

V M V V SANGHA'S



**V M K S R VASTRAD ARTS SCIENCE
AND V S BELLIHAL COMMERCE COLLEGE
HUNGUND**

Project report entitled

**"A PROJECT REPORT ON AMUL COMPANY
LIMITED"**

UNDER GRADUATION OF BACHELOR OF COMMERCE

Submitted by

Mr. SAGAR PATTANASHETTI

B.Com-II Semester

Register Number U15IY22C0033

Under the Guidance of

Mr. SHREESHAIL BOMMASAGAR

Lecturer,

Department of commerce

2022-23

DECLARATION

I declare that this project report entitled "**A PROJECT REPORT ON AMUL COMPANY LIMITED**" independent project carried out by me in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce by the **Rani Channamma University**. The project report has been prepared under the guidance of . **Mr. SHREESHAIL BOMMASAGAR** Co-ordinator Department of in Commerce, **Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & V S BELLIHAI COMMERCIAL COLLEGE HUNGUND.**

I have not submitted his project previously to this university or any other university for the award of any degree.

Date :

Place :HUNGUND



Mr. Sagar Pattanashetti

Acknowledgement

I am greatly indebted to my guide, **Shri. SHREESHAIL BOMMASAGAR** Co-ordinator, *Department of Commerce*, **Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & V S BELLIHAL COMMERCE COLLEGE HUNGUND** for his inspiring guidance. In spite of several busy assignments, he has been kind enough to spare his time for giving me pleaser and privilege to work under his guidance.

Further I am also thankful Principal. **Prof. S K MATH** and **Prof. B A KANTHI** Head of the Department in Commerce and. **Mr. S S PATIL** and **Mr. B S HOSAMANI** for their encouragement and help in carrying out this project work.

My sincere thanks to all for supporting me in carrying out project report and I also thanks to library staff and all my friends for their co-operation during the course of project work and I am also thankful to printers of their skilful printing this work.

My parents are main soul for my confidence, determination and strength throughout my life. The sweet hopes and wishes have made me able to present this work.

Last but not the least I take this opportunity to thank and remember all my friends i.e., Ravi Ramesh Rohitkumar who are with me and who have helped me throughout my life from the place they have resided in making me feel that I am also one among them who can achieve things as we want.

Date :

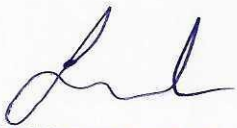
Place :HUNGUND



Mr. Sagar Pattanashetti

CERTIFICATE

This is to certify that **Mr. Sagar Pattanashetti** is a bonafide student of the Department of Commerce, bearing REG NO : U15IY22C0033 during the academic year 2022-23 has satisfactorily completed the project work entitled "**A PROJECT REPORT ON AMUL COMPANY LIMITED**" submitted in partial fulfillment of the requirements for the award of the Degree of Commerce by RANI CHANNAMMA UNIVERSITY under guidance and supervision by **Mr. SHREESHAIL BOMMASAGAR** And Prof. B A KANTHI Head of the Department in Commerce.



Mr. SHREESHAIL BOMMASAGAR
(Coordinator)



Prof. B A KANTHI
(HOD OF COMMERCE)
Prof. B. A. Kanthi

Head, Department of Commerce
V.M.K S.R.Vastrad Arts, Science & Commerce College
V.S.Bellihal Commerce College
Hungund-587118




Prof. S K MATH
Principal

Principal
Mahantesh Krupaposhit
V.S.Bellihal Arts, Science & Commerce College
Hungund-587118

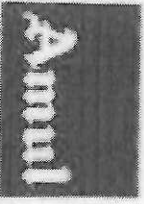
CERTIFICATE

This is to certify that the project work on " **A PROJECT REPORT ON AMUL COMPANY LIMITED** " has been carried out by **Mr. Sagar Pattanashetti B.** Com II semester under the guidance of **Mr. SHREESHAIL BOMMASAGAR** Co-ordinator, **Prof. B A KANTHI** Head of the Department in Commerce. towards the partial fulfilment of the requirements for the award of degree of department of Commerce by the **Rani Channamma University** during the year **2022-23.**

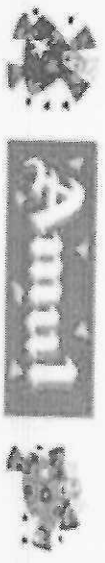
Date :
Place : HUNGUND

JIC 
Prof. SHAKUNTALA K MATH
(PRINCIPAL)
Principal

Vijaya Mahantesh Krupaposhit
S.P. Vastrad Arts, Science & V.S. Bellina
Commerce College, Hungund-587116



The Taste of India



Real Milk. Real Ice Cream.

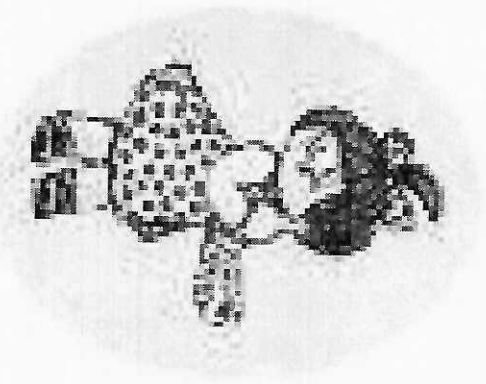
India's No. 1 Ice cream

AMUL - THE TASTE OF INDIA

Submitted By - SAGAR M PATTANASHETTI



Real Milk. Real Ice Cream.



ABBREVIATION/FULL FORM

- AMUL
- A – ANAND
- M – MILK
- U – UNION
- L – LIMITED

Hence,

(ANAND MILK UNION
LIMITED)



POINTS TO BE COVERED IN THIS TOPIC

Company profile, mission & vision

Competition & market share, Objectives

marketing mix



Amul

The Taste of India



AMUL.....

- Type – co-operative
- Founded in – 1946
- Headquarters – Anand, India
- Industry – dairy
- Key people - Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF)
- Products - milk and related product
- Revenue - \$ 1 billion
- Employee – 2.41 million milk producer
- Slogan – The Taste Of India..

Amul

The Taste of India

COMPANY PROFILE...

- Amul Ice Cream was launched on 10th March, 1996 in Gujarat.
- In 1997, Amul ice creams entered Mumbai followed by Chennai in 1998 and Kolkata and Delhi in 2002. Nationally it was rolled out across the country in 1999.
- In January 2007, Amul introduced SUGAR FREE & ProLife Probiotic Wellness Ice Cream, which was a first in India.



Amul

The Taste of India

VISION AND MISSION OF

AMUL

Vision.....

Amul's vision is to provide more and more satisfaction to the farmers, employees and distributors

Mission.....

- We at GCMMF (Gujarat Co-operative milk Marketing Federation) endeavor to satisfy the taste and nutritional requirements of the customers of the world, through excellence in marketing by our committed team. Through co-operative networking, we are committed to offering quality products that provide best value for money."

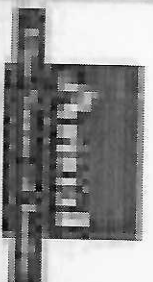
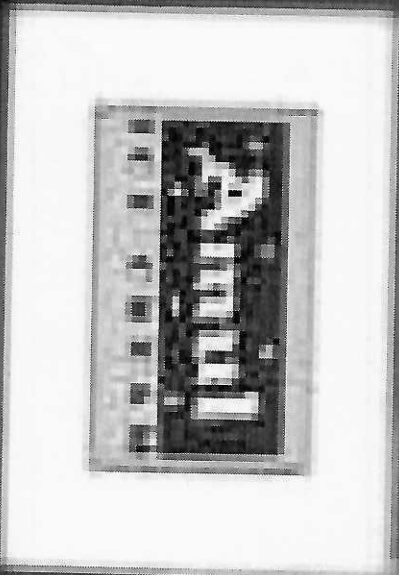
VISION , MISSION AND OBJECTIVE

- Vision: Liberate our farmers from economic oppression and lead them to prosperity.

- Mission 2020: Dairy cooperatives of Gujarat turnover of Rs. 27000 cr. by the year 2020.

- Objective: Is to ensure that the maximum benefit of the consumer's rupee goes back to the milk producer.

- Has combated competition like Wal-Mart, Mother Dairy and achieved the No. 1 position in the country.
- Today, the market share of Amul Ice Cream is 28%.
- Amul's entry into ice creams is regarded as successful due to the large market share it was able to capture within a short period of time.



The SWOT Analysis of Amul

Strengths

- Largest food brand in India & Asia
- High quality, low price
- Introduced TQM
- World's largest processed milk brand
- Annual turnover of USD 6000 crore (2018-19)
- Highly diverse product mix
- Robust distribution network

Opportunities

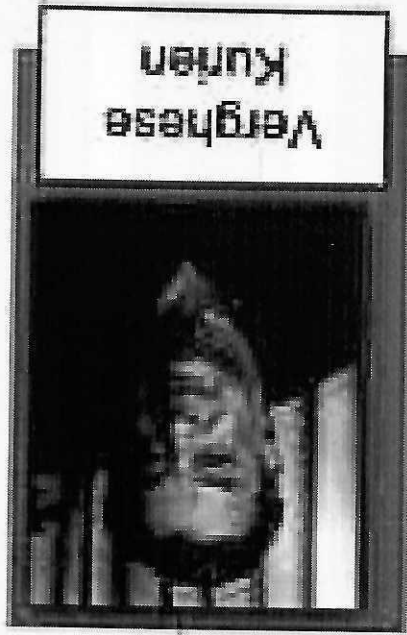
- Penetrate international markets
- Diversify product portfolio to enter new product categories and expand existing categories like processed foods, chocolates etc.
- Use internet to sell its products

Weaknesses

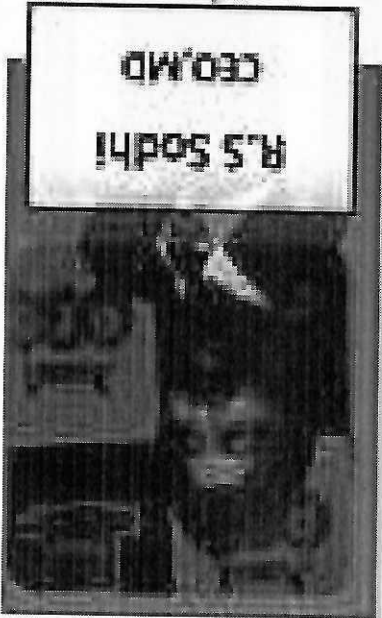
- Strong dependency on weak infrastructure & completely dependent on villages for its raw materials
- Lack of highly complex supply chain system
- Short self life of its product
- Alliance with third parties who do not belong to the organized sector

Threats

- Competitors - Hindustan Lever, Nestle, Britannia and local players
- Still competition from AMUL's in butter
- Ban on export of milk powder
- The yield of India cattle still much lower than other dairy countries.



Board of Directors



BOARD OF DIRECTORS

DIVERSE PRODUCT MIX

Amul

The Taste of India

- Amul Butter,
- Milk Powder,
- Ghee,
- Amulspray,
- Cheese,
- Chocolates,
- Shrikhand,
- Ice cream,
- Nutramul,
- Milk and Amulya



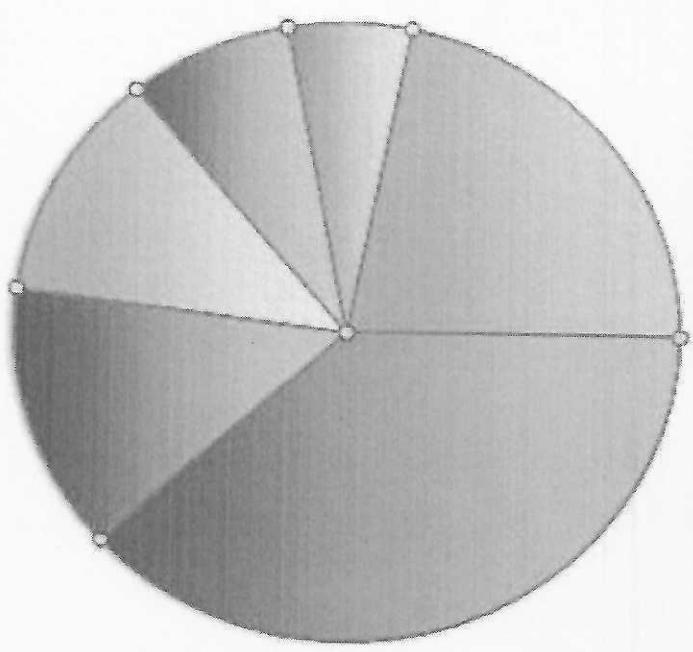
The Amul logo consists of the word "Amul" in a white, serif font, centered within a dark rectangular box.

The Taste of India

MARKET SHARE

- AMUL Ice cream is among the Asia's top 10 Ice cream brands.
- In a short span of 6 years, Amul Ice Cream has become No.1 Ice Cream brand in the country. Amul ice cream is now the only national brand and other Ice Cream brands are regional.
- Our position in the market: Amul No.1 brand in India: **Amul has achieved a market share of 38%** (4.5 times larger than nearest competitor).

Ice-cream industry market share



- Amul 38%
- Kwallity Walls 14%
- Vadlall 12%
- Mother dairy 8%
- Cream Bell 6%
- Regional & niche players 22%



COMPETITION

Kwality Wall's

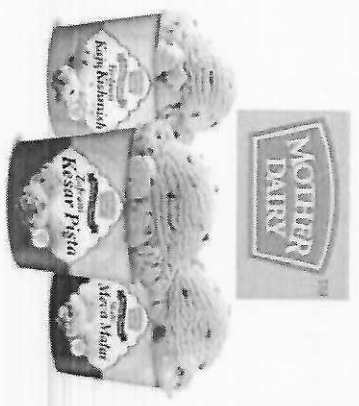


KWALITY WALL'S™

Vadilal



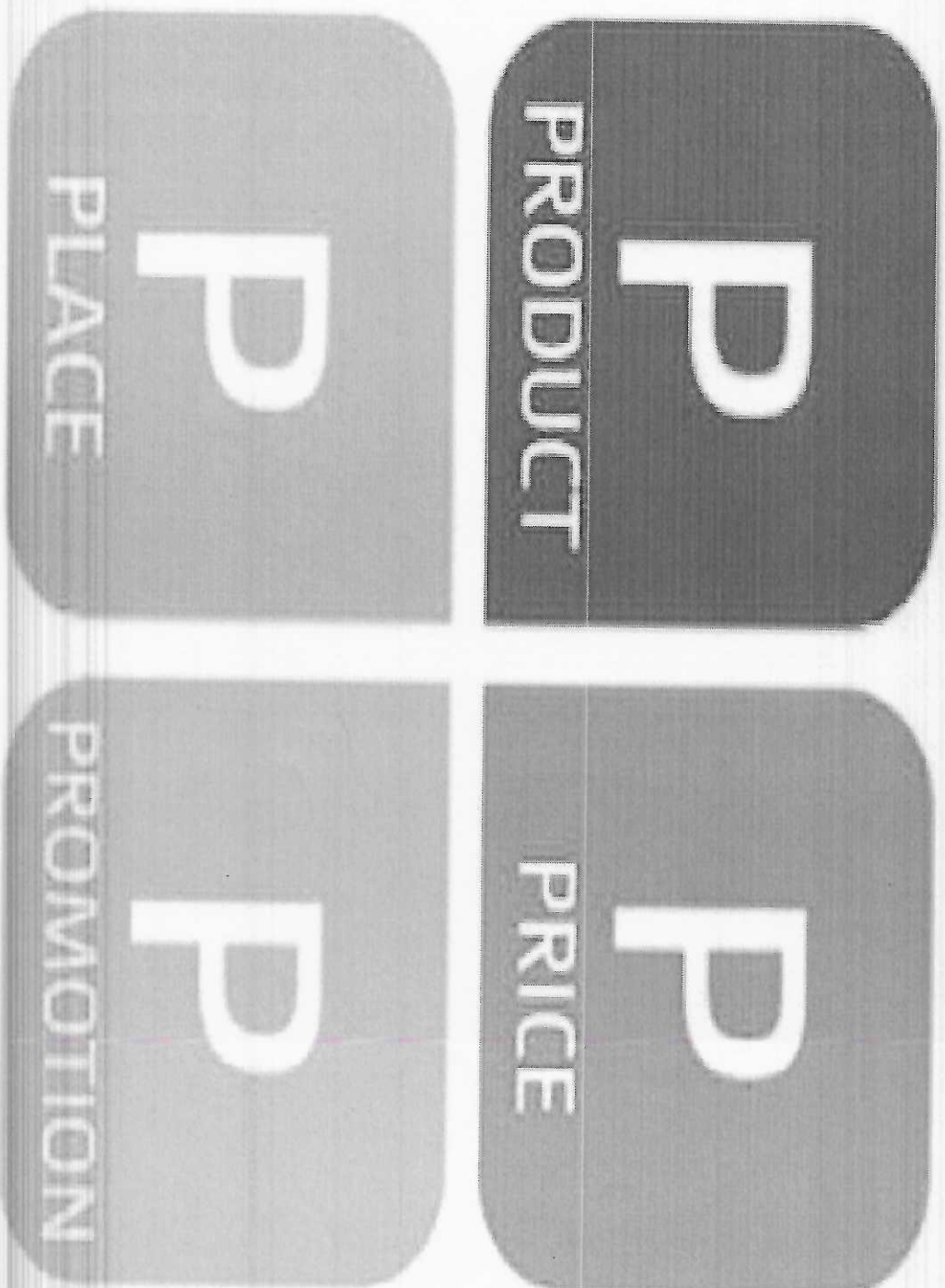
Mother Dairy



Cream Bell



THE 4 P'S OF MARKETING



Amul

The Taste of India

PRODUCT ...

- Description -- Utterly delicious ice cream made from fresh milk available in a wide range of flavours and packs.

Product Features -

- **Best Ingredients:** Fresh milk, superior fruits & nuts.
- **No Differentiation in Quality Standards of Consumer & Catering/ Institutional Packs**
- **Prolife & SUGAR FREE Probiotic:**
- **Made from Fresh Milk (Real Milk, Real Ice cream)**

Amul



Real Milk.
Real Ice Cream.

MIX... PRODUCT FOR EVERY ONE



- **Amul never forgot its "primary customer"**
 - Amul collects 447,000 Itrs of milk from 2.12 million farmers (many illiterate)



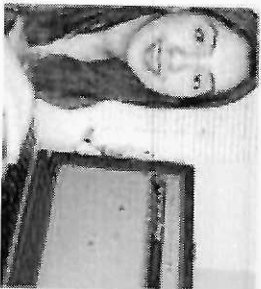
- **Product for youth**
 - Amul launched Chocolate milk under brand name of 'Amul Kool Koko' targeting the youth



- **Product for diabetic people**
 - India's First Pro-Biotic Wellness Ice cream & Sugar Free Delights For Diabetics



MIX... PRODUCT FOR EVERY ONE



- **Product for the health conscious**

- Amul Launched "low fat, low cholesterol bread spreads"



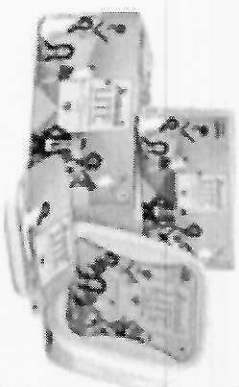
- **Product for the price sensitive India**

- Low Priced Amul Ice Creams and affordable 'sagar' whitener



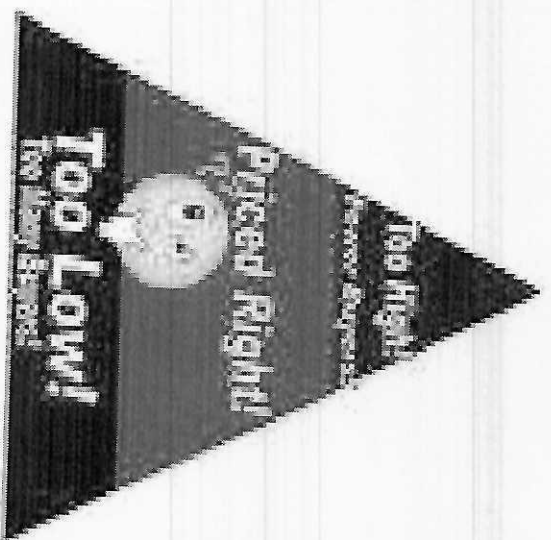
- **Product for the urban class**

- Amul launched emmental, gouda and pizza mozzarella cheese



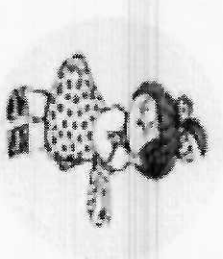
PRICE...

- Penetration pricing
- value pricing
- Vanilla 100gm ice cream – Rs.20
- Competitor: Mother Dairy, vadilal , cream bell.
- Low-cost price strategy core philosophy of providing ice cream at a basic, affordable price to appeal the common masses



Amul

The Taste of India



PLACE: A GLOBAL DISTRIBUTOR...

- GCMMF is India's largest exporter of Dairy Products
- APEDA Award
- Excellence in Dairy Product Exports for the last 9 years

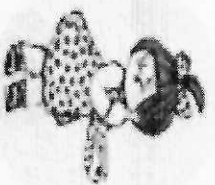


Real Milk. Real Ice Cream.

Amul

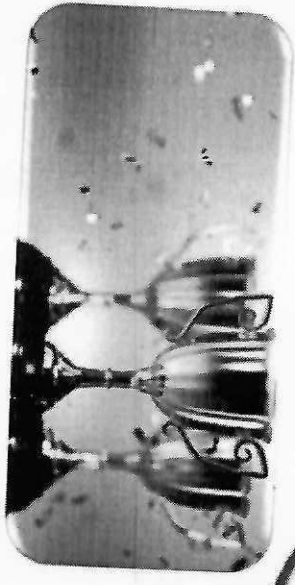
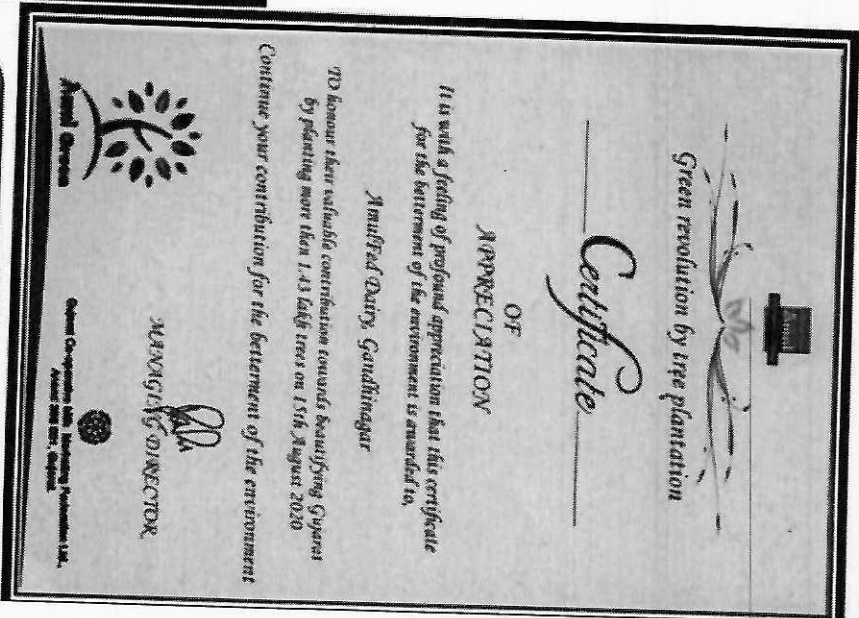
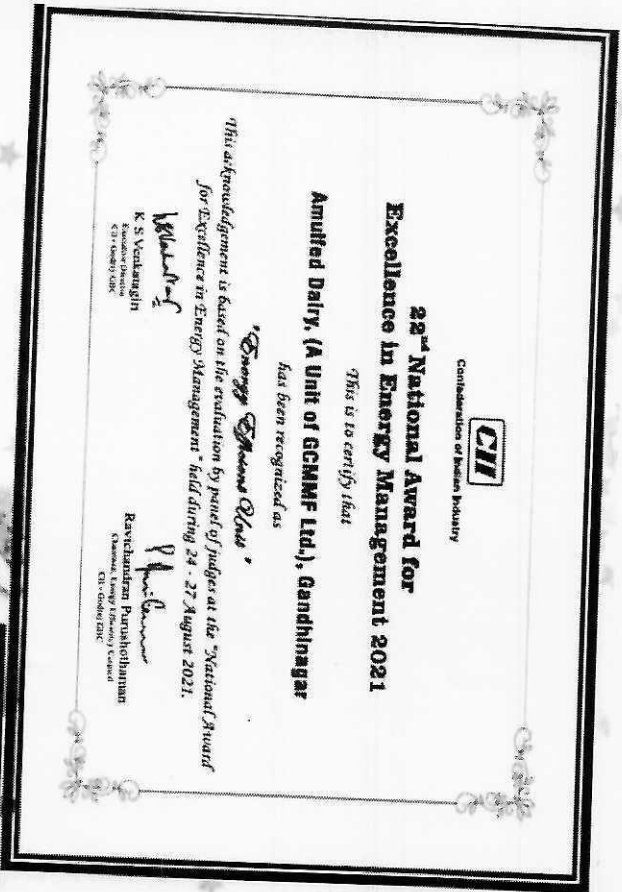
The Taste of India

PROMOTION...



- ADVERTISING
- fresh and innovative".
- The clean, emotion-based ads.
- Amul ads -creative, apt for the current situation.
- The Amul ads are one of the longest running ads based on same theme
- vying for the Guinness records
- 1% of its turnover on promotions.





THANK YOU...☺

