

Amul brand registers record turnover of ₹52,000 crore

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Ahmedabad: The consolidated turnover of the Amul brand of products exceeded Rs 52,000 crore during 2019-20, the Gujarat Cooperative Milk Marketing Federation (GCMMF), which sells and produces Amul products, said on Saturday.

The federation said it aims to achieve a group business turnover of Rs 1 lakh crore by 2024-25.

"The group turnover of GCMMF and its constituent member unions, representing consolidated turnover of all products sold under Amul brand is exceeding Rs 52,000 crore or USD 7 billion. GCMMF aims to achieve a group business turnover of Rs 1 lakh crore by 2024-25," it said in a statement after the 42nd AGM held at Anand.

The GCMMF said it registered a sales turnover of Rs 38,542 crore in 2019-20, which is 17 per cent higher than the previous financial year.

A rapid expansion has helped Amul record a turnover almost five times higher than Rs 8,005 crore in 2009-10, it said.

Daily milk procurement was 215.96 lakh litre per day in 2019-20, GCMMF said, quoting 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 127 per cent, from Rs 337 per kg fat in the year 2009-10 to Rs 765 per kg fat in the year 2019-20," the GCMMF said quoting Parmar.

Parmar further said that during lockdown, when private milk firms stopped procuring from farmers, milk unions of Gujarat procured an additional 35 lakh litres of milk per day, giving around Rs 800 crore extra to the rural milk producers.

India continues to be the world's largest producer of milk, and is likely to retain its prime position with an annual growth rate of 5.5 per cent during the last three to four years as against global growth of 2 per cent, GCMMF Vice Chairman Jethabhai Bharwad said.

GCMMF Managing Director RS Sodhi said the Rs 15,000 crore dairy infrastructure fund announced by Prime Minister Narendra Modi and Union Finance Minister Nirmala Sitharaman for setting up supply chain and dairy plants will help Indian dairy industry to build around 4 to 5 crore litres of extra capacity.

"These extra five crore litres of milk collected and processed by the organised dairy industry will provide livelihood to approximately 30 lakh people in rural India.

This is really the need of the hour, when hundreds of thousands of people have migrated back to their villages from urban centres," he was quoted in the statement as saying.

The Board members also expressed their "heartfelt gratitude" to the Government of India for taking a firm stand during Regional Comprehensive Economic Partnership (RCEP) negotiations that will benefit 10 crore dairy farmers of the country, it said.

‘Amul’ brand sales cross ₹52,000 crore in 2019-20

[Rutam Vora](#) Ahmedabad | Updated on July 18, 2020 Published on July 18, 2020



Amul sales turnover has jumped by nearly five times in the past decade from ₹8,005 crore in 2009-10 to ₹38,542 crore in 2019-20. - THE HINDU

[GCMMF and member unions eye ₹1 lakh crore turnover by 2024-25](#)

Dairy major, Amul marketer, Gujarat Co-operative Milk Marketing Federation Ltd has registered a turnover of ₹38,542 crore for the financial year 2019-20, showing a growth of 17 per cent over previous year.

The sales turnover has jumped by nearly five times in the past decade from ₹8,005 crore in 2009-10 to ₹38,542 crore in 2019-20. The rise is attributed to the dairy major's rapid expansion in both - processing capacities and product portfolio.

The group turnover of the dairy giant combining the turnover of all the constituent member unions and GCMMF for all products sold under the Amul brand has exceeded ₹52,000 crore, or \$7 billion, the dairy cooperative informed after its 46th Annual General Meeting (AGM) held in Anand on Saturday.

GCMMF has set a goal to achieve a group business turnover of ₹1 lakh crore by 2024-25 - eyeing a slot in the top three dairy players in the world.

Amul's growth

Amul was ranked 18th largest dairy organization of the world in 2011, which has improved to 9th currently.

Ramsinh Parmar, chairman, GCMMF informed that during the last decade, milk procurement has witnessed a phenomenal increase of 138% from 90.93 Lakhs Liters Per Day (LLPD) in the year 2009-10 to 215.96 LLPD in the year 2019-20.

"This enormous growth was a result of the high milk procurement price paid to our farmer-members which has increased by 127% from ₹337 per kg fat in the year 2009-10 to ₹765 per kg fat in the year 2019-20," Parmar stated.

He further added that during this global pandemic, Amul cooperatives have converted the crisis into an opportunity.

"In the lockdown period, milk unions of Gujarat procured an additional 35 lakh litres of milk per day, which means, we have given around ₹800 crore extra to the rural milk producers," Parmar said.

Jetha Bharwad, Vice Chairman, GCMMF expressed confidence of India retaining its numero-uno position in milk production in the world with an annual growth rate of 5.5% during the last three to four years as against global milk production growth of 2%.

Self-sufficient

India contributes almost 50 per cent of the global growth in milk production. He added that India produces milk worth ₹8 lakh crores which is more than the total value of all pulses and grains put together.

"As a nation, we are now completely "Ātma-nirbhar" or self-sufficient in the dairy sector, since our dairy farmers produce enough milk to fulfill the country's demand for milk and dairy products," he said.

On the Government of India's ₹15,000 crore dairy infrastructure fund for the establishment of supply chain and dairy plants for enhancing the dairy and milk processing capacity, R S Sodhi, Managing Director, GCMMF said that the fund will support Indian dairy industry to build around 4 to 5 crore litres of extra processing capacity.

"These extra five crore litres of milk collected and processed by the organised dairy industry will provide livelihood to approximately 30 lakh people in rural India. This is really the need of the hour, when hundreds of thousands of people have migrated back to their villages from urban centres," Sodhi said.

Since past year saw lot of engagement and speculations about India joining the global trade alliance putting milk producers' interests at risk, the GCMMF Board and Chairman on behalf

of the 36 lakh milk producer members of Gujarat, expressed gratitude to the central government , for not joining the Regional Comprehensive Economic Partnership (RCEP) and considering the interests of 10 crore dairy farmers of the country.

GCMMF, which markets Amul products, registers record turnover

[By Nandini Oza](#) July 18, 2020 17:43 IST

Sales turnover of GCMMF is 17 per cent higher than the previous financial year



Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF), which markets the popular Amul brand of milk and dairy products, has registered a turnover of Rs 38,542 crore for the financial year 2019-20.

According to an official spokesperson, the sales turnover of GCMMF is 17 per cent higher than the previous financial year. GCMMF aims to achieve a group business turnover of Rs 1 lakh crore and by 2024-25.

Amul, which was ranked the 18th largest dairy organisation in the world in 2011, is now in the ninth position and has set the target of breaking into the top three bracket.

Chairman of the GCMMF, Ramsinh Parmar, who presided over the 46th annual general meeting of GCMMF on Saturday, said the sales turnover had increased by almost five times from Rs 8,005 crore in 2009-10 to Rs 38,542 crore in 2019-20.

He said the milk procurement had seen an increase of 138 per cent from 90.93 lakh litre per day in 2009-10 to 215.96 litre per day in 2019-20.

He attributed the growth to high milk procurement price given to the farmers. In 2009, he said, the farmers were paid Rs 337 per kg fat whereas in 2019-20 they were paid Rs 765 per kg fat.

The GCMMF chairman further said Amul converted global pandemic of COVID-19 into opportunity and procured additional 35 litres of milk per day.

Vice chairman Jethabhai Bharwad pointed out that India now is self-sufficient in the dairy sector as our farmers produce enough milk to meet 100 per cent of the country's demand for milk and dairy products.

Dr. R.S. Sodhi, managing director, GCMMF, said the Rs 15,000 crore dairy infrastructure fund announced by the Centre will help the dairy industry to build around 4 to 5 crore litres of extra capacity.