



## Rohtak: Amul inaugurates state of the art plant

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India's leading dairy cooperative Gujarat Co-operative Milk Marketing Federation has inaugurated yet another state of the art Ice Cream manufacturing plant at Rohtak in Haryana this weekend.

Top functionaries of the cooperative including its Chairman and Managing Director were present on the occasion. In fact it was Jethabhai P. Patel the Chairman who inaugurated the plant in the presence of MD R S Sodhi and others.

According to a press release issued by the GCMMF, AMUL enjoys a market share of 40% in Ice Cream segment (three times its nearest competitor), thus being the only Ice Cream brand having national presence in more than 1600 cities across India.

“No other Ice Cream brand has been able to cater to the nation's Ice Cream demand in such a wide geographical area, thus making AMUL Ice Cream “India's largest Ice Cream Brand”, the release claimed.

The Rohtak plant, which already has milk and other fresh dairy products handling capacity of 10 Lac Litres per day, shall now have an additional Ice Cream manufacturing capacity of 1 Lac Litre per day. The investment of Rs. 125 crore has been made by Sabarkantha District Co-operative Milk Producers' Union Limited, Himmatnagar. Incidentally, Jethabhai is Chairman of this milk union also.

The new plant will mainly cater to the Ice Cream demand of consumers of North Indian market like Delhi, Haryana, Punjab, Jammu & Kashmir, thus increasing the availability of AMUL's Ice Cream in this part of India. The plant shall be manufacturing an entire range of AMUL Ice Creams like Tricone, Sticks, Sundaes, Tubs and Take Home ice creams.

Speaking on the occasion, R.S. Sodhi, MD, GCMMF said this expansion will help in increasing the growth in sales and market share of AMUL Ice Cream, especially in the north. This now takes AMUL Ice Cream to a new level with a total production capacity of 7 Lac litre per day, Sodhi added.