

## **Patanjali Ayurved and Future Group Join Hands**

- *Future Group to promote, distribute and market Patanjali Ayurved products at their modern trade counters*
- *Marketing agreement between two Bhartiya companies aimed at evolving the fast growing market for high-quality FMCG products born from the timeless science of ayurveda and good health*

**New Delhi, 9<sup>th</sup> October 2015:** Future Group and Patanjali Ayurved today announced a marketing partnership that will focus on growing the popularity and access for health-positive, ayurvedic FMCG products amongst millions of consumers in Bharat.

Patanjali Ayurved offers the entire range of FMCG products in food, staples, nutrition, hair care, skin care, dental care and toiletries that provide a far healthy alternative to similar products available in the market. Its focus on using the timeless and indigenous knowledge of herbs and medicines, coupled with technology-led, state-of-the-art processing facilities and offering these products at a great value for money, has helped Patanjali Ayurved become the country's fastest growing FMCG company.

Future Group will set up an office for storing the goods of Patanjali Ayurved in Haridwar to market and distribute these products in modern trade through all its food-led formats. The entire range of Patanjali products will be available across Big Bazaar and subsequently through its other chains such as KB's, Aadhaar and Nilgiris in over 245 cities and towns across India.

Speaking at the launch of this partnership, **Swami Ramdevji Maharaj** said, *"Our Patanjali's truly a brand that is made in Bharat, made for Bharat and made by Bhartiya."*

*"After ignoring this segment for so long and now seeing Patanjali's success, almost all multinational FMCG companies are trying to bring in ayurvedic products. We wanted to join our hands with the pioneers and the originators of the idea who made ayurvedic FMCG products accessible for every Bhartiya."* said **Kishore Biyani, Group CEO, Future Group**, and added, *"Together with Patanjali Ayurved, we feel we can create a strong swadeshi alternative to all daily use goods that we in Bharat use."*