importance of local governments 3. Change in Taxation policies 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Growing with Indian Economy 2. Skill of workforce 3. Economic, Market & Price fluctuations
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Demographics and lifestyle 2. CSR activities through Reliance foundation 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Changing technology disrupting operations and supply chain integration 2. Strong investments in emerging technologies
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Different legal rules and employment laws 2. Pending legal issues. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Focus on renewable energy

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