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## MAHINDRA AND MAHINDRA LIMITED (M&M) SWOT & PESTLE ANALYSIS

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**Company Name :** Mahindra and Mahindra Limited (M&M)

**Company Sector :** Automobile

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

**About the Company :**

Mahindra and Mahindra Limited (M&M) is an Indian multinational with headquarters located in Mumbai, Maharashtra, India. Mahindra group is the parent company of Mahindra and Mahindra. The company is a leading car manufacturer. It has a global presence with its products being sold across all continents (in 100 + countries). Its tractors are exported to over 40 countries. The company was formed in 1945 under the name of Muhammad & Mahindra as a steel trading company. The name was changed to Mahindra and Mahindra in 1948 after Malik Ghulam Muhammed, one of the founders, went to Pakistan post partition. It was only then that the company expanded into MUVs, LCVs and agricultural tractors. As of 2020, the Mahindra Group has 150+ companies under its belt. The electric car segment has been entered through the acquisition of South Korea's SsangYong Motor Company in 2011 and through the purchase of a controlling stake in the REVA Electric Car Company. The company today, thus, deals in the production of SUVs, saloon cars, pickups, lightweight commercial vehicles, heavyweight commercial vehicles, two wheeled motorcycles and tractors. The Farm Equipment Sector of the company was recently awarded with the Japan Quality Medal, making it the only company globally to have been given this award. Volkswagen and Mahindra & Mahindra Ltd. (M&M) are considering using MEB electric components in Mahindra's new "Born Electric Platform." On May 18, 2022, both parties announced that they had signed a Partnering Agreement to evaluate the scope of collaboration.

Mahindra and Mahindra 's USP or unique selling proposition lies in it being the largest car manufacturer in India in terms of production and a market leader for multi utility vehicles. The auto giant is also the biggest tractor manufacturer of the world.

**Revenue :**

INR 44,574 crores – FY ended 31 March 2021

INR 44,866 crores – FY ended 31 March 2020

## SWOT Analysis :

The SWOT Analysis for Mahindra and Mahindra Limited (M&M) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Focus on innovation and investments in technology</li> <li>2.New launches will strengthen the product portfolio</li> <li>3.Strong brand position in the domestic market</li> <li>4.Number one tractor brand globally by volume</li> <li>5.Global footprint with diverse product portfolio</li> <li>6.Recipient of several awards and recognitions</li> </ul>	<ul style="list-style-type: none"> <li>1.2-Wheeler segment is not doing well</li> <li>2.Tractor sales dependent on performance of rural agricultural sector</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Fast growing automobile industry and export potential</li> <li>2.Huge potential in the EV market</li> <li>3.High demand in the farm equipment sector</li> <li>4.Strategic alliances towards growth in electric mobility</li> </ul>	<ul style="list-style-type: none"> <li>1.Environmental measures can be a threat to Mahindra's product portfolio</li> <li>2.Competition from global brands</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Mahindra and Mahindra Limited (M&M) is given below:

Political	Economical
1.Strong government at the centre in India ensures political stability 2.Good export potential in African countries which have good relations with India 3.Automotive Mission Plan 2016-26 envisioned by the government will boost growth	1.Implementation of 7th pay commission and OROP bill to boost spending 2.Impact of increase in commodity prices due to pandemic
Social	Technological
1.Disposable income in Indian middle-class segment has considerably increased 2.Focus on agriculture across Indian states to boost tractor sales	1.Mahindra DiGiSENSE, the Connected Vehicles Technology Platform 2.Global network of R&D centres 3.Incorporating technology in manufacturing facilities 4.Integration of automation across various operations
Legal	Environmental
1.Changing environmental regulations in Indian states 2.Introduction of new emission norms	1.Mahindra's Integrated Watershed Management Project 2.Initiatives towards reduction in waste generated

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