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HINDALCO INDUSTRIES LIMITED SWOT & PESTLE ANALYSIS

Company Name : Hindalco Industries Limited

Company Sector : Metals, Non-Ferrous

Operating Geography : India, Asia, Global

About the Company : Hindalco Industries Limited is an Indian aluminium and copper manufacturing company and a subsidiary of The Aditya Birla Group. It is headquartered in Mumbai, Maharashtra, India. In 1958, Aditya Birla Group set up The Hindustan Aluminium Corporation Limited which was later restructured and retitled as Hindalco in 1989. It started its manufacturing in Renukoot in Uttar Pradesh building 20 thousand metric tons per year of alumina. In 2007, Hindalco acquired Novelis making the integrated equity the world's largest rolled aluminium producer. The company's aluminium mass-producing units contain the full value chain from bauxite mining, alumina refining, captive power generation, coal mining, and aluminium smelting to downstream value addition of aluminium rolling, extruding, and foil making. In 2020, during the challenging time of the pandemic, Hindalco continued to serve its customers in essential industries. The company's aluminium is used to produce components of life saving ventilators, components of X-ray, and CT scans machines, Personal Protection Equipment (PPE), Covid testing booths, kits and sanitizer stands. Hindalco has received a Gold award for 'Chapter Convention on Quality Concepts' by Quality Circle Forum of India. Hindalco has also received several awards for its safety management plan. The company leverages the talent of 40,000 employees as of early 2021.

Hindalco Industries Limited's Unique Selling Proposition or USP lies in it being one of Asia's largest producer of primary aluminium. Hindalco Industries’s mission statement reads, "To relentlessly pursue the creation of superior shareholder value, by exceeding customer expectation profitably, unleashing employee potential, while being a responsible corporate citizen, adhering to our values".

Revenue :

? 1,18,144 Crore – FY ending 31st March, 2020 (Growth -9.49%)

? 1,30,542 Crore – FY ending 31st March, 2019 (Growth 12.72%)

? 1,15,809 Crore – FY ending 31st March, 2018

SWOT Analysis :

The SWOT Analysis for Hindalco Industries Limited is given below:

Strengths	Weaknesses
1.Diversified business across both upstream and downstream segments 2.Strong business model with better outcomes every year 3.Global presence of manufacturing units and operations 4.Key Performance Indicators (KPI) depicts the success story	1.Increasing operational cost is impacting profit margin 2.Upstream business linked to global Aluminium Price volatility
Opportunities	**Threats**
1.Aluminum consumption is less in the domestic market compared to the global average 2.Increasing market share as automobile industry is replacing steel with aluminum 3.Copper has positive demand forecast 4.Expansion in domestic market through government's initiative	1.Global economy slowdown and pandemic is leading to uncertainty 2.Vulnerable to government backed competitor and its performance over years

PESTLE Analysis :

The PESTLE Analysis for Hindalco Industries Limited is given below:

Political	Economical
1.US China trade war will impact the aluminum sector. 2.Strong political will to frame policy for Aluminum sector.	1.Recent economic reforms will boost growth potential in years to come. 2.Less imports and economic slowdown has impacted operations.
Social	**Technological**
1.Aluminium - an integral part of modern-day mobility and packaging	1.Incorporating ERP, IoT, Blockchain and GPS has empowered the organization. 2.Innovation in products and services to consumers.
Legal	**Environmental**
1.Acquisition of Aleris is still pending for regulatory clearance. 2.Environmental regulations have been violated in few operational sites leading to temporary shutdowns.	1.Recycling initiatives have been undertaken to make world greener. 2.Combating climate change with proper measures on pollution.

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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.

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