

Annul

Project Guide By:-

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Amul



The Taste of India

AMUL CHOCOLATE PLANT

“PRODUCTION”

COMPANY PROFILE

The Amul logo consists of the word "Amul" in a white, stylized serif font, set against a red square background.

The Taste of India

1. COMPANY NAME KAIRA DISTRICT CO-OPERATIVE MILK PRODUCERS .
AMUL PVT LTD [Gujarat Co-operative Milk Marketing Federation (GCMMF)]
2. FOUNDER SHREE DR. VERGHESE KURIEN , TRIBHUVANDAS PATEL
3. CORPORATE OFFICE ANAND , GUJRAT , INDIA
4. PRODUCTION UNIT MOGAR , ANAND , GUJRAT
5. REGISTRATION NUMBER 26118
6. CLASS OF COMPANY COOPERATIVE
7. DATE OF INCORPORATION 19-12-1946
8. AGE OF COMPANY 76
9. ACTIVITY AMUL CHEESE, AMUL CHOCOLATES ,
AMUL ICE CREAM AMUL MILK

GENERAL INFORMATION



BRIFE HISTORY

- It was formally registered on December 14, 1946. Its objective was to provide proper marketing facilities for the milk producers of the district. The Union began pasteurizing milk in June 1948, for the Bombay Milk Scheme – just a handful of farmers in two village co-operative societies producing about 250 litres a day.

AWARDS & ACHIEVEMENTS

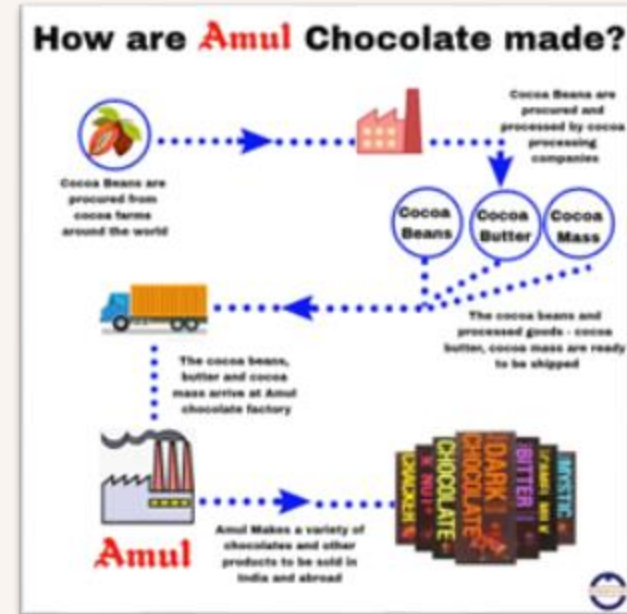
- WORLD DAIRY INNOVATION AWARD – 2020
- MARKETER OF THE YEAR FMCG FOOD – 2019
- NATIONAL PRODUCTIVITY COUNCIL PRODUCTIVITY AWARDS 1985 TO 1999
- IMC RAMKRISHNA BAJAJ NATIONAL QUALITY AWARD 2020

PRODUCTION OF CHOCOLATES

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1. Amul Dairy is marching further to increase its capacity at the Mogar plant from 3000 tons per annum to 12000 tons per annum. Mogar is the only chocolate plant in the entire network of the Gujarat Co-operative Milk Marketing Federation (GCMMF)
2. AMUL is fourth largest producer of chocolate in the country after Cadbury, Ferrero and Nestle , Amul is producing 3000 tons of chocolate every year but its demand has gone up to 3500 tons per year

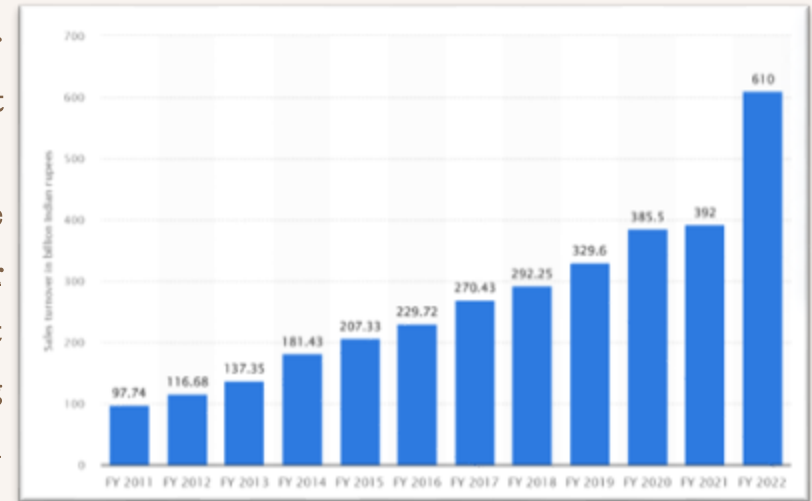


PRODUCTION OF CHOCOLATES

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1. Amul brand of milk and dairy products has registered a provisional turnover of Rs. 29,220 Crores (\$4.1 billion) for the financial year 2017-18 which ended on 31st March 2018.
2. Jayesh Bhai Mehta , MD, Amul Dairy stated that the current chocolate making capacity which is 250 tons per month will be increased to 1,000 tons per month looking at the growth of the segment and to meet the increasing demand of Amul chocolates in the next 10 to 15 years, both from consumers as well as institutional level. Company will be investing Rs 100 crore for this.



PROCESS OF MAKING CHOCOLATES

1. RAW COCOA PROCESS
2. ROASTING PROCESS
3. SHELL REMOVING PROCESS
4. GRINDING PROCESS
5. CHOCOLATE PROCESS
6. PACKAGING PROCESS

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SWOT ANALYSIS

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The Taste of India

STRENGTH

- Good product range which includes chocolates, toffees, syrups etc.
2. Good quality and packaging
 3. Pricing is good as it attracts large segments

OPPORTUNITIES

1. Tie-ups with hotel chains, restaurants
2. Special occasion packages
3. Global expansion and more rural penetration

WEAKNESSES

1. Limited international presence as compared to leading global brands
2. Penetration in rural areas is still limited

THREATS

1. Local sweet dishes
2. Entry of other local or international brands

CONCLUSION

AMUL is known as Asia's biggest producer of milk and milk products so we have been lucky that we could work upon a product-CHOCOLATE, of this reputed brand.

We are happy to have a great knowledge about chocolate production process. We all were surprised to see that one chocolate that we eat in just one minute or lesser than that, is passed through several procedures to get a proper taste as well as shape.

Moreover, the project taught us how to deal with different people in different situation. It also helped us in developing our management skills.



THANK YOU