

Q.P. Code : 61345

12. Compulsory Question :

(1 × 15 = 15)

A desi brand was introduced into Indian market "Patanjali" Patanjali Ayurved Ltd. Co. Established in the year 2006 with a product category as below :

- (a) Food
- (b) Beverages
- (c) Cleaning agents
- (d) Personal care products
- (e) Ayurvedic medicine
- (f) Fashion.

The manufacturing industries are located at Haridwar and Uttarkhand and registered office at Delhi with Distribution and Retailing Pan India. The company grew as a gaint with in a span of 14 years with predicted revenue to be Rs.20,000.00 crore annually by 2024 and shall be listed in top ten trusted companies of India.

Questions :

- (i) What made Patanjali become the Indian FMCG King?
- (ii) What strategies made Patanjali a strong successful brand? Discuss.