

## **Amul ranked 73rd globally among top 100 megabrands**

TNN | Mar 13, 2019, 11.31 AM IST

VADODARA: Homegrown brand Amul has become the only 'Indian' brand to be featured in the latest study of the top 100 global megabrands.

Euromonitor International, a UK-headquartered global market research firm, has ranked Amul at 73 rank at global level in its report 'Top 100 megabrands: how the world's fast-moving brands remain at the top'.

The report is a ranking of the top 100 most successful fast-moving consumer goods (FMCG) brands worldwide released by the global market research company that provides strategic intelligence on industries, companies, economies and consumers around the world.

Each of the brands making it into the top 100 qualified based on their retail sales value for 2017. The report puts Amul's brand value in the range of US \$ 2 to 3 billion based on the sales that the Gujarat Co-operative Milk Marketing Federation (GCMMF) – the marketers of Amul brand – had registered in the financial year 2016-17.

Amul brand's turnover is currently US \$ 6 billion while its brand value is pegged at US \$ 18 billion.

"We are also a big Indian "monogamous megabrand" going by their definition as our sales are largely within India with operations largely based in a single state - Gujarat," said R S Sodhi, managing director of GCMMF, the apex body of all the district dairy unions of Gujarat.

It is worth mentioning here that last year Amul had emerged as top ten milk processors in the world as it was ranked as ninth largest milk processor globally in 2018 by the International Farm Comparison Network (IFCN), a global dairy research network.