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MARICO SWOT & PESTLE ANALYSIS

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Company Name : Marico

Company Sector : FMCG

Operating Geography : India, Asia, Global

About the Company :

Marico Limited, started by Harsh Mariwala in 1990 targeting the coconut oil and refined edible oils market, is now one of India's leading consumer products companies which primarily operates in the nourishment and beauty space. It is headquartered in Mumbai, India. Marico has a presence in over 25 Asian and African countries. It owns brands such as Parachute, Saffola, Hair & Care, Parachute Advanced, Nihar Naturals, and Mediker in the hair care, skin care, edible oils, health foods, male grooming, and fabric care categories. Marico was named the Pitch Top 50 Brands 2018 Globetrotters winner. Saffolalife received four EFFIE India 2019 awards for its World Heart Day campaign. Marico won two awards at Goafest 2019: one for Saffolalife and one for Nihar Shanti Badam Amla. It also received the Innovation for India Award 2020. Marico Limited, an FMCG major, announced a strategic investment in the healthy breakfast and snacks brand True Elements on May 2022, with a 54% stake in the company acquired through primary infusion and secondary buy-outs.

The USP of Marico is that it is one of India's leading FMCG company. Marico's mission statement reads, "The Marico Innovation Foundation's mission is to provide the nation with first: a belief that Innovation is possible and is the way to leapfrog India into the center stage of global business leadership, and second: a framework to leverage innovation for quantum growth."

Revenue :

INR 8,048 crores - FY ending 31st March 2021

INR 7,315 crores - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Marico is given below:

Strengths	Weaknesses
1.Massive distribution network equipped with latest technologies 2.Strong presence in emerging markets in Asia and Africa 3.Consistently strong financial performance 4.Advanced quality check systems 5.Strong R&D facilities focusing on innovation 6.Responsible and successful marketing campaigns	1.Limited global presence
Opportunities	Threats
1.Increased demand in the economy to drive consumption 2.Promising growth in rural markets 3.Investments in health, fitness and next-gen consumer businesses	1.Disruption in the FMCG sector 2.Increasing political Risk in African markets 3.Increase in commodity prices 4.Foreign currency exposure risk

PESTLE Analysis :

The PESTLE Analysis for Marico is given below:

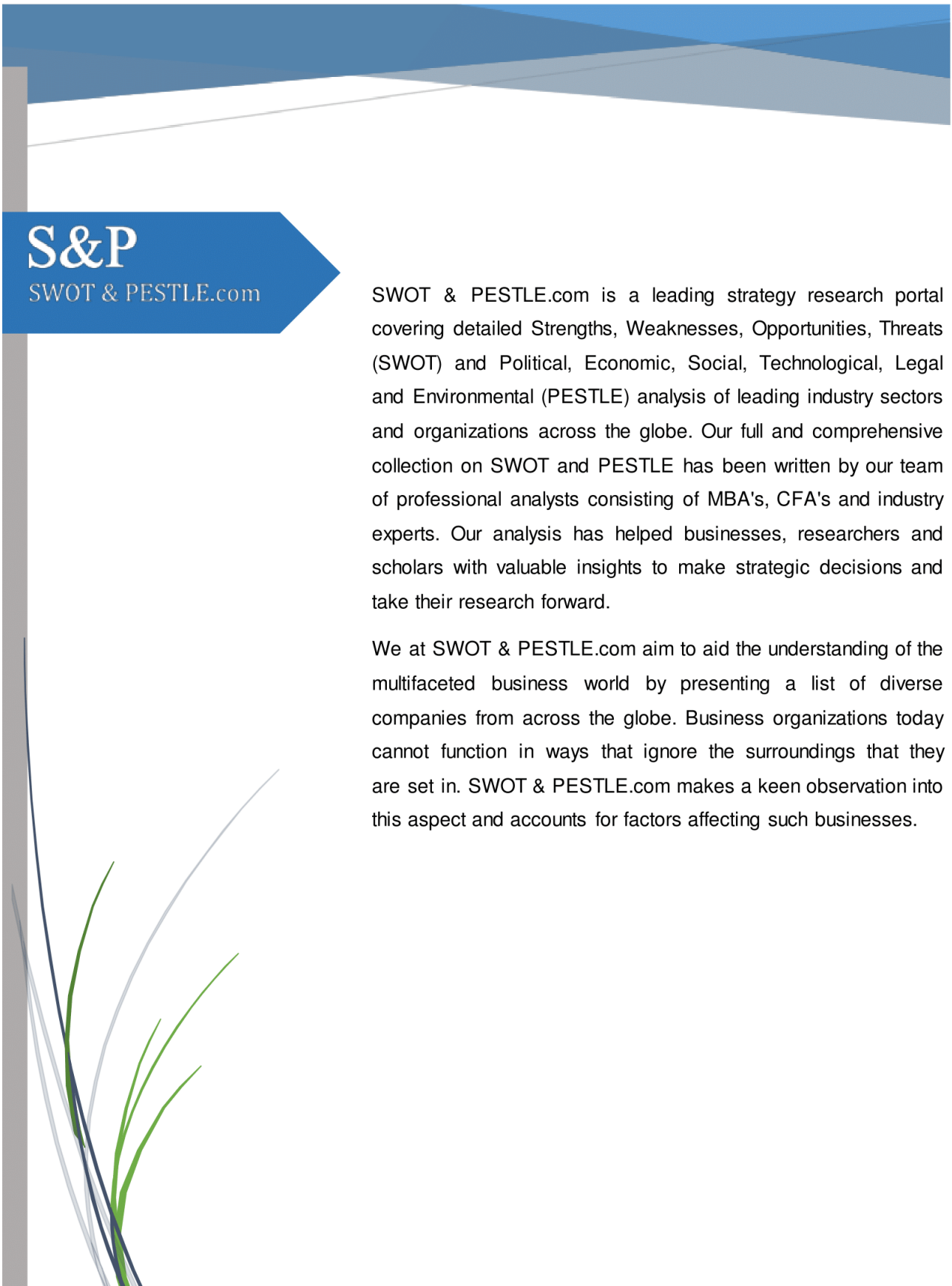
Political 1.Strong government at the centre in India ensures political stability 2.Expansion potential in countries with good political relations and high expatriate population	Economical 1.Innovative products to support the fight against Covid-19
Social 1.Increase in disposable income and discretionary spending by the Indian middle-class segment 2.Inclination towards healthy lifestyle products	Technological 1.Focus on digital consumer and employee engagement
Legal 1.Legal battles for trademark infringements and advertisements	Environmental 1.Environmental protection and sustainability initiatives 2.Enhancing recyclability of packaging

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