



Gujarat Co-operative Milk Marketing Federation Limited

Sada Bypass Road, Moti Jheel, Gwalior-474 001 (M P)

Date: 17.06.2022

To Whomsoever IT May Concern

This letter is to certify that Ms. Avishikta Dash has successfully completed her training program of four weeks with GCMMP Ltd., Gwalior. Her training tenure was from 16th May, 2022 to 17th June, 2022.

Project title "Retail Census and Promotion Activities"

Wishing her all the best for the future.



Branch Manager,
GCMMP Ltd.
Gwalior

Amul SAGAR

INDUSTRIAL TRAINING REPORT



Gujarat Co-operative Milk Marketing Federation Ltd.

Date – 16th May – 17th June

Bansal Traders

Sipri bazar, Jhansi, 284002



Amul

The Taste of India

SUBMITTED BY:-

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ACKNOWLEDGEMENT

WITH DEEP SENSE OF GRATITUDE I EXPRESS MY THANKS TO DR. SWAPAN KUMAR MISHRA, PRINCIPAL AND THANKS TO MY CO-ORDINATOR DR. APURBA GIRI, H.O.D OF B.VOC (FOOD PROCESSING) WITHOUT WHOSE GUIDANCE THIS INDUSTRIAL TRAINING WOULD NEVER HAD BEEN SUCCESSFUL.

WE CONVEY OUR REGARD TO DR. SANJOY KUMAR, (BM), AJAY GUPTA(OIC) AND FAIZAN KHAN FFR ALSO THANKS TO DISTRIBUTOR, BANSAL TRADERS, JHANSI FOR GIVING US OPPORTUNITY TO DO THE SALES & MARKETING TRAINING.

WE ARE THANKFUL TO ALL STAFFS OF BANSAL TRADERS FOR ALL NEEDFUL HELP.WE SHOW OUR RESPECT TO OUR PARENTS WHO INSISTED AND ENCOURAGES US TO DO THIS TRAINING.

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TABLE OF CONTENTS

| S.NO | TOPIC | PAGE NO |
|-------------|-----------------------------|----------------|
| 1 | Introduction | 1 |
| 2 | HISTORY | 2 |
| 3 | PLANTS | 3 |
| 4 | DISTRIBUTION CHANNAL | 4 |
| 5 | AMUL PRODUCT | 5 |
| 6 | PRODUCT RANGE | 6 |
| 7 | MARKET ANALYSIS | 7 |
| 8 | CUSTOMER ANALYSIS | 8 |
| 9 | COMPETITION ANALYSIS | 9 |
| 10 | MARKET TURNOVER | 10 |
| 11 | OUTLET | 11-20 |
| 12 | AMUL DAIRY PRODUCT | 21-22 |
| 13 | CONCLUSION | 23 |
| | | |

INTRODUCTION

Amul is an Indian dairy cooperative , based at Anand in the state of Gujarat , India . The word Amul is derived from the Sanskrit word Amulya , meaning rare , valuable . The co - operative was initially referred to as Anand Milk Federation Union Limited hence the name AMUL .

Formed in 1946. it is a brand managed by a cooperative body , the Gujarat Co - operative Milk Marketing Federation Ltd. (GCMMF) , which today is jointly owned by 3.6 million milk producers in Gujarat .

Amul spurred India's White Revolution , which made the country the world's largest producer of milk and milk products . In the process Amul became the largest food brand in India and has ventured into markets overseas .

Dr. Verghese Kurien , founder - chairman of the GCMMF for more than 30 years (1973-2006) , is credited with the success of Amul .

Over the years , brands created by cooperative have become synonymous with quality and value . Brands like Amul (GCMMF) . Vijaya (AP) . Verka (Punjab) , Saras (Rajasthan) are among those that has earned customer confidence .



HISTORY

Amul the co-operative registered on 1 December 1946 as a response to the exploitation marginal milk producers by traders or agents of the only existing dairy, the Pokon dairy, in the small city distances to deliver milk, which often went sour in summer, to Polson. The prices of milk were arbitrarily determined. Moreover, the government had given monopoly rights to Polson to collect milk from mikka and supply it to Bombay city.

Angered by the unfair trade practices, the farmers of Kaira approached Sardar Vallabhbhai Patel under the leadership of local farmer leader Tribhuvandas K Patel. He advised them to form a cooperative and supply milk directly to the Bombay Milk Scheme instead of Polson (who did the same but gave them low prices). He sent Morarji Desai to organise the farmers. In 1946, the milk farmers of the area went on a strike which led to the setting up of the cooperative to collect and process milk. Milk collection was decentralized, as most producers were marginal farmers who could deliver, at most, 1-2 litres of milk per day. Cooperatives were formed for each village, too.

The cooperative was further developed and managed by Dr. Verghese Kurien with H.M. Dahaya Dalaya's innovation of making skim milk powder from buffalo milk (for the first time in the world) and a little later, with Kurien's help, making it on a commercial scale, led to the first modern dairy of the cooperative at Anand, which would compete against established players in the market. Kurien's brother-in-law K.M. Philip sensitized Kurien to the needs of attending to the finer points of marketing, including the creation and popularization of a brand. This led to the search for an attractive brand name. In a brainstorming session, a chemist who worked in the dairy laboratory suggested Amul, which came from the Sanskrit word "amulya", which means "priceless" and "denoted and symbolised the pride of swadeshi production.

The trio's (T. K. Patel, Kurien and Dalaya's) success at the cooperative's dairy soon spread to Anand's neighbourhood in Gujarat. Within a short span, five unions in other districts - Mehsana, Banaskantha, Baroda, Sabarkantha and Surat were set up. To combine forces and expand the market while saving on advertising and avoid competing against each other, the GCMMF, an apex marketing body of these district cooperatives, was set up in 1973. The Kaira Union, which had the brand name Amul with it since 1955, transferred to GCMMF.

In 1999, it was awarded the "Best of all" Rajiv Gandhi National Quality Award. Adding to the success, Dr. Madan Mohan Kashyap (faculty Agricultural and Engineering Department, Punjab Agricultural University Ludhiana), Dr. Bonduran (visiting faculty) and Dr. Feryll (former student of Dr. Verghese Kurien), visited the Amul factory in Gujarat as a research team headed by Dr. Bheemsen & Shivdayal Pathak (ex-director of the Sardar Patel Renewable Energy Research Institute) in the 1960s. A milk pasteurization system at the

Research Centre of Punjab Agricultural University (PAU) Ludhiana was then formed under the guidance of Kashyap .

PLANTS

The first plant is at Anand, which engaged in the manufacturing of milk ,butter ,ghee,milk powder, flavoured milk , lassi and buttermilk .



Second plant is at Mogar, which engaged in manufacturing chocolate ,nutramul and Amul lite .



Third plant is at Kapadvanj, Kheda, Gujarat, which is a plant of cattle feed.



Others plant

- ❖ Uttam Dan Factory , Sarkhej, Ahmedabad
- ❖ Cattle feed plant , Palanpur , banaskantha
- ❖ Chees producing plant , Khatraj ,Gujarat

Cattle feed plant ,Khadiya , panchmahal

AMUL PRODUCTS :-

A. Bread Spred

AMUL Butter:- Utterly Buttery Decision

AMUL Lite:- Low fat ,low cholesterol Bread spread

Delicious Table Margine:- The delicious way to eat healthy

B. Powder Milk

Amul spray infant milk :- Still ,mother milk is best for baby

Amul instant full cream milk powder

Sagar skimmed milk powder

Sagar tea coffee whitener

Amulya dairy whitener

C. Amul fresh milk :-

Amul tazza toned milk

Amul standardised milk

Amul Mithaimate

Amul fullcream milk

Amul Gold Milk

Amul Tazza Double Milk

Amul lite slim and trim milk

Amul cool chocolate milk

Amul cool flavoured botteled milk

Amul cool flavoured tetra pack

Amul shakti toned milk

D. Cheese:-

Amul pasteurized processed cheese

Amul cheese spread

Amul emmental cheese

Amul pizza mozzarella cheese

E. For cooking

Amul ghee

Cooking butter
Amul malai paneer
Utterly delicious pizza
Mithai mate
Masti dahi

D. Frozen product :- Amul Ice cream Amul chocolate Amul lassi

PRODUCT RANGE :-

| PRODUCTS | MRP | | | RETAILER | | | | |
|------------------|-----------------------|-----------------|--------------|------------------|------------------|-----------------|------------------|---------|
| | MRP | POUCH Per Crate | Crates price | Per Pouch Margin | Per Crate Margin | Per pouch price | Retailer's Price | |
| GOLD | 6*2 Lit | 116 | 6 | 696 | 4.00 | 24.00 | 112.00 | 672.00 |
| | 12*1 Lit | 59 | 12 | 708 | 1.75 | 21.00 | 57.25 | 687.00 |
| | 34*500ML | 30 | 24 | 720 | 0.85 | 21.00 | 29.15 | 699.00 |
| | 60*160ML | 10 | 60 | 600 | 1.00 | 60.00 | 9.00 | 510.00 |
| TAAZA | 6*2 Lit | 96 | 6 | 576 | 4.00 | 24.00 | 92.00 | 552.00 |
| | 12*1 Lit | 49 | 12 | 588 | 1.75 | 21.00 | 47.25 | 567.00 |
| | 34*500ML | 25 | 24 | 600 | 0.85 | 21.00 | 24.15 | 579.00 |
| | 50*200ML | 10 | 50 | 500 | 1.00 | 50.00 | 9.00 | 450.00 |
| DTM | 12*1 Lit | 43 | 12 | 516 | 1.75 | 21.00 | 41.25 | 495.00 |
| | 24*500ML | 22 | 24 | 528 | 0.85 | 21.00 | 21.15 | 307.00 |
| | 30*230ML | 10 | 30 | 300 | 1.30 | 65.00 | 8.70 | 435.00 |
| COW MILK | 12*1 Lit | 51 | 12 | 612 | 2.25 | 27.00 | 48.75 | 565.00 |
| | 24*500ML | 26 | 24 | 624 | 1.15 | 27.00 | 24.85 | 597.00 |
| BULK PACK | Gold 2*6 Lit | 360 | 2 | 720 | 7.20 | 18.00 | 52.25 | 622.80 |
| | Taaza 2*6 Lit | 300 | 2 | 600 | 7.20 | 73.20 | 41.90 | 502.80 |
| BUTTER MILK | ABM 12*850ML | 20 | 12 | 240 | 1.37 | 16.44 | 18.63 | 223.56 |
| | ABM 24*500ML | 13 | 24 | 312 | 0.70 | 16.80 | 12.30 | 295.20 |
| | SBM 30*370ML | 10 | 30 | 300 | 1.00 | 30.00 | 9.00 | 270.00 |
| MASTI DAHI | M. DAHI POUCH 30*500G | 15 | 50 | 750 | 1.14 | 57.00 | 13.86 | 693.00 |
| | M. DAHI POUCH 24*300G | 28 | 24 | 672 | 2.45 | 59.52 | 25.52 | 612.48 |
| | M. DAHI POUCH 10*1KG | 63 | 10 | 630 | 7.35 | 31.60 | 59.64 | 396.40 |
| | M. DAHI POUCH 2*5KG | 300 | 2 | 600 | 32.75 | 65.50 | 267.25 | 534.50 |
| LITE DAHI | L. DAHI POUCH 30*500G | 10 | 50 | 500 | 1.00 | 50.00 | 9.00 | 504.00 |
| MASTI DAHI CUP | M. CUP 24*200G | 20 | 24 | 480 | 2.10 | 50.10 | 17.90 | 429.60 |
| | M. CUP 54*350G | 10 | 54 | 540 | 1.00 | 54.00 | 9.00 | 486.00 |
| PREMIUM DAHI CUP | P. CUP DAHI 12*400G | 55 | 12 | 660 | 15.95 | 191.40 | 39.05 | 468.60 |
| Lite MATKA | MATKA DAHI 1*5KG | 295 | 1 | 295 | 45.70 | 45.70 | 249.30 | 249.30 |
| PANEER | PANEER 14*1KG | 347 | 14 | 4858 | 37.48 | 524.66 | 309.52 | 4333.34 |
| | PANEER 15*200GM | 77 | 15 | 1155 | 12.17 | 182.49 | 64.83 | 972.51 |

Market Analysis :-

Amul works on the model of being value for money and simultaneously protecting the interest of farmers . It sells a wide range of products making it India's largest food brand .



Amul targets mass market of the country by providing best quality available at best available prices . This strategy has helped company attract a lot of customers in the past and will do so in future also . Dairy cooperatives established by Amul catapulted India to prominence on the world dairy map with a 21 % share of global milk output by utilising the collective strength of millions of small and marginal farmers .

Size and Holding :-

Amul recorded a turnover of around US \$ 7.3 billion last fiscal year . It's dairy cooperative movement now includes 190.516 village - level dairy cooperative organisations in India , with 16.9 million farmer households as members and 50 million gallons of milk handled per day .

These are members of India's almost 245 district - level milk producer's cooperative unions , each of which has at least one dairy plant and is charged with processing and adding value to milk collected by village - level dairy cooperatives .

Customer Analysis :-

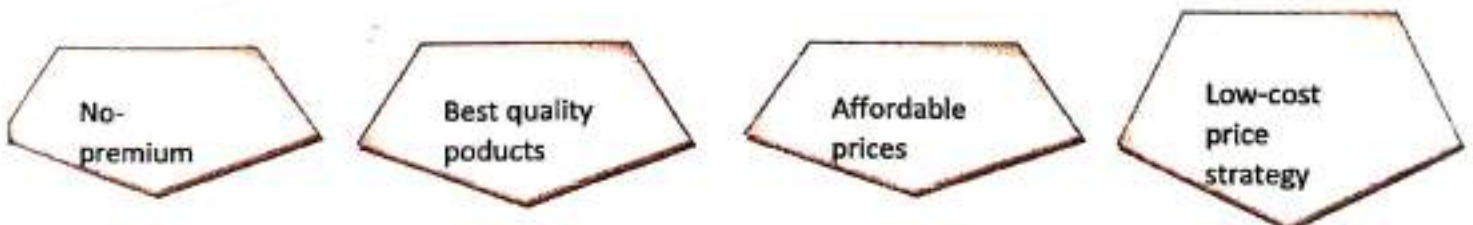
Every since its foundation , Amul has constantly developed itself in staying relevant for all these years in the minds of consumer .

Amul emphasizes the models of providing value for money to the customers and protecting the interests of farmers simultaneously .

Customer Target :-

| Customer | Amul Products |
|--------------------------|---|
| Kids | Chocolate, Amul kool, Amul milk, Milkshake |
| Women | Amul calci |
| Youth | Amul pizza, cheese spread |
| Health conscious | Amul shakti health food drink, Amul lite butter , Nutramul |
| Colorie conscious | Amul lite , sagar skimmed milk powder and trim milk |

Target audience:-



It target the market of India with no premium offerings by providing the best quality product at affordable price .It follows a low-cost price strategy which attracts its consumer and helps Amul in sustaining its competitive advantage.

Competition Analysis :-

Market share

Competitors



Amul Butter



Mother Dairy Butter



Heritage Butter



Britannia Butter



Amul Milk



Karnataka Milk



Mother Dairy Milk



Nestle Milk



Amul Ice-cream



Kwality Wall's Ice-cream



Vadilal Ice-cream



Amul Ghee



Dabur Ghee



Gowardhan Ghee



Amul Honey**Market turnover :-**

The Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets 'Amul' brand of milk and dairy products, registered a turnover of Rs 39,248 crore in 2020-21,

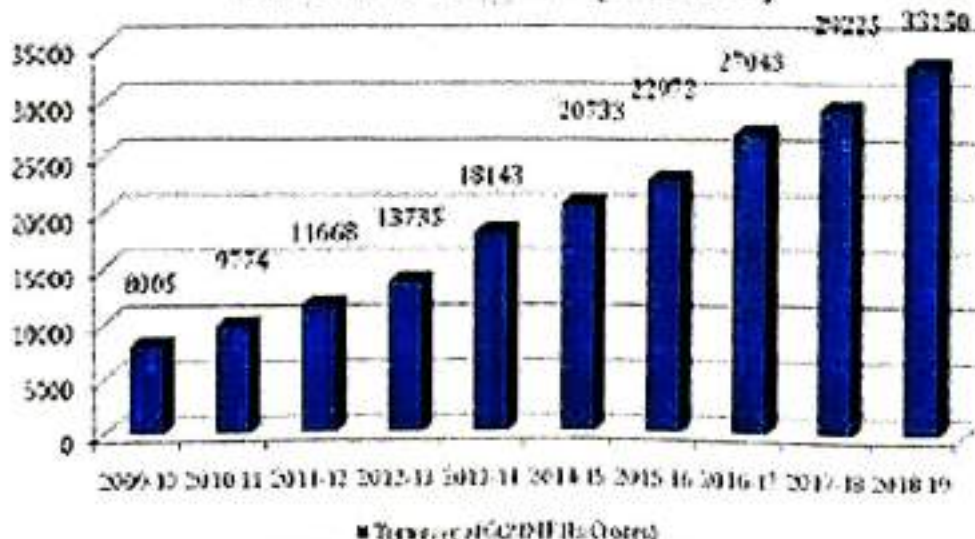
The turnover of the Amul group (GCMMF and member unions) crossed Rs 53,000 crore in the year when it celebrates the 75th year of Amul cooperative movement. GCMMF aims to double its group turnover to Rs 1 lakh crore by 2025, it said after its 47th annual general meeting (AGM).

GCMMF had registered a sales turnover of Rs 38,542 crore in 2019-20, a rise of 17 percent as compared to the previous financial year.

Consolidated turnover of all products sold under the 'Amul' brand was Rs 52,000 crore last financial year.

GCMMF, the apex body of 18 dairy cooperatives in Gujarat, achieves an impressive turnover in the 75th year of the Amul cooperative movement that was born in 1946, leading to its establishment in 1973.

This Cooperative, which began with two small villages collecting just 250 litres of milk per day in 1946, today handles more than 29 million litres of milk on a peak operating day. Today, 75 years hence, Amul is the largest food and FMCG (fast-moving consumer goods) brand in India,"

Turnover of GCMMF (In Crores)

Outlet :-

| NAME OF AGENCY/ENTERPRISE | PLACE | NAME OF THE SHOP | PHONE NO | NEW OUTLET (YES/NO) |
|---------------------------|-------|----------------------------------|------------|---------------------|
| | | PANDIT SWEET | 9935432069 | NEW OUTLET |
| | | RAJ BIHARI STORE | 9455213993 | YES |
| | | ZEE LAB FARMACY | 9473581750 | NO |
| | | NEW SHRAM CHART | 979525480 | NEW OUTLET |
| | | SAMARIA DAIRY | 7879351934 | YES |
| | | SILVER SPON | 9415985179 | YES |
| | | DEB MEDICAL STORE | 7007881737 | NO |
| | | N.P. PROVISION | 7860844858 | YES |
| | | SHIV RESTURANT | 7755017441 | YES |
| | | RAJU DEPARTMENTAL STORE | 9935666223 | YES |
| | | BALAJI STORE | 9396099070 | YES |
| | | GOVANSI PUJA SAMAN KHARID KENDRA | 9453665070 | YES |
| | | RAM RAJA DEPARTMENTAL STORE | 9506289536 | NEW PROD |
| | | TEWARI GENERAL STORE | 9935156887 | YES |
| | | BALAJI DUDH BHANDAR | 9935140755 | NO |
| | | RAMA FARMACY MEDICAL STORE | 9532967688 | NO |
| | | AVI STORE | 9519689147 | NO |
| | | NEW PUJA KIRANA STORE | 8808881147 | YES |
| | | ATRI MEDICAL STORE | 800488545 | NO |
| | | MANAJ SWEETS AND CHELARAM | 9510438395 | NO |
| | | AGARWAL KIRANA STORE | 7607889511 | YES |

| | | | | |
|----------------|----------------------------------|-------------------------------------|---------------------|-------------|
| | | MEERAJ PROVISION STORE | 8832933803 | YES |
| | | AMBEY PROVISION STORE | 9450081791 | YES |
| | | ASHOK PANS STORE | 8875618777 | NEW OUTLI |
| | | PT.KEWAL RAMN SWEETS AND SNACKS | 9415945833 | NEW OUTLI |
| | | ARTI KIRANA PROVISION STORE | 9453426083 | YES |
| | | SHRIAMULSHOP | 9598751073 | YES |
| | | MANGALAM KIRANA AND GENERAL STORE | 8125713519 | NEW OUTLI |
| | | MANOJ PROVISION STORE | 9935156883 | YES |
| | | AGRAWAL FOODS | 7607515761 | NEW OUTLI |
| BRIGEDI | | NIRANJAN SHOP | 9452265280 | YES |
| | | BAURANGI SHOP | 9925744760 | YES |
| | | MAHAKAL SUPER MART | 7907203206 | NEW OUTLI |
| | | PURNIMA DUDH BHANDAR | 6290953254 | NO |
| | | PRATIYA STORE | 9453903289 | YES |
| | | ASHIS KIRANA KIRANA PROVISION STORE | 6164662546 | YES |
| | | ARSHI STORE | 6306076532 | NEW OUTLI |
| | | TRIDEVI PROVISION STORE | 6392209596 | NO |
| | | OM KIRANA STORE | NOT PROVIDE | NO |
| | | BAJPAI STORE | 7237938855 | NEW OUTLI |
| | | KRISHNA STORE | 9453127856 | YES |
| | | SHIVA MEDICAL STORE | 9236080292 | NO |
| | | NIRAJ STORE | NOT PROVIDE | NO |
| | | LAXMINARAYAN DEPARTMENTAL STORE | 9415113102 | NO |
| | | BAJPAI MILK STORE | 8887994081 | NEW OUTLI |
| | | PRITYANKA KIRANA STORE | 9506523476 | NO |
| | SIPRI MARKET | | ANUSKA DUDH BHANDAR | NOT PROVIDE |
| | | SHRI BANKE BIHARI JI STORE | 8738030960 | YES |
| | | BANYA KRISHNA STORE | NOT PROVIDE | NO |
| | | HIND MEDICAL STORE | 9401531532 | NEW OUTLI |
| | | SHREYASI DUDH BHANDAR | 9415566374 | NEW OUTLI |
| | | TRIDEVI PROVISION STORE | 6290538862 | NO |
| | | SUNIL KIRANA STORE | 6386991513 | NO |
| | | NATHURAM KIRANA STORE | 7007816878 | YES |
| | | B.M.B. SWEETS | 9651281007 | NEW OUTLI |
| | | NEW GUPTA MITANNA VANDAR | 8840344684 | NEW OUTLI |
| | | AGARWAL MEDICAL STORE | 9452039760 | NO |
| | | SRI BANKE BIHARI JI MEDICAL STORE | 8889161716 | YES |
| | SITARAM RAJKUMAR MEDICAL STORE | 9236162464 | NO | |
| | SRI KRISHNA DAIRY | 7355028348 | YES | |
| | RAM CHANDRA PANJABI KIRANA STORE | 9473532488 | YES | |
| | GUPTA CHEMIST | 7007306127 | YES | |
| | MANGALAM SWEETS | 9415057246 | YES | |
| | MAHORI KIRANA STORE | 9258287888 | YES | |
| | BHARATI MEDICAL STORE | 7651813758 | YES | |

| | | | | |
|--|-----------------------|--------------------------------|-------------|-----------|
| | | BARSHA GENERAL STORE | 9335297553 | NEW OUTLI |
| | | MITHILI KIRANA STORE | 8208133117 | YES |
| | | RADHA SAM STORE | NOT PROVIDE | YES |
| | | LAHARIYA KIRANA STORE | 9532819233 | YES |
| | | SURESH KIRANA STORE | 8808807547 | YES |
| | | JAY AMBE KIRANA STORE | NOT PROVIDE | YES |
| | | BHINDRASINI DEVI GENERAL STORE | 8235548113 | NO |
| | | SAKSINA TREDERS | 7985256337 | NEW OUTLI |
| | | RELAS KIRANA | 9506354738 | NO |
| | | SHOP DHAMELI | 6392016277 | YES |
| | | RAJENDRA STORE | 7275794532 | NO |
| | | BANTI PROVISION | 7420568901 | YES |
| | | ANSUL STORE | 8307132306 | YES |
| | | BANTI PROVISION | 8889106645 | NEW OUTLI |
| | | DEB MEDICAL STORE | 7007881737 | NO |
| | MANIK CHAK | NARESH STORE | 9450070854 | YES |
| | | JAIN KIRANA | 9532914783 | YES |
| | | PARMAMENT GIRIJA STORE | 7759026768 | YES |
| | | AGRAWAL MEDICAL STORE | 9035861383 | NO |
| | | SARKAR ROS BHANDAR | 8705350046 | YES |
| | | CHANDHA MEDICAL STORE | 9459881468 | YES |
| | | GOURAV PROVISION STORE | 7018942018 | YES |
| | | MANOJ TREDERS | 9452837679 | YES |
| | | NEW PARWATI AGENCY | 7052156804 | NEW OUTLI |
| | | MANISH MANDI | 9450989354 | YES |
| | | ALAY LATHA STORE | 9454539004 | YES |
| | | GOPAL TREDERS | 8076953492 | YES |
| | | PRADEEP TRADERS | 9473969292 | NEW OUTLI |
| | | BABLIJI ENTERS | 8767075730 | YES |
| | | DHIRAJ SAU | 9889089356 | NO |
| | | SUBH KIRANA | 8299725780 | YES |
| | | JP TREDERS | 7007222908 | YES |
| | | BEVAR CONFECTIONRY | 8318122793 | YES |
| | | GURLINAMAK CONFECTIONRY | 8318761368 | NO |
| | | RAJESH KIRANA STORE | 9457832972 | YES |
| | | SEED VENUE | 8770982855 | YES |
| | | PARBATI SHOP | 9751571098 | NO |
| | | BALAJI SWEETS | 9795158617 | YES |
| | | SHWAMI MEDICAL | 9140318756 | NO |
| | | ANRYAPURNA TREDERS | 8808433871 | YES |
| | | PREM PROVISION STORE | 9451803203 | YES |
| | | ANIL BHANDAR | 9453068705 | YES |
| | S.K TREDERS | 8726450030 | NO | |
| | TRIBEDI PURI WALE | 9415035648 | NEW OUTLI | |

| | | | | |
|--|-------------------------|-------------|------------|-----------|
| | OM PRAKASHI KIRANA | NOT PROVIDE | | NO |
| | INDRAKUMA STORE | | 853272730 | NO |
| | PRAKASHI STORE | | 8532819282 | NO |
| | SIKHASYAR MAWAWA VANDAR | | 857688213 | YES |
| | DIPAK KIRANA | | 9131400373 | YES |
| | SR ENTERPRISE | | 8349874208 | NO |
| | NAMIT KIRANA STORE | | 0451482007 | NO |
| | SAINATH THE AGENCY | | 038268001 | NEW OUTLI |
| | SHIBSANKAR KIRANA | | 730908460 | YES |
| | MAHAVIR MEDICAL STORE | | 8450033451 | NEW OUTLI |
| | SIRATAM SEALS | | 7000363418 | NO |
| | SAGHAYDO STORE | | 0140375291 | NEW OUTLI |
| | HAREKRISHNA TREDERS | | 0415568051 | YES |
| | ARIYAN MEDICAL STORE | | 9005988099 | NO |
| | SARVIKIRANA | | 9838574251 | YES |
| | RAKESH SOUTH KIRANA | | 9938314284 | YES |
| | DILRAJ KIRAN A | | 9935448800 | YES |
| | LAKHAM STORE | | 9415713538 | YES |
| | SAYALI PROVISION STORE | | 9936029443 | YES |
| | SVAM KIRANA | | 9415179772 | NO |
| | SATISH CHANDRA AGARWAL | | 988271371 | NEW PROD |
| | SUNIL PROVISION STORE | | 9415227930 | NO |
| | AMAN MEDICAL | | 9956130565 | NO |
| | SANDIP KIRANA | | 9935354768 | NEW OUTLI |
| | CHOCIA KIRANA | NOT PROVIDE | | YES |
| | SRESAM NAMKIN VANDER | | 8840019150 | NEW OUTLI |
| | OM CONFECTIONRY STORE | | 9451794773 | YES |
| | SHIV HOTELS | | 9651829424 | YES |
| | PAWAN CONFECTIONRY | | 9839100557 | YES |
| | AYASHA STORE | | 9415112662 | NO |
| | JAY AMBE TREDERS | | 9198122248 | YES |
| | P.S. TREDERS | | 9296742443 | NO |
| | RAJU KIRANA STORE | | 9452030432 | YES |
| | ARUN KIRANA STORE | | 9532401797 | YES |
| | DHUS CAPITALS STORE | | 6307232815 | NO |
| | SUNIL KIRANA STORE | | 8542009291 | YES |
| | RAHUL MASLA STORE | | 7388966455 | YES |
| | DIPAK PROBUN STORE | | 7052814294 | YES |
| | LUCKY KIRANA STORE | | 8887545402 | YES |
| | AMUMA PROVISION STORE | NOT PROVIDE | | YES |
| | CHALURSA PAN VANDAR | | 8765541520 | NO |
| | RAMU KIRANA STORE | | 0415168879 | YES |
| | NATIONAL DUDH VANDAR | | 9793124226 | NO |
| | RAJU CHALURSA | | 7084451058 | YES |

| | | | |
|-----------------------|-----------------------------|-------------|----------|
| | TRIPATHI TRSERS | 988928861 | NEW OBTU |
| | RAHUL CONFECTIONRY | 979318889 | NO |
| | NEW PARWATI AGENCY | 9854011804 | NEW OBTU |
| | MAA CONFECTIONRY STORE | 9518750690 | NO |
| | DIPAK RAI STORE | 7355668471 | NEW OBTU |
| | GURUNANAK CONFECTIONRY | 8005152268 | YES |
| | GOBIND AND SONS | 8318747121 | YES |
| | RAJU KRANA STOTRE | 9956239443 | YES |
| | BIPIN PROBLIAN STORE | 8259515675 | NEW OBTU |
| | DEBENDRA KRANA STORE | 9956234294 | NO |
| | ASTA STORE | 9236232126 | YES |
| | RANIYA DUDH VANDAR | 8095615481 | NO |
| | RAJ DAIRY | 7378066093 | NEW OBTU |
| | SAYANI MEDICAL STORE | 9838066445 | NO |
| | DOKT HOMIOPATHIC | 9415588806 | NO |
| | AMAL LAL ICECREAM VANDAR | 9415592336 | NO |
| | ANANT PROVISION | 5598475884 | YES |
| | GOMTI MEDICAL STORE | 8807229959 | NEW OBTU |
| | UNESH DUDH VANDAR | 8726159919 | NO |
| | RANISH DAIRY AND SWEETS | 8004894173 | NO |
| | ARD ANSUL STORE | NOT PROVIDE | NO |
| | MANAJ PROVISION | NOT PROVIDE | NO |
| | ANNT MAMIK PUJA STORE | 9453472595 | NEW OBTU |
| | SONAM GENERAL STORE | NOT PROVIDE | NO |
| | UTTAM ICECREAM | 9884472840 | YES |
| | DIFIKA PROBUION STORE | 949318001 | YES |
| | CHANDRAPAJI PROVISION STORE | 9454968155 | YES |
| | ANYAPURAN BREKERS | 7800500828 | YES |
| | PAPER PROBUION STORE | 8887871566 | YES |
| | SAPAL KRANA STORE | NOT PROVIDE | YES |
| | GAJANAN CONFECTIONRY | 7618894441 | YES |
| | GASIRAV CONFECTIONRY | 9415870483 | YES |
| | DANGERS BROTHERS | 9621400346 | NEW OBTU |
| | DIVYA TREDERS | 7006102495 | NEW OBTU |
| | GAJANAN KRANA STORE | 8127818722 | YES |
| BARA BAZAR | CL. AGARWAL STORE | 9534503452 | YES |
| | RAJIB GUPTA | 9450078246 | YES |
| | ARIYAN MEDICAL STORE | 9005985059 | NO |
| | SHRIYA TREDERS | 9454818300 | NO |
| | ASANA PROBLIAN STORE | 7905032072 | YES |
| | DM BROKERY | 8360301713 | NEW OBTU |
| | DEBENDRA BROTHERS | 9450069679 | YES |
| | RAVI KRANA | 8008731123 | YES |
| | RAJU MITHAI BHANDAR | 9651244639 | NO |

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|------------------------|----------------------|---------------------------|-------------|-------------|-----------|
| | | MONMAHAN KIRANA STORE | NOT PROVIDE | | YES |
| | | NEW GIRIRAJ MEDICAL STORE | | 6388258956 | YES |
| | | AKRAM GENERAL STORE | | 9795026980 | YES |
| | | TARAK PROVISION | | 9889342220 | NEW OUTLI |
| | | MAN MAHAN GENERAL STORE | | 8418053790 | NEW OUTLI |
| | | ANRANDHAN STORE | | 8545928820 | YES |
| | | RAKHI MEDICAL STORE | | 9454904705 | NO |
| | | SANTOSH PROVISION STORE | NOT PROVIDE | | NO |
| | | KAJAL FAST FOODS | | 6588746233 | YES |
| | | JAP TRIDERS | NOT PROVIDE | | YES |
| | | KRISHNA CONFECTIONERY | | 9452265184 | NEW OUTLI |
| | | MAHAL DAIRY | | 8400496620 | YES |
| | | HARIYAN KIRANA STORE | | 94511307710 | YES |
| | | LATHU SWEETS | | 9540775113 | YES |
| | | VIRKY KIRANA | | 9616248450 | YES |
| | | UVI PROVISION STORE | | 9755379032 | YES |
| | | AVIKA PROVISION STORE | | 7860107436 | NEW OUTLI |
| NARIA BAZAR | | SALAN CHACHA DUDH VANDAR | | 9028161572 | YES |
| | | ATAL KIRANA STORE | | 7007620081 | YES |
| | | MULLAI KIRANA STORE | | 7525886330 | YES |
| | | ASRAH KIRANA STORE | | 6393136882 | YES |
| | | IBRAHAM KIRANA STORE | NOT PROVIDE | | YES |
| | | MAJOR KIRANA STORE | | 9557469080 | YES |
| | | SOM GENERAL STORE | | 9519385200 | YES |
| | | ANI KIRANA STORE | | 3795456060 | YES |
| | | MANOJ KIRANA STORE | | 6892872708 | YES |
| | | PABAI KIRANA | NOT PROVIDE | | YES |
| | | SHIVAM KIRANA | | 3335383567 | YES |
| | | BALAJI MEDICAL | | 9570717234 | NO |
| | | SAVITRI KIRANA | | 7985025594 | NO |
| | | PRIVUT KUMAR STORE | | 9889567268 | YES |
| | | SANDHYA MEDICAL STORE | | 9455673374 | YES |
| | | UMESH KIRANA STORE | NOT PROVIDE | | NO |
| | | AMA KIRANA STORE | | 8318575375 | NO |
| | | KRISHNA KIRANA STORE | | 9452608364 | YES |
| | | DURGGA MISTI BHANDAR | | 8004821623 | NEW OUTLI |
| | | HOMEME COLD DRINKS | | 7905303768 | YES |
| | | FAJHAN MEDICAL STORE | | 9839316394 | YES |
| | | MANOJ KIRANA STORE | | 6307433280 | YES |
| | | ROHIT PROVISION STORE | | 8830390871 | NEW OUTLI |
| | SHREYA KIRANA STORE | | 9026829245 | NEW OUTLI | |
| | SALINI GENERAL STORE | | 9835490878 | YES | |
| | SUNIL ROY | NOT PROVIDE | | NO | |
| | AJESH SAU | | 7060530651 | NEW OUTLI | |

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|-----------------------|------------------------|-------------------------------|-------------|-----------|
| | | SHIVANJU CONFECTIONRY | 7084395821 | NEW OUTLI |
| | | HARI MANDAL | 9454823886 | YES |
| DATIA GATE | | MUKESH KIRANA | NOT PROVIDE | NO |
| | | KOLSHIK PROVISION | 9794813271 | YES |
| | | ARABINDA KIRANA | 8269747043 | YES |
| | | SANJAY KIRANA STORE | 9696958017 | YES |
| | | HARI VANDAR KIRANA | 9536331662 | NO |
| | | VAISHNO PHARMACY | 9044781789 | YES |
| | | ANIL KIRANA STORE | NOT PROVIDE | NO |
| | | HARDU KIRANA | 78097544999 | YES |
| | | ANANDHYA KIRANA STORE | 7905589214 | YES |
| | | RAJU DUDH BHANDAR | 8304353276 | NO |
| | | PRITAM BABA SWEETS | 6390962897 | NO |
| | | SRI KANHAR MADEB | NOT PROVIDE | NEW OUTLI |
| | | DIPAK KIRANA STORE | 9450983586 | NEW OUTLI |
| | | KRISHNA KIRANA STORE | 8794382654 | YES |
| | | LAXMI KIRANA STORE | NOT PROVIDE | YES |
| | | PURBA KIRAN STORE | 8506248414 | BUTTER OR |
| | | GURUKRIPA GENERAL STORE | 8586448717 | NEW OUTLI |
| | | JAI BAJRANG MEDICAL STORE | 7052901300 | NEW OUTLI |
| | | MA PITAMBAR STORE | 7084303252 | YES |
| | | HARIAM KIRANA | 7238832977 | NO |
| | | KALASH KIRANA STORE | NOT PROVIDE | YES |
| | | PROLAPATI KIRANA STORE | 8840035853 | NO |
| | | SHIVAM KIRANA STORE | NOT PROVIDE | NO |
| | | LABI MEDICAL STORE | 7051845017 | YES |
| | | JAI MA PITAMBAR MEDICAL STORE | NOT PROVIDE | YES |
| | | USHA KIRANA STORE | 7394817056 | YES |
| | | HARI KIRANA STORE | 8838975400 | NEW OUTLI |
| | | SOURAV KIRANA STORE | 8293497273 | YES |
| | | SANJAY SWEETS | 9450877976 | NO |
| | | MAHARUPTA MEDICAL STORE | 9618251260 | YES |
| | | SAYAN PAL | 9452799019 | YES |
| | | SACSAM MEDICAL STORE | 97214564806 | NEW OUTLI |
| | | ANIL KIRANA STORE | 6386102392 | YES |
| | | BARSHA KIRANA STORE | 9037706342 | YES |
| | | BANDANA KIRANA STORE | 8828521000 | NO |
| | PERSONAL MEDICAL STORE | 8954886205 | YES | |
| | MAA STELA KIRANA STORE | 9451905575 | YES | |
| | ABHISHEK KIRANA STORE | 9755812675 | YES | |
| | FUPA MADICAL STORE | 7543997576 | YES | |
| | OM KIRANA STORE | 7607904020 | NO | |
| | KASBAHAI FUSALE | 9026726813 | NO | |
| | S K CHICKEN BIRYANI | 7392983316 | YES | |

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|-----------------------|------------------------|------------------------------|-------------------|------------|
| | | GOPAL GENERAL STORE | 8004270338 | YES |
| | | JOLLY KIRANA STORE | 5650490683 | YES |
| | | BANISAL KIRANA STORE | 6302158756 | NEW ODTL |
| | | MOHINI KIRANA | 9450033160 | YES |
| | | MAKAL GENERAL STORE | 9452907518 | NO |
| | | KAJAL COLD DRINKS | NOT PROVIDE | NO |
| UNNAO GATE | | CHATESWALAAR KIRANA STORE | 8299201060 | NO |
| | | SANDAY GENERAL STORE | 8765300145 | YES |
| | | SHIVAM KIRANA STORE | 7960407027 | NO |
| | | RADHA RADHA KIRANA STORE | 9473756551 | NO |
| | | MUKASH FOOD | 7974044435 | NEW ODTL |
| | | PRARMESH VIRAMA STORE | 8707729128 | YES |
| | | PANKUMARI KIRANA | 9125348314 | NO |
| | | NEW MANNA SADIH KIRANA STORE | 9454037337 | YES |
| | | SRIBALAI KIRANA STORE | NOT PROVIDE | NO |
| | | KESAW KIRANA STORE | 9453170068 | NO |
| | | MELAM KIRANA STORE | 9795829570 | YES |
| | | ANJALI PROVISION STORE | 8922960780 | NO |
| | | TAGDEEP KEANA STORE | NOT PROVIDE | NO |
| | | S K KIRANA STORE | 9936567048 | YES |
| | | RAHIT ENTERPRIZE | 7907148951 | ORDER |
| | | RAGHAB STORE | 8433305341 | NEW ODTL |
| | | CHANDNI ICE CREAM | 9795022854 | NO |
| | BARA GATE | | ANIL KIRANA STORE | 9258764787 |
| | | SHIVANI KIRANA STORE | 8575851460 | YES |
| | | AAKASH SAU | NOT PROVIDE | YES |
| | | SHIVAM KIRANA STORE | 9179544594 | NO |
| | | NARAYAN JHUSH WALA | 8990133877 | NO |
| | | NABA BHARAT MEDICAL STORE | 9125227590 | NO |
| | | LOVELY SWEETS | NOT PROVIDE | YES |
| | | JAY HIND MEDICAL STORE | 873686881 | YES |
| | | PUJA KIRANA STORE | 9332145687 | YES |
| | | LUCKY HOTELS | 6394810419 | YES |
| | | NK MEDICAL STORE | 6307344687 | NO |
| | | SURYA KIRANA STORE | 9519402821 | YES |
| | NIRAJ PROVISION STORE | 887600752 | NEW ODTL | |
| | SHIV GENERAL STORE | 9935800733 | NO | |
| | ANJALI KIRANA STORE | 6353819908 | YES | |
| | SHINADI MEDICAL STORE | 9125508084 | NO | |
| | BHANTYAM MEDICAL STORE | 8924800010 | NO | |
| | RAJU MEDICAL STORE | 9452400002 | YES | |
| | BALAJI MEDICAL STORE | 7460041309 | YES | |
| | DIPKA KIRANA STORE | 8771557658 | YES | |
| | JIN KIRANA STORE | 9985010037 | NO | |

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| | JAY PRAKASH AGARWAL | 9452591130 | NO |
| | BANI KIRANA STORE | 9450003948 | YES |
| | PULJA GENERAL STORE | 7307950248 | NO |
| | PAPPU PROVISION STORE | NOT PROVIDE | NO |
| | MAHAKAL KIRANA STORE | 7154828477 | YES |
| | DIPKA TREDERS | 8853979930 | NEW OBTU |
| | MAA PRITAMBARA PROVISION STORE | 9453605656 | NO |
| | KRIPAL DARSAMN STORE | NOT PROVIDE | NO |
| | VISALS FOODS | 9889935272 | NO |
| | RITU KIRANA STORE | 8396282225 | YES |
| | MAA PAPPA KIRANA STORE | NOT PROVIDE | NO |
| | MANSI MISTANNA BHANDAR | 6394469054 | NO |
| | HARIKA MEDICAL STORE | 9300972396 | YES |
| | AKANSHA KIRANA STORE | 9754252655 | YES |
| | MANRI KIRANA | 7860355477 | YES |
| | RAM BABU KIRANA STORE | 9415280100 | NO |
| | NEW CHAYA KIRANA STORE | 9506038333 | YES |
| | SAM HOTELS | 9889753887 | NO |
| | MAHESH PAN VANDAR | 9704465113 | YES |
| | JETA GENERAL STORE | 8446064280 | NEW OBTU |
| | PRAYARS BREAKERY | 7618886006 | YES |
| | GUMNAM KIRANA | NOT PROVIDE | NO |
| | SRI KIRANA STORE | NOT PROVIDE | NEW OBTU |
| | SAKSHI GENERAL STORE | NOT PROVIDE | NO |
| | PRIVA MEDICAL STORE | 7007376752 | YES |
| | BALDEP KIRANA STORE | 9125607332 | YES |
| | AMR KIRANA STORE | 9540134733 | YES |
| | MANSI KIRANA STORE | NOT PROVIDE | NO |
| ORCHA GATE | SURESH KIRANA STORE | | YES |
| | MAHAKAL MADICAL STORE | 9140894810 | YES |
| | VIDYANJALI | 9653069079 | NO |
| | UNIC MADICAL STORE | 9735566863 | YES |
| | GANITI STORE | 8906330174 | YES |
| | CHANCHAL KIRANA STORE | NOT PROVIDE | NEW OBTU |
| | MAHAJ KIRANA STORE | 9305488833 | YES |
| | RAJ KIRANA STORE | 8726184344 | NO |
| | TALAJ MADICAL STORE | 9889363852 | YES |
| | VABANDAR SAHODKIRANA STORE | 9795180811 | NO |
| | RISHAN KIRANA STORE | NOT PROVIDE | YES |
| | AMIT KIRANA STORE | 9803961047 | YES |
| | R D CALI AND PASTRY | 8860138627 | YES |
| | JAY MA KALI KIRANA STORE | 8808359999 | NO |
| | NITIN TEREDIS | 9454009010 | NO |
| SAHOD KIRANA STORE | 6588353004 | NO | |

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| | | AMVIND TREDERS | NOT PROVIDE | NO |
| | | BINOD PAKRE | 9454880478 | YES |
| | | MAHOT KIRANA STORE | 9556157956 | NEW DATE |
| | | | 8440894132 | |
| SANYA GATE | | GARUMHI PROBLIAN STORE | 7578022034 | NO |
| | | SUBALDASKIRANA STORE | 9450078167 | YES |
| | | RABI KIRANA STORE | 8981521361 | YES |
| | | BRADENRI SARDESH | 8707305721 | YES |
| | | PRATIYA KIRANA STORE | NOT PROVIDE | YES |
| | | SRI BALAJI KIRANA STORE | 9451267620 | YES |
| | | NITALMADICAL STORE | 9889624944 | YES |
| | | SHIVHARE SWEET | 8738705288 | NO |
| | | FANCI DAWNYA HOUSE | 9458075337 | YES |
| | | SRI RAM FANCI MADICAL STORE | 7704855550 | NO |
| | | SRI PREM MADICAL STORE | 7965736650 | YES |
| | | JAI DURGA MADICAL STORE | 6387805517 | YES |
| | | NEW VARIETY MADICAL STORE | NOT PROVIDE | NO |
| | | RUDHA MADICAL STORE | 9452252313 | NO |
| | | NEW AMIYAN MADICAL STORE | 9795848817 | YES |
| | | CHORACHIA KIRANA STORE | NOT PROVIDE | NO |
| | | CHORACHIA TREDERS | 6383839601 | NEW DATE |
| | | TRIPOT KIRANA STORE | 9458956775 | NO |
| | | RESAW CHORASIA KIRANA STORE | NOT PROVIDE | NO |
| | | GHANSAM BATHERS | 9559056706 | YES |
| | SANU PRAVDIAN STORE | NOT PROVIDE | YES | |
| | GURU KRIPA LASSI | 7176862808 | NO | |
| LAXMI GATE | | SANJIB KIRANA STORE | 6382891568 | YES |
| | | NEW TIWARI MADICAL STORE | 7376860322 | YES |
| | | DEPAK PROVIDON STORE | NOT PROVIDE | NO |
| | | SHITAL PHARMACY | 6376091146 | YES |
| | | VANU KIRANA STORE | NOT PROVIDE | NO |
| | | MR S CANTAATIANARY | 7808990588 | NO |
| | | MAYUN KIRANA STORE | NOT PROVIDE | YES |
| | | NIRMAL KIRANA STORE | 9532912901 | YES |
| | | RAHUL KIRANA STORE | 9455013484 | YES |
| | | PARAMENTAL KIRANA STORE | 9795409664 | NO |
| | | ADHARSH KIRANA STORE | NOT PROVIDE | NO |
| | | RADHA KIRANA STORE | NOT PROVIDE | YES |

AMUL DAIRY PRODUCT :-



19





Amul PEANUT SPREAD CRUNCHY



Amul Condensed Milk



Amul AMERICAN PINEN



DISTRIBUTION CHANNEL:-

COMPANY



DISTRIBUTOR



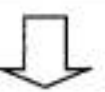
DEALER



SALESMAN



RETAILER



CUSTOMER

CONCLUSION

The AMUL captured the 60 % of the market , Mother Dairy captured 30 % and 10 % are the remaining brands . The customers are loyal towards Amul products and demand of Amul products is also good in the market . But in some area Mother Dairy try to capture Amul customers by providing schemes and freezers to the retailer , so that the retailers sells Mother Dairy products . Due to high demand of Amul pouch dahi and buttermilk retailers are bound to keep Amul products . The company should work on their distribution network and on the replacement policies of the expired and defected products . There should be a proper grievance handling process so that the relationship between retailers distributors remain good .

