

AMUL aims at Rs 50,000 crore in next five yrs

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According to R.S. Sodhi MD of the Gujarat Cooperative Milk Marketing Federation (GCMMF), Amul's yummy ice cream with the short phrase "the taste of India" would soon gain further ground in business across the country. 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 Mr. Sodhi says.

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, Mr. Sodhi was quoted as claiming.

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. Amul is likely to net an annual turnover of around Rs. 20,000 crore this year, Mr. Sodhi said. Allaying fears of a rapidly growing competition following the likely entry of domestic and foreign companies in the in the dairy sector , the Indian component counting only a niggardly 20 percent of the total market size of Rs. 4 lakh crore the GCMMF is not worried, Mr. Sodhi remarked. According to Mr. Sodhi, the GCMMF is wedded to a philosophy that allows it to pair its own business interests and the interests of the milk producing community. The company strictly follows the principle " honesty is the best policy" in its business, Mr. Sodhi underlined.