

“MARKETING STRATEGIES OF PATANJALI’S COSMETIC PRODUCTS IN CAPTURING LARGE MARKET SHARE”

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Abstract

Patanjali ayurveda has captured 80% of market with its varied variety of products in shortest span of time, with highest turnover than other companies across the globe. Patanjali has targeted FMCG products, and is gradually extending its line much faster. Basically the paper focuses on marketing strategies of Patanjali’s Cosmetic Products, which has raised them up to heights than other well established brands. The core focus of the paper is to know what marketing strategies they opted which made them outstanding in such a short period of time to capture the market and leave a positive impact on customers minds of their products, even it has stood up with its cosmetic products in this cut-throat competition in the global market. The paper throws a light on what strategies this brand mainly focuses on to leave a mark of its footprints in market and what innovative strategies they use/apply for their products. Patanjali has made its position on the top of the chart and is found successful in holding its position too.

Keywords:

Patanjali,

Cosmetic Products, Marketing

Strategies.

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1. Introduction

Market size for cosmetic industry has seen a tremendous growth from past few years. The fast growing cosmetic industry has focused on organic, herbal and Ayurvedic products. That is, now the consumer's focus is on the organic products rather than chemical made top brand products. And due to this, new brands got the chance to enter the market. This era has faced the change of taste in the consumer's choice for the cosmetic products. Consumer's want natural products made from the natural abstract. And then in 2006, the fresh blood entered into the market, named Patanjali Ayurveda Limited, whose owner is known as famous Yog Guru-Baba Ramdev. Baba Ramdev is known as a yoga teacher and posed a national guru title in the country. As the popularity roused for Baba Ramdev, he came up with Ayurveda and Natural Cosmetic Products.

Patanjali's products have 98% Natural Ingredients which makes it stand out in the market, competing with the established and known brands. The brand's concept to launch itself was to replace MNC's and not to win any race with other brands but to save the Indian currency from moving out of the country, that is the revenue generated from the country should stay within the country only. To benefit the Indian economy the brand has made its cut throat efforts to make its position in the market and in the eyes of customer.

The brand deals in perfect competition market, which in turn leads to uniform customers. The cost of the products is cheaper than other brands, as firstly they cut-off the middle-men and the source they take to manufacture the products is directly from the farmers, and that to natural products. Generally, Patanjali produces 45 varieties of Cosmetic Products, which is produced from pure natural or organic components.

2. Objective of the Paper

1. To know the launch of Patanjali brand towards growth of Indian economy.
2. To know the marketing strategies of this brand.
3. To know the aim & strategies of this brand due to which it entered the market and survived in the prevailing competition.

3. Research Methodology

The methodology followed in the research is explanatory and is based on the Secondary Data, additional to it-related research articles, researches based on primary data have been studied and analysed. Various websites have also been referred for reference.

4. Marketing Strategies of Patanjali for Cosmetic Products

“*Prakrati ka Ashirwad*” a slogan that goes with Patanjali Ayurveda, with the aim of providing natural good quality products at cheaper rates, this brand entered in the veins of market. Planned and proper marketing strategies for any brand leads to its success in the long run. Similarly, Patanjali Ayurveda has also opted some of the best strategies to enter into the market and set its footsteps for the long run. Basically buyers of cosmetic products focus on natural Ingredients and less of chemical fuse. Keeping in mind these aspects, Patanjali has come up with some of the cosmetic products, which are 99% natural and that to with little or no side effects. Here, we will be highlighting on some of the strategies of Patanjali Ayurveda that have been undertaken by the brand, indeed which has lead them to success.

****Recognition on the Brand Ambassador Globally “Baba Ramdev”***

Baba Ramdev’s dream was to build a society which would be “Disease Free Society and Medicines Free World,” he started his yoga classes on television in the year 2002, due to which public became his follower which multiplied overnight. Public started following him religiously and started using medicines and products (Ayurveda) prescribed by him. Therefore, we can say a trust was build on him by thousands of public, and when he launched Patanjali Ayurveda brand along with his partners, he was able to attract customers and withhold them for long run, as before only the trust was build on his prescribed medicines. He was successful to beat well established brands like Lakme, Garnier, Lotus, Revlon, Nature, Himalaya etc...in the various product lines like Creams, Face Wash, Shampoos, Hair Oil, Facial Kits, Aloe-vera Gel etc.... People gave a try to Patanjali cosmetic products because of its natural Ingredients as well as the solely brand ambassador of this brand, Baba Ramdev because of the trust been developed on him, and found his products more effective than other brands giving it a natural touch.

***Price Factor**

Patanjali Ayurveda brand cut short its distributing channel which makes the price per product to be less or cheap than other price of the products. The channel that this brand follows is-



That is the middlemen at all levels are removed, and they are able to produce goods at low price, which even gives this brand to make its position in the long run.

***Focus on Economic Conditions**

The co- founder of this brand: Acharya Balkrishna and Baba Ramdev had purely thought of making Patanjali Ayurveda an Indian FMCG company, keeping in mind to improve the economic conditions of the country. The main thought of launching this brand into the Indian market was to boycott foreign products or the import of the foreign products, and keep the Indian currency in India only but making export of this product, to build demand for our products in foreign markets, therefore stabilising the economic position of the country. Thus, this funda had motivated Indian citizens and they have also started walking on their footsteps for their contribution in the economic growth of the country.

***Ayurvedic Products**

As the yog guru, Baba Ramdev is spreading knowledge about yoga, Pranayama etc....to the public, for living a healthy life, and giving information about the use of natural and Ayurvedic cosmetic products, to increase the awareness about the Ayurvedic cosmetics, with no or little side effects public is now very alert and focused on their health and beauty. Due to this, public has turned their direction to a healthy life, thus demand of natural, herbal, Ayurvedic Products has increased thus, Patanjali brand has established itself to meet the needs which they are making public aware off. This marketing strategy of this brand is outstanding than other brands and people have also turned towards them, increasing the demand for their products.

***To turn the world's attraction towards India.**

As the brand Ambassador of Patanjali has not left any stone unturned to promote the Indian cosmetic products for natural, healthy and glowing skin, with no side effects of their cosmetic products, it is trying its best to turn the Indian as well as Foreign customers to adapt to their brand products. This brand aims only to increase or save guard Indian economy, and is giving a cut throat competition to other brands. And in turn as India imports foreign products, which were costly, this brand aims at saving the currency used in importing and exports more from India. Thus, its vision is to make India well in its economy system.

Expected Outcome

The outcome from the study is pretty much clear that firstly, it is made in India, and then it is best in quality wise which is enough for the customer to make a purchase decision. The brand has focused on customer's need too, more quantity+ less price. As demand for the cosmetic products is increasing day by day in the market, its shortage has also been found in the market. Mainly the quality and price seemed to be the backbone for the brand.

Conclusion

After the successful launch of Patanjali Ayurveda Brand and after the settle of the brand's footsteps in the market, it has created a new history in itself. Now-a-days, in schools, strategies of Patanjali brand are being taught to students (as its marketing strategies proved to be so effective), hence research was necessary for this brand. The conclusion is clear from the study that Patanjali has come up with less and much effective strategies than other brands and has proved its success too. The brand Ambassador has the great impact for pushing their brand above the other brands prevailing in the market.

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