

## STRENGTHS

- Market Leadership
- Strong Brand Equity
- Extensive Supply Chain & Distribution Network
- Diverse Portfolio
- Technology & Digital Integration
- Financial Strength

## WEAKNESS

- High Dependence on Indian Market
- Regulatory Challenges
- High Operational Costs
- Limited International Presence
- Customer Experience Variability

# SWOT

## OPPORTUNITIES

- Expansion in E-commerce
- Rural Market Penetration
- Strategic Acquisitions & Partnerships
- Growth in Private Labels
- Sustainability & Eco-friendly Initiatives

## THREATS

- Intense Competition
- Regulatory & Policy Changes
- Economic Slowdown
- Technological Disruptions
- Changing Consumer Preferences