



GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LIMITED

**NEWS RELEASE** FOR IMMEDIATE RELEASE

## AMUL LAUNCHES EPIC: A SUPER PREMIUM RANGE OF ICE CREAM

Amul ice cream's commitment to offer only the best quality products is highlighted through its positioning 'Real milk, Real ice cream'. As the brand grows, it is all set to take the category to the next level with the launch of super-premium range of ice cream in India. Super Premium ice cream is defined as one with lower amount of aeration and a higher fat content than regular ice cream thereby giving rich taste & more weight/volume to consumers. It tastes creamier and richer than regular ice creams. Also, it carries high value ingredients such as premium nuts, fruits or flavour.

In past couple of year, Indian ice cream market has seen a surge of novelty products made from extrusion technology. Ice cream bars made from conventional sticks filling machines adopt a fixed shape of the mold in which ice cream is frozen into. In case of extrusion technology, a continuous flow of ice cream coming out of an innovative shape of die is cut in form of ice cream bar. Amul has invested in a state of the art plant to launch extrusion range of ice cream across India and developed super premium range of ice cream exclusively for this product. Amul is not just a dairy giant, but its success of its cooperative structure is a legend in Indian dairy industry. To live up to its reputation, the brand name of this new super premium ice cream range is "EPIC".

At **16% milk fat**, Amul's EPIC is the creamiest ice cream giving the Indian palate the richness and taste never experienced before. Also, ice cream in this product has less aeration compared to regular ice creams. To make this product more premium, the bars are coated with exotic **Belgian chocolate**, which is richer in taste as compared to regular chocolates. Amul EPIC bars are available in two flavours i.e. **Strawberry Vanilla 80ml at Rs.35/-** and **Choco Almond 80ml for Rs.40/-**. The prices are kept such to stay true to objectives of Amul of giving the best quality at competitive price. The product comes in attractive carton pack outside and stylish sachet inside to give consumer a premium experience.



Outer Carton





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### **Inner Sachet**

Similar products sold by certain ice cream or frozen dessert brands (e.g. Kwality Wall's Magnum) in India are priced at Rs.85/- onwards which is double than Amul EPIC. Moreover, in case of Kwality Wall's Magnum vanilla ice cream has yellowish shade, because it is made in Thailand. While vanilla ice cream in Amul EPIC is pure white in colour, due to white colour of rich Indian milk.

Amul EPIC will be launched in New Delhi on 17<sup>th</sup> February'15 and other major markets across the nation by March'15. The launch will be supported by a major campaign in print, TV, outdoors and social media.

Other major launches by Amul in the Summer of 2015 are : Rajwadi Kulfi Icecream, Choco Almond and Black Currant Sundae, Sugarfree in Cones, Flaavyo Frozen Yogurt in Cones (both cones for the first time in the world), Chocolate Fudge Crème Rich Premium Icecream, Imli – Real Fruit based candy and many more variants in the existing range.

Amul is the market leader with more than 40% market share (three times that of nearest competitor) and only brand having national presence in more than 1,500 cities across length & breadth of India. It reaches out to consumers from Kashmir to Kanyakumari and from Gujarat to North east. No other Icecream brand has been able to cater the nation's Icecream demand in such a wide geographical area. It makes Amul icecream, "India's only National Ice Cream Brand!"

The products would be marketed by the Gujarat Co-operative Milk Marketing Federation Ltd., India's largest food products marketing organization. The apex body of 3.5 million milk producers of Gujarat is all set to change the ice cream market in the country with the introduction of these innovative products turning ice cream to nice cream for all segments of the market.

