

## THE PATANJALI BRAND IN INDIA: A REVIEW

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### ABSTRACT

*Because of its enormous population, India is a major market for Fast-Moving Consumer Goods (FMCG) businesses. There are currently a number of large and minor competitors on the market with considerable clout. The purpose of this article is to examine why the Patanjali brand has grown so quickly in the market. It is obvious that Patanjali's path has not been simple, since Patanjali is a relatively young company. However, Patanjali's positioning, branding, and eventual strategy to build consumer confidence and trust made a difference, and Patanjali's market share grew so quickly that it overtook several goods from well-known brands in only 2 to 3 years, propelling it to the top of the market. Ramdev's marketing plan was executed flawlessly in the market, and his primary formula was "swadeshi," which worked wonders in attracting a large number of consumers as well as a large number of raw material suppliers, i.e. Indian farmers. It is still necessary to promote locally grown and produced goods.*

**KEYWORDS:** *Customer, Consumer, Foods, Patanjali, Swadeshi.*

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