

GCMMF plans massive expansion of operations

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By-Parasnath

GCMMF plans massive expansion of operations throughout the country by the close of the current year. The cooperative will set up 1000 additional franchisees. Its famous brand Amul with 8000 franchisees and more than 100 units covers more than 2000 towns across the country, reports a news outlet.

R.S Sodhi, Managing Director, AMUL is quoted as saying franchising proved to be an effective method of expanding our count of exclusive outlets and since the year 2001 there has been no looking back.

The Retailing formats of AMUL viz. AMUL Preferred Outlets (APOs) and the AMUL Ice-cream Parlours have made giant strides in expanding the store count from 3000 odd to a strong chain of 8000 outlets in last 5 years. This includes opening of AMUL parlours at some of the prestigious institutions in the country including IITs, IIMs, ISRO, Government & Defence Establishments, Railway Stations, Airports and many places thus making the AMUL brand ever-present.

According to Sodhi, the company will continue to lead in different categories in the coming years. Its various products will help develop new patterns of consumption among consumers, Sodhi claimed.