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Louis Vuitton wants to take Baba Ramdev's Patanjali global

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Louis Vuitton wants to buy stakes in Baba Ramdev's Patanjali Ayurved



Louis Vuitton Malletier commonly referred to as Louis Vuitton. It owns a portfolio of luxury brands and its business activities are divided into five business groups: Wines and Spirits, Fashion and Leather Goods, Perfumes and Cosmetics, Watches and Jewelry, and Selective Retailing.

Louis Vuitton wants to buy stakes in Baba Ramdev's Patanjali Ayurved.

They are ready to put USD 500 million, which is half of its remaining Asia fund into Patanjali that has emerged as one of the fastest growing FMCG companies in India in recent years.

The phenomenal growth of Patanjali has made its competitors revamp their ayurvedic products. Patanjali has been a disruptor in its categories and that it has taken Indian-ness and celebrated it.

Ravi Thakran, managing partner of L Catterton Asia, believes that Patanjali Ayurved could take its products to Eurpoe, US, Japan, China and South Korea and that L Catterton could help in that endeavour.

Acharya Balakrishna, MD of Patanjali Ayurved, said that the company will not give stake to anyone but they are ready to talk to L Catterton.

Patanjali is looking for Rs 5,000 crore loans to set up plants in Greater Noida, Assam, Telangana, Chhattisgarh, Andhra Pradesh, Nagpur, Haryana and Rajasthan. They are also planning to cultivate aromatic and herbal plants in Arunachal Pradesh.