



PATANJALI

A DOMINANT, UNSTOPPABLE AND DISRUPTING FORCE

With a product portfolio straddling 800+ products in 37 categories, Patanjali competes with every major FMCG company and is on a growth spree, constantly adding new categories and instituting new plants and thus broadening its manufacturing, customer, distribution and revenue base

Patanjali Ayurveda Limited, founded in 2006 has proved to be a transforming force in FMCG sector with its recorded revenue of Rs. 5000 crore in the year 2016. Patanjali has witnessed this exponential growth through its multipronged strategy and an eclectic mix of Yoga, Ayurveda and Nationalism, and by the huge support of energetic brand ambassador, Yoga Guru Baba Ramdev. Its top management comprising visionaries, and middle and lower management hired from top Indian/MNC FMCGs is paving its way for a smoother growth.

Use of natural and pure ingredients, competitive pricing and publicity turned to be key success drivers for Patanjali. Patanjali's perceived connection with Indian culture immeasurably helped the brand grow and flourish and in a way created a feeling of patriotism and emotional connect among consumers and has been instrumental in making Patanjali a brand that has given established market giants restless nights and made them rethink and

overhaul their marketing strategies. The marketing and business-level strategies enabled Patanjali to achieve sustainable competitive advantage and create a distinct position in a highly crowded FMCG space.

A PERFECT MIX OF BUSINESS AND MARKETING STRATEGY

With a vision to make India a healthy country, Patanjali aims to offer pure, quality products manufactured with best natural ingredients and at rational prices marketed about 10 to 30 percent lower than those of its competitors.

So, another distinctive point that sets Patanjali a class apart from competition is its tie ups with retailers such as Big Bazaar, Reliance Retail, Hypercity, Star Bazaar, D-Mart, Apollo Pharmacy as well as with various e-commerce companies like Amazon, Big Basket, to instantly gain a wide market reach across India.

Through its smart marketing strategies and value products, Patanjali has succeeded in commanding a decent market share, revenue and profitability for itself in a very short span of time.

TREADING ON A HIGH-GROWTH PATH

Eyeing revenues of Rs. 20,000-25,000 crore in 2018, Patanjali has an extensive sales channel of more than 5000 distributors, 15,000 stores, and 100 megamarts. Moreover, it has robust expansion plans in place to support demand-led production by setting up new units, viz, Rs. 6,000 crore food park in Noida and Rs. 1,000 crore production facility in Assam to generate a torrent of new products and old product revampings in the FMCG sector. And all this is effectively backed by a large and trustworthy system of vendors and distributors to ensure products availability in every nook and corner conferring excellent product placement and distribution.

In a bid to scale up its numbers and stay ahead of rivals and to maintain the traction, Patanjali markets its products as Swadeshi, and as a combination of Ayurveda and technology, with unwavering focus on product quality. To woo customers, it procures raw material directly from farmers eliminating middlemen, and minimising marketing outlay and overhead cost.