

## A Brief Profile of Patanjali Ayurved Limited

❖ Sanjeet Raj, Research Scholar, Ranchi University, Ranchi

❖ Research supervisor, Dr.G.P. Trivedi, H.O.D Commerce and Management Department of Management Ranchi University, Ranchi

**Abstract** : This company formed by Swami Guru-Baba Ramdev in 1997 by collaborating with Acharya Balkrishna, a scholar of Ayurveda, Sanskrit and Vedas in 1990's to manufacture Ayurvedic medicines. Ramdev focused on Yoga while Balkrishna assumed the responsibility of spreading Ayurveda medicine. The combination of FMCG for external beauty and YOGA for inner peace had done a tremendous job in context to Swadesh which is the main goal of the company. Swami Ramdev played a key role in both. His yoga Practices telecast on Aastha Channel has won him a mass following, and his FMCG market is helping Government in its Make in India Initiative. The Vision of the company is to provide Herbal/Ayurvedic/Natural solutions to all the problems. This paper tries to study the case of Patanjali Ayurved Ltd & its significant contributions to the masses through its business ventures & the commitment it makes to benefit the community.

**Key words** : patanjali, FMCG, swadeshi, responsibility

### INTRODUCTION :

The Sanskrit term Ayurveda translates to "knowledge of life," and the principles of this ancient wisdom remind us that the entire web of life is intricately interwoven. The origins of Ayurveda stretch deep into antiquity. From 3300–1300 BCE; a Bronze Age civilization flourished in the Indus Valley in today's Pakistan. Many of the foods and spices we associate with Ayurvedic cuisine, including rice, mung beans, urad dal, ginger, and turmeric, were already being cultivated in this ancient period. Later, the center of civilization shifted to the Ganges basin, where a people who called themselves the Arya or noble ones practiced a positive and life-affirming spirituality encapsulated in the Vedas.

Patanjali Ayurveda is a new approach to improve and accelerate the Herb mineral drug discovery and development process. Patanjali Ayurveda has excellent expertise & facilities for manufacturing & research- process development of Herb mineral preparations, Organic synthesis, isolation and structure elucidation, Biological screening, toxicological testing and pharmacokinetics. Patanjali-a brand set up by PATANJALI AYURVEDA LTD is backed by robust preaching and promotion of World renowned Guru Swami Ramdevji and an international authority on Ayurveda and Traditional Herbs. The company is set up with an objective to provide superior quality of products at fair price and to get their customers rid off the chronic diseases by providing products which are organic and natural.

Patanjali Ayurved Limited produces quality Herbomineral preparations. To monitor quality, the Divya Yog Mandir Trust and Patanjali Yog Peeth grow many endangered herbs on its farmland. The principles of Good Manufacturing Practices (GMP) are rigorously followed in the plant and Company prides itself on being environment friendly.

The special equipment required for manufacturing of sterile products (bhasma, ghanstva, eyedrop, capsule, etc.) includes component washing machines, steam sterilizers, membrane filter machines, manufacturing vessels, blenders, liquid filling machines, powder filling machines, sealing and labelling machines, vacuum testing chambers, inspection machines, lyophilisers, pressure vessels, etc. are provided depending on the type and volume of activity.

Company efforts in the sectors of social welfare, health, philosophy and spirituality are guided by its values. Patanjali Ayurved Limited considers 'guru satta' and 'bhagwat satta' above everything else. Patanjali Ayurved Limited believes in optimum utilization of capabilities for the betterment of the society. Patanjali functionality and concepts make us a distinguished organization.

### VISION :

Keeping Nationalism, Ayurved and Yog as 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.



### Patanjali Ayurved-Presence across India :

**Patanjali Ayurved Ltd** has achieved a tremendous presence around the globe and throughout India in a very small time since its inception in 2006. We have more than **47000 retail counters, 3500 distributors**, multiple warehouses in 18 states and proposed factories in 6 states. With a growth rate of 130%, the Patanjali Group is planning to make a foray into major global markets. As the group is already present in markets like the US, Canada, the UK, Russia, Dubai and some European countries, it is willing to spread its wings wider and farther.

### Global Presence :

Patanjali Ayurved Limited is a leading manufacturer and exporter of Herbal & Natural products including Health Supplements, Cosmetics, Food, Processed Food, Beverages,

and Personal & Home Care products. The company products are today available in many overseas markets, helping people move towards a more healthy and natural lifestyle.

Backed by one of the largest manufacturing facilities in the world with ISO9001:2008, ISO14001:2004, BS OHSAS 18001:2007, GMP, FSSAI & Halal Certification, and state of art laboratories to ascertain and maintain highest quality, Patanjali's overseas business today spans across key countries in all continents of the world.

Our organization is registered with US FDA and is an active member of many government and semi-government trade promotion organizations.

## Gau Sanvardhan

Patanjali has vowed to protect all indigenous breeds of cows found in India. A human being the most intelligent animals has duty to preserve and maintain bio-diversity on this planet.

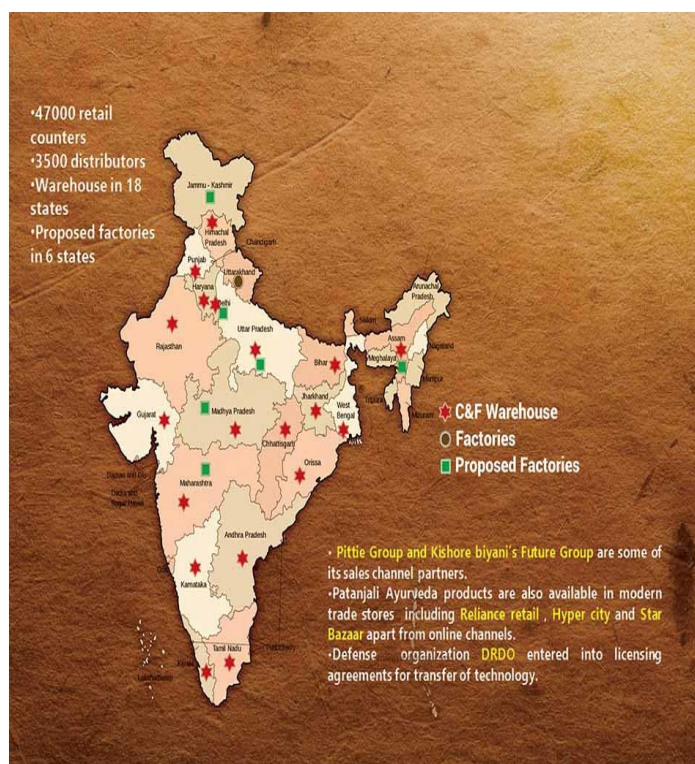


Breed selection, semen selection, embryo transplantation, etc. are the methods through which we can improve the breeds and such cows will be capable of giving 50-60 kg milk. Patanjali has planned to spend Rs.500 Cr. on this project.

## Patanjali Research Foundation

Patanjali Research Foundation was started in August 2010. This Research Foundation is a part of Patanjali Yogpeeth and is located in Haridwar, in the north of India.

Patanjali Research Foundation (and indeed the parent body, Patanjali Yogpeeth) are named after the great Indian sage, Patanjali (circa 900 B.C.) who first compiled the numerous writings on yoga in a way which is relevant and can be understood by people today.







The foundation aims at:

1. Evaluating indigenous systems of medicine, particularly yoga and ayurveda,
2. Studying the scientific basis for ancient practices used in various areas of life
3. Evaluating the use of home remedies through scientific studies

## Production

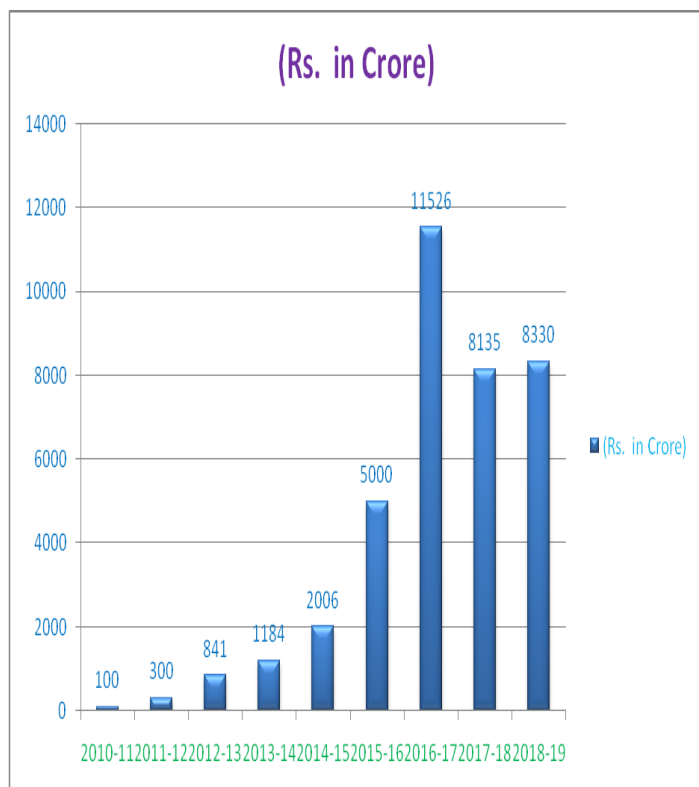
Patanjali Food and Herbal Park at Haridwar is the main production facility operated by Patanjali Ayurved. The company has a production capacity of Rs.35,000 crore (equivalent to Rs.380 billion or US\$5.3 billion in 2019) and is in the process of expanding to a capacity of Rs.60,000 crore (equivalent to Rs.690 billion or US\$9.7 billion in 2019) through its new production units at several places, including Noida, Nagpur, and Indore.

## Financial Performance of Patanjali Ayurved

Baba Ramdev's Patanjali Ayurved reported revenue of Rs 8,329.7 crore in the year 2018-19, the company said in its annual return filling. It is a marginal increase of 2.38 per cent from the previous financial year. The company did not report any profit or loss for the period.

Year	Revenues (Rs. in Crore)
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

The company stated that foods and beverages was the largest category with sales of Rs 5,184 crore, which accounted for 62.23 per cent of its total sales, as mentioned in a report in Business Standard. Chemical-based products, pharmaceuticals, medicinal chemicals and botanical products contributed 34.99 per cent, while wood and wood products, furniture, paper and paper products contributed 2.4 per cent, the report stated.



Patanjali Ayurved, which used to see 70 per cent of its sales from branded Patanjali stores till early-2018, set a target of catering to three million outlets by end-2019. Patanjali, which was losing share to its rivals in the market like Hindustan Unilever and Colgate, regained some of the lost grounds during 2018-19.

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