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ADANI GROUP SWOT & PESTLE ANALYSIS

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Company Name : Adani Group

Company Sector : Diversified

Operating Geography : India, Asia, Global.

About the Company : Adani Enterprises Limited is an international trading house that operates from offices in India as well as other countries. It was founded in 1988 by Gautam Adani with its headquarter being located at Ahmedabad, Gujarat. The Company is involved in coal mining, cargo handling and power generation. Adani also trades in a large number of products including textiles, energy, metals and agricultural products. Adani Enterprises Limited (AEL) is the flagship company of the Adani Group, one of India's largest business organizations. As of 2021, Adani Group hosted the TiE Sustainability Summit (TSS 2021) with the aim of creating awareness about opportunities and enabling entrepreneurship in the sustainability ecosystem. Over the years, Adani Enterprises has focused on building stellar infrastructural assets contributing to nation-building. In early 2022, Adani Group announced \$70 billion of investments in the renewable energy value chain. The Adani Group under the leadership of Gautam Adani has been the recipient of many awards and honors for its corporate performance. Some of them being: It received the Dun & Bradstreet – Rolta Corporate Award 2008” for outstanding performance in Trading after the performance evaluation of over 500 companies. Having successfully built unicorns like Adani Transmission, Adani Power, Adani Ports & SEZ, Adani Green Energy and Adani Total Gas, the company has contributed significantly to make the country self-reliant.

Adani Group's USP or unique selling point lies in its largest private thermal power producer in India. They have a power generation capacity of 12,450 MW comprising thermal power plants in Gujarat, Maharashtra, Karnataka, Rajasthan, and Chhattisgarh and a 40 MW solar power project in Gujarat. Adani Group's vision statement reads, “To be a world class leader in businesses that enrich lives and contribute to nations in building infrastructure through sustainable value creation.”

Revenue :

Rupees 4.029 billion – FY ending 31st March 2021 (y-o-y decline 8.55%)

Rupees 4.406 billion – FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Adani Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the world's most successful incubators 2. Diversified portfolio including companies in energy and utility, transport, logistics and D2C 3. Created infrastructure unicorns since the Group's inception in 1994 4. One of India's largest manufacturing power manufacturing facilities 5. More than 50% market share in mining services space 6. Road construction order book of 450+ kilometers 	<ul style="list-style-type: none"> 1. Reduction in revenue, as IRM volumes lower by 20% due to the Covid-19 pandemic 2. Negative perception and widespread dissent for the company in India and
Opportunities	Threats
<ul style="list-style-type: none"> 1. The company forayed into operations of airports in major metropolis cities 2. Captures a controlling stake in PLR Systems, only private sector company manufacturing small arms 3. Acquires a 23.5% stake in Mumbai and Navi Mumbai Airports 	<ul style="list-style-type: none"> 1. NSDL freezes accounts of foreign funds that invested in Adani Group

PESTLE Analysis :

The PESTLE Analysis for Adani Group is given below:

Political	Economical
1.Adani Group's close ties with the ruling party at Centre attracts investors	1.Amendment in Electricity Act to offer growth opportunities in distribution 2.India's GDP forecasted to decline post pandemic 3.Severe coal shortage in India due to supply shock and rainfall in coal bearing areas
Social	Technological
1.Number of airline passengers plummeted by 25%, after rapid Omicron spread	1.Increasing demand for data storage and developments in data centre technologies 2.Research and development in the mining industry may reduce financial risk and help identify reusable waste deposits
Legal	Environmental
1.DRI pleas to CESAT to hear the cases against Adani Group firms on a case-to-case basis 2.Australian Court orders Adani Group to pay \$106 million to four coal companies	1.Government of India issues Environment (Protection) Amendment Rules

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