

HOW THEY STACK UP

Among spiritual leaders entering commerce, Ramdev has taken the lead, and analysts estimate Patanjali's revenue to rise to ₹5,000 crore this financial year, from ₹2,000 crore in 2014-15



GURMEET RAM RAHIM SINGH
Dera



BABA RAMDEV
Patanjali



SRI SRI RAVI SHANKAR
Sri Sri

TURNOVER	Not available	₹5,000 crore (estimated FY16)	Not available
BUSINESS INTERESTS	Films, music, entertainment, FMCG	FMCG	FMCG, stationary, music
FOLLOWERS CLAIMED	55 million+	70 million+	370 million
SOCIAL MEDIA FOLLOWERS	1.84 million on Twitter 0.1 million on Facebook	0.5 million on Twitter 6 million on Facebook	1.43 million on Twitter 2.9 million on Facebook
DIGITAL PRESENCE	Has no app	Has launched an app. Downloads: 10,000+	Has launched an app. Downloads: 5,000+
MASS MEDIA PRESENCE	Does no advertising Depends on the rockstar image of Gurmeet Ram Rahim Singh	Is aggressive with advertising on TV Earmarked ₹300 cr as ad spends in 2016	Largely point-of-sale advertising Is getting into mass media now. Organised the World Culture Festival recently
E-COMMERCE	Not on e-commerce sites yet	Sold on e-commerce websites; Also has own e-store	Sold on e-commerce websites; Also has own e-store
MANUFACTURING	All manufacturing happens at Dera base in Sirsa, Haryana	Has a foodpark in Haridwar that does manufacturing; expanding to other locations	Manufactures products at plant located in Bengaluru
DISTRIBUTION	Sold largely to devotees; now plans to target general trade, international markets	Available in modern, general and franchise shops	Available largely in franchise shops; this number to jump from 600 to 2,500 by 2017