

Amul products to hit US market soon

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The plant, located 350 miles away from New Jersey, is home-grown Amul's first manufacturing facility outside India.

VADODARA: Americans and the Indian diaspora there will finally get the 'Taste of India'. Kaira District Co-operative Milk Producers Union popularly known as Amul Dairy has started production of three dairy products at its US plant located at Waterloo village in upstate New York.

The plant, located 350 miles away from New Jersey, is home-grown Amul's first manufacturing facility outside India. The facility has been set up under a tripartite agreement between Amul Dairy, the Gujarat Co-operative Milk Marketing Federation (GCMMF) that markets brand Amul and New Jersey based NRI businessman Piyush Patel.

"After receiving Gujarat government's approval a fortnight back, we have started production of ghee (clarified butter), paneer (cottage cheese) and shrikhand (a sweet dish made of yogurt) at the US plant last week," said Amul Dairy's managing director Dr K Rathnam.

The facility spread over three acres set up by Patel with an investment of \$9 million has initial capacity of manufacturing 50 tonnes of shrikhand, 100 tonnes of paneer and 200 tonnes of ghee per month.

"Based on the response, we will increase ghee manufacturing capacity by 10 tonnes a day," said Rathnam, adding that in next six months, more products from Amul will be manufactured at the plant. "We have made the beginning and are presently test marketing the products which will hit retail stores in US anytime now," GCMMF's managing director R S Sodhi told TOI.