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INFOSYS SWOT & PESTLE ANALYSIS

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Company Name : Infosys

Company Sector : Technology Services, Outsourcing and Consulting Services

Operating Geography : India, Asia, Global

About the Company :

Infosys Limited (formerly Infosys Technologies Limited) is an Information Technology (IT) MNC, established in 1981 and headquartered in Bangalore, India. It has been an IT stalwart for decades and employs more than 314,000 people worldwide as of 2023. It has more than 1400 clients in over 50 countries. By 2020 revenue estimates, Infosys is the second-largest Indian IT company, behind Tata Consultancy Services, and the 602nd-largest public company in the world, according to the Forbes Global 2000 ranking. The company's credit rating is CRISIL AAA/Stable/CRISIL A1+ (rating by CRISIL). Infosys reached a market capitalization of \$100 billion on August 24, 2021, becoming the fourth Indian company to do so. In June 2022, Infosys announced a global strategic partnership with Düsseldorf, Germany-based TK Elevator, one of the top elevator companies in the world. The seven-year global collaboration is a continuation of the efficient modernization of TK Elevator's IT infrastructure in Europe and Africa.

The USP or unique selling proposition of Infosys lies in it being the second largest Indian IT company. Infosys' mission is, "To achieve our objectives in an environment of fairness, honesty and courtesy towards our clients, employees, vendors and society at large."

Revenue :

INR 1,23,936 crores – FY ending 31st March 2022 (y-o-y growth of 21.1%)

INR 1,02,673 crores – FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Infosys is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Brand with diversified service offerings 2.Strong Financials and Heavyweight Investors 3.World-Class Infrastructure across development centers 4.Global Delivery Model provides a competitive edge 5.Strong and continuous focus on Innovation 6.Renowned for being the bellwether beacon in the technology sector 	<ul style="list-style-type: none"> 1.Largely dependent on services 2.Huge dependency on North America and Europe 3.Premium pricing a drawback in current market environment 4.Issues within the leadership and management 5.Attrition a major cause of concern, highest amongst peers 6.High exposure to regional banks in US
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion in Asian and Middle East markets 2.IT integration across Industries 3.Expansion through strategic Mergers & Acquisitions 4.Continued investments in digital platforms will drive growth 5.Post-pandemic, clients ramping up spend in technology infrastructure 	<ul style="list-style-type: none"> 1.Numerous global and regional competitors 2.Increase in visa fees and legislations 3.Lawsuit filed against Infosys for gender-based discrimination

PESTLE Analysis :

The PESTLE Analysis for Infosys is given below:

Political	Economical
1.Impact of Brexit in UK and European market 2.Implementation of stringent visa policies by various governments	1.Impact of Delocalization in cost of employees 2.Advantage of Special Economic Zones
Social	Technological
1.Growing trend of digitalization in the market 2.Strong employee culture with emphasis on training and diversity	1.Platforms and products to be the future growth drivers 2.Increase in automation across IT industry 3.Enterprise adoption of private 5G networks for mission-critical applications
Legal	Environmental
1.Strong ethics and legal culture within the organization 2.Involvement in lawsuit impact brand image	1.Sustainability initiatives and Green IT infrastructure 2.Focused on implementation of Green Data Centers 3.Technological solutions for clients to increase energy efficiency and sustainability

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