



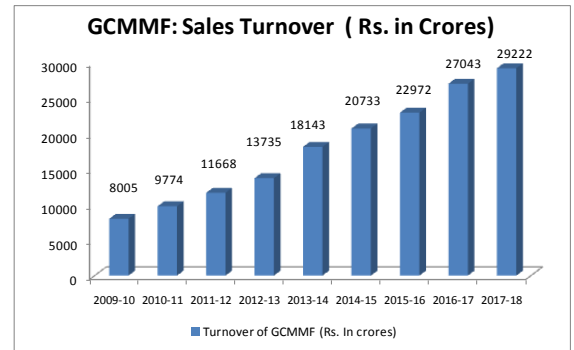
GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LIMITED

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Date: 2-4-2018

Gujarat Co-operative Milk Marketing Federation (AMUL) crosses Rs. 29,220 crores sales turnover

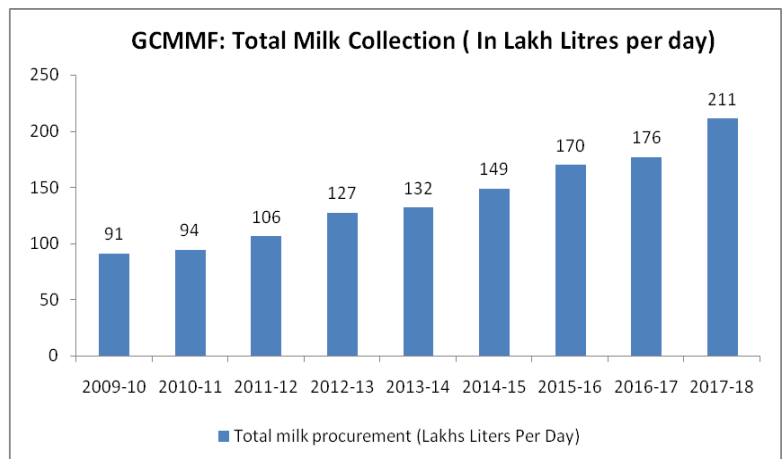
Gujarat Co-operative Milk Marketing Federation Ltd., which markets the popular Amul brand of milk and dairy products has registered a provisional turnover of Rs. 29,220 Crores for the financial year 2017-18 which ended on 31st March 2018. It is important to note that its Branded consumer products have registered a growth of 14% over previous year with products such as Cheese, Butter, Milk Beverages, Paneer, Cream, Buttermilk and Dahi having grown at 20-40%.



The provisional unduplicated group turnover of Amul brand has crossed Rs. 41,000 Crores which is 10% higher than last year.

The total turnover of the Amul Federation has a growth of 8% over previous year which is largely due to the decline of 60% in the commodity sales as a result of depressed market conditions in the global and local market. Amul Federation has been achieving a Compound Annual Growth Rate of more than 18% since last 8 years because of higher milk procurement, continuous expansion in terms of adding new markets, launching of new products and adding new milk processing capacities across India. In order to reach interior markets, Amul Federation has started 15 new branches in India during last five years. Further Amul Federation has also appointed several distributors at smaller towns and villages to ensure consumers in these markets also benefit from availing quality products at reasonable price. Apart from this, Amul Federation has launched more than 50 new products in the last two years to cater to the ever growing and ever changing consumer needs.

The 18 member Unions of Amul Federation with farmer member strength of more than 36 lakhs across 18,700 villages of Gujarat are procuring on an average 211 Lakhs litres of milk per day which is 20% higher than last year.



Shri Ramsinh P Parmar, Chairman, Amul Federation, emphasized the fact that mantra of rapid expansion has clearly yielded rich dividends for Amul Federation. “Based on estimated growth in market demand for Amul products and our future marketing efforts, we

anticipate at least 20% CAGR growth in the business of Amul Federation during the next five years. The





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Chairman added that Amul plans to enhance its milk processing capacity from the current level of 320 lakh litres per day to 380 – 400 lakh litres per day in the next two years.

On behalf of 36 lakhs milk producer members of Gujarat, Shri Ramsinh P Parmar has conveyed his sincere gratitude to Government of Gujarat and Government of India for their continuous and timely support for various schemes related to milk producers.

Shri R S Sodhi, Managing Director, Amul Federation said that “We have achieved volume sales growth in all product categories. Pouch milk which is the highest turnover product has shown double digit value growth. In addition to this, our dairy products such as cheese, butter, milk beverages, paneer, UHT milk, flavored milk, Paneer and fresh cream have also shown double digit value growth. He also informed that there is positive impact of Goods and Service Tax on our business and we are committed to achieve sales turnover of Rs. 50,000 crores by 2020-21.

He added that every year, we are getting better results because of strong foundation laid and value system created by our founder chairman, late Dr. V Kurien and selfless and visionary leadership of late Shri Tribhuvandas Patel and late Shri Motibhai Chaudhary.

It is important to note that Amul Federation passes on 80-85% of consumer rupee back to milk producer members thus encouraging them to produce more milk.

