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## ASIAN PAINTS SWOT & PESTLE ANALYSIS

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**Company Name :** Asian Paints

**Company Sector :** Paints

**Operating Geography :** India, Asia, Global

**About the Company :**

Asian Paints Limited is an Indian multinational paint company headquartered in Mumbai, Maharashtra. It was founded in 1942 by Champaklal H. Choksey, Chimanlal Choksi, Suryakant Dani and Arvind Vakil. The company manufactures a wide range of paints for decorative and industrial use. It offers water proofing, wall coverings and adhesive in its product portfolio. As of 2020, Asian Paints operates in 25 countries and has 26 paint manufacturing facilities in the world servicing consumers in over 60 countries. The Group operates around the world through its subsidiaries Asian Paints Berger, Apco Coatings, SCIB Paints, Taubmans, Causeway Paints and Kadisco Asian Paints. The company is present in all four segments- Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes.

The company's vision statement reads, "We want to be an innovative, agile, and responsive world class research and technology organisation that's aligned to future customer needs and catalyses the growth of the company across existing and future businesses." It was included in Forbes Asia's list of Best Over a Billion Companies in Asia Pacific (2019). Asian Paints unique selling proposition or USP lies in it being the 9th amongst the Top paint companies in the world with the widest reach.

**Revenue :**

INR 19,342 Crore - FY ending 31st March 2019 (y-o-y growth 15%)

INR 16,825 Crore - FY ending 31st March 2018

## SWOT Analysis :

The SWOT Analysis for Asian Paints is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Largest market share in India</li> <li>2.JV with PPG, a global giant in sector</li> <li>3.Well diversified product portfolio</li> <li>4.Wide spread reach due to a broad distribution network</li> <li>5.State of the art manufacturing supported by cutting edge IT platforms</li> <li>6.Innovation powered by robust R&amp;D</li> </ul>	<ul style="list-style-type: none"> <li>1.News of withdrawal of stakes by Reliance Industries</li> <li>2.Pledged shareholdings of promoters</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Low prices of crude oil may boost profitability in paint industries</li> <li>2.Asian Paints in the industry of the new normal</li> <li>3.Rolling out India's first line of organic paints</li> <li>4.Capturing Kitchen solutions market in India which is largely fragmented and dominated by unorganized players</li> <li>5.Decorative paints segment to witness robust growth in APAC</li> </ul>	<ul style="list-style-type: none"> <li>1.Dependence of paint industry on real estate</li> <li>2.Steeply shooting prices of rutile and TiO<sub>2</sub> which are key raw materials for paint and coatings industry</li> <li>3.Fierce competition in the paint industry</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Asian Paints is given below:

Political	Economical
1.Reduced GST induces sales 2.Make in India initiative helps Indian brands to expand	1.Effect of dwindling rupee on Asian Paints 2.Slowdown in economy due to Covid-19 3.Downfall in demand of automotive coatings
Social	Technological
1.Major investments in social sustainability 2.Consumer preference for trusted quality and higher levels of performance will increase market share of organized players for bathroom fittings 3.Shifting consumer preferences from traditional whitewash to high quality paints 4.Offering interior design and all types of decor solutions under one roof 5.Emerging middle class in India with disposable income, seeking upscale housing	1.Home decor tips through mobile app and website 2.Providing color consultancies to consumers
Legal	Environmental
1.Lawsuits by competitors 2.GST imposition and changes affecting the pricing paint industry 3. Facing Anti-Trust Probe for stalling JSW Paints entry into market	1.Water conservation involvements of Asian Paints 2.Scaling demand for eco-friendly paints

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