

# 100 Years of Growth and Success Story of Nestle India - A Fast Moving Consumer Goods (FMCG) Industry

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### ABSTRACT

**Background/Purpose:** *As a Swiss multinational company, Nestle has a subsidiary in India called Nestle India Limited (NIL). In Haryana, the company is headquartered in Gurugram (Gurgaon). Food, beverages, chocolate, and confectioneries are among the company's offerings. Because of Nestle's focus on its core strengths and its alignment with opportunities available, the company's product portfolio and global presence continue to expand. Nestle celebrated its 100th anniversary in India in 2012 with a new commercial featuring the company's products.*

**Objective:** *In this paper, we analyze Nestle India's influence on customers during the COVID-19 pandemic, and to know the company's CSR activities. This paper also analyses the FMCG industry evolution in the country.*

**Design/Methodology/Approach** *This study was undertaken using secondary sources, such as journals and conference articles, annual reports, websites of Nestle Company, the internet, scholarly articles, and social media reviews. A SWOT analysis assessment was made on the company. It is an explorative research case study that aims at identifying the growth of Nestle India Limited-A FMCG industry in the Indian economy.*

**Findings/Results:** *During the COVID-19 pandemic, the company gained growth. Net income for Nestle India in 2020 is more than 20 billion Indian rupees compared to 19 billion rupees in the year before.*

**Conclusion:** *Nestle India is a major player in the Indian FMCG market. One of India's top-valued companies, as well as one of the country's top job creators. As part of its mission, Nestle India strives to provide various high-quality, safe-food items at affordable prices. The firm is constantly striving to better understand modern Indian lives and anticipate consumer needs, it is also constantly working to improve its product offerings in terms of convenience, taste, nutrition, and wellness.*

**Paper Type:** *Company Analysis as a Research Case Study*

**Keywords:** Nestle, Nestle India, Business Strategy, FMCG, Nestle Financial growth, Covid 19, Business Sector, Company Analysis, SWOT analysis, CSR

### 1. INTRODUCTION :

One of the world's most prominent food and beverage companies, Nestle has been involved in the Fast Moving Consumer Goods (FMCG) sector for decades. Nowadays, a significant contributor to the Indian economy is the Fast Moving Consumer Goods (FMCG) Sector. FMCG goods (also termed CPG-consumer packaged goods) are fast-moving, low-cost products that are readily available. The core of the Indian FMCG industry had fundamentally changed by the turn of the 20th century. FMCG industries have developed rapidly in India, with the development of the Indian economy. The FMCG sector is an essential contributor to the Indian GDP. FMCG Industry features an established network distribution, strong competition between developed and developing segments, reduced levels of penetration, lower operating costs, and lower per capita consumption. The FMCG sector of India creates job prospects in

India [1] [2]. Because of high consumer demands (e.g. soft drinks and candies), FMCGs have rapid service and sales. The goods are often bought quickly, are low priced and sold in huge volumes and have also got a high turnover. Because of the rapidly moving FMCG, it has such a high turnover rate and has a high competition in the field. Nestle, TYSON FOODS, COCA-COLA, UNILEVER, PROCTER & GAMBLE, PEPSICO & DANONE are some of the world's giant companies that are trying to compete for market share in this FMCG industrial sector. These businesses focus their efforts on marketing fast-moving consumer products to attract consumers' purchase intention [3].

Nestle is one of the biggest FMCG industries. As early as 1866, the Anglo-Swiss Condensed Milk Company was founded. In 1905-The Company he founded merges with Anglo-Swiss to form the Nestle Group. Urbanization took place during this period. Additionally, the development of railway lines and steamboats brought down the cost of commodities, prompting the international trade of consumer goods [4]. Nestle India Limited is an international Swiss Nestle Sub-brand. The company has its head office in Haryana, Gurugram. The products of the company include food, cocktails, chocolate, and sweets. The Nestle slogan is "Good food, Good life."

Over 100 years, the relationship between Nestle and the Indian market started around the 19th century. A company called Nestle Anglo-Swiss Condensed Milk Company Limited started to trade in India in 1912 and began selling goods in the Indian market. Indian economic policies in 1947 emphasized the need for local production after India gained independence. The result was a boom in local production. The first factory was built in 1961 in Punjab, where the government wanted Nestle to develop a milk economy.

Nestle responded to India's ideals by setting up the company in India. In Punjab, developed new Nestle Agricultural Services, which advises and assists the farmers in improving their cows' milk yields, thereby enhancing their dairy farming methods. Nestle has established large dairy centers, which ensure that the dairy company is good for income making and they collected milk from farmers and pay fair prices to them. So, Nestle created confidence in Indian farmers about dairy farming. For more than a century, Nestle has been an Indian economic growth companion and developed a forceful bond of optimism and loyalty to the people of India. The activities of the Nestle Company in India initiated employment opportunities for 10 million people, including farmers, packaging material suppliers, services, and other goods. The Nestle India Company created its valuation by providing customers various high-quality hygienic products at low prices. Now in the 2020 financial year, Nestle India turnover reached over INR 132 Billion. Also, it has more than 150000+ shareholders in India. And 7000+ employees all over India. Also, In India, Nestle produce products that are truly international in terms of quality, name brands like Nescafe, NAN, LACTOGEN, Cerelac, EveryDay Milk Powder, Maggi Noodles, Milky bar, KitKat, Milkmaid, and Nestea [4].

This case study has 14 sections. The first section gives a brief introduction to Nestle India Industries. The second section includes the objectives of the case study. The third section includes various literature surveys. Section 4 specifies the methodology used to come up with the case study. Section 5 talks about the growth saga. Section 6 includes a brief report on various brands and products. Section 7 specifies the environmental sustainability of the company. Section 8 specifies the top 10 competitors of Nestle India Limited. Section 9 tabulates the financial growth of the company with an emphasis on Net Profit for the past 6 years. Section 10 contains relevant information about the CSR activities of the company. And a report of SWOT analysis is presented in Section 11. Section 12 describes the initiatives taken by the company to fight against Covid 19. Section 13 contains recommendations based on the challenges identified and also a conclusion of the case study described in Section 14.

## 2. LITERATURE SURVEY :

The following Table 1 shows the various journal articles published regarding Nestle Company developments.

**Table 1:** Related works

Sl. No	Area of Study	Focus	Reference
1	FMCG –Swot analysis	To analyze the FMCG industry and its swot analysis	Karthik T. T et al. (2020). [2]
2	FMCG	Strategic Analysis on FMCG Goods	Varma G. R. et al. (2017). [9]

3	Customers	Consumer Behavior Analysis	Patnaik, B. et al. (2012). [10]
4	Products	Product Description and crisis	Dhanesh, G. S. et al. (2018). [5]
5	Business Strategy	Nestle Promotion Strategy.	Singh, P. et al. (2021). [6]
6	Financial Status	Financial performance of the Company- Nestle Vs Hindustan Unilever	Patjoshi, P. K. et al. (2019). [7]
7	Business Marketing Strategy	Customer behavior in the FMCG sector as it relates to Nestle India Ltd.	Moses, S. et al. (2018). [11]
8	CSR operations	CSR activities of the company	Sharma, A. et al. (2012). [16]
9	Environmental Sustainability	Nestle-Caring for water resources	Galli, C. C. et al. (2020). [31]
10	Covid Situation-Business	Indian FMCG industry in Covid 19	Singh, V. K. et al. (2020). [33]

### 3. OBJECTIVES OF THIS STUDY :

- (1) To study the growth saga of the most successful company - Nestle India Industries.
- (2) To discuss the various brands, products, and services of Nestle India in particular.
- (3) To report the financial status of the Nestle industry and its contribution to Country GDP.
- (4) To study the CSR activity model of Nestle India.
- (5) To study its effort on attaining Industry environmental sustainability.
- (6) Conduct a SWOT analysis and suggest recommendations.
- (7) Find out the challenges and issues faced by Nestle India during Covid 19 pandemic.

### 4. RESEARCH METHODOLOGY OF THE STUDY :

This study was undertaken using secondary sources, such as journals and conference articles, annual reports, websites of Nestle Company, the Internet, scholarly articles, and social media reviews. A SWOT analysis assessment was performed. The Google Scholar and the ResearchGate portal are also used to collect data relating to this study.

### 5. GROWTH AND INTERNATIONAL SUCCESS STORY OF NESTLE INDIA LIMITED :

In 2020, Nestle Company present 187 countries with around 307,000 staff worldwide. Nestle India now generated sales of INR 131.5 billion in 2020. In India, there are more than 150,000 shareholders and employs more than 8000 employees. Nestle India's history is discussed in the following Table 2.

**Table 2:** Growth of Nestle India Limited

Year	Milestones
1956	Nestle India Limited was founded
1961- 1989	The first industrial facility was established in 1961 in Moga, Punjab. To process the tea grown locally into soluble tea, the company has opened a second factory in Choladi, Tamil Nadu, in 1967. They started a company in Karnataka in 1989.
1990- 1993	Nestle India entered the chocolate market with Nestle Premium Chocolate. A factory was built in 1993 at Samalkha, in Haryana.

<b>1995–1999</b>	In 1995, KitKat, the company's world-famous chocolate brand, was launched. In 1995 and 1997, the business began two factories in GOA. Nestle India released its Nestle Growing Up Milk in 1999.
<b>2000–2005</b>	In April 2000, they entered the ultra-heated liquid milk industry. Nestle Pure Life bottled water was introduced in 2001. It was in 2004 launched a project for infant nutritional goods. In 2004–05 Coffee Board of India award was given to Nestle India Ltd. for Best Exporter of Instant Coffee, Best Exporter to Russia (coffee), and Best Exporter to Far East Countries, respectively.
<b>2006–2008</b>	In 2006, Pant Nagar, Uttarakhand, begun the company's eighth factory. India Innovator of 2007 was awarded to the company by CNBC Asia in 2007. Its four factories have received the internationally recognized ISO 14001 accreditation for environmental activities and OSHAS 18001 certification for safety and health. For newborns and infants, NESTLE NAN 3 was introduced in 2008. Also, "Maggi Pichkoo" tomato ketchup got its start during the year [19].
<b>2010–2014</b>	Specialty Foods India Pvt Ltd.'s Healthcare Nutrition business was bought by the company on January 1, 2010. Nestle invests INR 360 crore in a new facility in Karnataka in 2011. MAGGI is one of the top five most trusted brands according to Brand Equity. At the Goa Fest 2014, Nestle Kikkat and Nestle every day won Gold and Bronze.
<b>2015–2017</b>	Maggi instant noodles of all nine approved varieties were banned from sale in India on June 5, 2015, by the Food Safety and Standards Authority (FSSAI). It was in 2016 that KITKAT India won the inaugural Twitter Aviator Awards. Became -The Most Valuable Food Brand- in India [5].
<b>2018–2019</b>	In India, Nestle's Maggi food brand celebrated its 35th anniversary on March 8th, 2018. The company's Moga factory got the 'Golden Peacock Occupational Health & Safety Award' in 2019.
<b>2020</b>	Purpose and Resilience- Award was given to Nestle India for its great dedication toward COVID-19 Relief Efforts in Business World PURE 2020 [19].

## 6. NESTLE INDIA PRODUCTS AND SERVICES :

Nestle India is a major FMCG player with a long history in the country. The company has spent decades cultivating a popular brand. As a result, the company has taken the lead in several segments of the Indian market. Nestle's options vary from beverages to various categories and are aimed at both kids and adults. The firm's products are divided into 4 groups:

(i) Milk-products and nutrition: Dairy whitener, condensed milk, UHT milk, yogurt, maternal & infant formula, baby meals, and health care nutrition are all part of this area. It's no surprise that Everyday Dairy- Milk powder - whitener is Nestle's best-selling milk and nutrition product. In addition to being a high-quality product, Milkmaid sweetened condensed milk has been well received by consumers. Nestle's Lactogen is unquestionably the market topper when it comes to infant formula. According to the company, Nestle's milk products account for about 40% of the company's revenue. In 2019, Nestle rebooted Nestle Lactogen 1 and Pre-Nan with DHA & ARA as well as Nestle Lactogen 2. It also introduced a+ Banglar Misthi Dai & CereGrow Organic Cereal.

(ii) Ready-to-eat Foods: There are instant noodles, sauces, and seasonings as well as pasta and cereals in this category. Maggi instant noodles are the company's most popular product. In 2019, Maggi has introduced three new types of noodles: Nutrilicious Ata, Maggi Fusian in three different varieties, Maggi-fusian -chilli –garlic sauces, and Maggi- liquid seasoning.

(iii) Beverages, both powder, and liquid: Coffee, tea, and ready-to-drink beverages are all included in this category. Insta-coffee Nestle Nescafe is the most popular coffee trademark in India and contributes significantly to the company's sales figures. In 2019, Nestle Ready-to-Drink Iced Tea and Nescafe Cappuccino were started. In 2018, an all-in-one coffee machine, the Nescafe E-Smart Coffee Machine, was introduced. In 2016, this year's additions to the portfolio included the introduction of the new Nescafe Latte, Iced Tea, RTD, and Sunrise Insta Filter.

(iv) Chocolates Chocolate bars, tablets, and sugar confectionery are all included in this category. The leading product in the light chocolate layer includes Nestle Munch and Nestle KitKat. A major sales of Nestle Chocolate sales come from 'Munch', the best-selling bar in the choco category. Due to its rich

chocolate taste, Kitkat is also a unique offering from Nestle India. It's no secret that Nestle KitKat has had a special place in the hearts and minds of its customers for centuries [15].

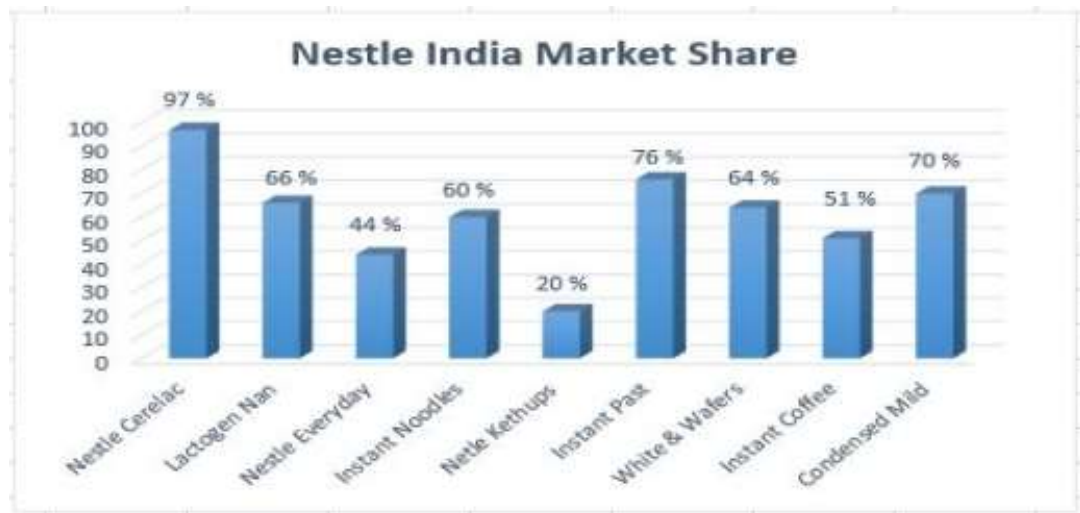


Fig. 1: Nestle India's various products and its market share [15]

**7. ATTAINING ENVIRONMENTAL SUSTAINABILITY :**

Nestle's Environmental Sustainability Policy is based on the principles of sustainability and is part of the company's commitment to long-term sustainability. The company focuses on environmentally friendly technology, procedures, and upgrades. Nestle's commitment to sustainability informs and directs all of the company's activities. It's also a top goal for the company to use eco-friendly methods throughout its facilities. For example, the company has minimized power and water consumption, reduced usage of paper, and purchase eco-friendly items instead. The company is constantly working to improve operational efficiencies, minimize natural resource consumption, and reduce water, energy, and CO2 emissions while increasing production quantities.

**8. TEN MAJOR COMPETITORS :**

Nestle is a Swiss food and beverage company with a global reputation for creating various goods. Globally, the company has a presence in approximately 189 countries around the world. Nestle milk chocolate, beverages, are Nestle's best-known products. There are several people who like it, the company's main priority is producing and supplying high-quality and healthy food products. Following Table 3 includes the top 10 competitors of Nestle India Limited.

Table 3: The top competitors to Nestle are

Sl. No	Company Name	Company Description
1	Mondelez	Mondelez is, a major Nestle competitor, was founded in 2012 and has its headquarters in Illinois. It is one of the most prominent snack companies in Illinois. The firm's goods included Chocolate, Beverages, Cookies, and other snack foods. This business covers the world, and its profit comes from outside the United States. About 1656 countries are served by the company's operations, which generate about \$35 billion in revenue across all of its brands combined.
2	Mars	It's no secret that Mars company is one of Nestle's biggest market competitors. A well-known food company, and Mars is the world's largest confectionery producer. As of 1911, the company was founded and is based in the United States of America These include Twix, Mars bars M&Ms, Snickers, Skittles, and Milky Way bars. Beyond confectionery, the company also produces Uncle -Ben's rice, pasta sauce, and pet food includes Whiskas, pedigree, and Nutro-brands. Despite this, it's the company's chocolate production that's the world's most beloved. But their chocolate is the most popular product in the world.

3	Hershey's	Hershey is a well-known food processing company in the United States. Since 1894, the company has been involved in the chocolate manufacturing industry. This brand is the largest chocolate manufacturer in the United States and is well-known throughout the country. As a result, their chocolates have a distinct shape and taste. In part because of the quality of their products and the value of their brand, Hershey's is one of Nestle's most powerful competitors.
4	Unilever	Founded in 1930, Unilever is a British-Dutch multinational conglomerate with offices in both the United Kingdom and the Netherlands. As a consumer goods company, they produce a wide range of products including food and personal care products. Food giant Unilever is the world's largest consumer food company. There are about 191 countries in which their products are available, which makes them popular around the world.
5	Kellogg	Kellogg was established in Michigan, the U.S., in 1906 and is a global food processing company. Most their food offerings are convenience and cereal foods, such as crackers, toaster pastries, and cookies, among other items. Companies such as Kellogg's and Cheez-It market their goods under various brand names. Kellogg is one of Nestle's top competitors, and it spends about Dollar 1 billion per year in part due to the high value of its brand.
6	PepsiCo	PepsiCo, a leading Nestle competitor, was founded in 1898 and is a popular beverage and food processing company. In the United States, the company has its headquarters in New York. Drinks, grain-based snacks, as well as many other products, have been manufactured and sold by the company for a long time. There is a great reputation for the company, which is estimated at dollar19.6 billion. As a result, this brand has a large customer base, and Globally, the company has forceful logistics, which allows them to make its products widely available.
7	Amul	Amul is a well-known dairy company in India, with its headquarters in Anand, Gujarat. 1948 was the year that the company was founded. Gujarat Cooperative Mutual Fund (GCMMF) is a well Gujarat is home to approximately 3.6 million milk producers who belong to this federation. The company has many products and its products have a unique taste and are of good quality. Due to their strong distribution and supply chain, Amul is considered a top Nestle competitor.
8	Ferrero Rocher	Ferrero Rocher is a bar of well-known chocolate and hazelnut confectionery manufacturer. Founded in 1982, it is one of Italy's most well-known chocolatier brands five main components go into the making of chocolate: milk chocolate, palm oil, wheat flour, and hazelnuts. Additionally, the company has a wide-ranging distribution network, so the chocolates can be found in a wide variety. For this reason, Ferrero Rocher has become one of Nestle's top competitors.
9	Starbucks	Founded in 1971, Starbucks has become a well-known American company. A U.S.-based corporation with headquarters in Washington Because of this, it is the world's largest coffee -Second Wave Coffee -is a brand that sets itself apart from other coffee shops in the United States based on its quality, taste, and customer experience.
10	Maxwell House	Maxwell House, a famous coffee brand, was founded in 1892 and has its headquarters in Tarrytown, New York. The company generates about the dollar 5.6 million in revenue and employs about 192 people. The company is known for its coffee expertise. For its great taste, Maxwell House is considered one of Nestle's top competitors in the market today [12].

## 9. FINANCIAL GROWTH AND CONTRIBUTION TO COUNTRY GDP :

Fundamental analysis is a method for evaluating projects, budgets, and other financial operations to determine their performance, worthiness, and economic viability. Following table 4 shows the financial growth of Nestle India for the last decade from 2011-2020 [7], [13]. Figure 2 represents Nestle India Limited's profit from 2014 to 2020.

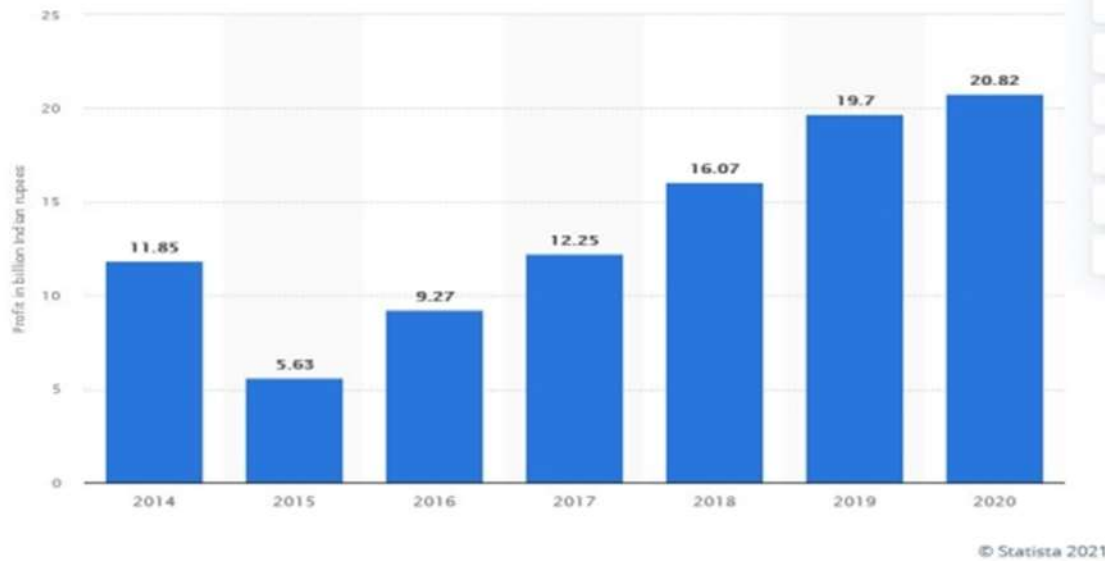


Fig. 2: Nestle India Limited's profit from 2014 to 2020 [14].

Table 4: 10-year financial statement of Nestle India [13]

10 -Year Financial Highlights (Rupees in Millions)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
Results										
Sales	132,902	122,953	112,162	101,351	94,096	81,233	98,063	90,619	83,023	74,908
Profit from Operations	28,775	25,940	23,509	18,305	16,542	13,338	17,926	16,941	15,400	13,840
As % of Sales	21.7	21.1	21.0	18.1	17.6	16.4	18.3	18.7	18.5	18.5
Profit After Tax	20,824	19,684	16,069	12,252	10,014	5,633	11,847	11,171	10,679	9,615
As % of Sales	15.7	16.0	14.3	12.1	10.6	6.9	12.1	12.3	12.9	12.8
Balance Sheet And Cash flow Statement										
Shareholders Fund	20,193	19,189	36,737	34,206	32,823	28,178	28,372	23,687	17,984	12,740
Return on average Equity (%)	105.8	70.4	45.3	36.6	32.8	19.9	45.5	53.6	69.5	90.3
Operating Cash Flow	24,545	22,953	20,525	18,178	14,659	10,981	16,440	17,964	16,934	11,582
As % of Sales	18.5	18.7	18.3	17.9	15.6	13.5	16.8	19.8	20.4	15.5
Capital Expenditure	4,741	1,522	1,628	1,959	1,133	1,493	4,044	3,282	9,744	15,552
As % of Sales	3.6	1.2	1.5	1.9	1.2	1.8	4.1	3.6	11.7	20.8
Data Per Share										
Earnings per Share-Rupees	216.0	204.2	166.7	127.1	103.9	58.4	122.9	115.9	110.8	99.7
Dividend Per Share-Rupees	200.0	342.0	115.0	86.0	63.0	48.5	63.0	48.5	48.5	48.5
No. of Employees	7,747	7,649	7,604	7,527	7,588	7,495	7,228	7,159	7,008	6,639

Nestle India earned more than 20 billion Indian rupees in net profit in 2020, a rise from nearly 19 billion rupees in the earlier year. Nestle owns over 2,000 brands, the most well-known of which are Maggi noodles.

**10. NESTLE INDIA FOCUSING ON 5 P'S AND ITS CSR ACTIVITIES :**

By pursuing social goals, corporate social responsibility (CSR) allows a company to be socially accountable. In other words, it's a business model that is self-regulated and self-controlled. CSR's main goal is to do well for society, participate in charitable and good causes, and return-positive social value.



Nowadays, almost all organizations and companies are embracing CSR to make a positive impact on society and build a positive brand for their company [16] [18].

Nestle India focusing on 5 P's. They are

- (i) People
- (ii) Performance
- (iii) Purpose
- (iv) Partnership and
- (v) Planet

Nestle India Limited is the world's major nutrition, health, and health and wellbeing company. Socially responsible business methods have allowed it to be involved in business operations that have benefited the communities where it operates enhance their quality of life. To this end, it's important to create better opportunities for earning a living. Company executives, after consulting with stakeholders, have determined that they will concentrate their efforts in the following areas, where they can create the most value [17]. They include

- (i) Nutrition
- (ii) Water and Sanitation
- (iii) Rural Development

To keep track of CSR activities, and the company involves a systematic governance process. Following Table 5 shows the CSR activities of the company Nestle India.

**Table 5:** Nestle India CSR activities

S. No	CSR Activities	Outcome
1	The company's goal is to create awareness about health, proper cooking methods, hygiene practices, and the need for physical activity among students in schools, particularly in rural schools, through a range of activities.	Changes in student knowledge, attitudes, and practices
2	The company's mission includes reaching children with Internet access and involving them in a program that teaches nutrition and healthy habits. Students' knowledge will be tested as they progress through the program/s, which will be interspersed with activities and practice tests.	Increase in knowledge Covered more students
3	To improve the nutrition and health of infants, the company's various programs promote early breastfeeding and only breast milk for the first six months of a child's life among marginalized communities in slum areas. With the help of non-governmental organizations, the program will target pregnant women in their third trimester and nursing mothers.	Alteration of breastfeeding habits
4	For girls in rural schools, build a sanitation facility to encourage them to attend school.	Students who benefitted Number of facilities constructed
5	Water wells are being dug and storage tanks are being constructed by the company to provide drinking water facilities in schools that currently do not have them. Nestle India constructs much water and sanitation projects that benefit 180,000 village students.	More facilities constructed
6	Students' water awareness: The company's goal is to make students aware of the importance of water conservation and protection.	More students educated about the importance of water
7	Agriculture water conservation: The firm's purpose is to teach farmers about the advantages of direct seeding of crops and other water-saving methods in collaboration with universities, experts, non-governmental organizations, and the federal government [31].	More farmers were aware of the importance of water conservation
8	Waste separation, waste management, and community awareness programs will be undertaken by the company in collaboration with local authorities and nonprofit organizations. In 2018, our factories cut landfill waste by 68.6 percent compared to 2017. By 2021, all of the eight factories will have zero waste to landfill, as six of them are already doing.	Fuel Developed from plastic

9	Employee Volunteering Programme	More employees attended
10	Relief funds/ efforts and COVID-19 awareness programs. And the wellness of the scheduled castes, the scheduled tribes, other backward classes, minorities, and women [18]. Nestle India announced an initial grant of INR 15 crores to provide food and essential groceries to the needy during the coronavirus curfew. It will also help hospitals buy medical equipment to help fight the COVID-19 outbreak [8].	Donated cash

### 11. SWOT ANALYSIS :

As part of the strategy formulation process, a SWOT matrix is used. Strength, Weaknesses, Opportunities, and Threats: SWOT, is an acronym. The company will gain a better understanding of its internal and external capabilities. When it comes to internal capabilities, we look at Strengths and Weaknesses. SWOT analysis is a well-known internal analysis framework for company analysis [20], [21]. Nestle India undertook a SWOT analysis to determine the company's strengths, weaknesses, opportunities, and threats during the COVID-19 situation. The SWOT matrix is a tool for assessing the industry's internal and external environments in order to generate strategic business plans [22]. The SWOT analysis report is written according to the parameters specified in the firm analysis case study [23-29].

The following Table 6 shows the SWOT matrix of Nestle India Limited.

**Table 6:** SWOT analysis of Nestle India

Strength	Weakness
<ol style="list-style-type: none"> <li>World-Wide Reach: active presence in 187 countries.</li> <li>Raise in profits every year.</li> <li>Good Brand name.</li> <li>Reasonable CSR activities.</li> <li>Always environmentally sustainable.</li> <li>Strong supply chain operations.</li> <li>Fast innovation.</li> <li>Strong consumer satisfaction.</li> <li>Digitalization.</li> <li>Strong distribution system and workforce.</li> <li>Good R &amp; D system.</li> </ol>	<ol style="list-style-type: none"> <li>Problems with product promotion: sometimes uneducated mothers use infant formula products with contaminated water causes illness in children.</li> <li>High dependence on advertisements. Over INR 440 crores spend on advertisements.</li> <li>Criticism over the products.</li> <li>Recalls of contaminated foods</li> <li>Maggi Controversy.</li> <li>The management of so many brands under the same umbrella can lead to a conflict of interest.</li> <li>Consumer and legal concerns.</li> <li>Several factors contributed to the negative reputation of the chocolate industry, including child labor by suppliers and price-fixing.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>The innovation of healthy breakfast alternatives.</li> <li>The increase market penetration.</li> <li>Expand the marketing strategies.</li> <li>Give more partnership opportunities.</li> <li>Nestle must continue to invest in R &amp; D to develop more hygienic food products to address these health issues.</li> </ol>	<ol style="list-style-type: none"> <li>With an increasing number of local &amp; national FMCG industry completion,</li> <li>A price increase will decrease sales.</li> <li>Brand switching.</li> <li>Product Quality and Safety:</li> <li>Climate Impact.</li> </ol>

### 12. INITIATIVES TAKEN TO FIGHT AGAINST COVID-19 :

Due to the COVID-19 epidemic, customers are prioritizing essential goods purchases over luxury items. E-commerce increased after the lockdown because of the usage and demand for online purchases among customers. Nestle's entire development channel is also witnessing a change because of COVID-19 interacting with customers in a new way. Nestle, too, has seen a growth in its home delight product category. Sales of Everyday Dairy Whitener increased during the Covid-19 pandemic. Nestle India has pledged to continue supporting India's fight against Covid 19. To fight Covid-19, the company also give devote attention to five areas: 1. For the communities, 2. For the employees, 3. For

the sales force, 4. For the operators, 5. For the people. With an initial investment of 15 crore rupees, the company supports the distribution of food and essential items to the poorest parts of society in collaboration with renowned and reputed NGOs. The company helped in purchasing medical equipment including ventilators, masks, PPE kits, face shields, and oximeters. In a time of great need, and their employees have come together to support the fight against COVID-19. A voluntary contribution program organized by the company, supplemented by a similar contribution from Nestle India, allowed them to work with the Indian Red Cross Society to help them strengthen their efforts and provide much-needed relief in the most affected areas and to those who are suffering as a result of the current conditions. During the Covid 19 pandemic, the company started NESTLE SURAKSHA insurance policy for their sales force. Also introduced NESTLE SAMMAN program for their operator force for their endless working behavior [30]. In addition, the company created several virtual engagement programs and mental health initiatives, as well as check-in services for young people who live alone or far from home. The company has also offered free COVID-19 related consultations from doctors in India and abroad. Also implemented project JAGRITI during Covid 19 [32], [33].

### 13. RECOMMENDATIONS AND SUGGESTIONS :

On the basis of the above evaluation, we, therefore, provide the following recommendations:

- (1) In response to the COVID-19 epidemic, people's food consumption patterns have changed. So, the company must launch more products that are consumed by the people in this Covid situation.
- (2) Because of Covid 19, IT usage increased also IT threats increased, so the company must build a robust IT system and firewall to reduce IT vulnerabilities.
- (3) Must reduce plastic waste emission to protect nature.
- (4) Must develop recyclable packaging style and also increase recycling of wastewater.
- (5) Invest more in digitalization and automation.
- (6) Always ensure the quality of products.
- (7) Use natural gas for production.
- (8) Always responsible for ensuring the sustainability of dairy and coffee farming.
- (9) Invest more in solar energy.
- (10) Increase export of products.

### 14. CONCLUSION :

Nestle India is a major player in the Indian FMCG market. One of India's top-valued companies, as well as one of the country's top job creators. India is a major market for Nestle products, which are also exported to countries such as Russia, Japan, the United States, and others. Nestle India received the "Top Exporter Award" for being a leading instant coffee exporter to Russia and the CIS countries. Because of the company's emphasis on good value and affordability, the company has been able to concentrate on adding value for the consumer. The organization places a high priority on improving operational efficiency. As a result, increasing sales, the profitability of working capital, income tax rate, cost of capital, and the duration of value growth have been continuously prioritized. To supply a long-term value for consumers, Nestle India aims to provide a variety of high super quality, safe food items at reasonable costs. While the firm is constantly striving to better understand modern Indian lives and anticipate consumer needs, it is also constantly working to improve its product offerings in terms of convenience, taste, nutrition, and wellness.

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