

Amul offers sponsorship to IOA for Rio Olympics 2016

The Gujarat Cooperative Milk Marketing Federation (GCMMF) will pay an amount of Rs 1 crore to the Indian Olympic Association (IOA) for the sponsorship

By: [PTI](#) | New Delhi | Published: June 29, 2016 4:09 pm



Rajeev Mehta, Secretary General, Indian Olympic Association and R S Sodhi, MD, Gujarat Cooperative Milk Marketing Federation (Amul), the official Sponsor of the Indian contingent for the Rio 2016 Olympic, during a news conference in New Delhi on Wednesday. PTI Photo

Dairy major Amul on Wednesday announced to sponsor the Indian contingent for Rio 2016 Olympic Games, to be held in August.

The Gujarat Cooperative Milk Marketing Federation (GCMMF), which sells its product under the brand Amul, will pay Rs 1 crore to the Indian Olympic Association (IOA) for the sponsorship.

The agreement for the official sponsorship of the Indian contingent in 2016 Olympic games, was signed by IOA Secretary General Rajeev Mehta and GCMMF Managing Director R S Sodhi.

“Amul is committed to strengthening the Olympic movement in India and encourage young generation from all over the country to take up sports,” Sodhi told reporters.

Asked about the sponsorship amount, Mehta said, “Amul will pay Rs 1 crore for the sponsorship.”

Explaining the reason behind this association, Sodhi said there is a synergy between Amul and athletes as milk is nature’s original energy drink and plays a pivotal role in building the physical and mental strength of the athletes.

Sodhi added in the last edition of 2012 London Olympics games also, Amul had sponsored the Indian contingent.

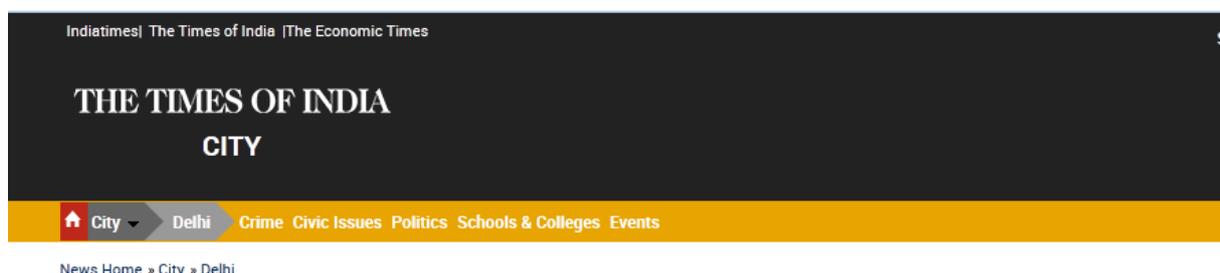
Amul will launch a series of advertising campaigns for milk and various dairy products to promote this association in the coming months.

Rio Olympics will play host to the largest Indian contingent ever, with more than 100 sports persons taking part in the event.

Mehta said, “I am happy that Amul family is supporting Indian Olympic Association from past sometime.”

The preparations for our athletes are in full swing and till date more than 100 athletes have qualified for Rio Olympics, this is the largest ever contingent we are sending, he said.

Amul had reported a turnover of Rs 23,005 crore for 2015-16. The cooperative has about 60 various processing plants and there are 17 member unions of GCMMF associated with more than 36 lakh farmers across 18,600 villages of Gujarat.



Amul to sponsor Indian contingent for Rio Olympics

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New Delhi, Jun 29 () Dairy major [Amul](#) today announced to sponsor the Indian contingent for Rio 2016 Olympic Games, to be held in August.

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Amul signs up as official sponsor of Indian team to the Olympics



R. S. Sodhi (right), Managing Director, Gujarat Cooperative Milk Marketing Federation (Amul), with Rajeev Mehta, Secretary-General, Indian Olympic Association, at a press conference to announce Amul's association with the Indian contingent to the Rio Olympics in New Delhi on Wednesday. -- Ramesh Sharma
New Delhi, June 29:

India's leading food products company Amul has signed up as the official sponsor for the Indian contingent to the Rio Olympics 2016. The company will launch a series of advertising campaigns for milk and other dairy products to promote this association. In addition, the company's products will also sport special branding to promote this association.

Amul will launch a series of advertising campaigns for milk and various dairy products to promote this association in the coming months. Amul has embarked upon an 'Eat Milk with Every Meal' campaign.

R S Sodhi, MD, GCMMF said, "Amul is committed to strengthening the Olympic movement in India and encourage the young generation from all over the country to take up Olympic sports."

He said that milk is nature's original energy drink and plays a pivotal role in building the physical and mental strength of the athletes. "This association will help in engaging the kids and youth so that they can enjoy a healthy life," he added.