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Subject : Covid and Post Covid Analysis of Amul

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INTRODUCTION

- Anand Milk Union Limited (AMUL) is an Indian dairy state government cooperative society, based in Anand, Gujarat. Formed in 1946, it is a cooperative brand managed by Gujarat Cooperative Milk Marketing Federation Ltd.
- Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products.
- The word "Amul" is derived from Sanskrit word 'Amulya' which means 'priceless' or 'precious'. In the subsequent years Amul made cheese and baby food on a large commercial scale again processing buffalo milk creating a history in the world.

VISION AND MISSION STATEMENT

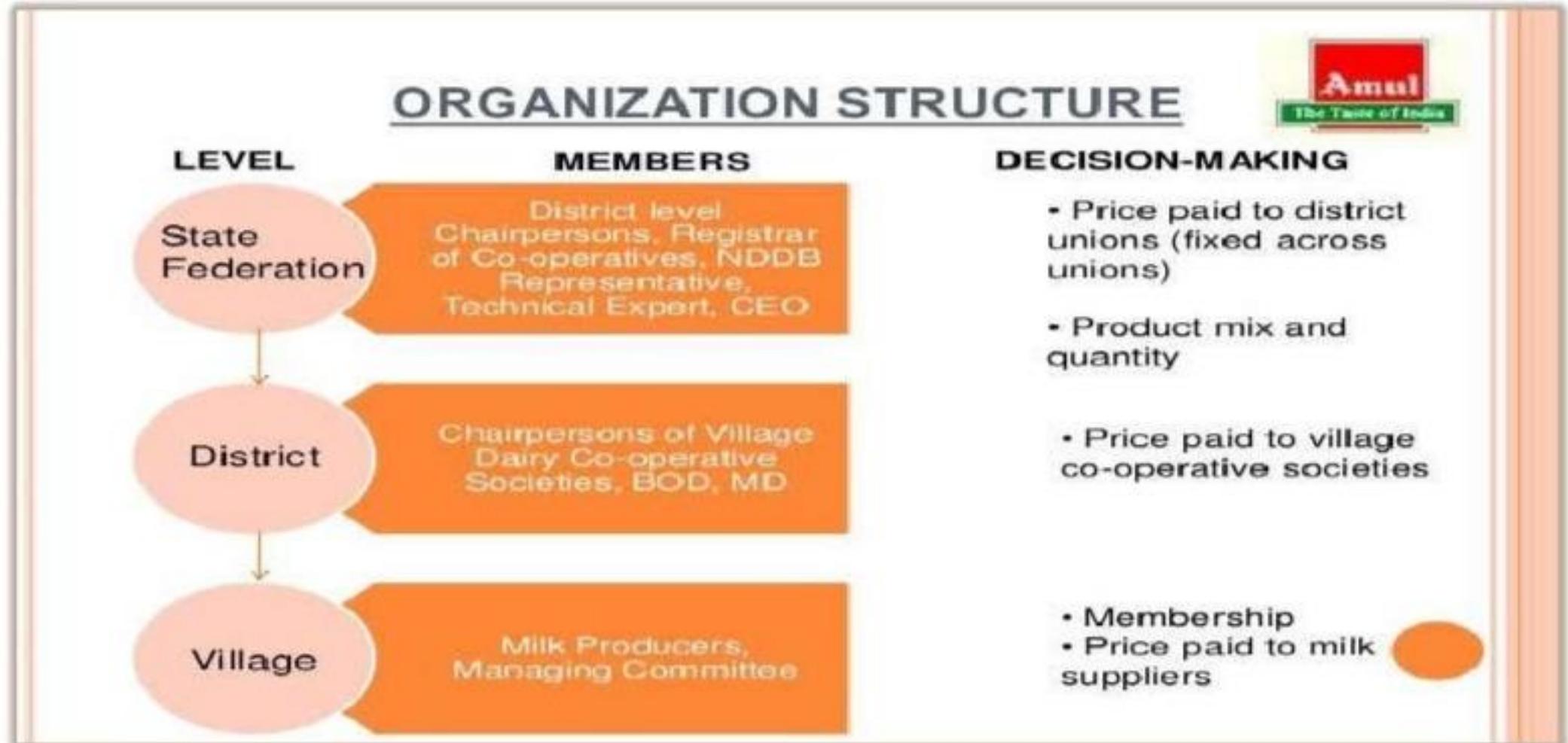
Vision :

Amul vision is to provide more and more satisfaction to the farmers, employees and distributors.

Mission :

GCOMMF endeavor to satisfy the taste and nutritional requirements of customer of the world through excellence in the marketing by the committed team. Through cooperative networking, they are committed to offer quality product that provides best value for money.

ORGANIZATIONAL STRUCTURE



CHALLENGES AT THE TIME OF COVID

- In terms of transport, Amul is also facing issues in supply of ingredients for cattle feed. While some of the ingredients are available within Gujarat, Amul's cattle feed plants source raw materials like rice bran, corn, millet, and molasses from other states like Punjab, Haryana and Rajasthan. "These ingredients are crucial so that we can supply cattle feed to farmers so that milk procurement is not hampered,"
- Another issue that could hamper Amul's supplies is packaging material. "No factory gives more than a fortnight of packaging material. They should also be allowed to operate and their workers should be provided free movement so that milk and food items' packaging supplies do not take a hit."

HOW THE COMPANY HANDLED THE SITUATION

- Explaining the impact on business, RS Sodhi, Managing Director, GCMMF, said, “Since the out-of-home consumption in hotels, restaurants, cafes, and catering segments was significantly impacted during the Covid pandemic, we focused our attention on enhancing in-home consumption of our products. We redesigned our marketing campaigns to educate and inform consumers about using our range of products to try our restaurant-style dishes at home.
- The consumer pack business of Amul grew by 8.1 per cent, while bulk dairy commodities, as well as sales from restaurants and hotels suffered a decline in 2020-21, due to Covid-19.
- Impressive growth in sales of our consumers products in household segment, helped us overcome the impact on demand from institutional segment”

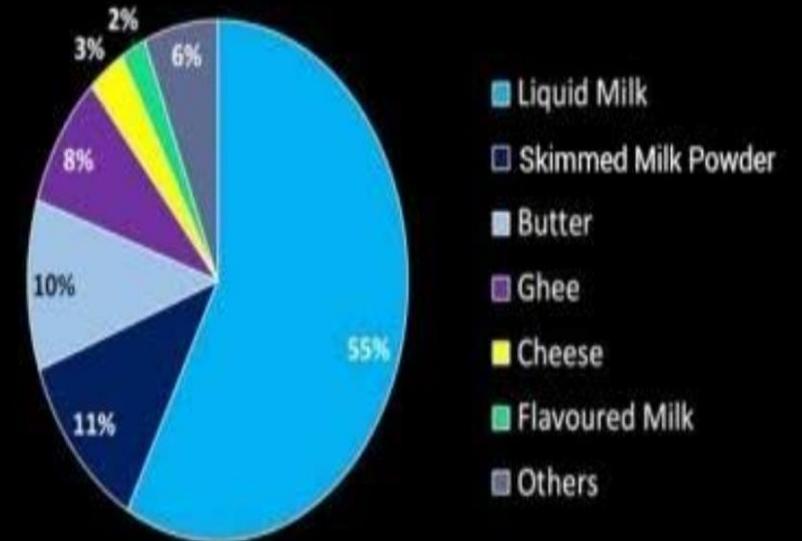
MARKET SHARE

MARKET SHARE



<i>Category</i>	<i>Market Share</i>	<i>Market Position</i>
Butter	85%	1
Milk Powder	40%	1
Cheese	50%	1
Ice-cream	24.75%	2
Sweets	50%	1
Chocolate Drink	90%	1
Chocolate	10%	3

Amul's Product Mix



CUSTOMER BASED MARKET SEGMENTATION



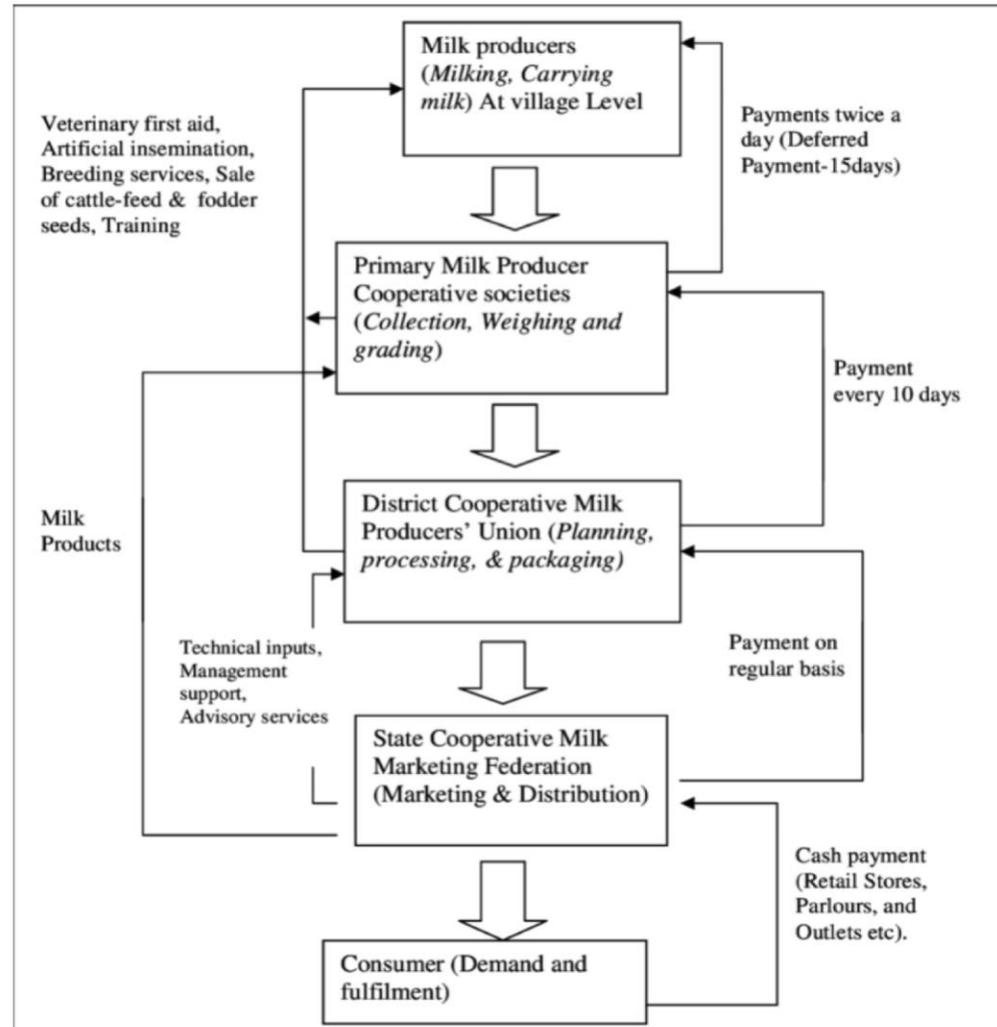
Target Audience Profile



POLICIES OF GOVERNMENT AND SUPPORT

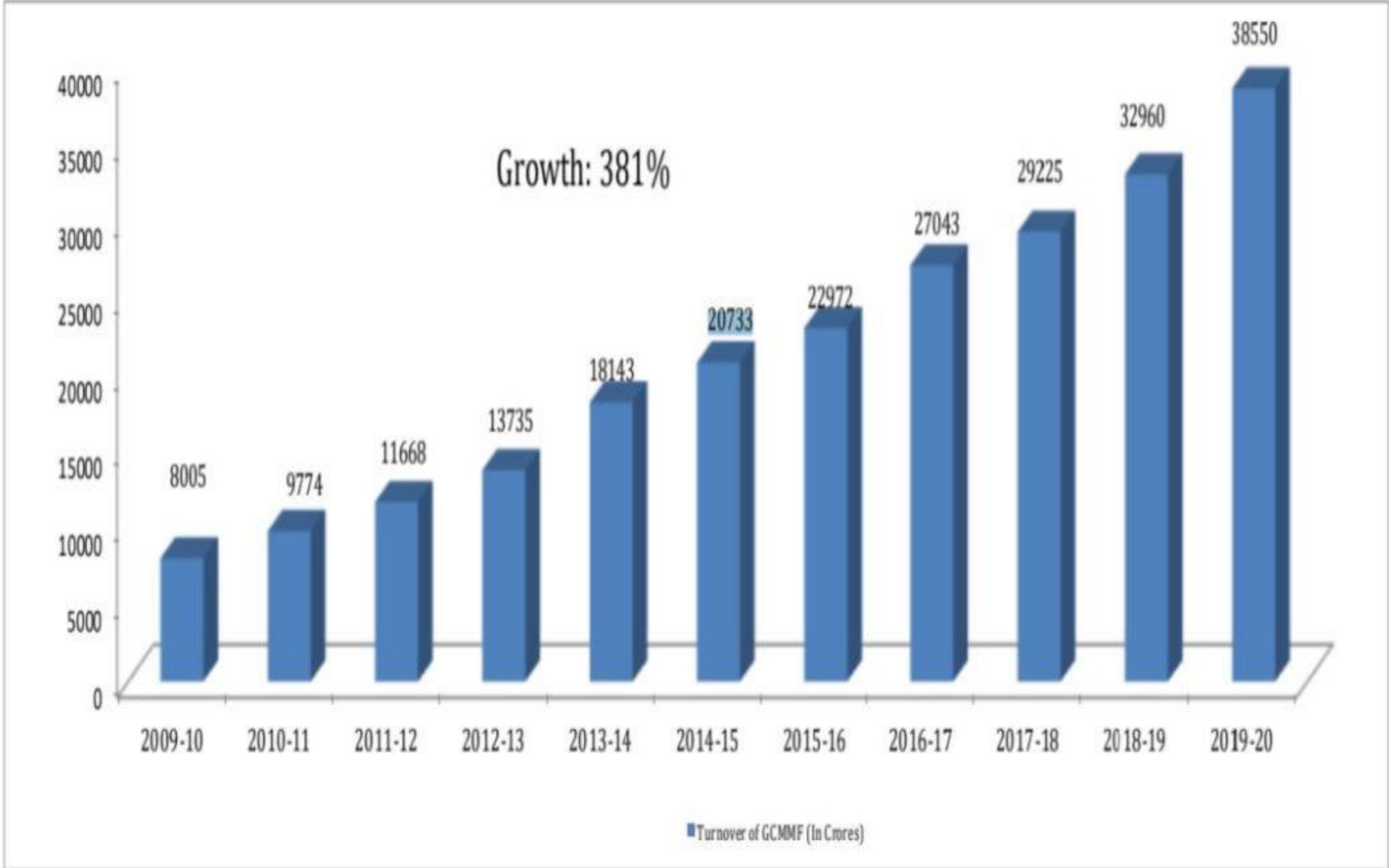
- Consequent upon the Governments decisions of demonetization, certain unintended impacts have been observed especially in the sectors thriving upon sheer cash transactions. In this regards, non-availability of funds to the co-operative banks for making payments to Milk producers/farmers by dairy co-operative against the milk supplied by then came to the notice of the government. GCMMF/Amul has been specifically directed to ensure 100% milk producers accounts to be opened by 30th December, 2016. Similarly, other co-operatives have been directed to ensure the opening of 100% accounts of milk producers/farmers by 30th January, 2017.

HOW THEIR BUSINESS MODEL WORKS



REVENUE STRUCTURE

Sales Turnover	Rs (million)	US\$ (in million)
1994-95	11140	355
1995-96	13790	400
1996-97	15540	450
1997-98	18840	455
1998-99	22192	493
1999-00	22185	493
2000-01	22588	500
2001-02	23365	500
2002-03	27457	575
2003-04	28941	616
2004-05	29225	672
2005-06	37736	850
2006-07	42778	1050
2007-08	52554	1325
2008-09	67113	1504
2009-10	80053	1700
2010-11	97742	2172
2011-12	116680	2500
2012-13	137350	2540
2013-14	181434	3024
2014-15	207330	3410



thank
you

