

Amul

The Taste of India



P.Lawrence
R.Amaresh

Introduction



Amul is an acronym (Anand Milk Union Limited) of the Indian cooperative society named Gujarat Milk Marketing Federation based in Anand, Gujarat. It is under the ownership of Gujarat Cooperative Milk Marketing Federation Limited, Department of Cooperation, Government of Gujarat. It is controlled by 3.6 million milk producers.



Trade name	Amul Coop
Type	Cooperative
Industry	Dairy
Founded	14 December 1946; 76 years ago
Founder	Tribhuvandas Patel
Headquarters	Anand, Gujarat, India
Area served	Worldwide
Key people	Jayen Mehta (managing director)
Products	Milk products
Revenue	₹52,000 crore (US\$6.5 billion) (2022)
Owner	Dairy Producers of Gujarat
Number of employees	1,000 (officers and employees) 3.6 million (milk producers)
Divisions	<ul style="list-style-type: none"> •Banas Dairy •Dudhsagar Dairy
Website	amul.com



Digital marketing strategy used by amul

Amul

Amul's digital marketing strategies have effectively utilized various online platforms to engage with their audience.

Through social media channels like Facebook, Instagram, and Twitter, Amul has created a strong online presence and interacted with consumers in a personalized and engaging manner.



Brand products

Butter · Amul Milk · Bread
Spreads · Cheese · Paneer ·
Dahi · Cheese Sauce ·
Beverage Range · Organic
Products · Amul Protein
Products · Ice Cream ·
Ghee e ...



Amul Biscuits

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Brand competitor

COMPETITORS OF AMUL



The top competitors of Amul (GCMMF) include Akshayakalpa, Godrej Agrovet, Milky Mist, Dodla Dairy and Milk Mantra. britania, Nestle mother dairy, milkymist etc. Amul (GCMMF) has 273 active competitors. ranked by Tracxn score: Akshayakalpa - Tiptur based, 2010 founded, Series B company.

Marketing strategy of Britannia and social media campaigns are more focused on connecting taste, nutrition, and moments of life.



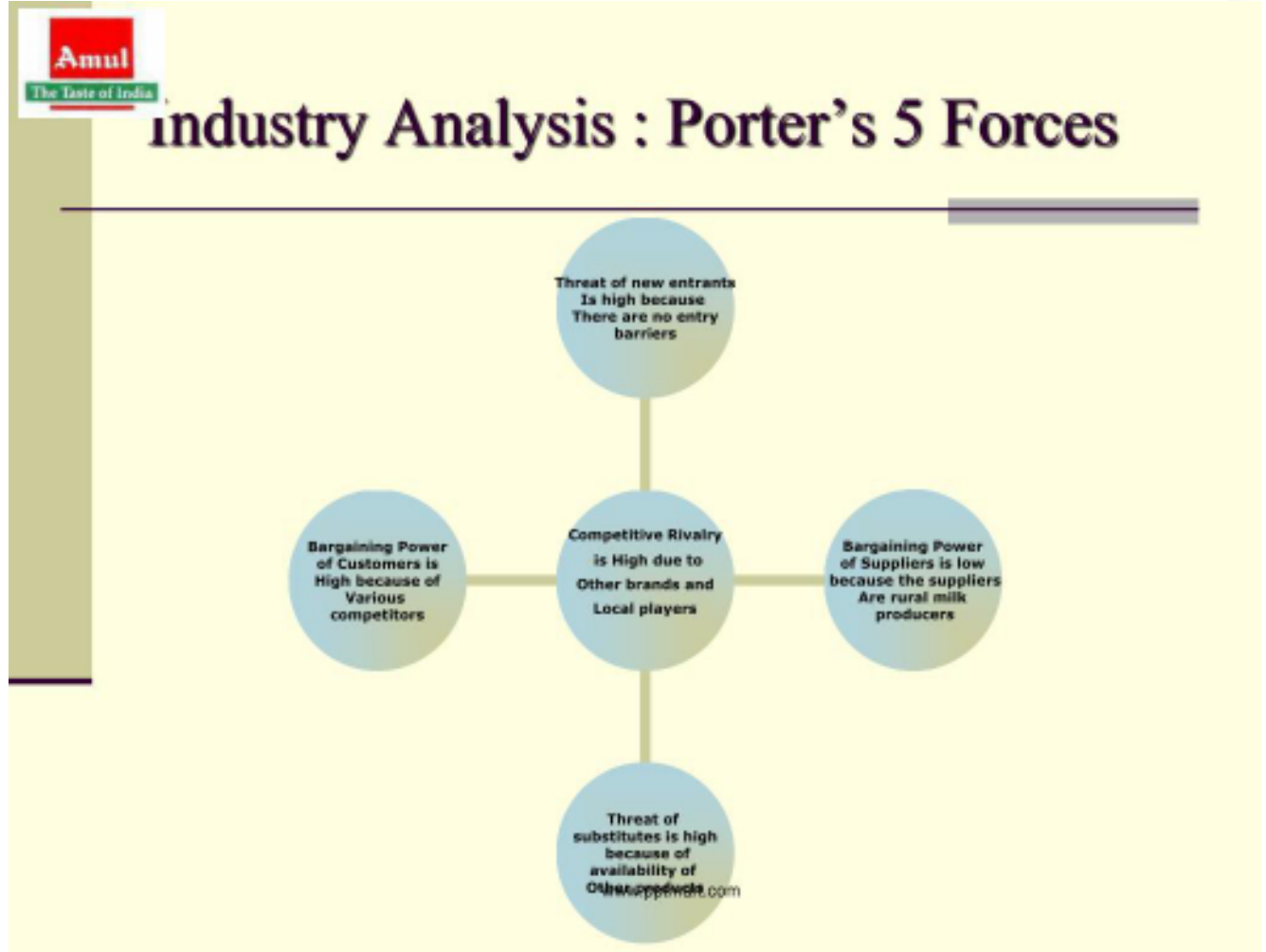
Marketing Strategy of Hershey's analyzes the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). These business strategies, based on Hershey's marketing mix, help the brand succeed in the market.



marketing strategy of Mother Dairy – a brand that not only nourishes India with wholesome dairy products but also uplifts rural communities through direct sourcing from village-level farmers.



Porter five forces model

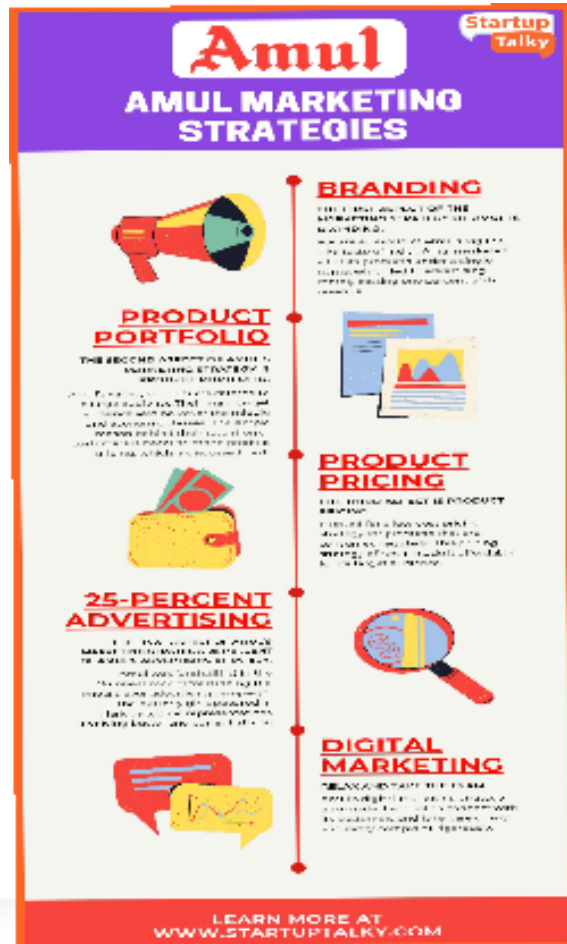


Amul SWOT analysis

SWOT ANALYSIS OF **Amul**



Search engine optimization for Amul



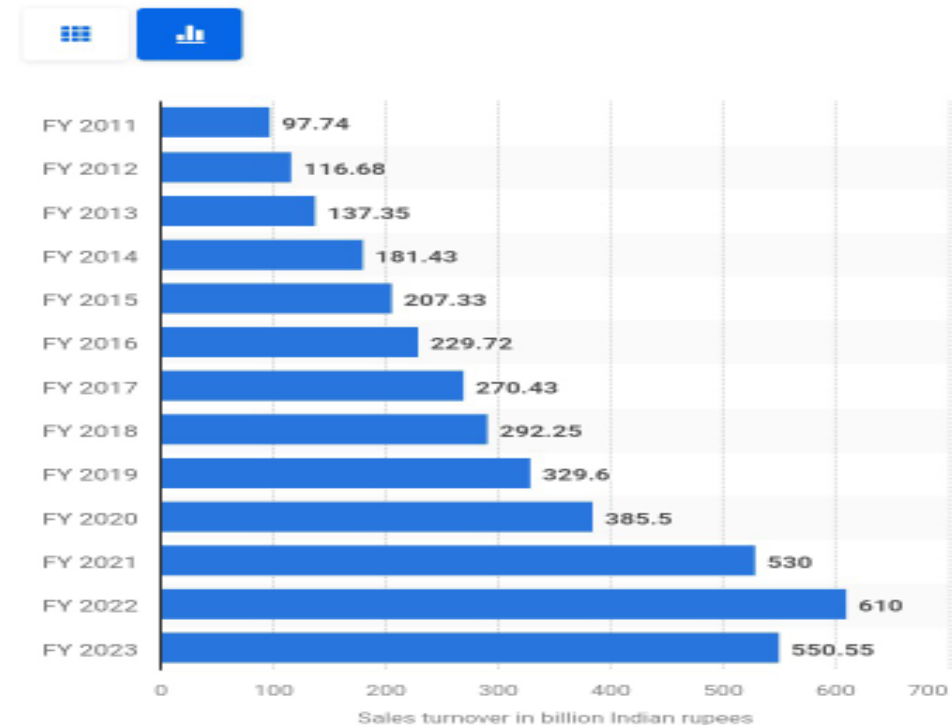
Amul always tried to provide their products at the best price. Its presence in every nook and corner has made it approachable in each house. They have not invested too much on Television advertisements. Rather they now prefer to use social media for their promotion and increase their presence. The brand actively uses two major social media platforms Facebook and Twitter. Recently it has used great graphics and videos for the Rio Olympics 2016.

market status of bra

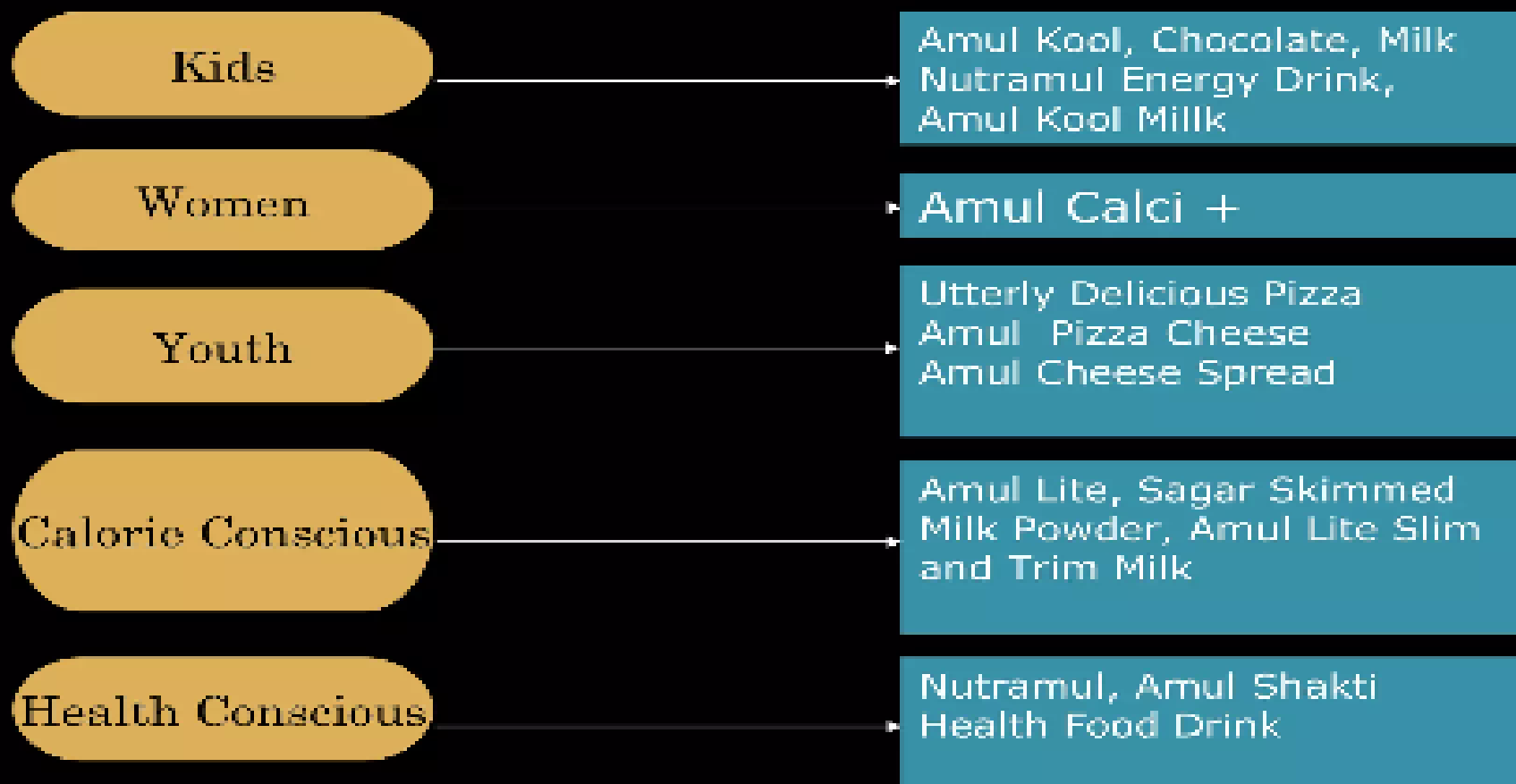
In financial year 2023, Amul reported a sales turnover of over 550 billion Indian rupees. Anand Milk Union Limited (Amul) is one of the largest dairy companies in the world with an increasing growth rate since 2011.

Sales turnover of Amul from financial year 2011 to 2023

(in billion Indian rupees)



CUSTOMER BASED MARKET SEGMENTATION



Brand curation strategies of amul

- Iconic amul girl
- Creative advertising
- Quality dairy products
- Wide product range
- Strong distribution
- Cooperative model
- Social responsibility
- innovation



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