



AMUL – THE TASTE OF INDIA

Submitted by – Ayushi tyagi
Divya tyagi
Avinash rana
Ayush jain



ABBREVIATION/FULL FORM

- AMUL
- A – ANAND
- M – MILK
- U – UNION
- L – LIMITED

Hence,

(ANAND MILK UNION
LIMITED)



POINTS TO BE COVERED IN THIS TOPIC

Company profile,mission & vision

Competition & market share, Objectives

marketing mix





The Taste of India

AMUL...

- Type – co-operative
- Founded in – 1946
- Headquarters – Anand ,India
- Industry – dairy
- Key people - **Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF)**
- Products - milk and related product
- Revenue - \$ 1 billion
- Employee – 2.41 million milk producer
- Slogan – The Taste Of India..





COMPANY PROFILE...

- Amul Ice Cream was launched on 10th March, 1996 in Gujarat.
- In 1997, Amul ice creams entered Mumbai followed by Chennai in 1998 and Kolkata and Delhi in 2002. Nationally it was rolled out across the country in 1999.
- In January 2007, Amul introduced SUGAR FREE & ProLife Probiotic Wellness Ice Cream, which was a first in India.





VISION AND MISSION OF AMUL

Vision.....

Amul's vision is to provide more and more satisfaction to the farmers, employees and distributors

Mission.....

- We at GCMMF (Gujarat Co-operative milk Marketing Federation) endeavor to satisfy the taste and nutritional requirements of the customers of the world, through excellence in marketing by our committed team. Through co-operative networking, we are committed to offering quality products that provide best value for money."

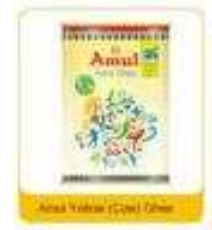




DIVERSE PRODUCT MIX



- Amul Butter,
- Milk Powder,
- Ghee,
- Amulspray,
- Cheese,
- Chocolates,
- Shrikhand,
- Ice cream,
- Nutramul,
- Milk and Amulya





MARKET SHARE

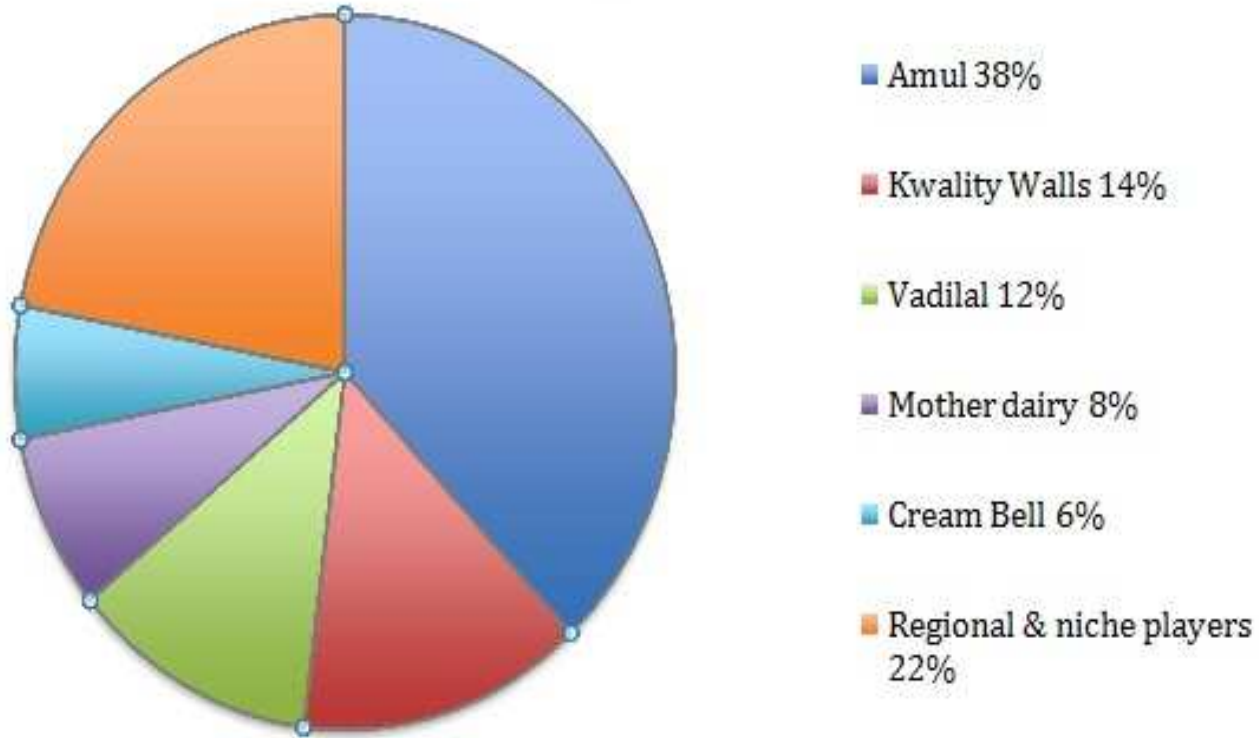
- AMUL Ice cream is among the Asia's top 10 Ice cream brands.
- In a short span of 6 years, Amul Ice Cream has become No.1 Ice Cream brand in the country. Amul ice cream is now the only national brand and other Ice Cream brands are regional.
- Our position in the market: Amul No.1 brand in India: **Amul has achieved a market share of 38%** (4.5 times larger than nearest competitor).





The Taste of India

Ice-cream industry market share



COMPETITION

Kwality Wall's



Vadilal



Mother Dairy



Cream Bell



THE 4 P'S OF MARKETING





PRODUCT ...



- **Description** -- Utterly delicious ice cream made from fresh milk available in a wide range of flavours and packs.

Product Features –

- **Best Ingredients:** Fresh milk, superior fruits & nuts.
- **No Differentiation in Quality Standards of Consumer & Catering/ Institutional Packs**
- **Prolife & SUGAR FREE Probiotic:**
- **Made from Fresh Milk (Real Milk, Real Ice cream)**



Real Milk.
Real Ice Cream.



The Taste of India

MIX... PRODUCT FOR EVERY ONE



- **Amul never forgot its "primary customer"**

- Amul collects 447,000 ltrs of milk from 2.12 million farmers (many illiterate)



- **Product for youth**

- Amul launched Chocolate milk under brand

- name of 'Amul Kool Koko' targeting the youth



- **Product for diabetic people**

- India's First Pro-Biotic Wellness Ice cream &

- Sugar Free Delights For Diabetics



Amul

The Taste of India

MIX... PRODUCT FOR EVERY ONE



- **Product for the health conscious**

- Amul Launched "low fat, low cholesterol bread spreads"



- **Product for the price sensitive India**

- Low Priced Amul Ice Creams and affordable 'sagar' whitener



- **Product for the urban class**

- Amul launched emmental, gouda and pizza mozzarella cheese



PRICE...



- Penetration pricing
- value pricing
- Vanilla 100gm ice cream – Rs.20
- Competitor: Mother Dairy, vadilal , cream bell.
- Low-cost price strategy core philosophy of providing ice cream at a basic, affordable price to appeal the common masses





PLACE: A GLOBAL DISTRIBUTOR..

- GCFMMF is India's largest exporter of Dairy Products
- APEDA Award
- Excellence in Dairy Product Exports for the last 9 years





PROMOTION...

- ADVERTISING
- fresh and innovative".
- The clean, emotion-based ads.
- Amul ads -creative, apt for the current situation.
- The Amul ads are one of the longest running ads based on same theme
- vying for the Guinness records
- 1% of its turnover on promotions.



OBJECTIVES

- To capture the large share of the market.
- To provide max. customer satisfaction.
- Continue product modification and improvement effort to increase customer benefit and reduce cost.
- To meet the highest international standards of quality.
- To expand production capacity.



THANK YOU...☺

