
Outlook

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08 OCTOBER 2017 Last Updated at 7:09 PM

GCMMF awarded best FMCG in food sector by IAA

Vadodara, Oct 8 The Gujarat Cooperative Milk Marketing Federation (GCMMF), which manages brand AMUL, has been awarded as the best FMCG in the food sector at the 5th International Advertising Association's (IAA) Leadership Awards in Mumbai.

The awards ceremony took place yesterday.

"The prestigious awards instituted by the India Chapter recognises excellence towards contribution in marketing, advertising and media sectors as well as celebrate outstanding achievements of individuals and teams," said a release from Amul.

Amul is India's largest food brand with annual brand turnover of Rs 38,000 crore, said the release.

It is a cooperative milk federation of 3.6 million milk producers of Gujarat. Turnover of GCMMF has registered quantum growth of 238 per cent in last seven years, which implies an impressive cumulative average growth rate (CAGR) of 19 per cent during this period, it said.

Further, Amul has successfully quadrupled the income of its dairy farmers in last seven years, demonstrating the efficacy of Amul model in exceeding our national goal of doubling farmer's income in six years, it said.

K M Jhala, Chief Operating Officer, GCMMF received this prestigious award on behalf of 36 lakh milk producer members of Gujarat.

While receiving the award, Jhala thanked International Advertising Association for acknowledging the efforts of the farmer's organisation.



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tnn | Oct 9, 2017, 04:00 IST

Vadodara: Gujarat Co-operative Milk Marketing Federation Limited (GCMMF) - the body that markets brand Amul - was recognised as India's best fast moving consumer good (FMCG) company in the food sector at the fifth IAA Leadership Awards at Mumbai on Saturday.

The awards instituted by the International Advertising Association (IAA) India Chapter recognize excellence towards contribution in marketing, advertising and media sectors as well as celebrate outstanding achievements of individuals and teams. GCMMF's chief operating officer K M Jhala received the award on behalf of 36 lakh milk producer members of Gujarat.

While receiving the award, he thanked IAA for acknowledging the efforts of the farmer's organization. "GCMMF's turnover has registered a quantum growth of 238% in last seven years, which implies an impressive cumulative average growth rate (CAGR) of 19 percent," the statement said.tnn