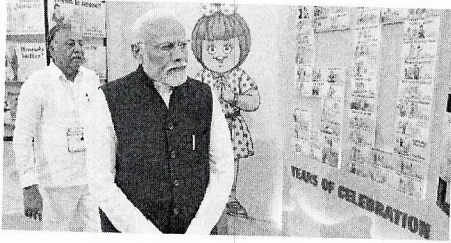




PM names dairy co-op titan ‘Amul’ in Made in India Success Story

Amul's efforts align with PM's vision for global dairy dominance

by Ajay Jha | July 18, 2024



Prime Minister Narendra Modi recently spotlighted the success of the ‘Make In India’ initiative, emphasizing how it has propelled the nation’s economy onto the global stage. Among the notable mentions, Modi highlighted the dairy cooperative giant Amul for its significant global impact.

In a social media post on X, the Prime Minister stated, “Amul is taking India’s unique flavours to the world, launching its products in the US. This international expansion highlights the global appeal of Indian dairy products and Amul’s commitment to spreading the taste of India worldwide.”

In a strategic move to expand its global presence, Amul launched its fresh milk range in the United States in March this year. This marks Amul’s efforts at targeting the substantial Indian and Asian communities in the US market.

Amul’s efforts align with Prime Minister Modi’s vision for global dairy dominance, aiming to establish a robust presence in key international markets. During GCMMF’s golden jubilee celebration in February 2024, Prime Minister Modi addressed over 100,000 dairy farmers at the Narendra Modi Stadium in Ahmedabad, underscoring Amul’s pivotal role in the dairy sector.

The Gujarat Cooperative Milk Marketing Federation (GCMMF), Amul’s parent body, boasts an annual turnover of Rs 72,000 crore, ranking as the eighth-largest dairy organization globally and the largest farmer-owned dairy brand, exporting to over 50 countries.

Amul’s prominence was also highlighted last year when it featured on a mega billboard at New York’s Times Square. The ‘Be More Milk’ campaign was displayed at the Nasdaq MarketSite, showcasing Amul’s global reach with a 15-second ad running 20 times an hour, totalling 480 times a day.

Established in 1973, GCMMF has revolutionized India's dairy industry, representing over 3.6 million farmers across 18,600 villages in Gujarat. It has been instrumental in positioning India as the world's largest milk producer, accounting for 24% of global milk production.

One of Modi's followers commented, "Congratulations to AMUL. Better late than never, it is high time we caught the world in time to showcase our high-quality products made in India. Jai Bharat."

In addition to Amul, Prime Minister Modi also named several other products making a global impact, including Indian bicycles, the UPI Payment system, Made in Bihar boots, Kashmir willow bats, and BrahMos missiles.

Indian products notably dominated Amazon's Black Friday and Cyber Monday sales, underscoring their international demand and India's growing presence in global e-commerce markets.