

DIGITAL MARKETING INTERNSHIP

Comprehensive Digital Marketing For Amul Ltd.

A Project Report on Amul under this Esteemed Guidance of

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Part 1

Brand Study, Competitor Analysis & Buyer's/Audience's Persona.

- **Brand study (Mission/Values & USP)**

Amul India Ltd, based in Gujarat, is a renowned dairy cooperative known for revolutionizing the dairy industry in India. Established in 1946, it has played a pivotal role in empowering rural farmers and creating a wide range of dairy products loved by consumers across the country.

Missions & Values of Amul India.

- **Empowering Dairy Farmers:** Amul's mission is to empower dairy farmers by providing them with a sustainable livelihood through fair prices for their milk and support for their development.
 - **Delivering Quality Products:** Amul is committed to delivering high-quality dairy products to consumers at affordable prices, ensuring customer satisfaction and trust.
 - **Promoting Cooperative Principles:** Amul aims to promote the cooperative movement in India by fostering a sense of ownership and participation among its members and stakeholders.
- **Integrity:** Amul values honesty, transparency, and ethical behavior in all its dealings.
 - **Commitment to Quality:** Amul is committed to delivering high-quality products that meet or exceed customer expectations.
 - **Customer Focus:** Amul values its customers and is dedicated to providing them with products and services that offer value and satisfaction.

USP of Amul Ltd.

Amul India Ltd, renowned for its dairy products, boasts a unique selling proposition (USP) centered on its cooperative model. As a cooperative owned and governed by millions of farmers, Amul ensures that profits are returned to its members, promoting rural development and empowering dairy farmers across India. This model not only sets Amul apart from traditional corporations but also ensures the quality and freshness of its products, as they are sourced directly from farmers. This direct sourcing also enables Amul to offer a wide range of dairy products at competitive prices, making them accessible to a large segment of the population. Additionally, Amul's focus on innovation and product development has led to the introduction of a variety of dairy products that cater to diverse consumer preferences, further enhancing its USP in the market.

Analyze Brand Messaging of Amul India Ltd.

Amul India Ltd's brand messaging is characterized by several key elements that have contributed to its success and strong brand identity:

- **Heritage and Tradition:** Amul has leveraged its long history and iconic status in India to create a brand image that is steeped in tradition. The brand's messaging often evokes nostalgia, reminding consumers of their childhood and the role Amul products have played in their lives over the years.
- **Quality and Trust:** Amul's messaging emphasizes the quality and purity of its dairy products, highlighting its use of fresh milk sourced directly from farmers. This focus on quality has helped Amul earn the trust of consumers, who see the brand as a reliable provider of high-quality dairy products.
- **Value for Money:** Amul's messaging often emphasizes its commitment to providing affordable dairy products without compromising on quality. This value proposition has resonated with Indian consumers, many of whom are price-conscious.
- **Social Responsibility:** Amul has positioned itself as a socially responsible brand, highlighting its support for dairy farmers and its efforts to promote sustainable farming practices. This messaging has helped Amul connect with consumers who are increasingly concerned about the ethical and environmental impact of the brands they support.

Examine the brand's tagline of Amul India Ltd.

Amul's brand messaging is characterized by its focus on purity, quality, and the cooperative spirit. Here's an analysis of their brand messaging:

- **Purity and Quality:** Amul emphasizes the purity and quality of its dairy products, highlighting its use of fresh milk from cooperative farmers. This messaging appeals to consumers looking for wholesome and trustworthy dairy products for themselves and their families.
- **Cooperative Spirit:** Amul's messaging often celebrates its cooperative model, which empowers farmers and promotes fair practices. This messaging resonates with consumers who value ethical and sustainable business practices.
- **Indianness and Tradition:** Amul's brand messaging also celebrates Indianness and tradition, often incorporating cultural references and themes in its advertising. This messaging appeals to consumers looking for products that reflect their cultural identity.

Competitor Analysis

Analyzing competitors for Amul India Ltd. involves considering other major players in the Indian Dairy market. Here are three key competitors:

Competitor 1 : Mother Dairy

Competitor 2 : Nestle India

Competitor 3 : Parag Milk Foods

Competitor 1 :

Mother Dairy

Mother Dairy is a renowned dairy brand in India known for its wide range of fresh and high-quality dairy products. With a focus on freshness, quality, and trust, Mother Dairy has established itself as a preferred choice among consumers.

USP : Mother Dairy, a well-known dairy brand in India, has a strong online presence with a unique selling proposition (USP) centered around freshness, quality, and trust. Through its online platforms, Mother Dairy emphasizes its commitment to sourcing milk directly from farmers and ensuring stringent quality control measures throughout the production process. This focus on freshness and quality resonates with consumers looking for safe and nutritious dairy products. Mother Dairy's online USP also includes a wide range of dairy products, including milk, yogurt, ice creams, and paneer, catering to diverse consumer needs. Additionally, the company's online presence enables easy access to information about its products, recipes, and nutritional content, enhancing customer engagement and loyalty. Overall, Mother Dairy's online USP revolves around its dedication to providing fresh, high-quality dairy products backed by a strong foundation of trust and transparency.

Online Communication

Mother Dairy employs a comprehensive online communication strategy to connect with consumers and promote its range of dairy products. Through its website and social media channels, the company engages with its audience by sharing product information, recipes, and nutritional tips. Mother Dairy also uses online platforms to gather feedback from customers, address queries, and announce new product launches or promotions. This approach helps the brand to maintain a strong online presence, build trust with consumers, and drive brand loyalty in the competitive dairy market.

SWOT Analysis Mother Dairy

Strengths:

- Strong brand reputation and recognition.
- Extensive distribution network, reaching both urban and rural markets.
- Cooperative structure, empowering millions of farmers.
- Diverse product portfolio, including milk, butter, cheese, ice cream, and more.
- Emphasis on quality and affordability.

Weaknesses:

- Limited international presence compared to some global competitors.
- Relatively lower advertising and marketing expenditure compared to multinational rivals.
- Dependence on dairy products, which are subject to price fluctuations and seasonality.

Opportunities:

- Expansion into new markets, both domestic and international.
- Introduction of new products to cater to changing consumer preferences.
- Increasing demand for dairy alternatives, presenting opportunities for innovation.
- Leveraging e-commerce and digital platforms for sales and marketing.

Threats:

- Intense competition from domestic and international dairy brands.
- Fluctuations in milk prices and input costs.
- Changing consumer preferences towards healthier or plant-based alternatives.
- Regulatory challenges and trade barriers in international markets.

Competitor 2 : Nestle India

Nestle India is a renowned food and beverage company, known for its popular brands like Maggi, Nescafe, and KitKat, catering to diverse consumer preferences.

USP : Nestle India's unique selling proposition (USP) lies in its ability to offer a wide range of trusted and iconic brands that cater to the diverse tastes and preferences of consumers across various categories like food, beverages, and confectionery.

Nestle India Ltd's unique selling proposition (USP) is rooted in its commitment to quality, nutrition, and taste across its diverse product portfolio. From Maggi noodles to Nescafe coffee and KitKat chocolates, Nestle has built a strong reputation for offering products that resonate with Indian consumers' preferences. The brand's focus on innovation, sustainability, and responsible sourcing further enhances its appeal, making Nestle a trusted choice for millions of households in India.

Online Communication

Nestle India Ltd has embraced online communication channels to engage with its audience effectively. Through its website and social media platforms such as Facebook, Twitter, and Instagram, Nestle shares updates about its products, promotions, and corporate social responsibility initiatives. The brand also uses these platforms to interact with consumers, addressing their queries and feedback promptly. Additionally, Nestle leverages online communication to educate consumers about nutrition, health, and wellness, aligning with its brand values. This digital presence has helped Nestle stay connected with its audience, build brand loyalty, and adapt to the evolving digital landscape in India.

SWOT Analysis for Nestle India.

Strengths:

- Strong brand portfolio with globally recognized products like Maggi, Nescafe, and KitKat.
- Extensive distribution network, reaching both urban and rural markets.
- Focus on innovation and product development.
- Strong financial performance and global presence.

Weaknesses:

- Dependency on a few key products for a significant portion of revenue.
- Vulnerability to changing consumer preferences and health trends.
- Regulatory challenges and product recalls affecting brand image.

Opportunities:

- **Expansion into new product categories and markets.**
- **Growing demand for health and wellness products.**
- **Leveraging digital platforms for marketing and sales.**
- **Strategic partnerships and acquisitions to strengthen market position.**

Threats:

- **Intense competition from domestic and international food and beverage companies.**
- **Fluctuations in commodity prices affecting input costs.**
- **Regulatory changes impacting product formulations and labeling.**
- **Negative publicity or consumer backlash affecting brand reputation.**

Competitor 3 :

Parag Milk Foods Ltd

Parag Milk Foods Ltd is a leading dairy company in India known for its high-quality dairy products and innovative offerings. The company focuses on sustainable practices and advanced technology to deliver fresh and nutritious dairy products to consumers.

USP : Parag Milk Foods, a major player in the Indian dairy industry, stands out with its unique selling proposition (USP) centered around quality, innovation, and a wide product range. One of its key USPs is the use of advanced technology and stringent quality control measures in milk collection, processing, and packaging, ensuring the delivery of fresh and high-quality dairy products to consumers. Parag Milk Foods is also known for its innovative product offerings, such as value-added dairy products like cheese, ghee, and flavored milk, catering to diverse consumer preferences. Additionally, the company emphasizes sustainability and ethical practices in its operations, which resonates with environmentally conscious consumers. Overall, Parag Milk Foods' USP lies in its commitment to quality, innovation, and sustainability, making it a preferred choice among consumers in the dairy segment.

Online Communication

Parag Milk Foods Ltd employs a robust online communication strategy to engage with its audience effectively. Through various digital platforms, the company shares information about its products, sustainability initiatives, and corporate updates, fostering transparency and trust with consumers. Parag Milk Foods utilizes social media channels to interact with customers, respond to queries, and promote its diverse range of dairy products. Additionally, the company leverages digital marketing tools such as email campaigns and online advertisements to reach a wider audience and drive brand awareness. Overall, Parag Milk Foods' online communication strategy focuses on building strong relationships with consumers while showcasing its commitment to quality and innovation in the dairy industry.

SWOT Analysis for Parag Milk Food Ltd

Strengths:

- Strong brand recognition and heritage, with a wide range of popular products.
- Extensive distribution network, reaching both urban and rural markets.
- Focus on innovation, introducing new products to meet changing consumer preferences.
- Strong financial performance and market presence.

Weaknesses:

- Dependence on raw materials: Parag Milk Foods' operations are dependent on the supply and quality of raw milk, which can be influenced by external factors.
- Limited geographic presence: While the company has a significant presence in India, its geographic reach may be limited compared to larger competitors.

Opportunities:

- **Market expansion:** There is an opportunity for Parag Milk Foods to expand its market presence both within India and in international markets.
- **Product diversification:** The company can explore opportunities to diversify its product range by introducing new dairy products or expanding into related segments.
- **E-commerce growth:** The growing trend of online shopping presents an opportunity for Parag Milk Foods to expand its reach and increase sales through e-commerce platforms.

Threats:

- **Intense competition:** The dairy industry in India is highly competitive, with several established players and new entrants competing for market share.
- **Price volatility:** Fluctuations in milk prices and other input costs can impact the company's profitability.
- **Changing consumer preferences:** Shifts in consumer preferences towards healthier or plant-based alternatives could affect the demand for dairy products

Brand Tone of Amul India .

Amul India's brand tone is often characterized as confident, proud, and patriotic. They emphasize their status as a cooperative owned by farmers and highlight the quality and purity of their dairy products. Amul's advertising campaigns are known for their witty and humorous approach, often using topical and cultural references to connect with consumers. Overall, the brand tone is friendly, relatable, and focused on celebrating the taste and goodness of dairy products.

Amul India may KPIs include :

- **Revenue Growth:** Year-over-year increase in total revenue, indicating the company's financial performance.
- **Market Share:** Amul's share of the dairy market in India, indicating its competitive position.
- **Profit Margin:** Percentage of revenue that translates into profit, reflecting the company's efficiency and profitability.
- **Brand Awareness and Perception:** Measures of how well-known and positively perceived the Amul brand is among consumers.
- **Product Quality and Safety:** Metrics related to product quality, such as adherence to food safety standards and customer complaints.
- **Distribution Reach:** Number of distribution channels and geographical reach of Amul products, indicating market penetration.
- **Customer Loyalty:** Measures of customer retention and satisfaction, such as repeat purchases and Net Promoter Score (NPS).
- **Operational Efficiency:** Measures such as production efficiency, inventory turnover, and supply chain effectiveness.

Buyer/Audience Persona about Amul India Ltd.

Name:

Abhishek Kumar

Demographics:

- **Age** : 40
- **Gender** : Male
- **Location** : Jaipur, Rajasthan
- **Occupation** : Owner of a small dairy farm
- **Income** : INR 8-10 lakhs per annum

Psychographics:

- Lifestyle: Rural, closely connected to agriculture and farming
- Interests: Dairy farming, agriculture, community events
- Values: Tradition, quality, community support
- Challenges: Market fluctuations, maintaining dairy farm productivity

Concerns:

- Concerned about market price fluctuations for dairy products
- Seeks affordable solutions to improve his dairy farm productivity
- Wants assurance that the products he buys are genuine and support local farmers

Buying Motivation:

- Seeks reliable and fair market for his dairy products
- Values quality and purity in dairy products
- Interested in products that can help him enhance his dairy farm productivity

How Amul India can appeal to Abhishek Kumar:

- Highlight Amul's cooperative model and support for local dairy farmers
- Emphasize the quality and purity of Amul products, reassuring him of their authenticity
- Offer information and solutions to help improve dairy farm productivity

Part 2: SEO Audit & Keyword Research.

SEO Audit Report of Amul India Ltd.

Audit Results for amul.com



Your page could be better

Recommendations: 23



On-Page SEO



Links



Usability



Performance



Social



Based on the image showing an audit report for Amul.com

1. Overall performance score is C-, indicating the website could be better.

2. The weakest area is Usability, which scored a D grade.

3. The report provides 22 recommendations to improve various aspects of the website like SEO, links, usability, performance, and social presence.

SEO Audit Report of Amul India Ltd.

Recommendations

Toggle:

On-Page SEO

Social

Performance

Usability

Links

Other

Include a meta description tag

On-Page SEO

High Priority

Optimize for Core Web Vitals

Usability

Medium Priority

Reduce length of title tag (to between 10 and 70 characters)

On-Page SEO

Medium Priority

Add Canonical Tag

On-Page SEO

Medium Priority

Add H1 Header Tag

On-Page SEO

Medium Priority

Make greater use of header tags

On-Page SEO

Medium Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Increase page text content

On-Page SEO

Low Priority

Make use of HTTP/2+ protocol

Performance

Low Priority

Optimize your images to reduce their file size

Performance

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

- Execute a Link Building Strategy (High Priority for Links)
- Implement a redirect to HTTPS on your website (Medium Priority for On-Page SEO)
- Lengthen meta description to between 70 and 160 characters (Medium Priority for On-Page SEO)

Keyword Research of Amul India Ltd.

Keyword	Clicks	Clicks Change	Rank	Rank Change	Volume	Competition
amul	480	▲240	1	▲1	2,900	26
amul cheese	140	▲92	1	▲2	840	12
amul butter	135	0	1	0	810	9
amul fresh cream	65	▲33	1	▲1	400	9
amul milk	60	0	1	0	360	19
amul chocolate	60	0	1	0	360	14
amul ice cream	60	0	1	0	360	14
paneer nutrition	32	▲22	16	▲38	2,800	24
amul cream	30	▲22	1	▲3	180	7
amul lassi	30	0	1	0	180	13
camel milk	28	▲4	23	▲2	3,500	34
dahi	24	▼26	15	▼8	2,000	19
verghese kurien	24	▲4	3	▲1	440	26
amulya	24	▼4	5	▼1	660	51
amul ad	24	0	1	0	150	32
amul ghee	22	▲4	5	▲9	630	9
amul shrikhand	22	0	1	0	135	7
amul cream near me	20	0	4	0	440	20

Keyword Objective: Sale oriented

- Amul
- Paneer Nutrition
- Dahi
- Amul Butter

We can use these 4 as primary keywords since they have decent volumes and are relevant to the brands products.

On Page Optimization for Amul India Ltd.

Focus Keywords: Amul, Paneer Nutrition, Dahi, Amul Butter

Meta Title: "Amul: Explore Paneer Nutrition, Dahi, and Butter Varieties | Amul"

Meta Description:

"Learn about Amul's range of dairy products, including nutritious paneer and creamy butter. Discover the health benefits of Amul dahi and explore our delicious dairy offerings. Experience the goodness of Amul in every bite!"

Content Optimization for Maruti Suzuki India Ltd.

Introduction;

Amul, a household name, offers a range of dairy products known for their quality and taste. From nutritious paneer to creamy butter and refreshing dahi, Amul products are a wholesome addition to any meal.

Amul

Amul, synonymous with quality dairy products, has been a trusted name for generations. From their creamy butter to nutritious paneer and refreshing dahi, Amul continues to delight taste buds across India.

Paneer Nutrition

Paneer, a popular dairy product, is not just delicious but also packed with nutrition. Rich in protein and calcium, paneer is a healthy addition to any diet.

Dahi

Dahi, or yogurt, is a versatile dairy product loved for its creamy texture and tangy taste. Packed with probiotics, dahi is known for its digestive health benefits

Amul Butter

Amul Butter is a household favorite known for its rich taste and creamy texture. Made from fresh cream, Amul Butter adds flavor to every bite, making it a perfect choice for your daily meals.

Conclusion

In conclusion, Amul offers a range of dairy products, including nutritious paneer, probiotic-rich dahi, and creamy butter, all of which are loved for their quality and taste. Incorporating these products into your diet can add both flavor and nutrition to your meals.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

During the research and analysis phase for Amul India Ltd., one of the key challenges was the intense competition in the dairy industry, requiring careful selection of keywords to stand out. Understanding consumer behavior and preferences in the diverse Indian market was another challenge, as it required detailed research into regional variations and dietary habits. Despite these challenges, the keyword research process revealed specific terms such as butter, paneer, and dahi that resonated with the audience, highlighting the importance of emphasizing the nutritional benefits and quality of Amul products in the content strategy. These insights helped shape Amul's marketing efforts, ensuring they effectively targeted their audience and differentiated the brand in a crowded market.

Part 3: Content Ideas and Marketing Strategies

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 National Ice Cream Day - Share a recipe for a delicious homemade ice cream using Amul products.	2 Recipe of the Week - Share a unique recipe using Amul cheese, such as Cheesy Garlic Bread.	3 Independence Day Celebration - Share a patriotic message with a creative image featuring Amul	4 Amul Product Spotlight - Highlight one of Amul's popular dairy products and its health benefits.	5 Fun Facts Friday - Share interesting facts about Amul's history and success.	6 Weekend Treat - Share a recipe for a decadent dessert using Amul cream.
7 Amul Quiz - Engage followers with a quiz about Amul's various products and their uses.	8 Behind the Scenes - Share a behind-the-scenes image or video showcasing the	9 Fitness Tuesday - Share fitness tips and how Amul products can be incorporated into a healthy diet.	10 Throwback Wednesday - Share a nostalgic image or advertisement from Amul's past.	11 Recipe Inspiration Thursday - Share a poll asking followers to vote for their favorite Amul recipe, and then share the winning recipe.	12 Amul Recipe Video - Create a short cooking video featuring an easy and delicious recipe using	13 Fun Facts Friday - Share interesting trivia about the production process of Amul products.
14 Sustainable Sunday - Promote Amul's commitment to sustainability and eco-friendly	15 Amul History - Share a brief history of Amul and how it has become a household name in India.	16 Amul Product Feature - Highlight a lesser-known Amul product and its various uses.	17 Recipe of the Week - Share a unique recipe using Amul paneer, such as Paneer Tikka.	18 National Milk Chocolate Day - Share a mouth-watering recipe using Amul chocolate for all	19 Behind the Scenes - Share a behind-the-scenes image or video showcasing the	20 Amul Recipe Inspiration - Share a recipe from a renowned chef using Amul products.
21 Sunday Brunch - Share a recipe for a delightful brunch using Amul dairy products.	22 Foodie Monday - Share a photo contest where followers can share their creative dishes made with	23 Recipe of the Week - Share a recipe for a refreshing summer drink using Amul milk.	24 Amul Recipe Video - Create a video tutorial for a quick and easy recipe using Amul cheese.	25 Throwback Thursday - Share a nostalgic image or advertisement featuring Amul's	26 Fun Facts Friday - Share interesting facts about the nutritional value of Amul products.	27 International Friendship Day - Share a heartwarming message about the bond between Amul
28 Amul Product Spotlight - Highlight Amul's range of flavored yogurt and its benefit	29 Recipe of the Week - Share a recipe for a delectable dessert using Amul butter and milk.	30 Recipe Inspiration Tuesday - Share a recipe from a popular influencer using Amul dairy products.	31 Monthly Wrap-Up - Recap all the highlights and popular recipes shared			

JULY

Strategy, Aim and the Idea behind this story

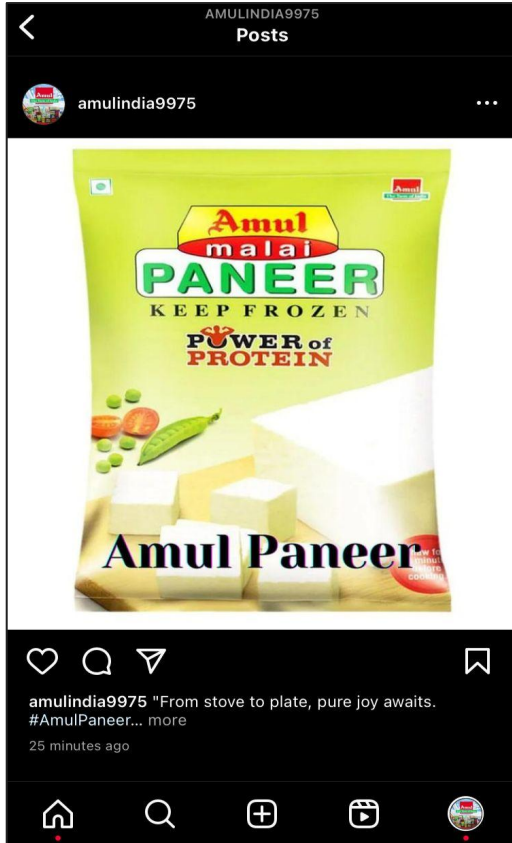


Strategy: Amul India Ltd.'s strategy revolves around providing high-quality dairy products at affordable prices. The company focuses on sourcing milk from local farmers, ensuring freshness and supporting rural livelihoods. Amul also emphasizes product innovation and diversification to cater to changing consumer preferences.

Aim: The aim of Amul India Ltd. is to be the leading dairy brand in India, known for its quality, reliability, and commitment to farmers. The company strives to offer a wide range of dairy products that meet the nutritional needs of consumers across all age groups.

Idea behind the Story: The idea behind Amul India Ltd.'s story is to showcase how a cooperative model can transform the dairy industry. Through its cooperative structure, Amul has empowered farmers, ensured fair prices, and delivered high-quality products to consumers. The story highlights the importance of sustainability, community engagement, and innovation in building a successful brand.

Strategy, Aim and the Idea behind this Post



Strategy: The strategy behind this post for Amul India Ltd. is to showcase the brand's range of dairy products and its commitment to quality and freshness. By highlighting the nutritional benefits and versatility of Amul products, the post aims to engage consumers and promote brand loyalty.

Aim: The aim of this post is to educate consumers about the health benefits of Amul products and encourage them to make informed choices. By highlighting the nutritional content and culinary uses of Amul products, the post aims to position Amul as a trusted brand for wholesome and delicious dairy products.

Idea behind the Post: The idea behind this post is to emphasize the importance of incorporating dairy products into a balanced diet. By showcasing the various ways in which Amul products can be used in everyday cooking, the post aims to inspire consumers to include more dairy in their meals and reap the health benefits of these products.

Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

The content ideas and marketing strategies for Amul India Ltd. have been centered around highlighting the brand's heritage, quality, and commitment to farmers. One of the main challenges encountered in this process was the need to maintain relevance and engagement in an increasingly competitive market. This required constant innovation and creativity to capture the attention of consumers and differentiate Amul from other dairy brands.

Another challenge was the need to effectively communicate the nutritional benefits and versatility of Amul products to consumers. This required a deep understanding of consumer preferences and dietary habits, as well as the ability to create compelling content that resonated with different audience segments.

However, through these challenges, several key lessons were learned. Firstly, the importance of authenticity and transparency in brand communication, especially when it comes to food products. Secondly, the value of storytelling in creating emotional connections with consumers and building brand loyalty. Thirdly, the need for continuous improvement and adaptation to changing consumer preferences and market trends.

Part 4: Content Creation and Curation

Format 1 - Static Post on Amul Paneer



Caption:

"Amul Paneer: the secret ingredient to elevate your culinary creations. Made from pure, fresh milk for a rich, creamy texture. Experience the goodness of Amul Paneer, a taste of tradition."

[#AmulPaneer](#)"

Hashtags:

#amulpaneer

#amul

#tastey

#sweet #food

Format 2 - Reel Post on Amul Butter



Caption:

"Spread the love with Amul Butter, the taste of tradition in every bite. Made from pure, creamy goodness for a rich, indulgent flavor. Elevate your meals with the richness of Amul Butter. #AmulButter"

Hashtags:

#amulindia

#testey

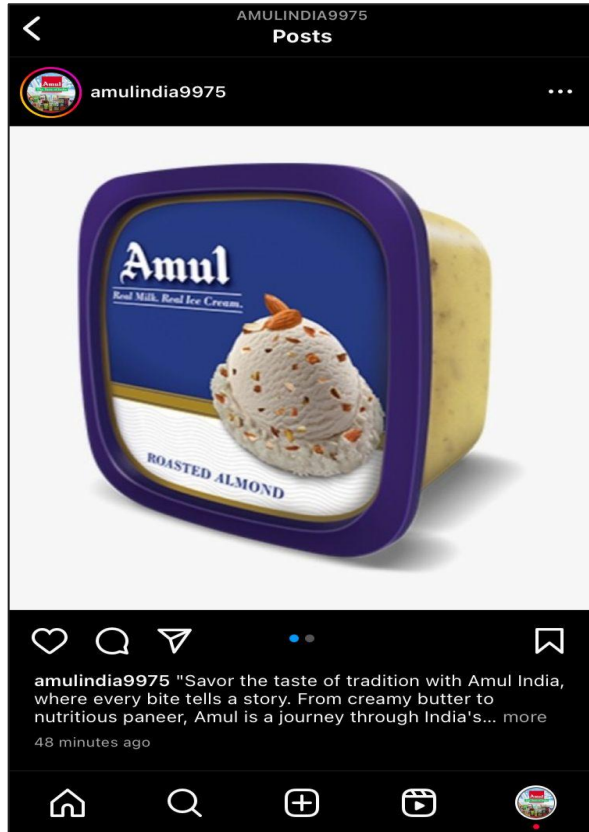
#good

#food

#yummy

#indianfood

Format 3 - Carousel Post on Amul India



Caption:

"Savor the taste of tradition with Amul India, where every bite tells a story. From creamy butter to nutritious paneer, Amul is a journey through India's rich dairy heritage. Indulge in the goodness of Amul, a taste of pure joy. [#AmulIndia](#)"

Hashtags:

#amul

#tastey

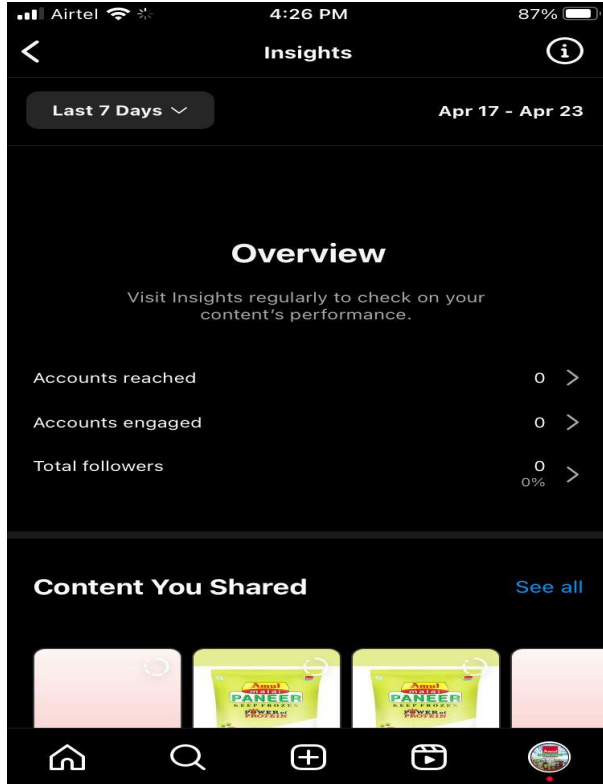
#amulcream

#ice

#sweet

#cream

Instagram Story Insights



Reach is _____

Impressions is _____

Likes is _____

Areas for improvement:

1) Story could be better. Quiz option would help in getting engagement

2) Since the shares of informative stories are more, we could create more informative stories

Instagram Story

Story Screenshots & Profile Link of the Amul India Ltd

https://www.instagram.com/amulindia9975?igsh=MXJmdWdjOXJwanE0aA%3D%3D&utm_source=qr

