

TEAM PRESENTATION

Mentor: Mrs.Deepika MBA

Team lead:V Balasubramanyam

Team Members:

1. V HARIKA
2. V HARIKRUSHNA
3. V LAVANYA
4. V MADHU LTHA
5. V NAGENDRA BABU





BRAND OF AMUL

BRAND RESEARCH

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

TRIBHUVANDAS KISHIBHAI PATEL FOUNDED THE ORGANISATION IN 1946 AND SERVED AS ITS CHAIRMAN UNTIL HIS RETIREMENT IN THE 1970S. HE HIRED VERGHESE KURIEN IN 1949, [INITIALLY AS THE GENERAL MANAGER, WHERE KURIEN GUIDED THE TECHNICAL AND MARKETING EFFORTS OF THE COOPERATIVE. KURIEN BRIEFLY BECAME THE CHAIRMAN OF AMUL FOLLOWING PATEL'S DEATH IN 1994, AND IS CREDITED WITH THE SUCCESS OF AMUL'S MARKETING.]

AMUL SPURRED INDIA'S WHITE REVOLUTION, WHICH MADE THE COUNTRY THE WORLD'S LARGEST PRODUCER OF MILK AND MILK PRODUCTS. IT HAS SINCE VENTURED INTO OVERSEAS

VISION AND MISSION OF AMUL

- Vision

Amul's vision is to provide more and more satisfaction to the farmers, employee and distributors.

- Mission

GCMMF endeavour to satisfy the taste and nutritional requirements of the customer of the world through excellence in the marketing by the committed team.

- VALUES

- 1) Maintains a moral course in turbulent times
- 2) Cultivates employee teamwork, productivity, morale and development.
- 3) Acts as an insurance policy
- 4) Establishes values for quality management, strategic planning and diversity management.
- 5) Promotes strong public image.

USP (QUALITY WITH AFFORDABILITY)

- USP OF AMUL IS ITS TASTE

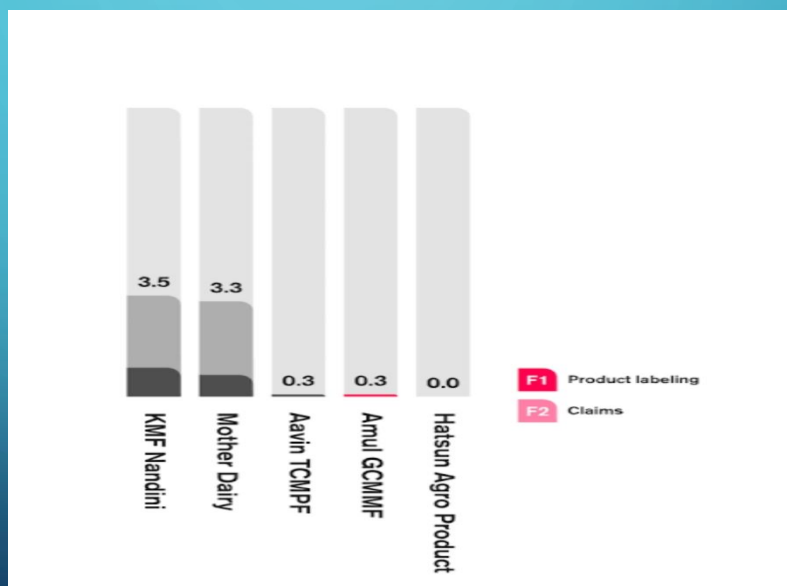
So. No	Category	Market share	Market position
1	BUTTER	80%	1
2	Milk powder	40%	1
3	CHEESS	50%	2
4	ICE CREAM	24.7%	2
5	SWEETS	50%	1
6	Chocolate drinks	90%	1
7	Chocolate	10%	3

SWOT OF AMUL

Strength	Weakness	Opportunity	Threats
1. Market leader	1. Price sensitivity	1. E-commerce	1. Counterfeit products
2. Quality assurance	2. Brand perception outside dairy	2. Rising disposable income	2. Market saturation
3. Diverse product range	3. Intense competition	3. Innovation in product offering	3. Supply chain Disruption
4. CO-Operative society	4. Limited international presence	4. Health and wellness trends	4. Regulatory challenges
5. Wide distribution network	5. Inadequate infrastructure	5. Sustainable certification	5. Negative consumer perception

KIP OF AMUL

KPIS ARE A SET OF FIGURES THAT HELP YOU MANAGE YOUR FARM BY SHOWING, AT A GLANCE, WHICH AREAS ARE PERFORMING WELL AND THOSE THAT NEED TO BE REVIEWED.



GEOGRAPHICAL, DEMOGRAPHICS, PSYCHOGRAPHIC AND BEHAVIOURS

Geographical	Demographics	Psychographic	Behaviours
1.Continent	1. Age	1 Life style	1 Occasions
2.couny	2.Gender	2 social class	2 degree loyalty
3.Country region	3 Family size	3 AIOS	3 Benefits sought
4.City	4 occupation	4 Personal values	
5. Density	5. Income	5 Attitudes	

DEMOGRAPHICS

- Amul is a brand for the entire family. Our target audience starts from consumers aged five to people in their 70s. We cater to all income groups. A taxi driver in Mumbai is as much a target for Amul as anybody from the upper class of society.

- Psychographic

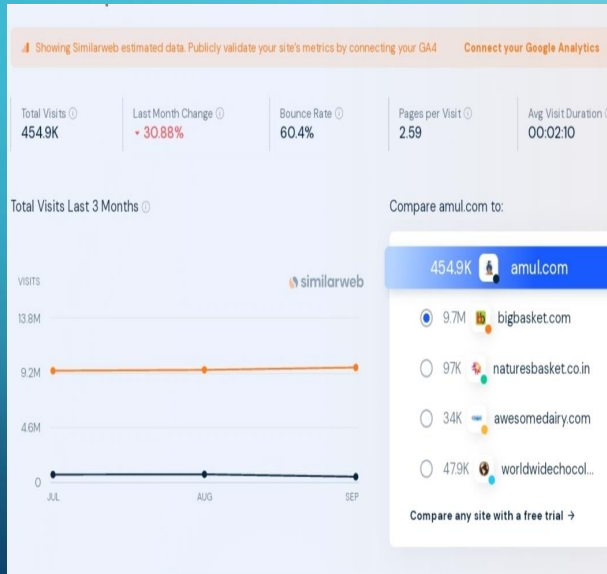
Psychographic segmentation breaks down your customer groups into segments that influence buying behaviors, such as: beliefs, values, lifestyle, social status, opinions and activities.

- Behaviours
- Know the factors such as Quality, Taste, and Availability/Delivery, Price that affects consumer's behavior to

COMPETITOR ANALYSIS OF AMUL

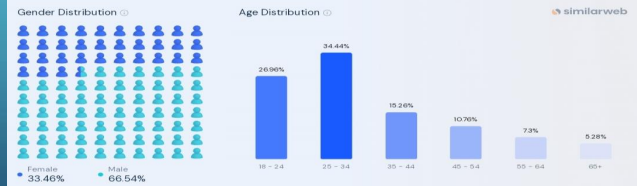
Competitors	Product of amul	Strength	Weakness	Opportunity	Threats
1.Brinia	Cheese	Brand identity	No overseas presence	Upcoming dairy products	Increasing Competition
2.Nestle	Butter	World wide presence	Limited advertising efforts	Online retail Business	Product quality
3.Mother dairy	Curd	Brand	Need to focus on other	Export segment good market	Increasing population

SEO OF AMUL (SEARCH ENGINE OPTIMIZATION)









amul.com Audience Demographics

Audience composition can reveal a site's current market share across various audiences. amul.com's audience is 66.54% male and 33.46% female. The largest age group of visitors are 25 – 34 year olds.



competitors

similarweb

Site	Affinity	Monthly visits	Category	Category rank
 bigbasket.com	100% <div></div>	9.7M	Food and Drink	#150
 naturesbasket.co...	83% <div></div>	97K	Food and Drink > Groceries	#1,862
 awesomedairy.co...	76% <div></div>	34K	Food and Drink > Groceries	#5,720
 worldwidechocol...	76% <div></div>	47.9K	Food and Drink > Groceries	#3,134
 thehersheycomp...	76% <div></div>	177.2K	Food and Drink > Groceries	#1,184
 vosgeschocolate...	76% <div></div>	50.6K	Food and Drink > Groceries	#3,588
 butlerschocolate...	76% <div></div>	55.8K	Food and Drink > Groceries	#2,764
 get-grocery.com	76% <div></div>	41.5K	Food and Drink > Groceries	#2,345
 amulicecream.in	65% <div></div>	15.7K	Food and Drink > Restaurants and Delivery	#21,032
 nishamadhulika.c...	62% <div></div>	582.6K	Food and Drink > Cooking and Recipes	#987

Top Categories



Other Visited Websites

-  bigbasket.com
-  blinkit.com
-  ijomart.com
-  swiggy.com
-  healthline.com

See all other websites →

Top Topics

similarweb



Top Publishers

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Publishers
No Data
to Display

Ad Networks
No Data
to Display



Recently Seen Display Ads

similarweb

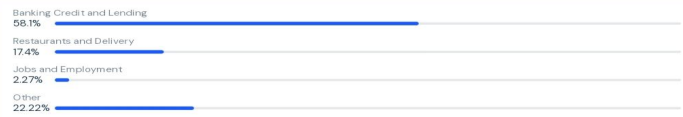


Total Outgoing Links
5

Top Outgoing links

Start a trial	58.1%
Start a trial	17.4%
Start a trial	13.21%
amulverse.co..	9.01%
naukri.com	2.27%
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Category Distribution



similarweb

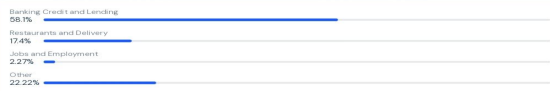


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Category Distribution



PART. 1 CONTENT IDEAS AND MARKETING STRATEGY

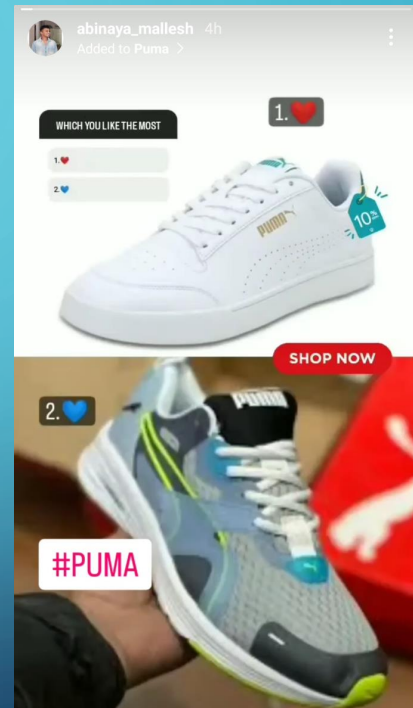
- Content idea
- Thoroughly Amul, Utterly Butterly delicious.” It has not only helped the brand connect with consumers on a deeper level but has also become a symbol of India’s vibrant and diverse culture.
- Marketing strategy
- Amul has a low-cost pricing strategy for products that are consumed regularly. This pricing strategy of Amul made it affordable for its target audience



October 1	Sunday	https://www.instagram.com/p/CxqsPgdyCNG/?igshid=MTc4MmM1Yml2Ng==	Instagram
October 2	Monday	https://www.facebook.com/photo.php?fbid=693585689472342&set=a.650462150451363&type=3&sfnsn=wiwspwa&mibhttps	Facebook
October 3	Tuesday	https://youtube.com/shorts/axLQKYObJ24?si=DxT6xdbvQV3xAQy5	YouTube
October 4	Wednesday	https://www.linkedin.com	LinkedIn
October 5	Thursday	https://youtube.com/shorts/8l63qvlqmmg?si=0BNJLcAvCV8NLqIF	YouTube
October 6	Friday	https://www.instagram.com/p/CxqsPgdyCNG/?igshid=MTc4MmM1Yml2Ng==	Instagram
October 7	Saturday	https://m.facebook.com/story.php?story_fbid=pfbid02EeZhfxrv7cdeKQIAbHg1XoE7rEffDJGm3LGm9rQRDPeyTh7R2KA9V4Cd1SxBSpYgl&id=100064333195488&sfnsn=wiwspwa&mibextid=6aamW6	Facebook

INSTAGRAM STORY

- Day one
- https://instagram.com/stories/is_balu/3212607825746940191?igshid=MTc4Mm
- Day two
- https://instagram.com/stories/abinaya_mallesh/321249456233906090?igshid=MTc4MmM1Yml2



CREATING VIDEO

- <https://www.instagram.com/reel/CwCdHToi3c/?igshid=MTc4MmM1Yml2Ng>

OVERVIEW OF AMUL

- It is the Apex organisation of the Dairy Cooperatives of Gujarat, popularly known as 'AMUL', which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.
- It is under the ownership of Gujarat Cooperative Milk Marketing Federation Limited, Department of Cooperation, Government of Gujarat