Amul to launch delivery service via online, mobile app

Ties up with Infibeam, tests Ahmedabad market with soft launch

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Cashing in on the push for digital transactions through demonetisation, the Gujarat Cooperative Milk Marketing Federation (GCMMF) or popularly known as Amul is set to launch its own dedicated online sales channel in collaboration with Infibeam. The channel will deliver Amul products 'direct to home'.

The web and mobile app-based channel has, as of now, being soft launched in Ahmedabad

where the dairy major has employed five Toyota Etios, delivering Amul products through its local stores.

"Our local stores will act as the delivery centres. We will see how the pilot works and then gradually launch formally in other cities as well. Dedicated personnel have been employed for the delivery services," said R S Sodhi, managing director of GCMMF.
The online sales channel is not only aimed at tapping the growing digital payments but also pushing some of its range products that have so far seen less traction in offline sales.

"There are several value-added products that we call 'range products' which do not see regular traction through offline stores and hence are not stocked by distributors. The online and mobile app based service will help us promote such products, too," said Sodhi. Already, of its over Rs 20,000-crore turnover, value-added products form 45 per cent share, while milk forms the rest.

Infibeam and GCMMF had signed an agreement in the first quarter of this financial year for developing such an 'online and mobile' framework to sell Amul products direct to home.

"This agreement is a primary example of Infibeam's presence across the business to business (B2B) and business to consumer (B2C) value chain. GCMMF's online framework allows a customer to place an order directly to the company (B2C), which is then processed and forwarded to a distributor, wholesaler, and retailer/point of sale (B2B), which in turn is delivered to the customer," Infibeam stated.