
S&P TEST

SWOT & PESTLE.com

KANSAI NEROLAC PAINTS LIMITED 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.

Company Name : Kansai Nerolac Paints Limited

Company Sector : Chemicals, Paints

Operating Geography : India, Asia, Global

About the Company :

Kansai Nerolac Paints Limited (formerly Goodlass Nerolac Paints Ltd) is a Mumbai-based industrial paint and third-largest decorative paint company. It is a subsidiary of Japan's Kansai Paint. It designs and manufactures paint systems for the electrical component, cycle, material handling equipment, bus bodies, containers, and furniture industries. In 1920, it was founded as Gahagan Paints & Varnish Co. Ltd. in Lower Parel, Mumbai. Goodlass Nerolac Paints Ltd. was acquired by Tata Forbes Group in 1976 after Forbes Gokak acquired a portion of the foreign shareholdings. In 1999, Kansai Paint Co. Ltd. of Japan acquired the entire stake of the Tata Forbes group, and Goodlass Nerolac Paints became a wholly owned subsidiary of Kansai Paint Company Ltd. Kansai Nerolac Paints Ltd. (KNPL) has been placed in the 'Leadership' category in the CRISIL Sustainability Yearbook 2022 in recognition of its unwavering commitment to sustainability and the environment. Furthermore, among paint and manufacturing companies, Kansai Nerolac Paints Ltd. has the highest ESG score. As of early 2022, Kansai had over 7,748 employees.

The USP of Kansai Nerolac lies in it being the largest industrial paints company in India. Kansai Nerolac mission is, “To leverage global technology, for serving our customers with superior coating systems built on innovative and superior products and world class solutions, to strengthen our leadership in Industrial coatings and propel for leadership in Architectural coatings, all to the delight of our stakeholders.”

Revenue :

INR 5981.76 crores – FY ending 31st March 2022

INR 4,809.46 crores – FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Kansai Nerolac Paints Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified paints portfolio with constant new launches 2.One of the leading players in Indian paints industry 3.Strong focus on branding with a new branding initiative launched in 2022 4.Focus of R&D on product innovation provides a competitive edge 5.Wide range of digital applications for each personnel reflecting strong digital capabilities 6.Strong manufacturing footprint with plants in various states 	<ul style="list-style-type: none"> 1.The products will become obsolete quickly due to the demand for vinyl-based wallpaper
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion into new market segments through increase in product portfolio 2.New product launches in the automotive coatings segments to provide growth 3.Planning of capacity expansion in the country 	<ul style="list-style-type: none"> 1.Inflationary pressures are weighing down the margins 2.Tough competition from some large players like Asian Paints, Berger Paints as well as from new entrants 3.Rising supply constraints due to raw material shortage

PESTLE Analysis :

The PESTLE Analysis for Kansai Nerolac Paints Limited is given below:

Political	Economical
1.Government's infrastructure investment plan will boost demand for paints 2.Geopolitical trade restrictions, conflicts and supply chain challenges	1.Rise in crude oil prices is affecting the margins 2.Slowdown in automotive sector due to macroeconomic factors 3.Inflationary pressures are weighing down the margins
Social	Technological
1.Change in consumer preferences towards paints and wallpaper 2.Increased focus on home improvement due to work from home	1.Wide range of digital applications for each personnel to promote "an organization-wide" digitalization 2.New paint technologies such as nanotechnology, smart paints, etc. are on rise
Legal	Environmental
1.Involvement in patent infringement lawsuit	1.Initiatives for sustainable packaging, energy efficiency, water & waste management as part of ESG

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Kansai Nerolac Paints Limited** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



* 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 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)2024 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