FEATURES | FEATURE

Patanjali to spread its wings to East Asian Countries

Baba Ramdev’s domestic brand Patanjali is now planning to step into the East Asian countries such as China, Myanmar, Bangladesh and others. The recent media reports also suggest that the brand is aiming to setup multi-modal export hub in Sahibganj distric

By **Guest** | March 17, 2017



patanjali-to-spread-its-wings-to-east-asian-countries

> WordPress post #6047

Baba Ramdev’s domestic brand Patanjali is now planning to step into the East Asian countries such as China, Myanmar, Bangladesh and others. The recent media reports also suggest that the brand is aiming to setup multi-modal export hub in Sahibganj district of Jharkhand. Although, the brand already has two distribution and retailing centre in Sahibgunj but now it is planning to further beef up its channel by installing export hub in the area.

If the company manages to walk on its plan and start exporting to the East Asian countries, then it will going to be another feather in its cap as it is already exporting its products to countries such as US, UK, Canada and Mauritius .

Patanjali, which has posed as formidable competition to the established FMCG players in the country, is reportedly in talks with Inland Waterways Authority of India and shipping minister Nitin Gadkari. The government plans to turn Patanjali’s export unit into a multi-modal hub with direct connectivity through roadways, waterways, and air with neighbouring countries.

According to a media report, if the brands transports its good by using inland waterways, then it will be saving big chunk of money on logistics costs for exports. And the idea is to capture the East Asian market by competing on price and quality.

The report also said that the export hub in Sahibganj would have a handling capacity of 2.28 million tonnes per annum with the first phase of construction likely to be concluded by 2019.

Read online: https://nuffoodsspectrum.in/features/27/11173/patanjali-to-spread-its-wings-to-east-asian-countries.html
© 2026 NUFFOODS Spectrum. All rights reserved.