

'Amul' most trusted F&B brand in India: Report

Our Bureau



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Milk and milk products' brand, Amul has been ranked top in the consumer confidence as reported by Brand Trust Report for the year 2015. The home-grown food brand ranked first in the "Food and Beverages Category" followed by multinational beverages major Pepsi.

The F & B category has shown a significant change from the yester years when it was led by heavily advertised aerated drinks or Chocolate category brands.

R S Sodhi, Managing Director, Gujarat Cooperative Milk Marketing Federation Ltd, which markets Amul brand, said, "Brand Amul, has become an integral part of the lives of common man and is accepted as a true Indian brand. Amul has always tried to match up steps with the changing generations, endeavoured to be contemporary, yet at the same time maintaining its vision to provide quality products at affordable prices to the consumers."

In the overall ranking, Amul ranked at twelfth position, up from Rank 79 last year. The Brand Trust Report, the fifth in its series, is the result of a research conducted by TRA (formerly known as Trust Research Advisory).