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## VEDANTA RESOURCES SWOT & PESTLE ANALYSIS

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**Company Name :** Vedanta Resources

**Company Sector :** Metals and Mining

**Operating Geography :** United Kingdom, India, Australia, Global

**About the Company :** Vedanta Resources Limited is a Natural Resources Company with verticals in zinc-lead-silver, Iron ore, Steel, Copper, Aluminium, Power, Oil and Gas with around 65000 employees associated with it directly or indirectly, across the globe. Mission of Vedanta is, “To create a leading global natural resource company.” The company was founded in 1976 in Mumbai by Anil Agarwal, who is also the chairman of the company. Vedanta Resources plc has its headquarters in London, United Kingdom.

Vedanta believes in operating responsibly and they deliver their commitments to all stakeholders, both internal and external, by demonstrating these values through their actions, processes, systems and interactions. The company is primarily owned by Anil Agarwal and his family through Volcan Investments, which has around 61.7% stake in the business. The major subsidiaries of the Vedanta Resources are the Sterlite Industries, Hindustan Zinc Limited, Sesa Goa, BALCO, Sterlite Energy, and a few in the copper and aluminium sector.

Vedanta’s vision is focused towards building the wealth of all its stakeholders and sustainably engaging the communities it operates in.

**Revenue :**US\$ 14.0 billion - FY ended 31st Mar 2019 (YoY growth negative 8%) US\$ 15.3 billion - FY ended 31st Mar 2018

## SWOT Analysis :

The SWOT Analysis for Vedanta Resources is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Global Presence of Vedanta</li> <li>2.Recognition in terms of prizes and awards</li> <li>3.Strong balance sheet</li> <li>4.Improvement in operational efficiency</li> <li>5.Strong assets/diversified portfolio</li> <li>6.Successful in leveraging unfulfilled potential in other businesses</li> </ul>	<ul style="list-style-type: none"> <li>1.Negative outlook about Vedanta for its weak financial ratios</li> <li>2.Failure to preserve the brand name</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Global expansion on a larger scale</li> <li>2.Stronger community development programs</li> <li>3.Emerging digital technologies and its extensive use</li> </ul>	<ul style="list-style-type: none"> <li>1.Emergence and promotion of alternate sources of energy</li> <li>2.Fluctuation in commodity prices (including oil) and currency exchange rates</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Vedanta Resources is given below:

Political	Economical
1.Political and regulatory risks in mining operations 2.Cancellation of mining licenses	1.Lowering of tax rates by Indian government 2.Lower GDP growth rate in India 3.Health of the manufacturing sector
Social	Technological
1.Positive demographic factors in Indian markets 2.Societal Implications in mining	1.Digitization of traditional business processes
Legal	Environmental
1.Policy support by Indian government 2.Increasing regulatory and legal risks 3.Plant closure due to environmental pollution concerns	1.Anti-green image of the company in the market 2.Strict environmental regulations in the mining sector 3.Initiatives on water, energy and carbon management

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