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## TATA MOTORS SWOT & PESTLE ANALYSIS

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**Company Name :** Tata Motors

**Company Sector :** Automobile

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

**About the Company :**

Tata Motors is a leading automotive multinational manufacturing company headquartered at Mumbai, India. Established in 1945, the company's products include passenger cars, trucks, vans, coaches, buses, sports cars, construction equipment and military vehicles. The company also owns the British premium car maker Jaguar Land Rover which it acquired in 2008. The company provides mobility solutions to over 175 countries and has strong global network of 134 subsidiaries, associate companies and joint ventures. At the prestigious Apollo CV Awards 2021, Tata Motors took home the Manufacturer of the Year title for the 3rd consecutive year in addition to five other segmental honours. Additionally, the Nexon EV was named Green Car of the Year and EV of the year at the 2021 Car and Bike Awards. In May 2022, Tata Motors outsold Hyundai to become India's second-best-selling automaker. In June 2022, Tata Motors signed an agreement with BluSmart Electric Mobility to deliver 10,000 XPRES T EVs to the company. With a fleet of 10,000 vehicles, this is India's largest-ever EV fleet order.

The USP of Tata Motors is that it is a leading global automobile manufacturing company. Tata Motors mission statement as per its annual report is "We innovate mobility solutions with passion to enhance the quality of life."

**Revenue :**

INR 2,49,795 crore – FY ending 31st March 2021

INR 2,61,068 crore – FY ending 31st March 2020

## SWOT Analysis :

The SWOT Analysis for Tata Motors is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leading global automobile major</li> <li>2. Strong brand with diversified product portfolio</li> <li>3. Leading supplier of defense mobility solutions to Indian Armed forces</li> <li>4. Efficient customer experience and support in CV segment</li> </ul>	<ul style="list-style-type: none"> <li>1. Perception of poor after-sales and customer support</li> <li>2. Over-reliance on certain markets</li> <li>3. Seasonal nature of the business has a negative impact on company's financial position</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Increasing per capita income fueling aspiring needs</li> <li>2. Tata Motors can tap developing markets in Africa and South East Asia</li> <li>3. CNG and electric car models have promising market potential</li> <li>4. Opportunity in shared mobility segment</li> <li>5. Pact with Gujarat government to expand capacity</li> </ul>	<ul style="list-style-type: none"> <li>1. Slowdown in Indian economy and the auto industry</li> <li>2. US tariffs on imported vehicles</li> <li>3. Increasing competition from other automakers</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Tata Motors is given below:

Political	Economical
1.Impact of Brexit on Jaguar Land Rover (JLR) operations	1.Disruptions in the supply chain
Social	Technological
1.Innovative product offerings to fight against Covid-19 2.Boom in the Indian UV market due to shifting consumer preference	1.Investments in Research and Development to enhance technological capabilities 2.CNG and electric car models have promising market potential 3.Growing market for connected vehicles and telematics 4.Delivering innovative, smarter and cleaner mobility solutions
Legal	Environmental
1.Changes to emission norms in Europe 2.Changing environmental regulations in Indian states 3.Increased compliance burden due to new regime of GDPR	1.Investments in sustainable operations and climate change 2.Tie-ups for the supply of green batteries

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