

## **Amul launches Fresh Milk in the United States of America**

Anand, Gujarat/ NOVI, Michigan – Gujarat Co-operative Milk Marketing Federation Limited (GCMMF, Amul), owned by 3.6 million dairy farmers is the world's largest farmer owned dairy cooperative has announced its partnership with Michigan Milk Producers Association (MMPA), America's tenth largest dairy cooperative that was established in 1916. This partnership between the two cooperatives will bring the Amul – the Taste of India to millions of Americans through its branded fresh milk products in the United States using MMPA's superior technology.

This announcement was made at MMPA's 108th annual meeting at Novi, Michigan, USA.

Speaking at the event, Dr Jayen Mehta, Managing Director, Amul, said "We are very honoured and pleased to enter into an association with MMPA, a very respected 108 year old dairy cooperative. This association will ensure all our American and Indian consumers will be nourished and energized with the goodness of Amul Milk.

This is the first time that Amul's fresh milk range is being launched anywhere outside India. It is our great pleasure to bring the taste of India to the world, in alignment with the vision of our Hon Prime Minister Mr Narendra Modi to make Amul a global dairy brand."

Amul shall be launching the range of fresh milk in one gallon and half gallon packs under the same brand name and composition that is popular in India viz. Amul Gold - 6% milk fat, Amul Shakti -4.5% milk fat, Amul Taaza- 3% milk fat and Amul Slim n Trim milk with 2% milk fat. The products will be available in the leading Indian grocery stores throughout the East Coast and Midwest markets of the US.

The Indian dairy cooperative movement that started in 1946 with 250 liters of milk from the small town of Anand, India has spread its wings globally. Amul manufactures a wide range of branded milk and milk products in India and exports them to more than 50 other countries around the world, including the U.S. The Amul brand is rated as the world's strongest dairy brand and India's largest consumer products brand with a turnover of more than US 10 billion dollars and handling more than 11 billion litres of milk every year.

Amul's partnership with Michigan-based MMPA is a continuation of the brand's ties to Michigan. Dr. Verghese Kurien, the Milkman of India and the founder chairman of GCMMF, is a Michigan State University alumnus and credited for the White Revolution of India and the overall success of India's dairy industry.

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About the Michigan Milk Producers Association (MMPA)

The Michigan Milk Producers Association is a member-owned and operated milk marketing cooperative known for producing high-quality, award-winning dairy products. Established in 1916, MMPA is the 10th largest U.S. dairy farmer-owned cooperative serving members in Michigan, Ohio, Indiana, and Wisconsin. At MMPA, commitment to milk quality begins on the farm and extends through all four of their SQF version 9.0

certified processing facilities: a cheese plant in Indiana, a dairy product plant in Ohio and two dairy ingredient plants in Michigan.

#### About Gujarat Cooperative Milk Marketing Federation (Amul)

Gujarat Cooperative Milk Marketing Federation, (Amul ) based in Anand, Gujarat is the world's largest farmer owned dairy cooperative. It is owned by 3.6 million dairy farmers and procures 30 million liters of milk every day and processes it across 100 dairy plants in India and markets more than 50 categories of products like Amul Milk, Amul Butter, Amul Cheese, Amul Ice Cream, among many others. Amul products are market leaders in India across all categories of dairy products in India. Amul is the most trusted food brand of India and is also known for its Amul Topical campaign, the longest running advertising campaign in the world.