NAGINDAS KHANDWALA COLLEGE OF COMMERCE,
ARTS AND MANAGEMENT STUDIES, MALAD (WEST), MUMBAI. 400 064

PROJECT REPORT ON

PATANJALI PRODUCTS AND ITS MARKETING STRATEGY

PATANJALI



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PATANJALI PRODUCTS AND ITS MARKETING STRATEGIES

SUBMITTED TO UNIVERSITY OF MUMBAI

IN PARTIAL FULFILMENT OF REQUIREMENT

FOR THE DEGREE OF
BACHELOR'S OF MANAGEMENT STUDIES.

SUBMITTED BY
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PROJECT GUIDE
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PATANJALI

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PATANJALI

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DECLARATION

I Rashi Jain student of Nagindas Khandwala College Semester VI hereby declare that I have completed this project on Patanjali Products and its marketing strategies in the Academic Year 2021-22

The information submitted is true and original to the best of my knowledge.

Signature of Student

PATANJALI

CERTIFICATE

I Dr Mona Mehta hereby certify that MS Rashi Jain

of Bachelor of Management Studies Semester VI of Nagindas Khandwala College

has completed project on Patanjali Products and its marketing strategies

in the academic year 2021-22

The information submitted is true and original to the best of my knowledge.

Project Co-ordinator

External Examiner

Principal

28th March 2022

PATANJALI

EXECUTIVE SUMMARY

The project title "MARKETING STRATEGIES OF PATANJALI AYURVEDA" provides a comprehensive analysis regarding the performance of the company and its products in the market. The project covers the aspects like Patanjali got success in such a competitive market in a very short span of time and how competition from Patanjali prompts FMCGs to hit back.

The project covers the objective of the study that which is the main motive behind the study on Patanjali Ayurveda.

Through the project, you will get to know about that how Patanjali Ayurveda becomes a giant FMCG within 5 yr.

And how the Patanjali accomplished "MAKE IN INDIA" concept.

And how Patanjali is becoming a tough competitor in the market for the MNCs and Indian companies.

Patanjali is following the biggest "SWADESHI MOVEMENT".

Patanjali's vision and mission are discussed in the following project.

And you will get to know about the marketing mix of Patanjali Ayurveda and SWOT analysis followed by Patanjali Ayurveda.

And most important the unique selling proposition (USP) of Patanjali Ayurveda.

The project is concluded with the conclusion and suggestions.

TABLE OF CONTENTS

CHAPTER NO.	TOPIC	PAGE NO.
1	INTRODUCTION	9
1.1	ABOUT COMPANY	9
1.2	COMPANY FOUNDERS	12
3	RESEARCH METHODOLOGY	16
4	LITERATURE REVIEW	19
5.1	MANUFACTURING UNIT	22
5.2	PRODUCT	26
5.3	MARKETING STRATEGIES	31
5.4	ALLIANCES	38
5.5	SWOT ANALYSIS	40
5.6	ENVIRONMENTAL ANALYSIS USING PESTEL	44
5.7	COMPETITORS	48
5.8	GROWTH PATH	52
5.9	FUTURE STRATEGIES OF RESEARCH AND DEVELOPMENT	54
6	DATA ANALYSIS	56
7	FINDINGS	73

8	CONCLUSION	75
9	BIBLIOGRAPHY	76
10	ANNEXURE QUESTIONNAIRE OF PATANJALI PRODCUTS	77

CHAPTER 1
INTRODUCTION

1.1 ABOUT COMPANY

The Company was originally formed as a Private Limited Company on 13th January, 2006 and subsequently converted into Public Limited Company on 25th June, 2007. Presently, the Board of Directors of the Company is managed by Shri Acharya Balkrishna Ji as its Managing Director; along with Swami Mukta Nanda ji, Sumedha, Ram Bharat and Rakesh Mittal as Directors of the Company. The Main objects as per Memorandum and Articles of Association of the Company, inter alia, contains: To manufacture, process, refine, formulate, import, export and deal in all kinds of Ayurvedic and herbal Products, Life Savings Drugs etc. apart from so many other related objects. The concept for forming this Company was to "link the rising destiny of millions of rural masses on the one hand and many more suffering and leading unhealthy urban life style on the other". The Vision of the Respected Baba Ramdev, the renowned YOGA GURU and Shri Acharya Balkrishna ji, made the concept into writing through formation of the Company "PATANJALI AYURVED LIMITED". PATANJALI AYURVED Ltd is a company that functions like all other companies under the Rules and Regulations of the Company Law Affairs and several other Laws applicable for this type of Industries, yet is constantly striving for nation building more than the profit accumulation. At microlevel the challenge is no less herculean.

Along with Patanjali Yogpeeth located in Haridwar, Uttarakhand is one of the biggest Yoga institutes in India and is named after the ancient Yog Guru Patanjali. The institute is the first flagship project of Baba Ramdev and Acharya Balkrishna and has been set up not only for treatment, research and development in Yoga and Ayurveda, but also for the production and manufacturing of ayurvedic medicines. The plant is located on the Haridwar-Delhi highway at Kankhal, Haridwar. Patanjali Yogpeeth is an institution where scientific research and treatment are offered to everybody. The ambiance is not less than world class. It has been constructed in almost 100 acres and designed to have buildings, car parks, and a landscape to rival the best of Delhi's housing projects. Patanjali Yogpeeth Trust, a non-profit organization started by Baba Ramdev, aims to carry out social activities in all the spheres such as health care, education

and activities. Patanjali drives its Social responsibility initiatives through Patanjali Yogpeeth Trust.

Patanjali Yogpeeth is bringing health revolution in the country with the integrated approach of Yoga and Ayurveda. In addition to this, the boundaries of the organization have crossed the national boundaries and entered USA, UK, Canada, UAE and Nepal, etc. All these Trusts are working day & night to propagate and implement the historical, noble and sublime aspects of Indian culture through the philosophy and teachings of Vedas, Upanishads, etc. along with Yoga and Ayurveda.

Patanjali Ayurved's Ayurvedic Manufacturing Division has over 240 medicines for treating a range of ailments and body conditions, from common cold to chronic paralysis. Patanjali Ayurveda has a plan to build many units not only in India but also abroad, in this context work has already been started in Nepal. Patanjali Ayurveda has annual turnover of around Rs. 9000 crores with 14% increase in the last year. Patanjali Ayurveda manufactures 45 kinds of cosmetic products.

Thus, Patanjali Ayurved Ltd is not only a company which is running for profit. It is a CONCEPT – which links the rising destiny of millions of rural masses on the one hand and many more suffering the onslaught of the unhealthy urban life style on the other hand. It is all about economically processing the farm produce into daily used products ranging from Ayurvedic health supplements to food and cosmetics and finally supplying them mostly to the urban world.

Patanjali Ayurved Limited produces quality Herbomineral preparations. To monitor quality, the Divya Yog Mandir Trust and Patanjali Yog Peeth grow many endangered herbs on its farmland. The principles of Good Manufacturing Practices (GMP) are rigorously followed in the plant and Company prides itself on being environment friendly.

A high stress on quality, several quality circles and special quality circles and special project teams working on Total Quality Management (TQM) projects make quality a way of life in Patanjali Ayurved Limited. This enables Patanjali Ayurved Limited to produce herbomineral

preparations with uniform levels of batch-to-batch consistency. This ensures that the customer gets the same high-quality product regardless of where it is purchased.

The special equipment required for manufacturing of sterile products (bhasma, ghanstva, eyedrop, capsule, etc.) includes component washing machines, steam sterilizers, membrane filter machines, manufacturing vessels, blenders, liquid filling machines, powder filling machines, sealing and labelling machines, vacuum testing chambers, inspection machines, lyophilizes, pressure vessels, etc. are provided depending on the type and volume of activity.

Unit sterilizers are double ended with suitable interlocking arrangements between the doors. The effectiveness of the sterilization process is established initially by biological inactivation studies using microbial spore indicators and then at least once a year by carrying out thermal mapping of the chamber.

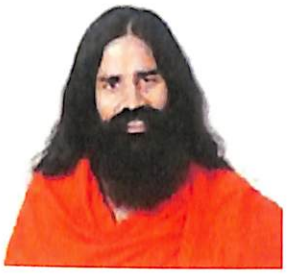
Filling machines are challenged initially and then at periodic intervals by stimulation trials including sterile media fill.

On procurement, engineers with the support of production and quality assurance personnel have done installation qualification of each of the equipment. Equipment for critical processes like aseptic filling and sterilizers are suitably validated according to a written programme before putting them to use.

Standard operating procedures are available for each equipment for its calibration and operation and cleaning.

2. COMPANY FOUNDERS

BABA RAMDEV:



Ramkrishna Yadav (Real Name of Baba Ramdev) was born on Saturday on 25 December 1965 (age: 56 years old, as in 2022) in a village named Said Alipur, Mahendragarh, East Punjab, (Now, Haryana), India. His father, Ram Nivas Yadav, was a farmer. According to his parents, he was not very talkative in his childhood. He never quarreled and was very content. He received his primary education in his hometown and studied till 8th standard after that he joined gurukul to study Sanskrit and yoga. He was the student of Acharya Baldev Ji in Gurukul Kalwa and learnt yoga from Guru Karanvir, an Arya Samaji. He used to study by second-hand books and always stood 1st in the class. He would keep books so clean that he could sell them at more price than market price. In his childhood, he suffered a paralytic attack that affected the side of his body. He credits yoga for the miraculous recovery from it.

Baba Ramdev is an Indian yoga guru. He is also known for his work in Ayurveda, Agriculture, Business, Politics, etc. He is the co-founder of Patanjali Ayurveda Ltd. with his colleague, Acharya Balkrishna. He is a renowned personality in India and abroad. Ramdev has helped in making yoga very popular around the globe.

He met Acharya Balkrishna in the 1990s at Tripura Yoga Ashram, Kankhal, Haridwar. Over a short period of time, they became very fast friends. Later, they went to the Himalayas, where Ramdev focused on Yoga and Balkrishna studied Ayurveda.

After adopting a reclusive lifestyle, Swami Shankar Dev Ji changed his name to Swami Ramdev.

Once he and Acharya Balkrishna used to sell 'Chyawanprash' in the streets of Haridwar. During those days, they both were easily spotted in the city.

In 1996, Ramdev established 'Divya Yog Mandir Trust' along with Acharya Karamveer.

In his morning yoga slot on Aastha TV, he makes people practice 7 breathing exercises (Pranayam); Bhastrika Pranayam, Kapal Bhati Pranayam, Bahya Pranayam, Anulom Vilom Pranayama, Bhramri Pranayam, Udgeeth Pranayam, and Pranab Dhwani.

His business enterprise is named after 'Maharishi Patanjali', who is considered the father of yoga.

He has been honored with Doctorate degrees from 4 universities across India. He was bestowed upon honorary doctorate by Kalinga Institute of Industrial Technology, Bhubaneswar Odisha.

Ramdev does not possess any stake in Patanjali Ayurveda Ltd., instead, Acharya Balkrishna possesses 94% stake in Pàtanjali Ayurved, but Balkrishna doesn't take any salary. Rest 8% is given to Sarwan and Sunita Poddar, a Scotland-based NRI as they helped Ramdev and Balkrishna for their first loan to start the business in the United Kingdom, Ramdev has also acquired an Island in Scotland named Little Cumbrae.

Ramdev's brother Ram Bharat, his brother-in-law, Jasdev Shastri, Swami Muktanand, a disciple of Swami Shankar Dev, are the people who form the core of Ramdev's management.

India's Prime Minister, Narendra Modi, also admires Baba Ramdev and his works. They often meet each other in programs.

He takes interest in Indian politics, black money, historical, social and economic issues of India. He launched many protests against the govt. of India. He had sat on a protest with Anna Hazare also in his fight to compel the govt. of India to launch Jan Lokpal Bill in 2011.

ACHARYA BALKRISHNA:



Balkrishna was born on 4 August 1972 in Syangja, Nepal to Sumitra Devi and Jay Vallabh Subedi. Acharya Balkrishna, a great scholar of Ayurveda, Sanskrit language and grammar, and the Vedas. A simple and unassuming versatile genius, he is the chief architect of the visionary planning of Swami Ramdev. Equally well versed in Yoga and Ayurveda, he is an able and sincere collaborator in all the projects and ventures launched by Swami Ramdev ji, ever since their chance meeting in the Gangotri caves.

Balkrishna ji studied Sankhya yoga, Ayurveda, Sanskrit language, Panini's Astadhyayi, Vedas, Upanisads and Indian philosophy under the guidance of Acharya Shri Baldevji in the Gurukul at Kalwa (near Jind, Haryana) and obtained his postgraduate (Acharya) degree from, Sampurnanand Sanskrit Vishwavidyalaya, Varanasi.

At the Department of Medical Science in Yoga & Ayurveda at Patanjali Yogpeeth, Hardwar, he has got a team of 70 physicians to assist him. Besides, more than a thousand Vaidya's (ayurvedic physicians) in India and abroad are treating patients under his guidance. With a view to ensuring the efficacy of ayurvedic treatment it was necessary to make pure and high-quality medicines available to patients at an affordable price.

Acharyaji took up the challenge and founded Divya Pharmacy where Ayurvedic medicines with national and international certifications are manufactured with modern packaging. To ensure that

only genuine ingredients are used in the Divya Pharmacy medicines, Patanjali Herbal Park grows 450 medicinal plants (some of them very rare) under the overall supervision of Acharyaji. As a part of Swamiji's Bharat Svabhiman Movement's emphasis on using swadeshi goods, things of daily use like tooth powder, tooth paste, hair oil, soap, shampoo, beauty creams etc. are produced in Divya Pharmacy & Patanjali Ayurved Ltd. with Ayurvedic ingredients and Ayurvedic formulas. Another aspect of his multi-faceted genius and personality is his knowledge and experience in the managerial, administrative and engineering fields, which has been admired by one and all in India and abroad. The awesomely impressive look and layout of Patanjali Yogpeeth buildings is a living testimony to his grand futuristic concepts.

His editorial skills can be seen in Yog Sandesh where as Chief Editor he is propagating yoga and Ayurveda for the mental, physical and spiritual health of people. All his activities are inspired by this dictum of Bhagavad Gita:

Besides, he has edited/ collaborated/ authored books like Ayurved: Its Principles & Philosophies, Secrets of Indian Herbs, Vitality Strengthening Astavarga Plants, Vaidika Nityakarma Vidhi, Yogadarsana, Sant Darshan and Bhakti Gitanjali.

3. RESEARCH METHODOLOGY

Every project work is based on certain methodology, which is a way to systematically solve the problem or attain its objectives. It is a very important guideline and lead to completion of any project work through observation, data collection and data analysis.

According to Clifford Woody, "***Research Methodology comprises of defining & redefining problems, collecting, organizing &evaluating data, making deductions &researching to conclusions.***"

The present study is exploratory in nature with survey method being used to complete the study. The population of the study includes consumers / buyers of Patanjali products. The sample elements of the study were the individual respondents (Male & Female) with the sample size of 100 respondents. Random sampling technique was applied to select the sample from the market. Self-designed Questionnaire was used to collect the data for the study.

1. STATEMENT OF THE RESEARCH

A STUY ON PATANJALI PRODUCTS AND ITS MARKETING STARTEGIES

2. FORMULATING THE RESEARCH PROBLEM

a) Unit of analysis: Male's & Female's of age group 16-35.
b) Characteristics of interest: Its popularity among Indian consumers
c) Place of survey: Mumbai.
d) Environment conditions: Difference in consumer preferences, competition among the major players.

3. OBJECTIVES OF THE RESEARCH

- To understand the consumers perception towards Patanjali Products in Mumbai.
- To study Patanjali products and its major competitors.
- To study the growth path of Patanjali.
- To understand its popularity among Indian consumers.

4. SOURCES OF DATA

The data has been collected from two sources i.e. Primary and Secondary

Primary data are those which are collected for the first time and original in character. Primary data is collected through observations, interviews and surveys. A combination of questionnaire techniques and discussion with the respondents was used to collect the required primary data. Questionnaire and personal interview are the primary data for this research.

Secondary data are those which are already collected by someone for some purpose and are available for the present study. Secondary data are collected from the books, journals, articles, websites, magazines and other such source. In this project, information from internet consist a major part of secondary data.

1. RESEARCH DESIGN

A research design is a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve marketing research problem. On the basis of fundamental objectives of the research we can classify research design into two general types:

A) EXPLORATORY RESEARCH

Exploratory research is one type of research design, which has its primary objective the provision of insights into, and comprehension of, the problem situation confronting the researcher.

2. LIMITATIONS OF THE PROJECT

- Respondents may not feel encouraged to provide accurate, honest answers.
- Respondents may not feel comfortable providing answers that present themselves in an unfavourable manner.
- Respondents may not be fully aware of their reasons for any given answer because of lack of memory on the subject, or even boredom.

4.LITERATURE REVIEW

• Layak and Singh (2015) report "Desi bustle v/s MNC muscle" stating how Ramdev's Patanjali is setting trend for HUL and how Baba Ramdev's unconventional marketing and strong follower base coupled with aggressive pricing has helped him overtake established players in ayurvedic FMCG like Emami and Himalaya.

• Roy, Lath and Sharma (2015) believe that strong innovation and new products pipeline, pricing discounts to the peers, ayurvedic and natural propositions with low A&P spends and manufacturing indigenously lend Patanjali's products a competitive advantage but distribution and stock outs remain a key factor. Patanjali Ayurved is one of the India's largest food and herbal parks in the world equipped with an excellent R&D facility and world-class manufacturing machinery. Patanjali has completed its revenue target of INR 2000 crores in FY15 and now the management has set a revenue target of INR 5000 crores in FY16. The company has low A&P spends which leverages Baba Ramdev's brand pull, leads to provide its customers a discount of 15-30% to competition, while other companies have A&P spends ranging from 12-18%, as a % of sales. Even though the company's thrust is not on profitability, the company managed to regulate 20% EBITDA margin in FY15, supported by better cost management which includes latest machinery and strong R&D capabilities and lower A&P spends. Patanjali registered revenue CAGR of 64.7% over FY12-15.

• Vyas (2015) believes Patanjali instead of outsourcing like established, listed FMCG firms, it has flourished on a backward integration model, using large tracts of land to cultivate and run its factories. Patanjali's revenues have more than quadrupled in the past three years. Despite undercutting competitors, PAL's operating margin is around 20% — higher than many of its peers which advertise aggressively.
products followed with an addition of 22 products during 2009. Till 2012 there were 120 products available among which 44 are medicinal, 34 are food and 55 are cosmetic which says an increase of total 94 products in just 4 years.

• Drawbacks of Patanjali's growth: A number of limitations perceived by customers, associated with products acted as barriers in consumer decision making process and also affected consumer behavior. Data showed that the problem of shortage of products on retail outlet as the major limitation as reported by the majority of respondents (88.88%). Only one retail outlet in Pantnagar market was another limitation and reported by 63.33 percent respondents. No home delivery (43.33%) and no any other alternative (36.66%) were also an issue till 2012.Consumers of Patanjali products also suggested to improve consumer acceptability (51.11%). Consumers suggested that Patanjali should provide the detailed information about eve-products. 48.88% suggested improving the delivery system. About 44% consumers suggested maintaining the regular delivery of products. More advertisement (41.11%) and clarity in advertisement (37.77%) regarding the product attributes were other suggestions given by the consumers. It was suggested by 30% consumers that Patanjali should pack the products especially juice in small amount in order to improve consumer acceptability. Easy availability of products at retail shops by 28.88% consumers whereas 21.11% consumers suggested reducing the cost of some cosmetic products like cream, cleanser, etc. There were 18-19% respondents who suggested to increase production of products.

• Khasgiwala and Bapat (2014) believe that despite of the great demand of Patanjali products, the company is still inefficient in its production and supply chain management. They address the case of retail store owner of Patanjali Ayurveda in Indore who himself is a highly satisfied consumer of Patanjali products that are low priced with reasonably good quality. And more so the product becomes value rich because they carry the name of Baba Ramdev on it but is frustrated with the availability of these products for other consumers as well.

• Patanjali's products have captured a huge lot of consumers within a short span of time providing its loyal customers with exclusive quality and reduced price products. It has grown during these years with its excellent R&D facility, latest machinery, better cost management and high-tech infrastructure by constructing India's largest Food and Herbal Park. It has also established its market online giving a stiff competition to other FMCG companies. The trend of Patanjali products have increased tremendously with few

limitations of non-availability of products at retail stores, less number of retail outlets available and its irregular delivery system. Despite of its great demand, company is still inefficient in its production and supply chain management. The company is working on plugging the gaps in the supply chain and distribution and plans to implement ERP for better inventory management and consolidate its online presence. The company has worked on its objective of empowering farmers economically. In upcoming years, due to its herbal base products company might also leverage some tax exclusion under government policies leading to increase in its profits and decreased prices of product. The main marketing tool of the company is its good image after spirituality and is selling its products under the name of Swami Ramdev. Since Patanjali has its production inhouse, it gives it a competitive advantage over MNC's like HUL, P&G, NESTLE etc.

5.1 . MANUFACTURING UNITS

Under the learned guidance of H. H. Yogrishi Swami Ramdevji, Vaidyaraj Acharya Balkrishna and Swami Muktanand, Patanjali Herbal Garden & Agro Research Department has been established at following few sites- Patanjali Herbal Garden Site Nursery, Patanjali Herbal Garden site Gurukul Gaushala Farm, situated nearby Patanjali Yogpeeth at Maharishi Dayanand Gram, Bahadrabad, Delhi-Haridwar highway. These Herbal Gardens have beautiful collections of more than 200 medicinal herbs, shrubs, trees, climbers and ornamental plants. Since, 1997 it was a great effort with high spirit to collect the valuable medicinal plant and to ensure to grow in Garden, a Divya Vanaushadhi Vatika has been earlier established in the Ashram at Kankhal. Thereafter, to explore more possibilities of a large number of wide collections, exposition and research of medicinal, aromatic and ornamental plants in a organized way in the Patanjali Herbal Garden has been established. A team of Scientists from Botany and Agriculture and a number of Swayam Sevak are engaged for research and management.



SIGNIFICANT WORKS/ACTIVITIES:

Collaboration in Research with National Bureau of Plant Genetic Resources (NBPGR) and Research on Astavarg plants:

In 1997 Swami Ramdevji visited NBPGR, Head Quatre at New Delhi and later research collaboration has been made on Plant Biodiversity to survey, identify and collect Ashtavarga plants used as ingredients in Chayavanprash. This project provided a good opportunity to undertake exploration and collection tours in Hilly areas of Uttarakhand and Himachal Pradesh and about 120 medicinal and aromatic plants were collected and planted in the Divya Vanaushadhi Vatika.

Over the past two thousand years, Ayurveda lost its glory and the thrust of Unani and Allopathic systems on Indian society and as a result there are much valuable wisdom of medicinal plants has been lost. The great invention of Ashwani Kumar brothers on the Astavarga group plants used as rejuvenators of body of Rishi Chayavan through the preparation of Chayavanprash. Over the vast time gap, the Ayurvedic experts had lost the actual identity of these eight plant species which formed the ingredients of Chayavanprash. The information contained about them in the literature had been full of misidentification and wrong. It was only due to these plant species grow in small patches in difficult areas in the northwest Himalaya. Most of the time, it seems, the Ayurvedic experts did not extensively surveyed the areas of Himalayan elevations rather relied on wrong information provided by cunning traders or collectors. Basically, Astavarg is the group of plants described as jeevaniya, brhneeya, vaya sthapanix in various Nighantus are viz. Jeevak, Rishbhak, Meda, Mahameda, Kakoli, Kshirkakoli, Ridhi and Vridhi. The Astavarg is a cooling, tasty, nutritious tonic, aphrodisiac, nourishes body and increase kapha. It is beneficial in seminal weakness, increases fat in the body, heals bone fracture and cures vata, pitta and rakta doshas, abnormal thirst, burning sensation in the body, fever and diabetic condition. It is one of the excellent combinations of herbal drugs which restore health immediately, strengths immunity system and cures any disorder in anabolism or body growth process as antioxidants in the body.

Several explorations were undertaken over a period of 4 to 5 years in the altitudes ranging from 2000m to 4000m above mean sea level in the North West Himalaya. Consequently, it could be possible to re-establish the proper identity of eight plant species of Astavarga used in the Chayavanprash. The book in Hindi and English containing all related information has been published.

Collection of Medicinal Plants:

There are a large number of medicinal plant diversity widely used in Ayurved are present in the Garden. The live plants are also prescribed by the Vaidya's of Patanjali Yogpeeth to patients for taking fresh extract and decoction according to their dose of administration. Some common species are viz. Abroma Augusta (Ulta Kambal); Acorus calamus (Vacha); Aloe vera (Ghee kwar); Andrographis paniculata (Kalmegh); Argyreia speciosa (Vidhara); Maintenance of Germ Plasm:

Botany and Seed Laboratory:

This laboratory is used to prepare herbarium plant specimens, identification of herbs and to take up further research on drying, packaging, and storage of raw herbs. Seed laboratory is used for the process of seed samples for storage to initiate research on storage/packing materials as well as seed viability and seed dormancy.

Large Scale Cultivation of Medicinal Plants:

Large scale growing of various fruits, vegetables and medicinal herbs, shrubs and tree species is being done on about 45 acres of farm land area of the Divya Yog Mandir (Trust). The experimental farming is not aimed at meeting the demand of raw drug material but it is an effort to maintain these plant species for production of seed or planting materials.

The Herbal Drug materials are:

Acorus calamus (Vacha), Aloe vera (Ghrit Kumari), Asparagus racemases (Shatavari), Anacyclus Pyrethrum (Akarkara), Cymbopogon citrates (Lemongrass), Rauwolfia serpentina(Sarpagandha), Withania somnifera (Ashwagandha) etc.

Field Experiments of Organic Farming Technology by the use of Wormi Compost and NADEP Manure:

In nature there is a system of maintaining biological balance in soil, air and water. The human intervention has damaged this balance due to short-run gains. This is a great threat towards the sustainability of agricultural production to meet the food and nutritional requirements of growing population. Over the past four decades, the use of chemical fertilizers, pesticides, herbicides, weedicides, excessive soil erosion etc. have adversely affected the soil fertility, productivity and quality of produce. Growing awareness of people about environmental degradation, has led the scientists, policy planners and executives to take corrective steps in order to improve the quality farming. The department has developed Divya wormi compost and Divya NADEP to the farmers for scientific and safe cultivations.

Project Sponsored by National Medicinal Plant Board:

A project entitled, "To standardize agrotechniques for Gloriosa superba, Withania somnifera, Rauwolfia serpentina and Andrographis paniculata." for three years has been sanctioned by the Board.

Research on Ornamental Plants in Herbal Garden:

Research work has been undertaken to propagation and plantation of ornamental plants focuses having medicinal as well as ornamental by using modern nursery techniques.

5.2 PRODUCTS



Patanjali Ayurved produces products in the categories of personal care and food. The company manufactures more than 2,500 products including 45 types of cosmetic products and 30 types of food products. According to Patanjali, all the products manufactured by Patanjali are made from Ayurveda and natural components. Patanjali has also launched beauty and baby products. Patanjali Ayurvedic manufacturing division has over 200 medicines for treating a range of ailments and body conditions, from common cold to chronic paralysis.

Patanjali launched instant noodles on 15 November 2015.

In 2016, Patanjali has announced to enter the textile manufacturing center. The company is reported to manufacture not only traditional clothes such as Kurta Pajama but also popular western clothes such as jeans.

On 5 November 2016, Patanjali announced that it will set up a new manufacturing plant Patanjali Herbal and Mega Food Park in Balipara, Assam by investing ₹1,200 crore (US$170 million) with the manufacturing capacity of 10 lakh tones of goods per year. The new plant will be the largest facility of Patanjali in India and will be operational by March 2017. Patanjali already has around 50 manufacturing units across India.

Patanjali Ayurved released what it called the first "evidence-based" medicine for Covid-19 on 23 June 2020. It claimed it has been "recognized by the WHO (World Health Organization) as an ayurvedic medicine for corona".



Patanjali promoter, yoga guru Baba Ramdev, released a scientific research paper in this regard at the launch, presided over by Union health minister Harsh Vardhan and transport minister Nitin Gadkari.

The Ayurveda products maker said it has received a certification from the Ayush ministry. "Coronil has received the Certificate of Pharmaceutical Product (CoPP) from the Ayush section of Central Drugs Standard Control Organization (CDSCO) as per the WHO certification scheme," it said in a statement. **Baba Ramdev also claims that there are no side-effects of the corona medicines he is launching.** A total of 100 coronavirus positive patients were recruited for the controlled clinical trial, Patanjali claims. Of which 95 were studied, 1 patient was lost on the follow up details and 4 patients withdrew consent between the study, claims Patanjali

FOOD PRODUCTS (212)	HEALTH PRODUCTS (88)
• Biscuits & Cookies (18) • Spices (18) • Candy (7) • Herbal Tea (3) • Jam (3) • Murabba (8) • Dalia Poha And Vermicelli (12) • Flours (15) • Sauces & Pickles (10) • Corn Flakes (5) • Dal Pulses (16) • Rice (23) • Noodles (18) • Oats (5) • Papad (2) • Namkeen (10) • Edible Oil (21) • Sweets (6) • Salt (3) • Sugar (7)	• Digestives (7) • Health & Fitness (26) • Chyawanprash (3) • Badam Pak (1) • Ghee (1) • Honey (1) • Health Drinks (17) • Fruit Beverage (7) • Diet Food (10)

• Dried Fruits & Nuts (2)	

AYURVEDIC MEDICINES (239)	HERBAL HOME CARE (103)
• Kwath (24) • Vati (69) • Bhasma (21) • Churna (39) • Guggul (12) • Parpati/Ras (26) • Pishti (7) • Arishta (9) • Asava (5) • Syrup (3) • Godhan Ark (1) • Oil (16) • Lep (2) • Balm & Inhaler (5)	• Agarbatti & Dhoops (49) • Dishwash Bar & Gel (7) • Hawan Samagri (9) • Pooja Essentials (19) • Detergent Powder (4) • Detergent Cake (7) • Hand Wash & Sanitizer (8)

NATURAL PERSONAL CARE (125)	BOOKS AND MEDIA
• Face Wash (15) • Face Cream (8) • Face Pack (2) • Foot Cream (1) • Scrubs (2) • Toothpaste (10) • Toothbrush (8) • Manjan (1) • Shampoo (11) • Hair Oil (13) • Conditioner (4) • Hair Gel (2) • Body Care (34) • Eye Care (3) • Shishu Care (11)	Currently there are no Products available but had 301 products a year ago.

5.3 MARKETING STRATEGIES

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

Patanjali has not come up with many marketing strategies as such, but it has built its customers through few strategies that are:

Segmentation, Targeting, Positioning

Like any other FMCG company, it uses mix of demographic and psychographic segmentation strategies to make its offerings appropriate/ relevant to the particular set of customer groups.

It uses undifferentiated targeting strategy, as the main objective of Patanjali is to offer healthy products to all people.

It uses a product based and value-based positioning strategies to establish a sense of trust and satisfaction of being healthy in the mind of the customers.

Promotion Through Media:

Baba Ramdev is considered to be a veteran guru of yoga across the globe. He has been very co-operative with press and media and has maintained good relationships with them. Also, he is known to have good connections with many politicians. So, he used both the facts to publicize his company free of cost. Take for instance when Baba Ramdev approached Lalu Prasad Yadav and gave his face a massage with a Patanjali face cream and it was covered by media. Or the Maggi scandal when Baba Ramdev came forward and gave a statement that he will launch safer and good quality noodles.

Brand Equity:

Baba Ramdev himself being the face of the promotions of the Patanjali products is helping the brand in maintaining high TOMA (top of mind awareness). Also, the products appeal and benefits are such that it is helping the brand to be a household name in India offering products for a kitchen to home care.

Word-Of-Mouth Promotion:

Advertising and promotions typically account for 12-20% of revenue expenditure by consumer goods companies. When a new company gets into the business, this spending is significantly higher. During the introduction stage, Patanjali followed a unique word-of-mouth publicity model and the entire revenue was without any advertising. It was because of the brand loyalty of its customers that the word-of-mouth promotion proved so successful for the company.

Distribution Strategy:

With more than 47000 retail counters, 3500 distributors across India and distributing its products through e-commerce sites, supermarkets chains like future group's Big Bazaar, Reliance retail outlets and many others, Patanjali is emerging as a fastest growing FMCG company in India.

Digital Marketing Strategies:

Reliable Source of Information:

Baba Ramdev started holding Yoga camps in 1995. In 2003, a spiritual TV channel started featuring him in the morning slot, which became very popular and gained a huge following.

Soon Baba Ramdev became the health guru of India and a common household name. He was so influential that people started doing yoga only because of him.

Then he started his own company along with Acharya Balkrishna and started doing TV ads to promote his organic FMCG products. These ads proved to be effective because people trusted him and followed his advice.

Here is one of their TV commercials: https://youtu.be/PATK_BsHVZg



On the other hand, other FMCG companies are still using Bollywood celebrities to endorse their products, which are not as influential.

Therefore, if you want to succeed in any business, you have to become a reliable source of information for your potential customers.

Used the Right Digital Platform:

Baba Ramdev became popular on TV, which is a video-based platform.

So, when Patanjali wanted to reach out to people digitally, they chose YouTube which is also a video-based platform.

YouTube has been always a good option for them because they already had a lot of video content available.

Today Baba Ramdev has 8.64 million subscribers, Balkrishna has 2.2 million subscribers and Patanjali has 863K subscribers.

The average reach of Baba Ramdev's video is 200K people/video.

Moreover, these videos are not just yoga related videos. They give health tips, show people how to create organic products at home. They also show how they manufacture Patanjali products to increase transparency and build trust.

Check out their YouTube channel: Patanjali Ayurved

Also, if we talk about Instagram & Facebook, Patanjali Ayurved has 7,43,000 & 8,28,457 followers respectively & they are doing well in that platforms as well.

Content Marketing:

So, what is content marketing? It is attracting consumers to your product, not by bombarding them with incessant ads (looking at you retargeting ad players) but by educating them on the general sphere where you operate. What many people forget is that the keyword here is 'general sphere'! You cannot keep harping about your product and expect the target consumers to not be bored to death. Let me repeat that again – Do not keep shouting about how your product is better than everything else. And here, exactly, is where Baba Ramdev proved to be phenomenal.

For the last decade, Baba Ramdev did not focus on proclaiming that his brand was the best. Instead, he told us about the evils of MNCs, the virtues of products made in India, the corruption of corporates, the exploitation of farmers, the cancerous effects of fertilizers and chemicals and just about everything that surrounded his products. He just showed us the reasons and left us on our own to explore his products. This was brilliant. See, when someone forces you to try out a product you might have a bias to reject it as 'overselling'. But here no-one was pushing anything, only an environment was created where you wanted to see if the alternative to above evils was usable.



You might have been influenced by the fear of diseases or you might just have been patriotic enough to shun all evil US firms. Whatever the reason, you already had a positive environment to try the Patanjali products.

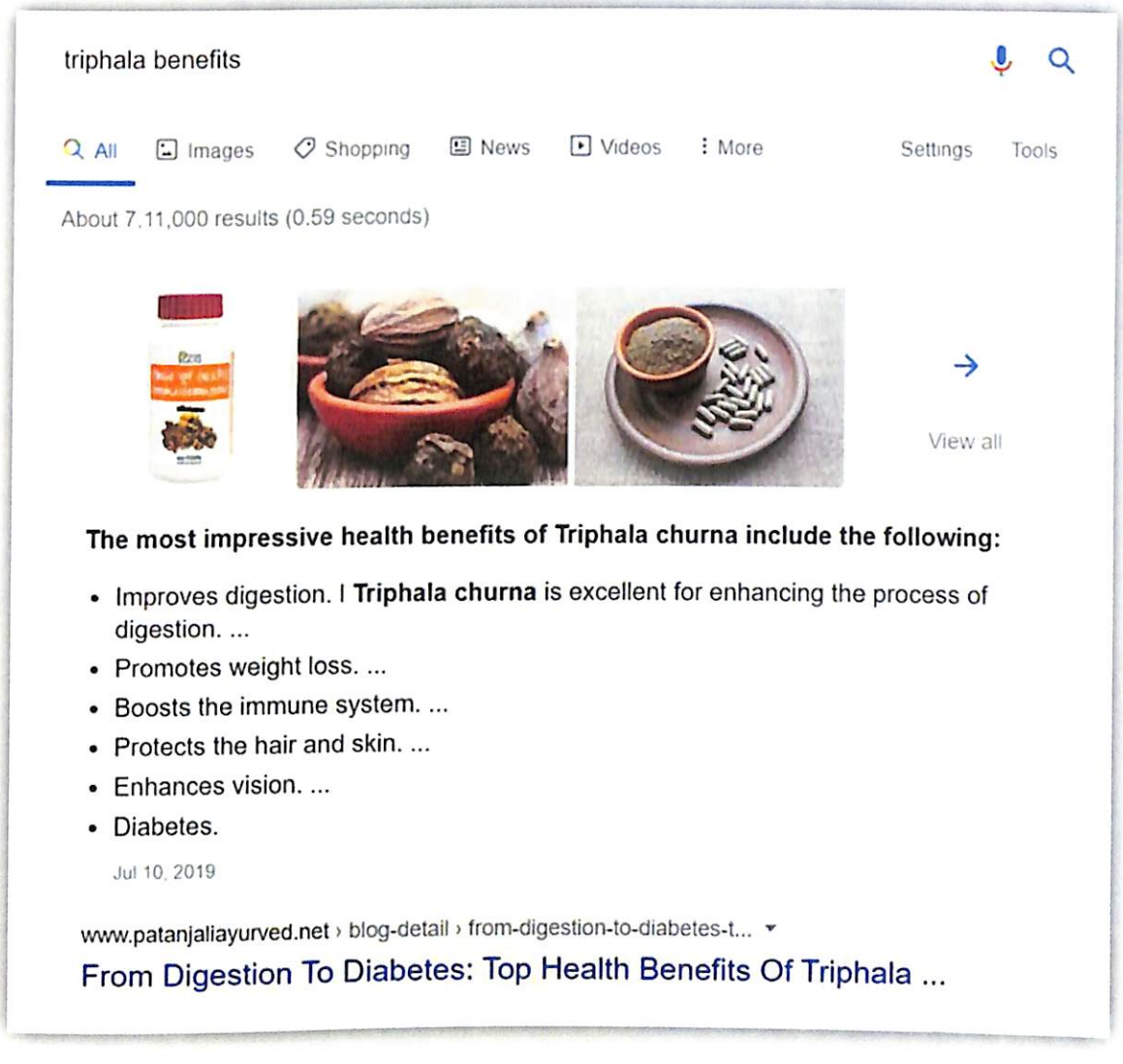
So now the Patanjali brand had a willing consumer. Was this enough? Obviously not, you still had to deliver. And did they do that! The product quality was brilliant. Yes, they were not the panacea of everything as (often) claimed – but the toothpaste was as good as any other in the market, as were the oils, as were the extracts, and as was everything else. And guess what, Patanjali overdid even its own stupendous record in the distribution department. Is there any village, any city in India where you cannot find these products?

The recent news reports of Baba Ramdev's FMCG empire (2019-2020 revenue was INR 9,088 crores) were meant to provide shock value, but they underplayed the true learning for entrepreneurs aiming to displace huge incumbents.

If we talk about creating more content, Patanjali has been excellent. They take Baba Ramdev's TV broadcast and create short videos on health tips. Then, Patanjali team distributes these videos on YouTube, Facebook and Instagram.

Because of these efforts, they have a huge fan following on all social media channels.

Moreover, they are also ranking high in Google search results because of their blog posts as shown in the image below.



Creating & Promoting a single brand with a single mission:

While other FMCG companies use a multi-brand strategy to promote their product and do not use the name of the parent company. For instance, the name of ITC's Soap is Vivel, the name of their cookies is Sunfeast and name of their snacks is Bingo.

However, Patanjali uses their brand name along with the name of the product. For instance, Patanjali's soap is Patanjali Chandan Kanti and name of their toothpaste is Patanjali Dant Kanti.

This helps in creating much more brand awareness compared to the traditional approach.

Also, their mission to promote organic products is reflected in every ad. This further makes them influential.

As a result of these efforts, Patanjali is one of the top ten most recognised brands in India.

Talking about their latest post, we can see in the below post using Patanjali before their product name:



5.4 ALLIANCES

Future Group stocks made strong gains after the announcement that it would market Ramdev-promoted Patanjali Ayurveda's range of products through its network of about 570 stores across 245 cities and towns in India. While Future Retail was up four per cent, Future Consumer Enterprise gained 18 per cent (and hit its all-time high) over the past two trading sessions. While the entire range of Patanjali products will be sold initially through **Big Bazaar** (part of Future Retail), the distribution arrangement will be extended later to other chains of the group, which include KB's, Aadhaar and Nilgiris, which are all part of the Future Consumer Enterprise. The Future Group outlets will sell Patanjali's food products (supplements, dairy products, and juices), fast-moving consumer goods/home care (cosmetics, detergents, powder, liquids and ayurvedic products) and products for blood pressure, joint pain, among others. To enable the distribution, the Future Group will set up an office in Haridwar, where Patanjali's food-processing units are. Currently, Patanjali distributes its products through its 200,000 outlets and about 10,000 ayurvedic consulting centers. Patanjali also has a tie-up with Reliance Fresh, whereby it distributes its products through the latter's stores. Patanjali crossed the Rs 9,000-crore-mark in revenues in FY21. The company, which has presence in multiple food products, plans to launch its brand of noodles this month, to take advantage of the opportunity thrown up by the product-quality issues of Nestlé's key brand Maggi.

Analysts say the key strength for Patanjali products is the visibility, due to Ramdev and the strong brand. The key issue has always been the distribution network, being rectified.

Currently, Patanjali earns an Ebitda (earnings before interest, taxes, depreciation, and amortization) margin of about 20 per cent compared with Future Retail's 10 per cent. The company has not spelt out the finer details on this front, but expects to earn a healthy margin from the sale of Patanjali products.

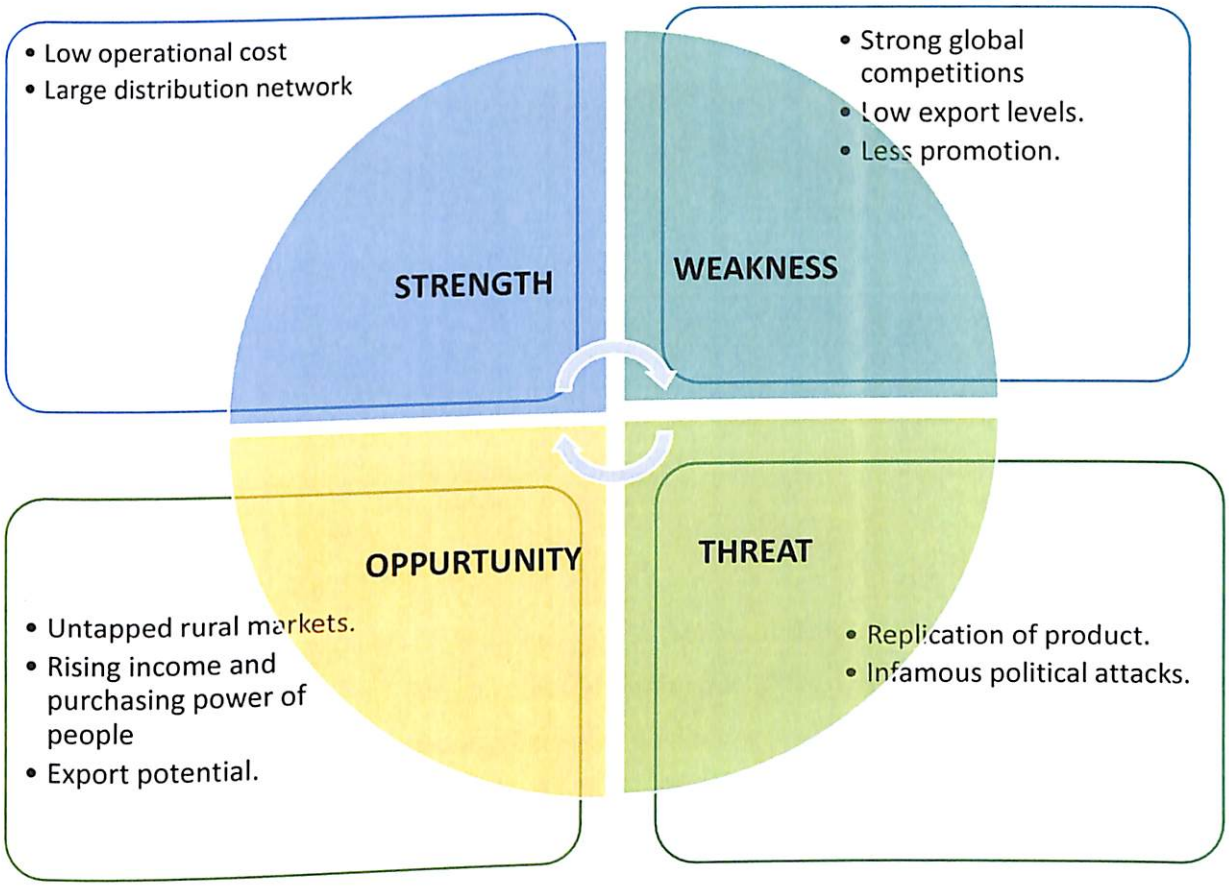
While Future Group might not achieve the target, the deal is a positive for the group given Patanjali's strong brand pull. In May this year, the group had announced a tie-up with **Bharti Retail**, wherein its retail operations were to be merged into the latter. Analysts say, as a

result, Future Retail's debt would come down and its return ratios would improve. Further, tie-ups such as the one entered into with Patanjali will improve its range of offerings as well as revenues.

For the quarter ended June 2015, Future Retail had revenues of Rs 2,899 crore, up 22 per cent year-on-year while operating profits were up 17 per cent to Rs 294 crore. For the same period, Future Consumer Enterprise had revenues of Rs 358 crore, a growth of 22 per cent, while at the operating profit level it reported a marginal loss of Rs 2.6 crore (versus loss of Rs 3.5 crore in the year-ago quarter). The tie-up with Patanjali should help Future Group improve on these.



5.5 SWOT ANALYSIS



STRENGHTS:

a) **Low Operational Costs:** The Company enjoys low operational costs and more operational profit percentage compared to many other big players like Ranbaxy and Sun pharmaceuticals.

SL NO	COMPANY	OPERATING COST in (Rupees)
1	Patanjali Ayurved Ltd (PAL)	72,06,071
2	Sun Pharmaceuticals	7,14,70,400
3	Cipla Ltd	6,16,14,800
4	Dabur Ltd	5,22, 83,000

b) **Large Distribution Network:** PAL has an extensive distribution network spread across the country with more than 3,790 Patanjali Arogya Kendra, 1,088 Patanjali Chikitsalya and 11,000 Patanjali Swadeshi Kendra. These outlets operate as franchisee stores opened by third parties. Patanjali Chikitsalya works as miniature clinics with specialized a consultant available which further enhances the value proposition of the outlets. Also, in the last few years, the company has changed its sales pattern and its products are also available in the open market through more than 70,000 retail outlets across India. The wide distribution network ensures ample visibility and availability of products throughout the country augmenting the sales of the company. The company has appointed around 60 super distributors across the country. The super distributors route the products to distributors who sells the products to retail shops. The change in the supply chain has led to a positive impact on the business profile of the company as reflected in increasing sales through ensuring wider availability of the products.

WEAKNESS:

a) **Strong Global Competition**: PAL has been extensively doing well in India but to establish it globally, needs a lot of strategy and hard work, due to the presence of well-established players in the market like BACFO, Himalaya etc.

b) **Low Export Levels:** Presently the company is focused only in India. Extensive growth globally has many hindrances from export policies, to international rules in the field of medicines etc.

c) **Less Promotion:** Where the major companies depend on promotion for its sales, PAL has kept itself out for some anonymous reasons. The trends and statistics have proven that many companies have helped due to promotion. Promotion will help increase its visibility in the market.

OPPORTUNITY:

a) **Untapped Rural Market**: Though the company associates itself with rural India the market penetration of PAL is weak in such areas. The major visibility of the company is in urban areas where the people are more health conscious. A rural market share is always there to be penetrated.

b) **Rising Income and Purchasing Power**: The purchasing power of people have increased. So, PAL can take a bit of liberty to increase the price. Especially in the sector where they are doing business, people can pay a bit more than what it is being sold now.

c) **Export Potential**: Europe and America have always looked towards India for effective Ayurvedic products. PAL can expand globally by establishing its market even outside India. Neighboring countries can also be a good potential.

THREATS:

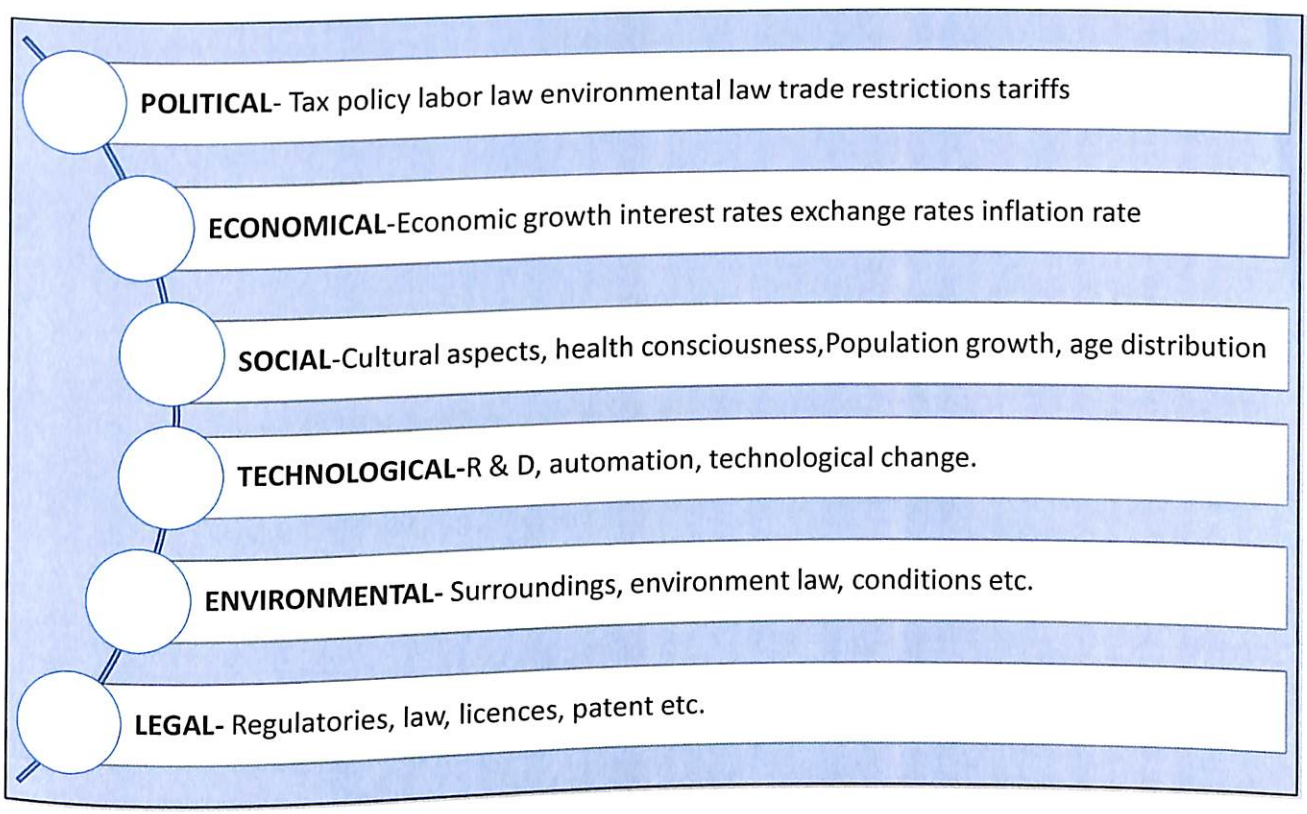
a) **Political attacks**: There have always been attacks from the political parties on companies for adulteration. This can hamper their main USP i.e. trust.

b) **Replication of Product:** Since the product are general in recipe or components, can be easily replicated. This can lead to many small companies to emerge and can increase competition.

c) **Policies**: Since the company uses cultivated herbs as raw materials, any policies in future related to them can create hindrance in the growth of the company.

5.6 ENVIRONMENTAL ANALYSIS USING PESTEL

Patanjali– Ayurved Ltd (PAL) has grown since its inception. Some of the factors or forces which affected or might affect in future are analyzed few discussions in the government to levy a tax concession for the ayurvedic products. Ex-chief minister of Kerala Oomen chandy raised this issue but was hardly heard. Already PAL have successfully maintained the price on the cheaper side ranging from Rs25-Rs200 for the products which costs much higher in homeopathy or allopathy. Tax concession will help PAL to decrease the price and divert the funding to further research and development of same.



POLITICAL:

a) **Laws:** Practice of Ayurveda does raise issues of unlicensed practice. Some Ayurvedic products raise legal red flags. The sale of herbs could be viewed as "prescribing medicine" or even possible intrusion into unlicensed practice of acupuncture. Recently PAL was in news for violating labor laws. Also, political parties have accused company of adulteration time to time. PAL have to be careful as it could affect their image and brand building in the Indian market.

ECONOMICAL:

a) **Inflation Rate:** The consumer expenditure on healthcare in rural India has increased from 6.6% in 2004-05 to 6.9 per cent in 2011-2012, while the urban Indians' expenditure on medical care has increased from 5.2% in 2004-05 to 5.5% in the year 2011-2012. NSSO report reveals that the expenditure on healthcare is highest in rural India and fifth highest in urban India during 2011-2012. And with inflation rate increasing continuously people are looking for cheaper and effective substitutes. With the brand and trust of Patanjali, it has formed the potential substitute.

b) **Economic Factors:** Since the raw materials for the manufacturing are basically from the natural environment and the company focuses only in retailing in India alone the factors like exchange rates, Interest rates are either out of question or too minimal to be considered.

SOCIAL:

a) **Consumer Trend:** Speaking of consumer trend, the people of India are becoming more health conscious. Rise in healthy FMCG products from 2284.4 US $ Mn in 2003 to 3897.3 US $ Mn in 2007 acknowledges the above statement. This particular trend opens

up the market for PAL which offers trusted Ayurvedic products. The affordable price also helps them to cover the whole market size.

b) **Life Expectance:** In India, average life expectancy which used to be around 42 in 1960, steadily climbed to around 48 in 1980, 58.5 in 1990 and around 62s in 2000. The improvement in life expectancy has been attributed to better diet and health consciousness among people. These particular trends enhance the scope of companies like PAL.

TECHNOLOGICAL:

a) **Applications of New Inventions and RND:** Inventing a new product is the best part for a growing company. Doctors and scientists are constantly working on new inventions and the better version for the old products so that benefit can be maximized for the general people. AS a part of RND, Patanjali is constantly working on the medicines of Cancer and AIDS. For the manufacturing unit in the company, it has high frequency drier unit, for quick liquefaction a fluid wed processor, tablet compressing device with the capacity for preparing one lac tablet per hour, high speed auto coater for coating the tablets and many more.

b) **Automation:** Company has PLC controlled packing machine having capacity of 300-400 volts with automatic blister packing equipment, have been installed. A utility center has been set up in the production unit has two generators with boilers and compressors.

c) **Technology Incentives and Rate Of Technological Change:** With the help of biologists and technology, better options are being created in the company. With the help of the available technology, new herbs are being notified and being used in the new medicines. Moreover, company is also working for new farming ways.

ENVIRONMENTAL:

The main problem which Ayurveda has to confront is seasonable herbs and their locations. There are lots of herbs which are available in winter season, autumn season or in summer season. Some herbs are available only on the mountains at very high location and some of them are not easily identifiable. Technology can help to construct area where we can do the artificial farming for those herbs by maintaining temperature according to the herbs.

LEGAL FACTOR:

Ayurveda has its own medicines. There are lots of act related to Ayurveda: The medicine central council act-1970, the drugs and cosmetics act 1940 and rules made thereunder, the drugs and magic remedies act 1954 and the rules made thereunder. The drugs and magic remedies act 1954 and the rules made thereunder for the same. Except this there are several rules and laws for Ayurvedic medicines and the processed by which medicines are being formed. Quality assurance need to be fulfilled by those medicines which are being prepared and laws are there for this process as well.

5.7 COMPETITORS

Watching Ramdev's moves are rival consumer goods companies. **The Rs 9,000-crore Patanjali,** is striking at the heart of their business, making its presence felt across categories.

The stiff competition has prompted most of the fast-moving consumer goods (FMCG) companies to hit back. Consider what the country's largest FMCG company **Hindustan Unilever (HUL)** is doing: It has 'resurrected' its herbal brand Ayush, launching it online. A bunch of new products across haircare, skin care and pain balms have been launched on e-commerce platforms under Lever Ayush Therapy. The plan is to take the brand to general trade in the future. The firm is also expected to increase its 'natural' offerings, moving into newer categories such as health foods, oral care, lip care etc.

HUL's managing director and chief executive Sanjiv Mehta says, "What we find is that consumers' interest in natural/ayuvedic products is growing. It is one of the emerging trends now. As a consumer goods company, we have to respond to this, which is why Ayush, which existed in our portfolio, has now staged a comeback. We also acquired Indulekha to grow our presence in the value-added hair oil segment. We will continue to make investments in this area."

Companies that have been directly affected by Patanjali such as Dabur, Emami and Himalaya - all three operate in the herbal/naturals space - say they will buttress their portfolios, making their products relevant to consumers.

Harsh Agarwal, director of Emami, says he is open to acquisitions to strengthen his firm's position in the herbal space. "Ayurveda has been around for a long time. I don't see this as a new trend. But, the emergence of new players is happening right now. We welcome them and will continue to fortify our range with new variants, launches and acquisitions."

Emami had acquired hair oil brand Kesh King last year and was also in the race to acquire Indulekha before opting out. Agarwal says he is looking at new targets, some of them located in the south.

Hindustan Unilever Limited

emami

Industry source say herbal and non-herbal companies are now going back to the drawing board, looking at how they can incorporate natural ingredients when developing new products.

Godrej Consumer, for instance, has launched a neem-based mosquito coil; a creme hair colour that has coconut oil; and launched new variants under Godrej No 1, its naturals platform in

soaps. Sunil Kataria, business head (India and Saarc region) at Godrej Consumer, says, "Our endeavor will be to fortify these products as we come up with new innovations in other categories."

Colgate, whose volume growth has taken a hit on account of Patanjali's Dant Kanti toothpaste, according to brokerage firm Credit Suisse, is aggressively advertising its active salt neem toothpaste, launched a few months ago.

This toothpaste, a variant of Colgate's Active Salt toothpaste, was made in India to address the herbal revolution, according to industry sources. Colgate is expected to come up with more such offerings as Patanjali's threatens to eat into its business.

Dabur, on the other hand, is introducing new Ayurvedic products targeting men, women, and children. Existing products such as Dabur Honey and Chawanprash are being pushed aggressively in the marketplace as Patanjali positions itself as a price warrior in these categories.

Himalaya - another herbal products company - recently launched its range of wellness products which aim to provide therapeutic solutions to consumers. Products ranging from anti-hairfall creams to pills for staying slim are part of this new initiative.

PREPARING TO PUT UP A FIGHT

- **HUL**
  Company "resurrects" herbal brand, Ayush, launching it online. Plans to increase "natural" offerings
- **Emami**
  Firm open to acquisitions for strengthening the company's position in the herbal space.

- **Godrej**

  Launches neem mosquito coil, a creme hair colour that has coconut oil, new variants in naturals soaps.

- **Colgate**

  Firm aggressively advertising its active salt neem toothpaste, as its volume was hit after Patanjali's Dant Kanti.

- **Dabur**

  Firm launching ayurvedic products. Pushing Dabur Honey and Chyawanprash aggressively.

- **Himalaya**

  Recently launched its range of wellness products which aim to provide therapeutic solutions to consumer.



5.8 GROWTH PATH

Yoga and Ayurveda can be considered a combination that is the trend seen in the health-conscious population of the world. Patanjali brings these two together as a daily way of life into the world population. It is trying to set Yoga as a trend not only in India but around the world. It is also setting a new trend of marketing with digital marketing.

The opportunities that Patanjali sees in the marketing environment is the presence of a health-conscious world where people are fed up with medicines that cause side effects worse than the actual disease that they are supposed to cure. Ayurveda and Yoga do not have any side effects. Capitalizing on this opportunity Patanjali can expand its operations around the world where Yoga is followed and in place where herbal medicines are becoming the trend.

Its best approach to market the existing products would be **"Integrative Growth Strategy"** and **"Market Development"**. Such kind of strategy stresses the importance of a consistent, seamless, multi-dimensional brand experience for the consumer.

Apart from yoga programs in which Baba Ramdev promotes the Patanjali products, other branding efforts like TV advertisements, print ads, radio etc. will help in reinforcement of the brand's ultimate message. Moreover, while continuing with the intensive marketing strategy, Patanjali should target particular segments where chances of recognition are really high. After successful awareness of Ayurveda and Patanjali among people, PAL should sub-divide the current segment-Middle Aged people (Generally in age group 30-65) into further classes as well as introduce more segments and products related to these segments. Some of the segments which can easily grasp attention are:

Infant & Kids Care:

A whole range of baby cosmetics, baby health drinks, kids medicines can be an eye catcher and with this range Patanjali can grab a good market share from its big players like Johnson & Johnson, Himalaya etc.

Middle age women:

Falling health and their increasing incurable diseases is an attractive segment where investing time and money can reap good results.

Healthy & Ready-to-eat snacks:

After the fall of Nestle's Maggi, market is open for new entrants. In such a scenario healthy &ready-to-eat snacks would be a big success in the cities where there is lack of time and for students.

Pregnant women or post natal care:

Entire range of products which can aid the women in healthy delivery and post natal care is also an attractive sector.

Teenagers:

Various Health Supplements required at the crucial growing age which can easily replace markets of Protein Shakes or other supplements preferred for good body building, Ayurvedic tonics for teenagers to cure acne and puberty related problems will also attract numerous customers who are looking for herbal options.

Patanjali has made its mark in the Indian market of Ayurveda medicines but the brand is familiar only in the Northern parts of the country. Patanjali stores are hardly visible in other parts of the country.

5.9 FUTURE STRATEGIES OF RESEARCH AND DEVELOPMENT

- To introduce more medicinal herbs, shrubs, trees and climbers
- To conserve and preserve more medicinal plants
- To study of plant-based wisdom of sadhu, samnyasi, yogi living in caves of the Himalayan region and their innovation through incantations and tapasya may established as separate science called here as Monk Botany
- To develop agro-technology of potential medicinal plants
- To prepare standards for acceptance or rejection of raw drug materials based on pharmacognostical studies (Dravya parichaya) and solve the problems of Sanskrit homonyms or pratinidhitwa dravya
- To avoid problem of herbal adulterants and artificial synthesized herbal drug materials.
- To analysis of the plants based ethnomedicinal practices of tribal and rural people and their inclusion in Ayurveda
- To prepare more herbarium specimen sheets and establishment of Herbarium of dried specimens of all the medicinal and economic useful plant species as well as museum specimens of seeds, drug material parts e.g. roots, leaves, flowers, seeds, bark, fruits etc.
- To establish relationship between major plant compounds viz. alkaloids, glucosides, glycosides, saponins, tannins, terpenes etc. with rasa, guna, virya and vipaka terms used in Ayurveda for drug quality
- To multiplication of some rare medicinal plants through tissue culture and biotechnology

• To develop agro technology based on indigenous methods of seed selection and organic farming etc.

Plants Available for Sale in Patanjali Herbal Garden



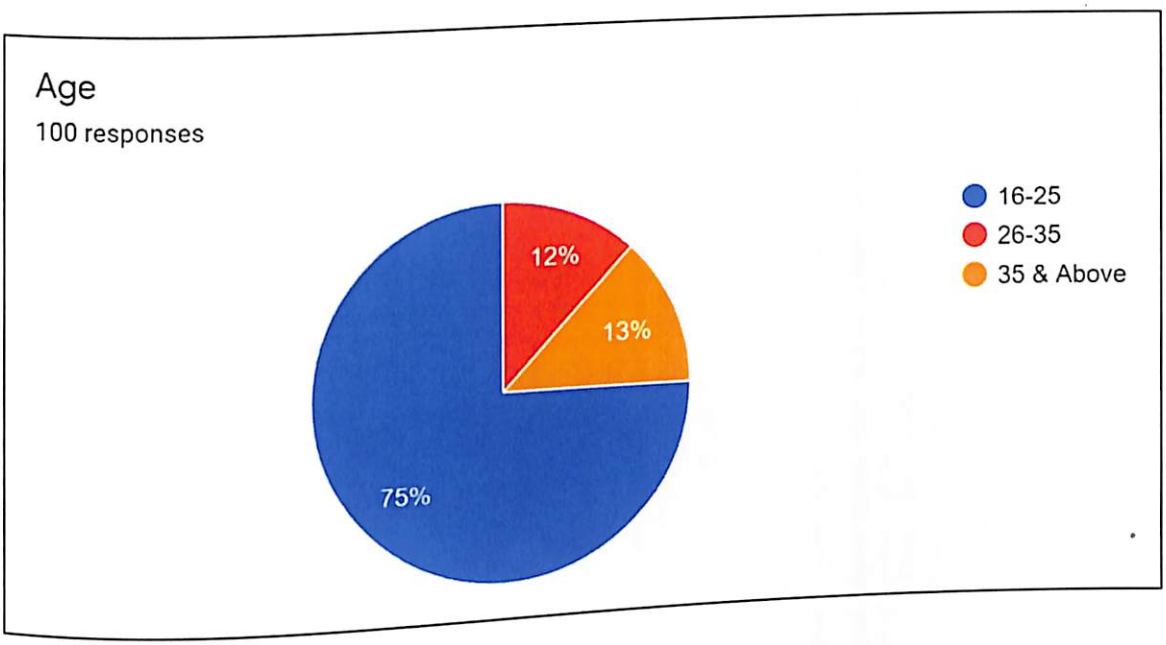
6.DATA ANALYSIS, INTERPRETATION AND PRESENTATION

Total Respondents	100

I asked 100 Men and Women, 14 Questions about Patanjali Products – from products discovery to checkout.

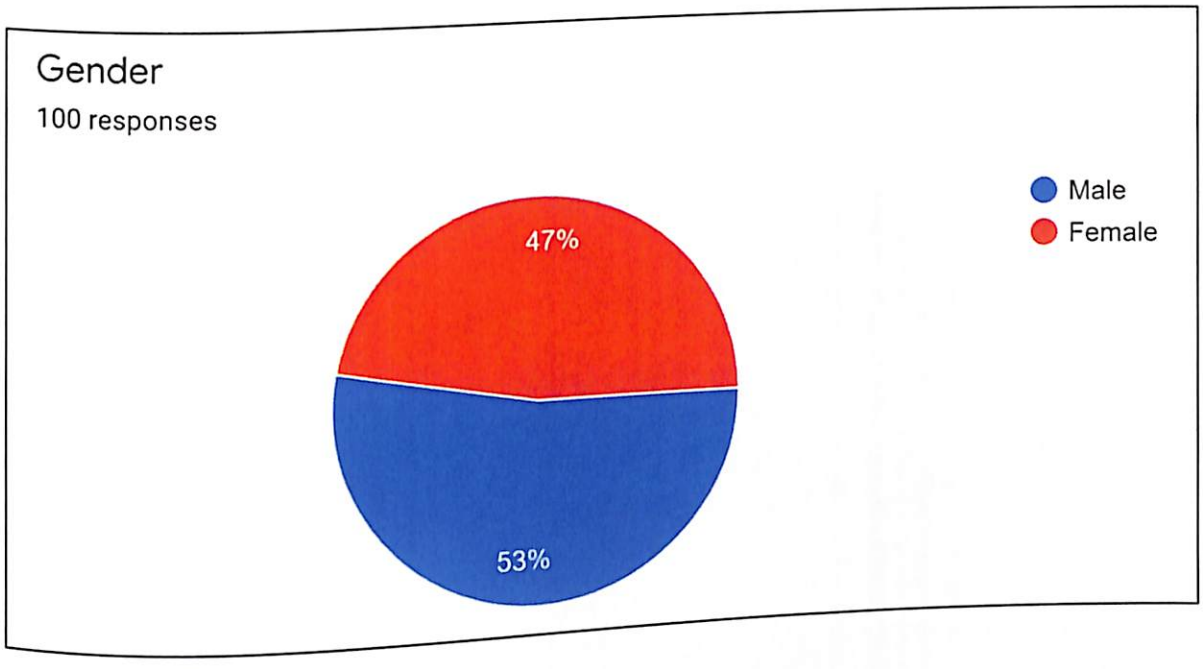
Some results were expected (Patanjali Lovers) and other were less predictable.

Most importantly, there is something for us to learn from these results, which you will find in the "Interpretation" after every section.



Interpretation:

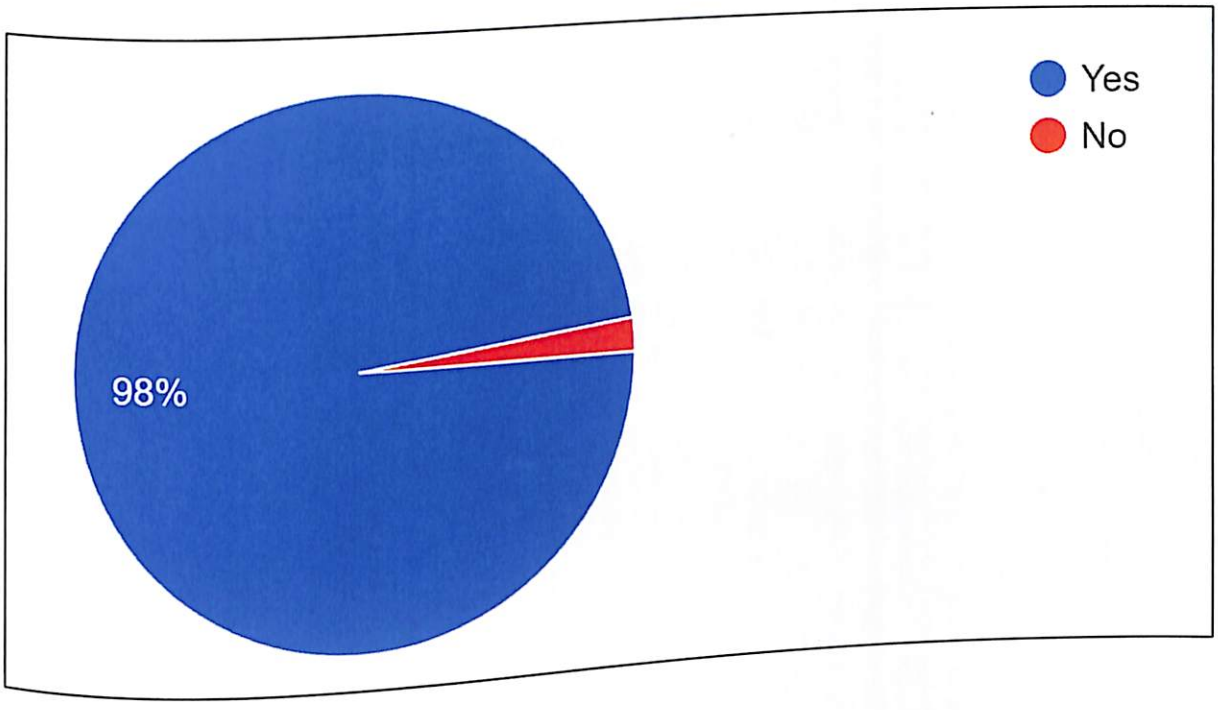
In Survey we had took three groups namely 16-25, 26-35 & 35 & Above. We can see that 75% of the people who filled the survey are between 16-25, so definitely we can get a great idea how Patanjali is in the minds of Youngsters, while we got 12% people from 26-35 and 13% people from 35 & Above.



Interpretation:

From the statistics we can observe that out of 100 respondents 53 are male and 47 are female. Blue color indicates male and Red color indicates female. We will definitely get to see responses perfectly as there is not a huge number of men or women.

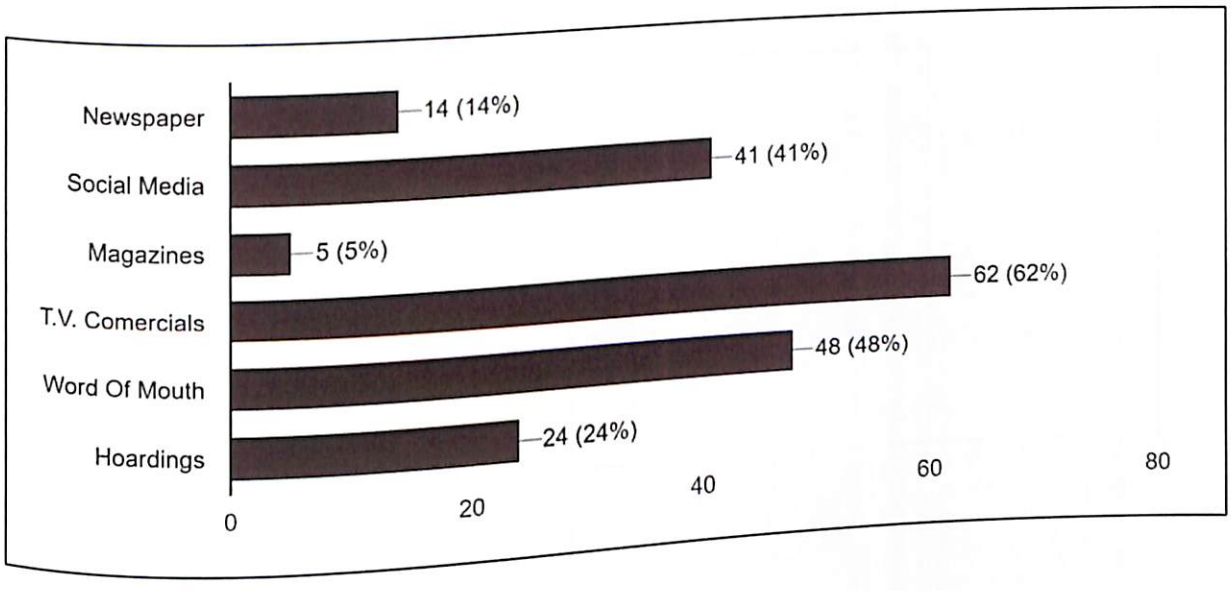
4.3 Are You Aware Of Patanjali Products?



Interpretation:

From the survey we can observe that 98% of the respondents that means 98 people know about the Patanjali Products except 2 people. So, if we talk about Brand Identity Patanjali has done a great job.

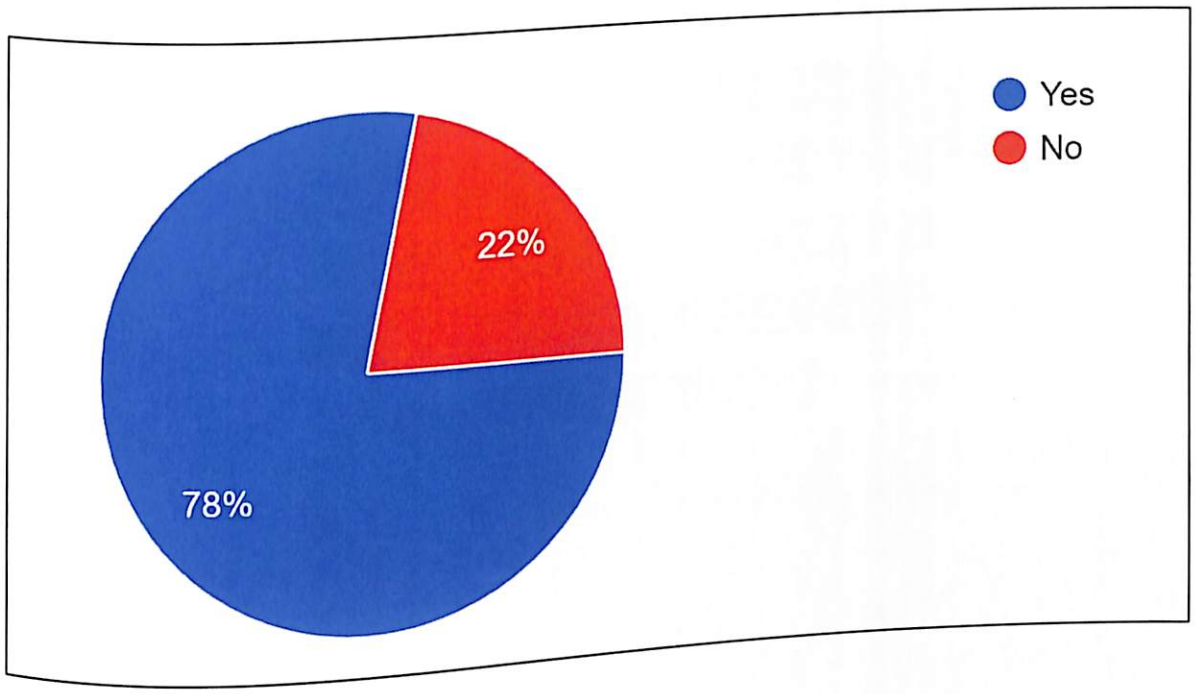
4.4 How Do You Come To Know About The Patanjali Product?



Interpretation:

The respondents could choose multiple options, due to which we came to know that 62 people out of 100 come to know from T.V. Commercials about Patanjali Products, also from Word of Mouth & Social Media people come to know the most about Patanjali Products. So, if we talk about digital Patanjali has done a good job in online advertising but on the other hand we can see that they are lacking regarding offline advertising i.e. Newspapers, Magazines & Hoardings.

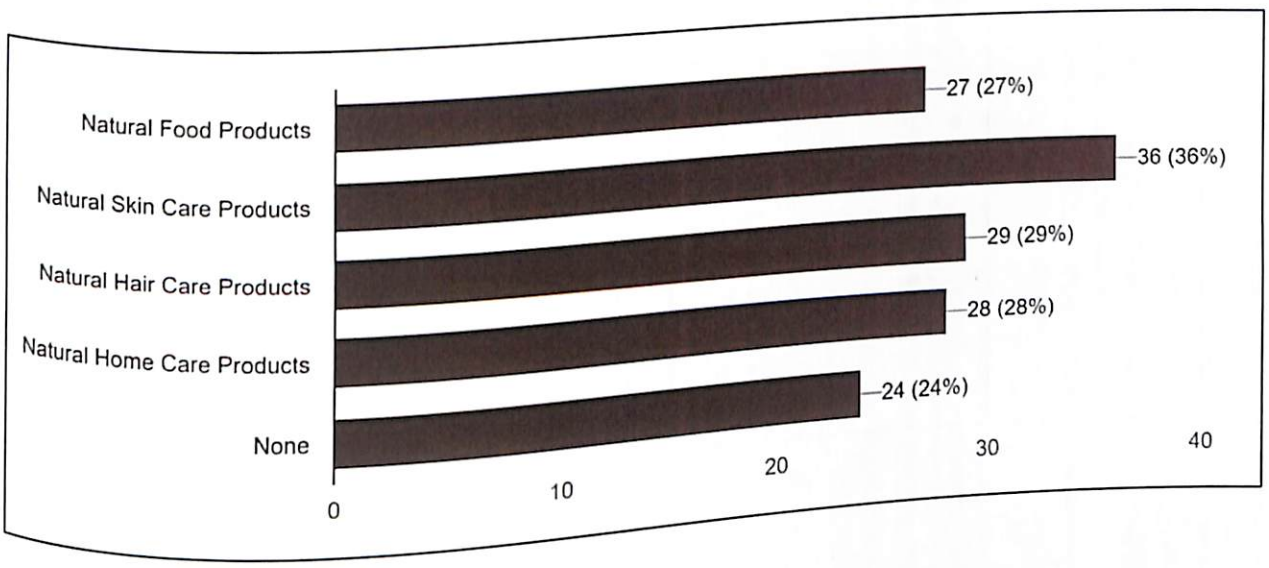
4.5 Have You Used Any Product Of Patanjali Brand?



Interpretation:

According to Survey, 78% of the people have used Patanjali Products and 22% people have not used. 78 Out of 100 using Patanjali Products is great. It can be a reason due to Patanjali using natural ingredients or due to its price. Talking about 22 people who are not using products are maybe unaware about the products or may feel that the brand is not that premium.

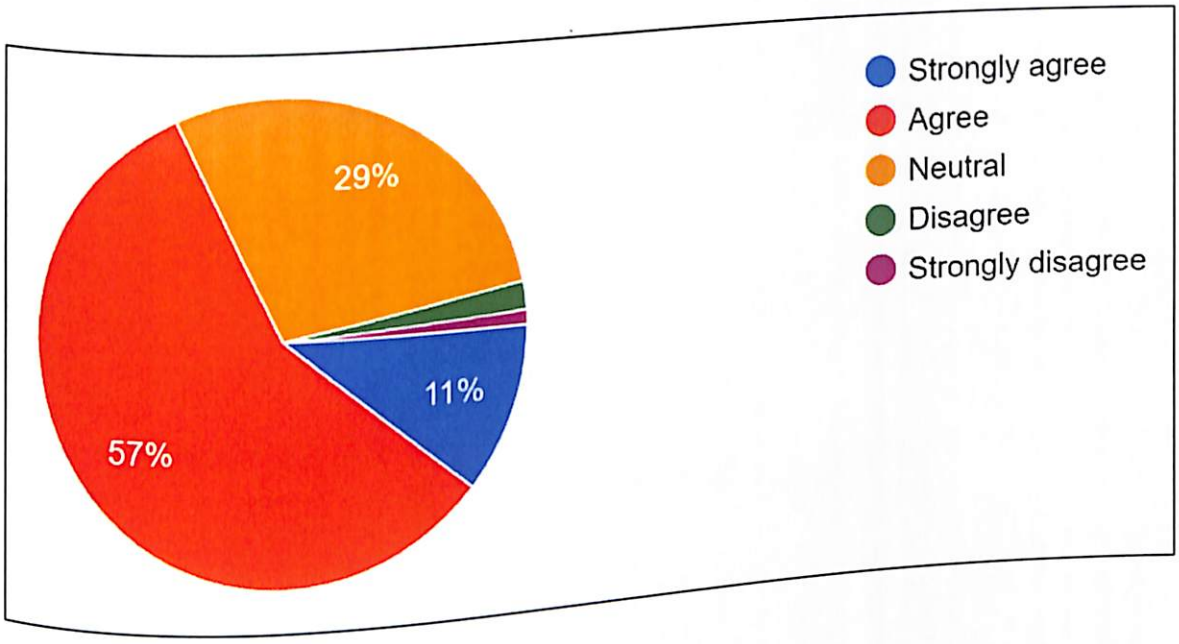
4.6 Which Product's You Have Used Of Patanjali?



Interpretation:

Here we asked them which type of products did they used, they could even choose 2/3 or even all 4, we clearly see that all the products whether it is food, skin care, hair care or home care products it's almost the same response so all the product are equally being taken. Skin Care Products are the most used products.

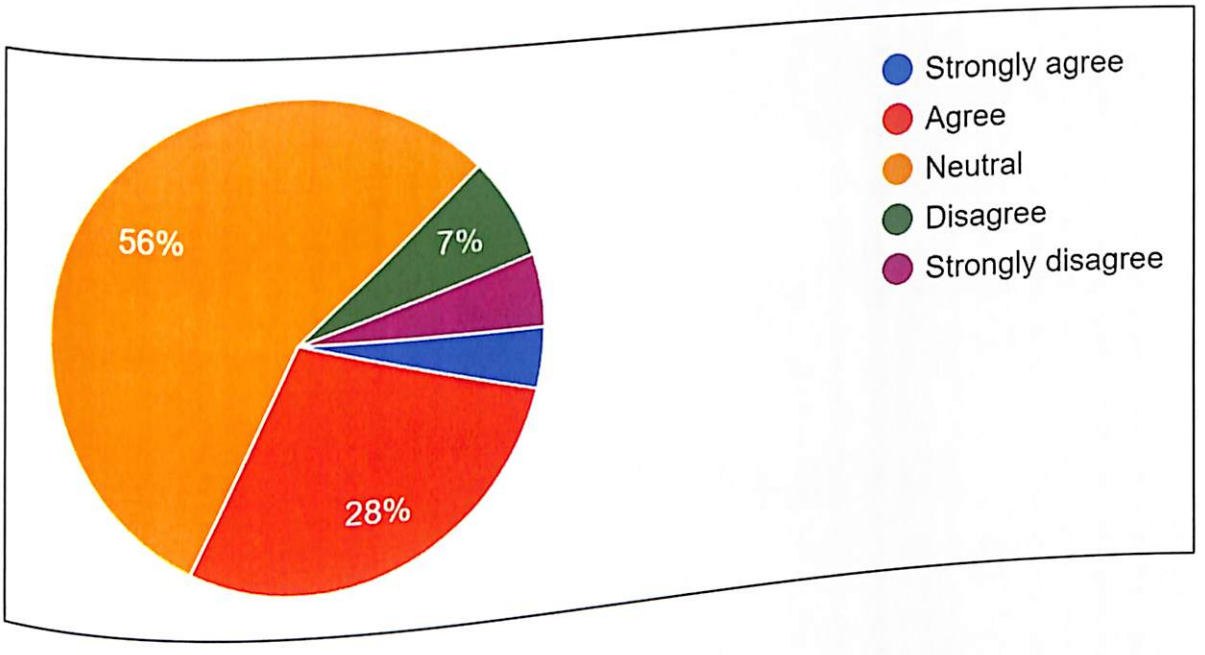
4.7 Do You Agree That Patanjali Offers A Large Variety Of Products?



Interpretation:

68% people agree that Patanjali offers a large variety of products and it definitely does as we know they manufacture almost 2500 products. 29% people are neutral and 3% people disagreed for the same.

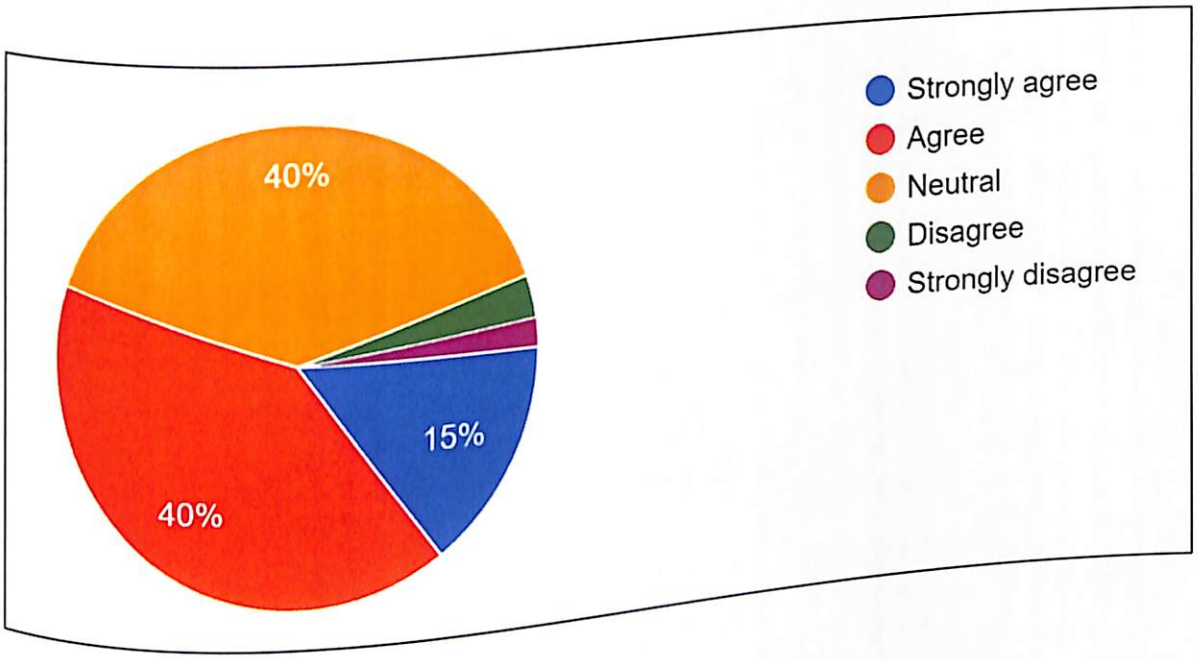
4.8 Do You Agree That Patanjali Products Are Of High Quality?



Interpretation:

There are 32% people who clearly agree that the products are of high quality, but somewhere 56% of the people think it's neutral which means they feel the products are not even of high quality nor low quality it's a good quality at a good budget.

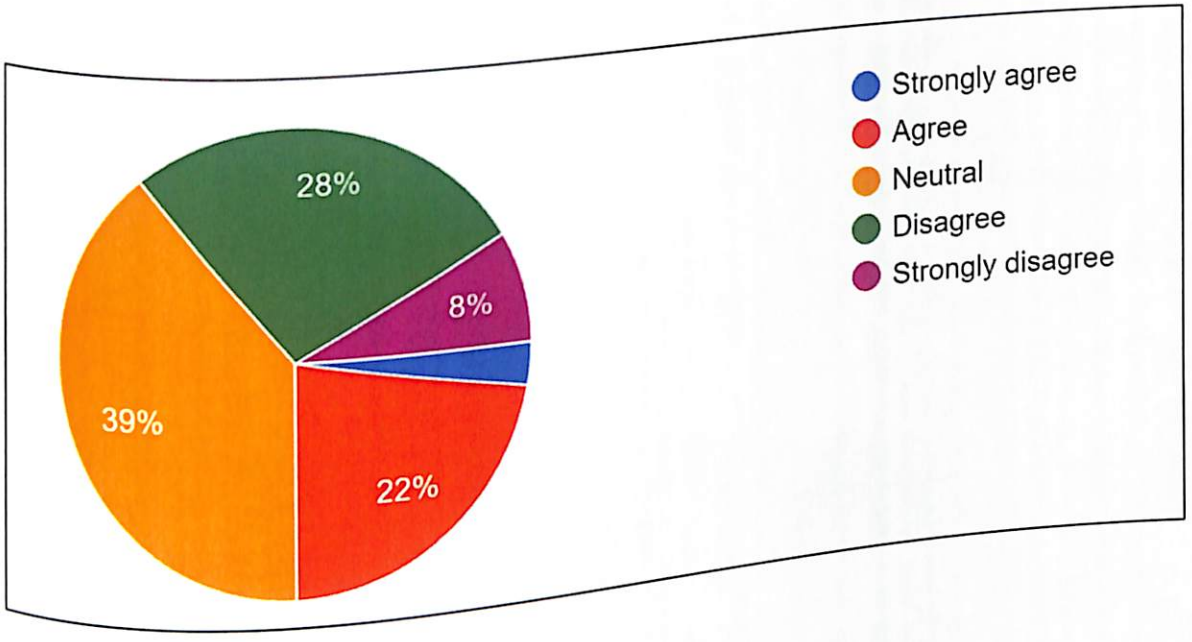
4.9 Do You Agree That The Prices Of Patanjali Products Are Fair?



Interpretation:

55% of the people i.e. both who strongly agreed and agreed feel that the prices are fair, while 40% people says it's neutral and 5% of the people disagree.

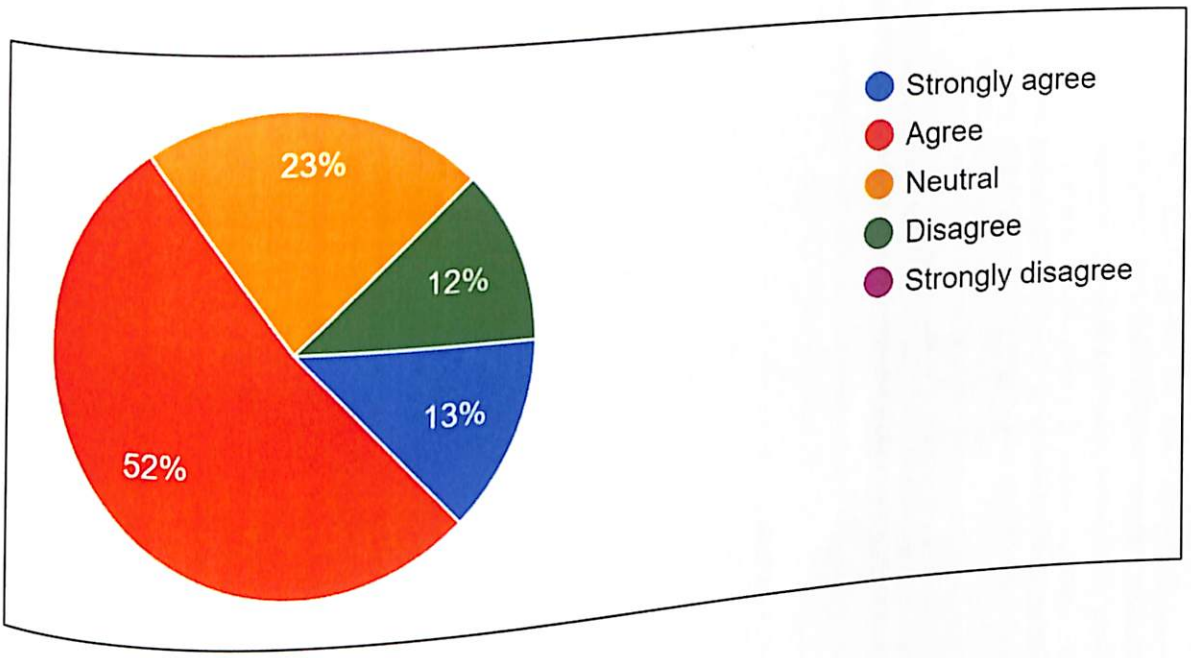
4.10 Do You Agree That The Patanjali Products Have Appealing Packaging?



Interpretation:

39% of the people says it's neutral, 25% of the people agreed while 34% of the people disagreed for the same. Packaging is somewhere where Patanjali should look at as we can see that 34% disagree that Patanjali Products have appealing packaging.

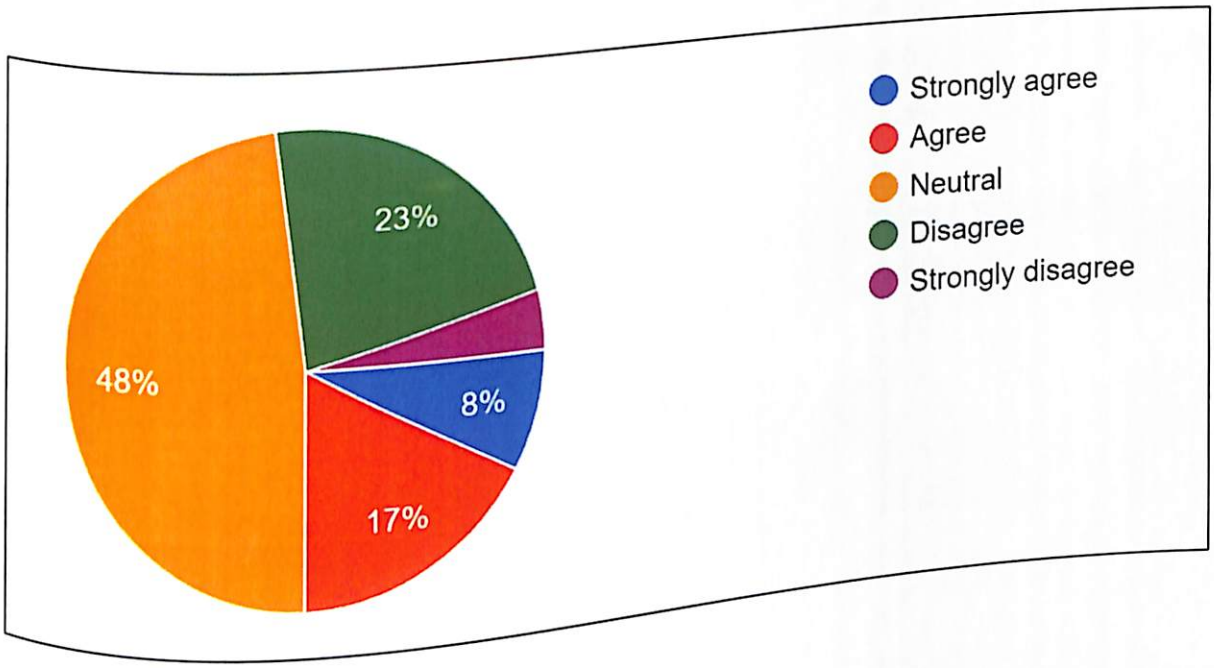
4.11 Do You Agree That The Patanjali Products Are Available Easily?



Interpretation:

65% including strongly agree and agree feel that Patanjali Products are available easily, while 23% says neutral and 12% disagreed. Definitely it is available easily as it is not only in alliance with Future Group but has many merchandisers who sells their products.

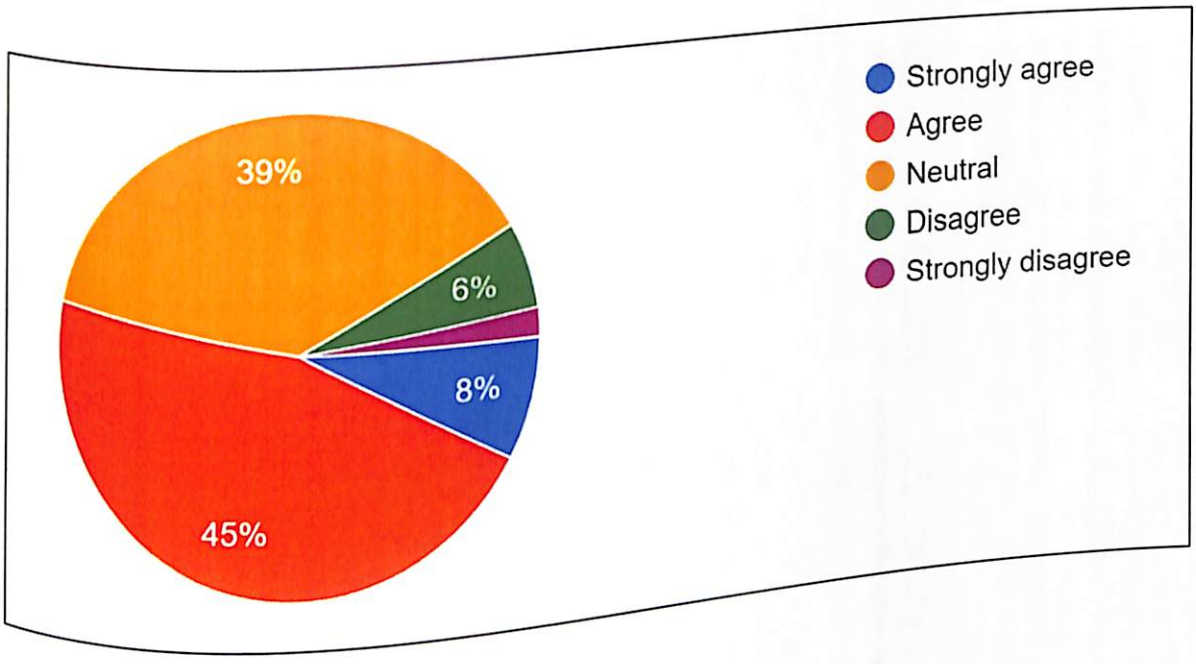
4.12 Do You Agree That Patanjali Products Are Better Than Its Competitors Products?



Interpretation:

48% People says neutral, 25% people agreed that the products are better than their competitors while 27% disagreed for the same.

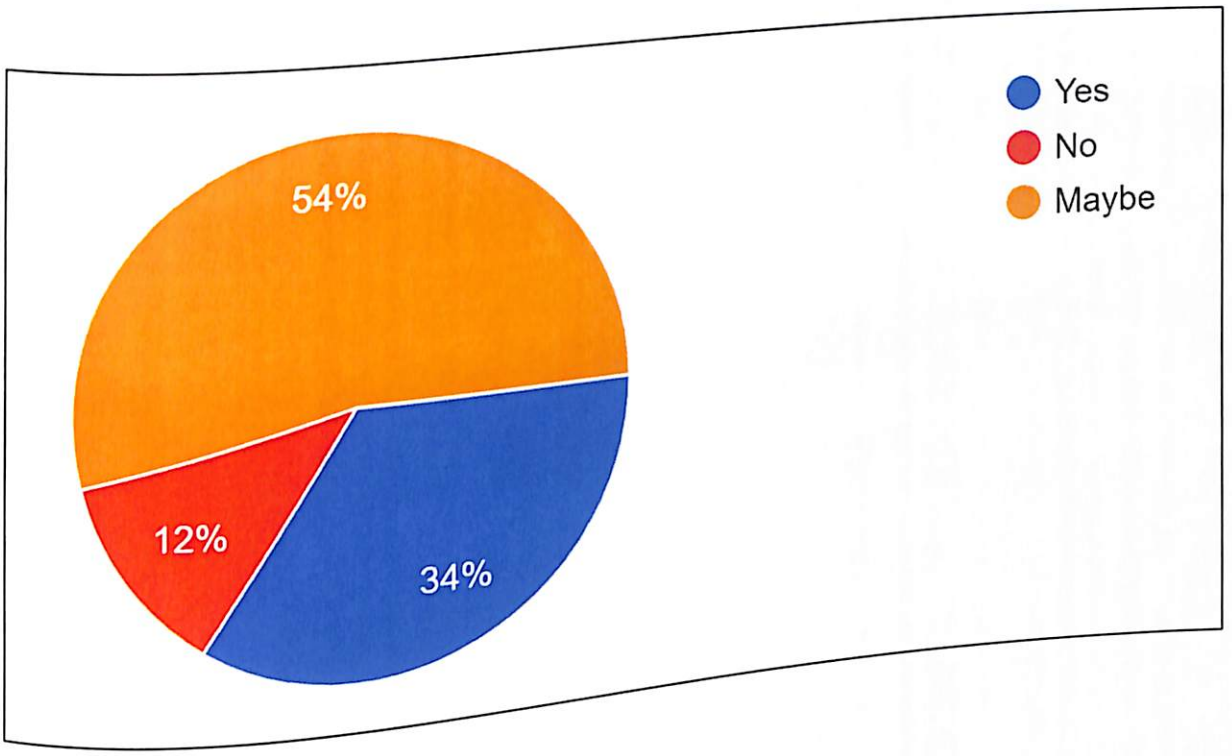
4.13 Do You Agree That Patanjali Products Have Natural Ingredients?



Interpretation:

53% including strongly agree and agree feel that Patanjali Products have natural ingredients where as 39% are neutral and 8% people disagree for the same. Somewhere people still think or are in doubt that Patanjali doesn't use Natural Ingredients.

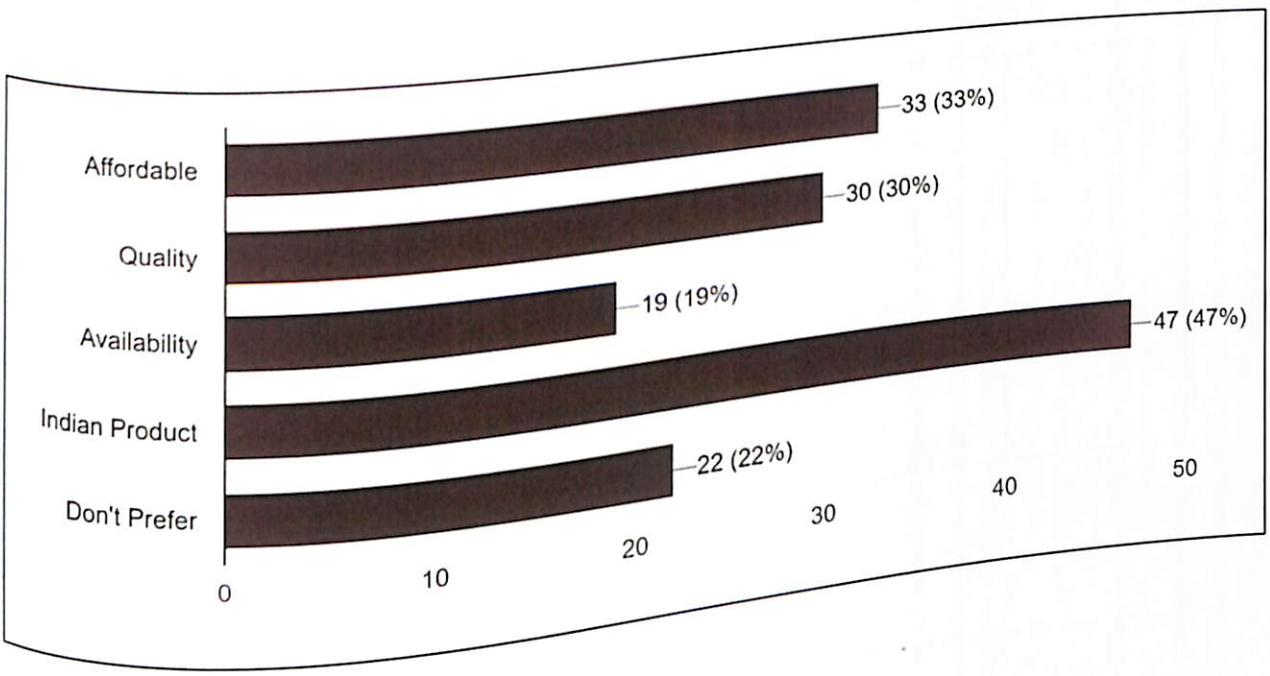
4.14 Are You Satisfied With The Patanjali Product's?



Interpretation:

34% People are satisfied with the products, 12% people are not satisfied and 54% are not sure whether they are satisfied with products or not.

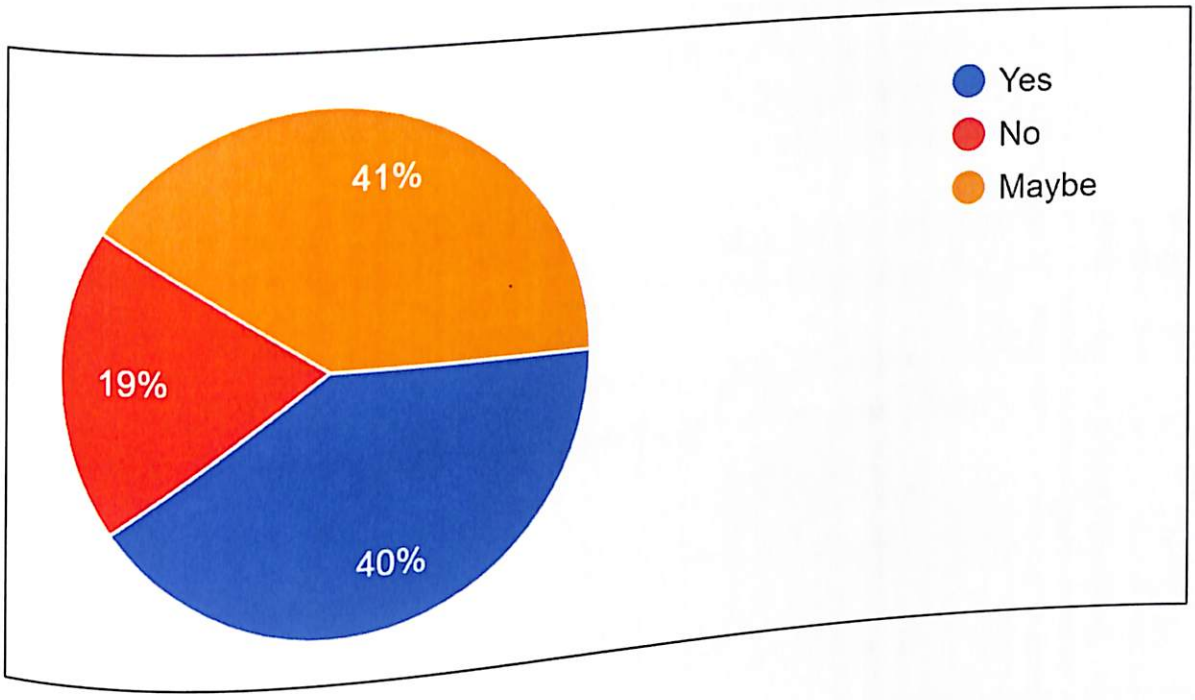
4.15 Please Indicate The Reason Why You Prefer Patanjali Product?



Interpretation:

In these people could choose more than one, so 47 people told that they prefer Patanjali Product as it's an Indian Brand, 30 people says for the quality, 33 prefer because its affordable, 22 people says they don't prefer.

4.16 Would you recommend Patanjali products to your friends and family?



Interpretation:

40% People are happy and willing to prefer Patanjali Products, 41% People are Not Sure & 19% people says no to prefer the Patanjali Products to their friends and family.

7.FINDINGS

- As per the research 98% people have used Patanjali product in their daily life . only 2 people haven't used it.
- 62% of the people which is the highest percentage have come to know about Patanjali in television commercials .
- the most used product of Patanjali is natural skin products.
- Above 50% of people agree that Patanjali has wide and fair variety of prodcuts and provide quality products .
- 52% of people say that Patanjali products are available easily in the market .
- 48% of people think that Patanjali prodcuts are better than their competitors prodcuts .
- Above 40% people are satisfied with the Patanjali products because of natural ingredients and main reason that it's a an inidan product.

Recommendations

- Patanjali should focus on **creating sub-brands** for newer product lines with a solid brand architecture to offset any future risks associated with umbrella brand "Patanjali". This will help them create an even greater product depth and appeal to different consumer segments.
- Moreover, a consumer who uses cow urine-based "Patanjali Shudhi" for home floor cleaning is less likely to buy "Patanjali Ghee". So, the company should, better use market analytical skills to market Ghee and Shudhi together.
- They should also, at least slowly, **move away** from a being a **"Baba image-driven"** company, in case they wish to stay relevant and longer in the Indian market.
- Patanjali should also come up with **stronger advertisement** campaigns and with more marketing strategies. They should not limit themselves with a particular segment but should have varied options to market themselves.

- They should come up with the chain of Naturopathy Centers and Beauty Spas.
- More schemes like 'Seasonal Schemes' can be given to the retailers. More and more displays like window hiring can be given for the retail outlets as it has been said that "Jitna Dikhega Utna Bikega".
- They should strengthen their distribution channels.
- To make a successful product, Patanjali's marketing strategies should attract long term consumers.

7.CONCLUSIONS

- Baba Ramdev's brand seems well configured and ready for takeoff. It seems to have all the magic ingredients of success.

- All the products are high on quality with reasonable pricing strategy and with great Research and Development center. According to the survey, majority of consumers do think that Patanjali would be able to go ahead of its competitors in the coming years. Patanjali has to sustain its quality and price which will help to compete with its competitors.

- The brand has moved into e-commerce besides being available with retail chains and under its own distribution centers.

- The Ramdev Medicines brand is ready for export with foreign exchange earning potential and could be a great success if marketed successfully given the weakness that the West has for both Yoga and Herbal alternatives.

- The brand pyramid has legs. Products are available online and through offline retail.

- And finally, it's not only his companies that are digital. Baba Ramdev is himself digital. He has 2.3M followers on Twitter. Our MNC CEO's are going to find it difficult to match his following in the near future. On Facebook Baba Ramdev has 11 million people following his page.

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10.ANNEXURE

QUESTIONNAIRE ON PATANJALI PRODUCTS

1. Name

2. Age

- 16 - 25
- 26 – 35
- 35 & Above

3. Gender

- Male
- Female

4. Are you aware of Patanjali Product's?

- Yes
- No

5. How do you come to know about the Patanjali product's?

- Newspaper
- Social Media
- Magazines
- T.V. Commercials
- Word of Mouth

- Hoardings

6. Have you used any product of Patanjali Brand?

- Yes
- No

7. Which product's you have used of Patanjali?

- Natural Food Products
- Natural Skin Care Products
- Natural Hair Care Products
- Natural Home Care Products
- None

8. Do you agree that Patanjali offers a large variety of products?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

9. Do you agree that Patanjali products are of high quality?

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree

10. Do you agree that the prices of Patanjali Products are fair?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree

11. Do you agree that the Patanjali Products have appealing packaging?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree

12. Do you agree that the Patanjali Products are available easily?
    - S Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree

13. Do you agree that the Patanjali Products are better than its Competitors Products?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. Do you agree that the Patanjali Products have natural ingredients?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. Are you satisfied with the Patanjali product's?

- Yes
- No
- Maybe

16. Please indicate the reason why you prefer Patanjali product's?

- Affordable
- Quality
- Availability
- Indian Product

- Don't Prefer

17. Would you recommend Patanjali products to your friends and family?

- Yes
- No
- Maybe