



**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. Putul Gochhait** has successfully completed her training program of four weeks with GCMMF Ltd., Gwalior. Her training tenure was from 16<sup>th</sup> May, 2022 to 17<sup>th</sup> June, 2022.

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

Wishing her all the best for the future.



Branch Manager,  
GCMMF Ltd.  
Gwalior

# INDUSTRIAL TRAINING REPORT



**Gujarat Co-operative Milk Marketing Federation Ltd.**

Date – 16<sup>th</sup> May – 17<sup>th</sup> June

Bansal Traders

Sipri bazar, Jhansi, 284002



# Amul

## The Taste of India

### **SUBMITTED BY:-**

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**Mugberia Gangadhar Mahavidyalaya**

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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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## 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 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**

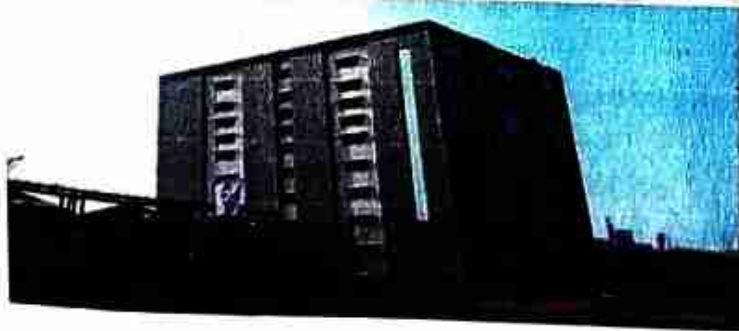
**The first plant is at Anand, which engaged in the manufacturing of milk ,butter ,ghee,milk powder, flavoured milk , lassi and buttermilk .**



**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 whtener**

**Amulya dairy whtener**

**C. Amul fresh milk :-**

**Amul tazza toned milk**

**Amul standardised milk**

**Amul Mithalmate**

**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. Cheeses:-**

**Amul pasteurized processed cheese**

**Amul cheese spread**

**Amul emmental cheese**

**Amul pizza mozzarella cheese**

**E. For cooking**

**Amul ghee**

2



**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	Crato price	Per Pouch Margin	Per Crato Margin	Per pouch price	Retailer's Price	
GOLD	6*2 Ltr	116	6	696	4.03	24.00	112.00	672.00
	12*1 Ltr	59	12	708	1.75	21.00	57.25	687.00
	34*500ML	30	24	720	0.85	21.00	29.13	699.00
	60*160ML	10	60	600	1.03	60.00	9.00	510.00
TAAZA	6*2 Ltr	96	6	576	4.03	24.00	92.00	582.00
	12*1 Ltr	49	12	684	1.75	21.00	47.25	567.00
	34*500ML	25	24	600	0.85	21.00	24.13	579.00
	50*200ML	10	60	600	1.03	50.00	9.00	450.00
DTM	12*1 Ltr	43	12	516	1.75	21.00	41.25	495.00
	34*500ML	22	24	528	0.85	21.00	21.13	307.00
	50*230ML	10	50	500	1.03	65.00	8.70	435.00
COW MILK	12*1 Ltr	51	12	612	2.25	27.00	48.75	561.00
	34*500ML	26	24	624	1.13	27.00	24.88	597.00
BULK PACK	Gold 2*6 Ltr	360	2	720	7.23	69.00	92.25	622.00
	Tazza 2*6 Ltr	300	2	600	7.23	73.20	41.00	502.80
BUTTER MILK	ABM 12*850ML	20	12	240	1.37	16.44	18.63	223.56
	ABM 24*500ML	13	24	312	0.73	16.80	12.30	295.20
	SBM 30*370ML	10	30	300	1.03	30.00	9.00	270.00
MASTI DAHI	M. DAHI POUCH 30*200G	15	30	730	1.14	57.00	15.86	693.00
	M. DAHI POUCH 24*300G	28	24	672	2.48	99.52	25.52	612.48
	M. DAHI POUCH 10*1KG	63	10	630	7.35	31.00	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 36*180G	10	36	560	1.03	26.00	9.00	304.00
MASTI DAHI CUP	M. CUP 24*200G	20	24	480	1.10	50.10	17.90	429.60
	M. CUP 54*350M	10	54	540	1.03	51.00	9.00	486.00
PREMIUM DAHI CUP	P. CUP DAHI 12*400G	55	12	660	15.95	191.40	39.05	468.60
1kg 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	524.06	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 :-**

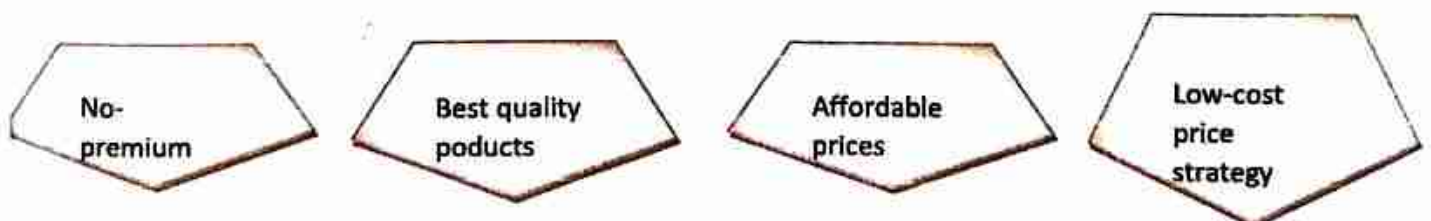
Every since its foundation , Amul has constantly developed itself in staying relevant for all these years in the minds of consumer .

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

### **Customer Target :-**

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

### **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**



8%

Dabur Honey

Patanjali Honey

### 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).

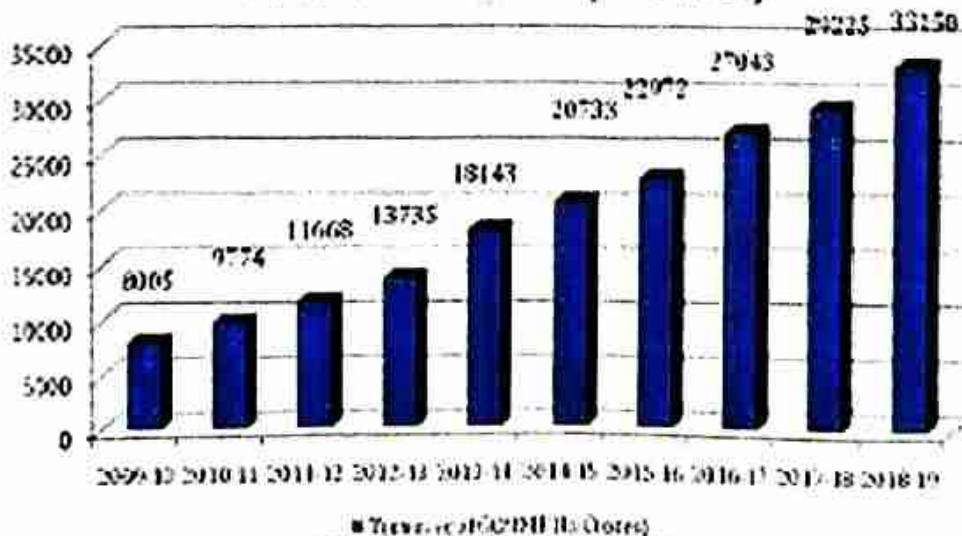
GCMMF had registered a sales turnover of Rs 38,542 crore in 2019-20, a rise of 17 percent as compared to the previous financial year.

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	9925432069	NEW OUTLET
		RAJ BIHARI STORE	8455212963	YES
		ZEE LAB PHARMACY	9473581250	NO
		NEW SHRAM CHART	9795325480	NEW OUTLET
		SAMARIA DAIRY	7879351534	YES
		SILVER SPON	9415081179	YES
		DEB MEDICAL STORE	7007881737	NO
		N.P. PROVISION	7860844858	YES
		SHIV RESTURANT	7755017441	YES
		RAJU DEPARTMENTAL STORE	9925666223	YES
		BALAJI STORE	9236099070	YES
		GOVANSI PUJA SAMAN KHARID KENDRA	9453665070	YES
		KAN RAJA DEPARTMENTAL STORE	9306289536	NEW PROD
		TEWARI GENERAL STORE	9925156887	YES
		BALAJI DUDH BHANDAR	9925140755	NO
		RAMA PHARMACY MEDICAL STORE	9532967688	NO
		AVI STORE	8610680147	NO
		NEW PUJA KIRANA STORE	880881147	YES
		ATRI MEDICAL STORE	8004488545	NO
		MANAJ SWEETS AND CHELARAM	9510436336	NO
		AGARWAL KIRANA STORE	7607889511	YES

**SIPRI  
MARKET**

		NEERAJ PROVISION STORE	8932993803	YES
		AMBAY PROVISION STORE	9450081791	YES
		ASHOK PANS STORE	8875618777	NEW OUTLI
		PT.KEWAL RAMN SWEETS AND SNAKS	9415945833	NEW OUTLI
		ARTI KIRANA PROVISION STORE	9453426063	YES
		SHRI AMUL SHOP	9598751079	YES
		MANGALAM KIRANA AND GENERAL STORE	8115713519	NEW OUTLI
		MANOJ PROVISION STORE	9935156883	YES
		AGRAWAL FOODS	7607515761	NEW OUTLI
<b>BRIGEDI</b>		NIRANJAN SHOP	9453205280	YES
		BAJRANGI SHOP	9925744760	YES
		MAHAKAL SUPER MART	7007203206	NEW OUTLI
		PURNIMA DUDH BHANDAR	62966953254	NO
		PRATVA STORE	9453909269	YES
		ASHIS KIRANA REBAK PROVISION STORE	6364563548	YES
		ARSHI STORE	6306076532	NEW OUTLI
		TRIDEVI PROVISION STORE	6392209506	NO
		OM KIRANA STORE	NOT PROVIDE	NO
		BAJPAI STORE	7237936655	NEW OUTLI
		KRISHNA STORE	9453137456	YES
		SHIVA MEDICAL STORE	9236089292	NO
		NIRAJ STORE	NOT PROVIDE	NO
		LAXMINARAYAN DEPARTMENTAL STORE	9415113102	NO
		BAJPAI MILK STORE	8887934081	NEW OUTLI
		PRYANKA KIRANA STORE	9506523476	NO
	<b>SIPRI MARKET</b>		ANUSKA DUDH BHANDAR	NOT PROVIDE
		SHRI BANKE BIHARI II STORE	8738038960	YES
		BANYA KRISHNA STORE	NOT PROVIDE	NO
		HIND MEDICAL STORE	8601531592	NEW OUTLI
		SHYAM DUDH BHANDAR	9415506374	NEW OUTLI
		TRIVEDI PROVISION STORE	6296523362	NO
		SUNIL KIRANA STORE	6386991513	NO
		NATHURAM KIRANA STORE	7007816373	YES
		R.M.B. SWEETS	9651281097	NEW OUTLI
		NEW GUPTA MISTANNA VANDAR	8840334684	NEW OUTLI
		AGARWAL MEDICAL STORE	9453030760	NO
		SRI BANKE BIHARI II MEDICAL STORE	9888161716	YES
		SITARAM RAJKUMAR MEDICAL STOTRE	9236162464	NO
	SRI KRISHNA DAIRY	7355938348	YES	
	RAM CHANDRA PANJABI KIRANA STORE	9473522488	YES	
	GUPTA CHEMIST	7007366127	YES	
	MANGALAM SWEETS	9415657346	YES	
	MAHORI KIRANA STORE	9208287839	YES	
	BHARATI MEDICAL STORE	7651823756	YES	

		BARSHA GENERAL STORE	8335297551	NEW OUTLI
		MITHLI KIRANA STORE	9208133317	YES
		RADHA SAM STORE	NOT PROVIDE	YES
		LAHARIYA KIRANA STORE	9532819233	YES
		SURESH KIRANA STORE	8808807647	YES
		JAY AMBE KIRANA STORE	NOT PROVIDE	YES
		BHINDRASINI DEVI GENERAL STORE	8299548113	NO
		SAKSINA TREDERS	7985256337	NEW OUTLI
		KELAS KIRANA	9506354738	NO
		SHOP DHAMRI	6382816277	YES
		RAJENDRA STORE	7275794532	NO
		RANTI PROVISION	7428568901	YES
		ANSUL STORE	6307132206	YES
		BANTI PROVISION	9889106645	NEW OUTLI
		DEB MEDICAL STORE	7007861737	NO
	<b>MANIK CHAK</b>	NARESH STORE	9450070654	YES
		JAIN KIRANA	9532914783	YES
		PANMAHENT GIRLAL STORE	7755026780	YES
		AGRAWAL MEDICAL STORE	9935861343	NO
		SARKAR ROS BHANDAR	8705350046	YES
		CHANDHA MEDICAL STORE	9453881468	YES
		GOURAV PROVISION STORE	7018842018	YES
		MANOJ TREDERS	9451837679	YES
		NEW PARWATI AGENCY	7052156804	NEW OUTLI
		MANISH MANDI	9450080354	YES
		AJAY LATHA STORE	9454569004	YES
		GOPAL TREDERS	9076982482	YES
		PRADEEP TRADERS	9473889282	NEW OUTLI
		BABUJI ENTERS	8787075738	YES
		DHIRAJ SAU	9889080356	NO
		SUSH KIRANA	8298725780	YES
		JP TREDERS	7007222908	YES
		SEVAB CONFECTIONRY	8318122793	YES
		GURUKANAK CONFECTIONRY	8318761966	NO
		RAJESH KIRANA STORE	9457832972	YES
		SEED VESLIE	8770862855	YES
		PARBATI SHOP	9751571098	NO
		BALAJI SWEETS	8785158617	YES
		SWAAN MEDICAL	9140318796	NO
		ANNYAPURNA TREDERS	8808493872	YES
		PREM PROVISION STORE	9451832003	YES
		ANIL BHANDAR	9450066705	YES
		S.K TREDERS	8726450020	NO
		TRIBEDI PURI WALE	9415815638	NEW OUTLI



	OM PRAKASH KIRANA	NOT PROVIDE		NO
	INDRAKUMA STORE		053272730	NO
	PRAKASH STORE		9532819282	NO
	SIDHASYAR MAWAVA VANDAR		8576889215	YES
	DIPAK KIRANA		9132403930	YES
	SR ENTERPRISE		8349874208	NO
	NAMIT KIRANA STORE		9452482397	NO
	SAINATH THE AGENCY		9336269001	NEW OUTLI
	SHIBSANKAR KIRANA		7355058492	YES
	MAHAVIR MEDICAL STORE		9450039451	NEW OUTLI
	SRIRATAM SEALS		7000363418	NO
	SAIGRHAYDO STORE		8140375299	NEW OUTLI
	HAREKRISHNA TREDERS		9415588051	YES
	ARIYAN MEDICAL STORE		9005985059	NO
	SARVIKIRANA		8839974251	YES
	RAKESH SOLTU KIRANA		9935314384	YES
	DILRAJ KIRAN A		9935446800	YES
	LALIDHAM STORE		9415713538	YES
	SAYALI PROVISION STORE		9836029442	YES
	SYAM KIRANA		9415179772	NO
	SATISH CHANDRA AGARWAL		8880271371	NEW PHOD
	SUNIL PROVISION STORE		9415227939	NO
	AMAN MEDICAL		9956130565	NO
	SANDIP KIRANA		9935954768	NEW OUTLI
	CHOCIA KIRANA	NOT PROVIDE		YES
	SRESAM NAMON VANDER		8840019150	NEW OUTLI
	OM CONFECTIONRY STORE		9451794773	YES
	SHIV HOTELS		9451829424	YES
	PAWAN CONFECTIONRY		8839100557	YES
	AYASHA STORE		9415112663	NO
	JAY AMBE TREDERS		9198122248	YES
	P.S. TREDERS		8236742443	NO
	RAJU KIRANA STORE		9452030423	YES
	ARUN KIRANA STORE		9532401797	YES
	DHUB CAPITALS STORE		6307232815	NO
	SUNIL KIRANA STORE		8542028291	YES
	RAHUL MASLA STORE		7388966455	YES
	DIPAK PROBMAN STORE		7052814264	YES
	LUCKY KIRANA STORE		8887545402	YES
	AMUNA PROVISION STORE	NOT PROVIDE		YES
	CHAURISA PAN VANDAR		8765541520	NO
	RAMU KIRANA STORE		9415168979	YES
	NATIONAL DUDH VANDAR		9783124326	NO
	RAJU CHAURISA		7054431668	YES

	TRIPATHI TRESERS	9809288961	NEW OUTLI
	RAHUL CONFECTIONRY	9793188699	NO
	NEW PARWATI AGENCY	9456011804	NEW OUTLI
	MAA CONFECTIONRY STORE	9518750630	NO
	DIPAK RAI STORE	7355466471	NEW OUTLI
	GURLUNAMAK CONFECTIONRY	8005152268	YES
	GORIND AND SONS	8318747121	YES
	RAJU KIRANA STOTRE	9956036443	YES
	BIPIN PROBHUAN STORE	8299315675	NEW OUTLI
	DEBENDRA KIRANA STORE	9956204294	NO
	ASTA STORE	9236232126	YES
	RANIYA DUDH VANDAR	8095615481	NO
	RAI DAIRY	7376066033	NEW OUTLI
	SAYANI MEDICAL STORE	9838065645	NO
	DOIT HOMEOPATHIC	9415389806	NO
	AMAL LAL ICECREAM VANDAR	9415582336	NO
	ANANT PROBHUON	9398475884	YES
	GOMTI MEDICAL STORE	6307219959	NEW OUTLI
	UMESH DUDH VANDAR	8726159019	NO
	RAMESH DAIRY AND SWEETS	8004894179	NO
	ARCI ANSUL STORE	NOT PROVIDE	NO
	MAMAJ PROVISION	NOT PROVIDE	NO
	ANRIT MANIK PUJA STORE	9453472585	NEW OUTLI
	SONAM GENERAL STORE	NOT PROVIDE	NO
	LITAM ICECREAM	9884477840	YES
	DIPKA PROBHUON STORE	945518001	YES
	CHANDRAPALI PROVISION STORE	9454960155	YES
	ANYAPURAN BAKERS	7800500819	YES
	PAPEN PROBHUON STORE	8887871566	YES
	SAPAL KIRANA STORE	NOT PROVIDE	YES
	GAJANAN CONFECTIONRY	7819894441	YES
	GAURAV CONFECTIONRY	9415870489	YES
	DANGERS BROTHERS	9621400346	NEW OUTLI
	DIVYA TREDERS	7000182485	NEW OUTLI
	GAJANAN KIRANA STORE	8127818722	YES
<b>BARA BAZAR</b>	CL AGARWAL STORE	9336503452	YES
	RAJIB GUPTA	9450078246	YES
	ANJAN MEDICAL STORE	9005985069	NO
	BHAIYA TREDERS	9454818399	NO
	ASANA PROBHUON STORE	7905832072	YES
	DM BREDERY	8960301713	NEW OUTLI
	DEBENDRA BROTHERS	9450069679	YES
	RAVI KIRANA	8009731123	YES
	RAJU MITHAI BHANDAR	9451564639	NO

		MONMAHAN KIRANA STORE	NOT PROVIDE	YES
		NEW GIRIRAJ MEDICAL STORE	6388258556	YES
		AKRAM GENERAL STORE	9795026980	YES
		TARAK PROVISION	9889242220	NEW ODTLI
		MAN MAHAN GENERAL STORE	8418053790	NEW ODTLI
		ANIRANDHAN STORE	8545928820	YES
		RAKHI MEDICAL STORE	9454904705	NO
		SANTOSH PROVISION STORE	NOT PROVIDE	NO
		KAJAL FAST FOODS	6388745293	YES
		JAP TREDERS	NOT PROVIDE	YES
		KRISHNA CONFECTIONRY	9452205184	NEW ODTLI
		MAHAL DAIRY	8400489629	YES
		HARIYAN KIRANA STORE	94511307719	YES
		LATHU SWEETS	9140775113	YES
		VIKKY KIRANA	9616248450	YES
		UVI PROVISION STORE	5795379032	YES
		AVIKA PROVISION STORE	7860107436	NEW ODTLI
	<b>NARIA BAZAR</b>	LALAN CHACHA DUDH VANDAR	9026161572	YES
		ATAL KIRANA STORE	7007620281	YES
		MULLAI KIRANA STORE	7525886339	YES
		ABRAH KIRANA STORE	6393136882	YES
		IBRAHAM KIRANA STORE	NOT PROVIDE	YES
		MAJOR KIRANA STORE	9557469090	YES
		SONI GENERAL STORE	9519385200	YES
		ANI KIRANA STORE	9795456060	YES
		MANOJ KIRANA STORE	6392872708	YES
		PABAJ KIRANA	NOT PROVIDE	YES
		SHIVAM KIRANA	9335381567	YES
		BALAJI MEDICAL	9170717274	NO
		SAVITRI KIRANA	7985925594	NO
		PRIVUT KUMAR STORE	9889587268	YES
		SANDHIYA MADICAL STORE	9455673374	YES
		UMESH KIRANA STORE	NOT PROVIDE	NO
		AMA KIRANA STORE	8318575375	NO
		KRISHNA KIRANA STORE	9452608964	YES
		DURGA MISTI BHANDAR	8004481623	NEW ODTLI
		HOMEME COLD DRINKS	7905303768	YES
		FAJHAN MEDICAL STORE	9839316394	YES
		MANDI KIRANA STORE	6307431280	YES
		ROHIT PROVISION STORE	8830390871	NEW ODTLI
	SHREYA KIRANA STORE	9026629245	NEW ODTLI	
	SALINI GENERAL STORE	9935490878	YES	
	SUNIL ROY	NOT PROVIDE	NO	
	AJESH SAU	7080538651	NEW ODTLI	

		SHIVANJU CONFECTIONRY HARI MANDAL	7084395821 9454823886	NEW OUTLI YES
DATIA GATE		MUNESH KIRANA	NOT PROVIDE	NO
		KDUSHIK PROVISION	9794813371	YES
		ARABINDA KIRANA	9368747043	YES
		SANJAY KIRANA STORE	9688958017	YES
		HARI VANDAR KIRANA	9936331662	NO
		VAISHNO PHARMACY	9044781789	YES
		ANIL KIRANA STORE	NOT PROVIDE	NO
		HARDU KIRANA	70097544999	YES
		ANANDHYA KIRANA STORE	7905589214	YES
		RAJU DUDH BHANDAR	8304353276	NO
		PRITAN BABA SWEETS	8392962897	NO
		SRI HANMAR MADES	NOT PROVIDE	NEW OUTLI
		DIPAK KIRANA STORE	9450503336	NEW OUTLI
		KRISHNA KIRANA STORE	9794383664	YES
		LAXMI KIRANA STORE	NOT PROVIDE	YES
		PURBA KIRAN STORE	9506248814	BUTTER OR
		GURURUPA GENERAL STORE	6386448717	NEW OUTLI
		JAI BAJRANG MEDICAL STORE	7052581300	NEW OUTLI
		MA PITAMBAR STORE	7084280252	YES
		HARIAM KIRANA	7388832977	NO
		KALASH KIRANA STORE	NOT PROVIDE	YES
		PROJAPATI KIRANA STORE	8840035653	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	9832975400	NEW OUTLI
		SOURAV KIRANA STORE	8259497273	YES
		SANJAY SWEETS	9450077376	NO
		MAHARUPYA MEDICAL STORE	9616251260	YES
		SAYAN PAL	9452700013	YES
		SACSAN MEDICAL STORE	97214564406	NEW OUTLI
		ANIL KIRANA STORE	6386202382	YES
	BARSHA KIRANA STORE	9657706342	YES	
	RANDANA KIRANA STORE	988852000	NO	
	PERSONAL MEDICAL STORE	8934806203	YES	
	MAA SITALA KIRANA STORE	9453906675	YES	
	ABHISHEK KIRANA STORE	9753812675	YES	
	PUPA MADICAL STORE	7543997576	YES	
	OM KIRANA STORE	7607904020	NO	
	KASBANAM FUMBLE	9026726813	NO	
	S K CHICKEN BIRYAN	7382893316	YES	

		GOPAL GENERAL STORE	8004270338	YES
		JOLLY KIRANA STORE	9696480683	YES
		BANISAL KIRANA STORE	6392158756	NEW OUTLI
		MOHINI KIRANA	9450039160	YES
		MAKAL GENERAL STORE	9452907518	NO
		KAJAL COLD DRINKS	NOT PROVIDE	NO
<b>UNNAO GATE</b>		CHATESWALAAR KIRANA STORE	8299281060	NO
		SANSAY GENERAL STORE	8765300145	YES
		SHIVAM KIRANA STORE	7080407027	NO
		RADHA RADHA KIRANA STORE	9473756551	NO
		MUKASH FOOD	7974044435	NEW OUTLI
		PRANMESH VIRANA STORE	8707739128	YES
		RANRUMARI KIRANA	9125348314	NO
		NEW MANNA SADH KIRANA STORE	9454087337	YES
		SRIBALAJI KIRANA STORE	NOT PROVIDE	NO
		KESAW KIRANA STORE	9453170068	NO
		NILAM KIRANA STORE	5795829570	YES
		ANJALI PROVISION STORE	8822950780	NO
		TAGDEEP IDEANA STORE	NOT PROVIDE	NO
		S K KIRANA STORE	9936567048	YES
		RAHIT ENTERPRIZE	7007148951	ORDER
		RAGHAB STORE	8431396341	NEW OUTLI
		CHANDNI ICE CREAM	5795022654	NO
	<b>BARA GATE</b>		ANIL KIRANA STORE	9258764797
		SHIVAM KIRANA STORE	8575831460	YES
		AAKASH SAU	NOT PROVIDE	YES
		SHIVAM KIRANA STORE	9170544594	NO
		NARAYAN KHUSH WALA	8860133877	NO
		NABA BHARAT MEDICAL STORE	9125227590	NO
		LOVELY SWEETS	NOT PROVIDE	YES
		JAY HIND MEDICAL STOTRE	872686881	YES
		PUJA KIRANA STORE	9332145687	YES
		LUCMY HOTELS	6894819419	YES
		NK MEDICAL STORE	6307344687	NO
		SURYA KIRANA STORE	9518402821	YES
	MIRAJ PROVISION STORE	8887839752	NEW OUTLI	
	SHIV GENERAL STORE	9935808733	NO	
	ANJALI KIRANA STORE	6352819908	YES	
	SHINAGI MEDICAL STORE	9125508284	NO	
	BHANTYAM MEDICAL STORE	8924800010	NO	
	RAJU MEDICAL STORE	9452400002	YES	
	BALAJI MEDICAL STORE	7460041209	YES	
	DIPIKA KIRANA STORE	8771557858	YES	
	JIN KIRANA STORE	8885030037	NO	

		JAY PRAKASH AGARWAL	9452581130	NO
		RANI KIRANA STORE	9450000948	YES
		PUJA GENERAL STORE	7307959248	NO
		PAPPU PROVISION STORE	NOT PROVIDE	NO
		MAHAKAL KIRANA STORE	7754828477	YES
		DHIKA TREDERS	8853978030	NEW OUTLI
		MAA PRITAMBARA PROVISION STORE	9453605656	NO
		KRIPAL DARSAMN STORE	NOT PROVIDE	NO
		VISALS FOODS	9889935772	NO
		RITU KIRANA STORE	829282225	YES
		MAA PAPP KIRANA STORE	NOT PROVIDE	NO
		MANSI MISTANNA BHANDAR	6394468014	NO
		HARIKA MEDICAL STORE	9260972396	YES
		AKANSHA KIRANA STORE	9754232655	YES
		MANRI KIRANA	7860355477	YES
		RAM BABU KIRANA STORE	3415260100	NO
		NEW CHAYA KIRANA STORE	9506038333	YES
		SAM HOTELS	5889753887	NO
		MAHESH PAM VANDAR	9794465113	YES
		KITA GENERAL STORE	8446064280	NEW OUTLI
		PRAYARS BREAKERY	7618880006	YES
		GUMRAM KIRANA	NOT PROVIDE	NO
		SRI KIRANA STORE	NOT PROVIDE	NEW OUTLI
		SAKSHI GENERAL STORE	NOT PROVIDE	NO
		PRIYA MEDICAL STORE	7007376752	YES
		BALDEP KIRANA STORE	9125607332	YES
		AMIR KIRANA STORE	9140134733	YES
		MANIS KIRANA STORE	NOT PROVIDE	NO
	<b>ORCHA GATE</b>	SURESH KIRANA STORE		YES
		MAHAKAL MADICAL STORE	9140894910	YES
		VIDYAANJALI	9653060073	NO
		UNIC MADICAL STORE	8735568963	YES
		GAMTI STORE	9305830174	YES
		CHANCHAL KIRANA STORE	NOT PROVIDE	NEW OUTLI
		MANAJ KIRANA STORE	9305488933	YES
		RAJ KIRANA STORE	8726184344	NO
		TALAJ MADICAL STORE	9889343652	YES
		VABANDAR SAHODKIRANA STORE	9795160811	NO
		RISHAN KIRANA STORE	NOT PROVIDE	YES
		AMIT KIRANA STORE	9889961047	YES
		R D CALLI AND PASTRY	8860156627	YES
		JAY MA KALI KIRANA STORE	8808359999	NO
		NITIN TEREDIRS	9454009010	NO
		SAHOO KIRANA STORE	6388359004	NO

		AMVIND TREDIRS BINDU PAKRE MAHOT KIRANA STORE	NOT PROVIDE 3454886478 9696157956 8840894132	NO YES NEW OUTLI
	<b>SANYA GATE</b>	GARURNH PROBIAN STORE SUBALDASKIRANA STORE RABI KIRANA STORE BRADEHRI SANDESH PRAATIVA IDEANA STORE SRIBALAH KIRANA STORE NITALMADICAL STORE SHIVHARE SWEET FANCI DAWAJYA HOUSE SRI RAM FANCI MADICAL STORE SRI PREM MADICAL STORE JAI DURGA MADICAL STORE NEW VARIETY MADICAL STORE RUDHA MADICAL STORE NEW AMYAN MADICAL STORE CHORACHIA KIRANA STORE CHORACHIA TREDERS TRIPOT KIRANA STORE KESAW CHORASIA KIRANA STORE GHANSAM BATHERS SAMU PRAVLIAN STORE GURU KRIPA LASSI	767822034 3450878162 8081521361 8707205721 NOT PROVIDE 3451267620 9889624944 87387052389 3450075337 7704955550 7965726650 6387093517 NOT PROVIDE 3452252313 8795646817 NOT PROVIDE 6393839601 3458956775 NOT PROVIDE 9558056706 NOT PROVIDE 7376662809	NO YES YES YES YES YES NO YES NO YES YES NO NO YES NO NO NEW OUTLI NO NO YES YES NO
	<b>LAXMI GATE</b>	SANUB KIRANA STORE NEW TIWARI MADICAL STORE DIPAK PROVLION STORE SHITAL PHARNACY VANU KIRANA STORE MR S CANTAATIANARY MAYUN KIRNA STORE NIRMAL KIRANA STORE RAHUL KIRANA STORE PARAMENTAL KIRANA STORE ADHARSH KIRANA STORE RADHA KIRANA STORE	6393859568 7376660322 NOT PROVIDE 6376091346 NOT PROVIDE 78008986588 NOT PROVIDE 9532912901 3455013484 9795409664 NOT PROVIDE NOT PROVIDE	YES YES NO YES NO NO YES YES YES NO NO YES

**AMUL DAIRY PRODUCT :-**



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# DISTRIBUTION CHANNEL:-



## **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 .**

