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TATA CONSUMER PRODUCTS LIMITED (TCPL) SWOT & PESTLE ANALYSIS

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Company Name : Tata Consumer Products Limited (TCPL)

Company Sector : FMCG

Operating Geography : India, Asia, Global

About the Company :

Tata Consumer Products Limited (TCPL) is a leading Indian consumer goods company headquartered in Mumbai, Maharashtra. The company was formerly known as Tata Global Beverages Limited and changed its name in February 2020 to reflect its diversification into non-beverage consumer products. TCPL has a wide portfolio of products in categories such as tea, coffee, water, salt, pulses, spices, snacks, and ready-to-eat foods. Some of its popular brands include Tata Tea, Tetley, Eight O'Clock Coffee, Himalayan Natural Mineral Water, Tata Sampann, and Tata Salt. The company has a strong presence in India and also exports its products to over 40 countries worldwide. It operates through a network of subsidiaries and joint ventures across the globe, with manufacturing facilities in India, Sri Lanka, and Vietnam. In 2020, TCPL announced a merger with Tata Chemicals' consumer business to create a stronger consumer goods company with a wider product portfolio. The merger was completed in February 2021, and the combined entity is now called Tata Consumer Products Limited. As of early 2023, TCPL employed over 3000 people.

The USP of Tata Consumer Products lies in it being a leading consumer groups in India. The vision of TCPL is “To build better lives and thriving communities.” The mission statement of TCPL reads, “Passionately growing and innovating every day.”

Revenue :

INR 12,425 crores - FY ending 31st March 2022

INR 11,602 crores - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Tata Consumer Products Limited (TCPL) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversity in product portfolio 2.TCPL has a strong global presence and consumer base 3.Leading packaged tea brand in India 4.Trusted band among consumers in India 5.Successful in strengthening and accelerating core business 6.Recipient of various prestigious awards 	<ul style="list-style-type: none"> 1.Lesser return on capital employed as compared to competitors. 2.Low profit margins due to fluctuating input prices.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rise in rural disposable income shows room for expansion and growth. 2.Expansion in flavors of beverages sold to attract younger audience. 3.Expansion of presence in health and protein space 4.Strategic acquisitions to become a large player in packaged foods business 5.Foray into Southern-Indian market with spices portfolio 	<ul style="list-style-type: none"> 1.Variability in plantation yield may impact margins 2.Changes in consumer lifestyle and preferences. 3.Exchange rate and interest rate fluctuations 4.Fluctuations in input prices

PESTLE Analysis :

The PESTLE Analysis for Tata Consumer Products Limited (TCPL) is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. PLI schemes would present opportunities for growth in exports and investments in FMCG sector. 2. The war situation between Russia and Ukraine might cause global unrest. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. FDI approval of 100% for firms with a single product and 51% for firms with multiple products. 2. The economies are unstable due to the spread of Covid-19 virus. 3. Fluctuations in interest rate and exchange rates.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Change in tastes and preferences of consumers. 2. Rise in income of rural households. 3. Acceleration in health and wellness trend 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Breach of confidential information due to cyber-attacks. 2. Focus on data democratization and hyper-personalization
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Strike by FMCG distributors impacting supply chain 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. The uncertainty in climate conditions. 2. Focusing on circular economy of plastics

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