



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 **Mr. Nabadip Maity** has successfully completed his training program of four weeks with GCMMF Ltd., Gwalior. His training tenure was from **16th May, 2022 to 17th June, 2022.**

Project title "**Retail Census and Promotion Activities**"

Wishing him all the best for the future.



Branch Manager,
GCMMF Ltd.
Gwalior

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.

A Thank

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 have 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 Poision. The prices of milk were arbitrarily determined. Moreover, the government had given monopoly rights to Poision 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 Poision (who did the same but gave them low prices). He sen 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 mnged 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	Crate price	Per Pouch Margin	Per Crate Margin	Per pouch price	Retailer's Price	
GOLD	6*21Ltr	116	6	696	4.00	24.00	112.00	672.00
	12*11Ltr	59	12	708	1.75	21.00	57.25	687.00
	24*500ML	30	24	720	0.88	21.00	29.13	699.00
	60*160ML	10	60	600	1.00	60.00	9.00	510.00
TAAZA	6*21Ltr	96	6	576	4.00	24.00	92.00	552.00
	12*11Ltr	49	12	588	1.75	21.00	47.25	567.00
	24*500ML	25	24	600	0.88	21.00	24.13	579.00
	50*200ML	10	50	500	1.00	50.00	9.00	450.00
DTM	12*11Ltr	43	12	516	1.75	21.00	41.25	495.00
	24*500ML	22	24	528	0.85	21.00	21.13	307.00
	30*230ML	10	30	300	1.30	65.00	8.70	435.00
COW MILK	12*11Ltr	51	12	612	2.25	27.00	48.75	555.00
	24*500ML	26	24	624	1.13	27.00	24.88	597.00
BULK PACK	Crat 2*6Ltr	360	2	720	7.20	19.00	52.25	672.00
	Tara 3*6Ltr	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 31*200G	15	30	730	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	2.35	51.00	59.64	596.40
	M. DAHI POUCH 2*5KG	300	2	600	32.75	65.50	267.25	534.50
LITE DAHI	L. DAHI POUCH 56*180G	10	56	560	1.00	56.00	9.00	304.00
MASTI DAHI CUP	M. CUP 21*200G	20	24	480	1.10	50.40	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
1Ltr 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 :-

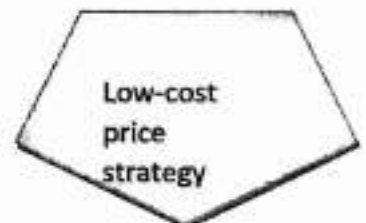
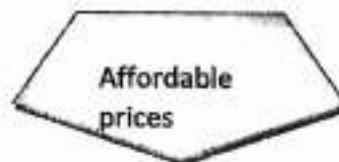
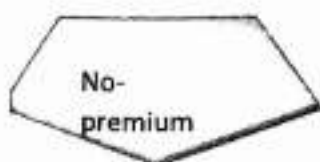
Every since its foundation , Amul has constantly developed itself in staying relevant for all these years in the minds of consumer .

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,

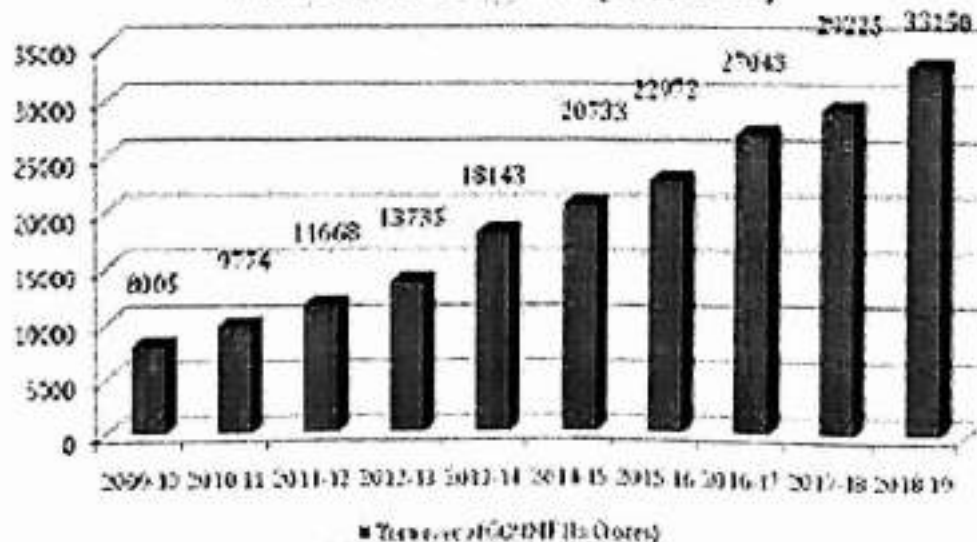
The turnover of the Amul group (GCMMF and member unions) crossed Rs 53,000 crore in the year when it celebrates the 75th year of Amul cooperative movement. GCMMF aims to double its group turnover to Rs 1 lakh crore by 2025, it said after its 47th annual general meeting (AGM).

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	9935432060	NEW OUTLET
		RAJ BIHARI STORE	9455212963	YES
		ZEE LAB PHARMACY	9473581250	NO
		NEW SHIRAM CHART	979525480	NEW OUTLET
		SAMARIA DAIRY	7879351934	YES
		SILVER SPON	9413585179	YES
		DEB MEDICAL STORE	7007881737	NO
		N.P. PROVISION	7866844858	YES
		SHIV RESTURANT	7755017441	YES
		RAJU DEPARTMENTAL STORE	9315661213	YES
		BALAJI STORE	9336299070	YES
		GOVANSI PUJA SAMAN KHARID KENDRA	9453665070	YES
		RAM RAJA DEPARTMENTAL STORE	9506289596	NEW PROD
		TEWARI GENERAL STORE	9325156267	YES
		BALAJI DUDH BHANDAR	9935140755	NO
		RAMA PHARMACY MEDICAL STORE	9532967680	NO
		AVI STORE	9519689147	NO
		NEW PUJA KIRANA STORE	8806881147	YES
		ATRI MEDICAL STORE	9004882545	NO
		MAHAJ SWEETS AND CHELARAM	9510436338	NO
		AGARWAL KIRANA STORE	7607889511	YES

**SIPRI
MARKET**

		MEERAJ PROVISION STORE	8832993805	YES
		AMBEY PROVISION STORE	9450081791	YES
		ASHOK PANS STORE	8875618777	NEW OUTLI
		PT.REWAL RAMN SWEETS AND SNACKS	9415945833	NEW OUTLI
		ARTI KRANA PROVISION STORE	9453426083	YES
		SHRIAMULSHOP	9598751073	YES
		MANGALAM KRANA AND GENERAL STORE	8125713519	NEW OUTLI
		MANOJ PROVISION STORE	9935156883	YES
		AGRAWAL FOODS	7607515761	NEW OUTLI
	BRIGEDI	NIKANIAN SHOP	9453205280	YES
		BAURANGI SHOP	9925744760	YES
		MAHAKAL SUPER MART	7907203206	NEW OUTLI
		PURNIMA DUDH BHANDAR	6290953254	NO
		PRATIYA STORE	9453908289	YES
		ASHIS KRANA KRANA PROVISION STORE	6160462546	YES
		ARSHI STORE	6306076532	NEW OUTLI
		TRIDEVI PROVISION STORE	6392109596	NO
		OM KRANA STORE	NOT PROVIDE	NO
		BAJPAI STORE	7237938855	NEW OUTLI
		KRISHNA STORE	9453137856	YES
		SHIVA MEDICAL STORE	9236080292	NO
		NIRAJ STORE	NOT PROVIDE	NO
		LAXMINARAYAN DEPARTMENTAL STORE	9415113102	NO
		BAJPAI MILK STORE	8887994081	NEW OUTLI
		PRITYANKA KRANA STORE	9506523476	NO
		ANUSKA DUDH BHANDAR	NOT PROVIDE	NO
		SHRI BANKE BIHARI JI STORE	8738030969	YES
		BANYA KRISHNA STORE	NOT PROVIDE	NO
		HIND MEDICAL STORE	9401531532	NEW OUTLI
	SIPRI MARKET	SHYAM DUDH BHANDAR	9415506374	NEW OUTLI
		TRIVEDI PROVISION STORE	6290538862	NO
		SUNIL KRANA STORE	6386991513	NO
		NATHURAM KRANA STORE	7007916878	YES
		R.M.B. SWEETS	9651261067	NEW OUTLI
		NEW GUPTA MITANNA VANDAR	8840334684	NEW OUTLI
		AGARWAL MEDICAL STORE	9453039760	NO
		SRI BANKE BIHARI JI MEDICAL STORE	8889161716	YES
		SITARAM RAJKUMAR MEDICAL STORE	9216162464	NO
		SRI KRISHNA DAIRY	7355038348	YES
		RAM CHANDRA PANJABI KRANA STORE	9473532488	YES
		GUPTA CHEMIST	7007306127	YES
		MANGALAM SWEETS	9415057246	YES
		MAHORI KRANA STORE	9258287888	YES
		BHARATI MEDICAL STORE	7651813758	YES

		BARSHA GENERAL STORE	9335297553	NEW ORTLU
		MITHILI KIRANA STORE	9206153317	YES
		RADHA SAM STORE	NOT PROVIDE	YES
		LAHARIYA KIRANA STORE	9532819233	YES
		SURESH KIRANA STORE	8808807647	YES
		JAY AMBE KIRANA STORE	NOT PROVIDE	YES
		BHINDBASINI DEVI GENERAL STORE	8295548119	NO
		SAKSINA TREDERS	7985356337	NEW ORTLU
		RELAS KIRANA	9506354738	NO
		SHOP DHAMELI	6392056777	YES
		BAJENDRA STORE	7275794532	NO
		BANTI PROVISION	7420568901	YES
		ANSUL STORE	6307132306	YES
		BANTI PROVISION	9889106645	NEW ORTLU
		DEB MEDICAL STORE	7007881737	NO
	MANIK CHAK	NARISH STORE	9450070854	YES
		JAIN KIRANA	9532914783	YES
		PANMANENT GIRLAL STORE	7758026760	YES
		AGRAWAL MEDICAL STORE	9035661383	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 ORTLU
		MANISH MANDI	9450980354	YES
		AJAY LATKA STORE	9454159004	YES
		GOPAL TREDERS	8076950402	YES
		PRADDEP TRADERS	9473969292	NEW ORTLU
		BABLI ENTERS	8767075730	YES
		DHIRAJ SAU	9889380356	NO
		SUBH KIRANA	8289725780	YES
		JP TREDERS	7007222908	YES
		BEVARI CONFECTIONRY	8318122793	YES
		GURLUNAMAK CONFECTIONRY	8318761366	NO
		NAJESH KIRANA STORE	9457832972	YES
		SEED VENUE	8770982855	YES
		PARBATI SHOP	9751571098	NO
		BALAJI SWEETS	9795158617	YES
		SHWAMI MEDICAL	9140318756	NO
		ANHYAPURNA TREDERS	8806493871	YES
		PREM PROVISION STORE	9451803003	YES
		ANIL BHANDAR	9450668705	YES
		S.K TREDERS	8726450030	NO
	TRIBEDI PUNI WALE	9415055648	NEW ORTLU	

	OM PRAKASH KIRANA	NOT PROVIDE		NO
	INDRAKUMA STORE		853272730	NO
	PRAKASH STORE		8532819282	NO
	SIDHAYAR MAWAVA VANDAR		8576689213	YES
	DIPAK KIRANA		9131400339	YES
	SR ENTERPRISE		8349674208	NO
	NAMIT KIRANA STORE		9451482097	NO
	SAINATH THE AGENCY		0392460001	NEW OUTLI
	SHIBSANKAR KIRANA		7305958469	YES
	MAHAVIR MEDICAL STORE		9450033451	NEW OUTLI
	SIRIATAM SEALS		7900363416	NO
	SAGRHAYDO STORE		0146075291	NEW OUTLI
	HAREKRISHNA TREDERS		9415566051	YES
	ARIYAN MEDICAL STORE		9005988099	NO
	SARVIKIRANA		9829574251	YES
	RAKESH SOUTH KIRANA		9935314284	YES
	DIRAJI KIRAN A		9935448809	YES
	LALHAM STORE		9415713538	YES
	SAYALI PROVISION STORE		9936029443	YES
	SYAM KIRANA		9415479772	NO
	SATISH CHANDRA AGARWAL		988271371	NEW PROD
	SUNE PROVISION STORE		9415327939	NO
	ANAN MEDICAL		9956139565	NO
	SANDIP KIRANA		9035354768	NEW OUTLI
	CHOCIA KIRANA	NOT PROVIDE		YES
	SRESAM NAMKIN VANDER		8840019150	NEW OUTLI
	OM CONFECTIONRY STORE		9451794779	YES
	SHIV HOTELS		9651829424	YES
	PAWAN CONFECTIONRY		9839100557	YES
	AYASHA STORE		9415132662	NO
	JAY AMBE TREDERS		9198122248	YES
	P.S. TREDERS		9396742443	NO
	RAJU KIRANA STORE		9452039432	YES
	ARUN KIRANA STORE		9533401797	YES
	DHUS CAPITALS STORE		6307232815	NO
	SUNIL KIRANA STORE		8542029291	YES
	RAHUL MASLA STORE		7388966455	YES
	DIPAK PROBHUAN STORE		7052814294	YES
	LUCKY KIRANA STORE		8887545402	YES
	AMUMA PROVISION STORE	NOT PROVIDE		YES
	CHALURSA PAN VANDAR		8765541520	NO
	RAMU KIRANA STORE		9415168879	YES
	NATIONAL DUDH VANDAR		9793124226	NO
	RAJU CHALURSA		7084451058	YES

	TRIPATHI TRISERS	988928861	NEW OUTLI
	RAHUL CONFECTIONRY	979318839	NO
	NEW PARWATI AGENCY	9854011804	NEW OUTLI
	MAA CONFECTIONRY STORE	9518750630	NO
	DIPAK RAI STORE	7355668471	NEW OUTLI
	GURUNANAK CONFECTIONRY	8005152268	YES
	GOBIND AND SONS	8318747121	YES
	RAJU KRANA STORE	9956039443	YES
	BIPIN PROBLAN STORE	8259515675	NEW OUTLI
	DEBENDRA KRANA STORE	9956234294	NO
	ASTA STORE	9236232126	YES
	RANIYA DUDH VANDAR	8095015481	NO
	RAJ DAIRY	7376066093	NEW OUTLI
	SAYANI MEDICAL STORE	9838069445	NO
	DOKT HOMEOPATHIC	9415588806	NO
	AMAL LAL ICECREAM VANDAR	9415582336	NO
	ANANT PROBLION	5598475884	YES
	GOMTI MEDICAL STORE	8807219359	NEW OUTLI
	UNESH DUDH VANDAR	8726159318	NO
	RANISH DAIRY AND SWEETS	8004854173	NO
	ARD ANSUL STORE	NOT PROVIDE	NO
	MAHAJ PROVISION	NOT PROVIDE	NO
	ANNT MAMIK PUJA STORE	9453472558	NEW OUTLI
	SONAM GENERAL STORE	NOT PROVIDE	NO
	UTTAM ICECREAM	9884472840	YES
	DIPKA PROBLION STORE	945518001	YES
	CHANDRAPAJI PROVISION STORE	9454962155	YES
	ANYAPURAN BREKERS	7800500818	YES
	PAPER PROBLION STORE	8887871566	YES
	SAPAL KRANA STORE	NOT PROVIDE	YES
	GAJANAN CONFECTIONRY	7618894441	YES
	GASIRAV CONFECTIONRY	9415870483	YES
	DANGERS BROTHERS	9421400246	NEW OUTLI
	DIVYA TREDERS	7006102495	NEW OUTLI
	GAJANAN KRANA STORE	8127818712	YES
BARA BAZAR	CL AGARWAL STORE	9536503452	YES
	RAJH GUPTA	9450078246	YES
	ARIYAN MEDICAL STORE	9005985059	NO
	SHRIYA TREDERS	9454818320	NO
	ASANA PROBLION STORE	7905032072	YES
	DM BROKERY	8360301718	NEW OUTLI
	DEBENDRA BROTHERS	9450609679	YES
	RAVI KRANA	8008731123	YES
	RAJU MITHAI BHANDAR	9651144639	NO

		MONMAHAN KIRANA STORE	NOT PROVIDE		YES
		NEW GIRIRAJ MEDICAL STORE		6388258556	YES
		AKRAM GENERAL STORE		9795026980	YES
		TARAK PROVISION		9889343220	NEW OUTLI
		MAN MAHAN GENERAL STORE		8418053790	NEW OUTLI
		ANIRANDHAN STORE		8545928820	YES
		RAKHI MEDICAL STORE		9454904705	NO
		SANTOSH PROVISION STORE	NOT PROVIDE		NO
		KAJAL FAST FOODS		6588745233	YES
		JAP TRIDERS	NOT PROVIDE		YES
		KRISHNA CONFECTIONERY		9452265184	NEW OUTLI
		MAHAL DAIRY		8400496620	YES
		HARIYAN KIRANA STORE		94511307719	YES
		LATHU SWEETS		9540775113	YES
		VIRKY KIRANA		9616248450	YES
		UVI PROVISION STORE		9795379032	YES
		AVIKA PROVISION STORE		7860107436	NEW OUTLI
NARIA BAZAR		JALAN CHACHA DUDH VANDAR		9028161572	YES
		ATAL KIRANA STORE		7907630081	YES
		MULLAI KIRANA STORE		7525886329	YES
		ASRAH KIRANA STORE		6393136882	YES
		IBRAHIM KIRANA STORE	NOT PROVIDE		YES
		MAJOR KIRANA STORE		9557469080	YES
		SOM GENERAL STORE		9519385200	YES
		ANI KIRANA STORE		9795456060	YES
		MANOJ KIRANA STORE		6392872709	YES
		PABAJ KIRANA	NOT PROVIDE		YES
		SHIVAM KIRANA		9335383567	YES
		BALAJI MEDICAL		9170717274	NO
		SAVITRI KIRANA		7985025594	NO
		PREVUT KUMAR STORE		9889567268	YES
		SANDEHYA MEDICAL STORE		9455673374	YES
		UMESH KIRANA STORE	NOT PROVIDE		NO
		AMA KIRANA STORE		8318975875	NO
		KRISHNA KIRANA STORE		9452608964	YES
		DURGHA MISTI BHANDAR		8004801623	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		9026029245	NEW OUTLI
	SALINI GENERAL STORE		9935490878	YES	
	SUNIL ROY	NOT PROVIDE		NO	
	AJESH SAU		7060530651	NEW OUTLI	

		SHIVANJU CONFECTIONRY	7084395821	NEW OUTLI
		HARI MANDAL	9454823886	YES
DATIA GATE		MUKESH KIRANA	NOT PROVIDE	NO
		KOLSHIK PROVISION	9794813271	YES
		ARABINDA KIRANA	8269747049	YES
		SANJAY KIRANA STORE	9696958017	YES
		HARI VANDAR KIRANA	9536331662	NO
		VAISHNO PHARMACY	9044781789	YES
		ANIL KIRANA STORE	NOT PROVIDE	NO
		HARDU KIRANA	70097544999	YES
		AMANDHYA KIRANA STORE	7905589214	YES
		RAJU DUDH BHANDAR	8304953276	NO
		PRITAM BARA SWEETS	6902962897	NO
		SRI HARIHAR MADER	NOT PROVIDE	NEW OUTLI
		DIPAK KIRANA STORE	9450989596	NEW OUTLI
		KRISHNA KIRANA STORE	8794382654	YES
		LAXMI KIRANA STORE	NOT PROVIDE	YES
		PURBA KIRAN STORE	8506248414	BUTTER OR
		GURUKRIPA GENERAL STORE	8386448717	NEW OUTLI
		JAI BAJRANG MEDICAL STORE	7052901300	NEW OUTLI
		MA PITAMBAR STORE	7064300252	YES
		HARIAN KIRANA	7238832977	NO
		KALASH KIRANA STORE	NOT PROVIDE	YES
		PROLAPATI KIRANA STORE	8940039853	NO
		SHIVAM KIRANA STORE	NOT PROVIDE	NO
		LABI MEDICAL STORE	7051845017	YES
		JAI MAA PITAMBAR MEDICAL STORE	NOT PROVIDE	YES
		USHA KIRANA STORE	7394817056	YES
		HARI KIRANA STORE	8838975400	NEW OUTLI
		SOURAV KIRANA STORE	8299497273	YES
		SANJAY SWEETS	9450977976	NO
		MAHARUPTA MEDICAL STORE	9618251260	YES
		SAYAN PAL	9452799019	YES
		SACSAM MEDICAL STORE	9721456486	NEW OUTLI
		ANIL KIRANA STORE	6386702392	YES
		BARSHA KIRANA STORE	9837706342	YES
		BANDANA KIRANA STORE	8888521000	NO
	PERSONAL MEDICAL STORE	894886209	YES	
	MAA STELA KIRANA STORE	9452905575	YES	
	ABHISHEK KIRANA STORE	9755812675	YES	
	PUPA MADICAL STORE	7548997576	YES	
	OM KIRANA STORE	7607904020	NO	
	KASRAHAI FUSALE	9026726813	NO	
	S K CHICKEN BIRYANI	7392983316	YES	

		GOPAL GENERAL STORE	8004270338	YES
		JOLLY KIRANA STORE	5690489683	YES
		BANISAL KIRANA STORE	6392158756	NEW OUTLI
		MOHINI KIRANA	9450033160	YES
		MAKAL GENERAL STORE	9452907518	NO
		KAJAL COLD DRINKS	NOT PROVIDE	NO
UNNAO GATE		CHATESWALAAR KIRANA STORE	8399201060	NO
		SANGAY GENERAL STORE	8765300145	YES
		SHIVAM KIRANA STORE	7960407027	NO
		RADHA RADHA KIRANA STORE	9473756551	NO
		MUKASH FOOD	7974044435	NEW OUTLI
		PRARMESH VIRAMA STORE	8707729128	YES
		PANKUMARI KIRANA	9125348314	NO
		NEW MANNA SADIH KIRANA STORE	9454087937	YES
		SRIBALAJI KIRANA STORE	NOT PROVIDE	NO
		KESAW KIRANA STORE	9453170068	NO
		MELAM KIRANA STORE	8795829570	YES
		ANJALI PROVISION STORE	8822960780	NO
		TAGDEEP KIRANA STORE	NOT PROVIDE	NO
		S K KIRANA STORE	9936567048	YES
		RAHIT ENTERPRIZE	7907148951	ORDER
		BAGHAB STORE	8433295341	NEW OUTLI
		CHANDNI ICE CREAM	8795022894	NO
		ANIL KIRANA STORE	9158764297	YES
		SHIVANI KIRANA STORE	8575851460	YES
		AARASH SAU	NOT PROVIDE	YES
	SHIVAM KIRANA STORE	9179544594	NO	
	NARAYAN JHILSH WALA	8990133877	NO	
BARA GATE		NARA BHARAT MEDICAL STORE	9125227590	NO
		LOVELY SWEETS	NOT PROVIDE	YES
		JAY HIND MEDICAL STORE	8736866861	YES
		PUJA KIRANA STORE	9332145687	YES
		LUCKY HOTELS	6394820419	YES
		NK MEDICAL STORE	6307344687	NO
		SURYA KIRANA STORE	9519402821	YES
		NERAJ PROVISION STORE	8887839752	NEW OUTLI
		SHV GENERAL STORE	9935800733	NO
		ANJALI KIRANA STORE	6352819908	YES
		SHINADI MEDICAL STORE	9125508284	NO
		BHANTYAM MEDICAL STORE	8924800010	NO
		RAJU MEDICAL STORE	9452400002	YES
		BALAJI MEDICAL STORE	7460041208	YES
		DIFIKA KIRANA STORE	8771557658	YES
		JIN KIRANA STORE	8985010037	NO

	JAY PRAKASH AGARWAL	9452591130	NO
	BANI KIRANA STORE	9450003948	YES
	PULIA GENERAL STORE	7307950248	NO
	PAPPU PROVISION STORE	NOT PROVIDE	NO
	MAHAKAL KIRANA STORE	7154828477	YES
	DIPKA TREDERS	8853979930	NEW OUTLI
	MAA PRITAMBARA PROVISION STORE	9453625656	NO
	KRIPAL DARSAMN STORE	NOT PROVIDE	NO
	VISALS FOODS	9889935272	NO
	RITU KIRANA STORE	8196282225	YES
	MAA PAPPA KIRANA STORE	NOT PROVIDE	NO
	MANSI MISTANNA BHANDAR	6394469204	NO
	HARIKA MEDICAL STORE	9360972396	YES
	AKANSHA KIRANA STORE	9754252655	YES
	MANNI KIRANA	7860355477	YES
	RAM BABU KIRANA STORE	9415280100	NO
	NEW CHAYA KIRANA STORE	9506038333	YES
	SAM HOTELS	9889753887	NO
	MAHESH PAN VANDAR	9704465113	YES
	KITA GENERAL STORE	844604280	NEW OUTLI
	PRAYARS BREAKERY	7618880006	YES
	GUMNAM KIRANA	NOT PROVIDE	NO
	SRI KIRANA STORE	NOT PROVIDE	NEW OUTLI
	SAKSHI GENERAL STORE	NOT PROVIDE	NO
	PRIVA MEDICAL STORE	7007376752	YES
	KALDEP KIRANA STORE	9125607332	YES
	AMIR KIRANA STORE	9140134733	YES
	MANSI KIRANA STORE	NOT PROVIDE	NO
ORCHA GATE	SURESH KIRANA STORE		YES
	MAHAKAL MADICAL STORE	9140894810	YES
	VIDYANAGALI	9853069079	NO
	UNIC MADICAL STORE	9735566863	YES
	GANTI STORE	8806330174	YES
	CHANCHAL KIRANA STORE	NOT PROVIDE	NEW OUTLI
	MAHAJ KIRANA STORE	8805488833	YES
	RAJ KIRANA STORE	8726184344	NO
	TALAJ MADICAL STORE	9889363852	YES
	VABANDAR SAHODKIRANA STORE	9795160811	NO
	RISHAN KIRANA STORE	NOT PROVIDE	YES
	AMIT KIRANA STORE	9003961047	YES
	R D CALI AND PASTRY	8860158627	YES
	JAY MA KALI KIRANA STORE	8808359999	NO
	NITIN TEREDHS	9454003010	NO
SAHOO KIRANA STORE	6588353004	NO	

		AMVIND TREDERS	NOT PROVIDE	NO
		BINOD PAKRE	9454880478	YES
		MAHOT KRANA STORE	9556157954	NEW OUTLI
			8840894132	
SANYA GATE		GARUNHI PROBLIAN STORE	267822334	NO
		SUBALDASKRANA STORE	9450078147	YES
		RABI KRANA STORE	8961521361	YES
		BRADENI SARDESH	8707305721	YES
		PRATVA KRANA STORE	NOT PROVIDE	YES
		SRI BALAJI KRANA STORE	9451267620	YES
		MITALMADICAL STORE	9889624944	YES
		SHIVHARE SWEET	87387052889	NO
		FANCI DAWNYA HOUSE	9458075337	YES
		SRI RAM FANCI MADICAL STORE	2704955550	NO
		SRI PREM MADICAL STORE	7965736650	YES
		JAI DURGA MADICAL STORE	6307205517	YES
		NEW VARIETY MADICAL STORE	NOT PROVIDE	NO
		RUDHA MADICAL STORE	9452252313	NO
		NEW AMIYAN MADICAL STORE	8795646817	YES
		CHORASIA KRANA STORE	NOT PROVIDE	NO
		CHORASIA TREDERS	6303889601	NEW OUTLI
		TRIPOT KRANA STORE	9458956775	NO
		RESAW CHORASIA KRANA STORE	NOT PROVIDE	NO
		GHANSAM BATHERS	9559056706	YES
	SANU PRAVDAN STORE	NOT PROVIDE	YES	
	GURU KRIPA LASSI	7176862809	NO	
LAXMI GATE		SANUB KRANA STORE	6303891948	YES
		NEW TIWARI MADICAL STORE	7378860122	YES
		DIPAK PROVDON STORE	NOT PROVIDE	NO
		BHITAL PHARMACY	6376091546	YES
		VAMU KRANA STORE	NOT PROVIDE	NO
		MR S CANTAATIANARY	28608960588	NO
		MAYUN KRANA STORE	NOT PROVIDE	YES
		NIRMAL KRANA STORE	9532912901	YES
		RAHUL KRANA STORE	9455013484	YES
		PARAMENTAL KRANA STORE	9795409664	NO
			NOT PROVIDE	NO
		ADHARSH KRANA STORE	NOT PROVIDE	YES
		RADHA KRANA STORE		

AMUL DAIRY PRODUCT :-



19





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DISTRIBUTION CHANNEL

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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 .

