

Dairy on Demand: Amul Goes Full Mode on Expansion Plans

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GCMMF, which markets the popular [Amul](#) brand of milk and [dairy products](#), is expanding its processing capacity and distribution reach to serve the market better, a top official said.

"We are expanding our processing within and outside Gujarat, and expanding distribution reach. We hope to increase the organised market share," said R S Sodhi, Managing Director Gujarat Co-operative Milk Marketing Federation (GCMMF).

The federation is investing Rs 800 crore to Rs 1,000 crore every year in [Gujarat](#) and outside the state and expects to invest about Rs 5,000 crore in the next five years, he said. Sodhi added that the company's focus continues to be the domestic market.

"Our focus continues to be [India](#). There is a double digit growth in product and volume in all our products in the country. Last year, there was a 12 per cent growth in volume and this year it is expected to touch 13 per cent," he said.

Amul, which is exporting its consumer products, including [cheese](#) and ghee, to countries where there is high concentration of NRIs like the US and Middle East, will continue to focus on the domestic market where the demand is growing, he said.

With a turnover of Rs 8,000 crore in 2009-10, [Amul](#) touched Rs 20,700 crore turnover mark in 2014-15 fiscal. It is now eyeing a turnover of Rs 50,000 crore in 2020-21, said Sodhi, who was here to participate in the '[National Milk Day](#)' celebrations to commemorate the 94th birth anniversary of Dr Varghese Kurien.

Launch of innovative, value-added new dairy products, expansion of fresh [milk](#) and milk products marketing operations to several new markets, besides expansion of distribution footprint through the vast network of stockists has led to quantum growth in Amul's business, he said. Amul expects its two new milk powder plants with 150 tonne per day capacity to be ready in another 18 months. When completed, these will be the biggest milk powder manufacturing plants in the country, he said.

Already, the federation has a capacity of 750 tonnes per day for milk powder manufacturing and when the two new plants get ready, the capacity would touch around 1,000 tonnes per day, he added.