

## Amul turns to digital platform to sell milk products

Our Bureau



Infibeam to create special app for Amul

**Ahmedabad, Jul 8:** Come Gandhi Jayanti, the icon of cooperative movement, Amul will jump to the next generation retailing of milk and milk products. The Gujarat Cooperative Milk Marketing Federation (GCMMF) will sell its milk products through an exclusive digital platform provided by e-commerce major Infibeam.com.

“More and more consumers are shifting to e-commerce. We want to be present on all platforms. With this digital platform, we will be able to sell even perishable product like milk

online with same day delivery. The platform will be up and running by October 1," R S Sodhi, managing director, GCMMF told BusinessLine.

Besides the liquid milk, the other products include curd, butter, cheese, cottage cheese among others. Initially, the service will be made available only in Ahmedabad city.

Earlier this month, GCMMF executed an agreement with Ahmedabad-based Infibeam Incorporation to obtain online e-commerce and mobile platform with integrated logistics framework for on-demand customer purchase of Amul Products.

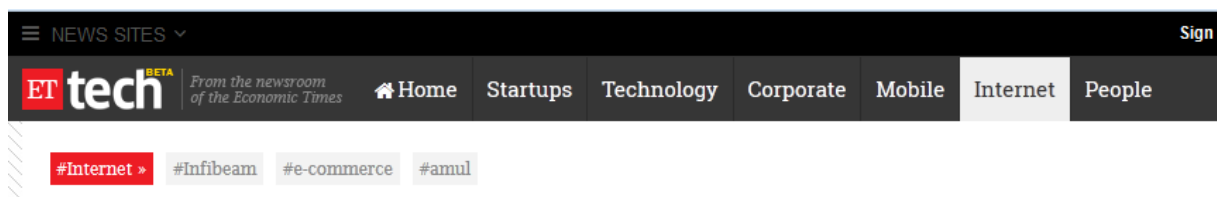
Amul would not need to make changes to its existing distribution network to meet the online demand. Infibeam will take the order and pass on to an Amul distributor, who will arrange the quickest delivery.

"Infibeam will make a special App for Amul and manage the logistics just the same as they do it for any other products. All the products will be supplied through our distributors as per order," he added. Amul already has presence across India with over 10,000 dealers and more than a million retail outlets.

It is for the first time, Amul would sell its milk products through exclusive e-commerce platform. Some of the Amul products are available on select e-commerce platform, but a full-fledged exclusive online B2C segment is a first for Amul.

Ahmedabad-based e-retailer, Infibeam is engaged in providing online retail services. The NSE-listed e-commerce player offers cloud-based, modular, customisable and scalable technology platform, e-commerce infrastructure and logistics support for a diverse universe of merchants, products and services.

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## Amul planning mobile app, e-commerce portal with Infibeam

In order to take its entire range of products, Gujarat Co-operative Milk Marketing Federation (GCCMMF), which markets milk and milk products under the Amul brand, has signed an agreement with Infibeam to develop e-commerce and mobile platforms.

[Kalpesh Damor](#) | TNN | Jul 08, 2016, 11.26 AM IST

Soon, consumers will be able to purchase all Amul products through an online portal and mobile phone application. India's largest dairy brand - Amul is all set to roll out its exclusive e-commerce platform over the next two months.



In order to take its entire range of products, Gujarat Co-operative Milk Marketing Federation (GCCMMF), which markets milk and milk products under the Amul brand, has signed an agreement with Ahmedabad-based e-commerce solution provider firm - Infibeam Incorporation Ltd - to develop e-commerce and mobile platforms.

"With consumer preference shifting to e-commerce, our objective is also to sell our products online. Customers will now have the option to purchase our products through e-commerce portal as well as mobile app. All Amul products including fresh milk, curd, butter, cheese etc. will be sold through our exclusive e-commerce platform and delivered to our customers' door steps," said RS Sodhi, managing director, GCMMF.

Ahmedabad will be Amul's testing ground for online sales. GCCMMF plans to extend the facility to more cities subsequently. "We plan to start the service from Ahmedabad within the next two months," added a senior official of the dairy co-operative.

Although some Amul products are already sold through some online retailers, this is the first time Amul has decided to sell its products through e-commerce and mobile platforms. "We supply our products directly to few e-tailers and online grocers. All our B2B business is online. However, for B2C, there will be exclusive platforms of Amul for on-demand purchase of our products," the official added.

Amul has marked its presence in various cities across the country through its vast network of 10,000 dealers and 10 lakh retailers, including franchise retailers.

The online venture assumes importance for Amul as its marketing body GCMMF has set a target of achieving sales turnover of Rs 30,000 crores by 2017-18. GCMMF's turnover increased by 11% to 23,004 crore for the fiscal 2015-16 from Rs 20,733 crore in 2014-15.