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MARKETING STRATEGIES ADOPTED BY PATANJALI AYURVED LIMITED**DR. RAJSHREE. R****HEAD****DEPARTMENT OF COMMERCE
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SECUNDERABAD****T. SUSHMA SADANAND****LECTURER****KASTURBA GANDHI COLLEGE FOR WOMEN
SECUNDERABAD****ABSTRACT**

Patanjali Ayurved Limited was founded by Swami Ramdev Maharaj and Acharya Shree Balakrishna at Haridwar Uttarakand on 13/1/2006. It is the fastest growing Indian FMCG Company which imports herbs from Himalayas of Nepal. The Company aims at manufacturing Ayurvedic medicine as well as distribution of products ranging from food, beverages to cosmetics and fabri-care. The focus or USP has been to provide natural ingredients and herbal cosmetics solutions to consumers at affordable costs. Since its inception the company has grown manifold expanding across many segments and many countries worldwide. Today Patanjali has established itself as a formidable player in the FMGC industry. It has grown exponentially in term of size and revenue. It has gained popularity and dominance over markets in urban and now even in rural areas under the umbrella of spirituality. This paper focuses on the strategies adopted by this giant corporation which has contributed to its success.

KEYWORDS

ayurveda, spirituality, herbal cosmetics, marketing strategies.

INTRODUCTION

 spirituality has become the magic word a remedy for all ills. Kale defined spirituality as "An individual's endeavors to explore and deeply and meaningfully connect one's inner self to the world and beyond" {Kale2006}. In this world of chaos all one seeks is to be in a stage of bliss. This is the universal problem today, and Shri Baba Ramdevji has strategically, successfully tapped the right chord. He initially introduced breathing exercise and asanas (yogic exercises), in a simple way to bring ease to the diseased, mental or physical... He has touched billions of people worldwide and later he has launched several products based on ayurveda making marketing through spirituality as his strategy to change the consumption behavior of consumers worldwide. Furthermore, Patanjali yogapeeth has brought about health revolutions in the country with the integrated approach of yoga and ayurveda which has also become popular all over the globe. Hindustan Unilever and P&G are the FMCG companies whose sales have been massively affected by the launch of Patanjali products. Patanjali has generated revenue of 5000 crores for the fiscal year 2015-16.

RELEVANCE OF AYURVEDA IN TODAY'S WORLD

Since time immemorial (almost 5000 B.C) Ayurveda has always been a trustworthy remedy for many ills promising optimal health and wellbeing of mind, body, behavior and environment. Modern medicine along with promising doctors and hospitals has created a sense of fear and mayhem in the minds of people throughout the world. Many prefer to revert back to the natural form of medicine with little and no side effects with nature being the main component. Ayurveda proposes maintenance and positive health, cure of diseases through medicine, exercises, dietary restrictions and regulated life style. Ayurveda is known for its increasing safety, and efficacy is time tested. Ayurveda has been recognized by WHO as complete system of natural medicine. Ayurveda has a 70% share in the formal medicine market in the country. Demand for ayurvedic formulations is increasing both in the domestic as well as international market. Due to the rapidly increasing demand, there is tremendous pressure on the supply bar. Rural Consumers relate to ayurvedic medicine even today. Patanjali Ayurved has risen amidst competition from many domestic and multinational companies in the year 2012. It had entered the retail sector launching 100 products to much more today.

PRODUCT PORTFOLIO

The company's many products include:

- FOODS: Jams, noodles, pulses, oats, biscuits and many other lines of food products
- Beverages like herbal teas, and other drinks
- Healthcare & Medicines
- Personal care products- Shampoos, Soaps,
- Cleaning agents
- The list is exhaustive. The products which have given an edge over its competitors are honey, tooth paste and noodles of patanjali.

STRATEGIES ADOPTED BY PATANJALI AYURVED LTD.

The strategies which have made this a global phenomenon are as follows:

ADVERTISING STRATEGY

Advertising of Patanjali initially was only by word of mouth. The brand loyalty of its customers took care of their advertising. Later Baba Ramdevji started his Yoga sessions and this was beamed live into 170 countries, which was well received by all, irrespective of class, creed, culture. Through his strategies of mass customization, mass advertising, low cost and feasibility, he has become a sensation worldwide almost overnight.

He later built powerful partnerships with various prominent T.V Channels and his techniques of yoga, healing through ayurveda were broad cast and soon he was considered a veteran guru of yoga across the globe. He also, created employment opportunities through his numerous camps.

Advertising his products as "Swadeshi" made in India was well received by consumers. He has marketed his commodity and service through national Broadcasting networks. Apart from word of mouth yoga camps, with DVD's and Videos etc., he has marketed and promoted his products/services exceptionally well.

MARKETING STRATEGY

The marketing strategy has included the crux of the idea behind Patanjali. 1) use of natural ingredients and Ayurved 2) Pricing. By advocating that their honey is purer than Dabur Honey and by pricing it 30% lesser than Dabur, they have given the customers a better buying option. Similarly, they have launched their noodles during the Maggi noodles controversy. Using herbs to cleanse teeth and gums lead people to buying Patanjali toothpaste instead of Colgate and other ones. They are continuously educating the people about the benefits and advertising that their products are affordable. They have adopted the BRANDED HOUSE STRATEGY which means all the products produced and promoted will be less than one brand PATANJALI AYURVEDA. The company does not market and promote individual products. They promote the brand Patanjali which saves them marketing and advertising costs. Patanjali products can be bought online too.

PRICING AND PACKAGING STRATEGY

This is like an icing on the cake. The company has developed an effective and affordable pricing strategy thereby targeting large market. It is penetrative pricing strategy. Since the ingredients are natural and local, the cost is less too. The products are sourced directly from farmers. Middlemen are eliminated resulting in profits. The price of Patanjali products is lesser by 30 % compared to the other international products. The packaging of Patanjali products are kept simple and natural so that the consumers get the feel of health and wellness. The packaging itself advocates the message of ayurveda.

PROMOTION AND DISTRIBUTION STRATEGY

The slogan "PRAKRI TI KA ASHIRWAD" has helped in their promotions. The Patanjali ads also focused that the revenue will be given to charity. Furthermore, Baba Ramdevji himself single handedly is the brand ambassador of Patanjali. He has contributed a great deal to the lives of millions of people and this has added to the requisite fame and popularity.

The assurance given to people is that through ayurveda one can have cure from a single cold to cancer including HIV and AIDS. Distribution of ayurvedic medicines is through three types of medical centres. Patanjali chikatsalyas which are like clinics. Patanjali Arogya Kendras which are health and wellness centres. Non medicine outlets called Swadeshi Kendras, and yoga chikatsalyas. All of this has given easy access to treatment for people. The distribution is through retail stores too which are likely to grow in the near future. Today they have 4000 distributors, 10,000 stores and 100 mega marts. They have tied up with retail chains like Future Group and Reliance Retail.

CONCLUSION

The success of Patanjali Ayurveda Ltd has been due to its carefully crafted strategies keeping in mind the middle class needs, values, sentiments, without any discrimination of gender. Determinants like price, quality, availability, effectiveness and even packaging size played a major role in the popularity of this giant corporation. Product leadership, Operational excellence and Customer familiarity has been the factors which have contributed to the success of Patanjali Ayurved. However, the need of the hour is to strengthen the distribution channels so that they cater to rural markets too in a big way. The market is attractive and has vast potential. Quality should always be the focus. Since people buy Patanjali products due to the hedonic value attached to its products it attracts more of brand loyal customers than price sensitive customers. The strategies adopted so far have contributed to phenomenal success of Patanjali Ayurveda but sustainability is an important factor. In the long run, it has to be seen if the company will still rule the FMCG sector.

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