

Amul launches pouch milk in Gandhinagar

April 01, 2016 [DeshGujarat](#)

Gandhinagar

Gujarat Co-operation Milk Marketing Federation (GCMMF), the leading producer of milk & milk products under the name of Amul Brand, announced the launch of Amul Milk in Gandhinagar. The affiliated member milk unions of GCMMF Ltd, in the year 2006, had decided to adopt umbrella branding of Amul for marketing pouch milk & fresh dairy products in local market within their district. Currently more than 120 lakh litres per day (LLPD) of pouch milk is sold under Amul brand across India.

Gandhinagar District Co-operative Milk Producers Union Ltd. (GDCMPU) has also decided to adopt Amul brand for marketing pouch milk & other fresh products in the district with effect from 01-Apr-2016.



The marketing of milk & entire fresh product range has been entrusted by the milk union to GCMMF which will gain synergy in marketing in the twin cities of Ahmedabad & Gandhinagar.

Currently GDCMPU is selling pouch milk, dahi & butter milk under Madhur brand through its distribution network in Gandhinagar district. The sale of pouch milk under the brand name 'Madhur' is approx. 1.0LLPD and it has almost 98% market share in Gandhinagar city.

Sh. Jethabhai Patel, Chairman, GCMMF said, "We have identified Gandhinagar as an opportune market for our Fresh Product offerings. We would be selling pouch milk and entire range of fresh products to the 6 lac consumers of Gandhinagar district who are brand conscious and are willing to associate themselves with the strong brand name of Amul. We would be offering our best quality fresh products at affordable prices to consumers in Gandhinagar. Amul is looking to garner a dominant market share in Gandhinagar milk market."

The existing pouch milk variants Gold, Shakti, Taaza, T-special & Cow milk along with two more new milk variants namely Amul Diamond & Amul Slim n Trim will be made available to milk consumers of Gandhinagar. Besides butter milk and dahi, GCMMF Ltd. will also introduce a range of other probiotic products like Probiotic Lassi, flavoured yoghurt (Flaavyo) & fresh paneer.

The milk parlours run by Madhur dairy will now be converted to Amul Parlours by complete revamping of design and will now provide complete range of Amul products to local consumers.

The proposed arrangement will benefit 43000 members of 116 village co-operative milk producing societies of GDCMPU Ltd. and the consumers of Gandhinagar district due to availability of a reputed Amul brand with more range of product offerings.

The sale price of pouch milk & other fresh products under Amul brand will remain unchanged. The per liter sale price of Diamond milk will be Rs. 50/-, Gold milk Rs. 48/-, Shakti milk Rs. 44/-, Taaza milk Rs. 36/- & Slim N Trim milk 270 ml pack Rs 10/-. The sale price of Amul pouch Butter milk will be Rs. 20 for 1 lt pack and Rs. 10 for 500 ml pack. The sale price of Mastidahi in 200g pouch is Rs. 13/-, 400g pouch is 25/- & 1 kg pouch pack is Rs. 50/-. The sale price of Mastidahi in cup packs is 100g Rs. 10/-, 200g Rs. 20/- & 400g Rs. 36/-. The sale price of fresh paneer 200 g pack is Rs. 57/- and 1 kg pack is Rs. 270/-. The sale price of probiotic butter milk 1 liter bottle is Rs. 45/-.

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Madhur milk now be sold under Amul brand in Gandhinagar

Our Bureau

Ahmedabad, April 1:

Gandhinagar District Co-operative Milk Producers Union Ltd. (GDCMPU) joined hands with Gujarat Cooperative Milk Marketing Federation Limited (GCMMF) to market its milk and other fresh products in the district under the brand name Amul.

Currently, GDCMPU sells pouch milk, dahi and butter milk under its own brand name Madhur through its distribution network in Gandhinagar district. Madhur milk holds nearly 98 per cent market share in Gandhinagar city, with approximately 1 lakh litres a day of sales.

In 2006, the affiliated member milk unions had decided to adopt umbrella brand of Amul for marketing of milk and other fresh dairy products in the local market within the district. Currently more than 120 lakh litres a day (LLPD) of pouch milk is sold under Amul brand across India.

GCMMF and GDCMPU together launched Amul milk in Gandhinagar on Friday

The move will help the milk union to gain synergy in marketing in the twin cities of Ahmedabad & Gandhinagar. The arrangement will benefit 43000 members of 116 village co-operative milk producing societies of GDCMPU Ltd and the consumers of Gandhinagar district due to availability of a reputed Amul brand with more range of product offerings.

Jethabhai Patel, Chairman, GCMMF said, "We would be selling pouch milk and entire range of fresh products to the 6 lakh consumers of Gandhinagar district who are brand conscious and are willing to associate themselves with the strong brand name of Amul."

The existing pouch milk variants Gold, Shakti, Taaza, T-special & Cow milk along with two more new milk variants namely Amul Diamond & Amul Slim n Trim will be made available to milk consumers of Gandhinagar. Besides butter milk and dahi, GCMMF will also introduce a range of other probiotic products like Probiotic Lassi, flavoured yoghurt (Flaavyo) & fresh paneer in Gandhinagar market.

The milk parlours run by Madhur dairy will now be converted to Amul Parlours by complete revamping in sync with brand identity of Amul.

The sale price of pouch milk & other fresh products under Amul brand will remain unchanged.