

## Amul celebrates Rann Utsav

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The largest dairy cooperative organization Amul is all over the place in Kutch of Gujarat as the dairy major is celebrating a colourful Rann Utsav.

The attractive stalls amidst the sands and bursts of colour in the backdrop are sights worth watching. The dairy major tweeted Thursday “Come by to say hello if you are visiting #Kutch #RannUtsav this year 😊 #whitesand @TheRannUtsav .”

GCMMF, the owner of Amul has been on a growth path in recent months with its product sailing across seven seas. Amidst optimism and hope we are celebrating the Rann Utsav, said a GCMMF source.

The Amul is planning to open nearly 10,000 new preferred outlets and about 1 thousand new ice cream parlours. Presently, the company maintains 7200 outlets and 800 parlours. The business expansion would be premised on the franchisee and franchise managed concept, the concept has worked well giving encouragement to private initiative in a big way. The model being low cost has attracted a large number of individuals to the ice cream retail business, claimed GCMMF sources.



Meanwhile, Amul has announced its intention to make an investment of Rs. 5000 crore in setting up about a dozen technologically most advanced milk processing units in the next fiscal. The company is aiming to spike its annual turnover to Rs. 50,000 crore in the next five years.