



## **Market Analysis and sales development of Amul milk product**

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### **Abstract**

*Indian dairy industry can be disconnected into two sorts of endeavors: Liquid Milk and Milk Products. In the securing and advertising of fluid drain, there is strong closeness of co-operator and standard private channels however the sorted out division private endeavors furthermore exist. The packaged fluid drain showcase alone is of the demand of Rs. 12, 000 crore and has been creating at the rate of 10 for every penny yearly. Of course, in the showcasing of (western) dairy items, there are quite recently created broad co-operator, multinational and family unit private part wanders. The presentation of the tremendous private dairy division has been, obviously, towards drain thing promoting. The private family and multinational endeavors are pulled into dairy thing creating because of the straightforwardness of advantage making through brand showcasing by coming to high pay purchasers, SNF (Solids Not Fat) surplus and lesser irritates in promoting. The esteem affirmation per liter of drain is higher because of western drain items. There are a few affiliations which are into both fluid drain and furthermore drain items. These two arrangements differentiate the extent that their ownership, size of business and profitability. In spite of the fact that fluid drain business is instructed by co-operator or private Indian firms, the drain thing business is for the most part in the hands of multinational endeavors (MNCs). The proximity of private dairies in fluid drain is bound just to particular urban groups and regions.*

### **Introduction**

This paper dissects the profile of sorted out private part in fluid drain business, its advancement, execution, business and promoting methods and prospects, with remarkable reference to Uttar Pradesh state and the Varanasi drain advertise. This audit relies on upon the assistant data and the

gatherings with the dairy unit proprietors and directors to get subjective information. The cooperation with private dairies was limited just to Varanasi city and generally revolved around fluid drain, as Varanasi is a champion among the most engaged drain advertises in the country with more than 25 brands of fluid drain being showcased in the

city. Four private dairy proprietors, who are basic and rising players in Varanasi drain advertise, were met. In Section II, the nature and movement of the Varanasi drain showcase are bankrupt down.

Fragment III examines the showcasing strategies of various sorts of players. The completions of the survey are communicated in the last section.

Uttar Pradesh is one of the by and large created and created drain showcases in India both in regards to supply base and moreover ask for outline in light of the lifestyle of drain usage, urbanization and industrialization which made drain a current thing soon, and the long proximity of drain handling and advertising components including that of the co - specialist area. Varanasi, Baroda, Surat, and Rajkot are a bit of the developed drain advertises in the state with strong proximity of co-operator dairies and all the more starting late various private area players who are homegrown.

Varanasi is the greatest drain showcase after Mumbai in Western India with total offers of around 12 lakh liters of drain standard out of which 60 for each penny is sold in the eastern bit of the city. Out of this, the offer of co-operators is around 45 for every penny

who completely (Amul and Uttam) offer 5.5 lakh liters. Of course, the private dairies offer around two lakh liters for every day and the critical ones consolidate Gayatri, Shresht, Royal and Samrudhh, other than some place in the scope of 25 little time brands. The staying (five lakh liters) is sold free by neighborhood private dairies and drain venders (NDDDB State Office, Varanasi). Abad and Uttam have been two of the co-specialist stamps in Varanasi drain advertise since the mid-1980s. In 1986, Amul made a section into this (packaged and stamped drain) advertise understanding its creating size, and has had the ability to get an astoundingly critical bit of the packaged drain showcase. In the mid 1990s, various private players like Gayatri, Samrudhh and Zarf in like manner made their passageway. While Amul has built up, the other two co - operator brands have basically failed, with Abad getting closed completely and Uttam offering only 70 - 80 thousand liters for every day now. In 1992, private brands spoken to around eight for each penny of the total drain showcase in Varanasi of which 58 for each penny was considered by the tumultuous part. In the stuffed drain showcase, the offer of private brands was 20 for each penny in 1992 with Amul, Abad and Uttam speaking to 32, 27

and 20 for each penny each. The move from free drain to take drain was of the demand of 7 for each penny for every annum (Manaktala, 1992). There were five sorts of drain open in the market and the private dairies were putting forth around two lakh liters of drain in 1996 with the huge player being Gayatri (12 for every penny), Royal (13 for every penny), and Sardar (16 for every penny). Shresht was another basic brand with pretty much 10 for every penny share taken after by Dairyfield, Samrudhh and Anmol which had eight, five and five for each penny shares independently.

At display, there are 29 private brands offering in Varanasi city with bargains running from as low as 500 liters to as high as 24000 liters for consistently. This makes for total offers of 2.16 lakh liters for consistently by the private players. The huge ones join Gayatri, Gamdiwala (Shresht), Zarf, Avkar, Suntiwala and Poonam (Shah, 2000) . So far as the measure of Varanasi drain showcase is concerned, Royal Dairy assesses that Amul offers around four lakh liters, Uttam one lakh liters and private dairies absolute around two lakh liters speaking to seven lakh liters of pocket drain in the city. Around four-five lakh liters is the degree of the free drain advertise. The Varanasi drain showcase has been creating

at the rate of 5 for every penny for each annum and the extent among pocket and free drain (60:40) remains basically predictable. Another survey (Bhatnagar and Mishra, 2001) in like manner reports Amul and Uttam's offer in the market to associate with 50 for each penny with 15 - 20 for each penny being with the private dairies and 30-35 for every penny as free drain advertise. It reports that generally, drain was bought once consistently in the morning and the ordinary drain purchase was 1 - 2 liters for every family with home transport inescapable only if there ought to emerge an event of 10-15 for each penny of the total families.

Another basic piece of Varanasi drain advertise is that there is no prohibitive scattering. All retailers offer different brands. The scattering system is practically the same transversely over brands. The brand dedication is moreover not high. On the other hand, what has any kind of effect is shop or retailer dependability. It was found that while Amul was being sold by each one of the retailers, Uttam and Shresht had 30 for each penny retail penetration and Royal and Gayatri around 20 for each penny. Another genuine complexity between co-specialist and private brands was that however the past sold just on cash

and pass on preface, the private brands offered one day credit to the retailers at any rate, and at times, upto seven days. Most of the drain is furthermore sold from the roadside outlets. So far as free drain showcase, which speaks to pretty much 33% of total drain advertise in Varanasi, is concerned, just around 10 for every penny of it is considered by the sorted out part players. Around 33% each of this market is with Kalupur drain showcase and the private merchants. Whatever is left of the market is with sloppy segment players.

Uttar Pradesh Co-specialist Milk Marketing Federation Ltd. (GCMMF) is the state level cooperation of 13 region level drain co-specialists in the state. The ordinary obtaining of the people from GCMMF touches 75 lakh liters for each day of which 29 lakh liters is sold as fluid drain (Sodhi, 2005). It advertises the Amul extent of items including fluid drain. It has a drain preparing plant at neighboring Gandhinagar to handle 10 lakh liters drain for consistently to consider the Varanasi advertise. It offers 4.8 lakh liters of drain in Varanasi. Amul drain was moved in Varanasi city in August 1986 with a typical step by step offer of around 2000 liters. Amul was the first to dispatch organized drain in Varanasi showcase. By 1987, bargains had created to

19,000 liters for consistently which extended to 50,000 liters by 1990 and further to 1.3 lakh liters by 1991. Amul has had the ability to get a market offer of 40 for every penny inside 10 years with the help of more than 100 wholesalers.

The Uttam (a region level co-operator) check has 657 basic dairy co-specialists of which only 490 are reasonable. It exhibited packaged drain in 1984 under the brand name of Purna which was later changed to Uttam. In 1993, it used to offer around 70,000 liters for every day and had a not too bad name for strong supply. Uttam, which has been in nearness since 1985, is the second greatest player now with 7 for each penny piece of the overall industry. Uttam has only 29 wholesalers in the city. Abad, a wander of GDDC, was the pioneer in showing pocket packs of drain in Varanasi. In 1983, it changed over its holder structure to stash system. It used to offer around three lakh liters for every day around at that point. In 1989, when Amul entered Varanasi drain advertise, Abad was the greatest player taken after by Uttam. By 1993, Abad bargains had declined to 80,000 liters for every day. Later on, Abad even obtained out its outlets (1000 in number and a fundamental quality) to Pepsi as it was not by any means offering any drain and has

been closed down. Regardless of the way that there are a broad number of players in Varanasi drain advertise, only a couple are

putting forth basic measures of drain in the area showcase (Table 1).

Aspect (1)	Gayatri (2)	Samruddh (3)	Shresht (4)	Royal (5)
Stint in business and background	60 years, earlier in loose milk selling	65 years, earlier in loose milk selling	75 years, partnership firm, loose milk sales	7 years, earlier part of Gayatri
Caste	Patel	Desai	Patel	Patel
Procurement base	165 societies	10 societies and agents	15 societies	50 societies
Capacity	Pasteurisation – 15,000 litres, storage – 1.1 lakh litres, chilling centers – 2	Pasteurisation – 35,000 litres, chilling center – 1	Pasteurisation – 20,000 litres, chilling centers – 2	Pasteurisation – 40,000 litres, storage – 55,000 litres
Sales/day(in litres)	35,000	18,000	22,000	18,000
Distribution system	Direct distribution by company, home delivery by 80 hawkers with Rs. 0.3/500 ml. and retailers with Rs..3-5/crate comm.	40 hawkers with Rs. 0.35/ 500 ml. commission, retailers with Rs.4/crate commission	62 hawkers with Rs.0.30/500 ml. commission, retailers with Rs. 5/crate commission	Distributors, retailers with Rs.7/crate commission and 40 hawkers with Rs.0.35/500ml. commission.
Promotion	Sales girls, pamphlets and local media	Pamphlets and local media	Sales girls and own outlets	Sales girls and own outlets
Strategies	Quality, home delivery and own distribution	Quality, small time operations	Quality, FCM milk focus and home delivery	Home delivery, quality and replacement

### ***Competition and Marketing Amul milk products in market***

Varanasi is a champion among the most forceful drain showcases in the country with 25 organizations, 27 brands and 35 mark names. There is in like manner anomalous condition of contention in bundling the extent that arrangement changes and design imitating, and in securing scattering outlets and controlling retailers. In light of the speedy arrangements affirmation in fluid

drain and low speculations required for little scale drain handling and allocation, the obstructions to area are low. The market is significantly isolated similar to sorts of drain and sort of outlets. There is a high emphasis on offering driven by bargains individuals. This incorporates high edges to trade, retailer push, and creative arrangements progression instruments like home conveyance of drain free of cost and usage

of offers young women to deliver potential clients by family visits and free illustrations.

Most by far of the private dairies offer three or four sorts of drain, i.e., full cream drain, standard drain, conditioned drain and twofold conditioned drain (DTM). Further, the commission offered to the dealers varies from Rs. 2.5/- per holder to as much as Rs. 7/- per case. The retailer edges in like manner reach out from in any event Rs. 5/- per container to as high as Rs. 15/- per case. This is paying little respect to the way that the retail cost to customer is same transversely over brands for a given kind of drain. The most offering kind of drain transversely over brands is twofold conditioned drain taken after by conditioned drain. In any case, there are a couple of brands like Shresht, Gayatri, and Royal and best which have basic offers of Full Cream Milk (FCM). The FCM drain which is around 33% of the packaged drain showcase is told by Amul which moreover manages the standard and conditioned drain arrangements. In like manner, the other co-operator mark (Uttam) moreover has its most raised arrangements in FCM drain with the remaining being for the most part in standard and conditioned drain in comparable degree. Amul was basically lost from twofold conditioned drain starting in

the no so distant past while Uttam has an offer of around 10 for every penny (NDDB State Office, Varanasi). Another fascinating piece of the Varanasi drain advertise is the presentation of 200 ml. packs by Amul and the private dairies which are for the most part in conditioned or twofold conditioned drain characterization. The offers of drain happen from as various outlets as parlors, shops, drain slows down and roadside vendors. The degree of home conveyance was 60 for each penny because of private brands as against only 30 for every penny by virtue of Amul. Honestly, home conveyance came next just to quality so far as clarifications behind purchase from private brands were concerned. Free home conveyance by private brands is a fundamental variable which Amul needs. Brands like Gayatri, and Royal have been practicing home conveyance commandingly. The customer regard for private brands, when helped, was seen to be high. Another primary thought in promoting was the high edges offered to the retailers by the private brands (Gupta and Kumar, 1996; Bhatnagar and Mishra, 2001).

The offer of neighborhood co-specialist marks in Varanasi was by then getting obliterated by the mid-1990s when it came down to 62 for every penny in 1994-95 from

70 for each penny in 1992-93. Abad dairy which was the market pioneer offering three lakh liters for every day in the late 1980s, was diminished to 50,000 liters by the mid-1990s. Another co-specialist mark (Uttam) sold around 75,000 liters in 1995. Shresht and Gayatri ascended as basic private players in the midst of this period generally due to retailer drive which included higher edges to retailers and home conveyance of drain (Gupta and Kumar, 1996). Amul's arrangements in Varanasi were 3.18 lakh liters for consistently in 1995. A total of 23 private brands spoke to appropriate around 33% of the total offers of packaged drain in Varanasi however none of just them spoke to more than 2 to 3 for each penny of the market. In 1996, there were 32 private brands diverged from only 23 in 1992.

Amul's system in Varanasi relied on upon two vital estimations: showcase division and quality openness of the thing. Amul was the first to start four particular sorts of drain containing assorted fat remembering the ultimate objective to oblige unmistakable segments of the market. It similarly went in for tapping new markets by making a strong scattering mastermind. Near to grouping in thing, it similarly introduced combination in bundling, the extent that more diminutive packs, to consider little sum ask for

effectively. It had an outstandingly practical fight to make drain available from 8 a.m. to 8 p.m. at a comparative cost. It also grasped consider customer preparing and information undertakings to focus on quality and brand picture. With respect to steadfastness, quality affirmation close by swap for spoilt drain was an essential board. In addition, the brand furthermore revolved around corporate goodwill working through relationship of school youths and other adjacent bodies in restricted time fights and on sponsorship of various neighborhood events.

On the other hand, the frameworks of private brands included dispatch of full cream drain to consider incredible - high esteem advertise. They furthermore depended energetically on retailer push and trade penetration under which they offered (and still offer) high edges to retailers. Credit office to retailers which changes from one day to one week, and an effective substitution course of action furthermore joined the retailer and buyer base of these private players. They re-complemented their quality picture through casual, flyers, and home visits. The variable esteem system to the extent bring down expenses in winter



moreover accepted an imperative part in holding in new customers. Publicizing and arrangements progression through close-by media, and retailer and purchaser plots moreover transformed into a trademark for some of them as a result of extending contention. Some of them grasped, imaginatively, home conveyance of drain. In 1996 itself, it was found that pretty much 50 for each penny of the retailers were endeavored home conveyance of drain with a lion's offer of them doing it both for co-specialist and furthermore private brands. In a couple of zones, people were not obtaining Amul drain as it was not home passed on. This issue was being gone to by Shresht which keeps up a not too bad home conveyance office with an additional charge of just Rs. 0.25 for every 500 ml. take (Gupta and Kumar, 1996).

The private brands were astoundingly unstable to contention and took quick and striking decisions. Cut down overheads of these private dairies as a result of their little size, easygoing operations, assert vehicles, et cetera helped them give higher edges to retailers or lower expenses to the customers. Further, claim to fame markets which relied on upon old loyalties, uncommon sorts of drain, e.g., full cream drain, little packs, and DTM for cafés and associations also

exhibited greatly viable for these endeavors. They have furthermore centered around institutional showcasing wherein they considered the solicitations of adjacent establishments and widely appealing customers of drain like pastry makers. A bit of the principle private dairies supply a significant part of the opportunity to these sorts of organizations. In this way, they have successfully endeavored and benefit by center markets. The private dairies looked division. They went in for different brands for different sorts of drain and could unmistakably set up brands in the sub-parts of fluid drain considering one of a kind needs. Some of them furthermore relied on upon ridiculous trade sharpens like drawing the retailers of contenders, and misdirecting the customers with fake packs and plans appearing to resemble those of Amul. Honestly, some of them, like Zarf dairy, have been squeezing under three different brand names, i.e., Anmol, Taaza and Karnavati. Amul has recorded collections of proof against three of them – Khodiyar, Satyam and Zarf in adjacent courts, two of whom have stopped making and one (Zarf) had gone to high court and got stay mastermind. Anmol was found to have copied the pack framework of Amul and moreover its sub-image name (Taaza for

Amul institutionalized drain) which is used for conditioned drain (Gupta and Kumar, 1996).

## CONCLUSIONS

The above examination of the dairy business and drain showcase in Varanasi exhibits that it is recently the little scale and generally all around dove in dislocated area players who have had the ability to move to the sorted out and marked market in drain due to various components like cognizance of the area advertise, cut down overheads, advancements in promoting and offering, and minimal size. The other individuals who went in for broad plant limits besieged as a result of obtaining issues. The private dairies have had the ability to move from vendor and authoritative laborer based acquisition to easygoing or private get-together or society construct procurement as found in light of record of four critical players in Varanasi advertise. This has helped them to adjust to the resistance in the market. This is evident in that most of them have created after some time in their drain bargains volumes. All things considered, the private executives in the sorted out and messy dairy areas in India use an extent of procedures to create high ground like profiting portions to producers; by interfacing milk supply with

progresses given by the tremendous legally binding laborers to minimal ones who along these lines have whole deal tied contracts with the drain creators; by offering higher cost than the co-specialists in summer and lower taken a toll in winter; by working a powerful and tight assembling and transport system. The private disordered division grasped strategies like differential procurement cost, improved acquisition channel, and particular offering channel even before delicensing (Vijayalakshmi et al., 1995).

So to the degree creating competition in fluid drain is concerned, the new varieties like prepared drain and Ultra-High Temperature (UHT) drain are fundamental area centers for MNCs like Britannia and Coca-Cola. The resistance in the market will be more among brands and not results of different players as items are practically the same and are sold at a comparable cost. The MNCs are likely going to have an edge over neighborhood players in light of the way that the marked markets require interests in promoting which nobody yet they can oversee. Further, it has been found that the preparing and advertising segments in Indian dairying are the ones which encounter the evil impacts of high costs besides, nonappearance of aggressiveness,

not the drain era area accordingly, however the ordinary drain yields in India are the minimum on the planet. The cost of drain era in India is the most negligible on the planet differentiated and the noteworthy players like Canada, EC, Japan, US and Australia (Shah, 2000) . Notwithstanding, the expenses of dairy items are among the most hoisted on the planet, e.g., expenses of margarine and whole drain powder are 130 for each penny of their general costs (McKinsey and Co., 1997). Along these lines, it will be basic to constantly screen and cut costs in securing and handling without losing quality edge, even in the nearby market. In the marked drain area, acquisition approach and quality are basic segments. The main issue which will choose aggressiveness in dairy business in India will be capable framework for fluid drain obtaining, regard included items, showcasing especially retail penetration and brand building, advertising research and, clearly, insignificant exertion creation. Regardless, there is in all probability quality control and upgradation are an outright need for facilitate change of Indian dairy industry.

Added to this is the common estimation as drain preparing and collecting of drain items is extremely polluting and an expansive segment of the units especially in the private

segment don't have adequate segments to deal with the tainting issue.

Another fundamental issue is that of passage presentation v/s private market presentation and most of the private segment units are starting at now based well on the neighborhood showcase as it suits their restricted operations and minimal size. Undoubtedly, even aggressiveness looks at demonstrate the home market focus. This suggests home market competition will be also elevated due to this affirmation and import of some drain items into the country. Finally, due to the proposed joined food law for the country which will be flawless with the new trade organization, the private dairy division will have better acquisition decisions to the extent securing from any milkshed. This will moreover overhaul their intensity.

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