



GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LIMITED

NEWS RELEASE FOR IMMEDIATE RELEASE

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Gujarat Co-operative Milk Marketing Federation (AMUL) starts Branch Operations in Kutch

Gujarat Co-operative Milk Marketing Federation Ltd., which markets the largest FMCG brand of India – Amul has opened its 85th branch in Kutch. This new branch viz. in GCMMF's 7th branch in Gujarat and is based in Lakhond will cater to of the largest district of India by area, Kutch, along with Surendranagar and Morbi. The new branch will ensure the distribution of the entire range of Amul's dairy products, chocolate, potato based snacks, organic products, and oil.

The branch was inaugurated by Shri Valamji R Humbal, Vice Chairman, GCMMF and Chairman, Sarhad Dairy in the presence of its board of directors and dairy farmers of Kutch District, Shri Jayen Mehta, In-charge Managing Director, GCMMF, Shri Hemant Gauni, General Manager, GCMMF and distributors of Amul.

Shri Valamji R Humbal, Vice Chairman, GCMMF and Chairman, Sarhad Dairy, said that "GCMMF has taken a very positive step to start a dedicated branch for the Kutch region which will increase the availability of Amul products and thanked GCMMF for utilizing the facilities of the old dairy plant of Sarhad Dairy at Lakhond. These efforts are being appreciated by the dairy farmers of Sarhad Dairy. He also thanked Shri Narendra Modi, Hon. Prime Minister who during his term as Chief Minister of Gujarat envisioned to take Camel Milk from Kutch district to the rest of the world. Today, GCMMF continues to distribute Camel Milk and its various products which has multiple health benefits."

Shri Jayen Mehta, In-Charge Managing Director said, "This new branch will help us to increase our distribution and reach consumers of Kutch, Morbi and Surendranagar districts. The biggest beneficiaries of this expansion drive will be the consumers who will now be able to enjoy the range of Amul products. Furthermore, Kutch district covers almost 1/4th of the geographical area of Gujarat and Amul collects Camel Milk from Maldhari tribe of Kutch district which is processed to make range of camel milk and milk products. This will further boost its demand and sales in the market."

For the progress of Kutch and Saurashtra regions, GCMMF has procured 119 acres of land at Rajkot for from the Gujarat government to set up a separate AmulFed Dairy – 2 to process various milk and milk products. This will benefit the dairy farmers as well as the consumers of Kutch and Saurashtra. Apart from this, GCMMF has made efforts to export Amul products directly from Kandla Port of Kutch which will boost the economy of this region.

