



# Amal

- The Taste Of India -



## The Taste of India

Amul is an acronym (Anand Milk Union Limited) of the Indian Multinational cooperative society named Gujarat Milk Marketing Federation based in Anand, Gujarat. It is under the ownership of Gujarat Cooperative Milk Marketing Federation Limited.

Tribhuvandas Kishibhai Patel founded the organisation in 1946 and served as its chairman until his retirement in the 1970s. Amul spurred India's white revolution, which made the country the world's largest producer of milk and milk products, and has since ventured into overseas markets.

# Brand Identity

The brand Identity of Amul is characterized by several key elements:

- Brand name & logo
- Tagline: The taste of India
- Amul Girl
- Product range
- Quality and trust
- Advertising and communication
- Heritage and legacy
- Strong distribution network
- Reliability and purity
- Sustainability and social responsibility



Amul's brand Identity is a blend of tradition, innovation, trust and social responsibility. It represents not just a product but a movement that has brought about a significant social change in India.



**Amul Butter**  
**Amul Ghee**  
**Amul Milk**  
**Amul Cheese**  
**Amul Ice cream**  
**Amul Paneer**  
**Amul Milk Powder**  
**Amul Chocolates**  
**Amul milk beverages**  
**Amul whipped cream**

# Key products manufactured by *Amul*



# Competitor Analysis

Amul has many competitors, who has entered the market in last decade and are growing their market share steadily. In Ice cream category, Amul owns a major share but even though individually these competitor brands might not be a worthy adversary, combined and due to synergy, all of them together re giving very tough competition to Amul.

list of its top competitors:

- Kwalty walls
- Vadilal
- Havmore
- Dinshaws
- Baskin Robbins
- London Dairy
- Arun Ice cream

Besides these organised players, Amul has many unorganized and small competitors as well which offer their own ice cream variants in own outlets. But the competition in other dairy products like Butter and Cheese is far less.



# SEO Audit

An SEO Audit for Amul's website would involve analyzing various factors that contribute to the website's visibility, usability and performance on search engines like Here's a step-by-step breakdown of an SEO audit for Amul:

1. Technical SEO Analysis
  - Site speed and performance
  - Mobile friendliness
  - Structured Data

2. On-Page SEO Analysis
  - Content Quality
  - Keyword Optimization
  - Image Optimization

3. Off-Page SEO Analysis
  - Social media presence
  - Backlink profile
  - Local SEO

4. Content strategy Analysis
5. Competitor Analysis
6. Analytics and Reporting
7. Recommendations & Action Plan



# Keyword Research



Keyword Research is essential for understanding what terms and phrases potential customers are using to search for products and services related to Here's a structured approach to conducting keyword research for Amul:

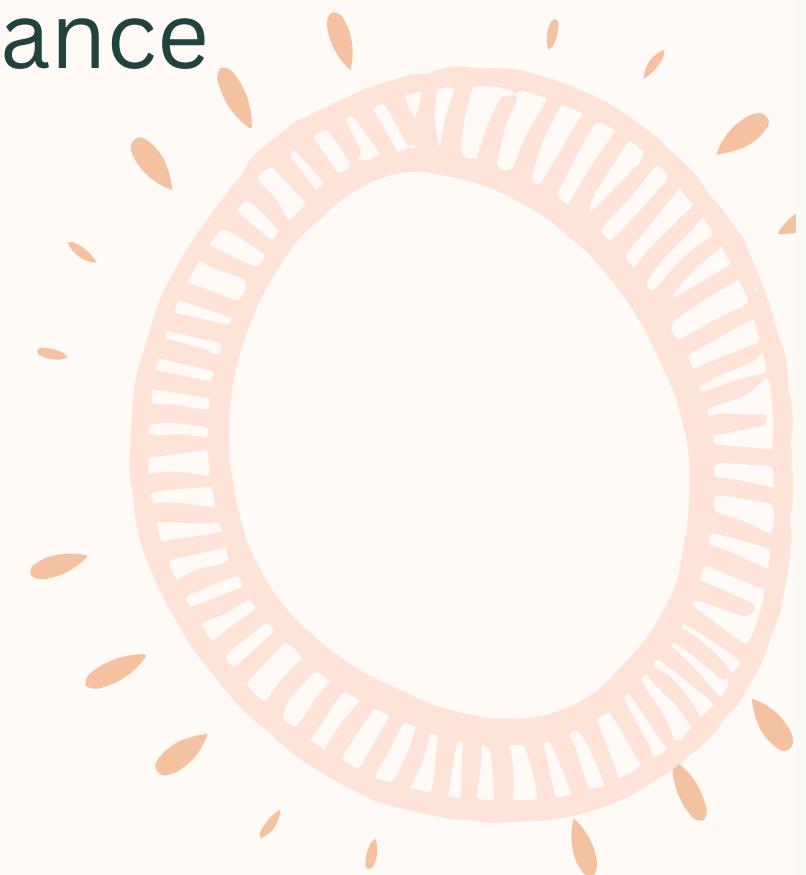
- 1. Identifying core product categories**
- 2. Seed keywords**
- 3. Expanding keywords**
- 4. Analyzing search intent**
- 5. Competitor keyword Analysis**
- 6. Long-tail keywords**
- 7. Location based keywords**
- 8. Content ideas based on keywords**
- 9. Search volume & keyword difficulty**
- 10. Keyword Mapping**

# On Page Optimization

1. Keyword Research and Optimization
2. Content Quality and Relevance
3. URL Structure
4. Internal Linking
5. Image Optimization
6. Mobile-Friendliness
7. Technical SEO
8. User Experience (UX)
9. Analytics and Monitoring
10. Localization



Implementing these on-page SEO strategies can help Amul improve its online visibility, attract more traffic, and increase conversions.



# Content Idea Generation

Here are some content ideas that can resonate with different target audiences:

## 1. Product-Centric Content:

- Recipe videos & blogs
- Product spotlight series

## 2. Health and Wellness:

- Nutritional Benefits
- Dairy and fitness

## 3. Fun & Interactive Content:

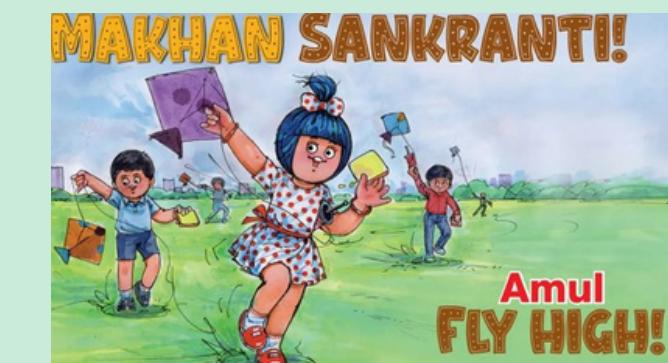
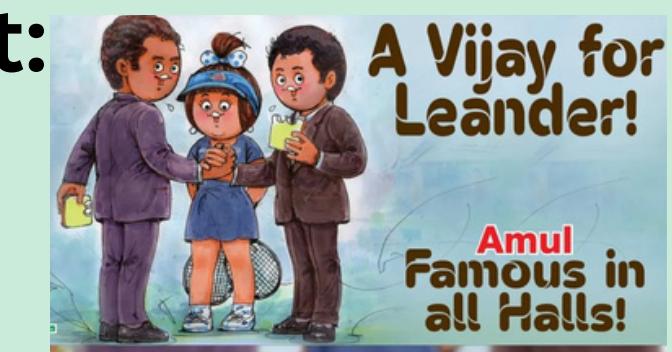
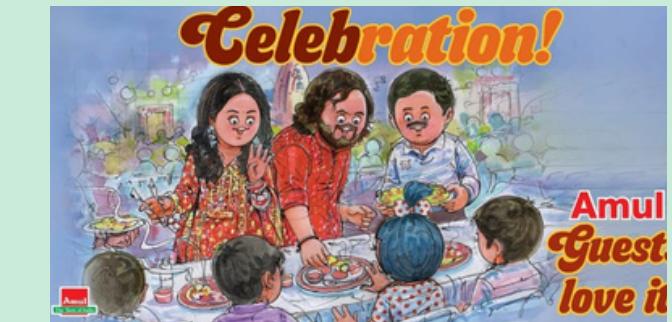
- Amul Cartoons & Memes
- Quizzes and Polls

## 4. Educational Content:

- Dairy facts
- How it's made
- Kid's corner

## 5. Trending & Seasonal Content:

- Trending Topics
- Seasonal dairy Tips
- Collaborations with influencers



# Marketing Strategies

Amul's marketing strategy has been one of the most successful and enduring in the Indian market. The brand has managed to stay relevant and beloved by millions through a mix of innovative advertising, strong brand positioning and deep consumer engagement. Here's an analysis of Amul's marketing strategy:

- I. Brand Positioning: "The Taste Of India"**
- 2. Product Diversification**
- 3. Iconic Amul girl as mascot**
- 4. Advertising & Branding**
- 5. Digital & Social media strategy**
- 6. Distribution strategy**
- 7. Affordable Pricing strategy**
- 8. Consumer engagement & feedback**
- 9. Global expansion**
- 10. 25% of Amul's advertising strategy**
- II. Moment marketing strategy**



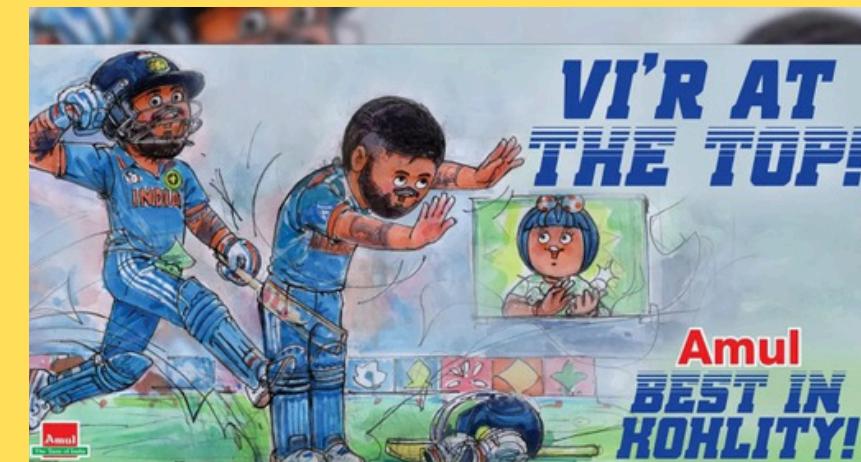
# Social Media Ad Campaigns

Amul, the Indian dairy cooperative, is known for its creative and engaging social media ad campaigns. Amul's campaign **#AmulTopical** is an example of their digital marketing, where they create interactive content that's tailored to current events and trends.

## •Topical Campaigns

Amul is famous for its topical advertising, where it quickly responds to current events, trends, or pop culture moments.

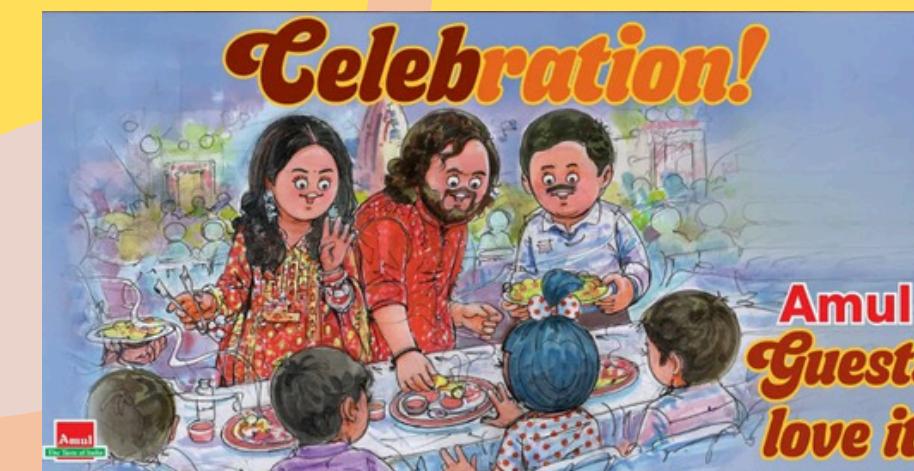
These ads often feature the Amul girl, a cartoon character who delivers witty, pun-filled commentary on the latest news.



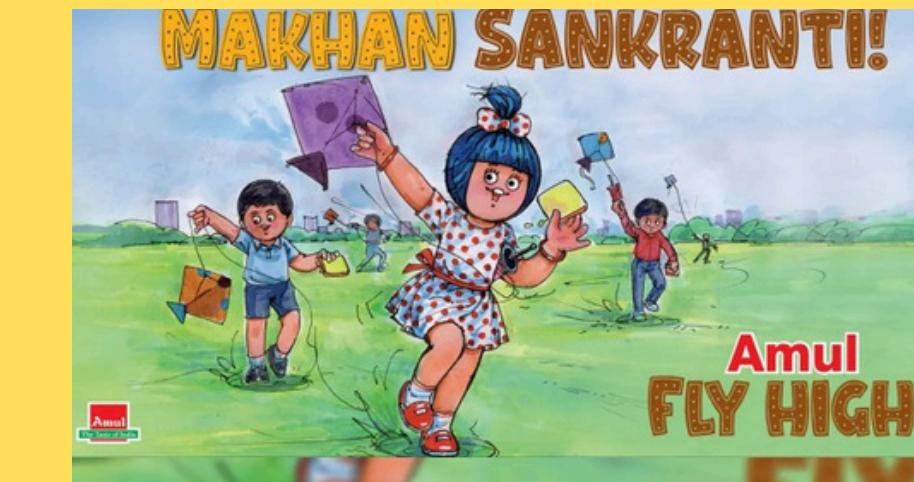
Amul girl celebrates Virat Kohli's 50th ODI century



Khaas garba after UNESCO adds the folk dance to the representative list



Amul Topical captures the Anna seva by Anant Ambani and Radhika

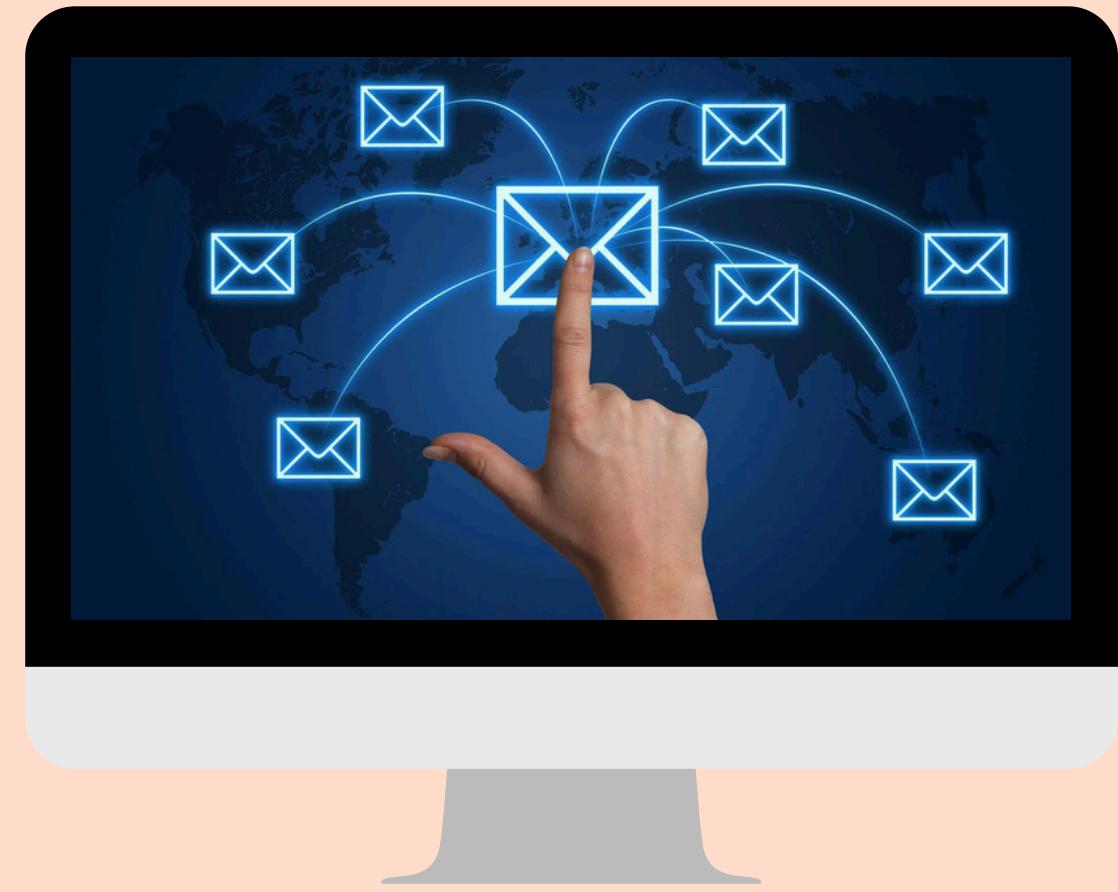


Amul girl celebrates India's joyous kite flying festival!

# Email Ad Campaigns

Email ad campaigns are significant for Amul in several ways, particularly in enhancing their marketing strategy and deepening customer engagement. Here's why they matter:

- Direct Communication with customers
- Cost-effective Marketing
- High engagement and conversion rates
- Personalized marketing
- Promotion of new products & offers
- Driving traffic to digital platforms
- Brand recall and awareness
- Measurable results
- Supporting multi-channel marketing
- Educating consumers
- Crisis communication



# OUR TEAM

Team Leader: Bhimuni Vineetha Rao

Team Member: Doddi Manisha

Team Member: Angel Prescilla Joseph

Team Member: Chelluri Jaswanth Mani Kumar

Team Member: Edadasari Helen Zaneta

Team Member: Vasupalli Keerthana



Thank  
you