

A Study on Patanjali Products –Case Study

K. Archana

Assistant Professor MBA, Department of Management Studies
Bharath Institute of law
Bharath Institute of Higher Education and Research
Selaiyur, Chennai, Tamil Nadu 600 073

ABSTRACT

In India FMCG sector does play a vital role in economic development. It is the 4th largest sector so far as revenue is concerned. In India the major share of market is ruled by the foreign MNCs. In this research paper the researcher would discuss about how an infant Indian company, Patanjali Ayurveda Ltd. Is combating the foreign big firm in all most all segments of this sector.

Key words :Ayurved, Brand, FMCG, Patanjali, India.

1. INTRODUCTION

The Fast Moving Consumer Goods (FMCG) sector is the fourth largest sector in Indian economy. Food product is the leading segment accounting more than 53% in this sector. Personal care 20% and fabric care 10% come next in term of market share. It has a strong MNCs presence and is characterize by well established distribution network, intense competition between organized and unorganized segments and low operational cost. Availability of key raw material, cheap labour and presence across the entire value chain gives India a competitive advantage.

The penetration of FMCG in rural area is not high as yet but the opportunity of growth in this area is huge by means of enhanced penetration into the rural market and conducting the awareness programme in this area. The scope of growth of FMCG sector is high as per capita consumption of FMCG products is low in comparison to the developed countries.

PATANJALI RANGE OF PRODUCT

PatanjaliAyurved was formed in January, 2006 as a private limited company by yoga guru Ramdev and his partner Sri AcharyaBalkrishnaji. The company was started with the vision of uplifting the life of Indian farmers by locally sourcing the raw materials from them and making their lives better while at the same time provide an opportunity to the Indian masses to move towards healthy lifestyle by promoting Ayurveda and herbal products. Baba Ramdev started off as a yoga trainer who featured in televised programs in Aastha and Sanskaar channels and made Indians realize that they have forgotten Indian tradition and art forms- one of them being yoga. He got wide acceptance and word of mouth publicity helped him reach to a wider audience. He projected Yoga as a panacea to all the health problems.

As discussed ,that major segments of FMCG industry consists of food & beverages counts 53%, personal care 20%, tobacco 15%, house hold care 10% and lighting 2% ; we can see that Patanjali left no stone unturned so far as product variety, quality and price is concerned.

**SWOT–ANALYSIS OF PATANJALIAYURVED LTD
STRENGTH:**

- Image of Baba Ram Dev
- Image of Patanjali Yoga Pith
- Positive conception of people about Ayurved
- Huge disciple based
- Publicity through it's own T.V. channel and through huge gathering of Baba's Yoga Sibir
- Publicity through positive and very effective word of mouth communication.
- Good product quality with low price compare to its counter parts
- Low cost of production

WEAKNESS:

- Weak distribution system.
- Lack of attractive packaging and poor quality of packaging
- No Celebrity endorsement
- Dealers dissatisfaction in some areas.
- No product for premium sector.

OPPORTUNITIES:

- Growing organic sector
- Un-tapped global market
- All most daily controversy on chemical contain in MNCs companies
- En-cashing public sentiment on domestic company issue.
- Tie up with different big retail giants and online retailers.

THREATS:

- Low visibility in the market
- MNCs can also enter in Ayurvedic and organic sector
- Totally depend on one man image and any rumor, mistake or conspiracy can jeopardize the whole success.
- Controversies created by opponent companies.

OBJECTIVE OF THE STUDY

- 1.To understand the demand pattern of FMCG products in different categories; food & beverage, personal care, household etc.
- 2. To know the brand preference on consumption of FMCG products.
- 3. To know the image of Patanjali's as a brand to consumers.

SEGMENTATION, TARGETING, POSITIONING IN THE MARKETING STRATEGY OF PATANJALI .

Like any other FMCG company, it uses the mix of demographic and [psychographic segmentation](#) strategies to make its offerings appropriate/ relevant to the particular set of customer groups. It uses undifferentiated [targetingstrategy](#), as the main objective 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.

COMPETITIVE ADVANTAGE IN THE MARKETING STRATEGY OF PATANJALI

Yoga Guru Baba Ramdev being the promoter of the herbal products produced by Patanjali is the vital advantage that Patanjali has over any other FMCG company in India. Having more than 400 products with differing SKU's made up of herbal and natural components are helping the company to offer bundled products to the customers. Patanjali's objective of the business is to provide cost-effective products, superior quality products which are the crucial factor in the success of any FMCG company.Low or no advertising and promotion expenses are helping the company by keeping its prices low and make it affordable without compromising on quality.

BCG MATRIX IN THE MARKETING STRATEGY OF PATANJALI

The business segments in which company deals in our Healthcare & Ayurvedic products, packaged foods, and cosmetics & home care. The different business segments of Patanjali are Stars in the BCG market due to the high acceptability of its products in the market.

DISTRIBUTION STRATEGY IN THE MARKETING STRATEGY OF PATANJALI

With more than 4600 retail outlets 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.

BRAND EQUITY IN THE MARKETING STRATEGY OF PATANJALI

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.

COMPETITIVE ANALYSIS IN THE MARKETING STRATEGY OF PATANJALI

Being present in different products segments and having 4 different sub-brands has helped the company in having a high share of wallet of the customers. Distribution is one of the critical instruments in the success of the FMCG players in a country like India and Patanjali through its own retail outlets and partnered [channel](#) of distribution has made the products available to its customers in most of the locations in India.In the FMCG market, it competes with players such as [HUL](#), [Dabur](#), [Godrej](#), Reckitt Benckiser, P & G and many others.

MARKET ANALYSIS IN THE MARKETING STRATEGY OF PATANJALI

The market in which company operates is overcrowded with a large number of local, national and [international](#) players eating up each other's market share. Various factors such as inflation, government regulations, changing consumer dynamics, changing [lifestyle](#), and taste & preferences are affecting the players in the industry.

CUSTOMER ANALYSIS IN THE MARKETING STRATEGY OF PATANJALI

A customer of Patanjali are people from all age groups, as the products offered by Patanjali are perceived to be healthy and availability in different SKU's (stock keeping unit) make it more affordable for the customers.

BABA RAMDEV'SPATANJALI SET TO LAUNCH 5 NEW PRODUCT RANGES

Baba Ramdev'sPatanjali is ready to step further into the world of dairy products with its five new product ranges today. From cow milk to solar panels, the company will be introducing five new ranges of products as an addition to its existing wide-range product line.Swami Ramdev is launching these product ranges under his mission "Samarth Bharat, Swastha Bharat".

THE NEW RANGES ARE:

- Dairy products - This range will include cow milk, curd, chach and paneer.
- Cattle feed and supplements - Dughdamrit
- Range of frozen vegetables - Peas, Mix vegetables, sweet corn, potato fingers (French fries)
- Solar product range - Solar panels, solar street lights, solar hybrid invertor and solar water pumps
- Packaged drinking water range – DivyaJal

2. CONCLUSION

It shows that there are many significant factors that determine the buying decision of a customer. Customer's perception about a brand is largely build up by the satisfaction he derives out of the use of the product and the price he paid for it. In this research the researcher mostly got a positive opinion from the users of Patanjali's products, apart from few complaints of low quality of packaging which Patanjali should take seriously.

The distribution strategy it has adopted as discussed is very successful and unique in the sense that it has adopted all possible channels to reach the customer viz. through its franchises, through different organized retail giants, through unorganized retailers, through it's own web site, through online shopping sites.

The advertising strategy is also very aggressive, all most all leading news channel are covered by Patanjali's advertisement with very high frequency projecting the concept of Ayurveda and the image of Baba Ramdev along with few interview of Baba Ramdev in this channel to combat the controversies spread by opponent forces. Patanjali has also succeed to convey the message that if quality can blend with reasonable price no celebrity is require to sell the product.

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