



Amul

The Taste of India

Business Case Study of AMUL Strategies During Covid-19

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Amul Strategy to Overcome Covid-19

- 33 new products in the market during covid.
- Procured additional 35 lakh litres of milk every single day.
- Paid 800 crores extra to the rural milk procures.

Crisis = Change in Consumer Behaviour

- Give rise to homemade food trend, demand for milk products skyrocketed.
- Demand increase for cheese 80% increase, cottage cheese 40%, condensed milk 100%.
- Plans operations at 115% capacity.

AMUL, IBM Partnership (2009)

- Amul invested 80 crore in transforming information technology landscape.
- IBM helped Amul's entire operation of supply chain.
- Diverted idle resources to milk supply chain.
- Providing incentives to casual staffs.
- Extra arrangement for cattle feed.
- 3rd party integration (e-commerce, swiggy, zomato)
- End to end digitization of supply chain.

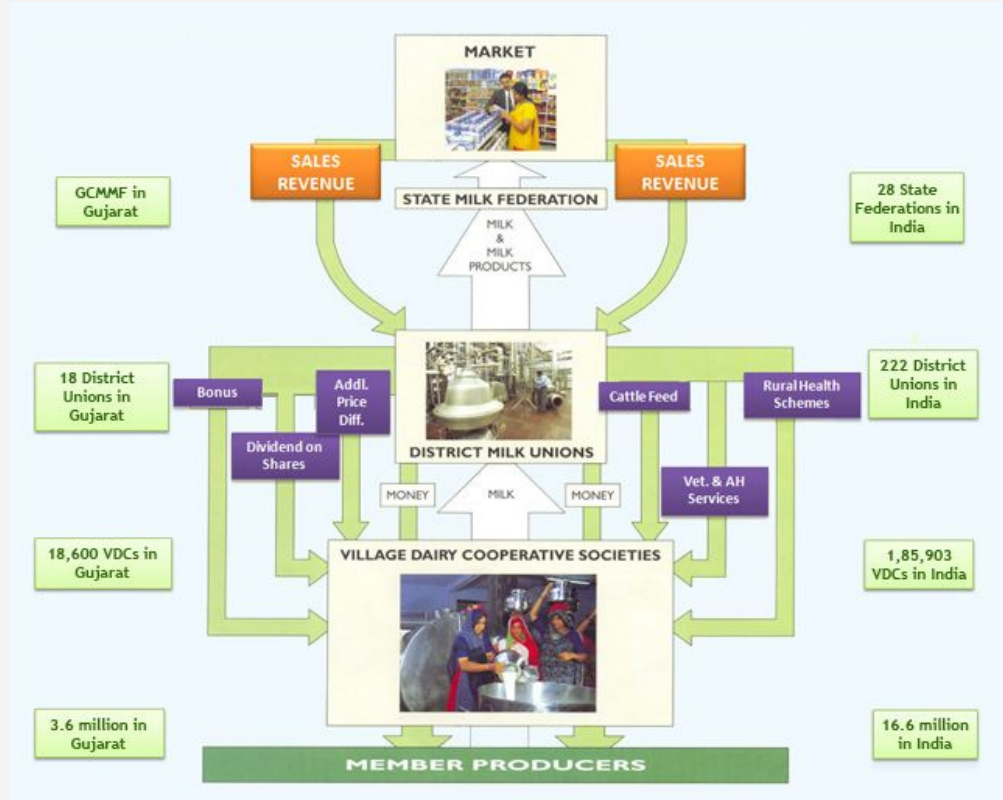
Marketing Strategy

- Promoting old ads to resonate with the nostalgic mood of the audience.
- Better impact as sales have increased.
- No ridiculous claims of covid treatment.

Amul Philosophy

- Agile supply chain management.
- Digital transformation.
- Third party collaboration.
- Incentivising of labour.
- Strategic marketing initiatives.

Amul Business Model



Amul SWOT Analysis

SWOT ANALYSIS OF **Amul**

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Strengths

- Market Leader
- Quality Assurance
- Diverse Product Range
- Cooperative Structure
- Wide Distribution Network
- Strong Supplier Relationships

W



Weaknesses

- Price Sensitivity
- Cooperative Structure
- Brand Perception outside Dairy
- Inadequate Infrastructure
- Intense Competition
- Limited International Presence

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Opportunities

- E-commerce
- Rising disposable incomes
- Innovation in product offerings
- Health and Wellness Trends
- Partnerships and Collaborations
- Sustainable Certifications

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Threats

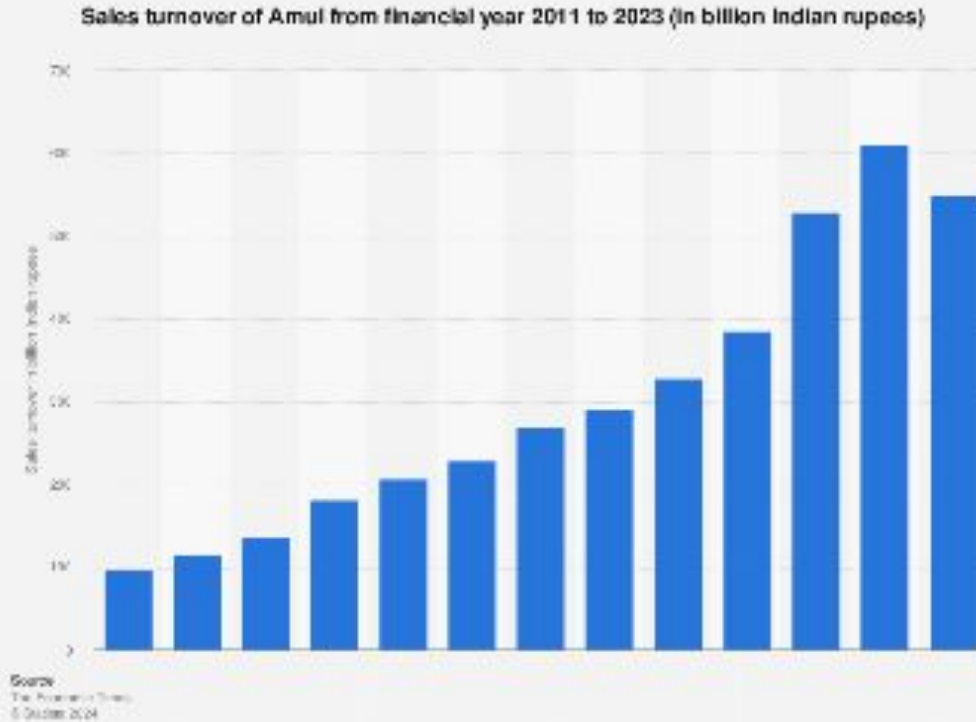
- Counterfeit Products
- Market Saturation
- Supply Chain Disruptions
- Regulatory Challenges
- Negative Consumer perceptions



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Amul Revenue



Business Lessons

- While good leaders prepare to face risk, great leaders prepare to embrace it risk with open arms.
- Resourcefulness will always save you during crisis → Futuristic investment, increased market share from loose milk to packaged milk.
- Strong relationship with frontline workers.