

Amul a bigger brand than other FMCG companies: R.S. Sodhi

PTI : Sat, May 13 2017. 11 35 PM IST

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A file photo of Gujarat Cooperative Milk Marketing Federation (GCMMF) Ltd managing director R.S. Sodhi. Photo: Mint

Kolkata: Amul is a bigger brand than others in the fast moving consumer goods (FMCG) segment including transnationals, Gujarat Cooperative Milk Marketing Federation (GCMMF) Ltd managing director R.S. Sodhi claimed in Kolkata on Saturday.

Sodhi, who was in Kolkata to announce the official sponsorship of the New Zealand cricket team, said that Amul, a brand wholly owned by GCMMF, is also sold by 18,000 village cooperative societies outside the formal distribution

channel in Gujarat.

“If that is taken into account, the sales turnover of Amul is over Rs 38,000 crore, including the GCMMF revenue of Rs 27,000 crore, which is the highest in the FMCG segment,” Sodhi told reporters.

In its latest initiative Amul is planning to expand its chocolate production capacity by five times involving a cost of Rs150 crore, he said. GCMMF is also coming up with five new integrated plants in Gujarat, Mumbai, Pune and West Bengal, Sodhi said adding that the annual capital expenditure was Rs800 crore.

Sodhi said there were also plans to enter the markets of Tamil Nadu and Kerala. Setting a target of Rs 50,000 crore sales by 2021, Sodhi said that milk production volumes would be increased by 14 per cent yearly with a price increase of six to seven per cent.

