

MILK

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MILK



- **MILK is a white liquid produced by the mammals glands of mammals.**
- **It is the primary source of nutrition for young mammals before they are able to digest other types of food.**

USES & HEALTH BENEFITS OF MILK



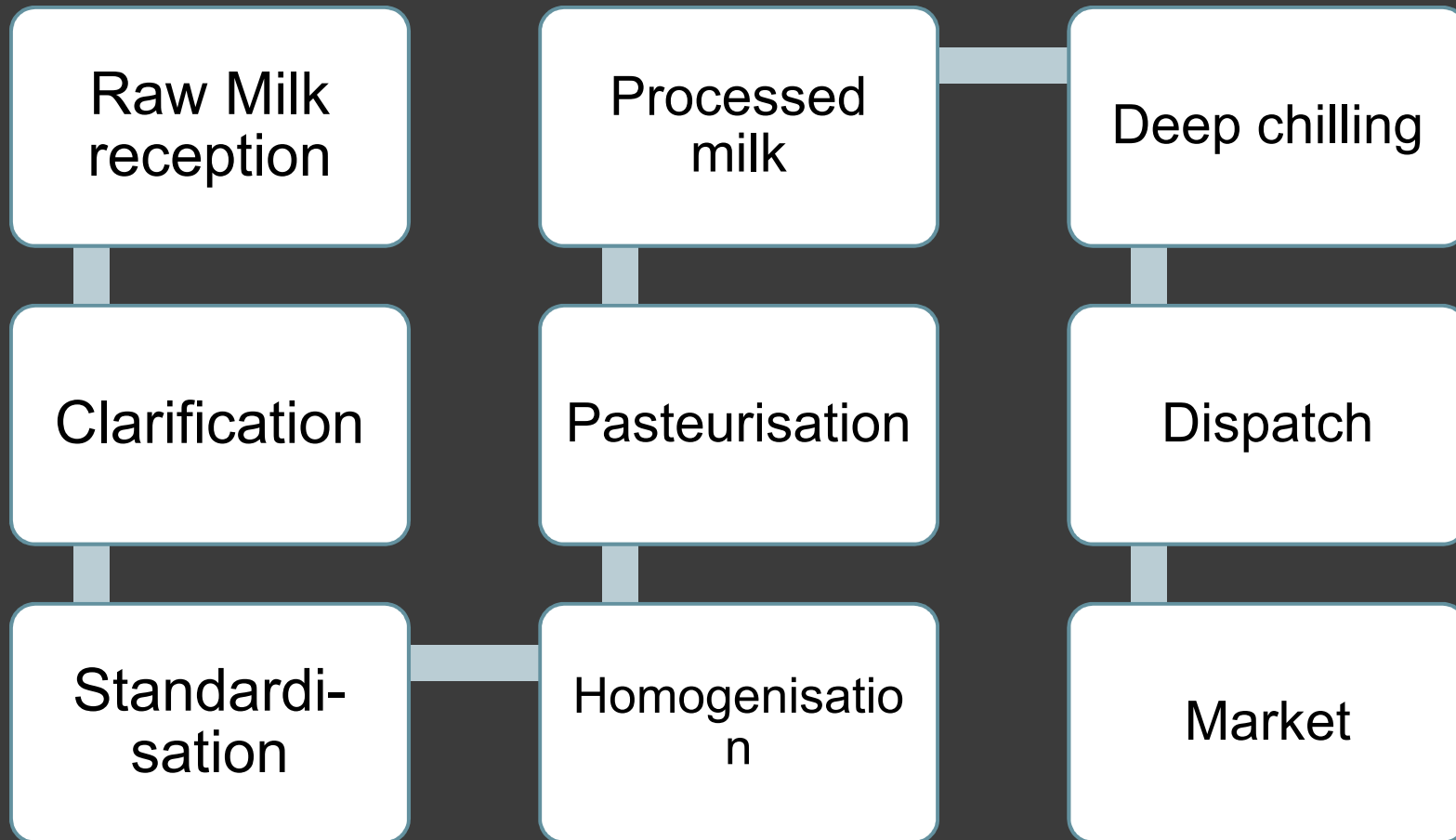
- **Helps in making curd.**
- **Cheese**
- **White Butter**
- **Butter Milk.**
- **Bone Health- Dairy products are**
 - **provider of calcium, magnesium & protein**
 - **for healthy bone growth.**

Uses & Health benefits Of Milk



- Teeth- The amount of calcium and phosphorous in milk are beneficial for development of good teeth.
- Milk and Blood pressure- Consuming three portion of dairy each day alongwith 5 portion of vegetables and fruits with low salt can reduce high blood pressure.

PROCESS OF MILK



COMPANIES INVOLVED



MAIN COMPETITORS



A cartoon illustration of a young girl with bright blue hair styled in a bob with bangs. She is wearing a white dress with red polka dots and a large white bow in her hair that has red polka dots on its loops. She has a thoughtful expression, with her right hand near her chin. In her left hand, she holds a sandwich with a yellow filling and brown crust. The background is a light blue sky with a white cloud at the bottom.

AMUL MILK

REAL TASTE REALLY GOOD

Have a glass of Amul Milk daily to start your day

INTRODUCTION

- ❖ Amul (Anand Milk Union Limited), formed in 1946.
- ❖ It is managed by Gujarat co-operative Milk Marketing Federation Ltd. (GCMMF) .
- ❖ Headquarters- Anand, India
- ❖ Amul has spurred the white revolution of India.
- ❖ It is also the world's biggest vegetarian cheese brand.
- ❖ The founder Chairman and the committed professionalism of Dr Verghese Kurien.

The Amul logo is displayed in a red, stylized, gothic-style font. The letters are bold and have a slightly irregular, hand-drawn appearance. The 'A' is particularly large and ornate, with a small loop at the top. The 'm' and 'u' are also stylized, with the 'u' having a small loop at the bottom. The 'l' is a simple vertical line. The entire logo is set against a white background within a rectangular frame.



MOTHER DAIRY

- ❖ It is wholly owned by subsidiary of National Dairy Development Board (NDDB) of India.
- ❖ Mother dairy was set up in 1974 in Delhi under operation flood Programme.
- ❖ Headquarters in delhi.
- ❖ Mother dairy markets approximately 3.2 million liter of milk daily in the markets of delhi , mumbai, hyderabad.
- ❖ Its CEO is Paul Thachil & managing director is Sanjeev Khanna.





Nestlé

Good Food, Good Life

NESTLE

- ❖ Nestle is a swiss- German word which means “Little nest” which is its trademark.
- ❖ It was established by Henri Nestle in 1867 in Switzerland.
- ❖ Nestle is the worlds number one food company.
- ❖ Present in 81 countries have the 522 factories of nestle.



PRODUCT CATEGORY

Variety Of Amul Milk

Flavoured Milk

- Amul cool Milk Shake
- **Amul Cool Chocolate Drink**
- **Amul Cool Thandai**

Powder Milk

- Infant Milk
- Tea & Coffee Whitener
- Skimmed Milk Powder

FRESH MILK

- Gold Milk
- Taza Double toned Milk
- Light Slim & Trim Milk

PRODUCT CATEGORY

Variety Of Mother Dairy

- Full Cream Premium
- Cow Milk
- Standardised Milk
- UHT toned Milk

PRODUCT CATEGORY

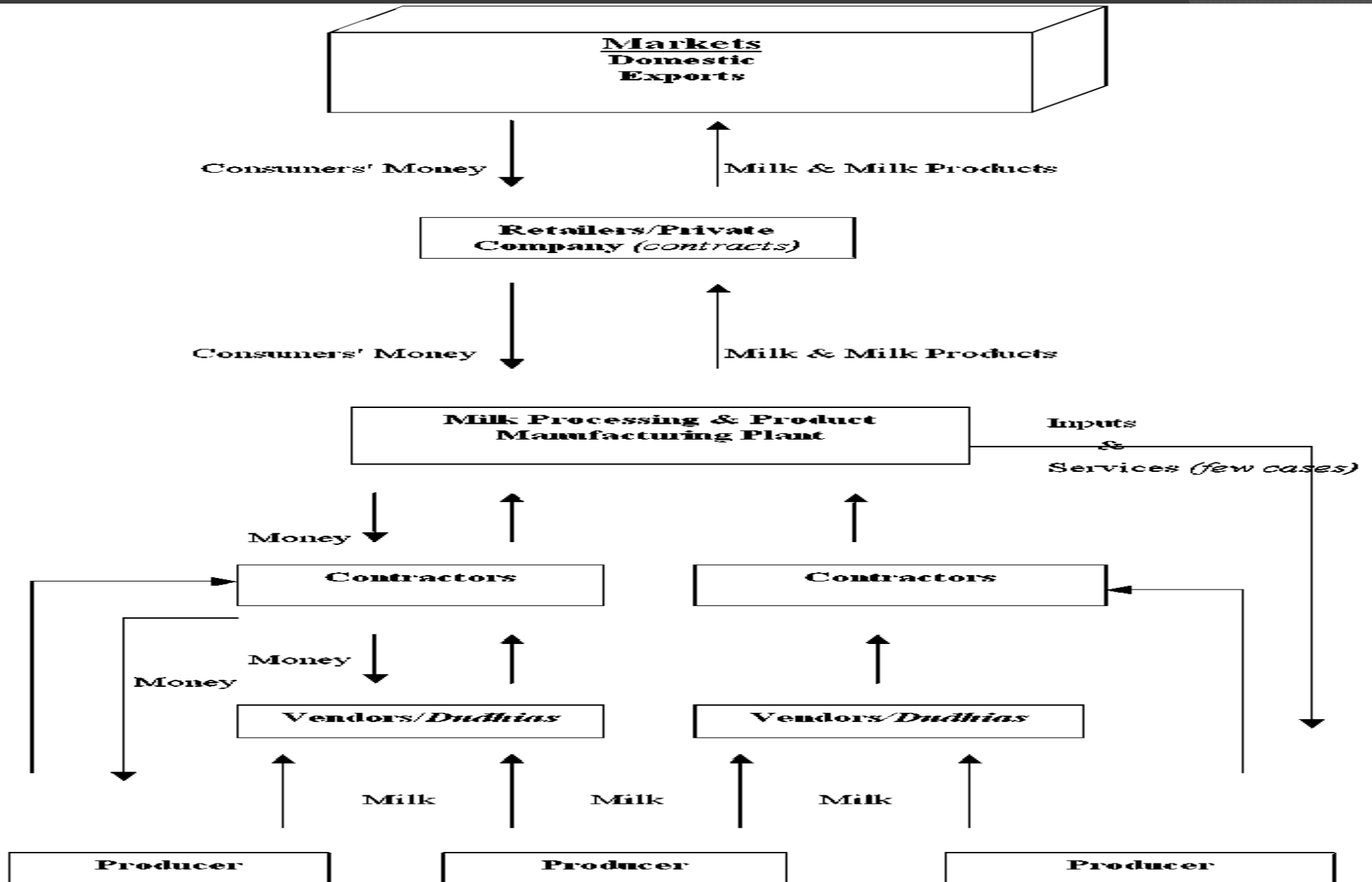
Variety of Nestle

- Nestle Condensed Milk
- Nestle Slim Milk
- Nestle EveryDay
- Nestle Low Fat Milk

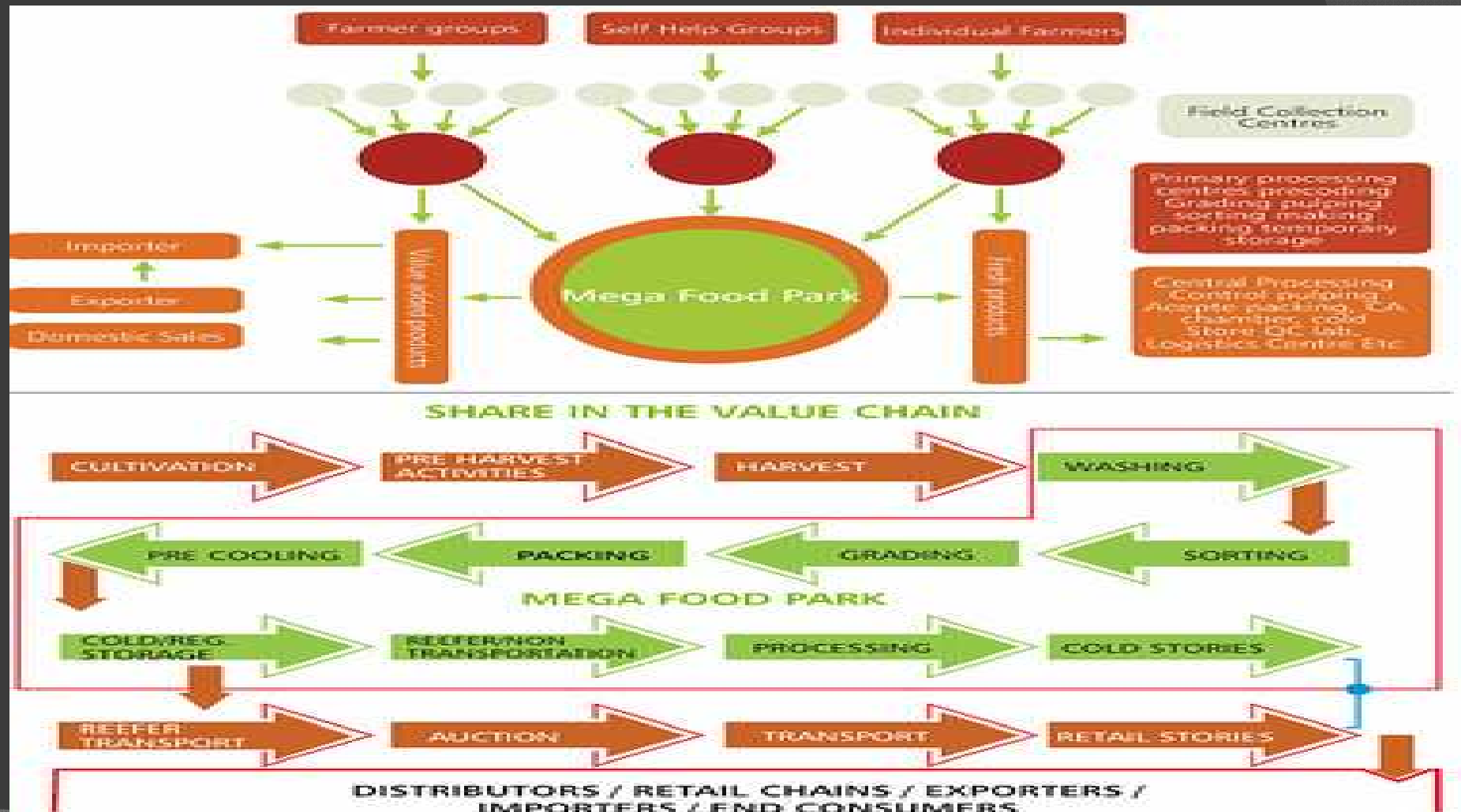
BACKWARD AND FORWARD INTEGRATION OF AMUL



BACKWARD AND FORWARD INTEGRATION OF MOTHER DAIRY



Backward & Forward Integration of NESTLE



Impact of Government Policies on AMUL

- Amul model is very successful in Gujarat.
- But nothing much happened in other states due to Government policies in local laws.
- The success of AMUL was instrumental in launching white revolution that's resulted in increase milk production in India.

MARKET SIZE

- IN GUJARAT AMUL HAS HIGHEST PERCENTAGE OF MILK CONSUMPTION.
- BUT IF WE FIND OUT IN DELHI MOTHER DAIRY HAS HIGHEST CONSUMPTION OF MILK THAT IS 68.63%. AND CONSUMPTION IN INDIAN MARKET 127.9 MILLION LTRS
- AS NESTLE IS AN INTERNATIONAL BRAND, IT HAS LESS CONSUMPTION OF LIQUID MILK IN INDIA.

**THANK
YOU**