

Now in Ahmedabad, buy Amul milk with smart card

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AHMEDABAD: Now, Amdavadis will not have to worry about the small denominations of change while buying milk and other products at Amul parlours across the city. In a major consumer initiative, Amul in collaboration with State Bank of India (SBI) launched 'Amul Milk Card' (prepaid smart card) on Monday at Amul's Mother Dairy outlet in Gandhinagar. The card can be used

to purchase products from Amul parlours.

The card was launched by Arundhati Bhattacharya, chairperson, SBI and R S Sodhi, managing director, Gujarat Cooperative Milk Marketing Federation (Amul).

"The card is aimed at facilitating customers with convenient and hassle-free mode of payment. As an introductory offer, there will be no entry fee on buying card. The customers can get it for free at Amul parlours," said Sodhi.

Bhattacharya said, "The minimum recharge amount is fixed at Rs 100 while the maximum recharge amount is fixed at Rs 3,000. The customers will get an SMS alert whenever the transaction is made using the card."

In the initial phase, the access of smart card will be available at 10 parlours and extended to 140 Amul parlours in the next two months," added Sodhi.

"We have earlier implemented the smart card project in Delhi for Mother Dairy outlets. Till now, we have issued around 16,000 such cards in Delhi which are accessible at 300 outlets. We record transactions worth Rs 8.5 lakh through smart card in Delhi every day," added Bhattacharya.