

Amul aims to achieve a business turnover of Rs 50,000 crore by 2021

The Gujarat Cooperative Milk Marketing Federation, which sells milk and milk products under the Amul brand, has recorded a sales turnover of Rs 33,150 crore for the financial year 2018-19, which is 13 per cent higher than the previous financial year

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The Gujarat Cooperative Milk Marketing Federation (GCMMF), which sells milk and milk products under the Amul brand, Tuesday said it aims to achieve a business turnover of Rs 50,000 crore by 2020-21. In the long term, Amul aims to establish itself as the largest dairy organisation in the world, rising up from its current ranking as the ninth-largest dairy organisation globally, the GCMMF said after its 45th annual general meeting held at Anand Tuesday.

The GCMMF has recorded a sales turnover of Rs 33,150 crore for the financial year 2018-19, which is 13 per cent higher than the previous financial year. The Federation has registered a rapid growth in the past decade, with its turnover growing four times during this period, from Rs 8,005 crore in the financial year 2009-10 to Rs 33,150 crore in 2018-19, the release said.

The total turnover of GCMMF and its constituent member unions, turnover of all products sold under Amul brand, is exceeding Rs 45,000 crore or USD 6.5 billion. GCMMF aims to

achieve a business turnover of Rs 50,000 crore and become the largest fast-moving consumer goods organisation in India by 2020-21, it said.

Hitting \$6.5 bn turnover, Amul eyes world top spot

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Vadodara: The Gujarat Co-operative Milk Marketing Federation (GCMMF) which markets dairy products under brand Amul is targeting turnover of Rs 50,000 crore and emerge as largest FMCG organisation in the country by 2020-21. At its 45th annual general meeting (AGM) held on Tuesday, the apex body of dairy cooperatives of Gujarat declared that it had registered a turnover of Rs 33,150 crore in financial year 2018-19, 13% higher than the previous financial year. Amul, which is ranked ninth by turnover among world's largest dairy organizations at present,

hopes to climb up to be among the top three soon.

In fact, the group turnover of GCMMF and its constituent member unions, representing unduplicated turnover of all products sold under Amul brand has exceeded Rs 45,000 crore (US \$ 6.5 billion). "During the last nine years, our milk procurement has witnessed a phenomenal increase of 153%. This growth is a result of high milk procurement price paid to our farmer members which has increased by 105% in this period," said Ramsinh Parmar, GCMMF's chairman.

India will need around 600 million metric tonnes of milk per year (65 crore litres per day) in year 2050-51 from current level of 176 million metric tonnes per year (48 crore litres per day) to fulfil demand for milk and milk products, he said.

"This means India's milk production needs to grow at around 3.2% CAGR for the next 40 years. This can be possible only when dairy farmers are given stable and remunerative prices through proper market linkage. In order to achieve this estimated growth in demand, the time is ripe for the second White Revolution," he said.

GCMMF's managing director RS Sodhi said that Indian dairy farmers can look forward to golden days ahead with dairy commodity prices firming up over the last three to four months.

"Innovation is key to our success," he said, adding that Amul has introduced as many as 102 new

products in last four years. Of these, 48 products were being revealed in just last two years, he said, exceeding the target of launching two new products every month.

He added the total milk processing capacity which presently stands at 360 lakh litres per day will be scaled up to 400 lakh litres per day within the next two years.

Amul aims to achieve a business turnover of Rs 50,000 crore by 2021

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The GCMMF has recorded a sales turnover of Rs 33,150 crore for the financial year 2018-19

The Gujarat Cooperative Milk Marketing Federation (GCMMF), which sells milk and milk products under the Amul brand, Tuesday said it aims to achieve a business turnover of Rs 50,000 crore by 2020-21.

In the long term, Amul aims to establish itself as the largest dairy organisation in the world, rising up from its current ranking as the ninth-largest dairy organisation globally, the GCMMF said after its 45th annual general meeting held at Anand Tuesday.

The GCMMF has recorded a sales turnover of Rs 33,150 crore for the financial year 2018-19, which is 13 per cent higher than the previous financial year.

The Federation has registered a rapid growth in the past decade, with its turnover growing four times during this period, from Rs 8,005 crore in the financial year 2009-10 to Rs 33,150 crore in 2018-19, the release said.

The total turnover of GCMMF and its constituent member unions, turnover of all products sold under Amul brand, is exceeding Rs 45,000 crore or USD 6.5 billion.

GCMMF aims to achieve a business turnover of Rs 50,000 crore and become the largest fast-moving consumer goods organisation in India by 2020-21, it said.

In the past nine years, milk procurement by GCMMF member milk cooperatives witnessed an increase of 153 per cent, said its chairman Ramsinh Parmar.

This enormous growth was a result of the high milk procurement price paid to our farmer-members which has increased by 105 per cent in this period, he said.

He said time was ripe for the second white revolution given that the demand for milk in India is seen going up to 65 crore litres per day in 2050-51 from the current level of 48 crore litres per day, given urbanisation and population growth estimates.

This means that India's milk production needs to grow at around 3.2 per cent CAGR (compound annual growth rate) for the next 40 years.

This can be possible only when dairy farmers are given stable and remunerative prices through proper market linkage.

To achieve this estimated growth in demand, the time is ripe for the Second White Revolution in India, he said.

The GCMMF has increased its total milk processing capacity to 360 lakh litres per day and plans to expand it to a capacity of 400 lakh litres per day in the next two years, said R S Sodhi, managing director, GCMMF.

In Gandhinagar, Gujarat, AmulFed Dairy's capacity expansion from 35 lakh litres per day to 50 lakh litres per day further underlines its status as the largest dairy factory in India, he said.

The federation's new chocolate factory in the Anand district has boosted the production capacity to 1,300 tonne per month, with several new and unique flavoured chocolates launched, he said.

‘India needs a second White Revolution’

FE BUREAU
Ahmedabad, May 28

GUJARAT CO-OPERATIVE MILK Marketing Federation (GCMMF), which markets the ‘Amul’ brand of milk and dairy products, has registered a turnover of ₹33,150 crore for the financial year 2018-19 (FY19). Its sales turnover is 13% higher than the previous financial year’s.

The mantra of rapid expansion has yielded rich dividends with the Amul Federation’s sales turnover jumping more than fourfold, from ₹8,005 crore in 2009-10 to ₹33,150 crore in 2018-19. Results of the apex body of dairy cooperatives in Gujarat were declared on Tuesday in its 45th annual general meeting. The group turnover of GCMMF and its constituent member unions, representing non-duplicated turnover of all products sold under Amul brand, stood at over ₹45,000 crore or \$6.5 billion.

GCMMF aims to achieve a turnover of ₹50,000 crore and become the largest fast-moving consumer goods organisation in India by 2020-21. In the long-term, Amul aims to establish itself as the largest dairy organisation in the world, rising up from its current ranking as the ninth largest dairy body globally to the top three.

According to an official communique, GCMMF chairman Ramsinhbhai P Parmar stated that during the past nine years, the organisation’s milk procurement had witnessed a phenomenal increase of 153%. This enormous growth was a result of the high milk procurement price paid to farmer-members which had increased 105% in this period. He added considering the urbanisation and population growth estimates, it was envisaged that India needs 600 million tonne of milk per year (65 crore litres per day) in FY51 from the current level of 176 MT per year (48 crore litres per day) to fulfil the demand for milk and milk products.

This means that India’s milk production needs to grow at 3.2% CAGR for the next 40 years. This can be possible only when dairy



GCMMF chairman Ramsinhbhai P Parmar

farmers are given stable and remunerative prices through a proper market linkage. To achieve this estimated growth in demand, the time is ripe for the Second White Revolution in India.

Vice-chairman Jethabhai Bharwad has said for the past 21 years, India continues to be the largest producer of milk in the world and is likely to retain its prime position with an annual growth of 5.5% during three-four years, against global milk production, growing at 2.0%. India contributes almost 50% to the growth of global milk production. The monetary value of milk produced in India is ₹7 lakh crore, which is more than the total value of pulses and grain put together.

Managing director RS Sodhi emphasised that with double-digit value growth in consumer products during the past five to six years, GCMMF was among the fastest-growing FMCG organisations in India.

Amul’s success has been driven by its ‘3E’ mantra – Rapid expansion in milk procurement, rapid expansion in manufacturing facilities and rapid expansion in marketing & distribution network. He added, “We have already upped our total milk processing capacity to 360 lakh litres per day and planned for a 400 lakh litres per day expansion within the next two years. In Gandhinagar, Amul Fed Dairy’s capacity expansion from 35 lakh litres per day to 50 lakh litres per day further underlines its status as the largest dairy factory in India.”