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PATANJALI AYURVED SWOT & PESTLE ANALYSIS

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Company Name : Patanjali Ayurved

Company Sector : FMCG

Operating Geography : Asia, India, Global

About the Company :

Patanjali Ayurved is an Indian FMCG company specializing in mineral and herbal products. Established in 2006 by Acharya Balkrishna & Baba Ramdev, Patanjali is headquartered in Haridwar, Uttarakhand in India. It is the fastest growing FMCG Company in India and has more than 200,000 employees. The company makes cosmetics, ayurvedic medicine, personal care products, and food. Balkrishna is the CEO of the company, and he owns 94% of the stock. Ramdev is the company's representative and makes strategic decisions. In May 2022, Ruchi Soya, announced the acquisitions of Patanjali Ayurved's food retail business, to accelerate its transition to a leading FMCG company.

The USP of Patanjali is that it is one of the Top 10 Most Influential Brands in India. The mission statement of Patanjali reads, "Making India an ideal place for the growth and development of Ayurveda and a prototype for the rest of the world". Its vision statement reads, "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".

Revenue :

INR 9,871.87 crores - FY ending March 31st, 2021 (y-o-y growth of 9%)

INR 9,068.86 crores - FY ending March 31st, 2020

SWOT Analysis :

The SWOT Analysis for Patanjali Ayurved is given below:

Strengths	Weaknesses
1. Influential brand ambassador in the form of yoga evangelist, Baba Ramdev, has helped boost the brand's image 2. Brand positioned as a healthy ayurvedic alternative buoyed by strong branding as compared to competitors 3. Strong growth in a short span of time 4. Patanjali relies on excellent word of mouth buzz marketing and nationwide promotional campaigns 5. Extensively present on e-commerce platforms 6. Strong market segmentation and management	1. Over-reliance on Baba Ramdev 2. Difficulty in product consolidation 3. Penetration pricing is not a long-term sustainable strategy in order to earn profits
Opportunities	Threats
1. Tie ups with major retailers will help Patanjali be more successful 2. Diversifying to other retail segments can help Patanjali in having an all-round Indian presence in the industry 3. Patanjali has the potential to increase its Global market as Ayurveda is increasingly gaining prominence worldwide 4. High growth potential due to acquisition of Ruchi Soya	1. FCMG Competitors coming up with Ayurvedic product variants 2. Poor farming season can heavily affect Patanjali business as it is dependent on natural ingredients for its products 3. Involvement in various controversies

PESTLE Analysis :

The PESTLE Analysis for Patanjali Ayurved is given below:

Political	Economical
1.Baba Ramdev's affiliation with political parties	1.Upbeat macro-economic scenario and 'Make in India' initiatives 2.7th Pay Commission and OROP bill to boost spending
Social	Technological
1.Patanjali riding on popularity of yoga and Baba Ramdev 2.Advantage of nationalist sentiments 3.Shift in consumer preference towards organic products	1.Technology initiatives for distribution efficiency 2.Mobility and e-commerce initiatives 3.Strategic alliance with DRDO
Legal	Environmental
1.Penalty for various offences	1.Investment in Bio-Research 2.Environmental friendly detergent powders

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