

## PATANJALI: GLOBALIZING ANCIENT INDIAN FMCG

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### ABSTRACT

*Indian Ayurveda is always remain a point of attraction for the rest of the world as well as mysterious too. The Cure level of Indians along with their immunity has always been remained challenge to understand for western world as well as Asian countries. The traditional health care system developed by each of the region of the India from coastal of the south to the extremes of Kashmir has its own variety and multiplicity. This undoubtedly has made a systematic phenomenal culture over the period of thousand or perhaps more than this, years to find out our ancient medicine therapies and food including jadi buties and spices which every Indian uses in their daily lives. If we look into the recent pandemic of CORONA, when entire world is fighting for vaccine and looking eagerly for medicine, in India we are using KADHA and some other traditional spices like turmeric, or clove or cinnamon, or Black pepper etc to cure the world pandemic CORONA virus and undoubtedly we succeed to a great extent and that's perhaps the reason why the death ratio is quite low even after having so much number of cases in India. The whole world has accepted that Indians has fantastic immunity. This happen because of our ayurveda and its properties which are found in every Indian home and their kitchen. We naturally carry a medicine shop in our home in the form of our kitchen. That's probably a biggest reason that when BABA RAMDEV, the founder of Patanjali ayurveda, started selling the ancient ayurveda products in the form of FMCG, the Indians has given it due priority and respect that in just a span of few years the turnover of Patanjali has reached at that level where even the 100 years old companies are still not reached in india. Where the entire FMCG market Players enjoying only a growth rate of eight percent, the Patanjali has crossed it twenty times. Isn't tremendous? Yes it is.*

**KEYWORDS:** *Ayurveda, Ancient Products, Home Kitchen, Spices, Clove, Cinnamon.*

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### Introduction

When Patanjali got registered in 2006, nobody was knowing that one day this company will be the largest company of Indian FMCG Market. Initially it was known for Ayurvedic Medicines; however it then started opening of the medical clinics across the country with the brand name of Divya Chikitsalaya which was providing free medical consultation on ancient medical methodology through free diagnosis so the reach has been extended to poor people and everybody can get the treatment and access to health services. The ayurvedic medicines recommended or prescribed by such ayurvedic clinics and doctors were also available at Divya pharmacy outlets. With this effort of six years Baba Ramdev & Acharya Balkrishna (founder of Patanjali) has made their reach in every indian home and after that they entered into the mainstream of Indian Fast Moving Consumer Goods i.e. FMCG. Divya Pharmacy's medicines were already successful among the consumers & with their entry into the retail sector, the duo launched variety of various grocery products into the market. With the small start of very common household products of Ayurved, Patanjali has launched a variety of daily use items of daily life starting from Soap, hair oil to clothing's even. Their own mega marts founded across the entire country are so sufficient to provide you with all variety produced by Patanjali. Apart from this the approach of Patanjali is not at all limited to these Mega stores; Rather it is available to each and every retail grocery shops. You

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perhaps may found Patanjali product now days in each grocery shops. Even the medicine for CORONA cure launched by Patanjali named as "CORONIL" is also available to Medical shops. However it was not at all easy, the company has given a huge competition to giants of the FMCH Industry including Hindustan Unliver Limited (HUL). Ever since its establishment, Patanjali has been known for its astonishing rate.

#### **Objectives of Study**

- To seek out certain factors that have led to the growing boom of Patanjali products within the market.
- Supported demographic data, is there any specific pattern which might be observed.
- To check the marketing strategy followed by Patanjali Yogpeeth
- To review the sustainability of Patanjali Yogpeeth product
- To search out SOWC (Strength, opportunities, weakness, challenges) of Patanjali Yogpeeth.

#### **Review of Litreature**

**Hawkins, Best, Coney and Moorkerjee (2007)** in step with the study, it states that scientific discipline model have four major steps. The primary three of those establish perception. They also states that everyone this takes place inside the mind or recording equipment of the consumers simultaneously, and it changes from person to person. Perception is extremely subjective and thus easily disorted. Moreover, perception is that the meaning that a private attributes to the incoming stimuli that gathered through the five senses that are taste, smell, touch, hearing and sight.

**Vyas (2015)** believes Patanjali rather than outsourcing like established, listed FMCG firms, it's flourished on a backward integration model, using large tracts of land to cultivate and run its factories. Patanjali's revenues have quite quadrupled within the past three years. Despite undercutting competitors, PAL's operating margin is around 20% over many of its peers which advertise aggressively.

**Pittie (2015)**, Patanjali is not just targeting its own distribution Chikitsalayas, but also big retailers like Reliance Retail, Big Bazaar, Hyper City and Star Bazaar are stocking Ramdev's FMCG products. But the real play is online. While Patanjali's products are already available at e-commerce site BigBasket, Ramdev is now aiming for Amazon too. To allow the consumers to locate nearby outlets that are selling Patanjali products and also to facilitate online ordering of products, Patanjali has launched its mobile app.

**Singh and Rajni (2015)** reports that PAL perhaps lacks most ingredients for building a large-scale goods business, be its negligible A&P (advertising & promotion) spends or distribution network. Yet, the brand power of a yoga guru has brought PAL into the highest league with topline reportedly in way over Jyothy Labs and Emami.

#### **Rational of Study**

Well as we said that initially it started selling only Ayurvedic medicines that too at very affordable prices, PAL is now a leading company of FMCG category with each and every possible section of this category. It has so number of product, that a lay men cannot think about. From daily routine to cosmetic, Patanjali sells everything. However the question is which products of it has made it the leader of FMCG market and helped it to stand and beat as well in such a cut throat completion of FMCG that too with giant player like HUL. The increase or expansion is not in India but also to outside India which is quite impressive. Hence a study is required to know that is it really expanding and covering the world's FMCG Market. This study has been undertaken with this object.

#### **Research Methodology**

Resarch Methodology is a process through which a researcher tries to find out the answer of a given set of questions based on evaluation of some data collected and analysed. In this process the entire process is concentrated over the given research problem so that a conclusion can be drawn appropriately.

#### **Source of Data**

Questionnaire are used to collect detailed information for research work. Separate Questionnaire was prepared for customer, Indian and overseas. This questionnaire was personally filled by meeting 100 respondents through Google meeting app and various other social media connctign channels.

### Sampling Technique

While selecting the sample all Kinds of users were taken into consideration so as to constitute the entire population. The sample comprised of Domestic users as well as foreign users, to make study of impact of Patanjali products through out the world (Selected Countries Only). A convenience sampling is employed to assemble response from 150 people that use who use the FMCG products.

### Sampling Design

As discussed above the sampling method that was found appropriate for the present research is convenient sampling. For the opinion 100 respondents are chosen.

### Results and Analysis

**Table 1: Showing Category of Various Domestic and Overseas Respondents using Patanjali Products**

Age Groups	No of Respondents
Domestic Male	20
Domestic Female	30
Overseas Male (Indians only)	20
Overseas Female (Indians only)	30
<b>Total</b>	<b>100</b>

As we can see in the table1 that for the purpose of our research we have included both the type of consumer so to evaluate the impact on both side that is in India and outside India.

**Table 2: Preference of Consumer for use of FMCG Products of Patanjali and other Companies**

S. No.	Question To Reply	No. of Respondents							
		Domestic Male		Domestic Female		Overseas Male (Indians only)		Overseas Female (Indians only)	
		Yes	No	Yes	No	Yes	No	Yes	No
1.	Are you using Patanjali Products?	16	4	19	11	4	16	11	19
2.	Have you found Patanjali product Better Than Others (from those who said yes in 1 above)?	13	3	18	1	4	0	10	1
3.	Would you like to shift to the Old Products again? (from those who said yes in 1 above)?	2	14	0	19	0	4	1	10
4.	Will you suggest others to use Patanjali Products? (from those who said yes in 3 above)	14	0	19	0	4	0	9	1
5.	Is price a factor that motivate you to Purchase Patanjali Products (from those who said yes in 1 above)?	3	13	13	6	0	4	0	11

As we can see in above table that consumer has a great choice and interest for Patanjali products. Not only in india but in overseas market the patanjali has made its presence better and standing. This indicates that Patanjali has good prospect in future. The present users are also not ready to shift to other products or the old products they were using, which is indicating a high level of satisfaction among the users of Patanjali Products. This Creates a brand image and that is the reason why Patanjali is shifting the FMCG market from Domestic to International.

### Conclusion

Customers' perception towards a brand is made largely on the satisfactory value the user receives after paying for the merchandise and also the benefits the user looks for. Within the above study, an oversized portion of the user is satisfied from Patanjali products. It should be thanks to reasonable price of the merchandise. It should flow from to ability of the merchandise to cure their pathological state. The products which they should manufacture according to consumers are pasta, soft drinks, make up kit, variety in hair colours, daily product like cheese, ice-cream, paneer, variety of sweets to distribute in festivals, sunscreens, perfumes, dairy products, milk, body wash,

chocolates, cosmetics, hair dye, they must be available in smaller packages / refill packs, anti repellent cream, hair gel, hair removal cream, bathroom cleaner like sunny floor cleaner, hair color, bread, oil, chips and dips, cheap stationery and books, and baby products. The satisfaction brings within the retention of customer. It is not at all rejected contention that Patanjali is definitely enjoying the supreme and privileged position in the FMCG Market by its spirituality encompasses in its products. It is highly recommended that Patanjali shall also promote its campaign of Swedeshi amount the youngster to connect them to our ancient tradition as the old generation is already highly influenced by it.

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