

# The Rise of Brand Patanjali: A Review of the Efficacy of the Patanjali Brand in the Indian Fast Moving Consumer Goods Market Compared to Other Global Brands

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## ABSTRACT

Because of its massive population, India is a big market for Fast-Moving Consumer Goods (FMCG) firms. There are currently a number of large and minor companies on the market with substantial clout. The purpose of this article is to examine why the Patanjali brand has grown so quickly in the market. It is apparent 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 numerous items from well-known brands in only 2 to 3 years, propelling it to the top of the market. Ramdev's marketing approach was executed flawlessly in the market, and his key formula was "swadeshi," which worked wonders in attracting a large number of consumers as well as a huge proportion of raw material suppliers, i.e. Indian farmers. It is still necessary to promote locally grown and made goods.

## Keyword

Customer, Consumer, Foods, Patanjali, Swadeshi.

## 1. INTRODUCTION

Fast moving consumer goods (FMCG) are a vital component of human existence, and no one can live without them. This same list of these products is extensive. There are numerous major and small brands accessible in the Indian market, and some of them are globally renowned. India is a huge nation with the world's second-largest population. As a result, India is traditionally seen as a significant market for FMCG companies. More than 150 FMCG firms operate in India, with the top 50 identifiable companies included in Table 1. These firms are really not new and have been in operation for some more almost a decade. The medical industry is changing toward Ayurveda, and Ayurveda medication sales are expanding year after year. Many of the credit for increased sales goes to the degree of pollution, since Ayurveda is said to provide a remedy for poor immune. The fundamental advantage of Ayurveda has been represented in Figure 1, which is drawing more consumers to Naturopathy and its solutions [1].

Ayurveda is an ancient medicinal treatment that has its origins and propagation around the globe attributed to India. Ayurveda is also regarded as one of older therapeutic areas, and in other countries, it has been well. There have been a variety of medical treatments available across the globe, including homeopathy, allopathy, Unani medicine, and so on. Ayurveda's origins may be traced back to ancient Indian writings and traditions variety of methods for treating humans and other animals were

discussed. 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 advantages of Ayurveda is that it heals the cardiovascular system from within and has really no withdrawal symptoms since it uses only natural ingredients in its therapy. Furthermore, since it is less costly than allopathy, the cost of treatment is more customer [2].

Because India is a place 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 diverse products, which may make it easier for many businesses to start small. Cosmetics, bread and biscuits, shampoo and washing, oral hygiene solutions, as well as certain health items such as chyawanprash, juice of different leaves and roots, are the key products in FMCG. Another component that works well in the FMCG industry has been the purity and naturalism of the products, because it's well known that an excessive amount of focus is placed on organic products, which should be natural and free of any artificial ingredients [3].

But in the other hand, certain items, such as Colgate tooth paste and Dabur chyawanprash, remain on the top of the consumer's list, indicating that the Industry in india is wide and that everyone has a lot of room to grow. And these items have a strong grip on their target market. The Market share is equally dominated by international and domestic enterprises, but the advent of Ashtanga in the business caused a spectacular scenario [4]–[8].

Patanjali was founded in 2006 under the Companies Act, 1956, by yoga master Baba Ramdev ji 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. Patanjali's rise was so quick that shares of several other firms fell in value on the stock market [9].

The strategy of Patanjali to provide only the purest and finest herbal goods to its clients, as well as the notion since Baba Ramdev is a brand advocate for Patanjali products, are two aspects that have contributed to the company's image among customers. Ramdev ji's close involvement has worked its magic, since he was already well-known as a Spiritual Healer in India. In both the Indian and corporate contexts, in the selling of any commodity, trust, in addition to spirituality, makes a big difference, and nanotechnology are sometimes neglected in preference of confidence. The tag line of Patanjali's designer is "Prakriti ka Ashirwad," which sets it apart from other products [9][10].

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The statement of Patanjali goods is that they are made from indigenously cultivated crops and therefore all harvesting is undertaken using organic methods. This would improve the effectiveness of Patanjali goods while also providing an once-in-a-lifetime experience for consumers. In compared to other brands, the repositioning marketing with "Swadeshi" established a big market in India. Many customers who previously used another brand have switched to Patanjali. Patanjali, for illustration, has left behind the well-known Colgate brand in the cosmetics market. The demand for "Dantkanti" grew at an extraordinary pace. The Patanjali brand also uses the mystical term "Satvic," which has been frequently used in culinary items such as biscuits, honey, and chyawaprash. Business experts believe that Patanjali would quickly surpass Gerber and other brands at this present pace [11]

Patanjali epitomizes entirely natural goods they are based on Ayurveda and Indian principles and provide a broad range of products in a variety of popular categories such as food, cosmetics, and Ayurveda medicinal preparations. This Indian normal trademark could well be aptly described as a differentiator in the FMCG set-up, which can be attributed to the aspiration that establish as their loyalty, empirical evidence, astute planning, but instead practicality are all tailored up to help humans by transporting environmental blessings through Yoga or Meditation into lives. According to Newsweek, Ayurveda has been described as India's Form Shop, which has swept across markets like a cyclone, presenting a real threat to industry leaders such as Colgate, McDonalds, Nestle, and GlaxoSmithKline [12].

Patanjali has made a big splash in the FMCG market, with a slew of new items in the food, drinks, healthcare, and medication categories, as well as body care and hygiene products. Advertising and promotions often account for 14–22% of profits spending for FMCG corporations; however, Baba Ramdev's customized housing strategy would effectively address this. Patanjali used a simple sentence achievement - oriented leadership in the beginning, and patron loyalty to the brand was beneficial to the firm, allowing to save advertising money and other expenses. Figure 3 depicts the impact of fresh produce against conventional food [13]–[17].

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 influence on their health without causing any adverse effects. The influence of these qualities may be seen in the year's final report on sales and revenue. Following figure and Figure 3 show the Patanjali brand's yearly increase in terms of revenue generated, but also its market effect on people, as sales fluctuate by roughly 100 percent every year. The company's goal is to provide green, nutritional food and medicine to its customers clients determines the manufacturer's grade and long-term viability [18].

The evolution of Patanjali Between 2014 and 2015, a revenue increase of more than 31.4 million USD was recorded, representing a 113 percent increase over the previous amount. The brand's economic approach has ushered in a seismic shift in the FMCG sector, and it now generates five times the previous year's revenues. These evolution tendencies should be applauded for breaking into fiercely guarded FMCG strongholds, which can be attributed only to Ramdev ji's soaring product copy.

He took advantage of every chance to engage clients who were more concerned with active living, and in the process, he built a territory equivalent to that of a number of large FMCG companies in India, bringing Patanjali close to positions held by Emami and Marico.

Anita Senga in her study discloses about Swami Ramdevji, the creator of Patanjali Ayurveda and Herbal Park, was giving a talk at a yoga retreat. For better health, he advised the audience to consume Amla (gooseberry) and Aloe Vera juice. His listeners expressed worry about where they might get these liquids in their purest form. They said they didn't really have time to get fresh Amla and Aloe Vera juice every day. It was suggested at the time that "Patanjali" offer these juices to the public. The thought came to me. It was widely assumed that thread losses in food products in India were between 25 and 30 percent, amounting to around US\$7.5 billion per year. Farmers in Pratapgarh (an area in Uttar Pradesh wherever gooseberry is cultivated) wanted to stop growing Amla because they were not obtaining a fair price for their product. This issue screamed for a fresh approach. Swami Ramdev took the decision to establish fresh produce facilities and produce Ayurveda-based commodities at Patanjali. Patanjali's primary concept was to make the most of millions of rural people's agricultural productivity. They came up with the notion of commercializing agricultural commodities and turning them into everyday consumables like Ayurvedic health supplements, culinary items, and cosmetics. Patanjali Food and Herbal's main goal was to build a long-term business that would benefit the world. The Patanjali food park's backbone was built on strong backward and forward communication. It was necessary to consider if Patanjali Food and Herbal Park would be able to acquire a strategic advantage and protect itself from business environment threats after value-based value chain integration [19].

Neena Prasad in her study discloses about the example that is intended to illustrate the marketing tactics used Authorities have emphasized the significance of rebranding in developing brand effect and establishing loyalty in this intense competition by a new competitor in the fast-moving consumer goods (FMCG) sector. From the perspective of Patanjali's development goal, the convergence of rebranding marketing and promotional messaging in terms of developing a client relationship just on the ground of nationality, price, and natural processes has been underlined. All of the industry's major players have wanted the trademark for demonstrating itself to be the huge disruptor represented in terms of massive sales and steadily rising profits This Patanjali case study provides insight into the techniques utilized by a fledgling firm to promote its brand there at correct moment and gain significant market share. It also emphasizes the fact that exceptional media advertising efficacy may not be the sole factor in implementing a successful distribution plan, and that the path ahead must be well-mapped out. This lawsuit also attempts to determine the trail leading to Patanjali's growth, which had already taken so long for Nestle, Proctor and Gamble, ITC, or Volkswagen to accomplish [20].

Pooja Jain in her study focuses on the Indian herbal sector, which has a plethora of well-known and well-recognized herbal products. Shoppers in this century have become increasingly prone to diseases and inclined to maintain quality of life, as seen by their preference for things that safeguard their superb health while also providing maximum enjoyment. In the quest of a healthy lifestyle, Indians have become increasingly interested in Ayurvedic or herbal medicine as a natural therapeutic option. The qualitative benefits supplied by a brand have an impact on the customer's decision and usage of that brand over time, particularly as it relates to food and cosmetics brands. Public confidence is measured by comparing the package's actual results to the performance he expected from its usage. A person's feelings of frustration or dissatisfaction as a result of a performance of the product performance as compared about his or her standards, according to Philip Kotler. If the positive value turn out it was virtually equal to what was

predicted, the consumer is tremendously satisfied, and this is how the company creates client loyalty to a brand [21].

## 2. DISCUSSION

Baba Ramdev detected Indian shoppers' proclivity for culturally based items and willingness to pay a higher premium for compassion. To do so, he developed a proprietary model for Patanjali that included distinctive marking and fair pricing as part of the company's broader business plan. Patanjali's Ayurveda division is a Desi Ghee, Dant Shantanu mouthwash, Kesh Kanti shampoo, medicinal hot shower soap, as well as Ayurveda Honey are among the best-selling Patanjali items. Patanjali ghee is the world's most popular product. Patanjali has a 20% market share for its shampoo, a 21% sales volume for dentistry, a 23% market share with body wash, a 37% marketing strategy for dishwashing liquid, and a 47% sales growth for honey [21].

Patanjali's marketing arrangement 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 materials in sufficient amounts. As a result, the buyer has a make experiences that convinces them of the sincerity of something like the business presenter as well as the potential of the business. The value is 17–33% lower than that of competitors' items. The use of independent media (online), expression publicity, Ramdev ji's substitution as a public association's officer, yoga procedures, real-time digital advertisements, and the usage of different platforms were all discussed delivery terminals all contributed to the brand's formation. PAL's product line includes nutritional as well as supplement, groceries as well as basics, prepared meals, beverages, hygiene products, medicine, and household items, among other things [22] [23]–[26].

## 3. CONCLUSION

The Patanjali products have been reviewed based on market and customer feedback, and it has been discovered that, as a swadeshi product, Patanjali's brand image is higher than other purchasable devices on the market, but instead naturally grown supply chain is indeed a means of attracting shoppers and also fully accountable for customers switching from other brands to Patanjali's product. Its most important factor is Ramdev's alliance with the product, as Ramdev's very often proposes for a pure, healthy, and natural product which might lead to happiness to Agricultural producers, as all raw materials are sourced from Farmers especially, This is a technique to prevent the same outflow of Indian rupees while simultaneously delivering success to agricultural farmers and excellent health to consumers.

Ayurveda has been revitalized by Patanjali not just in Indian but also around the world. People from all around the globe rely on its goods and travel to India to learn about Ayurveda, Yoga, and Pranayama. Ramdev ji deserves credit for turning the ancient Indian discipline of Homeopathy into a multibillion-dollar company.

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**The Rise of Brand Patanjali: A Review of the Efficacy of the Patanjali Brand in the Indian Fast Moving Consumer Goods Market Compared to Other Global Brands**

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