“A STUDY OF BRAND STRATEGY AND THE DEMAND INCLINATION OF THE PATANJALI PRODUCTS IN INDIA”

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Abstract – A decade ago Patanjali Ayurveda came with an influential dialogue “no chemicals & swadeshi alternative”. In a very few months, Patanjali has become a prime household name. Today, Patanjali Ayurveda Limited is as one of the main players in the Indian FMCG (Fast Moving Consumer Goods) company, and blindly trusted by the people across the country. Patanjali has now become the most prestigious brand in India and has a turnover of more than 2,000 crore in a very short span of time.

Patanjali Ayurveda is offering the entire range of FMCG products such as food, grocery, nutrition, hair care, skin care and dental care at much competitive price than the other brands available in the market.

The research “A Study of Brand Strategy and the Demand Inclination of the Patanjali Products in India” will provide the information of sales, marketing and the branding strategy of the Patanjali products. We will discuss the factor responsible for the growth of Patanjali Ayurvedic Limited and the future projects by Patanjali Ayurvedic Limited.

Keywords: Influential, Prime, Household, Prestigious, Turnover, Toiletries and Inclination.

I. INTRODUCTION

This “swadeshi campaign” started on 20 years ago in 2005, and the brand Patanjali Ayurvedic Limited founded and setup by Yoga Guru Baba Ramdev, Acharya Balkrishna and Mr. Pankaj Shrivastava, the Company was initially shaped as a Private Limited Company on 13th January, 2006 and afterward converted into Public Limited Company on 25th June, 2007. And within a year started manufacturing products such as gooseberry juice, shampoos, soaps and toothpaste at Haridwar plant. [1]

The main object to setup the company is to manufacture, process, refine, formulate, import, export and deal in all kinds of Ayurvedic and herbal products to improve the quality of life of all being, over the world.

The company is having a strong and aggressive market strategy to enter each and every consumer segment, as per the recent announcement by Yoga guru is to having plans to venture into apparel and clothing segment and sooner going to launch.

The major idea behind the existence of Patanjali is a holistic approach and Getting rid the food we consume of the pollutants in the form of poisonous pesticides.
and chemical fertilizers that our farmers uses, major goal is that we strive to achieve by providing our people the eatables that are cultivated in organic and natural manures and pest repellents.

II. MILESTONES OF PATANJALI
In 2008, when Patanjali Ayurveda came into the market, in the very first year it generated the revenue of more than 60 crores. As Patanjali’s registered revenue CAGR of 64% over the financial year of 2012-15 and it has doubled the sales in the year ended 31 March 2016. Patanjali’s Dant Kanti toothpaste, measured to be a best-seller in its category, is estimated to be a brand worth Rs 300-crore (Where total oral care market worth is Rs 7,000-crore) today, and speculations are rife that Oral-B’s run was stopped by Patanjali’s toothpaste too, as per the industry sources.

Patanjali group is focusing to set up 10 mega units, 50 semi-mega units and many small scale units on different cities of different states. [2]

III. OBJECTIVES
The definite objectives of this paper are as follows:-
1. To study the increasing growth of profit of Patanjali products.
2. To study the factor responsible for growth.
3. To study the sales promotions & branding strategy of Patanjali products.
4. To study the future prospectus of Patanjali products.

The company, which is selling everything from dish wash soap to beauty products; from shampoo to biscuits, noodles, rice, pulses, atta, ghee, honey and many more. As well Patanjali products are cheaper than its peers in the same category.

IV. RESEARCH METHODOLOGY
This paper is based on secondary data where sources have been used to collect information about ‘Patanjali’ brands. Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions. Internet references have also been done for achieving the purpose and objectives of the study. Information has been sourced from various books, trade journals, government publications and internet. And research is descriptive in nature.

V. SUCCESS STORY OF PATANJALI – HOW PATANJALI AYURVEDA LTD. ACHIEVED THE MAGIC NUMBERS OF TURNOVER
Yoga guru Ramdev posed yoga as a cure of many health challenges, he started teaching yoga to Indian audience through TV channels Sanskar, Astha etc., and it takes few years when you can see his influence in majority of the people and With the Word of mouth publicity boosting the reach due to these benefits. Many people started claiming that they had been cured using Babaji’s Yogic methods.

Although Patanjali have an excellent gear up but, if they want to compete with the brands like P&G and Hindustan Unilever, they need to establish themselves with a unique positioning.

![Revenue Break-up](Image Source: Internet –Livemint.com)
VI. THE FACTORS RESPONSIBLE FOR THE GROWTH AND THE DEMAND INCLINATION OF PATANJALI PRODUCTS

Patanjali outperformed in merely half of a decade and became a Brand, demand for the Patanjali products inclined enormously. The success of brand Patanjali happened due to these factors –

**Opportunist Strategy (Struck the hammer when the iron was red hot)** – In a recent case we seen that Patanjali had skimmed the Opportunity and launched their new product Patanjali Atta Noodles when the biggest competitor of leading brand Maggie, was not in the game. It is a lesson to keep your hammer ready for the favorable conditions.

**Built a strong fan base and the followers trust** – Before Patanjali came into the picture and before launching the full-fledged marketing campaign, a large number of people were trusted him and following Baba Ramdev and the idea that yoga was solutions to many problems.

Yoga Guru adopted “Telling is the new selling!” concept. Instead of focus on selling Patanjali products; he started working on building relations with them.

“People do not buy goods and service. They buy relations, stories, and magic.” – Seth Godin. [3]

**Brand should be visible always** – From 1993 Himalayan caves of the Hindu pilgrim town of Gangotri to 2011 ‘anti corruption andolan’ in support of Jan Lokpal Bill Yoga guru have taken out all the buzz and able to create a image visibility for each and every age, gender, cast, religion over the world.

**Smart pricing** – Patanjali products are cheaper than its peers in the same category. As per the Acharya Balkrishna the input costs is too low because they directly source raw material from the farmers and middlemen are not entertained, and the brand have its own face to promoting brand, so cost for the brand ambassador is negligible as well salaries are also modest. Since the production and promotion cost is less than the other companies are spending, it directly lessens the product cost.

But there are some categories where people may not buy his suggestions and may not switch to Patanjali, if people don’t find a satisfactory reason. For such categories Yoga guru has put the price card but not all Patanjali products are cheap but most have 10-20% lesser cost than its rival products. [4]

**Awareness strategy through Social Media** – Now a days the digital world like Facebook, Twitter, Instagram, blogs and web pages are more effective and prompt to promote and advertise the product. The same product awareness strategy has been adopted by the brand Patanjali to spread the awareness about the Patanjali products to educate and to engage people through the social media over the world. Even Yoga guru has more than 7.4 million likes on Facebook and 623 thousands of followers on twitter as of November 2016. [5] Where he interacts with the followers on Twitter and Facebook by organizing live chats and also informed them about new camps, events, product announcement.

**Retail outlets Trust and Faith** – Previously, we used to get all the products only in Patanjali Ayurvedic stores located in rare cities, now you can get them from every town today even though you can buy Patanjali products in Big Bazaar as well. If you ever visit to a Patanjali retail outlet, you would not only find herbal medicines but also licensed Ayurvedic Doctor for a free and expertise consultation. This trust and faith are the major reasons why people feel connected to Patanjali.

**Variety of products** – The major step towards success is its variety of products in each and every segment, brand Patanjali is not only focusing on medicinal
products but also focusing on herbal products of personal care, grocery, nutrition and supplements, homecare etc.

VI. SALES PROMOTION AND BRANDING STRATEGY OF PATANJALI AYURVED

Patanjali becomes a brand name and all products are available in most of the retail store, malls, departmental store etc.

Here we are discussing the strategy of brand promotion and the sales that made this brand so successful.

Brand ambassador & Target audience – Unlike the brands from MNCs, yoga guru never choose a celebrity to promote their products. His message is very clear – “you do not have to be a model to use my goods.” “Patanjali is riding on Ramdev ‘s image, not products” Adi Godrej said.

There are very few companies and the products are known by the faces of their founder, where the founder is the brand ambassador – 1.Apples by Steve Jobs, 2.Reliance by Dheerubhai Ambani, 3.Microsoft by Bill Gates.

We can see, who are mainly focused and targeted for the brand promotion Yoga Guru used an idea of “Swadeshi, herbal, pure” products, and placed it to the consumers mind that products are organic and healthy even an instant food. And also if you are buying Patanjali products you are contributing to the country’s economy directly or indirectly and the money is staying inside the country.

Advertising – Brand Patanjali quietly created an epic success spanning a range of product categories. To push these products, they have spent Rs.360 crore on advertising between November 2015 and March 2016. As per the report by TV audience measurement agency Broadcast Audience Research Council (BARC) India, this is borne out that Patanjali is one of the leading advertisers on television. [6]

VII. FUTURE PROSPECTUS OF PATANJALI

Patanjali becomes the 3rd largest FMCG seller brand in sales at Future Retail's stores to make its entire range of products available in Big Bazaar outlets across the country. The number one is HUL followed by P&G and Patanjali is at number three at our place. [7]

Over the next few years, Patanjali will focus on six areas they are medicine, cosmetics, dairy products all in herbal & natural also R&D is working for food supplements, bio-fertilizers and bio-pesticides, and natural indigenous seeds. [8]

The Founders of the company are putting investments worth over Rs. 1,000 crore in intensifying its capacity as well enhancing its R&D facilities and also setting up new manufacturing units at Rajasthan, Assam, Madhya Pradesh, Assam and Haryana. As per the Yoga guru Ramdev demand rises and to fulfilling the supply as per the demand they have to focus on manufacturing facilities. [9]

Company is also going to come across at an e-commerce strategy, which will be take shape this year, and focus on strengthening on exports to at least 10-12 countries this year.

Baba Ramdev has set the target to generate the turnover of Rs 10,000 crore in 2016-17 on the back of Patanjali products that ranges from spices to personal care and healthcare products.

VII. LIMITATIONS OF THE STUDY

As the research have done through the secondary data where research, data, facts, information have already provided either on books, reports, news papers, websites etc. Facts and figures are not directly gathered from the company so that information or data may vary from the real facts. And time constrain has prohibited from going deep into the subject due to
time constraints study is restricted to limited places/cities only

VIII. CONCLUSION

Patanjali hit the list of top seven most trusted ayurvedic brands according to the annual Brand Trust Report of 2015 published by TRA (Trust Research Advisory), Patanjali broke into the list for the first time. [10]

From building a strong community before launch to the swadeshi abhiyan Yoga guru has played crucial role to convey his message that Patanjali Ayurvedic products can also cure chronic diseases cancer, AIDS, diabetes, arthritis, thyroid, and more. Despite of that Patanjali is also spreading its wings through a new product line that is apparels, as per the recent announcement by Yoga guru is to planning to launch clothing line for each and every age group.

As long as Yoga guru Ramdev is with Patanjali and his all the strategies are there from being a Yoga guru to brand ambassador, the brand will never go to slowdown.

IX. REFERENCES A


X. REFERENCES B

[1]www.patanjaliayurved.org/about.html
[5]Source Facebook and Twitter