Abstract

The Fast-Moving Consumer Goods sector currently stands as the fourth largest sector in India in terms of the Gross Domestic Product contribution. It has been forecasted that the sector will at about 28% Compound Annual Growth Rate (CAGR) by 2020. Hence it is worthwhile to know which of the top companies would enjoy a lion’s share of this growth. One of the top companies in recent times in the Fast-Moving Consumer Goods sector has been Patanjali Ayurved Limited. Patanjali Ayurved Limited has found a special place in the heart of Indian consumers with an herbal touch of nature. But with Goods and Service Tax coming into full swing it saw a dip in its sales for the first time in the last 5 years. The company’s revenue from only the consumer’s goods sector saw a decline of 10% in 2018. Also, one of the major reasons for the dip in the sales was due to a weak distribution network. This study presents the consumer perception towards Patanjali Ayurved Limited and the important factors which will drive Patanjali Ayurved Limited's growth in the coming years.
1. INTRODUCTION
Although Patanjali has been at the heart of the Indian Fast-Moving Consumer Goods sector since its inception, at the end of the fag end of the year 2018, it saw a decline in its sales by 10% taking the figure to Rupees 8,135 Crore against Rupees 9,030 Crore in the past fiscal year. The primary reasons for the decline have been credited to the implementation of the Goods and Service Tax and competitors’ aggressive entry into the domain of the natural products, which has been the Unique Selling Point since its outset. The former is one of those things, each business, with time and experience is generally bound to get better at, the latter can pose a serious threat to Patanjali’s growth and more so ever due to rapid rise predicted by many for the Fast-Moving Consumer Goods sector in the coming few years. Competitors such as Hindustan Unilever Limited (HUL), L’Oréal, and Colgate launched new products in the natural products space which has hampered Patanjali Ayurved Limited’s growth. The market leader, HUL had relaunched the Lever Ayush Brand, L’Oréal launched a new hair care range under Garnier Ultra Blends with natural ingredients and launched Citra skincare brand, and Colgate came up with a new toothpaste, Vedshakti, made of natural ingredients. Secondary reasons contributing to the decline are a poor advertising strategy and a lack of a comprehensible trade channel network. It has been also proved that one of the important factors which made Patanjali the top 5 companies in the Fast-Moving Consumer Goods sector is the popularity of its founder, Ram Dev Baba, among the Indian households. Conversely its popularity among the Indian youth has been questioned time and again.

1.1 BACKGROUND OF STUDY
In the current research paper, the background study included reviewing 12 existing research papers in a similar area of subject which have been comprehensively mentioned under the ‘Literature Review’ section. The in-depth knowledge was crucial to get a gist of what is already known in the similar field, how technology has affected the area under study and to get an idea about the framework of how the research work must be planned out.

1.2 STATEMENT OF PROBLEM
To predict whether Patanjali Ayurved Limited will sustain its growth in the coming years based on factors such as customer perception, advertising and post purchase behaviour and customer satisfaction.

2. LITERATURE REVIEW
⇒ Neeta Rani (2017), in her article “Consumers Awareness, Attitude and Preference towards Patanjali Retail Products”, analysed that majority of respondents had used, were well aware of ‘Patanjali’ retail products and showed a positive attitude regarding the products. Television was the most important marketing source for the products and the buyers preferred these products due to higher quality and due to Ram Dev Baba. Further analysis proved that majority of the respondents felt that the products were readily available but were priced higher than their competitor’s products.

⇒ Ajeeth Kumar and Anshu Ahuja (2017), in their article “Consumer Behaviour towards Patanjali Products: A Study on consumers with reference to Rohtak district of Haryana”, analysed the relationship of demographic variables such as age, occupation, marital status and monthly income on satisfaction level and concluded that there was
no relationship between them. Further analysis showed that most consumers preferred Patanjali products due to the Swadeshi factor and also due to their reasonable prices.

⇒ Priyanka K. Shinde (2015), in her article “A Study on Factors Affecting Sales of Patanjali, Himalaya, Dabur, and Zhandu Products: Consumer’s Point of View”, analysed that customers' perception towards a brand was built principally on the acceptable value that the user receives after paying for the product and the benefits that the user looks for. In her above study, a large portion of the users was gratified with Patanjali products.

⇒ Dr. Preeti Shukla and Payal Shrivastava (2016), in their article “Patanjali: The Swadesi Titan: A Case Study Analysis On PAL” did a SWOT analysis of Patanjali Ayurveda Ltd and highlighted the various Strengths, Weaknesses, Opportunities, Threats of PAL. The research paper was based on secondary data collected from India Today’s Magazine and it shed light on the Unique Selling Proposition of PAL and how they marketed their products through spirituality and also on the role of their brand ambassador Baba Ramdev in the firm’s success.

⇒ Dr. Hemant J. Katole (2018), in his article” A study on Consumer Behaviour on Patanjali products” analysed the perception, satisfaction level and attributes of the consumer with regards to the Patanjali products. The purpose of the study was to find out various factors affecting the purchase of these products. The study concluded that Patanjali has captured a huge portion of the market within a very short duration of time, but the shortage of the products was the main concern for the consumers. Various suggestions to increase their customer base and to improve their customer service were given.

⇒ Miss Rupali Khanna (2015), in her article “Consumer perception towards Brand: A study on Patanjali” targeted three things-perception of Patanjali in consumer minds, satisfaction level of Patanjali consumers and the attributes that affect Patanjali’s products purchases. The paper used primary data collected through questionnaires from 100 users of Patanjali products in Punjab. Two types of analysis-regression and correlation analysis were done, and the results of the analysis concluded that there are many significant factors that make up the buying decision of the product. The study proved that a large number of users were satisfied and Patanjali had a good retention rate.

⇒ Paldeep Das, Debraj Mandal, in their article “Rise of Patanjali: To analyze the strategy followed by Patanjali, its feasibility if followed by other business houses and impact on global FMCG companies” states that Patanjali, founded in 2007 by Baba Ramdev and his aide Swami Acharya Balakrishan has grown into a 5000-crore company in 2015. It has disrupted the entire FMCG market with its unconventional growth story. The credit goes to Baba Ramdev who has very meticulously decided the timeline for each action and delivered unprecedented success. The drivers for Patanjali
purchase are lower price points which The FMCG industry has a lot of big players with dominant market leaders in each category. Patanjali is in direct rivalry with most of them and with time has been able to take away market share from the best-selling brands. In retaliation, the market leaders are bringing out newer herbal products at lower price points or putting into action other strategies. However, Patanjali has the advantage of being the forerunner and have gained sufficient traction that it will be difficult to displace them.

⇒ Vinod Kumar, Ankit Jain, Zillur Rahman, Akhil Jain in their article “Marketing through spirituality: A case of Patanjali Yogpeeth” states that the influence of spirituality on buyer behaviour in business to business (B2B) relationship marketing and observed that spirituality is an important dimension in differentiating the cross-cultural organization through dimensions of spirituality. However, Mercer (2006), in his study, talked about marketing through spirituality in the USA by targeting children. He not only discusses the parent’s worry for spiritualism in children but also observed that the various companies are offering products for the spiritual development of children through offline and online retail modes. This study considered the products based on spirituality but did not consider the desired perspective of selling products through yoga and spirituality.

⇒ Pooja Pandey and Kanchan Bhatia (2016), in their article “A study of Brand Strategy and the demand inclination of Patanjali products in India” analysed the increasing growth of profit of Patanjali products and the factors responsible for it, also to understand the sales promotion and branding strategy of Patanjali. VIL future prospectus of Patanjali and the limitations of the study are also provided. The study showed that as long as the Yoga Guru Ramdev is with Patanjali, the brand will never get a slowdown.

⇒ Moloy Ghoshal (2017), The finding of the research shows that there are many significant factors that determine the buying decision of a customer. Customer’s perception about a brand is largely build up by the satisfaction he derives out of the use of the product and the price he paid for it. In this research the researcher mostly got a positive opinion from the users of Patanjali’s products, apart from few complaints of low quality of packaging which Patanjali should take seriously. The distribution strategy it has adopted as discussed is very successful and unique in the sense that it has adopted all possible channels to reach the customer viz. through its franchises, through different organized retail giants, through unorganized retailers, through its own web site, through online shopping sites. Patanjali has also succeed to convey the message that if quality can blend with reasonable price no celebrity is require selling the product. But the success is not achieved in a day. It was the years long effort of Baba Ramdev to make Indian people aware about the benefits of Yoga and consumption of herbal products. Finally, Patanjali should recognize its weaknesses and work on it seriously to stay in the market for long.
3. RESEARCH METHODOLOGY

3.1. DESCRIPTION OF RESEARCH DESIGN AND PROCEDURES USED
The present study is an exploratory research in nature and includes data collected from both primary and secondary sources.

3.2. SOURCES OF DATA
The primary data has been collected through a questionnaire while the secondary data has been collected by reviewing various journals, articles and research reports. The questionnaire was sent to family members, close friends and relatives. Various factors which measure the growth of Patanjali Ayurveda Ltd. have been included in the questionnaire. A total of 84 responses were recorded with most of the respondents ranging from 18-25 years in age. 60.7% of the respondents were Males whereas 36.9% were females. The survey will measure the various independent variables using Likert scale and after primary data collection, the data will be analyzed using factor analysis with the help of SPSS.

3.3. SAMPLING PROCEDURES
For this research, a non-probability convenience sampling has been used.

3.4. METHOD OF DATA ANALYSIS
SPSS is the statistical package which has been used for data analysis. Since, many of the questions measured respondent’s views on the Likert scale, we have computed the value of Cronbach Alpha to measure how consistent or in simple terms how reliable is the primary data which we have collected through the questionnaire. Further, factor analysis has been performed to identify the important factors helping in the sustainability of growth of Patanjali Ayurveda Ltd.

4. ANALYSIS AND RESULTS

4.1. DESCRIPTIVE ANALYSIS
The data collected of 84 consumers of Patanjali’s products has been analysed through frequency distribution, correlation and factor analysis. Below graphs show the descriptive data analysis i.e. the frequency distribution of different parameters

4.1.1. Current Usage V/s Past Usage

![Figure 1: Past Usage](image-url)
When asked about their past usage, it was found through the survey that the 3 most popular products that were being used by the respondents were Patanjali Dant Kanti (60.7% people used it), Patanjali Kesh Kanti Natural Shampoo (52.4% people used it), Patanjali Aloe Vera Gel (44% people used it).

When questioned about the duration of the usage, it was found that 56% of the respondents have been using Patanjali Ayurved Limited’s products for more than a year. About 13% of the respondents had been using it for more than 6 months but less than a year.
year, almost 24% of the respondents had been using it for duration of less than 6 months and about 7% of them had never used these products before

4.1.3. Frequency of Use

![Frequency of Use Chart]

Figure 4: Frequency of Use
When questioned about the frequency of use, it was found 25% of the respondents used Patanjali’s products daily while about 37% of them used them frequently which was categorized as 3-4 times a week. 27.4% of the respondents used them rarely which was categorized as 1-2 times a week and 10.7% of the respondents had never used Patanjali’s products.

4.1.4. Satisfaction

![Satisfaction Chart]

Figure 5: Satisfaction
When asked how satisfied they were with Patanjali’s products were, 57.2% of the respondents said that they were overall satisfied. 27.3% of the respondents said that they were very neutral. Only 15.4% of the respondents said that they were dissatisfied. Only a minor 3.5% of the respondents were very dissatisfied with Patanjali’s products.
4.1.5. Comparison with Competitors

Figure 7: Comparison with Competitors
When asked about how they perceive Patanjali’s products with respect to its competitors (HUL, Dabur, Procter and Gamble and Marico) a whopping 47.6% of the respondents believed that Patanjali products were on the same level as their competitors. About 26% believed they were better against about 13% people who believed in the counterargument. Approximately 13% respondents were unable to compare the products.

4.1.6. Repurchase Intention

Figure 8: Repurchase Intention
When asked whether they would repurchase Patanjali’s products, 11.9% of the respondents said they were extremely likely to do so while 38.1% of the respondents were somewhat likely. 14.3% of the respondents believed they were somewhat unlikely to repurchase and about 7% of the respondents believed they were extremely unlikely. 28.6% of the respondents were neutral towards their repurchase intention.
4.1.7. Recommendation

![Pie chart showing recommendations](image)

**Figure 9: Recommendation**

On asking whether they were likely to recommend Patanjali’s products to their colleagues or family, 11.9% of the respondents were extremely likely while a huge 42.9% of the respondents were somewhat likely. 7.1% of the respondents were somewhat unlikely to recommend whereas 13.1% of them were extremely unlikely to do the same. A quarter of the respondents were neutral in their opinion.

### 4.2. Accuracy and Validity of Data

Since the questionnaire contained multiple questions pertaining to the Likert scale, the Cronbach’s Alpha is a good measure to determine the reliability or the internal consistency of our data.

<table>
<thead>
<tr>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.898</td>
<td>.887</td>
</tr>
</tbody>
</table>

Table 1: Reliability Statistics

The value of Cronbach’s Alpha for our data comes out to be 0.898 which is a very good number. Hence, we can say with enough confidence that the data is internally consistent or in simpler terms, the data is reliable.

Further, Factor Analysis has been performed to explore the factors which affect the growth of Patanjali Ayurveda Ltd. the most. The descriptive statistics of the factor responses are then measured.
### Table 2: KMO and Bartlett’s Test

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</td>
<td>.833</td>
<td></td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approx. Chi-Square</td>
<td>494.695</td>
<td></td>
</tr>
<tr>
<td>df</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

Kaiser-Meyer-Olkin Measure of Sampling Adequacy - This measure varies between 0 and 1. A minimum value of 0.6 is suggested. The KMO measure for our analysis is 0.833 and shows that the numbers of samples we have taken are adequate and shows that Factor analysis can be applied to this data.

Bartlett's Test of Sphericity – This, tests the null hypothesis that the correlation matrix is an identity matrix. The significance measure must be less than .05. The significance value of our Bartlett’s Test is 0.00. Hence the null hypothesis is rejected, and a relationship exists between the factors.

### Table 3: Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>1</td>
<td>7.746</td>
<td>55.327</td>
<td>55.327</td>
</tr>
<tr>
<td>2</td>
<td>1.795</td>
<td>12.819</td>
<td>68.145</td>
</tr>
<tr>
<td>3</td>
<td>1.152</td>
<td>8.229</td>
<td>76.375</td>
</tr>
<tr>
<td>4</td>
<td>.631</td>
<td>4.509</td>
<td>80.884</td>
</tr>
<tr>
<td>5</td>
<td>.585</td>
<td>4.181</td>
<td>85.065</td>
</tr>
<tr>
<td>6</td>
<td>.495</td>
<td>3.538</td>
<td>88.603</td>
</tr>
<tr>
<td>7</td>
<td>.375</td>
<td>2.680</td>
<td>91.283</td>
</tr>
<tr>
<td>8</td>
<td>.302</td>
<td>2.160</td>
<td>93.443</td>
</tr>
<tr>
<td>9</td>
<td>.247</td>
<td>1.767</td>
<td>95.210</td>
</tr>
<tr>
<td>10</td>
<td>.210</td>
<td>1.499</td>
<td>96.709</td>
</tr>
</tbody>
</table>
In our analysis we have taken 14 variables, so we have 14 factors. Only components with eigen values more than 1 are accepted. The number of components meeting this criterion must be determined. The initial eigenvalues for each component are listed in the 1st column. Clearly, only components 1, 2 and 3 have eigen values more than 1. Now, we look at the amount of variance each component explains. Component 1 has a variance of 55.324%, component 2 has 12.819 % and component 3 has 8.229% variance. Hence, the cumulative variance explained by these 3 components is 76.375%.

The graph of Eigen values V/s Component Number is provided by the Scree Plot. It is clear from our Scree Plot that only components 1, 2 and 3 have an Eigen Value of 1 or greater and hence backing up the information from the above table. So, this explains that component 1, 2 and 3 captures much more variance than any other component, while other successive components are accounting for smaller and smaller amounts of the total variance. Hence, we can retain component 1, 2 and 3.

![Scree Plot](image)

**Figure 10: Scree Plot**

The 3 components will provide the major factors which will help in understanding the growth of Patanjali Ayurved Ltd.’s products.
Table 5: Rotated Component Matrix

<table>
<thead>
<tr>
<th>Rotated Component Matrix</th>
<th>Component 1</th>
<th>Component 2</th>
<th>Component 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Considering your most recent experience, how much do you agree with the following statements? [Product is competitively priced]</td>
<td>.813</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Please give your opinion on Patanjali products [Patanjali gained reputation due to the popularity of Baba Ramdev.]</td>
<td>.769</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Considering your most recent experience, how much do you agree with the following statements? [Product was worth the purchase]</td>
<td>.768</td>
<td>.566</td>
<td></td>
</tr>
<tr>
<td>How satisfied are you with the following characteristics of Patanjali products? [Price]</td>
<td>.730</td>
<td>.318</td>
<td>.331</td>
</tr>
<tr>
<td>How satisfied are you with the following characteristics of Patanjali products? [Quality]</td>
<td>.717</td>
<td>.560</td>
<td></td>
</tr>
<tr>
<td>Please give your opinion on Patanjali products [Patanjali products do not appeal to youngsters]</td>
<td>.711</td>
<td></td>
<td>.448</td>
</tr>
<tr>
<td>How satisfied are you with the following characteristics of Patanjali products? [Usage experience]</td>
<td>.685</td>
<td>.540</td>
<td></td>
</tr>
<tr>
<td>Considering your most recent experience, how much do you agree with the following statements? [Product was worth purchasing again]</td>
<td>.650</td>
<td>.655</td>
<td></td>
</tr>
<tr>
<td>How likely is it that you would recommend Patanjali products to a friend/colleague?</td>
<td></td>
<td>.854</td>
<td></td>
</tr>
<tr>
<td>How likely are you to purchase Patanjali products again?</td>
<td></td>
<td></td>
<td>.843</td>
</tr>
<tr>
<td>Overall, how satisfied are you with Patanjali products?</td>
<td></td>
<td></td>
<td>.732</td>
</tr>
<tr>
<td>Please give your opinion on Patanjali products [Patanjali products are attractive because of their packaging]</td>
<td></td>
<td></td>
<td>.806</td>
</tr>
<tr>
<td>Please give your opinion on Patanjali products [Low prices are adjudged as poor quality. This perception will affect Patanjali products in future]</td>
<td>.414</td>
<td></td>
<td>.793</td>
</tr>
<tr>
<td>Please give your opinion on Patanjali products [Patanjali products are safe because they are made from natural ingredients.]</td>
<td>.521</td>
<td>.488</td>
<td>.524</td>
</tr>
</tbody>
</table>

The competitive pricing of Patanjali products is the major factor in component 1 with a value of 0.813 and accounting for a major share in the variance explained by component 1. It is followed by Quality, Usage Experience and Personality of the Ram Dev Baba. Therefore, the first component is Value Communication. The 2nd component shows Recommendations with a value of 0.854 and closely followed by Repurchase with a value of 0.853. The next factor is Customer Satisfaction. We can call the second component as Strong Post Purchase Behaviour since it can be seen that people are recommending Patanjali products to others and themselves are purchasing again. The 3rd component shows Attractive Packaging with a value of 0.806 followed by Future Perception of...
Patanjali products with respect to Price and Quality and then by Natural Ingredients. We can call this factor Indigenous Manufacturing as we can see Baba Ramdev promoting the swadeshi concept and hence people are getting attracted towards Patanjali.

5. SUMMARY AND CONCLUSIONS

5.1. RESTATEMENT OF THE PROBLEM
Since Patanjali Ayurveda Ltd. is a leading Fast-Moving Consumer Goods company with a tremendous growth in the past few years, it is a growing threat to the other influential FMCG’s. Hence to study the growing market of Patanjali our aim is to determine if Patanjali can sustain its growth and its role in customer engagement with its products in terms of customer loyalty, brand image and brand satisfaction.

5.2. MAJOR FINDINGS
The three major factor factors which indicate a likely growth in Patanjali’s sales are:

1. Value Communication
2. Strong Post Purchase Behaviour
3. Indigenous Manufacturing

We find that competitive pricing and value communication are the major factors in determining the consumer’s perception towards Patanjali products followed by Quality, Usage Experience and Personality of the Ram Dev Baba. The post purchase behaviour of people depends upon the quality that Patanjali products offers hence and Baba Ramdev’s spirituality, indigenous manufacturing and experience. Patanjali has successfully marketed itself as “pure Indian” product and the ayurvedic factor has worked in their favor as people are more influenced by the ayurvedic products than foreign products. By factor analysis we find that Patanjali should mainly focus on advertisement, quality, price and experience which would ultimately lead to value communication. The next thing automatically works for them as people give positive word of mouth or recommendation about Patanjali’s ayurvedic products. The last thing which they should focus upon is Baba Ramdev promoting swadeshi manufacturing. After promoting it towards consumers, Baba Ramdev has started promoting it to the shopkeepers also recently.

5.3. LIMITATIONS OF THE STUDY
The sample size was small, because the respondents were less, hence it will be difficult to identify significant relationships from the data. As a result, the relationship between variables could have been more significant. Only a limited number of scholarly papers were available that addressed our research problem. Hence, limiting the scope of the research. Sources for primary data collection were very limited and could result in somewhat different interpretations leading to discrepancies between continuous data. Availability of consistent and reliable data sources for conducting time series stud is one the major limitations of this study.
5.4. Conclusions and Implications
Thus, it reinforces our objectives that Patanjali can sustain its growth because of three major findings i.e. Value Communication, Strong Post Purchase Behaviour, Indigenous Manufacturing. The user experience, customer satisfaction and quality of the Patanjali products have also benefited Patanjali significantly. Baba Ramdev should promote the swadeshi essence more towards the younger generation and try to influence them. Spiritual marketing by Patanjali has taken it a long way in the Fast-Moving Consumer goods sector and the brand should continue to do the same while improving its advertising strategy.

5.5. Recommendations
The company could survey its existing customers to find out which products they want the company to manufacture and sell to them, for example, Patanjali Ayurved Ltd could get into manufacturing dairy products such as paneer, milk and its sub-products. They could also get into Ice-cream manufacturing since it’s a sub-product of milk.

The company should shift its focus on promoting swadeshi more towards younger generation, because older generation people are already influenced and loyal to swadeshi products, also because younger people are more likely to frequently shift their loyalty to other companies while older people think more carefully before changing their habits of buying a product.

6. References

7. Biographies
Rajesh Prasad is an Associate Professor and H.O.D of Technology Management at NMIMS, Mumbai. He holds a bachelor’s in technology degree in metallurgical engineering from IIT Kharagpur and a PGDM degree from IIM Calcutta. He has more than 35 years of Corporate experience in Indian and International arena, mostly in very senior positions. His Corporate achievements include heading Sales and Marketing of one of India’s biggest Steel Companies to leadership position; nurturing one of the biggest Aluminum Companies of Nigeria as CEO; spearheading Corporate mergers in the domain of Power Generation at an International scale; heading Commercial Functions of one of the biggest Construction Companies of India as a Board of Management Member and pioneering savings through International sourcing of specialized items.
Rithwik Sarma Panyam was born in Nandyala, Andhra Pradesh in March of 1998. He is a final year student of NMIMS’ MBA Tech Program. His majors are in Computer Science and Business Intelligence and Analytics. He has worked as an intern in the field of data science at Reliance Jio Infocomm limited and AXA XL. He was also a part of the Computer Society of India. His research interests include technology management, Big Data and Internet of Things.

Nikunj Nawal was born in Mumbai, Maharashtra on the 2nd of November 1997. He is a final year student pursuing MBA(Tech) Computer Science with Marketing as his management major at MPSTME, NMIMS Mumbai. He worked as an intern in Healthcare sector, telecom sector and IT sector across different companies. He was also a member of various college level committees like Findrome, Computer Society of India, Youth Speak Forum. His research interests include in Consumer behaviour, Brand Loyalty and marketing as whole.

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Advaya Poundrik was born in Jaipur, Rajasthan on the 30 of April 1997. He is a final year student pursuing MBA (Tech.) CS with Marketing as Management Major at MPSTME, NMIMS Mumbai. He has worked as an intern in the software department of VaaaN Infra and in the sales department of Sunteck Realty Ltd, a reputed real estate company, in their sales Office in Mumbai under the guidance of the Top Management; He was also a Student Placement coordinator for MPSTME, NMIMS Mumbai from 2018 to 2020. His research interests include in the areas of operations, FMCG industry and technology management.

TO CITE THIS PAPER

This is certified that the paper entitled

**Assessing the growth sustainability of Patanjali Ayurveda limited**

Authored by

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has been accepted & published online in IJIFR continuous 71st edition


The mentioned paper is accepted after rigorous evaluation through double blind peer reviewed process.

Dated: 12/06/2019
This is certified that the paper entitled
Assessing the growth sustainability of Patanjali Ayurveda limited
Authored by
Nikunj Nawal
MBA Tech. Student, Mukesh Patel School of Technology, Management and Engineering, SVKM’s NMIMS University Mumbai-Maharashtra
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has been accepted & published online in IJIFR continuous 71st edition


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Dated: 12/06/2019

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