

# PATANJALI NOODLES



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# Patanjali Ayurveda: Patanjali Noodles



- Patanjali Noodles launched by Patanjali Ayurveda, the fastest growing FMCG brand in India
- Product: Whole wheat 'atta' noodles  
70 gram packet  
Two Variants: Classic and Chatpata

# Unique Selling Proposition



- Healthy
- Low Price
- Swadeshi/National

# Competition



- Nestle Maggi
- Sunfeast Yippee

# Target Segment



- > 35 years of age (household: people who have families)
- 18-25 years (students living in hostels, PGs)

# Distribution Channels



## Urban Areas

- Supermarkets
- Online Grocery Portals
- Patanjali Mega Stores/Exclusive Stores

## Suburban/Rural Areas

- Kirana Stores
- Patanjali Stores
- Activity Hubs

# Promotion



Brand Ambassador: BABA RAMDEV

## Online

- #PatanjaliNoodles contest
- Online Subscription

# Promotion



## Urban Areas

- Complimentary
- Kiosks
- Cross Selling
- Cup-Noodle Variant- Airlines
- TV ads



# Promotion



## Suburban/Rural Areas

- Vernacular Newspapers and Magazines
- Transport
- Suburban Areas: Low Margin

**Overarching Objective:** Strong customer loyalty/word of mouth

# Price



- Low Pricing
- Flagship product- economies of scale

**Overarching Objective:** Not-for-profit  
company eventually

# Challenges



- Younger Generation
- Other Brands

# Future



- 40-50% of the market share within 5 years
- 6-8% share in Patanjali's total revenue
- Product Heterogeneity
- Exports

**THANK YOU!**

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