

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.*

1. INTRODUCTION

Fast moving consumer goods (FMCG) are an important element of human existence, and no one can live without them. The list of these things is extensive. There are numerous large and small brands accessible in the Indian market, and some of them are globally known. India is a large and populous nation with the world's second largest population. As a result, India is traditionally seen as a significant market for FMCG firms (1). More than 150 FMCG businesses operate in India, with the top 50 recognized companies included in Table 1. These firms are not new and have been in operation for more than a decade. The medical market is moving toward Ayurveda, and Ayurveda medication sales are rising year after year. Some of the credit for increased sales goes to the amount of pollution, since Ayurveda is said to provide a treatment for poor immunity. The fundamental advantage of Ayurveda has been shown in Figure 1, which is drawing more people to Ayurveda and its products(2).

Ayurveda is an ancient medicinal treatment that has its origins and dissemination across the globe attributed to India. Ayurveda is also regarded as one of the oldest medical disciplines, and it is well-known in other nations. There are various medical therapies accessible in the world, such as homeopathic, allopathic, Unani, and so on. The credit for Ayurveda goes to ancient Indian texts and scripts, where a number of methods for treating humans and other animals were described. Ayurveda's foundation is made up of naturally occurring substances such as root, leaves, and jadi-buti. Yoga and Pranayama are another important component of Ayurveda. One of the benefits of Ayurveda is that it cures the body from the inside out and has no side effects since all natural substances are utilized during the treatment of a person via Ayurveda.

Additionally, the cost of the therapy is more patient friendly than allopathy(3). Because India is a nation of many cultures, eating habits vary by 100 kilometers due to cultural differences and the fact that Indian people have varied tastes in various parts of the country. There is a large market for launching different products, which may make it easier for many businesses to start small. Cosmetics, bread and biscuits, soap and detergent, oral hygiene products, as well as certain health goods such as chyawanprash, juice of different leaves and roots, are the major products in FMCG. Another aspect that works well in the FMCG industry is the purity and naturalism of the product, as it is well known that an excessive amount of attention is placed on organic products, which must be natural and free of any artificial ingredients(4).

Figure1: Benefit of the Ayurveda to Attract People from All over World

The Indian market is enormous, with plenty of opportunities for everyone, since consumers have broad perspectives on goods and are willing to try anything new. On the other hand, certain items, such as Colgate tooth paste and Daburchyawanprash, remain at the top of the customer's wish list. And these items have a strong grip on their target market. The Indian market is equally dominated by international and domestic businesses, but the entrance of Patanjali in the market produced a spectacular scenario. Patanjali was founded in 2006 under the Companies Act, 1956, by yoga teacher Baba Ramdevji as Patanjali Ayurved Limited. There were many competitors in the industry, but Patanjali was able to carve out a niche in the competitive FMCG sector(5). The rise of Patanjali was so fast that several other businesses' stock prices plummeted.

TABLE1: LIST OF THE TOP 10 FMCG COMPANIES IN INDIA

Sl. No.	COMPANY'S NAME
1	ITC
2	Hindustan Unilever (HUL)
3	Marico
4	Patanjali Ayurved
5	Nestle
6	Britannia
7	Dabur
8	Godrej Group
9	GlaxosmithKline (GSK)
10	Colgate- Palmolive

Patanjali's strategy of promising only the purest and finest herbal goods to its consumers, as well as Baba Ramdev's role as a brand advocate for Patanjali products, are two aspects that have contributed to the company's reputation among customers (Table.1). Ramdevji's close connection has worked its magic, since he was already well-known as a Yoga Guru in India and internationally. In both the Indian and commercial contexts, trust, in addition to religion, makes a difference in the sale of any product, and science and technology are often overlooked in favor of trust. The punch line of Patanjali's product is "Prakritika Ashirwad," which sets it apart from other products. Figure 1 shows the sales figures of the main FMCG businesses in comparison to Patanjali, and it shows that Patanjali has built a miraculous market for itself in only 4 to 5 years, even achieving a growth rate of more than 100% in certain years.

Figure 2: Market Capture by Top 10 FMCG Companies in India(6)

The claim of Patanjali goods is that they are made from indigenously produced crops and that all harvesting is done using organic methods. This would improve the effectiveness of Patanjali

goods while also providing a once-in-a-lifetime experience for consumers. In contrast to other brands, the positioning marketing with "Swadeshi" generated a large market in India. Many customers who previously used another brand have switched to Patanjali. Patanjali, for example, has left behind the well-known Colgate brand in the toothpaste industry. The demand for "Dantkanti" grew at an extraordinary pace. The Patanjali brand also utilized the mystical term "Satvic," which has been extensively used in culinary items such as biscuits, honey, and chyawanprash. The present pace suggests that Patanjali would quickly surpass Nestle and other brands, according to business experts.

TABLE2: REVENUE GENERATED AND GROWTH RATE OF PATANJALI

YEAR	REVENUE IN CR	GROWTH (%)
2009-10	164	--
2010-11	328	95
2011-12	456	42
2012-13	863	92
2013-14	1216	41
2014-15	2112	68
2015-16	5143	152
2016-17	10,652	115

Patanjali embodies all-natural products that are consistent with Ayurveda and Indian principles, as well as a broad variety of products in popular categories like as food, cosmetics, and Ayurveda therapeutic preparations. This natural brand is aptly referred to as a leader in the FMCG industry, which can be attributed to their vision, as their devotion, scientific method, astute preparation, and practicality are all ready to assist people by transporting environmental blessings from side to side Yoga and Ayurveda in lives (Figure 2). According to Forbes, Patanjali is portrayed as an Indian company that has taken over markets like a storm, posing a real threat to existing industry leaders such as Colgate, Unilever, Nestle, and GlaxoSmithKline(7).

Figure 3: Health Benefit Of Organic Food in Comparison to Normal Food(8)

Patanjali has made a huge debut in the FMCG sector, with a wide range of food items, as well as potions, healthcare and medications, personal care products, and cleaning agents. Promotion and advances often account for 14–22 percent of profit expenditure for FMCG corporations, however Baba Ramdev's unique home strategy will take care of this effectively. Patanjali used a single word-of-mouth promotional strategy in the beginning, and patron loyalty to the brand proved beneficial to the company, allowing it to save money on advertising as well as other expenses (9). Figure 3 depicts the impact of organic food vs conventional food.

Figure 4 depicts some of the qualities of Patanjali products that have attracted consumers since everyone wants their food or medication to be clean and have a positive impact on their health without causing any negative effects. The effect of these qualities may be seen in the year's final report on sales and revenue. Figure 5 and Table 2 illustrate the annual growth of the Patanjali brand in terms of money collected, as well as its brand effect on individuals, as sales exhibit a pattern that varies by almost 100% every year. The organization's goal to offer green and nutritious food and medication to its consumers determines the product's quality and long-term viability.

Figure4: Quality of Patanjali Product That Attract the Consumer And Increased Demand

Patanjali's growth to a revenue of more than 28.7 million USD in 2014–2015, which is a 113 percent increase over the previous year, is well above expectations (10). The commercial quality of a brand has undergone seismic change in the FMCG sector, and it now generates five times the revenue of previously informed trades. These development tendencies should be applauded for breaking into highly guarded FMCG strongholds, which can be attributed entirely to Ramdevji's soaring product copy. He took advantage of every chance to engage consumers who were more concerned with healthy living, and in the process, he built a territory similar to that of a number of major FMCG companies in India, bringing Patanjali close to the positions of FMCG companies such as Emami and Marico.

2. DISCUSSION

Baba Ramdev recognized the Indian customer's proclivity for compassion and a preference for culturally based products. To do so, he developed a single model for Patanjali that included distinctive marking and affordable pricing as part of the company's entire business plan. Patanjali's Ayurveda division is a star performer, with products such as Desi Ghee, DantKanti toothpaste, KeshKanti shampoo, herbal bath soap, and Patanjali Honey among the top sellers. Patanjali ghee is the company's most popular product. Patanjali has a 20% market share for its shampoo, a 21% market share for toothpaste, a 23% market share for face wash, a 37% market share for dishwashing liquid, and a 47% market share for honey.

Figure 5: The Sales Data Show Exponential Growth of Patanjali Product

Patanjali's marketing combination seems to be one-of-a-kind, and it may be comprehensive as far as the ability to convey a product using honest and natural components in sufficient numbers. As a result, the customer has a make experience that convinces them of the authenticity of the product representative as well as the potential of the product. The value is 17–33% lower than that of competitors' goods. The use of alternative media (online), word-of-mouth exposure, Ramdevji's replacement as a public association officer, yoga measures, real-time digital advertising, and the use of many distribution stations all contributed to the brand's formation. PAL's product range includes nutrition as well as supplements, groceries as well as basics, prepared meals, beverages, personal care, healthcare, and household products, among other things.

3. CONCLUSION

The Patanjali product review was conducted based on market and customer feedback, and it was discovered that, as a swadeshi product, Patanjali's product quality is superior to that of other available products in the market, and that naturally grown raw material is indeed a means of attracting customers and also responsible for shifting customers from other brands to Patanjali. The most important factor is Ramdev's association, which instills trust and faith in the product because Ramdev always advocates for a pure, healthy, and natural product that will bring happiness to Indian farmers, as all raw materials are sourced from Indian farmers, and this is a way to avoid the flow of Indian currency to the outside world, resulting in prosperity. Patanjali has resurrected Ayurveda not just in India but also across the globe. People from all over the world depend on its products and go to India to experience the power of Ayurveda, as well as Yoga and Pranayama. The credit goes to Ramdevji, who turned an old Indian art of Ayurveda into a multimillion-dollar business.

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