

# Amul Dark Chocolate

## STAKEHOLDER ANALYSIS AND BMC

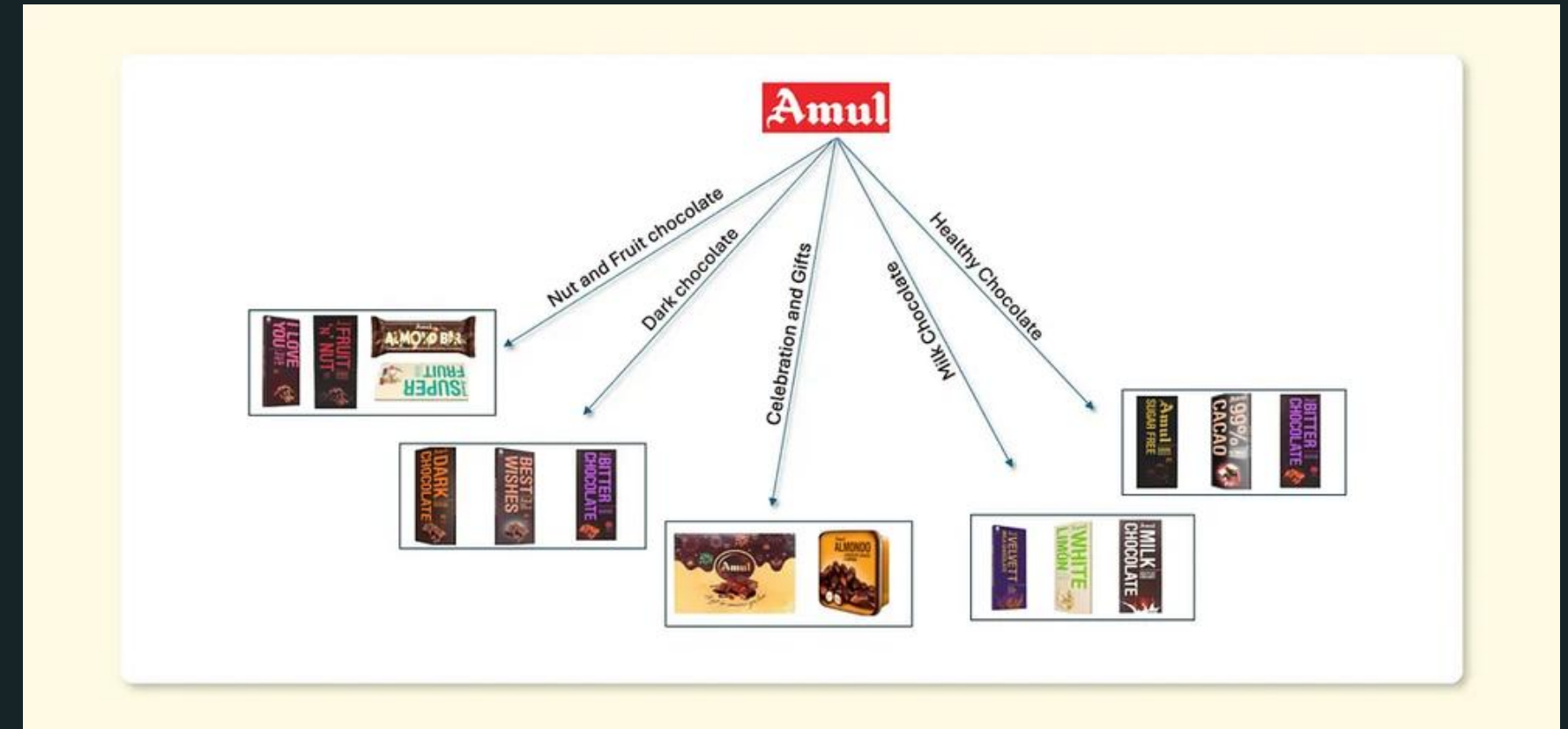
MUDIT CHAND NARAYAN

PROJECT 1: PD 209

The presentation aims to analyse all the people and stakeholder involved in the process of making one amul dark chocolate bar and how amul sets itself apart from other brands in the same field.



# Product Introduction



- Amul is a large consumer goods conglomerate based in India.
- Amul entered in the chocolate market in the year 1970 with products like amul chocozoo and rejoice chocolates.
- India's dark chocolate market more than doubled in size to \$86 million from \$41 million over the past five years, growing 16 per cent annually, while the dominant milk chocolate segment grew at 11 per cent a year, as per data from market research firm Euromonitor.
- Dark chocolates currently have a market share of nearly 8 per cent, 53% of the chocolate market is captured by milk chocolates.

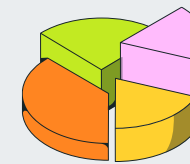
# Distinguishing features of the product

- Nestlé India does not have a dark chocolate bar in its product portfolio
- its presence in the segment is limited to dark chocolate-coated wafer Kit Kat Dark.
- While Hershey's has a few offerings, Mondelez's Cadbury has only five dark chocolate bars.

Reference: [Indian Express](#)



**Lack of foreign dark chocolate brands**



**Catering to Indian population**



**An increasing loyalty to domestic brands**



# What Sets Amul Apart

- **Variety**

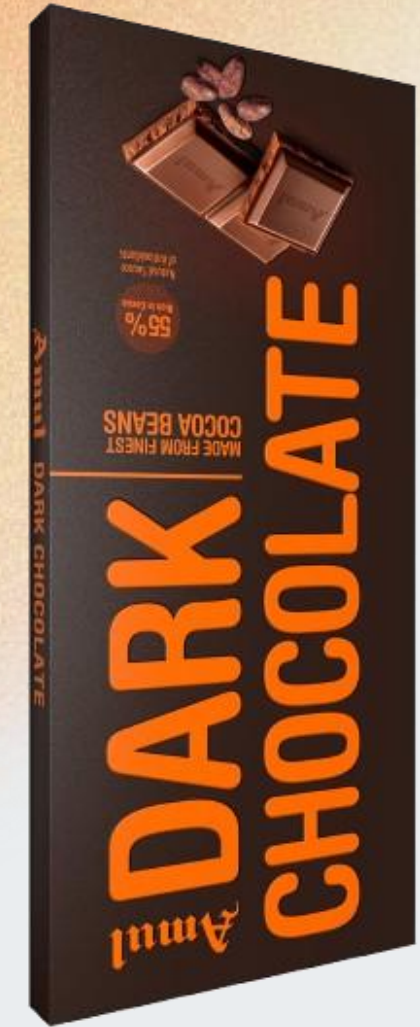
Amul offers 17 different types of dark chocolate bars differentiated by cocoa content, flavour, and origin of cocoa beans.

- **Cost**

Dark chocolate is usually considered costlier than milk chocolate but Amul provides dark chocolate at the similar price point of the competitor's milk chocolate.

- **Range of cocoa content**

Amul's Classic dark chocolate range has four variants depending on cocoa content ranging from 55 per cent to 99 per cent whereas Hershey's only offers a single dark chocolate bar product in India called BARS Dark with 49 per cent cocoa content in India called BARS Dark with 49 per cent cocoa content



Reference: [Indian Express](#)

# Path to success



Even though Amul now is the most recognized Indian chocolate brand, it still lags behind companies like Mondelez and Cadbury in the market sales. A big portion of this can be attributed to the advertising, which I found to be lacking the hook to associate one thing with another, like Cadbury has associated their Celebrations line of chocolate with Indian Festivities. Brands like Cadbury have made themselves a household name by the catchy taglines like “Kuch Meetha Ho Jaye” whereas nothing about Amul’s branding sticks.

## USP:

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Knowing their customer

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Providing higher quality at a lower price point

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Recognizing the blank spots in market

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# Stakeholder Analysis





# Stakeholders and Interests

Stakeholder Group	Interests
Consumers (Health-conscious, premium chocolate lovers)	Demand for quality, affordability, and taste. Preference for organic, vegan, or sugar-free options.
Retailers & Distributors (Supermarkets, online platforms, small retailers)	Availability, pricing strategy, and marketing support. Higher margins for premium variants.
Competitors (Cadbury Bournville, Lindt, etc.)	Market competition, innovation, and branding strategies.
Government & Regulatory Bodies	Compliance with FSSAI regulations, import/export duties, and food labeling norms.
Suppliers & Cocoa Farmers	Consistent demand for ethically sourced cocoa and fair trade practices.
Media & Influencers (Food bloggers, nutritionists)	Promotion, brand reputation, and consumer perception.







**Thank you**