

18-6-2014 : Amul wins World Dairy Innovation Awards - 2014



GCMMF (Amul) won the World Dairy Innovation Awards-2014 of **Best Marketing Campaign** for its “Eat Milk with Every Meal” campaign. **The finalists and winners in the World Dairy Innovation Awards 2014 were announced on 17 June 2014 at the 8th Global Dairy Congress in Istanbul, Turkey.** Sh K. M Jhala, Chief General Manager, received the award.

Also, the entry of launch of Amul Kool in PET bottle was chosen as a finalist for the best innovation in brand extension.

According to the Global Dairy Congress, the judging panel considered almost 160 entries from 30 countries in 17 categories. They mentioned that there were some excellent applications this year so to be considered among the best is a big achievement. Innovation continues to be the key driver in the dairy industry and that was evident in the wide range of new products and packaging ideas, use of new ingredients, great new marketing campaigns, brand extensions and a huge variety of nutrition and environmental projects that interact with consumers and the wider community. All this activity helps to make the dairy sector the most exciting food and beverage category.

Since 2007, **World Dairy Innovation Awards** are held at the **Global Dairy Congress** – designed to celebrate excellence and innovation across every category of the global dairy industry.

Shri R. S. Sodhi, Managing Director, GCMMF said that expansion, innovation and brand building are the three pillars of Amul's strategy to achieve the growth. We are glad that our efforts are being recognised at the global level.

GCMMF is India's largest food product marketing organisation with annual turnover of Rs. 18,150 Cr. (US\$ 3.0 billion).