



## Amul attempts to make walk to milk booths redundant

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Business Standard reports GCMF MD R S Sodhi has said Amul will soon begin delivering its dairy products at consumers' doorstep. Observers of the dairy scene say this may render consumers' walks to dairy booths to buy milk and milk products a thing of the past.

Word is that dairy companies including Amul and Mother Dairy have decided to begin mobile applications to reach out to their buyers.

It is being claimed that the move is likely to increase sales but the margin of the bottom-line may reduce.

R S Sodhi, said Amul has begun test-marketing a mobile application in the Ahmadabad market.

Amul, however, has been experimenting with different modes of reaching out to its consumer since the 1990s. Around 1998-99, Amul had tried to connect with the consumer directly through emails.