



GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LIMITED

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Amul won 11 awards at the

India's largest food products marketing organization, Gujarat Co-operative Milk Marketing Federation Ltd., which markets the popular Amul brand of milk and dairy products takes pride in being biggest FMCG companies in India. Today, it markets brand AMUL worth Rs. 72,000 Crores (USD 9 Billion) and is the biggest cooperative in the world, owned by 36 lac farmers of Gujarat.

AMUL is not only synonymous with the best cooperative model and farmer's faith in cooperative structure but also with marketing and advertising strategies it has adopted to make it the most preferred brand of dairy products. To add one more feather to its cap, Shri Jayen Mehta, In-charge Managing Director, GCMMF (AMUL) has been awarded Marketer of the Year – FMCG - Food by International Advertising Association on 9th August 2023 at Mumbai.

The IAA (International Advertising Association) leadership awards, which honor individuals in the fields of marketing, advertising, and media every year, were presented by Deputy Chief Minister of Maharashtra Shri Devendra Fadnavis, chief guest at the function.

IAA President, Nandini Dias said "This is an evening to celebrate and recognize. And to respect the forces that influence us all, not just as a sector or an economy... but also as a society, a community and possibly even a civilization."

After receiving the award Shri Jayen Mehta, thanked International Advertising Association for acknowledging the efforts of the farmers' organization. Amul's currency is not milk, but trust and it is this trust which has created the brand that is loved by every generation of consumers over the last 76 years.

Amul is one of the first Indian brands to have recognized the importance of branding and advertising in the 1950's and started its iconic advertising campaign with the Amul Butter girl and her iconic positioning, "Utterly Butterly Delicious, Amul". Through its "Amul – The Taste of India", "Amul Doodh Peeta Hai India" and its iconic "Utterly Butterly Delicious" campaigns, the 76-year-old brand remains to be young at heart and is recognized by every member of an Indian household. This is a result of its focus on consistency in communication, advertising team and marketing philosophy. Even today, Amul spends less than 1% of its total budget in advertising, yet it is India's most beloved brand year after year.