



THE NEW AGE MARKETING VARIABLES



Gujarat Co-operative Milk Marketing Federation Limited (AMUL)

Jayen Mehta, Senior General Manager

October 10, 2018





72 year old brand which started in a small town of Anand in 1946

The Amul Model

- Establishment of a direct linkage between milk producers and consumers by eliminating middlemen
- Milk Producers (farmers) control procurement, processing and marketing
- Professional management



The Consumer



**State Co-op.
Milk Mktg. Fed.**



**Dist. Milk Co-op.
Union**



Vill. Dairy Co-op.



Milk Producer

21 Million Liters of Milk per day

- Across India

18 District Unions

- Covering 33 districts

3.6 million milk producer member

- 18554 Villages



Rank 2018	Company name	Origin & main operation countries	Milk intake in mill. t ME	Estimated turnover per kg milk, in USD	Market share in % of world milk production
1	Dairy Farmers of America	USA	29,2	0,5	3,5%
2	Fonterra	New Zealand/ others	23,7	0,6	2,8%
3	Groupe Lactalis	France/others	19,6	1,1	2,4%
4	Arla Foods	Denmark/Sweden/others	13,9	0,8	1,7%
5	Nestlé	Switzerland/others	13,7	1,8	1,6%
6	FrieslandCampina	Netherlands/others	13.6*	1.0*	1,6%
7	Saputo (incl.MG)	Canada/USA/others	9.8*	1.1*	1,2%
8	Dean Foods	USA	9,4	0,8	1,1%
9	Amul (GCMF)	India	9,3	0,7	1,1%
10	Danone	France/others	8,6	2,0	1,0%
11	DMK	Germany/Netherlands	8.1*	0.9*	1,0%
12	California Dairies	USA	7,7	0,5	0,9%
13	Yili Group	China	7.2*	1.4*	0,9%
14	Glanbia Group	Ireland/USA/others	6,5	0,6	0,8%
15	Mengniu	China	6,4	1,4	0,8%
16	Agropur	Canada/USA	6,3	0,8	0,8%
17	Groupe Sodiaal	France	4,9	1,2	0,6%
18	Müller	Germany/UK/others	4.6*	1.1*	0,6%
19	Schreiber Foods	USA	4.5*	1.1*	0,5%
20	Bongrain/Savencia	France/others	4,1	1,3	0,5%
Sum of Top 20			211	1,0	25,4%

Amul is 9th Large and fastest growing dairy organization of world

India's largest FMCG brand with over USD 6.1 Billion in revenue for the financial year 2017-18



Product Portfolio expanded to meet consumers' nutritional requirements

60's - 70's

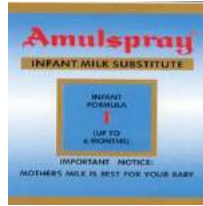
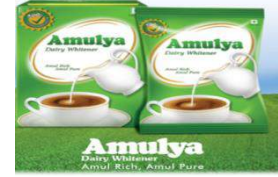
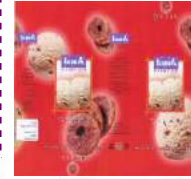
80's

90's

2000 onwards



Portfolio Architecture : Human Life Cycle Segmentation



Innovation in Product



Products to cater to ethnic / traditional taste of consumers

Innovation in Product



Amul Frozen Snacks: Extending dairy into other food categories

Innovation in Product



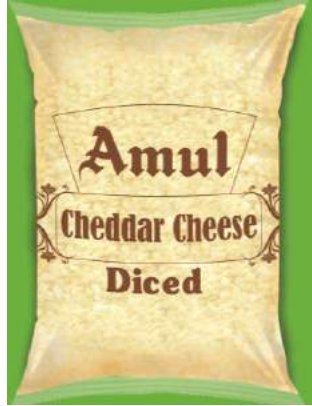
New products to capture non-dairy users

Innovation in Product

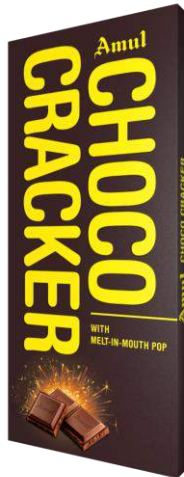
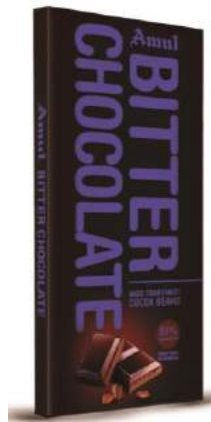
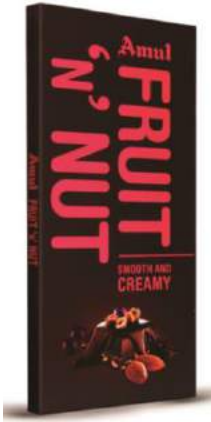
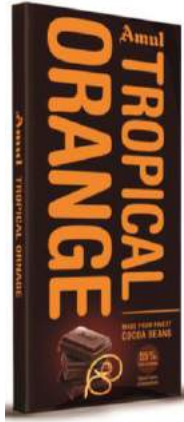


Integrating Ayurveda with dairy

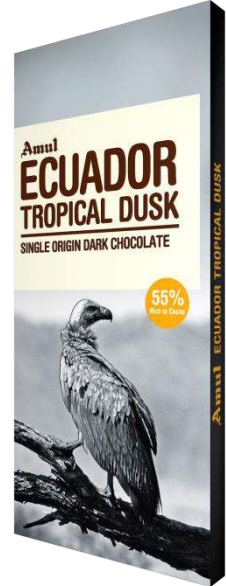
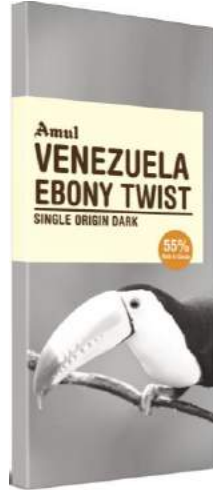
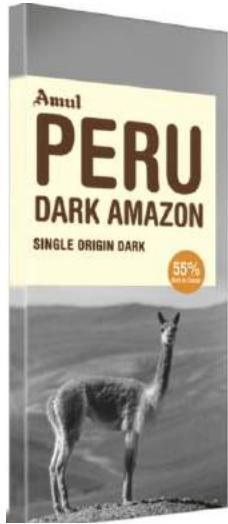
Product innovation for Cheese



Range of Premium Chocolates



New Range of Single Origin chocolates



Launching at least
2 products
every month

Our Pricing Philosophy

To serve the interests of milk producer

Value for many



To provide quality products to consumers

Value for money

Share of Consumer's \$

Producer's shares in different commodities in India:

- Food grains - 55 to 65%
- **Milk** - **80 to 86%**
- Fruits - 30 to 40%
- Vegetables - 40 to 50%



Supply Chain



3.6 Million Families, 18554 Villages



79 Dairy Plants across India

4 High Traffic Distribution Highways

FROZEN



CHILLED



AMBIENT



FRESH



61 Sales Offices & Stock Points + Exports

10,000 Distributors

10,00,000 Retailers across India

There was a time, when traditional marketing worked well.....



The old era of.....

Mass-Marketing

Mass-Media

Impersonal Transactions

One-way communication

Balance of power in
the hands of
Marketer



Then....came deeper
fragmentation in
consumer segments



....as well as Media fragmentation



Before Social Media



After Social Media

Opportunities for deeper two-way interaction with consumers using digital technology





Direct consumer interaction.....easier for companies to put themselves in consumer's shoes

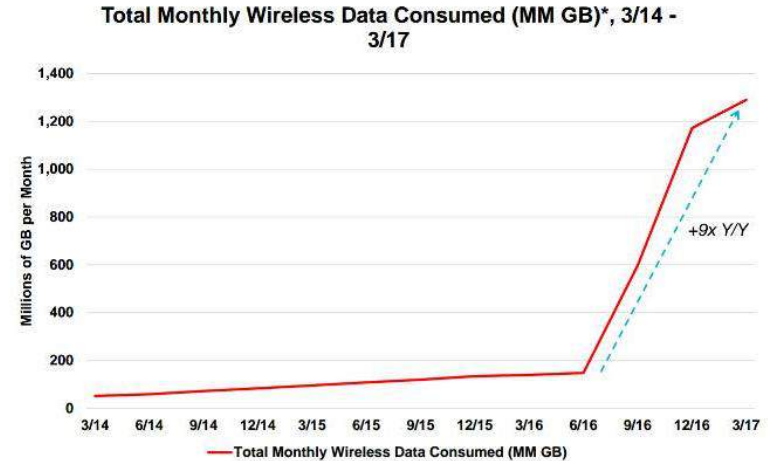
Technology deployed to ensure deeper & targeted distribution reach

Focus now on cultivating customers & maximizing customer lifetime value

India : The Paradox



India Wireless Internet Data Usage =
Rising Dramatically as Access Costs Have Fallen...



**KLEINER
PERKINS**

Source: Reliance Jio, Bharti Airtel, Idea, Reliance Communications, Vodafone India.
*Note: total data consumed based on publicly available data from Reliance Jio, Bharti Airtel, Idea, Reliance Communications, Vodafone and may not be collectively exhaustive.

KP INTERNET TRENDS 2017 | PAGE 251

Today, India is the No.1 country in the world for mobile data usage

Variety in Indian Cuisine



North



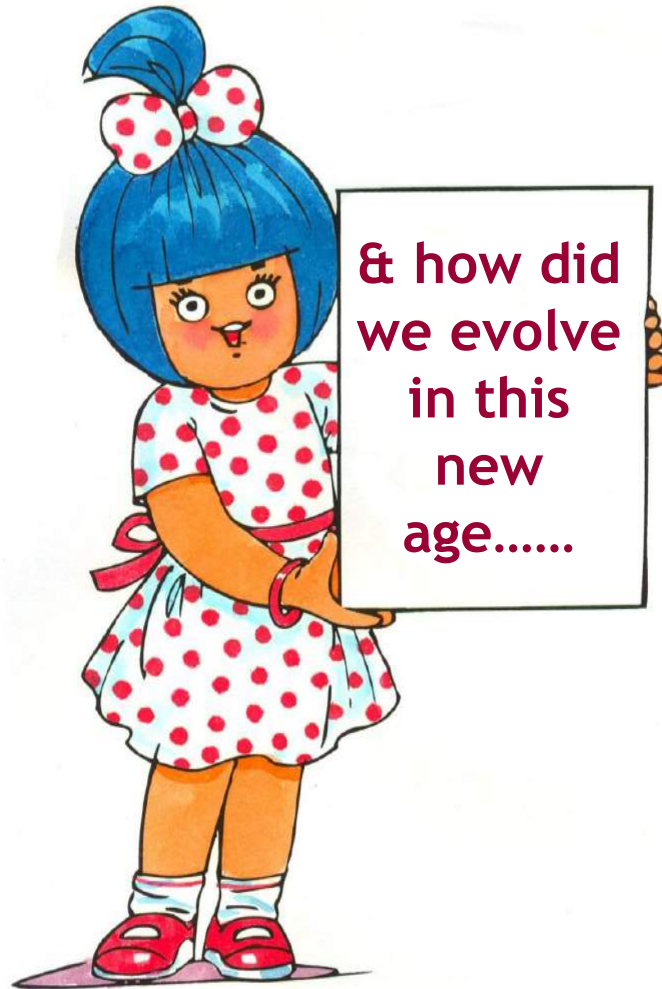
South



West



East



Amul

The Taste of India

Extending
popular
campaigns into
digital space



Amul Butter Topical campaign: Longest running ad campaign of India



Using technology
for consumer
interaction



Amul

Celebrate a



*Paneertastic
Mother's Day.*

Your mom's always made you the most delicious meals; it's time you did the same for her.
Prepare any dish using Amul products, send us a photo and get a chance to win amazing goodies.*

Contest Period: 4th May to 12th May.

*T&C apply.

Amul

Because no one is



*butter
than your
Mom.*

Your mom's always made you the most delicious meals; it's time you did the same for her.
Prepare any dish using Amul products, send us a photo and get a chance to win amazing goodies.*

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*T&C apply.



Congratulations



Congratulations

Digital Posts – FIFA WC 2018







**Amul Kool Display contest
through Whatsapp since last 5
years**





Amul Recipes: 550 Recipes in 11 language



Amul Recipes : Fried Egg Cheese Sandwich - Telugu

388 views • 3 months ago



Amul Recipes : Fish With Garlic & Cheese Sauce - Telugu

58 views • 3 months ago



Amul Recipes : Gajar Ka Halwa - Telugu

6,815 views • 3 months ago



Amul Recipes : Dahi Bhaala - Telugu

5,650 views • 3 months ago



Amul Recipes : Milk Cake - Tamil

6,021 views • 3 months ago



Amul Recipes : Milk Kesari Halwa - Tamil

6,398 views • 3 months ago



Amul Recipes : Palak Paneer - Tamil

7,254 views • 3 months ago



Amul Recipes : Veg Burger - Tamil

5,489 views • 3 months ago



Amul Recipes : Shrikhand Puri - Tamil

5,636 views • 3 months ago



Amul Recipes : Gajar Ka Halwa - Tamil

6,211 views • 3 months ago



Amul Recipes : Fried Egg Cheese Sandwich - Tamil

1,241 views • 3 months ago



Amul Recipes : Fish With Garlic & Cheese Sauce - Tamil

39 views • 3 months ago



Amul Recipes : Dahi Bhaala - Tamil

5,362 views • 3 months ago



Amul Recipes : Aloo Parantha - Tamil

124 views • 3 months ago



Amul Recipes : Veg Burger - Oriya

3,503 views • 3 months ago



Amul Recipes : Shrikhand Puri - Oriya

7,688 views • 3 months ago



- English
- Hindi
- Gujarati
- Marathi
- Kannada
- Tamil
- Telugu
- Malayalam
- Oriya
- Bengali
- Assamese

38 Videos on POSITIVE training

Amul

The Taste of India



01. Introduction To Characters.wmv



02.WW Plan And Prepare - Planning At WD Point.wmv



03. WW Summary_Plan And Prepare - Planning At WD...



04. RW Plan And Prepare - Planning At WD Point.wmv



05. RW Summary_Plan And Prepare - Planning At WD...



06.WW Plan And Prepare - Planning Before Entering The O...



07. WW Summary_Plan And Prepare - Planning Before...



08. RW Plan And Prepare - Planning Before Entering The O...



09. RW Summary_Plan And Prepare - Planning Before...



10. WW Open The Call.wmv



11. WW Summary_Open The Call.wmv



12. RW Open The Call.wmv



13. RW Summary_Open The Call.wmv



14. WW Stock Check.wmv



15.WW Summary_Stock Check.wmv



16. RW Stock Check.wmv



17. RW Summary_Stock Check.wmv



18. WW Incremental Order Booking.wmv



19.WW Summary_Incremental Order Booking...



20.RW Incremental Order Booking-Part - ...



20.RW Incremental Order Booking-Part - ...



21. RW Summary_Incremental Order Booking...



22. WW Thoroughly Merchandize.wmv



23. WW Summary_Thoroughly Merchandize.wmv



24. RW Thoroughly Merchandize.wmv



25. RW Summary_Thoroughly Merchandize.wmv



26. WW Inform And Close.wmv



27. WW Summary_Inform And Close.wmv



28.RW Inform and Close.wmv



29. RW Summary_Inform And Close.wmv



30. WW Verify Target Progress.wmv



31. WW Summary_Verify Target Progress.wmv



32. RW Verify Target Progress.wmv



33. RW Summary_Verify Target Progress.wmv



34.WW End with Administration.wmv



35. RW End with Administration.wmv



36.WD & WDSM Review.wmv



37.Summary WD WDSM Review.wmv



MD's Direction Setting.wmv

Amul Food Factory - Cheese



Amul
Published by Abhishek Varughese (9) December 10, 2016

5,916,233 People Reached
427,691 Video Views

#Amul Food Factory: Watch how #AmulCheese range is made at India's largest #Cheese plant, being inaugurated by the Hon. Prime Minister of India

Amul Food Factory: Amul Cheese
23:36

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

5,916,233 people reached

Boost Post

11K 260 Comments 5.2K Shares

28,525 Reactions, Comments & Shares		
21,263 Like	11,134 On Post	10,129 On Share
700 Love	456 On Post	244 On Share
45 Haha	10 On Post	36 On Share
561 Wow	360 On Post	201 On Share
16 Sad	6 On Post	10 On Share
9 Angry	5 On Post	4 On Share
627 Comments	319 On Post	308 On Share
5,322 Shares	5,229 On Post	93 On Share



#Amul
Amul Food Factory: Cheese

2,100,448 views

13K 912 SHARE

The film has helped

- bust myths/rumors about our products
- Inquisitiveness about our science of Food
- Showcase our healthy and hygienic quality practices
- Earn the trust and faith of our customers

Countering
viral attacks on
social media



[Sign Up](#)

Email or Phone

☐ Keep me logged in

Neha Tomar added 4 new photos — feeling mad at JMD
Gardens Sohna Road Gurgaon,
October 9 at 11:25pm ·

Engage

Face

Dear all,

This is my personal experience of amul gold milk, which i consume daily. This happened today morning when my mother-in-law took out the milk for our consumption. When she noticed that the milk has got sour she went to the respective vendor from whom we have purchased it, but the vendor refused to take it back. She came back home and thought of making cheese out of the milk and when we started boiling the milk, within 2 min what came out is shown in these pictures. It is some dangerous substance that came out. I thank to god that my family did not consumed this milk. I wonder what would have happened if we would have consumed this. I request everyone to stop taking amul milk, as we need to take strict actions to stop amul from making this deadly milk. Please spread this message so that respective authorities can take strict, stringent actions against amul.



Praty Pal, Hari Krishna Srivastav, Abhijit Das and 1,896 others like this.



Zeeshan Syed She thought of fooling AMUL by cheating them and in turn got a befitting reply.

OTR VTP VTP
500 500 500

Misuse of her position as a health officer

Like · Reply · 25 · October 14, 2014 at 6:36pm

6 Replies



Sonakshi Manchanda Really appreciate how Amul handles all their issues 😊 First the Expiry date and now this stretchy mass !! Nice customer support despite being a big Brand 😊

Like · Reply · 58 · October 14, 2014 at 5:59pm



Srabanti Sarkar Adhikary Well! i just noticed as i compared both the pictures very minutely , if anyone has noticed it or not, but i've never seen any of fb post that has a sign up or email or phone number tabs on the already logged in facebook page(as you are stating the wom... See More

Like · Reply · 18 · October 14, 2014 at 9:38pm

6 Replies



Manjurul Laskar Drinking Amul since birth, I am still healthy 😊

Like · Reply · 28 · October 14, 2014 at 9:02pm



Latha Reddy This is unhomogenised full

Write a comment...



Manish Chaurasiya If Neha is such an innocent customer, why has she used the words like deadly , killing and is trying to run a malicious campaign at Change.org

Like · Reply · 10 · October 15, 2014 at 12:50am



Vijay Prakash Gupta Tanvi Kapur amul will be glad to respond to ur complaints if any....bt that shud be genuine....!!

Like · Reply · 2 · October 14, 2014 at 10:14pm



Bharat Patel Amul is best there was , Best there is and best there ever will be. No one can damaged the brand Amul it is trust of crores of consumer since 6 decades. Ms Neha you tried lot to damage brand name of Amul which is already tried by so many competitors but they fails like you. Amul stands as it is and remains stands tall forever because Amul stands for quality and trust.



Amul added 2 new photos — with Amit Mittal and 2 others.

October 14, 2014 · Edited ·

This is regarding the Facebook post that Ms Neha Tomar has shared on her wall. The details of the matter are as follows:

The consumer called our customer care on 10th morning at 9.22 am and shared her experience of using Amul Gold Milk on the very same day. She also emailed the complaint to our official email ID on 10th afternoon. As informed by her, the "use by" date of the Amul Milk was 9th of October. The milk got expired in her fridge which was later used by the consumer.

However, it may be noted that Ms Neha posted her grievance on her Facebook page on 9th October, a day prior to her informing us about the same. Ms Neha Tomar's post on Facebook on 9th Oct, screenshot attached.

Our officials asked the customer that if she has faced the problem on 10th Oct, how is it possible for you to post the same on 9th on Facebook? We now see that the timing of her post has been changed to 10th.

On 11th, we visited her residence in Gurgaon and discussed the above. On 13th we once again visited the customer and provided technical reasons for the incident. We informed her that we checked all the batches of the same Amul Milk and found that there is no problem in any batches including the one which consumer had purchased.

As mentioned in her post, the consumer was trying to make cheese from sour milk which turned out to be a stretchy mass. Let us explain why this happened.

Any natural milk (branded/unbranded) which is acidified (sour) in the chilled condition and then heated shall result in curd mass which shows stretching property similar to that of mozzarella cheese. We have



Sanjay Singh Deep investigation of the case and brilliantly explained the whole matter. This is what a brand expected to do on a consumer complaint. Cheer amul. 😊

Like · Reply · 639 · October 14, 2014 at 3:59pm

24 Replies



Sromona Ghose Something like this happens to people who goes to kitchen for first time.



E471

Amul



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Brands

GCMMF

Fun @ amul

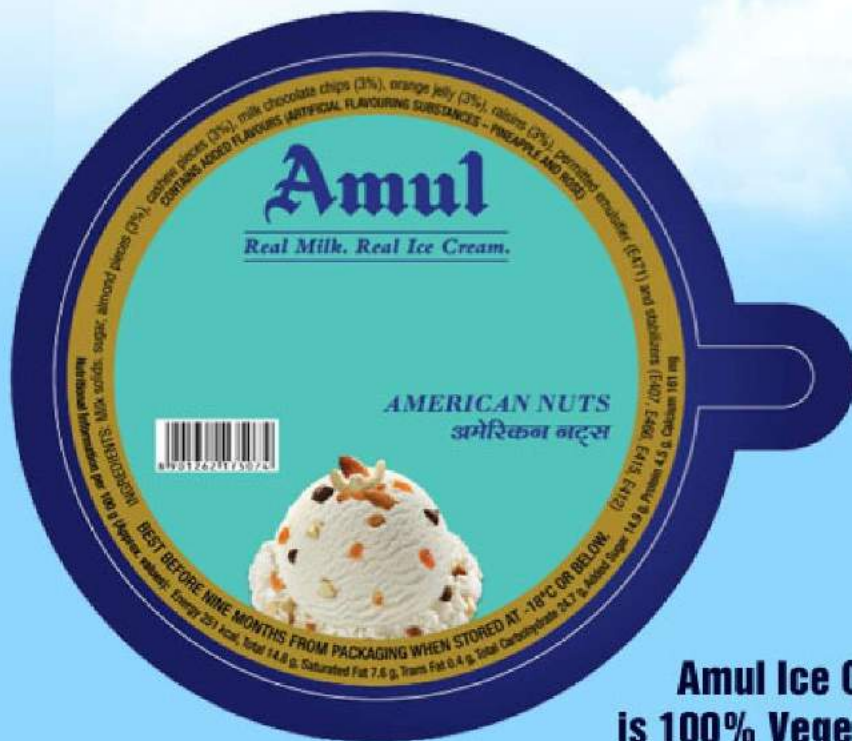
Dairy News

Careers

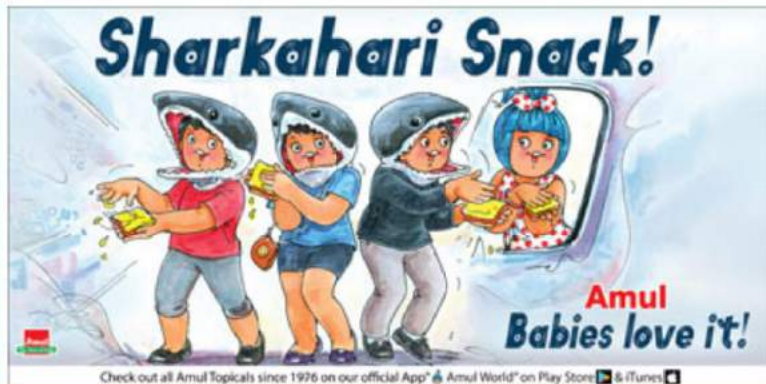
Amul for India

B2B

OK



**Amul Ice Cream
is 100% Vegetarian**



Check out all Amul Topicals since 1976 on our official App* Amul World* on Play Store & iTunes



Like

View more topical...



Amul

Published by Abhishek Varughese [?] · September 6 at 6:14 PM · 🌐

#Amul Ice Cream is Real Milk, Real Ice Cream, serving the taste buds of Indians. All ingredients used in preparation of Amul Ice Cream is 100% vegetarian.



6,286,039 People Reached

1,727,998 Video Views

42,803 Reactions, Comments & Shares ⓘ

31,481



Like

27,177

On Post

4,304

On Shares

1,599



Love

1,540

On Post

59

On Shares

148



Haha

134

On Post

14

On Shares

330



Wow

315

On Post

15

On Shares

40



Sad

38

On Post

2

On Shares

56



Angry

54

On Post

2

On Shares



E471|



Google Search

I'm Feeling Lucky

Google offered in: [हिन्दी](#) [বাংলা](#) [తెలుగు](#) [मराठी](#) [தமிழ்](#) [ગુજરાતી](#) [ಕನ್ನಡ](#) [മലയാളം](#) [ਪੰਜਾਬੀ](#)

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About 14,00,000 results (0.46 seconds)

Amul Ice Cream is 100% Veg. | Amul Uses Vegetarian E-471 | amul.com

[Ad] www.amul.com/

Amul Has Been Serving India with Over 400+ Products, which are 100% Vegetarian

[Browse Brands](#) · [News Center](#) · [Contact Us](#) · [Career Opportunities](#)

E471 Mono- and diglycerides. Origin: Synthetic fats, produced from glycerol and natural fatty acids, mainly from plant origin, but also fats of animal origin may be used. The product generally is a mixture of different products, with a composition similar to partially digested natural fat.



Food-Info.net : E-numbers : E471 Mono- and diglycerides

www.food-info.net/uk/e/e471.htm

? About this result

Feedback

People also ask

Is e471 Halal or Haram?



What is e471 made of?



Mono- and diglycerides of fatty acids



Mono- and diglycerides of fatty acids refers to a food additive composed of diglycerides and monoglycerides which is used as an emulsifier. This mixture is also sometimes referred to as partial glycerides. [Wikipedia](#)

People also search for

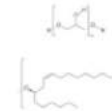
View 5+ more



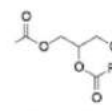
DATEM



Carragee...



Polyglycerol
polyricinolol...



Diglyceride



Maltodextrin

Feedback

अमूल

दि टेस्ट ऑफ़ इंडिया है पूर्णतः शाकाहारी.

अमूल परिवार ने लगाया सभी अफ़वाहों पर विराम.



जगुत प्रॉडक्ट्स के बारे में सोचने कीजिए या कई तरह की अफ़वाहों के तहत रही हैं. हालांकि स इमलिसर E-471 को लेकर, जो अफ़वाहों के अनुसार जानसी से बनायी गयी है. हम इस सभी अफ़वाहों का ज़ोरदार ख़तरा करते हैं और इस मामले पर हम मुझे का यशस्वीकरण देना चाहते हैं.

इमलिसर या तो एमिलर पैक से बना होता है या फिर प्लेट ऑइल (सोयाबीन, कनोला, धान, गन्नाखर, कटिंगोला या नारियल तेल) से. टेस्ट ऑफ़ इंडिया होने के पले, हम इस इमलिसर का इस्तेमाल करते हैं जो पूर्णतः 100% निरोग शाकाहारी सोत से ही प्राप्त होता है.

साथ ही, जगुत अफ़वाहों के स्टैंडिस्टान्ड E-407 और E-412 के बारे में भी अफ़वाहों को ज़रूर ख़तरा दे रहे हैं. कि इन्हें एमिलर पैक से बनाया जाता है. एक बार फिर, हम अफ़वाहों के भरोसा दिलाते बाहरी हैं कि इन दो स्टैंडिस्टान्डों को भुला. प्लेट ऑफ़ सीवीड (seaweed) से प्राप्त किया जाता है.



इनमें ही नहीं, जगुत के सभी प्रॉडक्ट पैक पर शाकाहारी लोगो होता है, जो हमारे सामान्यतया प्रदूषकों को हटाने संकेत और गारंटी देता है कि बाला के साथ यदुत प्रोडक्शन, FSSAI के डिप्लोमैटों के अनुसार 100% शाकाहारी है.

सभी जगुत मिल्क और मिल्क प्रॉडक्ट्स हमला प्रमाणित हैं और बाला कोऑपरेटिव काउंसिल (GOC) देश में गिरने 2 दशकों से एक्सपोर्ट किए जा रहे हैं. सभी मिल्क प्रॉडक्ट्स पर बालाहारी लोगो देखा जाता है कि हमने 100% शाकाहारी सभी का इस्तेमाल हुआ है और इसे ISO/FSSAI और इलाहाबादी लोड रॉट रॉटिफिकेशन द्वारा ऑडिट और प्रमाणित भी किया गया है.

हम शाकाहारी के इतने जगुत को अपनी डिप्लोमैटों का पूरा एहसास है. जो न केवल मिमिक्स रॉटों का बालिका लकरी मानवता का भी समान करना जानते हैं.

अमूल

दी टैस्ट ऑफ़ इंडिया

मकमल طور پر ویجیٹیرین.

امول سختی سے تمام افواہوں کو مسترد کرتی ہے.



صرف یہی نہیں، امول کے تمام پروڈکٹس پر ویجیٹو کو موجود ہوتا ہے، جس سے ہمارے معزز گراؤنڈ کو وراثتی اور ہمارا اعتماد حاصل ہوتا ہے کہ یہ پروڈکٹس 100% ویجیٹیرین ہیں. ہمارا ہمارا میں غنا کہ معیار کے نظم و نسق کے تحت تمام افواہیں اور ان کے لوگوں کے مطابق ہے.

امول کے دودھ اور دودھ میں بنی اشیاء کو حلال کا سمونڈیکٹ حاصل ہے اور پہلی دودھانوں سے نہیں گلف کو آپریٹو کو عمل (جی سی سی) کے تمام حلیمی مسامک میں ایکسپورت کیا جاتا ہے. امول کے مصنوعات 100% ویجیٹیرین ہیں. یہ ہمارے گلف موجود، ویجیٹو لوگو کی بھی شمسی پانڈوں جس سے کہ آئی ایس آر/ایف ایس ایس/ایف ایس ایس اور حلال جسے انڈیڈ کے ذریعہ جانچ پڑتی ہے اور سرٹیفیکٹ دیا جاتا ہے. ہر پھاری گلف امول اپنی لہہ داریوں میں بطوری واقف ہے. امول نہ صرف متنوع لائقوں کی قدر کرتا ہے بلکہ یہ آپ کے جذبات کا بھی احکام کرتا ہے.



امول کی مصنوعات کے بارے میں سوشل میڈیا پر حمایت ہے. یہ دودھ افواہوں کا بازار گرم ہے. خاص طور پر ایک ایف ایف ایف E-471 جس کے بارے میں مشہور کیا جا رہا ہے کہ یہ جانوروں سے حاصل کیا جاتا ہے. ہم ثابت پر زور طریقے سے ان الزامات کی تردید کرتے ہیں اور اس بارے میں تمام باتوں کی وضاحت پیش کرتے ہیں.

یہ ایف ایف ایف جانوروں کی چربی سے بنا پھر نباتات (سویا بین، کھولا، پام، سورج مکھی، کپاس کے بیج یا ناریل کا تیل) سے بھی بنایا جاسکتا ہے. یہی ٹیسٹ آف انڈیا کی حیثیت سے ہم جس ایف ایف ایف کا استعمال کرتے ہیں وہ 100% نباتاتی ذرائع سے حاصل کیا جاتا ہے.

مزید برآں، امول آئی سی کریم میں موجود E-407 اور E-412 ان دونوں اسٹیبلائزنگ کے بارے میں یہ ہمارا اقوام پھیلائی جا رہی ہے کہ یہ دونوں بھی جانوروں کی چربی سے بنائے جاتے ہیں. ایک مزید پھر، ہم آپ کو یقین دلانا چاہیں گے کہ یہ دونوں اسٹیبلائزنگ نباتات سے حاصل کیے جاتے ہیں اور سمندری نباتات میں انہیں حاصل کیا جاتا ہے.

Amul

THE TASTE OF INDIA IS PURE VEGETARIAN

AMUL FIRMLY PUTS ALL RUMOURS TO REST



Vicious rumours are being spread through social media regarding Amul products. In particular, emulsifier E-471 which is rumoured to be made from animal source. We vociferously negate all these accusations and clarify any issues regarding the same.

This emulsifier can be made from either animal fat or from plant oils (Soybean, Canola, Palm, Sunflower, Cottonseed or Coconut oil). As the Taste of India, the emulsifier we use is purely derived from 100% vegetarian source only.

Further, baseless rumours are also being spread about E-407 and E-412, stabilizers in Amul Ice Cream, being made from animal fat. Once again, let us reassure you that both these stabilizers are from plant and seaweed origin.

Moreover, all Amul product packs carry a veg logo, which provides a warranty and our guarantee to our esteemed customers that our products are 100% vegetarian, in accordance with the mandate of the food regulator of India, FSSAI.

All Amul Milk and milk products are halal certified and are being exported to Gulf Cooperative Council (GCC) countries since the last 2 decades. The veg logo on all Amul products indicating the use of 100% vegetarian ingredients is also audited and certified by 3rd party certifications like ISO/FSSAI/FSSAI and Halal.

Amul is well aware of its responsibilities towards every Indian, respecting not only the varied tastes but also the sentiments.



"A CEO is the most credible and influential spokesperson to hear from on behalf of the brand or corporation and a swift and emphatic denial will help address doubts generated by fake rumours. Mr Sodhi also did well in reassuring the public about the broader category, including cheese and like a true industry leader, he spoke on behalf of the whole industry in India."* - **Madan Bahal, managing director, Adfactors PR*

"When quality-related allegations swirl around, it's imperative for the brand to respond quickly and effectively. "* **Jaideep Shergill*

"That Amul is facing this head on and quickly is quite admirable. Some may argue that humour may not be appropriate, but the little Amul lady could also stomp her angry feet in a quick animated rebuttal". - **Dilip Cherian, image guru and consulting partner of Perfect Relations**

Across Media we have reached
over 20 million Consumers in just
2 days

Tracking & addressing consumer grievances using technology



Customer Care Management on Twitter


Amul

The Taste of India

Home @Amul_Coop

Amul.coop @Amul_Coop 1d

#Amul Topical: Mr Modi meets Mr Trump!




SAfir hoon yaaron.

United Tastes of Amul

Amul.coop @Amul_Coop 5d

#Amul Topical: Stormy clouds over Indian cricket!




SABCOACH SEEKHA HUI NA SEEKHI KOI YAAR

Amul BUTTER OF CAPTAIN COACH OF INDIA

Amul.coop @Amul_Coop 6d

#Amul Topical: Three times Best Actor retires from acting!




ANIEL CALLS IT A DA

Amul THERE WILL BE DA

Amul.coop @Amul_Coop Jun 20


#Amul Topical: Shuttler Srikanth wins Indonesian Open!



@ Mentions @Amul_Coop

कंदार अजित शुक्ल @KedarShukla 4h

@Amul_Coop you should see into this.




Sutan Singh Bist @sst2511

Amul's address, nikki, rebook moment.

#IncredibleIndia

Av @naarthankaud 7h


@Amul_Coop's garlic & herb buttry spread is just too good.



Abhishek @compwiz85 17h


Replying to @compwiz85 @Amul_Coop

Need to complain about a double toned milk packet getting spoiled after heating as soon as I got it from the local shop. Usebydate is 2morrow



Abhishek @compwiz85 17h


@Amul_Coop Mail not being delivered to milk@amul.coop and toll free no not going ahead of the Lang prompt.



TRUTH/NOTHING! @Awaken... 23h

Replying to @Amul_Coop @meena7099

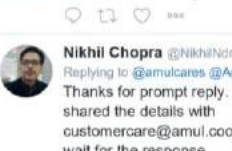
U stop giving poisin A1 milk to poor



+@amulcares

Avijit @avijit_d17 1d


Noted. Thanks for your response.



Nikhil Chopra @NikhilNdr 1d

Replying to @amulcares @Amul_Coop


Thanks for prompt reply. I have shared the details with customercare@amul.coop. Shall wait for the response.



T Rex @itssynecdoche 1d

Replying to @amulcares

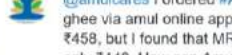
Sa Re Ga Ma Pa - Li'l Champs



Amrish Kr. Choubey @amrish... 2d

Replying to @amishchoubey @Amul_...

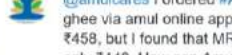
No response. Never expected such careless approach from brand like Amul.



Kunal Ajmera @kunalajmera 3d

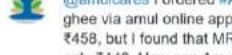
Replying to @amulcares @Amul_Coop

Amul doesn't care anymore ? Tired of emailing and tweeting !!!!



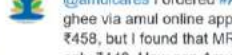
Viking @vrundan89 3d

Replying to @vrundan89 @amulcares @Amul_Coop @infibeam please look into the matter.



Viking @vrundan89 3d

@amulcares I ordered #Amul cow ghee via amul online app and paid ₹458, but I found that MRP was only ₹442. How can Amul charge




amul

Ravi_Ken @Ken_Yzan_Ravi 1h

Amul Baby


Be Ready on #July28

#V_I_P_2



#Fan_of_Dhanush 1h

instagram.com/p/BV6ogDoJ_6Nt...




Neha♥Rishbala @nehalovesD... 1h

Top 5 shows 1.ICC champ trp


#PakvsInd 2. Tarak mehta 3. Amul sa re ga ma little champ 4.YRKH 5.KKB

	1	2	3	4	5
ICC CHAMP	ICC CHAMP	ICC CHAMP	ICC CHAMP	ICC CHAMP	ICC CHAMP
Tarak Mehta	Tarak Mehta	Tarak Mehta	Tarak Mehta	Tarak Mehta	Tarak Mehta
Amul	Amul	Amul	Amul	Amul	Amul
YRKH	YRKH	YRKH	YRKH	YRKH	YRKH
KKB	KKB	KKB	KKB	KKB	KKB



Итэроэцят @Just_nani 1h


LRT amul pandi anta



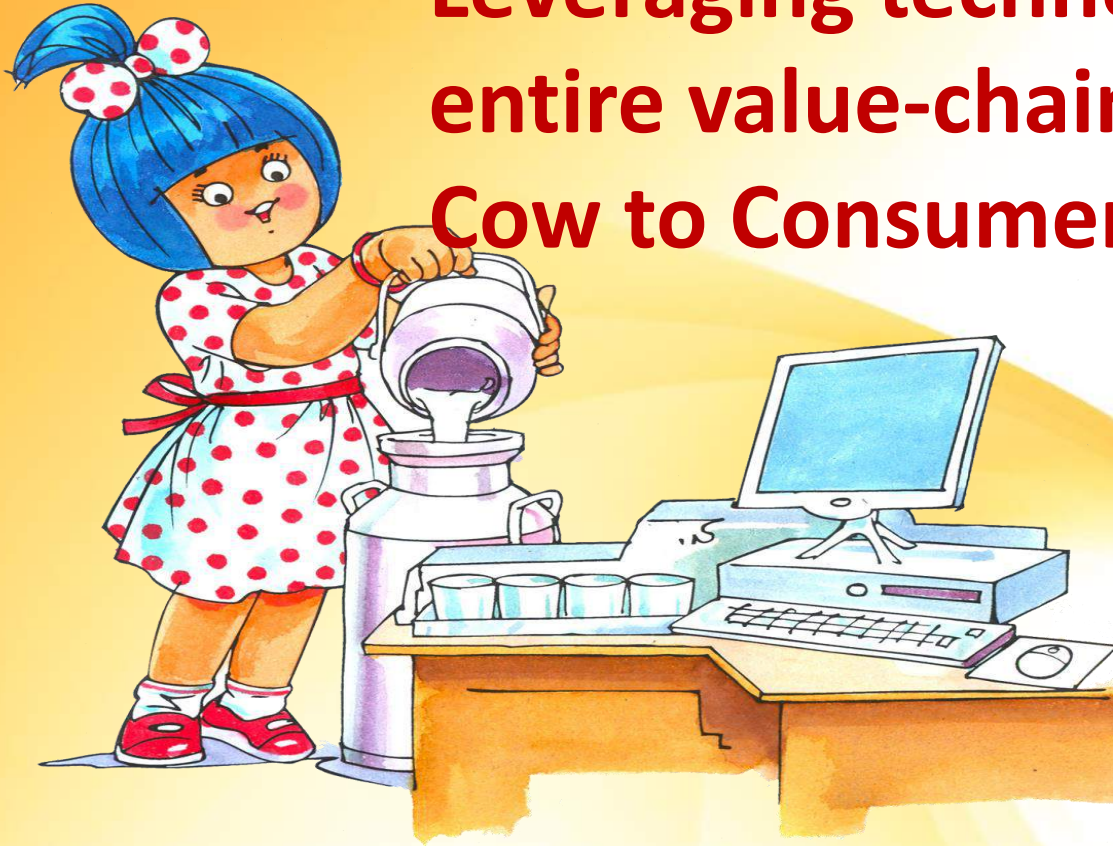
Shiv Kyasapura @KyasapuraS 1h

If Amul baby #RahulGandhi had visited #Netherlands , @markrutte would have gifted him a tricycle !

#ModInNetherlands



Leveraging technology across entire value-chain : Cow to Consumer





Milk-Collection process in village cooperatives is IT enabled



IT-enabled Value-chain

7.2 Million transactions per day for milk procurement

Transportation of 21 million litres of milk per day, from 18554 societies to 79 dairy plants through 2300 milk routes, twice every day

2100 transportation vehicles carry 500000 MTs of Cargo per annum (Ambient /Chilled) across 4 distribution highways

Input Services

Village Societies

18554 Village milk societies with Bulk Milk Coolers and Automatic Milk Collection systems

Milk Unions

Federation

18 Milk Unions, 79 dairy plants with processing capacity of 32 MLPD

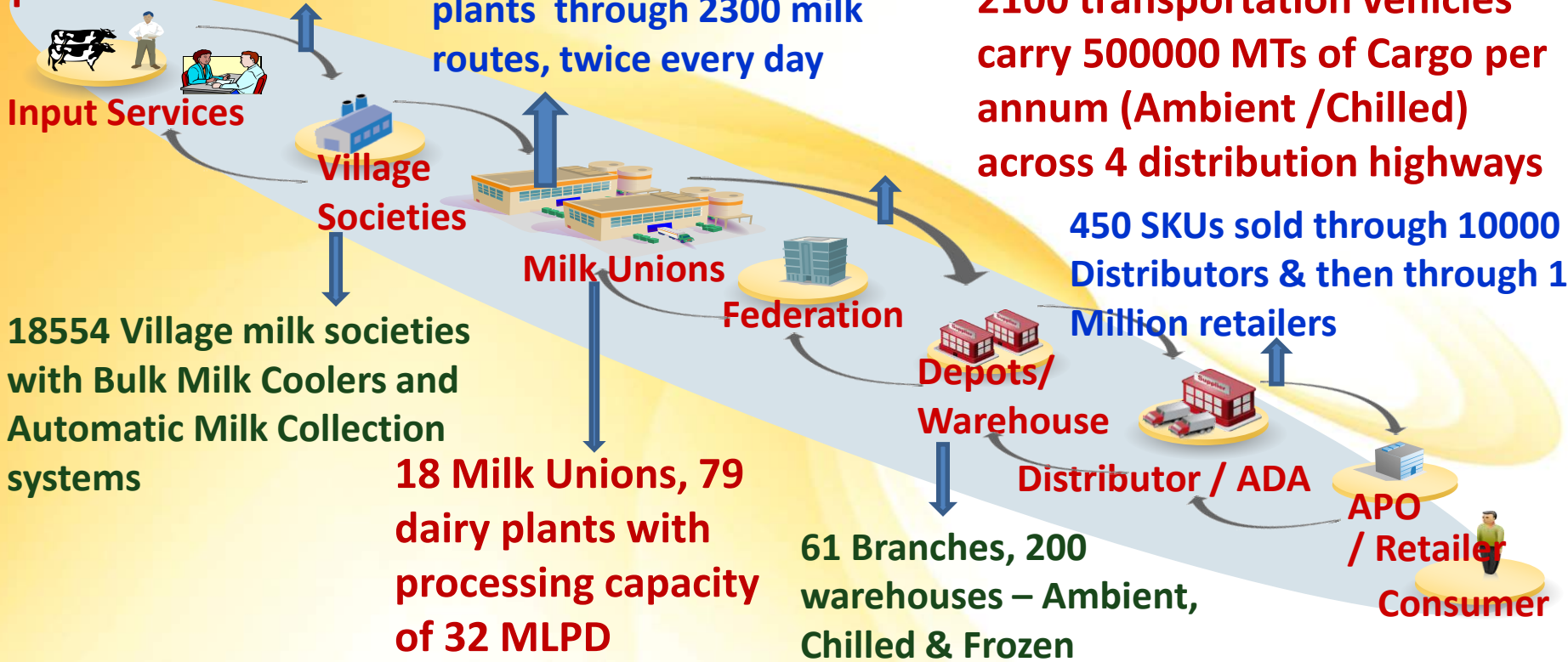
Depots/
Warehouse

61 Branches, 200 warehouses – Ambient, Chilled & Frozen

450 SKUs sold through 10000 Distributors & then through 1 Million retailers

Distributor / ADA

APO / Retailer
Consumer



Emerging new channels also throw up new challenges



Our answer to the emerging threat from Modern Trade



Amul Online



CALL US: +917878777321 | EMAIL US: SUPPORT@AMULONLINE.OOO | AHMEDABAD, 380001 | CHANGE LOCATION | MY ACCOUNT | SIGN IN

SEARCH

MILK & DAHI | BREAD & BUTTER | CHEESE RANGE | GHEE | PANEER | KOOL DRINKS | ICE-CREAM | CHOCOLATES | SWEETS | PIZZA & OTHERS | B2B



Amul
CHEESE

PROCESSED CHEESE SPREAD | 10 SLICES

It's an Utterly Butterly Freebie!

Amul Butter FREE Worth Rs.44

on Purchase of Amul Cheese 400 gm Slice



Amul
BUTTER

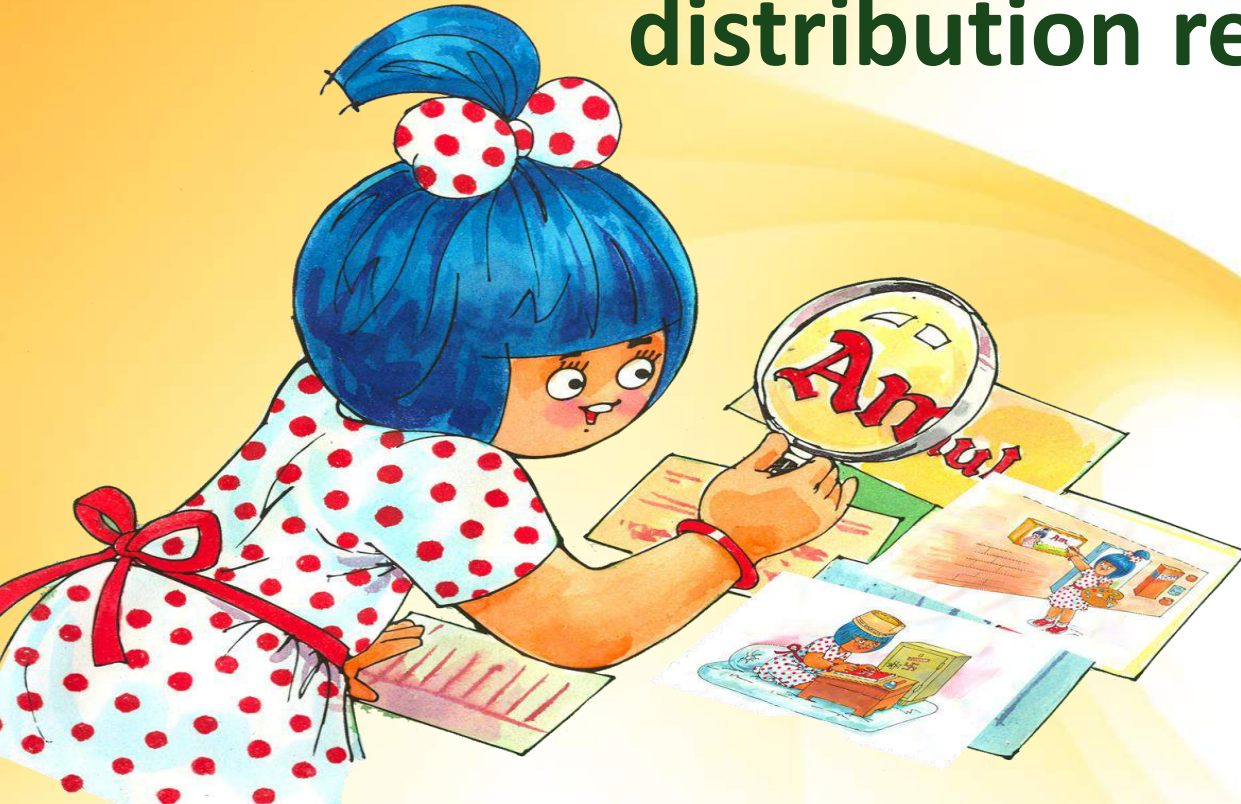
100 Gm

utterly butterly delicious

Shop Now

Available in Ahmedabad and Gandhinagar

**Use technology for deeper
distribution reach...**



SMS Campaign & Reach



- New TVC/Print Ad launch
- Consumer Promotions for Amul Online, Ice Cream by POs
- Over 0.5 million SMS are released during pan India SMS Campaigns
- Market specific WD/Retailer schemes by Branch in all languages

AmulOnline Republic Day Offer: Get FLAT 10% OFF on Everything! Min purchase Rs.300. HURRY! Offer ends on 26th Jan. Download App here bit.ly/AmulOn *T&C Apply

અમૂલ પરિવાર તરફ થી આપ સૌને દિવાળીની શુભ કામનાઓ અને નૂતન વર્ષાભિનંદન .

વધુ જાણકારી માટે સંપર્ક કરો :
9904806576, 7878728904

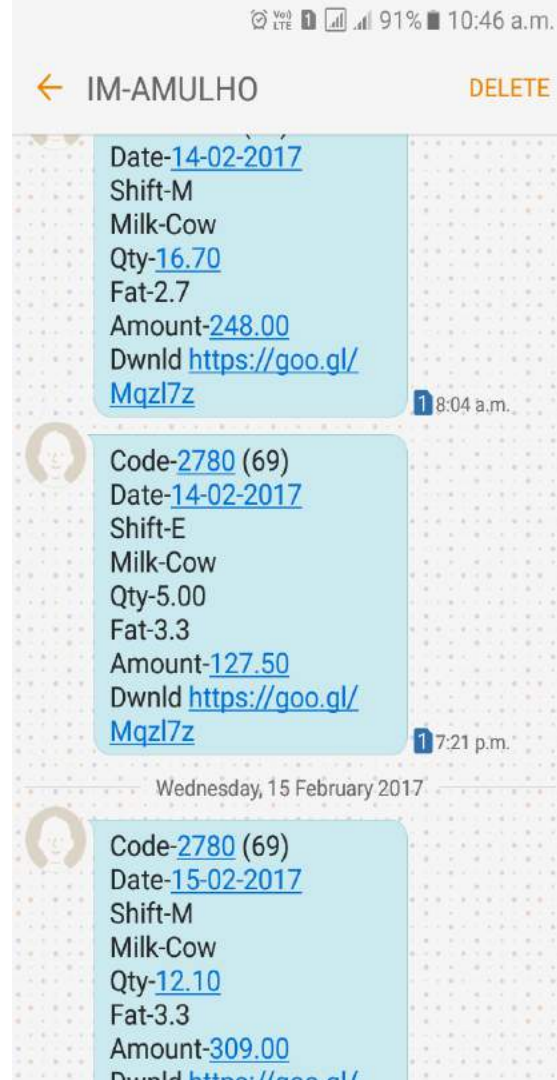
Amul is pleased to announce additional 10% trade discount in 4-Cheese and Margherita Pizza from 23rd Jan to 31st Jan (Republic Day offer)
<https://goo.gl/SVP57Y>

अमूल पेश करता है सागर दूध पाउडर, शुद्धता का पुरा भरोसा | जानकारी के लिए क्लिक करे
<http://goo.gl/0mrZLA>

Watch how #Amul Cheese is made on Amul Food Factory today, January 14 on Living Foodz at 7:30 PM.
<http://bit.ly/2iSjl2j>

SMS Campaign & Reach

**SMS to Farmers – 1
million SMS per day**



Social Media Presence



Followers – 1.5 Million



Followers – 1,53,886



Subscribers – 1,45,822

Views – 55 Million



Followers – 99482



Followers – 2,21,839



Followers – 20,329



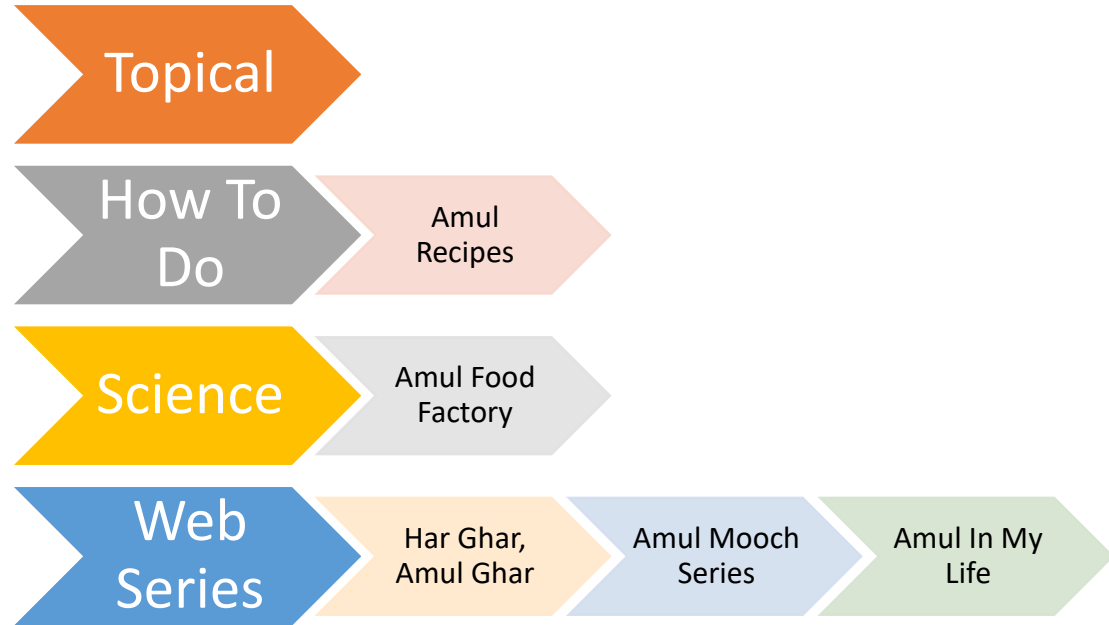
Direct connect for
consumers with Amul
through our Whatsapp
number : +91 7359583333

**Amul's advertising budget is less
than 1% of the Turnover**

While in industry the spends vary between 5-12% of the Turnover

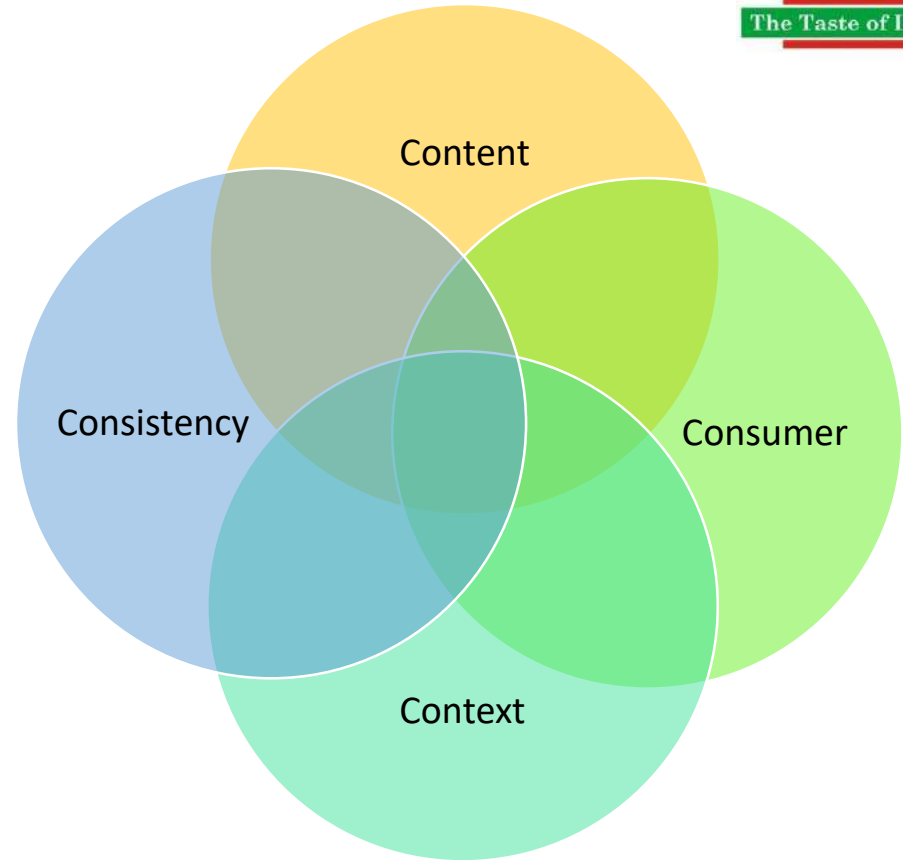
Digital Strategy

Focus on building independent content bucket which drives relevant conversations regarding our offerings as product and brand.



Digital Strategy

- There should always be an intersection between **content, context, consistency and consumer.**
- Larger the intersection, higher the virality/acceptance for brand.
- **Amul Topical** has championed this model since 1966.

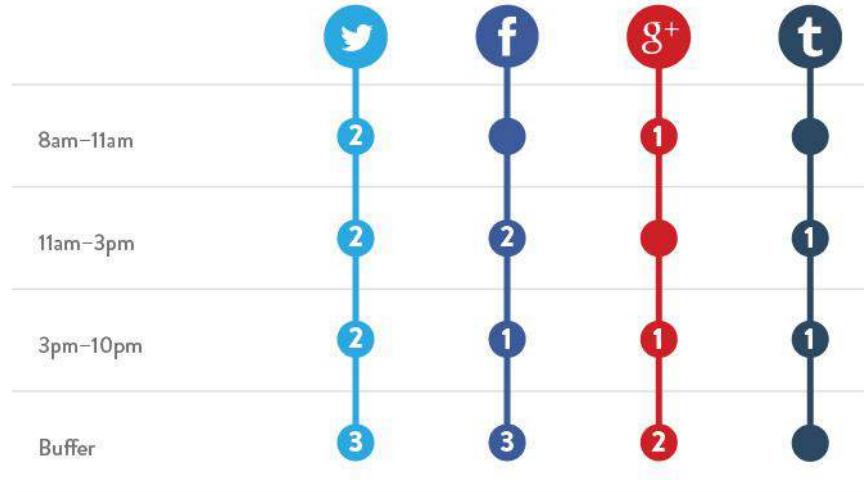


Digital Strategy

To stay connected with the consumer and **create meaningful conversations** with them.

The hidden truth is the combination of the content and frequency of exposure

Daily Social Frequency



@CoSchedule



**Overcoming the
new age marketing
challenges....**



Keep your finger on consumer's pulse

Think & modify your strategy as per new age challenges

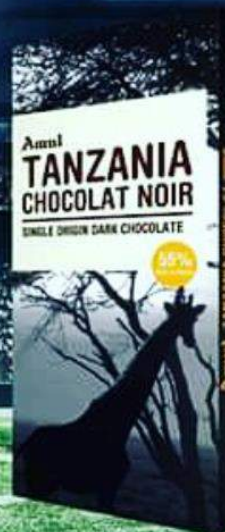
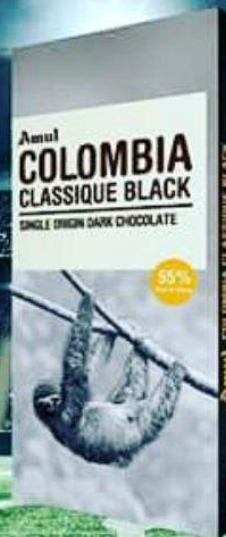
Excel in your core competence

Marketing approach must be cost-efficient

Case Study

How Social Media launched Amul Chocolates

SINGLE ORIGIN CHOCOLATE



A
**GAME CHANGER
WHEN IT COMES
TO TASTE**

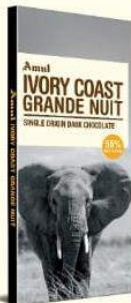
Amul CHOCOLATE



VENEZUELA EBONY TWIST

A blissful indulgence for the soul, this rich cocoa from Venezuela has a bitter and nutty flavour with a hint of sweetness and cream.

Net Weight : 125g



IVORY COAST GRANDE NUIT

Trust your taste buds to the wondrous and spicy full-flavoured cocoa sourced from the banks of Volcan.

Net Weight : 125g



PERU DARK AMAZON

Delish the caramelish sweet taste blended with a slightly bitter taste of cocoa sourced from Vicuña in Peru.

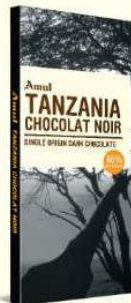
Net Weight : 125g



COLOMBIA CLASSIQUE BLACK

Savour the rich and unique taste of cocoa from Cartagena de Indias punctuated with a hint of taste and spices.

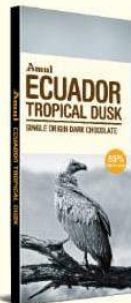
Net Weight : 125g



TANZANIA CHOCOLAT NOIR

Delight your senses with the nutty, sweet, yet bitter taste of cocoa sourced from the rich fields of Tanzania.

Net Weight : 125g



ECUADOR TROPICAL DUSK

Indulge in the exotic and majestic taste of cocoa sourced from Arriba Nacional.

Net Weight : 125g



MADAGASCAR NOIR DE CACAO

Love yourself to the nutty, truly, sweet yet bitter flavour of cocoa sourced from Madagascar.

Net Weight : 125g



DARK CHOCOLATE

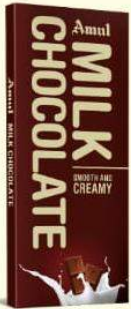


Net Weight : 4g



Net Weight : 4g

A chocolaty indulgence made from the finest ingredients and delicious spices, Amul Dark Chocolate is a delight in your taste buds.



MILK CHOCOLATE



Net Weight : 4g



Net Weight : 4g

Made with the goodness of rich and creamy milk, this chocolate will leave you with a delightful taste that you will never quite forget.



FRUIT 'N' NUT



Net Weight : 4g

Net Weight : 100g

Dark chocolate, studded with a generous amount of crunchy almonds and tangy-sweet juicy raisins make this classic combination a wonderful treat to savor after every bite.



TROPICAL ORANGE

Relish the citrusy delights of an intense dark chocolate made from premium cocoa beans that are peppered with orange extracts from the Netherlands.

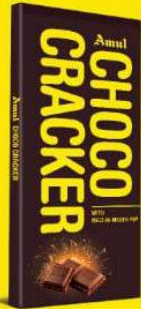
Net Weight : 100g



MYSTIC MOCHA

Delight in the beautiful combination of the bold flavour and aroma of coffee, with the velvety texture of fine dark chocolate, as it transports your senses from the first bite.

Net Weight : 100g



CHOCO CRACKER

Discover every enjoyable snap of Amul Choco Cracker's magical crystals as you sink your teeth into the wonder of smooth milk chocolate.

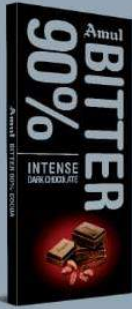
Net Weight : 150g



BITTER CHOCOLATE

Made from the finest cocoa beans that give you a robust chocolate intensity, Amul Bitter Chocolate is 70% cocoa and 30% sugar for every chocolate connoisseur.

Net Weight : 150g



BITTER 90%

Crafted to perfection, this chocolate is a favorite among dark chocolate lovers with its profound concentrated cocoa flavor and deliciously intense taste.

Net Weight : 150g



CAMEL MILK CHOCOLATE

Delight your taste buds with a unique blend made from the finest cocoa and freshly-sourced camel milk.

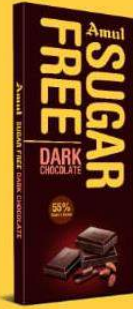
Net Weight : 150g



BELGIAN CHOCOLATE

Discover how the treasure houses of Belgium create a delicious treat from cocoa and freshly-sourced and processed milk that will keep your craving team for more.

Net Weight : 150g



SUGAR FREE

Enjoy delightful bliss of guiltless indulgence with Amul Sugar-Free chocolate and savorise yourself in a mesmerizing experience, without the calories.

Net Weight : 150g



GREEN-T CHOCOLATE

Delve into the healthy goodness of dark cocoa enriched with green tea extracts and flavoured with Rosewater that will stimulate your mind, your body and your mood.

Net Weight : 150g



SUPER FRUIT

Indulge in an unusually white chocolate with a surprising blend of Raspberries, Strawberries and Blackberries, all rolled up to leave you mesmerized.

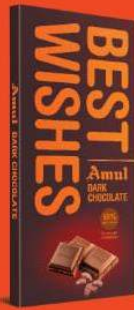
Net Weight : 150g



PROBIOTIC CHOCOLATE

Bliss into a real good experience with a chocolate that balances out the microbes and helps to give you a completely elevated sensory experience.

Net Weight : 150g



BEST WISHES

Whatever be your message convey them sweetly with the delightful and enticing Dark Chocolate from Amul.

Net Weight : 150g



HAPPY BIRTHDAY

Bring in the birthday of your loved one on a sweeter and richer note with the irresistible Milk Chocolate from Amul.

Net Weight : 150g



I LOVE YOU

Express your love in a really and truly way with the intelligent and flavourous Fruit 'n' Nut Chocolate from Amul.

Net Weight : 150g



AMUL CHOCOZOO

Net Weight : 150g



AMUL CHOCOMINIS

Net Weight : 150g



DARK PASSION

Net Weight : 50g



BINDAAZ

Net Weight : 15g



ENERGY BAR

Net Weight : 40g



Pikachu {शिकंजी-wala}

@FieryPikachu820

I tried Cadbury Bournville and Amul Colombia Classique Black. I feel Amul one is way better than Bournville. I was suggested to try Amul Chocolates by @vyasshruti Ji. So, thank u ! Try Amul Chocolates.

11:01am · 30 Jun 2018 · Twitter Web Client

1 REPLY 2 LIKES



Reply to @FieryPikachu820 @vyasshruti



Shruti @vyasshruti

38m

Replying to @FieryPikachu820

Thank you .. I am glad you like them too .. I loved Amul ones way more than others ..



Kumar Gautam

@Kumargautamkg

Thank you @Amul_Coop for chocolate with 75% cocoa in price far lesser than Swiss chocolates available in market.

#Chocolate #Sinful

#RealChocolate #Cocoa #AMUL

#India



Suhasini Rao

@ChotaRaoSahab

Finally a decent low sweet version of chocolate! @Amul_Coop you're doing a good job of the chocolate series!



8:20pm · 28 Jun 2018 · Twitter for Android

1 REPLY 2 LIKES



Amul

The Taste of India



Kandarp
@kandarpv

To any [#chocolate](#) lover, I will recommend to try new range of [#AmulChocolate](#). Congratulations [@Amul_Coop](#) [@Rssamul](#) for creating a great product range.



- **Listening** to every conversation about our products.
- **Understanding** the areas of improvement.
- **Acknowledging** the customer feedback.

Today, **Amul Chocolates** is a brand, built by the sheer support of our Customers and Word Of Mouth

Digital
**Marketing with
0% advertising
spend**



Narendra Modi ✓

@narendramodi

Follow



Pictures from Amul's Chocolate Plant at Anand, Gujarat. [@Amul_Coop](#)



1:59 PM - 30 Sep 2018

1,918 Retweets 9,259 Likes



418 1.9K 9.3K



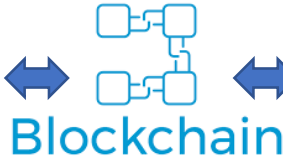
So What's Next for Amul?



A conceptual diagram of blockchain technology. The background is a dark blue grid with glowing white circuit lines and nodes. In the center is a large, glowing white circle containing the text "BLOCK CHAIN TECHNOLOGY". Surrounding this central circle are six smaller, glowing white circles, each containing a different icon: a laptop with binary code, a chain link, a classical building with a coin, a padlock, a cluster of three 'B's representing blocks, and a tablet with binary code.

BLOCK CHAIN TECHNOLOGY





The consumers will have information of the chocolate they eat, from the farm where it is produced, just by scanning the QR code of the pack.



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