



GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LIMITED

NEWS RELEASE FOR IMMEDIATE RELEASE

30th March 2023

AMUL ORGANIC IS THE OFFICIAL PARTNER OF 9 IPL TEAMS

India's largest food products marketing organization, Gujarat Co-operative Milk Marketing Federation Ltd., which markets the popular Amul brand of milk and dairy products takes pride in being one of the biggest FMCG companies in India. Today, it handles brand AMUL worth Rs. 61,000 Crores and is the biggest cooperative owned by 36 lac farmers of Gujarat.

As part of its plan to become India's largest Food and Beverages FMCG brand, Amul has launched its new range of organic products under the brand name Amul Organic. Basmati Rice, Aata, Chana Dal, Toor Dal, Moong Dal, Masoor Dal, Rajma and Besan have been launched in the new category of Amul Organic products. These products are procured from organic farmers and are thoroughly tested for quality parameters and sold at pocket friendly prices. They can be purchased online from across India through Amul's D2C website – **shop.amul.com**.

AMUL ORGANIC has partnered with 9 IPL teams – Punjab Kings XI, Delhi Daredevils, Rajasthan Royals, Gujarat Titans, Mumbai Indians, Royal Challengers Bangalore, Sunrisers Hyderabad, Kolkata Knightriders and Lucknow Super Giants for the 16th edition of Indian Premier League as their official partner starting on 31st March 2023 in Ahmedabad.

In-charge Managing Director of GCMMF (Amul) Shri Jayen Mehta said "Amul has always been associated with Indian Premier League over the last 15 years in various capacities and our partnership with these 9 teams will help spread the message of amul organic products across India. It will create conversations about the importance of having a chemical and pesticide-free food habits and Amul's continuous efforts to fulfil this nutrition requirement for the nation."

Amul is not only synonymous with the best cooperative model and farmer's faith in cooperative structure but also with marketing and advertising strategies it has adopted to make it the most preferred brand of dairy products.

Organic farming has been identified by the Hon. Prime Minister, Shri Narendra Modi, and Hon. Minister of Home Affairs & Cooperation, Shri Amit Shah, as an essential source of providing healthy and nutritious food to our growing population while also doubling the income and livelihood of our farmers. Amul along with various national organizations have also set up National Organic Cooperative Limited (NOCL) to guide farmers across India with best practices for organic farming and set up cooperatives for their organic products.