

Patanjali Products Portfolio: A Case Study of Patanjali Ayurvedic Ltd.(PAI)



Neetu Rani

Research Scholar in Baba Mastnath University, Rohtak

E-mail: ns12131923@gmail.com

Dr. Poonam

Research Supervisor

Baba Mastnath University, Rohtak

E-mail: pyadav08111991@gmail.com

Abstract

Patanjali Ayurveda is an Indian fast-moving consumer goods (FMCG) company which was registered in 2006 in India. Acharya Balakrishna is the managing director with 94% shareholding and the rest owned by an NRI family of UK. The company manufacture four types of products like home care, food and beverage, cosmetics and health, health drinks overall more than 900 products are manufactured by it. Baba Ram dev is a yoga guru does not hold any shares in Patanjali but plays a driving force behind the success of Patanjali Ayurveda. The headquarter of the company is situated at Haridwar in Uttarakhand and the company was also listed 13th position in the list of India's most trusted brand as of 2018 (THE BRAND TRUST REPORT). The positivity of this brand is that it provides natural herbal products with pocket friendly prices and time to time organized camps to make aware about the health-related activities. The main objective of this paper is to understand the Patanjali Ayurveda limited and its products portfolio and also want to know about those products which are more demanded in market. The secondary objective of this paper is to find out the reasons of its more demand in market than other competitors.

Keywords: Patanjali Ayurveda Ltd, Patanjali products portfolio, Reason of products more demand in market.

Introduction

PATANJALI = BABA RAM DEVJI + SWEDSHI + AYURVEDA + SPIRITUALITY + HEALTHY + QUALITY these all factors make Patanjali a king of business. The company was founded by yoga guru swami Ramdev and Acharya Bala krishnaji in 2006. The company manufactured different type of consumer products like home care, food & beverage, health drinks & cosmetic & health products and the company manufactured ayurvedic medicine's also. This is not merely a company even it works for society by organizing yoga camps. The managing director of this company is Acharya Balakrishna ji who have owned 94% shares of it and remaining owned by an NRI couple. Baba Ram dev does not have any ownership in this company but he plays an important role in it. First the company started as private limited company but 2007 it was converted into public limited company. The company become more

popular into a short span of time because of related with spirituality and other reason of its success it provides natural and herbal products and provide products on 30% less than prices from its competitors because company directly purchase raw materials from the farmers and thus reduces the cost of middlemen that's why the products of company can easily purchase by everyone. There are the two reason of its success first its products ingredients which are natural and ayurvedic and the second is BABA RAM DEVJI who is very well-known face of yoga guru in India as well as outside India these two factors helps company to leaps and bounds. The company registered office is situated in Delhi and headquarter of it is located in Haridwar. According to CLSA and HSBC in 2016 Patanjali was the faster growing FMCG company in India. Patanjali Ayurveda ltd provides more than 700 consumer products and more than 2,00,000 employees are working in it its some products like

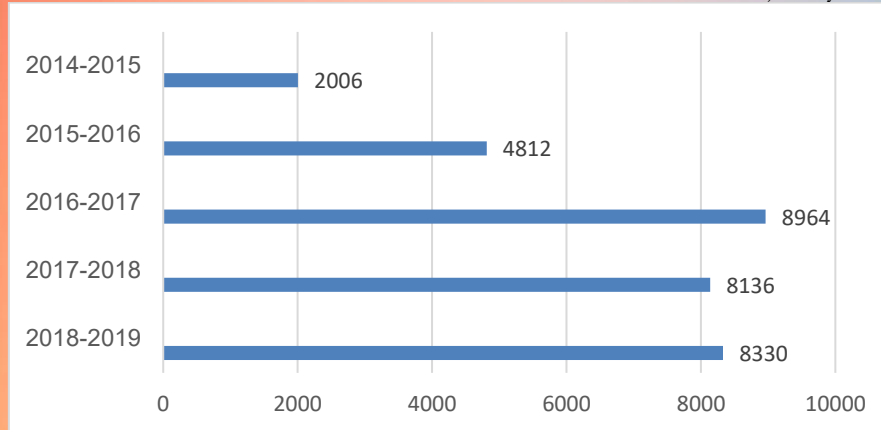
kesh kanti shampoo, dant kanti tootpaste, soap, Patanjali ghee, Patanjali chyawanprash have special demand in the market.

Revenue at a Glance

2014 - 2015 2006 crores

2015 - 2016 4812 crores
 2016 - 2017 8964 crores
 2017 - 2018 8136 crores
 2018 - 2019 8330 crores

Revenue chart of Patanjali Ayurveda Limited



Source; registrar of companies

As above charts shows the revenue of Patanjali which clearly explain that in 2014 to 2015 the revenue of the company is 2006 crores and in 2015 to 2016 the revenue of its jumps twice and in 2016-2017 again it grow by the twice and in 2017 to 2018 it downs and reached on only 8136 crore which is less than its previous year and in 2018 to 2019 it again increased and can say in 2017 financial year it touch the height of sky.

Review of Related Literature

Aditya shastri, Case study on the success strategy of Patanjali- marketing strategy & SWOT analysis according to the author the consumers of the Patanjali are satisfied by the products because of reasonable prices and product ability to cure the problem easily and the company is related with spirituality instead of any Bollywood star that mostly loved by may be everyone.

Prof.Abhinav Kataria, Analytical study of Patanjali Ayurveda Limited in India, carried a study to know the success story of Patanjali and satisfaction level of consumer after using Patanjali product for the purpose of the study the 150 respondent's data have been used and find that mostly youth prefer Patanjali products and said 85.3% respondent believes that baba ram dev ji affect Patanjali completely if yoga guru leave the company then Patanjali totally may be destroyed. Customer are satisfied from the

Patanjali products because it uses herbal and Ayurveda ingredients.

Udit Bhargava, Lalit Tondon, Prateek Rohra,

A case study on growth of Patanjali Ayurveda limited, concluded that Patanjali is the second largest FMCG COMPANY which having more than turnover of 10,000crores and the company targeting double the turnover by next year. Company having strong brand ambassador, cost effective technique and also have a strong channel of distribution which is the core reason of its quicker success.

Objectives

- To study of Patanjali Ayurveda Limited
- To study Patanjali products portfolio
- To study the reason of more demand of Patanjali products

Research Methodology

Secondary data has been collected through company official websites and other web sites, journals, research papers. The study is based on secondary data only.

Products Portfolio of Patanjali

Company provides more than 900 products and the products are divided according to the category. All category of Patanjali products like home care products, personal care products, natural health care products, natural food

products, ayurvedic medicine, Patanjali publications etc.

Category of Products	Products
Home care products	Dhoops, Agarbatti
Personal care products	Skin care cream, aloe vera gel, shaving cream, face wash, body cleanser, Facescrub, kajal, lip balm,
Natural health care	Digestives,
Natural food products	Biscuits, Cookies, Nuts, beverages, cow ghee, honey, amla candy, rice Oil, wheat flour, basmati rice, noodles
Patanjali publications	Books,
Hair care	Oil, shampoo, hair cleanser, hair colour, hair mehendi, hair Conditioner, Hair gel,
Dental care	Tooth paste, tooth brush, dental cream,



Top Ten Products Which Make Patanjali King of Business

- Cow's ghee
- Dant kanti toothpaste
- Kesh kanti shampoo
- Ayurvedic medicines
- Patanjali Soap
- Patanjali Giloy juice
- Patanjali hand sanitizer
- Patanjali honey
- Patanjali herbal hand wash
- Patanjali chyawanprash

Reason of more Demanded Products in Market

Natural herbal products: Patanjali Ayurveda limited uses natural and herbal raw material in the production of products which leads natural effects and reduces the risk of side effects which make it more popular. As the advanced new

generation are very health conscious and they use only that products that are natural and herbs and the company provides that kind of products. **Related with spiritual brand ambassador:** As yoga guru Baba Ramdev ji is the brand ambassador of the company that's why most of the consumer are aware about it they associated with yoga guru and also uses the products that are prescribe by the guru in this way the company grow a lot in short span of time. As ambassador is the image of the company and PATANJALI is the mirror of Baba ram dev ji which leads spirituality.

Huge varieties of products: Patanjali has more than 700 consumer products thus it is not confined to a limited number of products which is the reason of its quicker growth.

Made in India: As Patanjali is an Indian company which help in Indian economy and secondly it uses natural herbal and ayurvedic

ingredients thus it is safer and can say healthier than other companies' products.

Good relations with Indian Govt: The company has good relations with Indian government which is the strongest root of its working thus at any time government is ready to help the company whether financially or non-financially that is very important factor that's other competitors does not have which make the company strongest among its competitors.

Pocket friendly prices of products: The company provides its products on 10%-30% less than prices than its competitors because Patanjali purchases raw materials directly from farmers and eliminating middle men cost thus which reduces the cost of products that's why company provides the products less than the competitors.

Free yoga camps: When we think about Patanjali then the image of Baba Ram Dev comes first it means Patanjali without Baba Ram Dev is nothing. He is a yoga teacher and knows for his best yoga ability and time to time organize free yoga camps to aware the people about the yoga and Patanjali natural products which other competitors lack behind of the Patanjali in this work.

Conclusion

Patanjali is not a company which sells goods but also a social service organization which time to time organize free camps for the people in which they make aware people about their yoga benefits and also make publicity about the Patanjali products that how their products are different from other competitors. In this study product portfolio of Patanjali have been discussed and concluded that Patanjali manufactures almost more than 900 products which is a huge number and out of some products are covers a large area of consumers which make it success in short span

of time. Ramdev + natural ingredients + spirituality + pocket friendly prices make its products more demand in market.

Reference

1. www.patanjaliayurvedia.net Accessed 19/5/2021
2. www.patanjaliayurved.org Accessed 19/5/2021
3. Prof; Siddhesh S.Narvekar customer perception; A Case Study Of Patanjali Products (IJANA)
4. Prof. Abhinav Kataria "Analytical study of Patanjali Ayurveda Limited in India" Jan 2018
5. Dr.Kiran S Nair, Dr.Sapna Rakesh, Ankit Baranwal "PATANJALI MISSED OR MESSED UP OPPORTUNITY" May 2020
6. www.Business-standard.co,m Accessed 19/5/2021