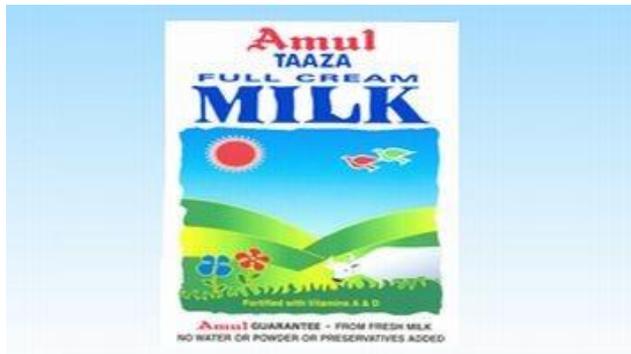


## Amul eyes Rs 50,000 crore turnover by 2020

The turnover of Gujarat Cooperative Milk Marketing Federation (GCMMF) rose 11 percent to Rs 23,005 crore during 2015-16 fiscal.



Dairy major GCMMF, which sells products under the Amul brand, is looking to more than double its turnover to Rs 50,000 crore in the next four years on account of rising demand for milk and value-added items, a top company official said.

The turnover of Gujarat Cooperative Milk Marketing Federation (GCMMF) rose 11 percent to Rs 23,005 crore during 2015-16 fiscal.

"After taking into consideration the continuous rise in demand for Amul products, we are anticipating at least 20 percent growth in our turnover for next 4 years," GCMMF Managing Director R S Sodhi told PTI.

In the last six years, the dairy cooperative's turnover has jumped nearly three-fold to Rs 23,000 crore.

"So now, we have set a target of Rs 50,000-crore turnover by 2020 on the back of expected growth in sale of both value added products and milk," Sodhi added.

GCMMF's milk procurement for the year 2015-16 stands at 186 lakh litres per day as against 148.50 lakh litres per day in the preceding fiscal.

Fifty percent of the Amul's turnover comes from milk sale, commodity business contributes only 5-7 percent and the rest comes from value-added products segment.

"Value-added products sale has been showing tremendous growth. The sale of beverage product like Amul kool, fermented products like curd and butter milk has risen sharply. So all these are pushing our growth rate," Sodhi said.

The cooperative has raised its cheese producing capacity three times to 120 tonnes per day from 40 tonnes per day in last six months, as it was unable to meet the rising demand, he added. Sodhi also informed that Amul is planning to substantially raise its milk processing capacity from the current level of 281 lakh litres per day.

The cooperative has about 60 various processing plants, of which 40 are in Gujarat only.

There are 17 member unions of GCMMF associated with more than 36 lakh farmers across 18,600 villages of Gujarat.

The member unions of GCMMF have also established their own milk processing plants in states of Haryana, Uttar Pradesh, Maharashtra, Madhya Pradesh, West Bengal and Rajasthan and is procuring milk procurement from other states.

## Amul targets Rs 50,000 crore turnover by 2020

In the last six years, the dairy cooperative's turnover has jumped nearly three-fold to Rs 23,000 crore. PTI | 02 May 2016, 9:11 AM IST

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## Amul expects turnover of Rs. 50,000 crore in 4 years

May 1, 2016 15:59 IST

By [Kalyani Pandey](#)



Amul expects to double its turnover by 2020. In Picture: A worker moves a trolley loaded with packed processed cheese during a media tour to Amul satellite dairy in Khatraj village, located in the western Indian state of Gujarat June 29, 2011.Reuters File

Amul, the flagship brand of Gujarat Cooperative Milk Marketing Federation (GCMMF), is eyeing turnover of Rs. 50,000 crore by 2020, buoyed by rising demand for milk and milk-based products. The dairy cooperative's turnover increased 11 percent to Rs. 23,005 crore in the financial year 2015-16.

Amul's turnover has risen nearly threefold in the last three years. The "Taste of India" company took into consideration the continuous rise in demand for its products before

estimating the 20 percent growth in turnover over the next four years, [Press Trust of India](#) reports.

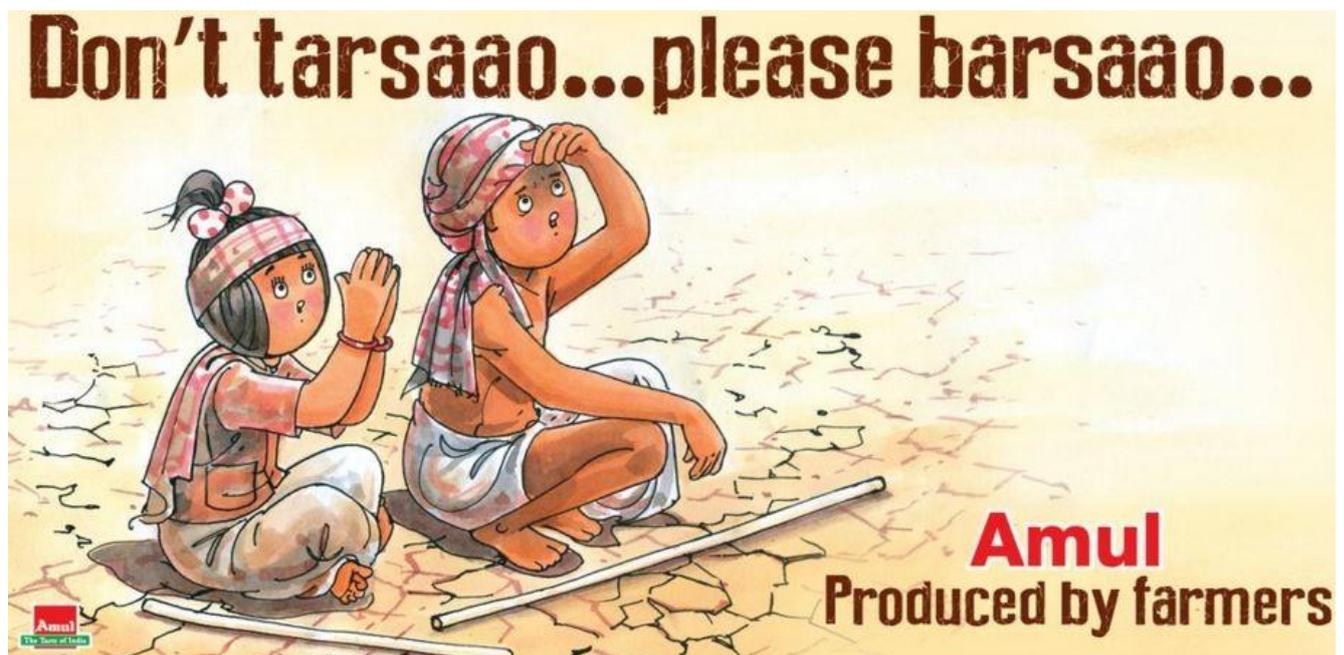
"So now, we have set a target of Rs. 50,000 crore turnover by 2020 on the track of the expected growth in sale of both value added products and milk," RS Sodhi, managing director of GCMMF, was quoted as saying by the agency.

GCMMF procured 1.86 crore litres of milk everyday in 2015-16, up from 1.48 crore litres in the previous financial year. About 50 percent of the company's turnover comes from sale of milk, while the rest comes from value-added products.

"Value-added products' sale has been showing tremendous growth. The sale of beverage products like Amul Kool, fermented products like curd and butter milk has risen sharply. So all these are pushing our growth rate," Sodhi further said, PTI reports.

The brand Amul, which is the largest milk producer in the world, started operations in 1965 in a small town called Anand in Gujarat (its current headquarters). GCMMF sells milk, cheese, bread spread, butter, ice-cream, *paneer* and chocolates, among various other things under the brand name Amul. It has about 40 processing plants in Gujarat and is associated with about 36 lakh farmers, according to its [website](#).

Amul advertisement boards are extremely popular and in line with the present trends:



The Amul advertisement board. [Twitter/Amul.coop](#)