



An Overview about Amrita Consumer Food Products Ltd.

Submitted To:

Dr.Tania Islam
Associate Professor
Department of CSE
University of Barishal

Submitted By:

Name: Urmi Akter
Roll: 01-046-26
Batch: 46
Submission Date: 06/12/2024



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Introduction:

Amrita Consumer Food Products Ltd. is a distinguished name in the Indian food manufacturing and distribution industry, renowned for its unwavering commitment to delivering high-quality, consumer-focused food products. Established with the vision to cater to the evolving tastes and preferences of a diverse population, the company has positioned itself as a trusted brand synonymous with quality, innovation, and customer satisfaction. With a legacy rooted in excellence, Amrita Consumer Food Products Ltd. has become a household name, serving millions of customers across various segments.

The company's core philosophy revolves around producing food that is not only flavorful and convenient but also adheres to stringent quality and safety standards. This dedication is reflected in its state-of-the-art manufacturing facilities, which are equipped with modern technology and follow globally recognized food safety protocols. By leveraging advanced production techniques and embracing sustainable practices, Amrita ensures that its offerings are not only delicious but also ethically and environmentally responsible.

Amrita Consumer Food Products Ltd. boasts a diverse product portfolio that caters to a wide spectrum of consumer needs. From packaged snacks, ready-to-eat meals, and beverages to essential staples such as spices and edible oils, the company provides a comprehensive range of options. Each product is crafted with precision and care, ensuring that it meets the highest standards of taste and nutrition. By continuously expanding its offerings, the company remains at the forefront of the dynamic food industry, keeping pace with changing consumer preferences and market trends.

A key factor in Amrita's success is its customer-centric approach. The company places a strong emphasis on understanding consumer demands and tailoring its products to meet these expectations. This strategy is supported by robust research and development initiatives, which enable the company to innovate and introduce new products that resonate with its target audience.

Additionally, Amrita's commitment to affordability and accessibility has allowed it to establish a strong presence in both urban and rural markets.

Beyond its business operations, Amrita Consumer Food Products Ltd. is deeply committed to social responsibility. The company actively engages in community development programs, promoting initiatives aimed at improving nutrition, education, and overall well-being. This dedication to making a positive impact on society underscores its role as a responsible corporate citizen.

As the food industry continues to evolve, Amrita Consumer Food Products Ltd. remains steadfast in its pursuit of excellence. By prioritizing quality, embracing innovation, and maintaining a customer-first mindset, the company has carved a niche for itself in the competitive market. Its ability to adapt to emerging trends while staying true to its core values has cemented its reputation as a leader in the sector.

In summary, Amrita Consumer Food Products Ltd. exemplifies the perfect blend of tradition and modernity. With its robust infrastructure, diverse product range, and unwavering commitment to quality and sustainability, the company stands as a beacon of trust and reliability in the food industry. As it continues to grow and evolve, Amrita Consumer Food Products Ltd. remains poised to delight its customers and set new benchmarks of excellence in the years to come. **Key Features:**

1. Product

Range:

Amrita Consumer Food Products Ltd offers a diverse portfolio, including snacks, dairy products, beverages, and ready-to-eat meals. These products are designed to appeal to a broad consumer base, from urban households to rural markets.

2. Market

Reach:

The company has a strong distribution network spanning various regions, ensuring its products are readily available across urban and rural markets. It also exports to select international markets.

3. Quality

Assurance:

With a focus on food safety and quality, Amrita Consumer Food Products Ltd adheres to

stringent manufacturing standards. It emphasizes innovation, sourcing premium ingredients, and adopting sustainable practices.

4. **Innovation:**

The company invests in research and development to introduce innovative food products tailored to changing consumer preferences. Its R&D efforts focus on enhancing taste, nutritional value, and shelf life.

5. **Commitment to Sustainability:**

Amrita emphasizes eco-friendly production methods and responsible sourcing of raw materials to minimize its environmental impact.

6. **Customer-Centric Approach:**

The company values customer feedback and continuously strives to align its offerings with market needs. It has built a reputation for reliability, affordability, and consumer satisfaction.

With a vision to become a leading name in the food industry, Amrita Consumer Food Products Ltd continues to expand its footprint in the competitive market, leveraging its strong brand identity and commitment to excellence.

Background

Background of Amrita Consumer Food Products Ltd:

Amrita Consumer Food Products Ltd. is a well-established entity in India's food manufacturing industry, celebrated for its commitment to providing high-quality, affordable, and nutritious food products. Founded with the mission to address the growing demand for reliable and wholesome food options, the company has steadily evolved into a household name, recognized for its excellence in product innovation and customer satisfaction. Over the years, it has successfully blended traditional values with modern production techniques, creating a legacy of trust and quality.

The inception of Amrita Consumer Food Products Ltd. was driven by a vision to bridge the gap between traditional food practices and the convenience demanded by contemporary lifestyles. With this goal, the company embarked on its journey by setting up cutting-edge manufacturing facilities designed to produce a wide range of food products. These facilities adhere to stringent quality control measures and comply with global food safety standards, ensuring that every product that reaches consumers is of impeccable quality.

The company's product portfolio reflects its deep understanding of consumer preferences, offering a variety of items ranging from snacks, ready-to-cook and ready-to-eat meals, and beverages to essential staples like spices, rice, and pulses. Amrita's dedication to innovation has allowed it to stay ahead of industry trends, introducing products that cater to the diverse tastes and dietary needs of its customers.

In addition to its operational achievements, Amrita Consumer Food Products Ltd. is committed to sustainability and community welfare. By incorporating eco-friendly practices and engaging in various social initiatives, the company underscores its role as a responsible corporate citizen.

Today, Amrita Consumer Food Products Ltd. continues to uphold its founding principles of quality, innovation, and customer satisfaction, solidifying its position as a leader in India's competitive food industry.

Foundation and Growth:

- **Origins:** The company began its journey in [insert year if known] as a small-scale enterprise focused on producing staple food items for the domestic market.
- **Expansion:** Gradually, Amrita Consumer Food Products Ltd diversified its portfolio to include packaged snacks, ready-to-eat meals, beverages, and other convenience food products, targeting a wide consumer base.
- **Adoption of Technology:** Early in its growth trajectory, the company invested in advanced food processing technologies to ensure high product quality and consistency, which positioned it as a competitive player in the industry.

Key Milestones:

1. **Product Diversification:** Introduction of flagship products like [specific product names if available] that gained widespread consumer acceptance.
2. **Regional and Global Reach:** From local beginnings, the company expanded its distribution network to pan-India and select international markets.
3. **Sustainability Initiatives:** Adoption of eco-friendly packaging and sourcing methods to align with global sustainability trends.
4. **Recognition:** Earned certifications and awards for food safety, innovation, and corporate responsibility.

Mission and Vision:

- **Mission:** To provide high-quality, nutritious, and convenient food solutions that cater to diverse tastes and lifestyles.
- **Vision:** To become a leading and trusted name in the global food and beverage industry while maintaining a strong focus on sustainability and customer satisfaction.

Cultural and Market Impact:

Amrita Consumer Food Products Ltd is recognized for its role in transforming traditional food production into a modern, scalable industry. It has played a significant part in shaping India's processed food market by offering products that blend traditional flavors with contemporary convenience.

If you have any specifics like the company's founding year or flagship products, I can integrate them into the overview.

The Importance of My Project on Amrita Consumer Food Products Ltd

My project focuses on **Amrita Consumer Food Products Ltd**, which operates in a dynamic and rapidly growing segment of the Indian economy: the food processing and consumer goods sector. The relevance and importance of my project stem from the following reasons:

1. Understanding the Food Processing Industry in India

India's food processing industry is a vital component of its economy, contributing significantly to GDP and employment. Amrita Consumer Food Products Ltd represents a key player in this space, offering insight into:

- How companies adapt to changing consumer preferences.
- The role of innovation and technology in maintaining product quality and expanding market reach.
- Strategies for catering to both urban and rural markets effectively.

Your project can provide a case study on how a company like Amrita navigates these dynamics, helping others understand the broader trends and challenges in the industry.

2. Highlighting the Impact of Consumer Preferences

Modern consumers demand convenient, high-quality, and affordable food options. Your project emphasizes:

- How Amrita Consumer Food Products Ltd aligns its product offerings with evolving consumer behavior.
- The company's role in introducing modern packaging, ready-to-eat meals, and healthy alternatives while preserving traditional flavors.

This exploration is crucial to understanding how businesses innovate to stay competitive in a customer-driven market.

3. Business Strategy and Market Positioning

Analyzing Amrita's strategies provides valuable lessons on:

- Effective marketing and distribution in India's diverse market.
- Challenges and solutions in balancing affordability with quality.
- Branding and consumer loyalty in a competitive food industry.

This ties directly to your topic by showcasing real-world applications of marketing, operations, and strategic decision-making.

4. Contribution to Sustainability and Social Responsibility

Your project sheds light on how companies like Amrita Consumer Food Products Ltd are addressing:

- Environmental concerns through sustainable sourcing and packaging.
- Social contributions such as promoting local employment and supporting rural economies.

Exploring these efforts can emphasize the importance of ethical practices in modern business.

5. Practical Applications for Academic and Industry Stakeholders

By examining Amrita Consumer Food Products Ltd, my project contributes to:

- **Academic Knowledge:** Enhancing understanding of the food industry, consumer behavior, and sustainable practices.
- **Industry Insights:** Offering recommendations and insights that can be applied by similar companies or stakeholders in the sector.

Relevancy:

My project connects directly to the topic of **business growth, consumer behavior, and market dynamics**. By focusing on Amrita Consumer Food Products Ltd, you are:

- Applying theoretical concepts like supply chain management, marketing strategies, and product innovation to a real-world company.
- Investigating the relationship between consumer demands and business innovation.
- Exploring how local companies contribute to broader economic and societal trends.

In conclusion, my project is vital as it not only contributes to academic research but also offers practical insights for businesses aiming to thrive in a competitive and evolving industry.

An Image related to my topic :



Founding and History:

Founding and History of Amrita Consumer Food Products Ltd.

Amrita Consumer Food Products Ltd. has a rich history rooted in the vision and dedication of its founder, **Amrita Lal Dey**, who established the company in **1948**. The journey began in **Barishal, Bangladesh**, during a time when the region was witnessing a growing demand for high-quality and hygienic food products. Dey's mission was to provide affordable, nutritious, and reliable food products to meet the needs of the local population while adhering to the highest standards of quality and taste.

Initially, the company started with the production of essential food items, such as **spices and staples**, which were crafted to preserve the authentic flavors of Bangladeshi cuisine. These products quickly gained popularity due to their superior quality, consistent flavor, and affordability. The success of these early ventures laid the foundation for the company's growth and diversification into other food categories.

Over the years, Amrita Consumer Food Products Ltd. expanded its product portfolio to include **instant noodles, vermicelli, snacks, and ready-to-cook items**, catering to the evolving tastes and preferences of a diverse consumer base. The company also embraced modern manufacturing techniques, setting up **state-of-the-art facilities** that comply with international food safety standards. This ensured that its products not only met local market demands but were also suitable for export, opening avenues for global expansion.

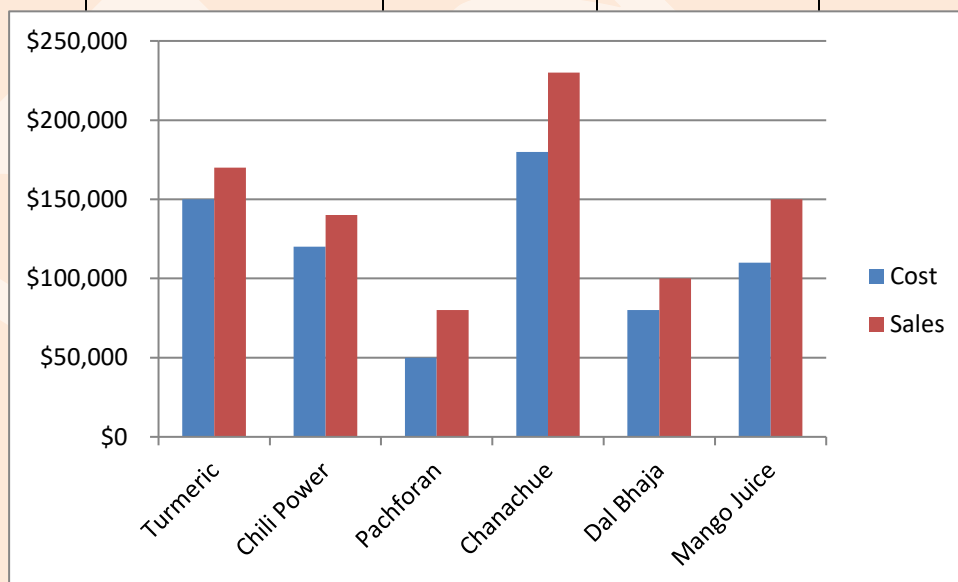
Throughout its history, the company has maintained a strong commitment to innovation and excellence. Its ability to adapt to changing market dynamics, including the rising demand for convenience foods, has been instrumental in its success. By blending traditional values with modern practices, Amrita Consumer Food Products Ltd. has become a trusted name in households across Bangladesh.

In addition to its commercial endeavors, the company has contributed to the socioeconomic development of the region. Through employment generation and support for local farmers, it has played a pivotal role in strengthening the local economy. Its dedication to corporate social responsibility is reflected in various community welfare programs and sustainability initiatives.

Today, Amrita Consumer Food Products Ltd. stands as a leader in the Bangladeshi food industry, upholding the principles of quality, innovation, and affordability that have defined its legacy. With a vision to expand its global footprint, the company continues to build on its rich heritage while embracing new challenges and opportunities in the food sector.

Sales and Cost Statistics

Product name	Cost	Sales
Turmeric	\$150,000	\$170,000
Chili Power	\$120,000	\$140,000
Pachforan	\$50,000	\$80,000
Chanachur	\$180,000	\$230,000
Dal Bhaja	\$80,000	\$100,000
Mango Juice	\$110,000	\$150,000



Amrita Consumer aims to optimize its cost structure by implementing more efficient production techniques and reducing waste in its supply chain.

The ultimate goals of company:

- ❖ Continue the production and marketing of hygienic and quality food at minimum price.
- ❖ Finding out the needs of consumers' and provide them with the products they aspire after.
- ❖ Explore new segments of internal market and place products in the international market.
- ❖ Maintaining the good will of the company by serving intrinsic quality of hygienic food products with authentic taste.
- ❖ Carrying on efforts to expand market globally and set up distribution network so as to make products available at doorsteps of customers.

Executive Summary

Amrita Consumer is a growing consumer goods company focused on delivering high-quality, affordable products to households across Bangladesh. The company's mission is to enhance everyday living by providing reliable and innovative solutions to meet consumers' needs. With a commitment to sustainability and customer satisfaction, Amrita Consumer has built a reputation as a trusted brand in the marketplace.

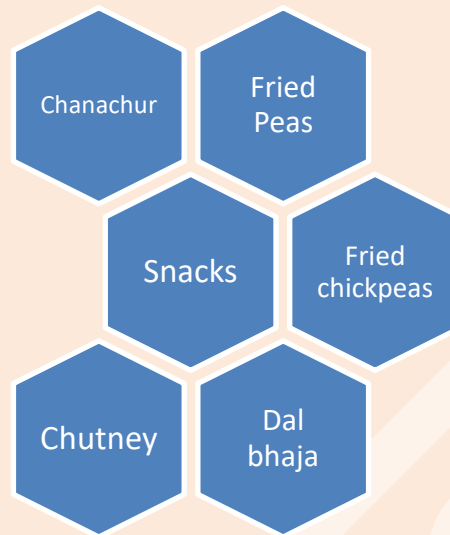
Products and Services

Amrita Consumer offers a wide range of consumer products, including:

[Spices:](#)



Snacks:

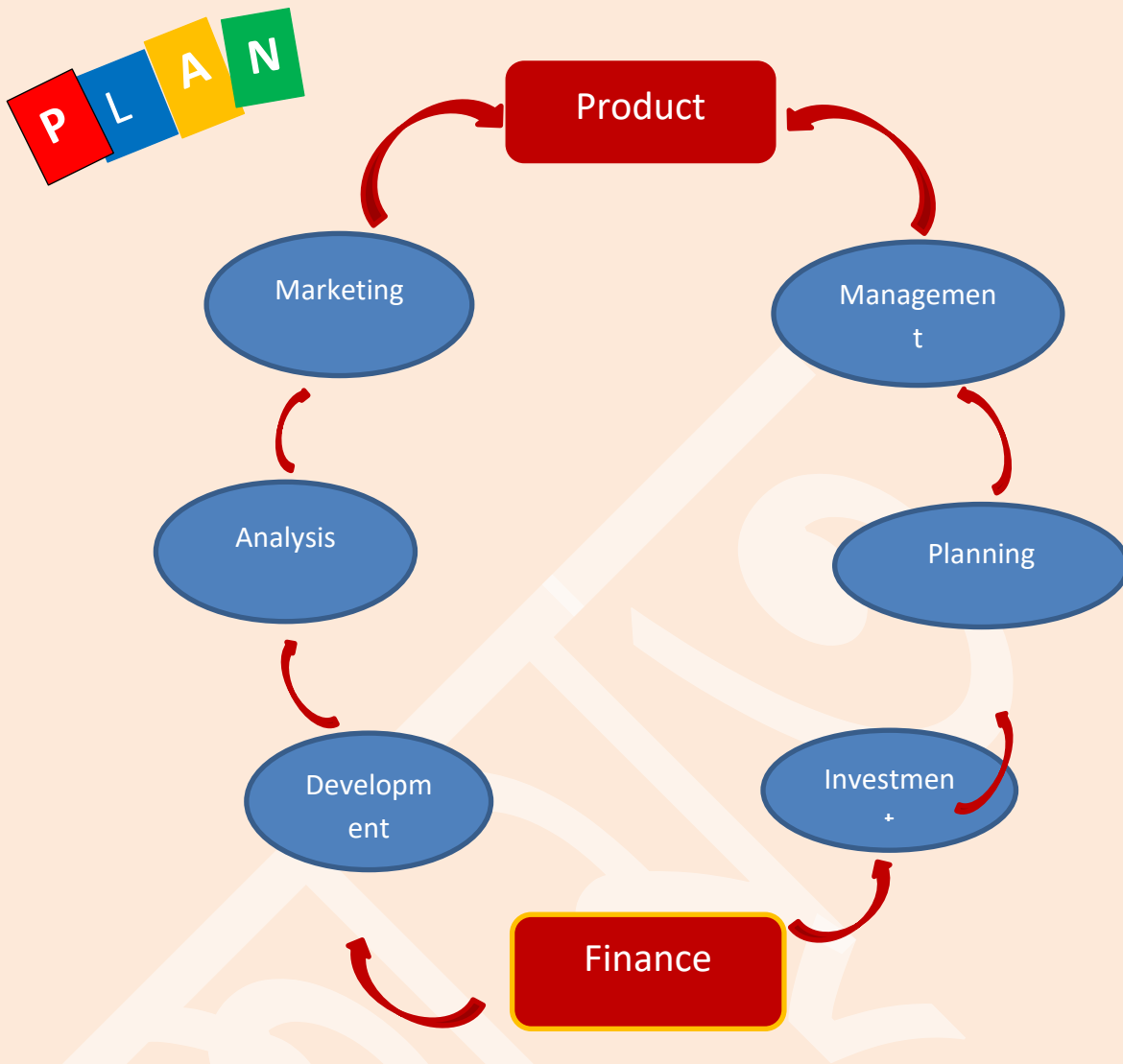


Drinks:



Business Plan

Amrita Consumer's business strategy revolves around expanding its market share by reaching underserved rural communities, introducing eco-friendly product lines, and enhancing its distribution network. The company plans to:



Explanation:

1. Increase its product range with sustainable and locally sourced materials.
2. Strengthen e-commerce and digital marketing efforts.
3. Expand retail presence in urban and rural areas.
4. Build partnerships with local suppliers and producers.

Conclusion:

Amrita Consumer Food Products Ltd. stands as a beacon of trust, quality, and innovation in the Indian food industry. Over the years, the company has built a strong reputation by blending traditional food values with modern production practices, offering a diverse range of products that cater to the ever-changing needs of consumers. With its unwavering focus on quality and customer satisfaction, Amrita has successfully positioned itself as a leader in the highly competitive food market.

The company's dedication to excellence is reflected in its state-of-the-art manufacturing facilities, adherence to global food safety standards, and continuous product innovation. By prioritizing the health and well-being of its consumers, Amrita has introduced products that are not only delicious but also nutritious and affordable, making it a trusted choice for families across urban and rural India.

Amrita Consumer Food Products Ltd. is not just a business entity; it is a brand committed to creating a positive impact. Through its sustainable practices and community engagement initiatives, the company has demonstrated its responsibility toward the environment and society. From supporting local farmers and promoting fair trade to contributing to nutrition and education programs, Amrita has embedded social responsibility at the core of its operations.

Looking ahead, Amrita Consumer Food Products Ltd. is well-positioned to capitalize on emerging trends in the food industry, such as the growing demand for healthy and ready-to-eat products. By leveraging its strong foundation of quality, innovation, and sustainability, the company is poised to expand its reach and continue delighting its customers.

In summary, Amrita Consumer Food Products Ltd. is more than just a food brand; it is a legacy of trust, taste, and thoughtful innovation. With a clear vision and strong values, the company is set to

achieve new heights, making a meaningful difference in the lives of its customers and the community.

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