



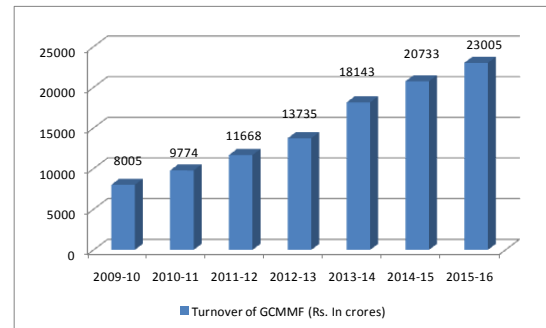
GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LIMITED

**NEWS RELEASE FOR IMMEDIATE RELEASE**

**Date: 1-4-2016**

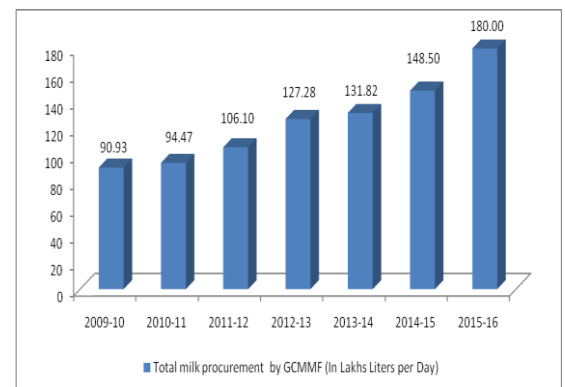
**Gujarat Co-operative Milk Marketing Federation (AMUL) sales turnover crosses Rs. 23,000 crores mark**

Gujarat Co-operative Milk Marketing Federation Ltd., which markets the popular Amul brand of milk and dairy products has registered a provisional turnover of Rs. 23,005 crores for the financial year 2015-16 which ended on 31<sup>st</sup> March. This is 11% higher than last financial year's sales turnover of Rs 20733 crores. The entire sales turnover growth has come because of volume. Turnover of GCMMF has increased by 187% during last six years. The provisional unduplicated group turnover of member unions of Amul group has crossed



Rs. 33,000 crores which is also higher by 14% compare to last financial year. It may be noted that GCMMF has planned to achieve sales turnover of Rs. 30,000 crores by 2017-18. GCMMF has been achieving a value growth of more than 20% since last six years because of higher milk procurement, continuous expansion in terms of adding new markets, launching of new products and adding new milk processing capacities across India. In order to reach interior markets, GCMMF has started twelve new branches in India during last three years.

The 17 member Unions of GCMMF with farmer member strength of more than 36 lakhs across 18,600 villages of Gujarat are procuring on an average 180 Lakhs liters of milk per day. Because of better milk procurement prices paid by member unions of GCMMF, milk procurement by member unions has increased by 91% during last six years. GCMMF ranks among the top 15 dairy companies in world in terms of milk processing.



In order to meet milk and milk product demand in major metros of India, the member unions of GCMMF have started creating their own milk processing plants in states of Haryana, Uttar Pradesh, Maharashtra, Madhya Pradesh, West Bengal and Rajasthan. The Member Unions of GCMMF have also started milk procurement from other states so that milk producer members of these states also benefit from “Amul Model”.

Shri Jethabhai Patel, Chairman, GCMMF, emphasized the fact that mantra of rapid expansion has clearly yielded rich dividends for GCMMF. “Based on estimated growth in market demand for Amul products and our future marketing efforts, we anticipate at least 20% CAGR growth in the business of GCMMF during the next five years. The Chairman added that Amul plans to enhance its milk processing capacity from the current level of 281 lakh litres per day to 380 lakh litres per day in the next five years.





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He also added that globally prices of milk and dairy commodities have reduced by half however farmers of Gujarat are continuously getting higher prices of their milk products. He further informed that in New Zealand farmers were getting around Rs. 51.5 per liter of milk during 2013-14 which is reduced to Rs. 21.7 per liter during 2015-16. On the other hand, farmers of Gujarat are getting 8-10% higher price of milk every year.

On behalf of 36 lakhs milk producer members of Gujarat, Shri Jethabhai Patel has conveyed his sincere gratitude to Government of Gujarat and Government of India for their continues and timely support for various scheme related to producers.

Shri R S Sodhi, Managing Director, GCMMF said that “We have achieved volume sales growth in all product categories. Pouch milk which is highest turnover products has shown volume growth in double digit. He also added that majority of our products like butter, ghee, Ice Cream, UHT milk, flavored milk, Paneer and fresh cream has shown double digit growth.

He added that every year, we are getting better results because of strong foundation laid and value system created by our founder chairman, late Dr. V Kurien and selfless and visionary leadership of late Shri Tribhuvandas Patel and late Shri Motibhai Chaudhary.

It is important to note that GCMMF passes on 80-85% of consumer rupee back to milk producer members thus by encouraging them to produce more milk.

