

Amazon to sell Amul products in US

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NEW DELHI: Global e-commerce giant Amazon will now ship Amul products to consumers in the US, a move that will help the Indian dairy major to increase its exports.

Under its partnership announced today, Amazon under its Global Selling programme will offer Amul's Ghee and GulabJamun to consumers in America. The range will gradually be increased to add other products like cheese and butter.

"There are 30 lakh Indian NRIs in the US. We have been exporting our dairy products to the US for the last 20 years but it was mostly to local stores with Indian population in the vicinity. With this partnership, we are targetting to reach every nook and corn of the American market," GCMMF (Amul) Managing Director R S Sodhi told PTI.

He added that Amul exports Rs 30-35 crore worth of dairy products to the US market annually.

"We are looking at increasing our export, which is 1-2 per cent of our turnover currently," he said.

GCMMF, which sells its products under the Amul brand, is owned by over 3.6 million milk producers. Its turnover stood at over Rs 23,000 crore in FY2015-16.

Amazon had launched its 'Global Selling Program' in India in May last year. It facilitates access for Indian sellers to sell their products to consumers across the globe.

The programme has witnessed 70 per cent increase in seller base as compared to last year with over 18,000 Indian sellers selling over 25 million products globally across nine of



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Amazon's global marketplaces.

The programme offers end-to-end solution that includes assisting sellers with imaging, logistics, tax advisory and remittance.

"We are excited to help fuel the brand's growth in the US market by offering unprecedented reach to consumers. Through this programme, we will offer Amul an end-to-end solution and help the brand cater to the growing appetite for quality Indian food products amongst global consumers," Amazon India Director and GM (Seller Services) Gopal Pillai said.