

---

# S&P TEST

SWOT & PESTLE.com

---

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

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**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:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Strong government at the centre in India ensures political stability</li> <li>2.Good export potential in African countries which have good relations with India</li> <li>3.Automotive Mission Plan 2016-26 envisioned by the government will boost growth</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Implementation of 7th pay commission and OROP bill to boost spending</li> <li>2.Impact of increase in commodity prices due to pandemic</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Disposable income in Indian middle-class segment has considerably increased</li> <li>2.Focus on agriculture across Indian states to boost tractor sales</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Mahindra DiGiSENSE, the Connected Vehicles Technology Platform</li> <li>2.Global network of R&amp;D centres</li> <li>3.Incorporating technology in manufacturing facilities</li> <li>4.Integration of automation across various operations</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Changing environmental regulations in Indian states</li> <li>2.Introduction of new emission norms</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Mahindra's Integrated Watershed Management Project</li> <li>2.Initiatives towards reduction in waste generated</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Mahindra and Mahindra Limited (M&M)** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**

[\*\*Buy Now\*\*](#)

\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2023 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)