

Project Report

“A STUDY OF BRAND AWARENESS OF PATANJALI THROUGH SOCIAL MEDIA AND DIGITAL MARKETING IN NAGPUR CITY”

Submitted to
BBA Department,
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In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by
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Under the Guidance of
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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2021 – 22



CERTIFICATE

This is to certify that “**Harshal Lahu kurekar**“ has submitted the project report titled “(A **STUDY OF BRAND AWARENESS OF PATANJALI THROUGH SOCIAL MEDIA AND DIGITAL MARKETING)**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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(Project Guide)

Dr. Afsar Sheikh
(Co-ordinator)

Place: Nagpur

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



DECLARATION

I here-by declare that the project with title “A STUDY OF BRAND AWARENESS OF PATANJALI THROUGH SOCIAL MEDIA AND DIGITAL MARKETING” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been Submitted for any other examination and does not form the part of any other course undertaken by me.

Harshal lahu kurekar

Place: Nagpur

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2021 – 22



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I would like to thank all those who helped me in making this project complete and successful.

Harshal Lahu Kurekar

Place: Nagpur

Date :

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EXECUTIVE SUMMARY

Patanjali, founded in 2007 by Baba Ramdev and his aide Swami Acharya Balakrishna has grown into a 5000-crore company in 2015. It has disrupted the entire FMCG market with its unconventional growth story. The credit goes to Baba Ramdev who has very meticulously decided the timeline for each action and delivered unprecedented success. Patanjali's vision is to provide herbal/ayurvedic/natural solutions to all the problems and in this pursuit, it is also elevating the livelihoods of local farmers. It has leveraged the emotional route by bringing in the 'Swadeshi' angle to market its products. The drivers for Patanjali purchase are lower price points which induces sampling and when they find no noticeable difference with the pricey brands, they tend to stick to Patanjali. The key differentiators for Patanjali are its herbal or ayurvedic offerings and the free consultation it provides to the customers at Arogya Kendra's/ Chitosaņas through its certified Ayurvedic doctors. Besides it has also increased its distribution channels through franchise stores, retail chains and kerana stores.

However, the supply is not proportional to demand and a lot of customers are not able to find the desired products. To solve this, they have invested in food parks and have outsourced manufacturing to other SMEs while conducting stringent checks to ensure consistent quality. The strategy followed by Patanjali is unconventional in that they have not made any significant investment in marketing and promotion and have relied on word of mouth publicity. Baba Ramdev has done minimal promotion by endorsing the brand in his yoga sessions televised on national channels.

The FMCG giants cannot rely on such a strategy because they cannot sell the products at such low prices or provide free doctor consultations and other activities on a continuous basis. Thus, it is not feasible for other companies to follow this model. The FMCG industry has a lot of big players with dominant market leaders in each category.

Patanjali is indirect rivalry with most of them and with time has been able to take away market share from the best-selling brands. In retaliation, the market leaders are bringing out newer herbal products at lower price points or putting into action other strategies. However, Patanjali has the advantage of being the fore runner and have gained sufficient traction that it will be difficult to displace them. The entrance of Patanjali has not just marked its increased share off the pie but it has also managed to increase the size of the pie itself.

CHAPTER 1

INTRODUCTION

**INTRODUCTION OF BRAND AWARENESS OF PATANJALI
THOUGHTS SOCIAL MEDIA & DIGITAL MARKETING**



In this age, where the start-ups find it extremely difficult to survive in the market, which is predominantly occupied by the large conglomerates, Patanjali, a comparatively new business has gained turnover of Rs. 10,561 crore and has left behind several leading FMCG companies.

Leaving behind the top-notch FMCG companies like P&G, HUL, Himalayas etc. Patanjali has rapidly become the fastest growing Indian Ayurvedic Company with more than 1,500 employees and 1000 dedicated centers all around India.

The success of Patanjali is catered to the excellent strategies and wonderful marketing techniques of the face of the brand, Baba Ramdev.

This yoga-guru-cum-business-czar has hand-held the brand and led it to the height of success. He is not only a renowned yoga-guru of the nation but is also the brand ambassador of Patanjali. Considering his huge fan-following, nationally and internationally, Baba Ramdev has managed to build and secured his brand equity in this fluctuating and highly competitive market.

He has brilliantly leveraged the digital marketing platforms and has ensured to incorporate the digital marketing strategies into the brand promotion of his company. It is known to all that the fast-moving consumer goods or FMCG industry, has always been dependent on insights of consumer behavior and preferences. Understanding this scope of the industry, Baba Ramdev used his followers to ensure creating a positive consumer behavior towards his products and has been extremely successful in doing so.

HOW BABA RAMDEV USED DIGITAL PLATFORMS FOR MARKETING?

Having strong and in-depth information about the importance of social media and the various digital platforms, Baba Ramdev smartly utilized the same in order to promote his brand Patanjali.

Digital Marketing Strategy - Patanjali 14

Direction for Digital Strategy

- ▶ Overcoming existing roadblocks – FDA issues, Hypocrisy, Shortsightedness
- ▶ Content Marketing (Yoga and Herbal Alternatives)
- ▶ Mobile Presence
- ▶ Baba Ramdev - Influencer Marketing

Current Digital Strategy handled by Vermillion Communications and DDB Mudra

Current Digital footprint:

5,41,000 followers

5.7 million likes

You might come across several traditional ways of advertising, such as radio, television, and newspaper, for Patanjali. Along with this, there is also a strong e-commerce website of the brand, which facilitates the modern, digital group of consumers to easily grab the products and services that attract them.

This is common in today's market of competition; Baba Ramdev has come up with ideas and strategies, which allowed the brand to leave behind the leading brands. There is a strong and active presence of the company in the social media platforms. It ensures to engage, interact and communicate with the consumers, in order to resolve their queries and to make them aware of the new and latest products available in the market. Holding various sessions of Yoga around the world, Baba Ramdev uses the platform to voice his opinion about the "Ayurvedic, Natural Products" of the brand. He also uses the digital platforms by sharing the stories of his employees working in the firm, or by sharing the experiences of people using the brand. This doubles up the reach of the brand and serves as a quality podium for the consumers to engage and interact with the brand easily.

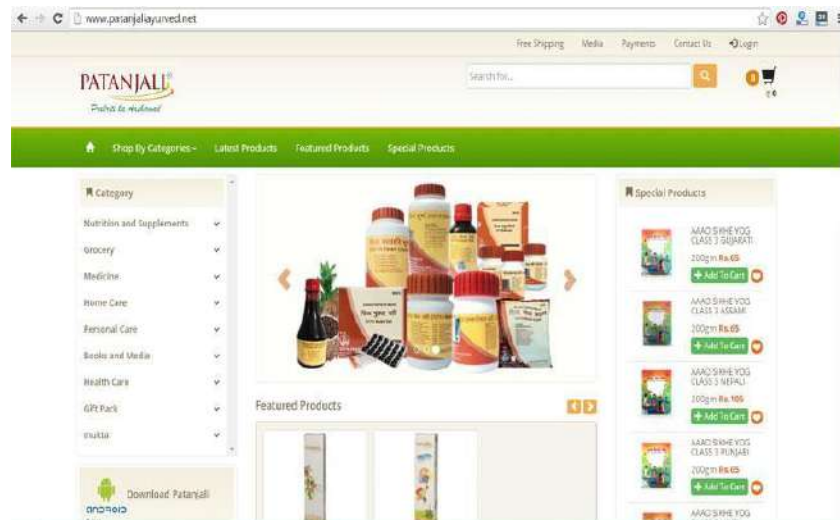
Baba Ramdev also uses Twitter to share his opinion or answer the questions asked by his loyal customers or the prospective ones.

In this age of digitalization, where television and the internet have become common for every household, Baba Ramdev makes the best use of both for promotions, whether it is Television or YouTube. By appearing on various TV shows (he recently made an appearance on The Kapil Sharma Show) and by participating in different game shows or competitions (he participated in a Kushite competition against Sushil Kumar and folks),

he promoted Patanjali products and also focused on its quality by coming up with relevant proven examples. Complementing its ‘natural and pure’ or “Prakriti ka Ashirwad” proposition is the ‘swadeshi’ concept, which Baba Ramdev focuses on, thus luring a large group of individuals towards the business. Where the competitors of the industry, including the leading players of the FMCG industry like P&G, Himalayas, HUL etc., are opting for only television, newspaper, magazine, and YouTube advertising promotions, platforms full-fledged for its promotion. The path-breaking sales, distribution and marketing strategy adopted by the brand has contributed excellently in driving its exceptional growth.

HOWPATANJALIPROMOTETHROUGHDIGITALMARKETING?

1. .net



.net is their main e-commerce website. The entire range is on display here can be bought online. Price seen to be in INR. People may laugh it off, but need to remember none of ours MNCs actually sell their products online in spite of their media comments about how they are embracing digital, which course is stylist than real days.

2.org



Now org is almost their corporate website. This is where they get into what they are about, their vision and philosophy and of course inviting dealerships.

PATANJALI STRONG SOCIAL MEDIA, PARTNERS WITH FACEBOOK, GOOGLE

The Patanjali Ayurveda Limited is an Indian FMCG company. Manufacturing units and headquarters are located in the industrial area of Haridwar while the registered office is located at Delhi. The company manufactures mineral and herbal products.

Patanjali strong social media, partners with Facebook, Google. Yoga Guru Baba



Ramdev's Ayurvedic flagship, Patanjali Ayurveda Ltd is going to storm social media with its aggressive digital marketing campaign. Patanjali has announced it would collaborate with social media and tech giants, Facebook and Google, to give thrust to its digital marketing campaign.



First the company, Patanjali is looking to reap the benefits of advertising using digital media, in comparison to print and other channels of media. The company has strengthened its online presence in India, through its aggressive campaigning and promotional activities on Facebook and YouTube.

The campaign, which was flagged off in February, garnered a positive response, with Google searches registering an eleven-fold growth in four years, and an increase in YouTube viewership from 30 lakh to 15 crores. Patanjali storming social media, partners with Facebook, Google.



Patanjali was also well received on Facebook, with over 80 percent response registered from the youth concentrated in Karnataka, Orissa, and Punjab, which was possible due to the promotional campaigns and live interactions held by the company.

Expanding Reach to Reap Bigger Dividends

- Patanjali is for the first time investing in advertisements tailored for online audiences
- Co hopes to reap bigger dividends than its campaigns in the print and electronic media
- By June, views for Patanjali on YouTube climbed to 15 crore from 30 lakh
- Searches for Patanjali products on Google have gone up 11 times in the past four years and three-fold over the past three years
- Patanjali Ayurved channel on YouTube, which started in July 2014, has more than 96,000 subscribers, while its page on Facebook has 386,709 followers
- Starting with online-friendly advertisements for Saundarya cosmetics and Shishu Care lotions and oils for children in February, Patanjali has widened its digital campaign portfolio to 10 products

The response by the online audience to Patanjali proves the very strong association of the users with the brand. It goes on to show that the brand is future-ready and will go beyond the three Ms: metros, millennial and males

Vikas Agrinotri,
Industry Director, Google India



In a move to appeal to the southern states, Patanjali, along with Google and Facebook localized its advertising campaign by introducing narratives in the local languages for Andhra Pradesh, Kerala, Tamil Nadu, Karnataka and Telangana. Patanjali is also campaigning online for a boycott of foreign products, in lieu of the “Go Swadeshi” movement initiated by Baba Ramdev.



With Independence Day around the corner, the Yoga Guru has formulated several campaigns to persuade the boycott of foreign goods, and resort to local produce, which will also be circulated with the help of active advertising on social media.

CHAPTER 2 COMPANY PROFILE



Patanjali Ayurveda Kendra Pvt Ltd was officially inaugurated by Param Puja Yoga Rise Swami Ramdev Maharaj & Ayurveda Shiromani Reticella Acharya Shree Bal Krishna Maharaj on 27 September 2007 (2064/6/10 B.S.) and started its operation as a Patanjali Ayurveda Kendra Pvt Ltd at Swayam, Katmandu, Nepal with the ultimate aim of providing holistic, natural and effective Ayurveda treatment.

We hear Patanjali everywhere, the sole reason being an easy and ample availability of ayurvedic, natural and organic products and that too at very reasonable prices. Patanjali soap review covers everything, from its benefits to ingredients and packaging and everything else.

All of Patanjali soaps carry their own fragrance and benefits depending upon the type of herbs and extracts used. All have their own benefits, but one thing is common among them, they are suitable for any skin type and will adapt to you and your body eventually. Patanjali Soaps are very cheap and carry natural herbs and extracts, they are delivering a true sense of Ayurveda to every Indian and generating (again) their trust in Ayurveda and locally manufactured products. It is because of Baba Ramdev and Acharya Bal Krishan efforts that Patanjali today is a company worth in Billions of Dollars.

One of the prime benefits of Patanjali soaps is that it enhances the beauty and brings back the lost glow of your skin, Rose Kantit Lemon Honey Kantit, Aqua fresh, Sandal are other prominent flavors and fragrance available that have their own benefits and uses.

History

Type of Company	: Public
Type of Industry	: Consumer Goods
Founded on	: 13 th January, 2006
Converted as Public Ltd.	: 25 th June 2007
Founded by	: Acharya Balkrishna Baba Ramdev
Headquarter	: Haridwar, Uttarakhand, India.
Registered office	: D-26, Pushpanjali, Bijwasan Enclave, New Delhi – 110061.
Area Served	: India & Nepal
Key people	: Acharya Balkrishna (Founder & MD)



The revenues of the company have been segmented based on various product categories including nutrition and supplements, groceries, personal care, home care, ayurvedic medicines and books and media. The revenues of the company have also been segmented on the basis of regional sales and distribution channel. The publication also covers the value chain, working model, consumer profile and pricing analysis of Patanjali products. In addition to this, a comparative analysis of bestselling Patanjali products including honey, toothpaste, face wash, instant noodles, biscuit and cookies and hair oil with other FMCG companies has been showcased in order to understand the market share.

The financial performance of the company, balance sheet, P&L statement along with the expected future performance of the company has also been showcased in the report. Patanjali ayurvedic Kendra Ltd was founded by Swami Ramdev and Acharya Balakrishna on September 27th, 2007. It started its operation in Katmandu, Nepal to provide holistic, natural and effective ayurvedic treatment. Patanjali Ayurvedic Limited (PAL) has three manufacturing units at Haridwar, Uttarakhand with its registered office in New Delhi. The initial project of Ramdev was his Patanjali Yoga pet and since its inauguration in 2006.

REVENUES

Year	Revenues(₹inCrore)
2010-11	100
2011-12	300
2012-13	841
2013-14	1,184
2014-15	2,006
2015-16	5,000
2016-17	11,526
2017-18	8,135
2018-19	8,330
2019-20	9,022

We value our consumers and we believe by providing quality products a quality life for them can be created. This is our primary apprehension and thus, we try to take every measure to ensure quality like the Unique ID system to stop fake products.

We recognize farmers as our main assets. They provide herbal and organic products on contract farming. The company takes various initiatives for farmers to raise their income and provide surety towards sale of their produce.

Baba Ramdev started off as a yoga trainer who featured in televised programs in Aastha and Samskara channels and made Indians realize that they have forgotten Indian tradition and art forms- one of them being yoga. He got wide acceptance and word of mouth publicity helped him reach to a wider audience. He projected Yoga as a panacea to all the health problems. In its first year of operations, 2008, Patanjali generated a revenue of over 60 crores.

Almost 10 years later, the homegrown venture has grown to be a 5000 crore company and is posing a threat to the well-established companies in the FMCG domain.

Baba Ramdev established the Patanjali Ayurveda Limited in 2006 along with Acharya Bal Krishna with the objective of establishing science of Ayurveda in accordance and co-ordination with the latest technology and ancient wisdom. The Patanjali Ayurveda limited is an Indian FMCG company manufacturing units and headquarters are located in the industrial area of Haridwar while the registered office is located at Delhi.

The company manufactures mineral and herbal products. It also has manufacturing units in Nepal under the trademark of Nepal yoga and imports majority of herbs in India from Himalayas of Nepal. According to CISA and HSBC, Patanjali is the fastest growing FMCG Company in India. It is valued at Rs30 billion and some predict revenues of Rs5000 crore for the fiscal year 2015-2016. Patanjali food and Herbal Park at Haridwar is the main production facility operated by Patanjali Ayurveda. Awareness about ayurvedic products driven by increasing popularity of ayurvedic FMCG Patanjali is driving sales of ayurvedic products online. Ayurvedic and herbal products category and ramping up product selection, besides expecting three folds growth in sales from this category. Most of the players and market experts feel that the rising popularity of Patanjali is helping create awareness among customers about the benefits of ayurvedic and herbal products.

The primary goal of ayurvedic medicine is to help people live long, healthy and balanced, and lives without need for prescription drugs, complicated surgeries or suffering through painful conditions. Ayurvedic products now reach 77% of Indian homes, up from 69% two years ago, even as top FMCG Companies, including HUL, Colgate Palmolive, have been aggressively launching natural product makers such as Dabur from eating into their market share.

Patanjali Ayurvedic Limited is an Indian consumer goods company.

Manufacturing units and headquarters are located in the industrial area of Haridwar, Uttarakhand while the registered office is located at Delhi. The company manufactures mineral and herbal products.

According to CLSA and HSBC, Patanjali is the fastest growing FMCG company in India. It is valued at ₹3,000 crore (equivalent to ₹32 billion or US\$450 million in 2018) and some predict revenues of ₹5,000 crore (US\$700 million) for the fiscal 2015–16. Patanjali declared its annual turnover of the year 2016-17 to be estimated ₹10,216 crore (US\$1.4 billion).

It was listed 13th in the list of India's most trusted brands (The Brand Trust Report) as of 2018, and ranks first in FMCG category. Ramdev baba established the Patanjali Ayurvedic Limited in 2006 along with Balkrishna, with the objective of establishing science of Ayurveda in accordance and coordination with the latest technology and ancient wisdom. Balkrishna owns 98.6% of Patanjali Ayurvedic, and as of March 2018, has a net worth of ₹43,932 crore (US\$6.1 billion).



PRODUCTS

PATANJALI PRODUCTS



1) TOOTHPASTE



Patanjali Ayurveda produces products in the categories of personal care and food. The company manufactures more than 2,500 products including 45 types of cosmetic products and 30 types of food products. According to Patanjali, all the products manufactured by Patanjali are made from Ayurveda and natural components. Patanjali has also launched beauty and baby products. Patanjali Ayurvedic manufacturing division has over 300 medicines for treating a range of ailments and body conditions, from common cold to chronic paralysis.

2) SHAMPOO



Patanjali shampoos are made without using harmful chemicals, sulphates or parabens and contains only natural and herbal ingredients. Patanjali shampoos are also called as Mild Shampoos that help in removing the dirt and grime without stripping the scalp of its natural oils. Patanjali shampoos is one of the most popular brand names in herbal and mild shampoo category because of their natural and herbal ingredients. As all the products are derived from Ayurveda, their shampoos are gentle and effective on dry hair as it helps in controlling hair fall.

3) SOAP



Use this body cleanser (Soap) to have all the good properties of turmeric, sandalwood and other herbals and have a glowing skin. Excellent healthy products for the protection of body, skin and hair. The beauty products are not only to look good but a strong medium to protect skin, making the body healthy, pure and clean. The beauty products available in the market though, give feel-good but actually they are serious threat to the body. These products have several disastrous chemicals and ingredients, which pose serious threat to the human system. Keeping all such facts in mind, Diva Pharmacy and Patanjali Ayurveda have started a series of shampoos, soaps and tooth pastes and powder, which are prepared of healthful and qualitative herbal ingredients so that the people could take advantage of herbal cosmetics, prepared with ayurvedic herbal products.

4) EDIBLE OIL



Patanjali Edible oils are considered as the top-most choice as the quality of the oil is remarkable. Intake of edible oil is beneficial for health as it is composed of essential fatty acids which are good for health. Edible oil consists of free fatty acids, phospholipids, tocopherols, phytosterols, and other antioxidants. All the edible oils provided by the

Patanjali will surely meet your exact expectations.

The richness of the Patanjali edible oil will add-on taste to your favourite food items.

- Consumption of Edible oil helps to prevent
- Heart related problems.

5) GHEE



Ghee, also referred to as clarified butter, is a good alternative to cooking oil and is often used in Indian and Middle Eastern dishes.

It is very fragrant and has a rich nutty taste. Ghee is solid at room temperature but can easily be melted if necessary.

Many people prefer cooking with ghee over butter because it does not burn as easily as butter. Ghee can be made at home or purchased online.

Patanjali Cow Ghee is full of nutritive properties and an ideal diet. Cow ghee increases memory, intellect, the power of digestion, Ojas, Kaph and fat. Regular consumption of ghee or inclusion of ghee as part of the diet, is recommended for those seeking weight gain.

6) MEDICINE



Pathak meth nimbus is beneficial in enhancing appetite and gastric problems.

Problems like Malaita, indigestion, improper digestion, loss of appetite, laziness post-lunch, indigestion etc. can be eradicated with this product.

SALES AND DISTRIBUTION



Patanjali Ayurveda sells through nearly 4,700 retail outlets as of May 2016. Patanjali also sells its products online and is planning to open outlets at railway stations and airports. Patanjali Ayurveda has tied up with Pattie Group and Kishore biryani Future Group on 9 October 2015. As per the tie-up with Future Group, all the consumer products of Patanjali will be available for the direct sale in FutureGroup outlets. Patanjali Ayurveda products are also available in modern trade stores including Reliance retail, Hyper city and Star Bazaar apart from online channels. Patanjali Ayurveda, co-founded by yoga guru Ramdev, is targeting ₹10,000-crore revenue in 2016- 17, after sales grew 150% in the previous financial year to ₹5,000 crore. Patanjali Ayurveda has also started its FMCG expansion in form of dealership and distributorship channels across the country and expects wider growth in overseas distribution as well.

REASONS FOR USING PATANJALI PRODUCTS



1. PATANJALI CATER TO WIDE RANGE OF AUDIENCE

From grocery to medicine, nutrition to personal care, home care to health care, books and media to supplements, Patanjali has everything in their stores. Get all your household products at one stop.

From Ayurvedic medicines, nutrition supplements to beauty products, you will get a wide range of choices here. Patanjali products promise your overall well-being. They have multiple stores and you will get all your household items there.

2. THESE PRODUCTS ARE POCKET-FRIENDLY

Most of the products sold by Patanjali are very cost effective. They sell everything at the best possible rates in the market. So, you can actually save some money while shopping.

Compared to similar products of other brands, Patanjali products do not burn a hole in your pocket. They have a winning combination of superior quality at lower prices.

3. QUALITY ASSURANCE

Over the years, Patanjali has become synonymous with quality. They have a dedicated team to monitor the quality of the products. That team ensures that the customers get same products irrespective of the location. Moreover, Patanjali food products have emerged as a tasty alternative to the majority of the similar products.

4. THESE ARE HERBAL PRODUCTS

All Patanjali products are herbal or Ayurvedic. The food products are made using organic produce and do not use any preservatives. For instance, Patanjali shampoo uses herbs such as Retha, ShiKai, Alma etc. which are known for their hair care properties. This makes them healthier options compared to similar products available in the market.

5. PATANJALI PRODUCTS ARE ECO-FRIENDLY

According to their website, Patanjali follows principles of Good Manufacturing Practices (GMP) in their plant. So, they proudly brag about being nature friendly. These products are manufactured in an eco-friendly manner. They confirm to the principles of Good Manufacturing Practices or GMP in their plants.

6. AVAILABILITY

Patanjali products are easily available. They are available in the supermarkets; local grocery store and you can even buy Patanjali products online. Apart from their own website, Patanjali products are available with almost all online grocery stores.

7. MAKE IN INDIA

Patanjali is the perfect example of Prime Minister Narendra Modi's Make in India campaign. All Patanjali products are made in India. So, if you purchase Patanjali products, you are indirectly encouraging 'Make in India' movement.

8. EASILY AVAILABLE

Patanjali stores are opening everywhere in India now. And you'll find their popular products in every next Kirani store. That's not all. Patanjali is available online as well.

9. GOOD FOR HEALTH

Most of these products are either Ayurvedic, Herbal or made from organic food. So, they are obviously good for your health. Take their instant noodles for instance. They've made whole-wheat. So, it is obviously healthier than other instant noodles available in the market.

10. REGULAR QUALITY CHECK

So Patanjali has special project teams working on Total Quality Management (TQM), which keep eyes on quality of every products made at the plant.

They ensure that the customer gets the same high-quality product regardless of where it is purchased.

STEPS TO BE TAKEN BY PATANJALI TO ENSURE HIGH QUALITY & CHEMICAL FREE PRODUCTS

- I. Patanjali understood the market needs quickly. While their competitor Baidya Nath group was selling all the ayurvedic products as medicine.
- II. Patanjali started all such products in FMCG products. For instance, 'Dent Mangan' turned into 'Dent Kranti' toothpaste.
- III. The FMCG products became successful. The company started to expand their business and now it is one of the most emerging companies in India.

PATANJALI GROWTH STORY:

In terms of revenues and net profit, the company had nearly grown 10 times in a span of 5 years.

Year	Revenue	Netprofit
2011-12	453.38	55.89
2012-13	848.56	91.33
2013-14	1191.14	185.67
2014-15	2028.03	316.60
2015-16	4819.61	450
2016-17	10,561	65.79
2017-18	349.37	345.76
2018-19	349.37	400
2019-20	424.72	220.89

PATANJALI'S SUPPLY CHAIN MANAGEMENT

The three phases of Patanjali's supply chain are product flow, information flow and cash flow. Patanjali has recently completed a tie up with Future group to sell the products. They also sell their products through their own outlets opened in almost every district/city of India. Each outlet has to send their demand to central office at Haridwar. Then as per the demand, various products are gathered from various units of Patanjali. The items are delivered to outlets majorly through Patanjali transport. farmer ----- producer-----consumer.

VISION



- To beatop Ayurveda Companyamong allMNC'S
- To Re-introduce Indian Ayurveda.
- To crack the World's attraction to our Indian.
- To work for the welfare of Humanity.
- To reinvent our traditional knowledge of Yoga &Ayurveda.
- To promote Indian Products.
- To provide reasonable price for farmer.
- To generate Employees for youth, skilled, unskilled &professionals.
- To fulfill the demand of customers across the India on reasonable price.

MISSION



- Sourcing ofCreativeTeam
- Adapting ofLatest Technology
- CreatingHygieneInfrastructure

- Quality Consciousness
- To reach the great heights.
- To produce good quality product at cheaper rates.
- To start the swadeshi movement.
- To introduce Indian Ayurveda to this modern world.
- To crack the maximum market share.

VALUES



- Excellence in customer service.
- Brand promise.
- Fairness to all dealings and relations.
- Risk taking and innovation.
- Politeness.
- Sustainability
- Profit orientation

SERVICES



FOLLOWING ARE THE SERVICES, PATANJALI OFFERS TO ITS CUSTOMERS:

- Pocket-Friendly Pricing
- The 'Swadeshi' Feeling
- Yoga Sava
- Health.

CHAPTER 3

RESEARCH STUDY

OBJECTIVES OF STUDY

- To know about the preference level associated with different Patanjali Products.
- To identify the brand preference to Patanjali Products.
- To find out the satisfaction levels towards the various types of Patanjali.
- Factors that influence decision making in purchasing for Patanjali.
- To study the role of digital marketing in Patanjali.
- To study the different types of digital marketing in Patanjali.

HYPOTHESIS OF THE STUDY

H0: There is no relation between brand acceptance and brand preference.

H1: There is relation between brand acceptance and brand preference.

H0: There is no significant impact of Social media marketing activities in Patanjali on Brand awareness of the service providers consumers.

H1: There is significant impact of Social media marketing activities in Patanjali on Brand awareness of the service providers consumers.

SCOPE OF THE STUDY

The study focuses on the preference of customer towards the Patanjali products in centaur municipality. The need of this project also arose because this study can help to know whether the work done by the company in the area of new products is able to satisfy the customers or not. The major focus of the study conducted therefore is to discover the factors that people aware about the upcoming new products and the attribute of the product which attracted them for a trial. The study was restricted to only around 100 customers.

1. The responses of the consumers may not be genuine.
2. The questions included in the questionnaire may not be comprehensive.
3. Continuous and reliable information was not available.
4. Some of the information was confidential so much information was not revealed.
5. To understand the effectiveness so branding through digital media.
6. To choose appropriate media for communication.

CHAPTER 4

RESEARCH METHODOLOGY

Research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. It is an academic activity and as such the term should be used in a technical sense. Research is, thus an original contribution to the existing stock of knowledge making for its advancement. It is a pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective & systematic method of finding solution to a problem is “research”.

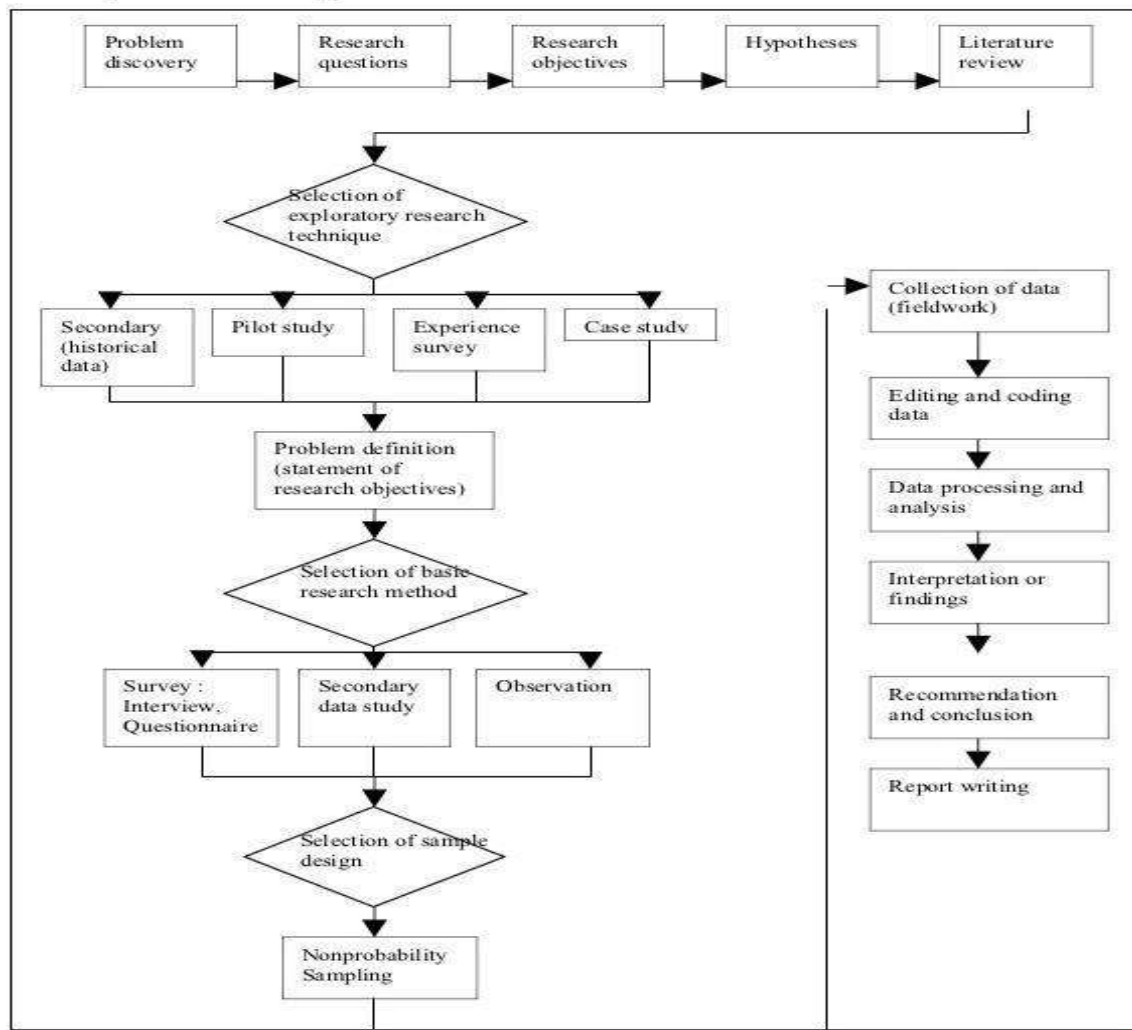
Research methodology is a way to systematically solve the research problem. The research methodology used to find out the solution of the research problem is analytical research methodology and some extend descriptive research methodology.

RESEARCH STUDY

A research design may broadly be classified into three main categories

DESCRIPTIVE RESEARCH: Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, sex, educational level, occupation or income etc.

RESEARCH DESIGN



METHOD OF DATA COLLECTION

Collection of data refers to a purposive gathering of information relevant to the subject matter under study and the methods used depend mainly upon the nature, purpose and scope of the enquiry to be undertaken, as well as on the availability of resources and time.

1. PRIMARY DATA COLLECTION:

Primary data are those which are collected for the first time. They are original in character. They are collected by the researcher for the first time of his own use. The main tools for collection of data will be collection through internal as well as external source.

2. SECONDARY DATA COLLECTION:

Secondary data was collected and analyzed by the organization to convene the requirements of various research objectives. And Researcher doing this study by the help of secondary data and the data is basically adopted by the internet and the various journals, magazines and newspaper.

THE SOURCES OF SECONDARY DATA INCLUDE

- Books
- Magazines
- Internet
- Newspaper
- AnnualReport

RESEARCH DESIGN

The Research study used Secondary Data Analysis.

TECHNIQUES

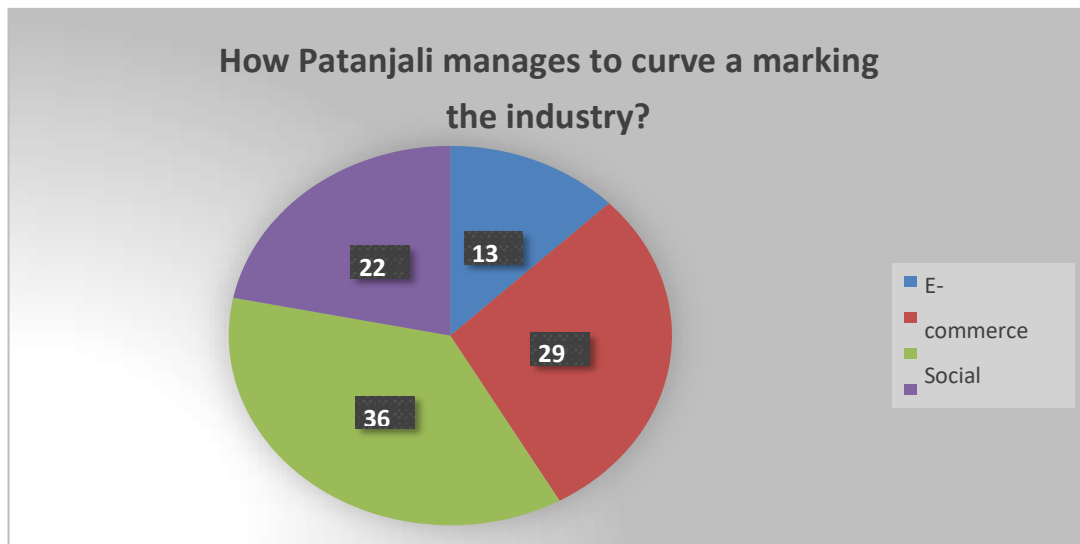
The technique used in the analysis of the company is excel sheets, graphs and tables of financial statement for example balance sheet, profit loss a/c, etc.

CHAPTER 5

DATA ANALYSIS AND DATA INTERPRETATION

1) PATANJALI MANAGES TO CURVE A MARK

Particulars	Percentage
E-commerce	13%
Social Media	29%
Television	36%
Word of Mouth	22%

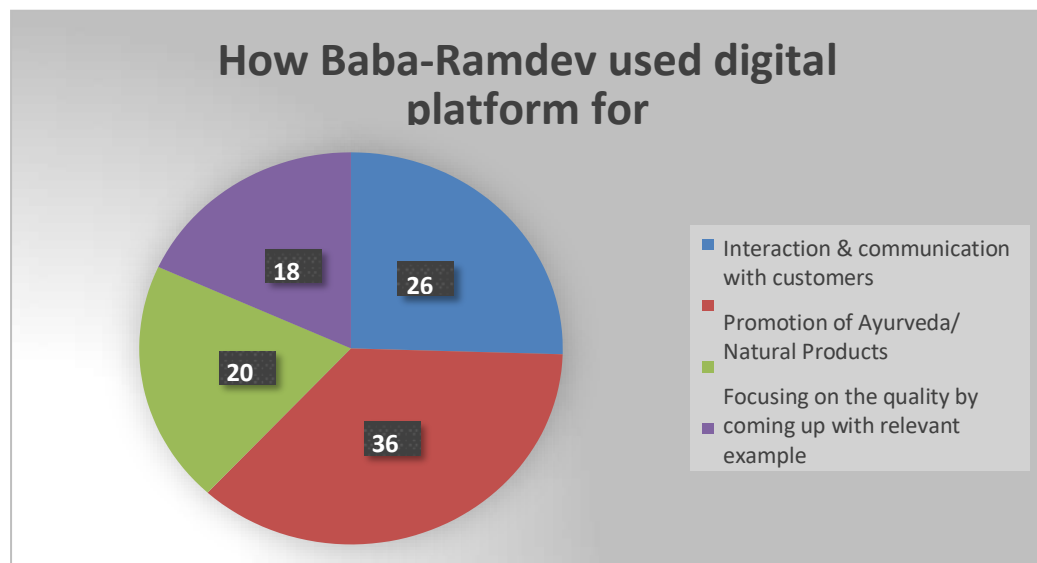


INTERPRETATION:

According to above data 13% employees manages to curve a mark through E-commerce, 29% employees manage to curve a mark through Social-Media, 36% employees manage to curve a mark through television and 22% employees manage to curve a mark through word of mouth.

2) BABA -RAMDEV USED DIGITAL PLATFORMS FOR MARKETING

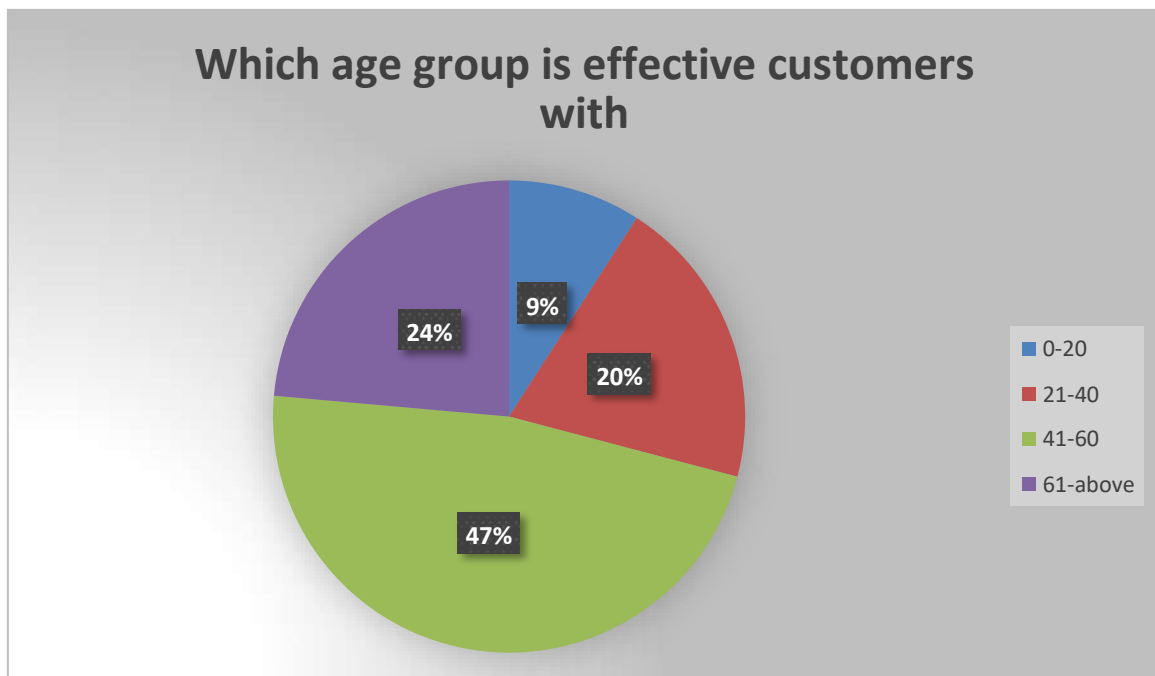
Particulars	Percentage
Interaction & communication with customers	26%
Promotion of Ayurveda/ Natural Products	36%
Focusing on the quality by coming up with relevant example	20%
By appearing on various television shows.	18%

**INTERPRETATION:**

According to above data 26% uses digital platforms for marketing through interaction & communicating with customers, 36% uses digital platforms for marketing through promotion of Ayurvedic /Natural products , 20% uses digital platforms for marketing through Focusing on the quality by coming up with relevant example and 18% uses digital platforms for marketing through By appearing on various television shows.

3. AGE GROUP IS EFFECTIVE FOR CUSTOMERS WITH PATANJALI PRODUCTS

Particulars	Percentage
0-20	9%
21-40	20%
41-60	47%
61-Above	24%

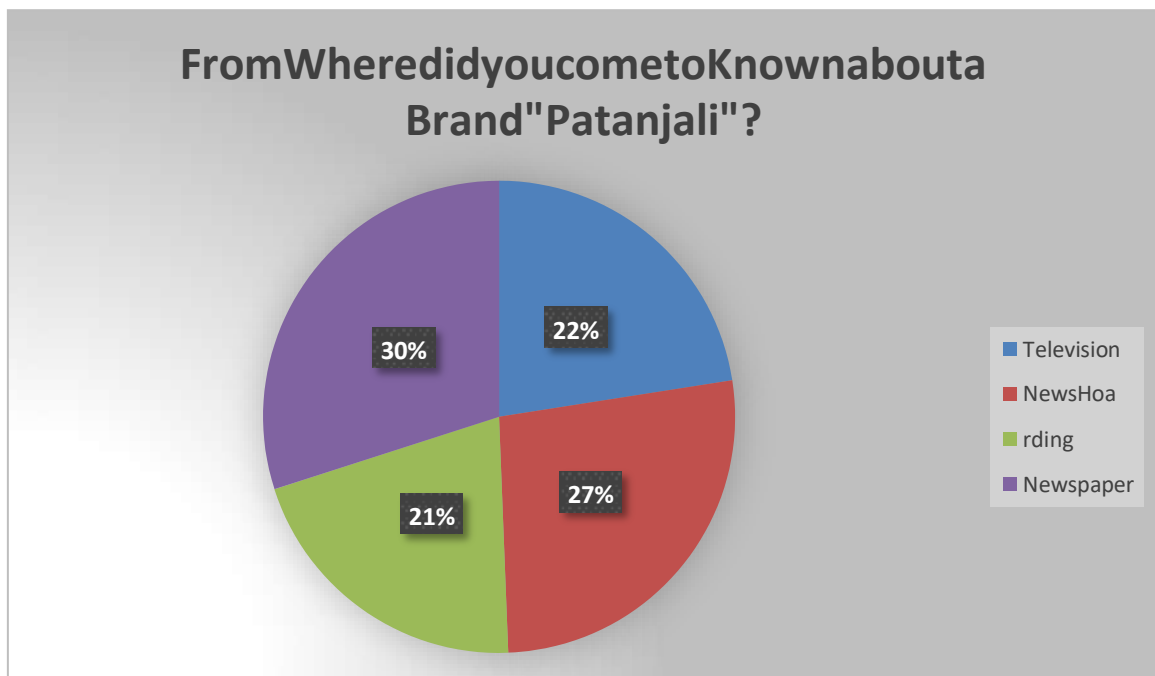


INTERPRETATION

According to above data majority of the responses were from the age group 41-60 followed by the age group of 61 and above.

4. WHERE DID YOU COME TO KNOW ABOUT A BRAND “PATANJALI”

Particulars	Percentage
Television	22%
News	27%
Hoarding	21%
Newspaper	30%

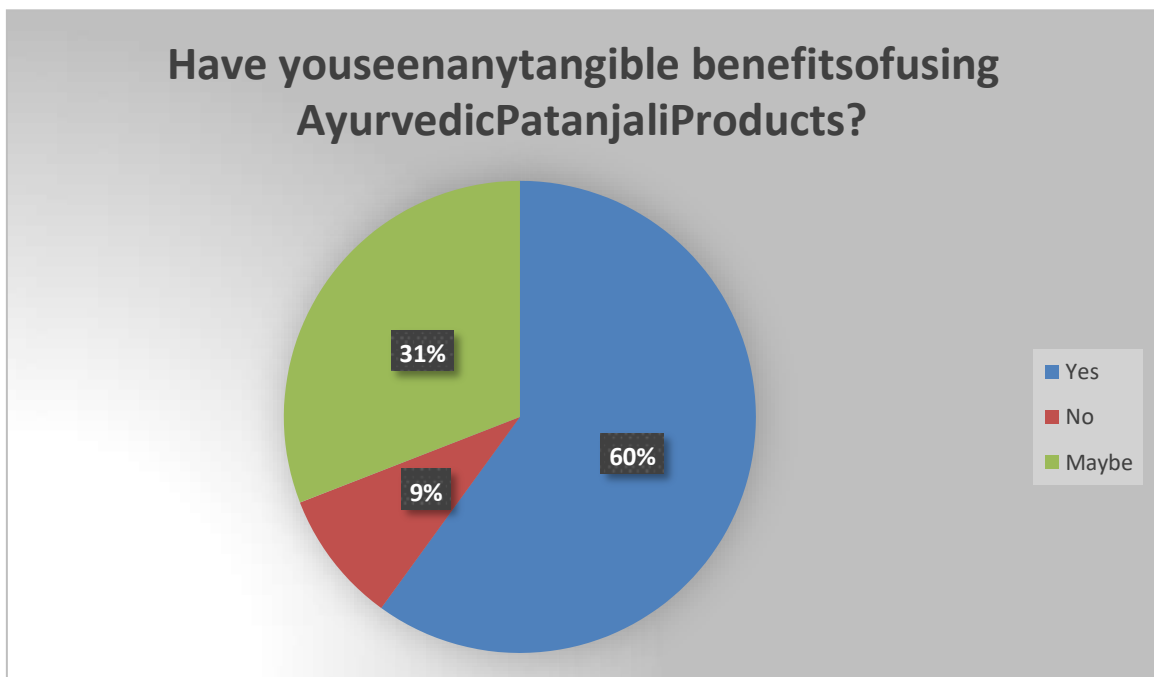


INTREPRETATION

According to above data 22% people come to know about a Brand “Patanjali” through Television, 27% customer come to know about a Brand “Patanjali” through News, 21% customer come to know about a Brand “Patanjali” through hoarding & 30% customer come to know about a Brand “Patanjali” through Newspaper.

5. SEEN ANY TANGIBLE HEALTH BENEFITS OF USING AYURVEDIC PRODUCTS

Particulars	Percentage
Yes	60%
No	9%
Maybe	31%

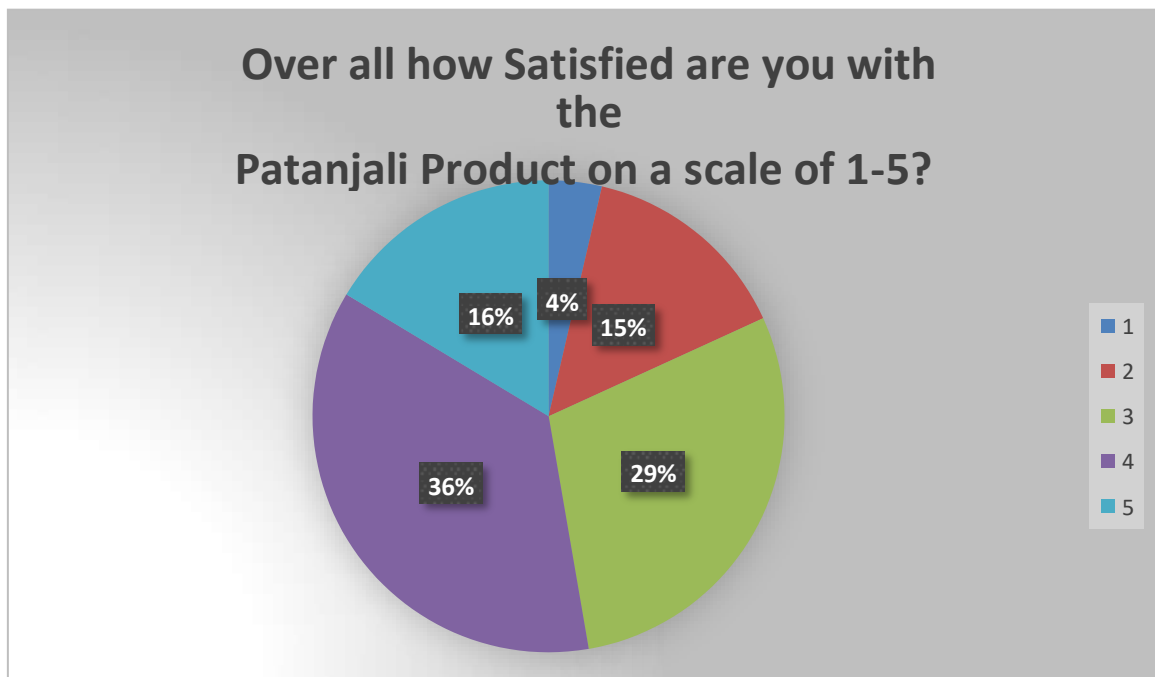


INTREPRETATION:

According to above data 60% people agree that Patanjali products have Ayurvedic ingredients 9% people not agree that Patanjali products have Ayurvedic ingredients and 31% of people are not sure that Patanjali product have Ayurvedic ingredients.

6. How satisfied are you with Patanjali product on a scale of 1-5?

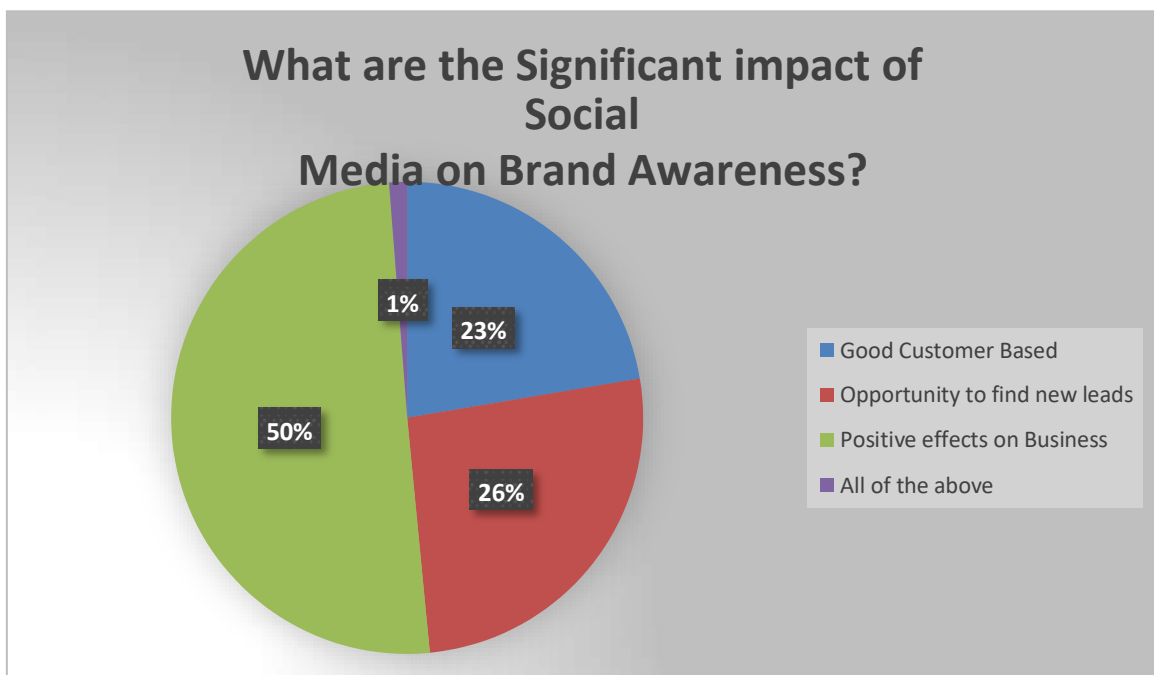
Particulars	Percentage
1	4%
2	15%
3	29%
4	36%
5	16%

**INTREPRETATION:**

According to above data people are satisfied mostly on 4 scale i.e 36% from above the same.

7. Significant impact of Social Media on Brand Awareness

Particulars	Percentage
Good customer Based	23%
Opportunity to find new leads	26%
Positive effects on Business	50%
All of the Above	1%

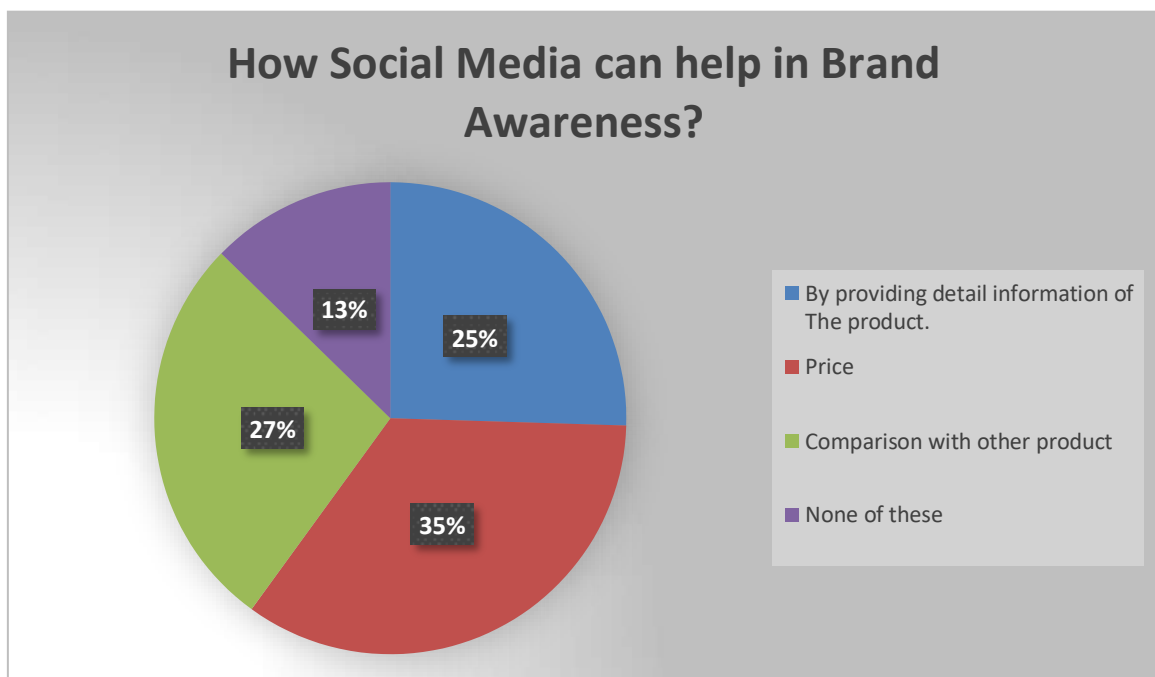


INTREPRETATION:

While calculating 23% people voted for good customer based while calculating brand awareness it is found it effected on business impacted , 26% people voted for opportunity to find new leads while calculating brand awareness, 50% people voted for positive effects on business while calculating brand awareness and 1% people voted that all the techniques are useful for brand awareness.

8. SOCIAL MEDIA CAN HELP IN BRAND AWARENESS

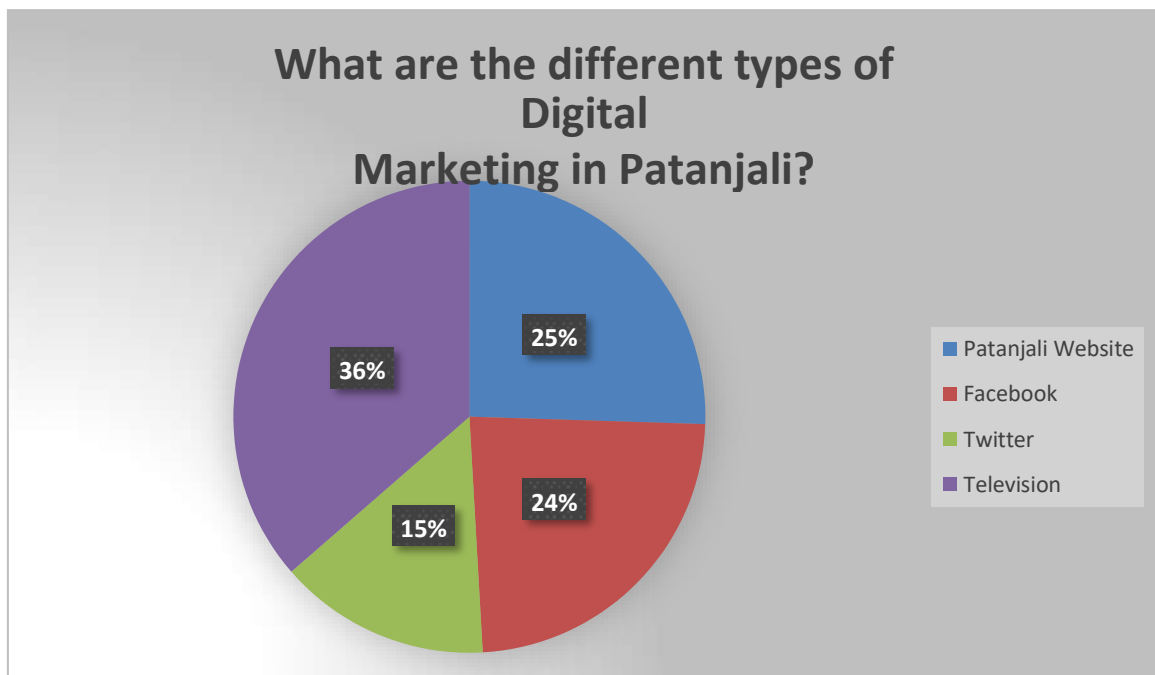
Particulars	Percentage
By providing detail information of the Product	25%
Price	35%
Comparison with other product.	27%
None of these	13%

**INTERPRETATION:**

According to above data 25% will focus on detail information of the product for Brand Awareness, 35% will focus on Price, 27% will focus on comparison with other product & 13% are not miscellaneous with all the condition.

9. DIFFERENT TYPES OF DIGITAL MARKETING IN PATANJALI

Particulars	Percentage
Patanjali Website	25%
Facebook	24%
Twitter	15%
Television	36%

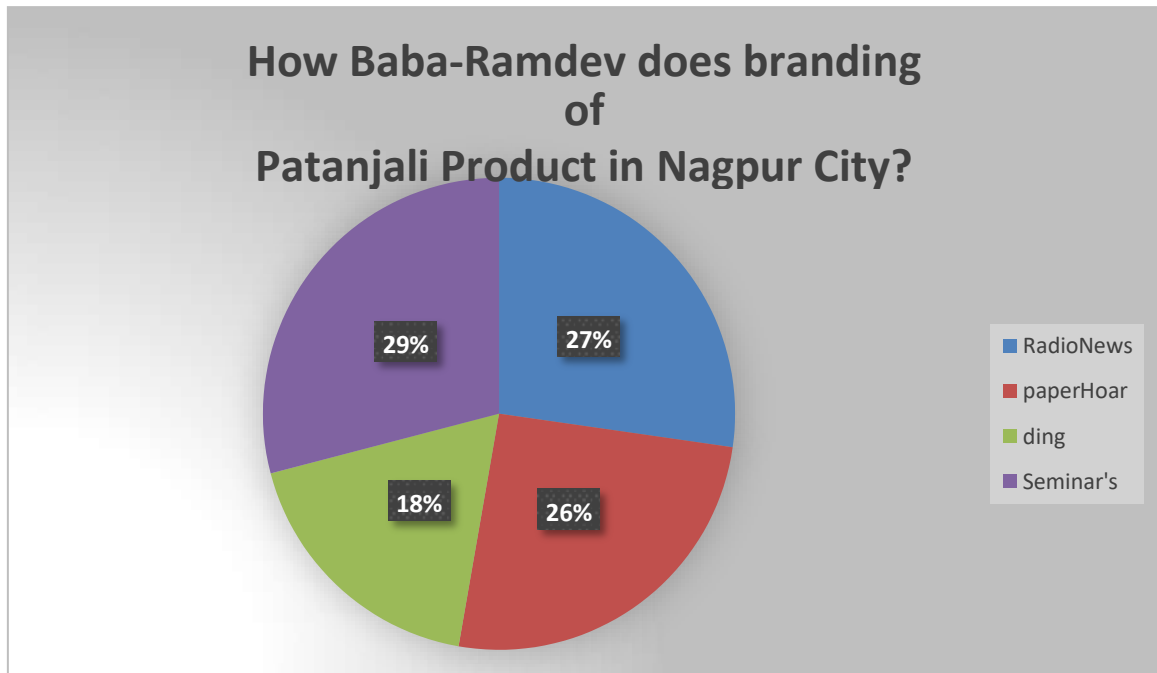


INTERPRETATION:

According to above data different types of Digital Marketing in Patanjali are Patanjali Website, Facebook, Twitter and Television and from all of these 36% uses television for Digital Marketing in Patanjali at highest rate.

10. Baba-Ramdev does branding of Patanjali product in Nagpur City

Particulars	Percentage
Radio	27%
Newspaper	26%
Hoardings	18%
Seminar's	29%

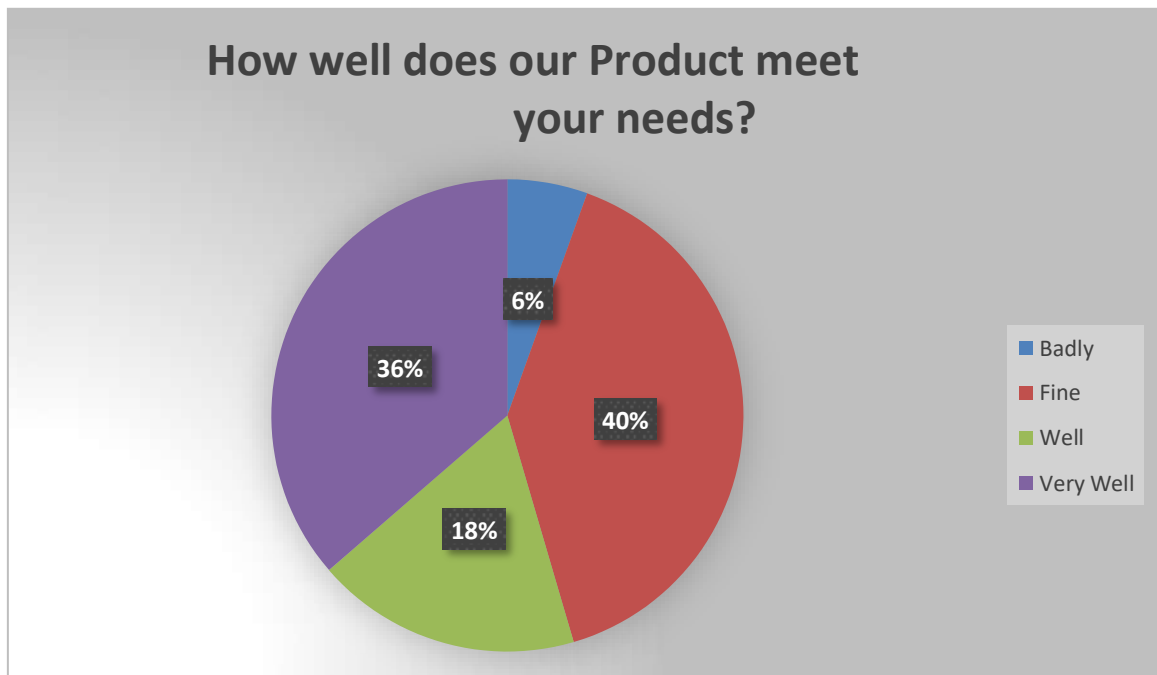


INTERPRETATION:

According to above data 27% people think branding of Patanjali product is done through Radio, 26% people think branding of Patanjali product is done through Newspaper, 18% people think branding of Patanjali product is done through Hoarding and 29% people think branding of Patanjali product is done through Seminar's.

11. DOES PATANJALI PRODUCT MEET YOUR NEEDS

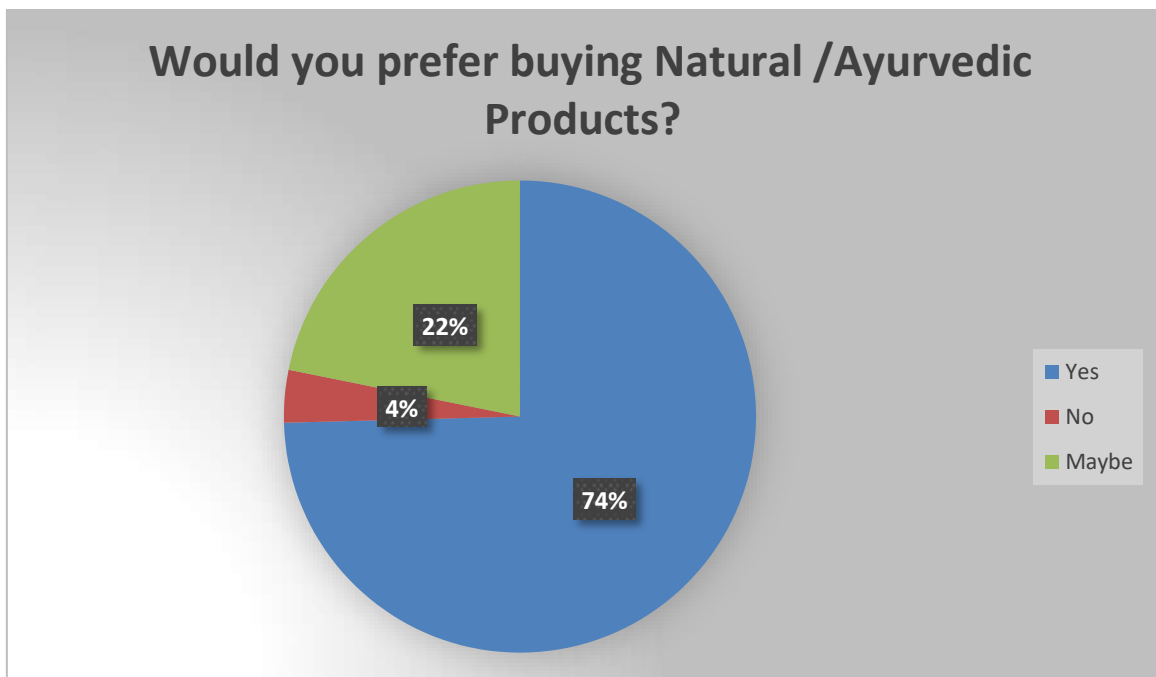
Particulars	Percentage
Badly	5%
Fine	40%
Well	18%
Very Well	36%

**INTREPRETATION:**

According to above data 6% people badly satisfied their needs, 40% people are finely satisfied their needs, 18% people are well satisfied with their needs and 36% people are very well satisfied with their needs.

12. You prefer buying Natural/ Ayurvedic Products

Particulars	Percentage
Yes	74%
No	4%
Maybe	22%

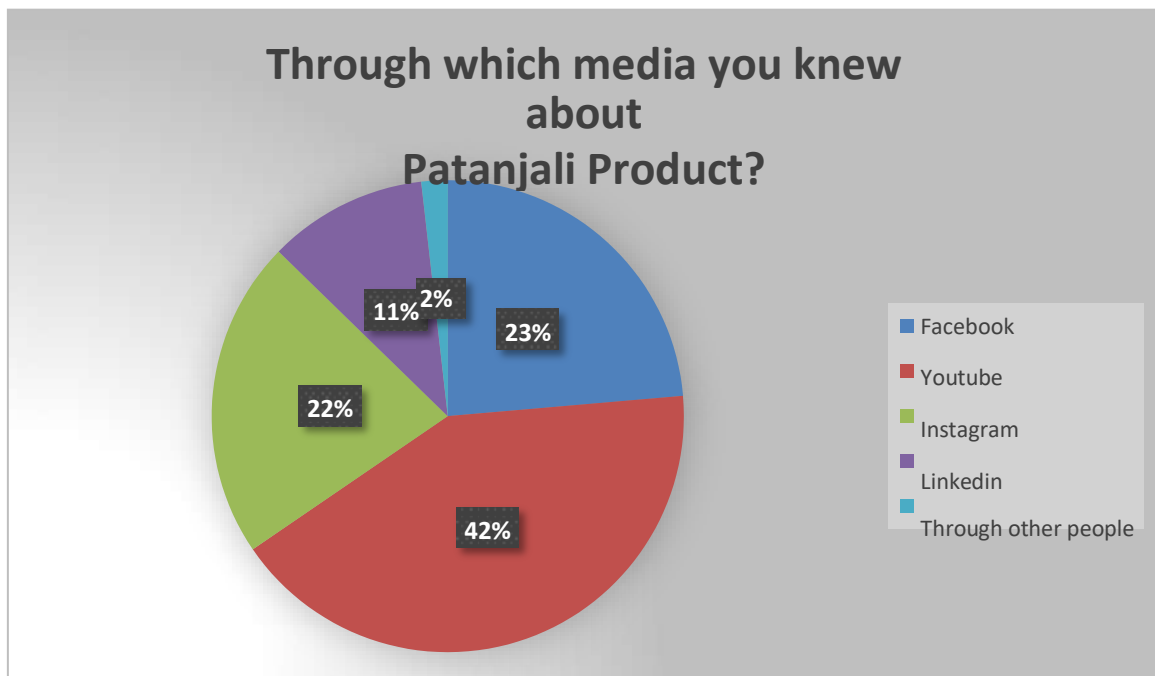


INTREPRETATION:

According to above data 74% people believe that Patanjali is Natural/Ayurvedic products 4% people are not believed that Patanjali is Natural/Ayurvedic products and 22% customer are not sure that Patanjali is Natural/Ayurvedic products.

13. THROUGH WHICH MEDIA PEOPLE KNEW ABOUT PATANJALI PRODUCTS

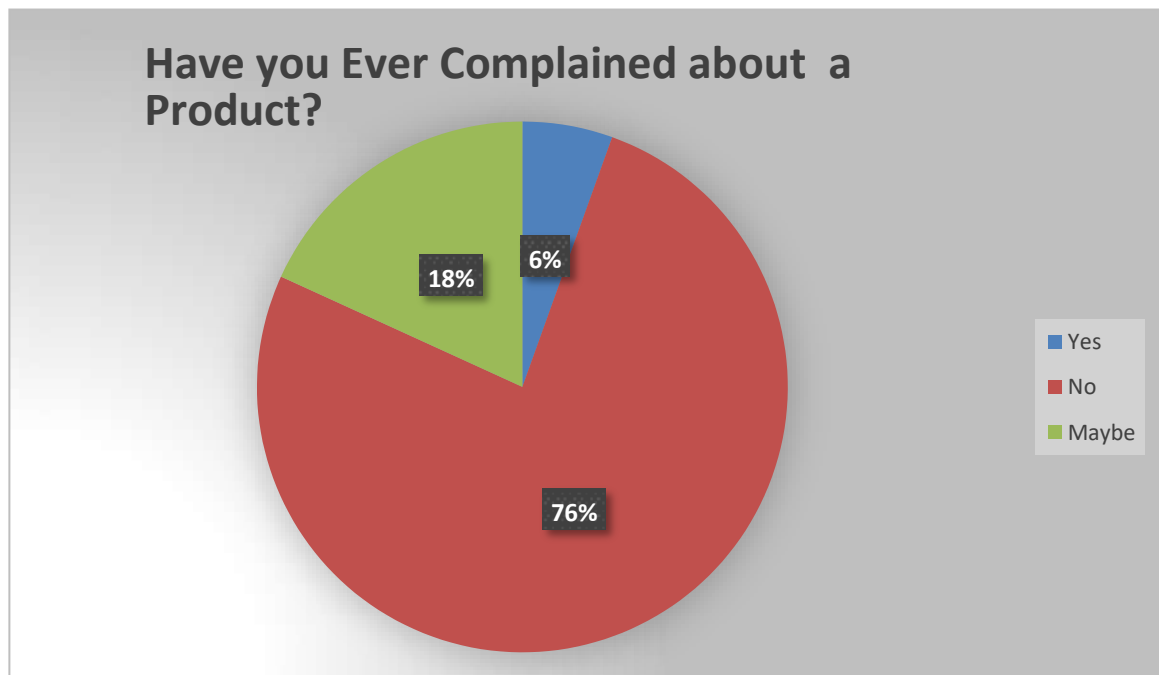
Particulars	Percentage
Facebook	23%
YouTube	42%
Instagram	22%
LinkedIn	11%
Through other Peoples	2%

**INTREPRETATION**

According to above data 23% people came to know about Patanjali through Facebook, 42% people came to know about Patanjali through Youtube, 22% people came to know about Patanjali through Instagram . 11% people came to know about Patanjali through LinkedIn and 2% people came to know about Patanjali through other people.

14. EVER COMPLAINED ABOUT A PRODUCT

Particulars	Percentage
Yes	6%
No	76%
Maybe	18%

**INTREPRETATION:**

From the above data 6% customer are facing problem with Patanjali product therefore they complain about products, while 76% customer are happy with Patanjali product therefore they do not have any complain about products and 18% customer are neutral with their products.

FINDING & SUGGESTIONS

- There are two reasons for purchasing Patanjali products are Natural/Ayurvedic & Good Quality Products.
 - The delivery system should be improved coupled with regular delivery of the product.
 - Majority of people think that Patanjali Products is expensive.
 - Majority of the people of age group 41-60 people only uses Patanjali Products.
 - Patanjali Products have ability to cure their health problems.
 - Most of the people known about Patanjali through Youtube.
 - Ingredients of the products should be made clear in the package to satisfy the customers
 - By the help of Facebook, You Tube most of the customer know about Patanjali Products.
 - Consumers all across the globe have a favorable perception towards Patanjali as a Brand.
 - Majority of the customers are satisfied with its product & Majority of the people are aware of Patanjali Products

LIMITATIONS OF THE STUDY

In attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Nevertheless, despite of fact constraints where at play during the formulation of this project. The main limitations are as follows:

1. Due to limitation of time only few people were selected for the study. So, the sample of retailers was not enough to generalize the Findings of the study.
2. People were hesitant to disclose the true fact.
3. The chance of biased response can't be eliminated though all necessary steps were taken to avoid the same.
4. Study is limited on company restriction.

CONCLUSION

From the above Research and data interpretation it is found that the different factors influencing the buying behaviour of consumers towards Patanjali Ayurved in Nagpur. Most of the people prefer herbal products of Patanjali Ayurved are satisfied from the products, they are buying the product due to its price, quality and quantity. They may switch over to other products if provided with good quality, quantity, discounts and some of the consumers will be loyal to the product. Overall Patanjali Ayurved is doing good in the market and have a positive impression in the minds of consumer. Patanjali Ayurved Drug Company is the oldest Ayurvedic drug manufacturing company in the India.

Patanjali Ayurved mainly beliefs and engage in ethical promotion to doctors. It helps executive to motivate doctors for the prescription of Himalaya. It also helps executive to know the doctors requirement in turn of prescribing the Himalaya. During the meeting they also become aware about the competitors promotional strategy and the product available under their brand. Before I conclude my project on a highly esteemed organization, I would like to submit public opinion in this favour. The pattern of job performance and the quality of product is highly appreciated by the consumers.

My survey reveals the facts which determine the mile stone achievement of organization. I wish Patanjali Ayurved to be crowned as the King of the Market and much more.

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