

Amul is most trusted brand: TRA's Report

by [Staff Reporter](#)
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GCMMF which sells their products under the brand name of Amul was awarded the most trusted brand of India by TRA's Brand Trust Report, India Study 2019. The Amul MD R S Sodhi personally received the award.

The news was shared by Amul Social media handle which read, "Amul was awarded the most trusted brand of India by TRA's Brand Trust Report, India Study 2019. 9 Amul brands were the most trusted in Milk, Butter, Cheese, Flavoured Milk, Ghee, Ice Cream, Milk Powders and Yoghurt categories. The award was received by Dr R S Sodhi, MD @Rssamul".

TRA (formerly Trust Research Advisory), a part of the Commiscent Group, is a Brand Intelligence and Data Insights Company dedicated to understand and analyze stakeholders' behavior through 2 globally acclaimed, proprietary matrices of Brand Trust and Brand Attractiveness, claims TRA Research website.