STRATEGY OF CONTENT MARKETING IN AYURVEDA
A SPECIAL REFERENCE STUDY ON PATANJALI PRODUCTS

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ABSTRACT
Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.
Those who practice Ayurveda believe every person is made of five basic elements found in the universe: space, air, fire, water, and earth.
These combine in the human body to form three life forces or energies, called doshas. They control how your body works. They are Vata dosha (space and air); Pitta dosha (fire and water); and Kapha dosha (water and earth).
Patanjali Ayurved is one the fastest growing FMCG companies in India, which focuses on food, healthcare and medicinal products. Patanjali is founded by Indian yoga guru Baba Ramdev and Acharya Balkrishna in 2006 with the aim of promoting ayurvedic products amongst consumers. With annual revenues exceeding INR 5000 crore, Patanjali had become one of the largest consumer goods company in India. Patanjali Ayurved has also initiated its expansion by dealership partnerships and distributor channels across India and abroad.

KEYWORDS: Content Marketing, Ayurvedic Products, Patanjali Products, Baba Ramdev
I. INTRODUCTION

AYURVEDA

Ayurveda is the traditional science of Ayurvedic medicine is designed to bring the body back into balance so it can heal itself – which in itself is amazing – but underneath all of that, Ayurvedic medicine is so much more. Ayurveda is a Vedic science which, like yoga, has only one purpose: to expose the illusion and neediness of the mind and become free. Ayurveda is the science that seeks to free you of all that, and let the real, delicate, vulnerable and powerful “truth of you” out so you can be fully content with just being you. Such freedom is what the essence of Ayurveda can offer. So, let’s explore this amazing science and rediscover.

II. SIGNIFICANCE

Mind is The Origin of All Diseases, In Ayurveda; the mind is thought to be the origin of all disease. The mind creates protective patterns and belief systems that start early in childhood and shape your personality today.

AYURVEDIC BODY TYPES

In Ayurvedic medicine, one’s individual nature is mirrored in their body type or dosha. The doshas reflect three main governing principles of nature, called vata (air), pitta (fire) and kapha (earth-water).

Each person is a unique combination of these three principles or doshas, with different proportions of each existing within us. These three basic Ayurvedic principles combine to make ten unique mind-body types.

Based on our Ayurvedic body type, what we eat, how we exercise, when we sleep, and even where we prefer to live, will have its own unique blueprint.

Once you know your body type, Ayurveda provides protocols to align your internal nature with the larger cycles of nature, such as the daily rhythms and seasonal cycles.

In Ayurveda, seasonal and daily routines include proper diet and a balanced lifestyle according to your type. Ayurveda then makes very specific recommendations for resetting digestion, restoring balance and function, and proper detoxification.

Vata is the winter principle. Generally, vata types tend to be thin, hypermetabolic, and they think and move quickly. Vata types typically have dry skin and cold hands and feet. They do not like cold weather because they already have many of these winter or vata qualities inherent in their nature.

Pitta is the summer principle. Much like summer, Pitta types are hot, fiery and competitive, with a medium frame. Pitta types prefer cool weather. When out of balance, they may get heartburn, skin rashes, inflammatory diseases, or just burn out.
Kapha is the spring principle. Kapha types are easygoing and have a slow metabolism. Kapha types will hold on to more weight and water and tend to develop allergies and congestion. Kapha types have more spring-like qualities in the same way that vata and pitta types carry more winter and summer qualities.

Once you know your body type (vata, pitta or kapha), it’s like having a roadmap that points you in the right direction of becoming your best self, so that you can fulfill your potential and experience more joy.

**DISEASE**

A disease is a particular abnormal condition that affects part or all of an organism not caused by external force and that consists of a disorder of a structure or function, usually serving as an evolutionary disadvantage. The study of disease is called pathology, which includes the study of cause. Disease is often construed as a medical condition associated with specific symptoms and signs. It may be caused by external factors such as pathogens or by internal dysfunctions, particularly of the immune system, such as an immunodeficiency, or by hypersensitivity, including allergies and autoimmunity.

When caused by pathogens (e.g. malaria by Plasmodium ssp.), the term disease is often misleadingly used even in the scientific literature in place of its causal agent, the pathogen. This language habit can cause confusion in the communication of the cause-effect principle in epidemiology, and as such it should be strongly discouraged.

In humans, disease is often used more broadly to refer to any condition that causes pain, dysfunction, distress, social problems, or death to the person afflicted, or similar problems for those in contact with the person. In this broader sense, it sometimes includes injuries, disabilities, disorders, syndromes, infections, isolated symptoms, deviant behaviors, and atypical variations of structure and function, while in other contexts and for other purposes these may be considered distinguishable categories. Diseases can affect people not only physically, but also emotionally, as contracting and living with a disease can alter the affected person’s perspective on life.

Death due to disease is called death by natural causes. There are four main types of disease: infectious diseases, deficiency diseases, genetic diseases (both hereditary and non-hereditary), and physiological diseases. Diseases can also be classified as communicable and non-communicable. The deadliest diseases in humans are coronary artery disease (blood flow obstruction), followed by cerebrovascular disease and lower respiratory infections.

**SWAMI RAMDEV**

Swami Ramdev, popularly known as Baba Ramdev was born in 1965 in Alipur in the Mahendragarh district in the Indian state of Haryana. Ramdev is an Indian, Hindu swami and is
particularly well known for his efforts to popularize yoga. His yoga camps see a large attendance of his followers. The Baba is also one of the founders of the "Divya Yoga Mandir Trust" that aims at promoting yoga among the masses.

Born as Ramkishen Yadav he attended school till grade eight in Shahjadpur in Harayana and then joined a gurukul in Khanpur village to study yoga and Sanskrit. Ultimately, he renounced worldly life and became a Sanyasi (took to monastic living) taking on his present name. He later travelled to the Jind district and joined the Kalva gurukul and offered free yoga training to villagers across Harayana.

Baba Ramdev spent many years of his life studying ancient Indian scriptures and practicing meditation and self-discipline all along. He has also founded the Patanjali Yogpeeth Trust in Haridwar, an institution that does research in the healing powers of yoga and Ayurveda. The trust also provides many free services to all its visitors.

Baba Ramdev's educational shows have been broadcast on many religious TV channels like Aastha, and other TV channels like Zee Network, Sahara One and India TV; and the swami holds many yoga camps across the country and even abroad.

In 2007 the KIIT University (Kalinga Institute of Industrial Technology) awarded the swami with an honorary doctorate degree for his contribution towards popularizing the Vedic science of yoga.

SWAMI RAMDEV'S CLAIMS

In December 2006 the press reported that Swami Ramdev had claimed that he had found a way to use yoga to cure AIDS. As a result of these press reports the Indian Union Health Ministry sent him a cease and desist order and threatened legal action if he did not stop making these false claims. Other claims of the Baba include being able to cure cancer of the liver, breast, prostrate, uterus and brain (including brain tumors) by practicing seven breathing exercises; Ramdev allegedly has documentary evidence for the same.

Baba Ramdev preaches that God resides in every human being and that the body is a temple of God. The swami believes in Vasudaiv Kutambakam (the whole World is one family) and does not support discrimination on the basis of caste, creed and religion. One of the most essential beliefs of Baba Ramdev is that showing true love and compassion towards all living things is true worship.

The Swami has taught many elements of the Indian scriptures such as the Ashtadhyayee, Mahabhashya and Upanishads and has set up many gurukuls in Ghasher, Kishangarh, and Mahendragarh in India. The yoga guru also teaches "Pranayama"; which is series of breathing exercises that were a part of the ancient Indian system of yoga. The Baba's educational show is broadcast on TV with a total viewer ship of millions. People who watch his TV shows have given examples of how they have been cured from diseases such as diabetes, high blood pressure,
arthritis, stomach ailments, thyroid problems, heart diseases and cancer after practicing yoga and breathing exercises prescribed by the Baba.

Swami Ramdev has even claimed that he was paralytic before he took up yoga, and since has been completely cured. This claim has yet to be verified.

Baba Ramdev has been conducting Yoga Science camps all across the country and abroad and even spent a month in London teaching Pranayama and Yoga.

CONTENT MARKETING

Content marketing is an activity of attracting consumers to your product, not by bombarding them with incessant ads (looking at you retargeting ad players) but by educating them on the general sphere where you operate.

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

HISTORY ABOUT MEANING OF PATANJALI

Patanjali was an Indian sage who is believed to have authored or compiled the Yoga Sutras. Very little is known about him and no one knows exactly when he lived; although, it is estimated from analysis of the Sutras, and that it was in the 4th or 5th century C.E. It is said that he came to Earth in order to teach and share the knowledge of yoga.

Patanjali’s teachings in the Yoga Sutras form part of the scriptural foundation of yoga philosophy. It is thought that Patanjali compiled the Yoga Sutras from older yogic texts; however, they contain a lot of original material as well. Patanjali is highly regarded for the clarity he brought to yogic philosophy and his work continues to inspire yoga instruction to this day.

YOGAPEDIA EXPLAINS PATANJALI AS FOLLOWS

Despite the uncertainty about the time of Patanjali’s birth, there are many myths surrounding the nature of it. Some say that Patanjali fell to Earth as a snake: a powerful yogini called Gonika. It is also said that Patanjali was an incarnation of Ananta, or Shesha, the 1,000-headed serpent king who is often depicted supporting Lord Vishnu.

Patanjali is thought to have resided in Gonda, a district of Uttar Pradesh that was also where Buddha resided. This area was known as a center for Sanskrit study.

There are other works, including significant texts on Ayurveda and other texts on yoga, which are attributed to an author named Patanjali. Although some believe that this was the same Patanjali who authored the Yoga Sutras, it is now more commonly accepted that this was someone else.
PATANJALI AYURVED LIMITED

It 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 Nepal Gramudhyog and imports majority of herbs in India from Himalayas of Nepal. According to CLSA and HSBC, Patanjali is the fastest growing FMCG Company in India. It is valued at ₹30 billion (US$460 million) and some predict revenues of ₹5,000 crore (US$770 million) for the fiscal 2015–16. Patanjali declared its annual turnover of the year 2016-17 to be estimated ₹10,216 crores (US$1.6 billion). Baba Ramdev has stated in his interview with CNN-News18 that profit from Patanjali Products goes to charity.

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III. PURPOSE(OBJECTIVES) OF THE STUDY
1. To find Strategy behind Patanjali Ayurvedic Products
2. To Identify Secret Behind Patanjali Products Success

IV. LITERATURE REVIEW

Between the 1940s and 1950s, TV was in their golden age, and advertising took over the media. Companies focused on sales rather than connecting with the public. There were few ventures into content marketing, and no very prominent campaigns.

During the baby boom era, Kellogg’s began selling sugary cereal to children. With this change in business model came sociable animal mascots, lively animated commercials and the back of the cereal box as a form of targeted content marketing. Infographics were born in this era. This represented a new approach to make a brand memorable with the audience.

In the 1990s, everything changed for marketers. The arrival of computers and the Internet made websites and blogs flourish, and corporations found content marketing opportunities through email.

E-commerce adaptations and digital distribution became the foundation of marketing strategy. Internet also helped content marketing become a mainstream form of marketing. Traditional media such as newspapers, magazines, radio and TV started to lose their power in the marketplace. Companies started to promote and sell their products digitally.
The phrase "content marketing" was used as early as 1996, when John F. Oppedahl led a roundtable for journalists at the American Society for Newspaper Editors.

In 1998, Jerrell Jimerson held the title of "director of online and content marketing" at Netscape. In 1999, author Jeff Cannon wrote, “In content marketing, content is created to provide consumers with the information they seek.”

V. DATA ANALYSIS

The Required data collected for writing this article is primary as well as secondary through Virtual and Direct Interacting with different Personnel.

VI. FINDINGS

1. THE IDENTIFIED STRATEGY BEHIND PATANJALI PRODUCTS AS FOLLOWS

a) Media attention

Ramdev rose to national fame as a yoga guru through his programmes on TV channels - Sanskar in 2001 and Aastha from 2003. He readily acknowledges the role of the media in his rise. "Patanjali KO bananey mein ek se 10 per cent humara role hai, baaki role media ka hai (My own role in the rise of Patanjali is just one to 10 per cent, the rest of the credit goes to the media)," he told Business Today website.

b) Smart pricing

Yet another reason for Patanjali’s success is the thrift it practices. "Our profit margins are miniscule because the main aim is not to make profit," said Ramdev. "Profiting from patients is against the philosophy of Ayurveda, so we aim at minimum profit from our health products. Our input costs are low because we source directly from farmers, avoiding middlemen." Salaries are also modest. "Humare yahaan crore ki salary paane waala koi vyakti nahee hai, (There is no one in our company who is paid crores as salary)," he added. "Most companies have administrative costs of around 10 per cent of their revenue, but in our case, it is just two per cent."

c) Retail outlets

Initially, Patanjali shunned the conventional distribution network, preferring to rely on its own channels of super distributors, distributors, Chikitsalayas (franchise dispensaries) and Arogya Kendras (health centres which sell Ayurvedic remedies). Once it turned to retail outlets from 2011, revenue began to multiply manifold.

d) Variety of products

Already, a few Patanjali products have made major inroads - apart from desi ghee, its toothpaste Dant Kranti, for instance, launched in March 2010, brought in revenues of Rs 200 crore in 2014/15. Patanjali has also ventured out to produce many other new items that were mostly
produced by foreign companies in recent months. Patanjali also sells toothpastes, unpolished pulses and detergents.

e) Swadeshi factor

Patanjali is happy to co-exist with indigenous companies, multinational ones are a different matter. "Humara ek simple funda hai: MNCs ko replace karna (We have a simple principle: we want to replace MNCs)," said Ramdev.

"We don't want to put anyone down, but we would like to instill swadeshi pride so that Indian money does not go out of the country." He is aware that the competition is gunning for him.

"The MNC mindset is such that whenever an Indian does anything, MNCs think we are competing with them," he said. "MNCs are creating special war rooms to combat Patanjali. We are not into any such war rooms. We don't analyse other companies' strategies or conduct market surveys and feasibility studies. It is only when people ask for cheap and healthy options that we try to respond."

f) Advertising

Patanjali's own advertising was limited in the past, but has increased considerably of late, with ads appearing on general entertainment TV channels (GECs) such as Star and Zee. The company has also reached out to regional Southern channels.

2. TO IDENTIFIED SECRET BEHIND PATANJALI PRODUCTS SUCCESS AS FOLLOWS

PATANJALI MARKETING MIX

Marketing Mix of Patanjali analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Patanjali marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company.
PRODUCT
Patanjali Ayurved is an Indian FMCG company which started in 2006. Patanjali has a diverse product offering in its marketing mix. The product range of Patanjali had more than 400 types of FMCG goods like cosmetic products, food items, haircare, skincare, toothcare etc. The company also has products which focus on baby segment, healthcare and beauty products for men and women. Patanjali also produces medicines and as per its sources, all its products are ayurvedic and free of harmful chemicals. Patanjali food product range includes biscuits, noodles, cornflakes etc. Patanjali has 300+ medicines for treating many ailments and body conditions, from common cold to paralysis. Textile, jeans, kurta, pyjama etc is also something which the company is focused on. Hence, this gives an insight in the product mix of Patanjali.

PRICE
Patanjali Ayurved has entered in an extremely competitive segment in the Indian FMCG industry. The main players in India in this category are the likes of HUL, P&G, Marico, ITC etc. Patanjali has ventured into various segments and hence the pricing strategy in its marketing mix is defined by the competition in that segment. Patanjali products are priced as per competition so that it becomes easier for the customers to switch from their existing brand and adopt their products. Patanjali noodles competes with Maggi, toothpaste competes with Colgate, chywanprash competes with Dabur, cornflakes compete with Kellogg’s and hence forth. This clearly shows that Patanjali has replicated the already successful existing FMCG model and is focused on giving a healthier and natural variant to its target audience. Thus the prices of Patanjali products are driven by segment, geography and most importantly competition pricing.

PLACE
Patanjali has managed to reach a wide population in a short span of time. Patanjali has an excellent distribution network as it has tied up with the likes of Future group, Reliance retail, hyper city etc. This has enabled the Patanjali brand to ensure that its products are widely available across various cities and towns in India. Close to 5000 retailers are actively promoting Patanjali products along with smaller grocery stores. With the increase in ecommerce in the Indian segment, Patanjali is also effectively increasing its presence online. This would enable customers to simply add the products to their carts and they can buy Patanjali products via COD, online payment etc which would be delivered to their doorstep. The brand has also been able to expand geographically outside India. Patanjali products are widely available in countries like Nepal, Saudi Arabia, UAE, Middle East, Bangladesh, SriLanka etc.
PROMOTION

Patanjali has considered advertising for its products as a high priority for driving sales. The promotion and branding in Patanjali marketing mix utilizes all media channels like print, TV, online ads, billboards etc. Patanjali’s brand ambassador is yoga guru Ramdev Baba, who has a staggering fan following, which enabled the brand to catapult in the big league within a short span. The advertisements of Patanjali has been aggressive where they have showcased the importance of using natural and ayurvedic ways of making products. Their advertisements have also been under scrutiny as they have alleged that its competitors have been using harmful products. Patanjali advertisements showcase their entire product range targeting the audience who want a healthy lifestyle by using naturally curated products. The massive advertising exercise by Patanjali has made it one of the fastest growing FMCG companies in India, with annual revenues in excess of INR 5000 crores. Hence this gives an overview on the marketing mix of Patanjali Ayurved FMCG Company.

VII. Contribution Of The Study (How Research Findings Helpful)

“Swasthasya Swasthya Rakshanam”

Preserving the health of those who are hale and hearty in order to lay the foundation of a disease-free community.

Ayurveda advocates the maintenance of a healthy life by one’s own right action.

Ayurveda revolves around the three Doshas namely “vaada”, “pitham” and “kapham”, any imbalance in these leading to an unhealthy state.

VIII. CONCLUSION

Ayurveda is a holistic approach to life science and health that considers every individual a unique being and offers much customized, individual based solutions. By learning more about your body/mind constitution (dosha), you would be able to understand you body better, prevent or alleviate various ailments, and make your life a lot happier.
IX. REFERENCES


