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MARKETING STRATEGIES OF PATANJALI AYURVED LIMITED FOR INDIAN CONSUMER

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Abstract

The Indian fast-moving consumer goods (FMCG) sector has been transformed by Patanjali Ayurved Limited, which has done this by capitalizing on India's rich Ayurvedic history. This research delves into the marketing approaches that have helped Patanjali connect with Indian customers, specifically looking at the company's competitive price, wide distribution network, and distinctive brand positioning. The cultural resonance of the Patanjali brand is crucial to its success. The company sees itself as representing Indian culture and caters to the increasing demand for herbal and natural products. Customers have even more faith in the brand and are more devoted to it thanks to the backing of yoga teacher Baba Ramdev. As an added bonus, Patanjali is able to break into both urban and rural markets because to its price approach, which guarantees affordability. The report also emphasizes how Patanjali is able to meet the demands of a diverse spectrum of consumers thanks to its diverse product portfolio, which includes a number of fast-moving consumer goods categories. The extensive reach of Patanjali's goods is a result of the company's well-established distribution network, which has helped fuel its meteoric rise in the market. This research examines Patanjali's marketing methods to shed light on how the company has changed consumer behavior and preferences in addition to capturing a substantial portion of the Indian fast-moving consumer goods industry. In order to succeed in the market, the results show that cultural fit, smart pricing, and a distinct brand identity are crucial.

Keywords: Marketing, Patanjali ayurved, consumer

Introduction

Patanjali Ayurved Limited, which was established in 2006 by yoga teacher Baba Ramdev and Acharya Balkrishna, has had a meteoric rise to become one of the most significant companies in the fast-moving consumer goods (FMCG) market in India. The spectacular ascent of the brand in a market that is extremely competitive is a tribute to the innovative marketing methods that the brand employs, which resonate strongly with their target audience in India. Patanjali uses a method that is steeped in India's ancient traditions, notably Ayurveda, which the firm

has effectively incorporated into its product offerings and brand identity. This is in contrast to the approach taken by typical fast-moving consumer goods brands. Patanjali's growth is particularly relevant in the context of India's rising move towards natural and herbal products, a trend that is being pushed by an increased awareness of the importance of health and a desire for holistic wellness solutions. This trend is capitalized on by the brand by offering a diverse selection of items, ranging from food and drinks to personal care and health supplements, all of which highlight the Ayurvedic and natural components that are used in their production. It is possible to trace the success of the brand to a number of important aspects. To begin, the brand's strong affiliation with Baba Ramdev, who has used his reputation and authority as a yoga guru to advocate the brand, has been a significant factor in the development of customers' confidence in the brand. Additionally, Patanjali has implemented a pricing strategy that is competitive, which enables the company's goods to be accessible to a wide range of consumers, including those who are price-conscious and live in semi-urban and rural areas. In addition, Patanjali has established a thorough distribution network, which ensures that its goods are accessible throughout the entirety of India, from the most populous cities to the most isolated settlements. Consumers who favor items that are chemical-free and environmentally friendly are likely to be interested in the brand's marketing communications since they continuously stress the brand's Ayurvedic heritage and natural product choices. In this research, we will investigate the many marketing methods that Patanjali Ayurved Limited has utilized, with the goal of gaining an understanding of how the company has been able to carve out a distinct niche for itself in the Indian fast-moving consumer goods industry. In order to better understand the factors that contributed to Patanjali's success, we will investigate the cultural resonance, brand positioning, pricing strategies, distribution networks, and promotional techniques. The objective of this research is to give insights into the manner in which Patanjali's marketing strategy has not only contributed to the company's expansion but also affected the preferences and behaviors of consumers in India. This introduction lays the groundwork for a more in-depth investigation of the marketing methods that have catapulted Patanjali to the forefront of India's fast-moving consumer goods (FMCG) sector. That investigation will provide a framework for understanding the influence that the brand has had on the market and consumer culture.

Historical Background and Market Context

It is vital to have a comprehensive understanding of the market environment in which Patanjali Ayurved Limited was created as well as the historical causes that influenced its expansion in order to have a complete appreciation for the company's success. A number of global organizations, including Unilever, Nestlé, and Procter & Gamble, as well as well-established Indian businesses, such as Dabur and ITC, have traditionally had a dominant position in the fast-moving consumer goods (FMCG) sector in India. These businesses have benefitted from large distribution networks, great brand recognition, and deep customer trust for a considerable amount of time, which has allowed them to enjoy a significant market share. At the beginning of the twenty-first century, however, a discernible shift in the tastes of consumers in India began to appear. As a result of the growth in health problems that are associated with lifestyle choices, as well as the rising knowledge of the advantages of natural and organic products, there has been an increase in the demand for alternatives to items that are loaded with

chemicals. Consumers were looking for holistic approaches to health and wellbeing during this time period, which led to a renaissance in the popularity of traditional Indian medicine, notably Ayurveda.

Patanjali Ayurved was established with the purpose of addressing this particular situation. By virtue of his vast impact as a yoga instructor and advocate of Ayurveda, Baba Ramdev was already a household name in India. He took use of his reputation to launch a variety of Ayurvedic goods. Food, drinks, and other fast-moving consumer goods (FMCG) categories were swiftly added to Patanjali's portfolio as the company quickly extended its original product offerings, which were largely focused on healthcare and personal care products.

Brand Positioning and Identity

Patanjali has developed an identity that speaks to the collective mind of Indian customers, which is one of its greatest accomplishments beyond being a mere brand. Patanjali's marketing strategy is on promoting patriotism, independence, and cultural pride. By appealing to Indian consumers' patriotism, the "Swadeshi" (indigenous) identity of the brand promotes the purchase of Indian goods over those from other countries.

Patanjali furthers this perspective by highlighting Ayurveda, an old medical system deeply rooted in India's spiritual and cultural history. Natural, herbal, and Ayurvedic are terms that describe Patanjali's goods, which have helped the company win over health-conscious customers who value alternative medicine more than conventional medications.

In addition, the "Make in India" initiative, launched by the Indian government to promote the creation and purchase of items made in the country, is in line with the brand's story of independence. Marketing campaigns run by Patanjali often stress that their goods are "made in India, by Indians, for Indians," which adds to the brand's allure for patriotic shoppers.

Objectives of the study

1. To conduct research on the present state of the Patanjali Ayurveda Products Marketplace.
2. To Investigate the unique marketing approaches that succeeded in luring a large number of customers to choose Patanjali.

Review of Literature:

Vinod Kumar, Ankit Jain, Zillur Rahman, Akhil Jain(2014) According to the findings of their research, yoga and pranayama are extremely useful instruments for marketing via spirituality (Patanjali Yogpeeth) and have the ability to affect the consumption behavior of the general public. The Patanjali Yogpeeth is an establishment that is dedicated to doing scientific study and provides therapies to individuals at prices that are affordable to them. By combining Yoga and Ayurveda in a holistic manner, Patanjali Yogpeeth has brought about a revolution in the field of complementary medicine. Swami Ramdevji has such a significant influence on the Pranayam and Yoga aspects of spirituality that he is able to reach the greatest number of people available all over the world. Therefore, the utilization of spiritual competitive approach plays a significant role in facilitating the sale of the company's own goods in the market. Because of

this, it is possible to draw the conclusion that Patanjali Yogpeeth has been successful in establishing a favorable image via the use of spirituality and utilizing this image to sell their products in the market.

Sambhavi Shukla (2017) An efficient price plan was developed as part of the marketing process in order to attract a large number of customers who were interested in purchasing Ayurvedic items readily. Promotions are an important part of Patanjali Ayurveda's marketing mix, and the tagline "Prakriti ka Ashirwad" is a part of that mix. It is solely the responsibility of the Patanjali brand ambassador, known as "Baba Ramdev," that the Patanjali brand becomes successful. Patanjali Ayurveda's distinctive sales offer is the training of 35,000 individuals who are capable of teaching yoga classes in various regions of the country. Additionally, Patanjali Ayurveda is expanding yoga ashrams in which customers' requirements may be addressed without causing them to feel discouraged. The inexpensive prices of the goods, the strong brand association with Baba Ramdev, the products' simple and natural packaging, and the promotion of the company through the media are basically the primary and most crucial factors that have contributed to Patanjali's enormous success. Patanjali goods are used by sixty percent of individuals on a weekly basis, while forty percent of them are used on a monthly basis. Customers are able to order items online according to their own requirements and preferences to the maximum extent possible thanks to the Patanjali mobile app's provision of additional services.

Pranshoe Pandey, Rahul Shah(2016) studied how the expansion of Swadeshi has had an effect on the position of Patanjali Ayurveda, with a particular emphasis on product range, market share, revenue trends, marketing strategies, and additional analysis on how the company needs to work on in order to maintain its growth and develop into a major force in the Indian fast-moving consumer goods (FMCG) space. In spite of the intense competition in the field of innovation, alternative marketing strategies, and low-cost, high-quality products, Patanjali Ayurveda is having a significant influence on the fast-moving consumer goods (FMCG) industry in India.

Neha Gupta, Vishal Garg(2016) The purpose of this study was to investigate the causes for increased sales, the perceptions of customers, and the shifting attitudes of consumers toward herbal and Ayurvedic goods, as well as to study how Ramdev's Patanjali is responsible for creating trends for HUL. The results of their research show that Patanjali goods are compared to those of other brands that are currently available on the market. Not only did the extraordinary yoga camps, spiritual talks, and yoga camps have a significant influence on people in India, but they also had a significant impact on people in other countries. The overwhelming success of the herbal goods and medications was the result of strategic planning. According to the findings of the survey, "Patanjali Ayurveda Ltd" is now running in third place with a market capitalization of 40,000. In contrast, "HUL" finally climbed to the seventh place with a market capitalization of 17372.2.

Veet Kumar Vineet We conducted research on the different obstacles that Patanjali Ayurveda must overcome in order to compete with multinational corporations. However, as a result of the efforts of "Ayurvedic Expertise" and "Baba Ramdev," the popularity of their goods has increased by between fifty and one hundred percent on an annual basis. Which turned out to be

a case that opened people's eyes to the fact that Indians are extremely drawn to brands that are produced in other countries. According to Baba Ramdev, there are more than 20 crore individuals who practice yoga; hence, this enormous population is the market base for PAL's products and services. As a result of their decision to implement the policy of "offer whatever you are good at," the market goals have significantly risen at a fantastic rate.

Research Methodology

The current study is descriptive and empirical in nature, and its primary focus is on Patanjali Ayurveda Limited (PAL)'s numerous marketing methods and the influence those strategies have on consumer behavior. Additionally, the study seeks to get an understanding of the customer's perspective about pantajali goods. Customers who have purchased products from Patanjali Ayurveda Limited make up the study's population.

Data Source

When it comes to this research, primary data and secondary information sources are the primary areas of concentration. The city of Noida, which is located in Uttar Pradesh, served as the location for the primary study. A well-structured questionnaire was sent out to potential respondents over the internet to a sample of one hundred fifty young people who were selected at random. This was done in order to collect the necessary information. The poll enquired about the marketing methods employed by PAL as well as numerous elements of the perceptions held by customers. On the other hand, for the secondary data, it was more significant to do follow-up research by examining numerous review articles and collecting data through various websites, articles, manuals, and so on. The information that was acquired was then assessed using advanced statistical tools and methods.

Samples

- An approach that is convenient for sampling has been utilized..
- For the purpose of the research, a total of one hundred fifty samples were gathered from the city of Noida.

Statistical Tools Used: Percentage, Chi-square analysis, Likert Scale for rating

Limitations of the Study

- This study was conducted in the city of Noida during the time.
- This study does not include a comparison study, which is another lacking component.

Results And Discussion

Present Day Patanjali Ayurveda Product Market Situation Business Week (2021–2022), With a net worth of 43,932 crores as of March 2018, Chairman Balkrishna basically owns 98.6% of Patanjali Ayurveda. Since Patanjali Ayurveda's herbal products caused a stir in the fast-moving consumer goods industry four years ago, many other firms have been pressured to respond by releasing products with similar claims in an effort to reclaim their former prominence. The rapid growth of Patanjali Ayurveda presented an opportunity for other fast-moving consumer goods companies to reintroduce ayurvedic items, which allowed them to increase their market

share. However, HUL's personal care goods fell into trouble due to the remarkable success of Patanjali Ayurveda goods. To fix this, they redeveloped their Ayush Brand, acquired the Indulekha ayurvedic hair oil brand, and introduced new items to the market, such as Citra. Colgate-Palmolive also introduced their own line of natural toothpaste. Due to heightened rivalry among rivals, Patanjali's Dant-kanti toothpaste saw a surge in popularity and client interest during the fiscal year ending in March 2018. The sales of the organizations run by Baba Ramdev dropped from 9,030 crores to 8,135 crores in the 2017–2018 fiscal year. The company's failure to adequately adjust to GST and to strengthen its infrastructure and supply chain management is largely to blame for the declining prices that Patanjali Ayurveda has been experiencing. Urban sales fell 2.7% in April 2022 despite a 15.7% increase in rural income, according to the "Kantar World panel," due to unregulated expansion of distribution and variable product quality. Its top ten list of advertisers does not include Patanjali at this time. It had been meeting people's needs and wants for two years in a row, but in 2018 it plummeted from the top 10.

Table 1: Limited Sales of Patanjali Ayurvedic Products (IN CRORES)

Year	Revenues (Rs in Crores)
2012-2013	100
2013-2014	300
2014-2015	841
2015-2016	1,184
2016-2017	2,006
2017-2018	5,000
2018-2019	9,030
2020-2021	8,135
2021-2022	8,330
2022-2023	9,000
2023-2024	9,872

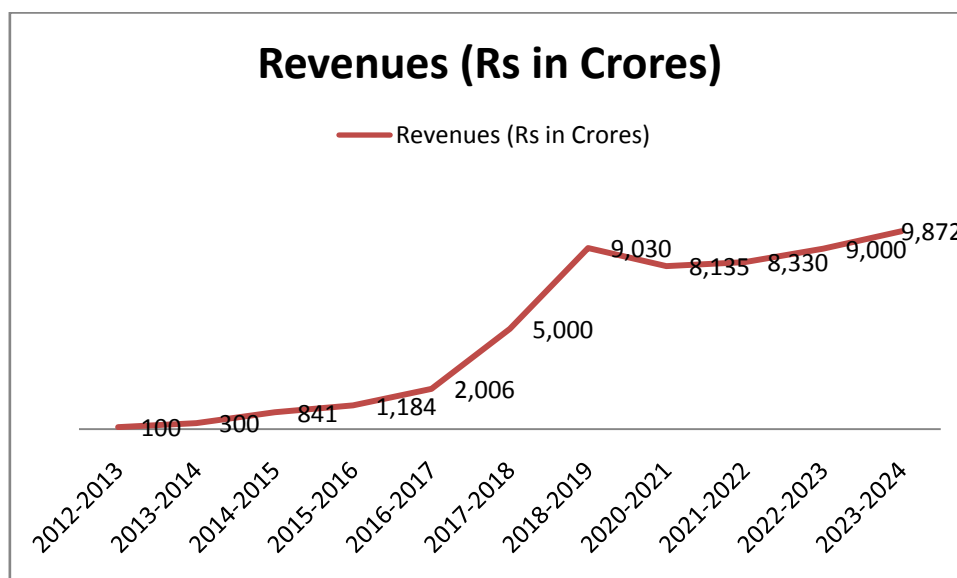


Figure 1: In terms of crores of rupees, Patanjali Ayurveda's revenue across India from the fiscal years 2010 to 2021

The quick deployment of Patanjali contributed to the development of advanced herbal goods by its competitors, as well as the creation of the opportunity for customers to examine these items in greater detail. Patanjali had been in the news for a number of reasons, including the debut of the Patanjali "Paridhaan" and the acquisition of Ruchi Soya, a maker of edible oil, which was bought for a total of Rs 4,350 crores.

The clients who choose Patanjali Ayurveda Products were drawn in by the distinctive marketing strategies that the company employed. Through the cultivation and establishment of a robust fan base, Baba Ramdev was able to seize control of the existing market landscape. This enabled clients to be easily drawn in the direction of Patanjali Ayurveda. A great number of advertising strategies have been developed, and they are presented in the following categories:

- **Marketing via Spirituality:** The advertising terms "Yoga and Pranayama" are quite effective and have reached many individuals. An institution that conducts medical research and provides cheap treatment to people is the Patanjali Yogpeeth. The integration of Yoga and Ayurveda has effectively brought about a fitness revolution. Its product is promoted easily inside the market thanks to these aggressive techniques. Consequently, Patanjali Yogpeeth has managed to promote its products by establishing a favorable image via spirituality.
- **Effective Pricing Approach:** In the end, many middle-class individuals shopped for Patanjali products because of the company's fairly priced pricing and appealing discounts. The firm was able to cut out the middlemen and take a cut of the profits by supplying items straight from the farmers. This allowed them to buy their raw materials at a discount and make their products at a lower price.
- **Baba Ramdev's Strong Brand Affiliation:** The "MADE IN BHARAT" label on goods offers a powerful approach to advertising a product or brand to purchasers and helped them shop more regularly tremendously; further research led to the conclusion that

communication strategy, product quality and quantity attract more customers, and Patanjali's market share increased and its brand became stronger thanks to Baba Ramdev's affiliation.

- **Maintaining Product's Naturality and Packaging:** The "Ayurveda" and "Health" marketing strategies, together with the convenient packaging of Patanjali products, are potent advertising tactics. However, buyers were enticed to purchase the product in the end because to its herbal appearance and user-friendly packaging.
- **Unique Selling Techniques:** Although it is common for new companies to pour a lot of money into advertising and promotions when they first enter a market, Patanjali was able to break new ground by entering an unconventional way. Baba Ramdev used the "Telling is New Selling" strategy, which entailed drawing in more customers to purchase Patanjali Ayurveda Products rather than trying to sell them.

Data Interpretation & Analysis

Table 2 categorization according to gender

Gender	No. of Responce	Percentage
Male	80	53
Female	70	47
Total	150	100

A total of 53 percent of the sample customers are male, while 47 percent are female, as indicated by the table that is located above. On average, male clients make up around 53 percent of all customers. It may be deduced with reasonable certainty that the bulk of the clients are women.

Table 3 classification based on the qualifications

Qualification Level	No. of Responce	Percentage
Intermediate	15	10
Graduation	45	30
Post-Graduation	90	60
Illiterate	00	00
Total	150	100

A total of thirty percent of the sample respondents have completed their education up to the graduate level, sixty percent have completed their education up to the postgraduate level, ten percent have completed their education up to the intermediate level, and none of them are illiterate.

Table 4 A categorization based on age

Age Classification	No. of Response	Percentage
15-20	16	11
20-25	45	30
25-30	55	36
Above 30	34	23
Total	150	100

As can be seen in the table that was just shown, 23 percent of the clients are above the age of 30, 36 percent of the clients are between the ages of 25 and 30, 30 percent of the clients are between the ages of 20 and 25, and 11 percent of the clients are between the ages of 15 and 20.

Table 5 The Status of Relationships

Relationship Status	No. of Response	Percentage
Married	55	37
Single	95	63
Total	150	100

The data shown in the table above indicates that just 37 percent of the sample consumers are married, while 63 percent of the customers are single. From this, one may get the conclusion that the bulk of the clients are young adults.

Table 6 Categorization according to Profession

Profession	No. of Response	Percentage
Student	55	37
House Maker	25	17
Business Man	35	23
Job	35	23
Total	150	100

According to the data presented in the table above, 37 percent of the consumers are students, 23 percent are businesspeople, and 17 percent are housewives. Assuming that the majority of pupils are familiar with Patanjali's goods is a reasonable assumption to make.

Table 7 Public Awareness of Patanjali Products

Awareness	No. of Responce	Percentage
Yes	120	80
No	30	20
Total	150	100

As can be seen in the table above, eighty percent of customers are familiar with Patanjali products, while thirty percent are not conscious of their existence.

Table 8 Use of Products Produced by Patanjali

Usage	No. of Responce	Percentage
Yes	100	67
No	50	33
Total	150	100

According to the data presented in the table above, Patanjali goods are utilized by 67 percent of the consumers, whereas 33 percent of the customers do not utilize Patanjali for their skincare needs. One may get the conclusion that the vast majority of the customers are utilizing items manufactured by Patanjali.

Table 9 Some Information Regarding the Sources of Patanjali Products

Source of Information	No. of Responce	Percentage
Friends	35	23
Relatives	20	13
Advertisements	75	50
Colleagues	20	14
Total	150	100

As seen in the chart above, fifty percent of the respondents were told about the situation through commercials, while twenty-three percent were found out through their acquaintances. When it comes to information sharing, employees and family members make up a smaller percentage. When it comes to the success of the product, it is reasonable to believe that advertising plays a significant impact.

Table 10 Most Frequently Acquired Items

Products Purchased Most	No. of Responce	Percentage
Food & Beverages	70	47
Personal care & Beauty	45	30
Medicines	30	20
Clothes	05	03
Total	150	100

Based on the data shown in the table above, it can be observed that 47 percent of customers purchased food and beverages, while 30 percent purchased personal care and beauty goods. If one had to draw a conclusion, it would be that the majority of consumers purchase food and beverages. Twenty percent of the clients made a purchase of medicine.

Table 11 Where Patanjali Products Can Be Purchased

Place	No. of Responce	Percentage
General Retail Store	40	27
Patanjali retail store	25	17
Online store	30	20
Super Market	30	20
Departmental stores	25	16
Total	150	100

As seen in the table above, twenty-seven percent of Patanjali's customers purchase the brand's products from general retail stores, while twenty percent purchase them either online or from supermarkets. Assuming that the vast majority of customers make their purchases at regular retail establishments is a reasonable assumption to make.

Table 12 Superiority of Patanjali's Products in Their Category

Quality	No. of Responce	Percentage
Excellent	40	27
Very Good	50	33
Good	30	20
Fair	20	13

Poor	10	7
Total	150	100

As seen in the table above, thirty-three percent of customers rated it as being of very high quality, while twenty-seven percent rated it as being exceptional in class. One may reasonably draw the conclusion that the vast majority of clients are content with the quality of the product.

Table 13 Purchasing Patanjali Products for the Following Reasons (Factors)

Reasons	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Price	63	48	18	11	10
Quality	50	42	30	12	16
Availability	33	35	32	20	30
Natural Product	68	48	25	9	-
No Side Effects	55	50	20	16	9
Variety	40	55	26	15	14

Table 14 Purchasing Patanjali Products for the Following Reasons (Weighted Average)

Reasons	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Rank
Natural Product	340	192	75	18	-	625	I
Price	315	192	54	22	10	593	II
No Side Effects	275	200	60	32	9	576	III
Quality	250	168	90	24	16	548	IV
Variety	200	220	78	30	14	542	V
Availability	165	140	96	40	30	471	VI

Some of the reasons why people like Patanjali goods are because they are natural, inexpensive, do not have any adverse effects, are of high quality, come in a wide variety, and are readily available. These reasons are mentioned in chronological order.

Chi Square Analysis

Null Hypothesis H0: There is no evidence to support the hypothesis that there is a substantial correlation between gender and the degree of satisfaction.

Table 15 Observed Frequencies

Response	Male	Female	Total
Satisfied	50	45	95
Not Satisfied	30	25	55
Total	80	70	150

The calculated Chi square statistic is 0.0513.

At a 5% level of significance, the table value is 3.94.

In light of the fact that the computed number is lower than the amount in the table, the null hypothesis appears to be correct. A consequence of this is that there is no evidence to suggest that there is a connection between gender and the amount of satisfaction.

Table 16 Variables That Were Observed

Response	Using	Not Using	Total
Price Satisfied	34	47	81
Price Not Satisfied	45	24	69
Total	79	71	150

The calculated Chi square statistic is 8.074.

At a 5% level of significance, the table value is 3.94.

The null hypothesis is eliminated from consideration due to the fact that the computed number is higher than the value in the table. As a consequence of this, there is evidence that there is a substantial association between the use of Patanjali products and the satisfaction with price.

Conclusion

Patanjali Ayurved Limited has effectively established itself as a strong competitor in the Indian fast-moving consumer goods (FMCG) industry by utilizing a mix of cultural relevance, smart pricing, and significant product variety. The capacity of the brand to resonate with Indian customers on a cultural and emotional level, in addition to its competitive price and robust distribution network, has been a significant contributor to the fast expansion of the brand. This

research will go deeper into each of these factors in the following sections, analyzing how Patanjali's marketing methods have not only contributed to the company's success but also transformed the dynamics of the fast-moving consumer goods (FMCG) industry in India throughout this time period. We hope that by doing this study, we will be able to identify the primary reasons that Patanjali has been so successful in the market, as well as the valuable insights that can be gleaned from the company's approach to branding, pricing, and customer involvement.

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