

Creative Disruption in the FMCG Sector: Evaluating Patanjali Ayurveda's Marketing Strategies and their Impact on Market Share and Profitability in India

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Abstract

This study examines the extent to which creative marketing strategies adopted by Patanjali Ayurveda have contributed to its growth in market share and profitability within the Indian FMCG sector. Patanjali's rapid expansion presents a unique case of a domestically rooted brand challenging multinational competitors through a combination of low-cost pricing, founder-led branding, and strong ideological positioning based on Ayurveda and Swadeshi principles. The research employs a secondary data approach, using business analysis tools including SWOT analysis, the marketing mix (4Ps), the Ansoff Matrix, and financial ratio analysis to evaluate the effectiveness of these strategies. Findings indicate that Patanjali's creative marketing approach significantly enhanced brand recognition and market penetration, particularly among price-sensitive and health-conscious consumers. However, financial analysis reveals declining profitability and efficiency in recent years, suggesting limitations in sustaining long-term financial performance. The study concludes that while Patanjali's marketing strategies were highly effective in expanding market share, their impact on profitability has been moderated by rising operational costs, regulatory challenges, and increased competition.

Introduction:

Patanjali Ayurveda, an Indian multinational conglomerate holding company, founded in 2006 by Baba Ramdev and Acharya Balkrishna with a thought of rural and urban development aims to create a healthy society through yog and ayurved. Patanjali has grown from a small Ayurvedic pharmacy to one of India's leading FMCG (Fast Moving Consumer Goods) companies.

In 1995, Baba Ramdev was a little-known Yoga teacher in Haridwar when he and his associate Acharya Balkrishna set up Divya Pharmacy under the aegis of Swami Shankar Dev's ashram, Baba Ramdev's guru. The aim of the pharmacy was to make Ayurvedic and herbal medicines. The medicines soon became extremely popular, which led Balakrishna and Ramdev to aspire to diversify. But, since Divya Pharmacy was under a trust, this thought seemed impossible to accomplish (D. Shrivastava; 2022).

Meanwhile, Baba Ramdev started gaining popularity which helped him to receive popularity which helped him to raise funds from the likes of NRIs Sarwan and Sunita Poddar, as well as locals such as Govind Agarwal, which helped them to get bank loans. This further led to the incorporation of Patanjali Ayurved as a private company in 2006, with the aim to bring Ayurved in the form of various product ranges, mainly in healthcare, hair care, dental care, food, groceries and more - rapidly.

The initial days were challenging for them. They barely had the money for the registration of Divya Pharmacy. From buying the raw materials to grinding and mixing, everything was done by themselves,

since they couldn't employ staff because of the lack of money. But Patanjali Ayurveda quickly became well-known for its variety of natural and ayurvedic products that covered a wide range of categories, including food, wellness, healthcare and personal care. These wide range of products disrupted the FMCG sector in India. Their vision statement is 'Keeping Nationalism, Ayurved and Yog as our pillars, we are committed to create a healthier society and country. To raise the pride and glory of the world, we are geared up to serve people by bringing the blessings of nature into their lives. With sheer dedication, scientific approach, astute planning and realism, we are poised to write a new success story for the world.' And the vision statement is 'Making India an ideal place for the growth and development of Ayurveda and a prototype for the rest of the world'.¹

Baba Ramdev has gained the credibility of consumers not just by demonstrating the products to them but also by using them himself. Patanjali Ayurved appeals broadly by anticipating an image of regular and unadulterated products. Patanjali's success is largely attributed to its mantra of low cost goods and its emphasis on the 'swadeshi' (indigenous) ideology. They value consumers and ensure quality products through measures like unique ID systems. They recognize farmers as assets and provide technical aid and information for efficient farming. The company prioritises social welfare, health, philosophy, and spirituality, prioritising 'guru satta' and 'bhagwat satta'. With increasing processing units and retail outlets, Patanjali Ayurved Limited is a leading name in the sector.² The Brand's emphasis on natural ingredients, ayurvedic formulations, and competitive pricing challenged established brands dominated by multinational corporations. (Narayan; 2024)

Patanjali's marketing strategies played a pivotal role in its rapid rise. Hence, my RQ 'To what extent *creative* marketing strategies implemented by Patanjali Ayurveda helped it to increase its market share and profits in India?'

Methodology:

I will be using business tools and methodologies listed below to evaluate how *creative* marketing strategies helped Patanjali to gain market share and profits in India.

1. **SWOT analysis:** Helps to understand both internal and external factors responsible for the growth and further helps to assess the current and future situation of patanjali.
2. **4p's of marketing:** Helps understand the current situation of patanjali in the market.
3. **Ansoff Matrix:** A strategic planning tool that helps businesses evaluate and plan various product and marketing growth strategies.
4. **Financial ratios:** Helps analyse the changes in Patanjali's market share and profits through numbers.

¹ Patanjali Ayurveda. "Patanjali ayurveda vision and mission statement." *Vision & Mission – Patanjali Ayurved*, <https://patanjaliayurved.org/vision-mission.html>. Accessed 28 July 2024.

² Patanjali ayurveda. "Patanjali ayurveda company overview." *Company Overview – Patanjali Ayurved*, <https://patanjaliayurved.org/company-overview.html>. Accessed 28 July 2024.

Discussion & analysis

1. Swot analysis

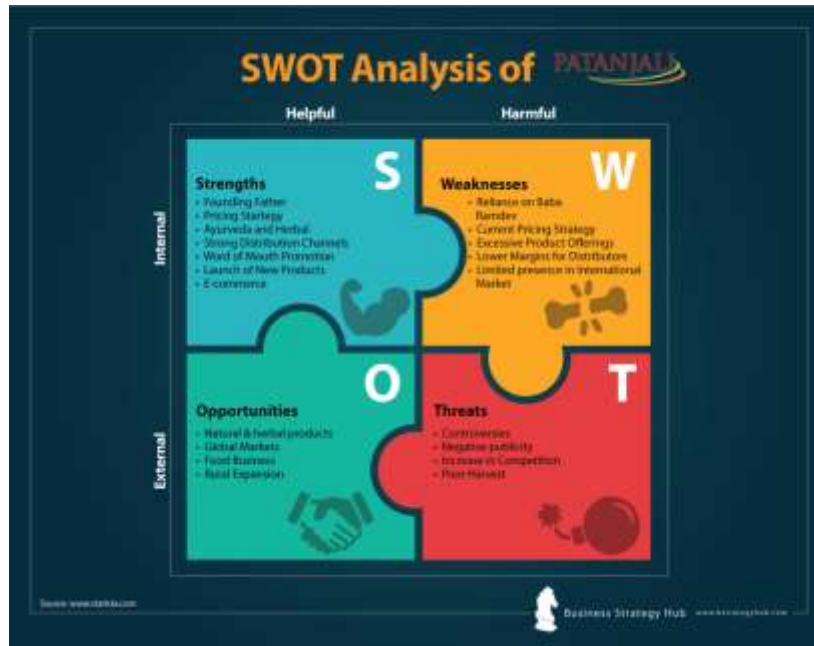


Figure 2: SWOT analysis³

Strength:

Brand ambassador: Patanjali’s brand ambassador Baba Ramdev, has a staggering fan following which enabled the brand to catapult in the big league within a short span. While Ramdev does not hold a stake in Patanjali Ayurveda, he is the face of the brand and endorses its products to his followers across his yoga camps and television programs. Baba Ramdev as the brand ambassador makes the appeal of the company extremely high due to his charisma and image as a health and yoga expert across the world. Baba Ramdev's popularity and credibility boosts the company’s image.⁴ Millions of Indians follow Baba Ramdev, providing a sizable market for Patanjali Ayurved Limited’s goods. Over the past 20 years, he has amassed an enormous group of devotees through consistent efforts in yoga and ayurveda, which significantly saves the Indian FMCG giant a lot of investment when it comes to promotion and publicity. Therefore, association with Baba Ramdev has allowed Patanjali to become a household name in India. Hence, Patanjali wouldn’t be such a big and successful brand if Baba Ramdev weren’t its ambassador. (B. Parker, 2025)

Pricing strategy: Patanjali’s pricing strategy is based on offering affordable and value for money products to consumers. The company’s organic products are found to be 20-30% below the average price of its competitor’s inorganic products.⁵ This gives them a massive edge, especially in a price-conscious market

³ Appendix 1:

Supporting document 1:parker, Brianna. “Patanjali SWOT 2024 | SWOT Analysis of Patanjali.” *Business Strategy Hub*, 20 June 2024, https://bstrategyhub.com/patanjali-swot-analysis-2019-swot-analysis-of-patanjali/#Patanjalis_Strengths. Accessed 8 August 2024.

⁴ Appendix 1:

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⁵ Appendix 1:

such as India. Patanjali relies on a low-cost model with limited advertising and marketing expenses, in order to maintain its prices low. This allows the brand to tap into price-sensitive segments of the market, especially in rural and semi-urban areas. Patanjali's pricing strategy is defined by the competition in each segment. The brand has successfully captured the interest and loyalty of the Indian lower - and - middle class demographic. Therefore, competitors and rivals can't compete with patanjali on such advantageous pricing strategies. Overall, Patanjali's pricing strategy has helped the company to establish itself with healthy profit margins and a loyal customer base.

Wide product range: Patanjali provides a wide array of products across multiple categories, including personal care, food, beverages, health supplements, clothes, footwear, bags and household items. Patanjali has very smartly utilized Ayurveda and herbal products. Its rich ayurvedic heritage is deeply ingrained in Indian culture and is considered credible for its holistic approach to health and wellness. The Swadeshi products that Patanjali markets are widely consumed by the Indian masses. As the consumers nowadays seek natural and traditional remedies, Authentic Ayurvedic formulations and treatments are high in demand. The natural element of the brand has been incorporated into its product line which has given it a competitive advantage over its rivals. This diversity allows the company to meet various consumer needs under one brand, promoting customer loyalty.

E-commerce: Patanjali has an E-commerce advantage over its competitors as most of its products are sold online as well. Patanjali has joined hands with eight e-commerce companies in order to push sales of its products. Therefore, the entire range of patanjali products are available on the platforms of Amazon, Grofers, Shopclues, Flipkart, BigBasket, 1mg, Paytm Mall and Netmeds. therefore able to reach the mass market.⁶ With this tie-up the e-commerce firms were able to source the products directly from the factories of warehouses of Patanjali. "In terms of revenue we have set a target of more than Rs 1,000 crore from the e-commerce business in FY18. Last month when we ran a pilot we sold goods worth Rs 10 crore in 15-20 days, especially FMCG products, so we are hopeful that we will be able to meet the target, as far e-commerce business is concerned," Ramdev said announcing the partnerships on January 16th, 2018. According to the financialexpress.com, "the company estimates that the share of online sales will contribute 15% to the total revenue in years to come.

Weakness

Lack of international clientele: Patanjali is a brand with a limited international presence that concentrates on the Indian market.⁷ The company is yet to establish a more robust global presence to diversify its revenue stream and reduce dependence on a single market. The company's products dominate the local markets but it does not have clients in Asian and European markets, whereas its competitor Dabur does have clients in Asian and European markets. Baba Ramdev has followers across the world and can easily

Supporting document 1:Parker, Brianna. "Patanjali SWOT 2024 | SWOT Analysis of Patanjali." *Business Strategy Hub*, 20 June 2024, https://bstrategyhub.com/patanjali-swot-analysis-2019-swot-analysis-of-patanjali/#Patanjalis_Strengths. Accessed 8 August 2024.

⁶ Appendix 1:

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⁷ Appendix 1:

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offer promotions in areas where his largest following resides. Moreover, the company should focus on the youth demographic in India, who are technologically skilled and proficient with the internet.

Declining revenue: Patanjali had seen a downfall in its sales in 2017. The company's standalone consumer goods revenue declined more than 10 percent in the year ended March 2018 for the first time since 2013. Their strategy of high volume and low pricing has started to hurt them. In recent years, its net profit, too, has suffered. Despite double-digit growth, Patanjali's net profit fell well short of the Rs 1,190 crore it had reported earlier. In FY20, its net Profit margin stood at 4.67% compared to 13.3% in FY17 and 16% in FY16. Since the implementation of the Goods and Services Tax (GST) in 2017, Patanjali has not managed to recover from the low growth cycle. Therefore, its top line declined 10% in FY18.

Negative publicity: Patanjali has faced negative publicity related to controversial product claims, misleading advertisements, regulatory violations, etc. in 2024, the Supreme Court criticized Patanjali Ayurveda, under the leadership of Baba Ramdev, for disregarding court orders regarding misleading advertisements. The Supreme Court strongly reprimanded Patanjali Ayurved for persisting in the dissemination of misleading advertisements regarding medical cures. Such negative media coverage has damaged the brand's image, leading to distrust among some consumers. Public statements and claims made by Baba Ramdev have led to controversies which have further impacted their sales and reputation. India's FMCG market is highly competitive, especially with the brands like Dabur, Himalaya, and Baidyanath who offer similar ayurvedic and herbal products as Patanjali. Therefore, such negative publicity can cause much deeper damage.

Opportunities

Strategic Partnerships and Joint Ventures: Patanjali can explore partnerships with global brands or healthcare companies to strengthen its product portfolio and expand its market reach. Joining hands with local pharmacies, wellness firms and foreign FMCG or retail companies can benefit Patanjali in navigating legal and quality requirements more smoothly and overcome entry barriers in new countries. In markets like the U.S or EU, for example, herbal or ayurvedic products face strict approvals. Additionally, joint ventures in technology-driven fields like personalized health and wellness could enhance Patanjali's offerings, appealing to a wider customer base along with advanced research, quality testing, and innovation.

Food service market: In 2023, the market for food services in India was estimated to be worth \$70 billion, and it is expected to increase to \$125 billion by 2029.⁸ There is potential for Patanjali to diversify its product portfolio more by exploring new categories and markets like the food service market. Patanjali can capitalise on the expected growth by opening quick restaurants like Haldiram and offering edibles that use natural and organic ingredients, offering plant-based food options.⁹ Restaurants or cafes can double up as brand experience centres where customers can also buy Patanjali FMCG products. Since, Patanjali already produces atta, ghee, oils, spices, noodles, honey, etc.; By entering the food service market, they

⁸ Appendix 1:

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⁹ Appendix 1:

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can use their own raw materials which will cut down their expenses and showcase quality at the same time.

Threats

Political instability: Patanjali has been allegedly rumoured to be a highly politicised brand. Such rumours can threaten the brand image, and investors are reluctant to put their stake in such companies. Patanjali, being in the FMCG, food and health sector, is directly affected if the rules on Ayurved, organic claims, or safety certifications keep changing. Therefore, Patanjali is highly dependent on favourable government policies, regulatory leniency, and its close association with politically active public figures. Therefore, any shift or backlash can damage its brand image, global expansion, and operational stability.¹⁰

Increasing competition: Big companies like HUL, Marico, and Dabur have given Patanjali tough competition. Newer entrants in the market, like Sri Ayurveda, are also increasing Patanjali's competition. These companies are expanding their Ayurvedic and natural product lines aggressively in order to capture the same health conscious audience. Such competition puts pressure on Patanjali to keep innovating and update their offering on a regular basis, as the rivals with larger financial resources can easily capture the market share through aggressive marketing and distribution.¹¹

4P's of marketing

Product: The product range of Patanjali had more than 400 types of FMCG goods like cosmetics, food items, hair care, skin care, toothcare, etc. the brand also has products which focuses on the baby segment, healthcare, and beauty products for men and women. (B. Parker, 2025) Patanjali also produces medicines, and as the company claims, all its products are ayurvedic and free of harmful chemicals. Patanjali has 300+ medicines for treating many ailments and body conditions, ranging from usual cold to paralysis. The company also has a strong presence in the fashion industry by the name of Patanjali Paridhan focusing on products like Indian wear for men, women and kids, footwear, innerwear, spiritual products, bags, etc. Patanjali Ayurveda's second most popular product, Dant Kanti toothpaste, has brought in the most money after cow's ghee.¹² According to the most recent information available, Patanjali's Dant Kanti sold Rs 940 crore, accounting for 8.9% of total income. The hair cleanser, Kesh Kanti, is another of Patanjali Ayurveda's most popular products. Kesh Kanti, Patanjali's hair care brand, had a revenue of Rs 825 crore, accounting for 7.8% of the company's overall sales.¹³ Their natural, herbal, and ayurvedic ingredients differentiates them from their competitors. The company has expanded into different sectors, including

¹⁰ Appendix 1:

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¹¹ Appendix 1:

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¹² Appendix 2:

Supporting document 2: singh, Ashita. *Patanjali Marketing Strategy Unpacked: Insights & Takeaways*, 30 march 2024, <https://thebusinessrule.com/patanjali-marketing-strategy-unpacked/#:~:text=Patanjali%20Marketing%20Strategy%20Unpacked%3A%20Insights%20%26%20Takeaways%201,5.%20Word-of-Mouth%20Marketing%20...%206%206.%20Sponsorships%20>.

¹³ "Patanjali Interesting Facts | Facts Behind the Popularity." *StartupTalky*, 18 November 2021, https://startuptalky.com/patanjali-interesting-facts/#Patanjali's_Best_Selling_Products. Accessed 19 February 2025.

dairy, organic farming, and apparel (Patanjali Paridhan) to become a holistic lifestyle brand using *creative* strategies.

Price: The Ayurveda market is very complex and dynamic. Patanjali Ayurveda has a pricing strategy that is set for all product categories. Their product prices are based on an affordable and cost effective range which is suitable for all customer segments.¹⁴ This low cost leadership is one of the reasons behind its success in penetration to rural parts of the country. Patanjali is able to maintain its lower prices due to its minimal advertising and low marketing expenses. Therefore, Patanjali initially used penetration pricing techniques to sell its products at a much lower price than its competitors.

Place: Since operating in the FMCG sector over the years, Patanjali has developed a strong network across the country and in international markets too. The company offers its products through various channels, including its own retail stores, e-commerce platforms, and third party retailers. This multi-channel approach, along with sponsorships and other strategies, has enabled the brand to tap into previously under-served market segments.¹⁵

Factors	Numbers
Retailers	Has a network of 47000+ retailers.
Distributors	Network distribution is with 3500+ distributors.
Warehouses	Has 18+ multiple warehouses.
Factories	Has 6+ proposed factories.

Figure 3: Network distribution of patanjali¹⁶

The above table clearly reflects the vast network of patanjali.

Additionally, the products are offered through 1200 patanjali chikitsalayas (doctors’ clinic), 2500 arogya kendra (health and wellness centres), and 8000 swadeshi kendra (non-medicine outlets).¹⁷

¹⁴ Appendix 2:

Supporting document 2: singh, Ashita. *Patanjali Marketing Strategy Unpacked: Insights & Takeaways*, 30 march 2024, <https://thebusinessrule.com/patanjali-marketing-strategy-unpacked/#:~:text=Patanjali%20Marketing%20Strategy%20Unpacked%3A%20Insights%20%26%20Takeaways%201,5%20Word-of-Mouth%20Marketing%20...%206%206.%20Sponsorships%20>.

¹⁵ Appendix 2:

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¹⁶ Appendix 2:

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¹⁷ Appendix 1:

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Promotion: Patanjali's advertising strategy focuses on minimising costs while maximising reach. Therefore, the company follows *below-the-line* promotion. The company heavily relies on its founders, especially Baba Ramdev, to promote its products, leveraging their credibility and popularity. This method of personal endorsement helps the brand gain consumer trust, creating a strong association between the company and its natural traditional offerings.



Figure 4: Patanjali advertisement

In addition to endorsements, Patanjali employs various traditional and modern marketing channels such as T.V commercials, radio ads, billboard placements, sponsorships and collaborations. They also maintain a strong online presence, utilising social media and digital platforms. This diverse yet *creative* advertising mix helps Patanjali maintain a robust market presence while controlling promotional expenses, contributing to its widespread recognition as a trusted household name. Other than that Patanjali has launched several *creative* promotional campaigns with engaging and catchy tagline and visuals such as, “Haridwar se Dwar Tak”, “Swadeshi Ka Swabhimani”, “Healthy India banenge, Patanjali biscuit khaenge”¹⁸

Ansoff Matrix:

Market Penetration: Patanjali has successfully penetrated the Indian market by enhancing sales of its products.

The company employs various promotional and marketing techniques to boost product sales, with notable items including Ghee, Honey, Aloe Vera, and Badampak. Product reformulation has been used to attract more consumers, alongside increased investment in research and development (R&D) to retain loyal customers. Loyalty schemes have been introduced to enhance recognition and customer loyalty within existing markets. Patanjali's product extension strategy aims to cater a diverse customer base by offering

¹⁸ Appendix 2:

Supporting document 2: Singh, Ashita. *Patanjali Marketing Strategy Unpacked: Insights & Takeaways*, 30 March 2024, <https://thebusinessrule.com/patanjali-marketing-strategy-unpacked/#:~:text=Patanjali%20Marketing%20Strategy%20Unpacked%3A%20Insights%20%26%20Takeaways%201,5.%20Word-of-Mouth%20Marketing%20...%206%206.%20Sponsorships%20>

a wide range of options.¹⁹

Product Development

Patanjali exemplified this strategy by launching a modified Aloe Vera product with added orange and fibres. The company also expanded its product range with offerings like Amla, Mango Panna, Tulsi and Thandai. This approach aimed to attract new customers and retain existing ones through product extension and reformulation. Patanjali’s cow ghee has brought in 1,467 crore, accounting for 13.9 percent of the company’s overall income.

Market Development

Patanjali, as an FMCG company, aims to expand its customer base across various rural and urban markets. The company identified the Internet as a new market, launching online services to reach both existing and new consumers. Patanjali has also increased its distribution by collaborating with different supermarkets and food parks. The company engages in aggressive promotional strategies, including event sponsorships, to enhance brand visibility.

Diversification

Patanjali exemplifies this strategy through its expansion into the cosmetic industry, healthy drinks and chocolates. The introduction of weight loss products has successfully attracted new customers. The cosmetic sector is notably profitable, appealing to consumers seeking quality products at reasonable prices, thus expanding the female consumer base. Additionally, Patanjali’s healthy drink offerings cater to health-conscious consumers.

Financial ratios

(All the figures are in Indian rupees currency)

Profitability ratios

Gross Profit Margin (GPM) for 2022

$$\text{Gross Profit Margin} = \frac{\text{gross profit}}{\text{sales revenue}} \times 100^{20}$$

$$\text{Gross Profit Margin} = \frac{236071}{1073095} \times 100 = 21.9\%$$

Net profit margin (NPM) for 2022

$$\text{Net profit margin} = \frac{\text{profit after interest and tax}}{\text{sales revenue}} \times 100^{21}$$

$$\text{Net Profit Margin} = \frac{43180}{1073095} \times 100 = 4.02\%$$

Year	Sales revenue	Gross profit	Net profits	Gross profit margin	Net profit margin
2021	987187	234990	48455	23.8%	4.9%

¹⁹ Appendix 2:

Supporting document 2: singh, Ashita. *Patanjali Marketing Strategy Unpacked: Insights & Takeaways*, 30 march 2024, <https://thebusinessrule.com/patanjali-marketing-strategy-unpacked/#:~:text=Patanjali%20Marketing%20Strategy%20Unpacked%3A%20Insights%20%26%20Takeaways%201,5.%20Word-of-Mouth%20Marketing%20...%206%206.%20Sponsorships%20>

²⁰ Hoang, Paul. *Business Management*. 5th ed., International Baccalaureate organization, 2022. Accessed 23 january 2025.

²¹ Hoang, Paul. *Business Management*. 5th ed., International Baccalaureate organization, 2022. Accessed 23 january 2025.

2022	1073095	236071	43180	21.9%	4.02%
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Table 1: Gross Profit and Net Profit Margin²²

Liquidity Ratios

Current Ratio for 2022

$$\text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current liabilities}}_{23}$$

$$\text{Current Ratio} = \frac{849911}{432548} = 1.96\%$$

Acid Test Ratio for 2022

$$\text{Quick Ratio} = \frac{\text{Current Assets} - \text{stock}}{\text{Current Liabilities}}_{24}$$

$$\text{Quick Ratio} = \frac{849911 - 211638}{432548} = 1.47\%$$

Year	Current Assets	Current liabilities	Stock	Current Ratio	Acid Test Ratio
2021	689674	414437	218281	1.66	1.137
2022	849911	432548	211638	1.96	1.47

Table 2: Current Ratio and Acid Test Ratio²⁵

Efficiency Ratio

Return on Capital Employed (ROCE) for 2022

$$\text{ROCE} = \frac{\text{Net Profit before Interest and Tax}}{\text{Capital Employed (non Current Liabilities + Equity)}} \times 100_{26}$$

$$\text{ROCE} = \frac{59318}{116365 + 725679} \times 100 = 7.566$$

year	Non Current Liabilities	Equity	Capital Employed	Profit before interest and tax	ROCE
2021	94401	569461	663862	63917	0.09%
2022	116365	725679	842044	59318	0.07%

Table 3: Return on Capital Employed^{27,28}

²² Appendix 4:

Supporting document 4: "Financial statement." *Patanjali Ayurveda*, 31st March 2022, https://patanjaliayurved.org/wp-content/uploads/2022/06/Audited_Consolidated-Statements-PAL_2022.pdf. Accessed 25 January 2025.

²³ Hoang, Paul. *Business Management*. 5th ed., International Baccalaureate organization, 2022. Accessed 23 January 2025.

²⁴ Hoang, Paul. *Business Management*. 5th ed., International Baccalaureate organization, 2022. Accessed 23 January 2025.

²⁵ Appendix 5:

Supporting document 5: "Financial statement." *Patanjali Ayurveda*, 31st March 2022, https://patanjaliayurved.org/wp-content/uploads/2022/06/Audited_Consolidated-Statements-PAL_2022.pdf. Accessed 25 January 2025.

²⁶ Hoang, Paul. *Business Management*. 5th ed., International Baccalaureate organization, 2022. Accessed 23 January 2025.

²⁷ Appendix 4:

Supporting document 4: "Financial statement." *Patanjali Ayurveda*, 31st March 2022, https://patanjaliayurved.org/wp-content/uploads/2022/06/Audited_Consolidated-Statements-PAL_2022.pdf. Accessed 25 January 2025.

²⁸ Appendix 5:

Patanjali's financial performance highlighted a mixed outlook. The *Gross Profit Margin* (GPM) dropped from 23.8% in 2021 to 21.9% in 2022, and the *Net Profit Margin* (NPM) declined from 4.9% to 4.02%, indicating reduced *profitability* due to increased *operational costs*. The improved *Liquidity ratios*, with the *Current ratio* rising from 1.66 to 1.96 and the *Acid-test ratio* increasing from 1.137 to 1.47, indicates better short-term financial health. Additionally, lower *Return on Capital Employed* (ROCE) from 0.09% to 0.07%, reflecting lower returns on *invested capital*.

Conclusion

With the help of SWOT analysis of Patanjali Ayurveda, Patanjali will be able to discover the *external and internal factors* that have affected their *market share*. Due to the *increasing market*, *creative product portfolio*, and a *strong online presence*, Patanjali was able to improve their *market share*: however, *high expenses* and *weak presence in the international market* are affecting Patanjali's *profitability* and preventing them from reaching their *maximum sales*. The use of *4P's of marketing* provides a deep understanding of Patanjali's *marketing strategies* and their presence in the Indian market. This tool informs Patanjali about the products they should be *marketing* and which they shouldn't, pricing strategies they should follow and the promotional activities they should perform along with appropriate distribution channels.

The use of *Ansoff Matrix* highlights the company's strategies for Market Penetration, product development, market development and diversification. Patanjali has strengthened its market penetration by reformulating products, launching loyalty schemes, and increasing investments in R&D. their new product developments, such as Aloe Vera with orange fibres and Ayurvedic health drinks, have helped attract new consumers. Patanjali's diversification into healthy drinks, cosmetics, chocolates and weight-loss products has expanded its *customer base*, particularly among female and health-conscious consumers. Lastly, *Financial analysis* provides quantitative proof of the effect of *marketing strategies* on their *market share* and *profits*. Patanjali's *profitability* declined in 2022 along with ROCE, indicating lower efficiency. But, *liquidity* improved and *equity* increased along with the company's *revenue*. Therefore, cost control is essential for better *profitability*.

Patanjali has successfully disrupted the FMCG market in India with the help of its strong brand identity, cost effective pricing, and diverse product range. However the company faces challenges in revenue growth, international expansion, brand reputation management, and innovation. Thus, my research has helped me discover the effect of their *creative marketing strategies* on their market share and profitability.

Hence, it's evident that Patanjali Ayurveda's creative marketing strategies helped it to increase its market share and profits in India?

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