

## Amul launches poly-pack milk in Punjab

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Dairy major Amul today launched its poly-pack milk in [Punjab](#) and aims to have a sizeable market share in the state.

[Gujarat](#) Co-operative Milk Marketing Federation (GCMMF), which markets milk and other dairy products under Amul brand, today launched its milk in Amritsar, Pathankot, Gurdaspur and Batala.

"We have identified Punjab as an opportune market for our fresh product offerings. We will be selling pouch milk to consumers of Punjab who are brand conscious and are willing to associate themselves with the strong brand name of Amul," GCMMF Managing Director R S Sodhi said.

"We will be offering our best quality fresh products at affordable prices to consumers in Amritsar, Pathankot Gurdaspur and Batala towns of Punjab," he added.

Sodhi said the Amul is looking to garner a market share of 20 per cent in these areas.

Amul sells 105 lakh litres per day of pouch milk across India. With this launch, Amul will now be present in Punjab, Gujarat, Delhi-NCR, Uttarakhand, Uttar Pradesh, West Bengal, Maharashtra, Madhya Pradesh, Rajasthan and Chhattisgarh, Jharkhand, Telangana and Goa.

Last November, Amul had announced the launch of its operations in Punjab by starting milk procurement from state farmers and had planned to procure 2 lakh litres of milk per day from the state.

The average daily milk production in Punjab is pegged at 265 lakh litres per day with Punjab milk cooperative Milkfed under Verka brand procuring about 11-12 lakh litres milk per day.