

**“Market Penetration of Amul Dahi in West Amhedabad City”**

**BY**

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2014**

**“Market Penetration of Amul Dahi in West Ahmedabad  
City”**

**A PROJECT REPORT**

*Submitted by*

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**Reg. No. 04-2063-2012**

*In partial fulfillment for the award of the degree*

*of*

**MASTER OF BUSINESS ADMINISTRATION  
INTERNATIONAL AGRIBUSINESS**

**UNDER THE GUIDANCE  
OF**

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**JUNE 2014**

**INTERNATIONAL AGRI-BUSINESS MANAGEMENT INSTITUTE**

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**CERTIFICATE**

This is to certify that this project entitled “**Market Penetration Of Amul Dahi in West Ahmedabad City**” of M.B.A (International Agribusiness) embodies bonafide research work carried out by **Soni Devalbahen Sudhirkumar** under my guidance and supervision and that no part of this project work has been submitted for any other degree. The assistance, guidance and help received during the course of investigation have been fully acknowledged.

Place: IABMI, Anand

**(Dr. R. S. Pundir)**

Date: / /2014

**Advisor**

## **DECLARATION**

I hereby declare that the project entitled “**Market Penetration Of Amul Dahi in West Ahmedabad City**” submitted for the M.B.A. (International Agribusiness) degree is my original work and this has not formed the basis for the award of any degree, associate ship or other similar titles.

Place: IABMI, Anand

Soni Devalbahen Sudhirkumar

Date: / /2014

(04-2063-2012)

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Place: Anand

Soni Devalbahen Sudhirkumar

Date: / /2014

(04-2063-2012)



# MOTHER DAIRY

A Unit of Gujarat Co-operative Milk Marketing Federation Limited

Jun 24, 2014

## WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. Deval S. Soni, student of MBA (International Agri-Business) from International Agri-Business Management Institute, Anand has under gone Project Training from 17-01-2014 to 15-05-2014. During her training, she has successfully completed project on "Market Penetration of Amul Dahi in West Ahmedabad City". She has submitted her project report to us. Her work is very commendable and her project will help the organization in many ways to increase penetration of product at what level, area where more focus is required etc.

We wish her all success in her future endeavour.

Thank you,

  
Prakash Christy

In-Charge, Milk Marketing

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**MARKET PENETRATION OF AMUL DAHI IN WEST  
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**ABSTRACT**

The research project entitled “Market Penetration of Amul Dahi in West Ahmedabad City” is mainly focused on actual market of Dahi. The study used census approach and census unit consisted of Amul milk retailers of West Ahmedabad city. A total of 1320 milk retailers were studied to meet the stipulated objectives.

The study has three specific objectives viz. to find the current market of dahi, reasons for not selling Amul Dahi by retailers and the alternatives to encourage retailers to sale Amul Dahi in West Ahmedabad city.

Dahi is one of the popular products of milk. It is the product made by coagulation of milk with the help of lactic acid fermentation by advantageous bacteria. Traditionally Dahi is prepared in ‘matka’ or ‘kullad’ with small amount of already fermented curd which is used as a starter inoculum. Now cultures are used for the fermentation in organised dairies.

According to Ayurveda dahi is beneficial in promotion of health and vitality due to its antibacterial action against pathogenic microbes and improvement in nutrient digestibility. Dahi is also good for skin and hair. The uses of dahi are

many and the consumption of dahi is also more in the country including study area.

There are two sectors one is organised and another is unorganised. Both have the presence in market. Consumers buy dahi from unorganised shops on the basis of their personal opinions.

Majority of retailers (78%) were selling both type of dahi viz. branded or unbranded which shows good scope for dahi market in the study area. Road side vendors/ H.D. boys who were not selling dahi dominated in numbers (73%).

Most of the unorganised shops of milk & milk products were selling their own products as they have more margins compared to branded products. It was the one of the main reasons for retailers who were not selling Amul Dahi. Second reason was less demand of dahi as there were no. of shops selling dahi which divided sale among them. Price of the loose dahi and Amul Dahi is almost same as loose dahi retailers also want to maintain good share of the market.

Amul Dahi which has the lowest price, Lite Dahi has the more demand in the market but quality also matter for consumers so they also want Masti Dahi Pouch as well as Masti Dahi Cup. All these vary to some extent from area to area and also depend upon the customers' income.

Daily sale of Amul Dahi by retailers was registered on an average up to 30kg in the study area. Even few retailers have the sale more than 50kg per day because of the bulk orders by HORECA segment.

As regards, suggestions given by retailers to increase current sale of Amul Dahi, majority of the retailers suggested that there should be deduction in current price of Amul Dahi as they felt that prices are too high, followed by demands of special boards and hoardings for dahi. Also small packing of Lite dahi Pouch and Masti Dahi Cup in 100gm were demanded. TV advertisement for dahi and

increment in margin of retailers were also suggested as measures to increase dahi sale.

The findings of the study will go a long way to make appropriate strategies to help in increase the sell of Amul Dahi and also to understand retailers' requirement for the same within the study area.

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## LIST OF ABBREVIATION

ABBREVIATION	MEANING
ADA	Area Delivery Agent
AIC	Area In-charge
APO	Amul Preferred Outlet
GCMMF	Gujarat Cooperative Milk Marketing Federation
GIA	Global Industry Analysts, Inc.
HACCP	Hazard Analysis Critical Control Point
H.D. Boy	Home Delivery Boy
HORECA	Hotel Restaurant Catering
ISO	International Organization for Standardization
LLPD	Lac Litres Per Day
MDG	Mother Dairy, Gandhinagar
OSTA	Online Standardizing Assembly
PET	Poly Ethylene Terephthalate
PLC	Programmable Logic Controller
PSM	Pilot Sales Man
TQM	Total Quality Management
UHT	Ultra High Temperature Processing
VAM	Vapour Absorption Machine
WBC	White Blood Cell
WHRB	Waste Heat Recovery Boiler

## 1. INTRODUCTION

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Milk and milk products have an important place in diet of humans since time immemorial. Dahi is one of the popular products of milk. Dahi is the product made by coagulation of milk with the help of lactic acid fermentation by advantageous bacteria. Dahi has been a part of the Indian meal, with home-made dahi consumed daily. The Indian palate is well-accustomed to the taste of not only plain yogurt but also such form and taste variants as Lassi, Chaas, Srikhand, Mishti Doi, Raita, etc. In India, Traditionally Dahi is prepared in 'matka' or 'kullad' with small amount of already fermented curd which is used as a starter inoculum. Chilika Curd is the example of dairy product which has tremendous nutritional and therapeutic properties. Chilika Curd traditionally prepared in a cup shaped bamboo basket using milk of Chilika buffalo by ethnic community of Chilika (Odisha, India). Now cultures are used for the fermentation in organised dairies. Amul Masti Dahi is made with 'Direct Vat set Culture.'

According to Ayurveda, dahi is beneficial in promotion of health and vitality due to its antibacterial action against pathogenic microbes and improvement in nutrient digestibility. In the Ayurveda dahi has been recommended for treatment of diarrhoea and other acute/ chronic gastrointestinal disorders.

Traditionally prepared fermented milk dahi contains promising lactic acid bacteria known for their probiotic potential with beneficial health effects on consumers. Probiotics are viable microorganisms that are beneficial to the host when consumed in appropriate quantities; these are inherently present in fermented food products. Probiotic bacteria have long history of association with dairy products which provide a desirable probiotic delivery vehicle and among those yoghurt and fermented milk have received most attention as

carriers of live probiotic cultures. Evidence suggests that many diseases caused by pathogenic bacteria invading the digestive tract can be prevented, if proper intestinal flora were maintained, this can be accomplished by consumption of live microbes in the form of probiotics/fermented milk products including dahi. Dahi has viable bacterial count of  $10^6$ - $10^7$  per ml which includes lactobacilli, yeast and mold.

As per the GIA, the European and Asia-Pacific markets, which account for a more than 80% share of volume consumption, dominate the global yogurt (Curd or Dahi) market. Within the Asia-Pacific region, China is the fastest growing regional market for yogurt in terms of consumption (value and volume). As per Euromonitor estimates, emerging markets, including China and India, will contribute 95% of the global dairy market's growth between 2011 and 2016.

Dahi consumption in India lags far behind the average consumption in most developed markets. When compared to such high consumption markets as France (which sees an annual consumption of 25 kg), Germany (24 kg), and Holland (23 kg), the per capita consumption in India is a meagre 2.3 kg per year. Even the per capita consumption of the packaged, store-purchased variety is 300 grams, and this too is heavily skewed toward urban India (~1 kg), and is near-zero in rural India (Shukla Reetesh & Sharma Vidul, 2013).

### **1.1 Benefits of Dahi:**

- Dahi is full of calcium, phosphorus, magnesium, protein and other nutrients.
- Dahi controls hypertension.
- Dahi also improves immunity. Daily consumption of dahi increases the level of gamma-interferon in the body. This is a kind of protein which increases the ability of WBC's to fight with several infections.

- The dahi not only protects human body from bacterial infection but it also prevents food poisoning.
- Dahi also prevents the formation of ulcers. Ulcers are produced by the various bacteria present in our stomach. Dahi is helpful in controlling these kinds of bacteria. The bacteria present in dahi have the capability to destroy the ulcer forming bacteria.
- People should always consume the chilled dahi. Warm environment is not good for the growth of the beneficial bacteria present in dahi. Thus, this should be stored in the refrigerator.
- Dahi is a good source of calcium. About 40% of our diet should include dahi.
- Dahi also improves digestion. This is very helpful in the treatment of stomach troubles. Dahi prevents burning sensation in the stomach, constipation etc.
- Dahi is a natural blood purifier. Its consumption reduces the skin diseases. It also improves the texture of the skin. Dahi acts on skin as a natural bleach. Dahi reduces the harmful effects of sun radiations.

## **1.2 Company Profile:**

Mother Dairy, a unit of GCMMF LTD, commissioned on 19<sup>th</sup> September, 1994 with a sole objective of receiving each and every drop of milk from its member union dairies. GCMMF is a state level apex body of 17 members Union and 3.23 million milk producer members of Gujarat. MDG is a unit of Gujarat Cooperative Milk Marketing Federation (GCMMF) Ltd., which markets its products under the brand name of AMUL & SAGAR.

The earlier milk processing facility in Gujarat was totaling around 37 lac litres per day (LLPD) as against the expected procurement totaling 45 LLPD in 1994-

95. Thus it was decided to put up the most modern, PLC based automated dairy processing plant with in-built capability to produce milk products matching to the best quality standards and handle the surplus of 10 LLPD of milk. The dairy initially had Liquid Milk Pouch Filling, Butter Oil plant & Milk Powder Plant. To keep pace with changing time Pouch filling Expansion Project, Mozzarella Cheese plant, UHT plant, Ice Cream plant, Pizza Plant, Yoghurt plant and PET bottle packing of flavored milk plant were installed subsequently. The plant is a state-of-art in terms of civil structural engineering and most modern process technology and automation.

Mother Dairy is professionally managed and has adopted world-class quality management systems and similar initiatives like ISO 9001:2000, ISO 22000:2005, HACCP, ISO 14001:2004, Total Productivity Maintenance, Six Sigma, Total Energy Management, etc. Mother Dairy, Gandhinagar is conscious about Energy Conservation, since its inception. It is the first dairy in India to install VAM & WHRB, as energy conservation measure; hence this is trend-setter or novel technique implemented by Mother Dairy. Mother Dairy, Gandhinagar is the first dairy plant in India, to initiate the project on Clean Development Mechanism, which shows its concern for the environment. Mother Dairy, Gandhinagar is a unit of GCMMF Ltd., all the financial figures are merged with the balance sheet of later. The sales turnover of GCMMF Ltd for 2012-13 was Rs. 13,735 Crores.

Amul Milk, buttermilk and dahi marketed by MDG and other products marketed by GCMMF. Marketing dept. of MDG has divided areas of Gujarat among their AIC (Area In-Charge). AIC have to look after all marketing aspects of products of their respected areas.

There are many other features that make the organization different when compared to existing others. The differences that makes Mother Dairy one step ahead from other dairies are:

1. PLC based operations includes receiving raw milk in silos, processing, standardizing and transferring, concentrating & drying etc. The cleaning system is also PLC based.
2. Butter oil plant in operation for the first time.
3. High-speed milk pouch packaging machines of IS.6 MC Type which does not need pneumatic pressure for dispensing milk for packing.
4. The operations, their sequences, parameter, deviation are all noted & displayed on Video master screen and printers. If any deviation in process is noted down by sensors in the plant they are displayed on V.M. and printer & until it is not cleared the further process is stopped so each drop of milk is ensured to be properly utilized and processed.
5. Utilization of 1.5 lack lit capacity silo for the first time with the propeller type agitator.
6. Milk reception in road tankers only.
7. Due to automation number of people in each section is far less so chances of human error are very less.
8. Over filling and emptying out avoided at all sections due to use of limit switches.
9. Product recovery by water purge at the end of the operation is being used to collect the milk solids for the further processing, which reduces the losses and the load on effluent treatment plant.
10. Use of OSTA for efficient standardization.
11. The operations are continuous and economical as stoppage due to lunch hours, shift changes etc. are avoided.
12. Lecithination Facilities for full cream milk powder for better Instantisation effect even if dissolved in chilled water of 20<sup>0</sup> C.

13. Adoption of most efficient management tools like TQM, KAIZEN, TEAM WORK, HOUSE KEEPING etc.

14. Adoption of Quality management system and Food safety management system for which it is awarded ISO 9000 certification & HACCP certification respectively.

### **1.2.1 QUALITY POLICY OF MOTHER DAIRY, GANDHINAGAR**

Mother dairy's policy is to meet consumer's expectation and win their confidence with superior quality, varieties and wholesomeness of their dairy products. It strives to achieve this goal through:

1. Efficient mobilization of resources and development of an inspired work force.
2. Integration of front line technology and highest order of technical competence.
3. Adoption of Food safety management system (HACCP) and Eco-friendly processes.

### **1.2.2 Product Range of Mother Dairy, Gandhinagar:**

Table No.1.2.1: Product Range

Fresh Milk	Amul Gold Full Cream Milk 6% fat, Amul Shakti Standardised Milk 4.5% Fat, Amul Taaza Toned Milk 3% fat, Amul Slim & Trim, Amul Cow Milk and Amul Tea Special Milk
UHT Milk Range	Amul Gold 4.5% fat Milk, Amul Shakti 3% fat Milk, Amul Taaza 1.5% fat Milk, Amul Lite Slim-n-Trim Milk, Amul Fresh Cream
Milk Powders	Amul Full Cream Milk Powder, Amulya Dairy Whitener, Sagar Skimmed Milk Powder, Amul spray Infant Milk Food, Sagar Tea and Coffee Whitener

Milk Drink	Amul Kool Flavored Milk, Amul Kool Cafe, Amul Kool Koko, Amul Kool Milk Shake and Amul Kool Chocolate Milk
Curd Products	Amul Masti Dahi, Amul Lite Dahi, Amul Masti Spiced Butter Milk, Amul Lassee and Amul Flaavyo Yoghurt
Pure Ghee	Amul Pure Ghee and Sagar Pure Ghee
Mithaae Range (Ethnic Sweets)	Amul Shrikhand, Amul Mithaae Gulabjamuns and Amul Basundi
Ice-cream	Sundae Range, Probiotic and Sugarfree
Cheese Range	Amul Pizza (Mozarella) Cheese and Amul Malai Paneer (cottage cheese),
Ready to Eat Range	Utterly Delicious Pizza and Paratha

### 1.2.3 Available Pack size of Amul Dahi and their Price:

Table No. 1.2.2: Available Pack size of Amul Dahi and their Price

Type of Amul Dahi	Available Pack Size	Price (in Rs.)
Masti Dahi Pouch	200gm	14
	400gm	26
	1kg	53
	5kg	255
Masti Dahi Cup	100gm	10
	200gm	18
	400gm	32

Lite Dahi Pouch	200gm	10
	400gm	20
	1kg	44
	5kg	205



### **1.3 Objectives:**

1. To know the current market of Dahi in West Ahmedabad City.
2. To find out the reasons for not selling Amul Dahi by retailers.
3. To find out the alternatives to encourage the retailers to sell the Amul Dahi.

## 2. LITERATURE REVIEW

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*Davis Christopher et al (2010)* in their study entitled “A Cross-Sectional Analysis of U.S. Yogurt Demand” found that yogurt is a product that has discernable price, income, and demographic factors influencing its consumption. According to the analysis, readily quantifiable demographic characteristics such as presence of children, marriage, and female head of household employment tend to have minimal impacts on the demand for yogurt products consumed at-home, with only presence of children in the household, married, and female head of household employed being statistically significant for some yogurt products. Price and income are the driving forces behind changes in yogurt consumption.

*Gupta Pankaj and Bhattacharya Angshuman (2010)* in their study “Dairy Processing: En route another white revolution” concluded that higher awareness towards health & hygiene, food safety and adulteration concerns are resulting in consumers converting from unorganised sources in traditionally unpackaged segments like paneer, curd, chaas & lassi to packaged/branded sources. The share of packaged dairy products has increased from 32.6 per cent in 2005 to 39.4 per cent in 2009. Even the dairy sector in India is fast transforming from a commoditised-low margin liquid milk business to a branded value-added play. Driven by changing consumer preferences, in 2010 the market of value-added dairy product is Rs. 4,000 crore in India which is expected to treble to Rs. 12,000 crore by 2014.

*Dr. Ghosh Dilip (2009)* in his study “Insights on Indian Market” examined that traditionally most of the food consumption used to be at home with family. With change in society such as, nuclear family, rapid urbanization, and women’s participation in work force changing the pattern of food consumption.

Number of 'out of home' and 'on the go' consumption is increasing. This gives rise to single serve packaged food over traditional multi serve and family packs.

*Intercooperation India (2003)* in a study "Milk Marketing In India" found that the share of organized market has steadily increased over the last three decades, the informal sector comprising middlemen, private milk traders and direct sale from producer to consumer, still accounts for nearly 80 percent of marketed milk and milk products in the country. Consumer preferences reveal that the market for value added milk products is small and most buyers are unwilling to pay for processing of any kind. Formal processes not only spend on quality control and packaging but also on trade taxes and are thus able to market to a niche segment only. Further, most consumers perceive fresh milk to be of superior quality and hence prefer to buy loose milk.

### 3. RESEARCH METHODOLOGY

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#### 3.1 Background of the study:

The consumption of dairy products is increasing day by day and this project identifies the current market of Dahi in west Ahmedabad city. Retailers who sell dahi have options for selling a particular brand, a number of brands or selling unbranded dahi depending upon demographic factors like education, income, lifestyle, population size or area whether it is urban, semi urban or rural. Apart from knowing current market the study tries to find the reasons for retailers not selling of Amul dahi and their perception towards this product which will be helpful for enhancing the sale.

#### 3.2 Source of Data:

**Secondary Data:** Secondary data was obtained from annual report of organisation, project reports and pertinent govt. Website.

**Primary Data:** Primary data was obtained by personal interview of retailers and interaction with ADA with the help of questionnaire developed for the purpose.

#### 3.3 Research Design:

**Type of Research:** Descriptive research

**Type of Survey:** Census

**Census Unit:** Amul Milk Retailer

**Population Size:** 1320 Retailers

**Census Area:** West Ahmedabad City

**Analytical Tools:** Application of analytical tools like charts, graphs & tables.

The area covered under West Ahmedabad city is as given below.

Table No.3.3.1: Area Covered Under West Ahmedabad City

<b>Sr. No.</b>	<b>West AIC</b>	<b>Area</b>
AIC-1.	Viral Bhavsar	Vadaj, Ranip, New Ranip, Sabarmati, Chandkheda, Motera, Adalaj, New CG road
AIC-2.	Bipin Desai	Navrang pura, Naranpura, Vadaj, Akhbarnagar, Pragatinagar, Ankur Cross road, Paldi, SP Stadium
AIC-3.	Vijay Sharma	Ghatlodiya, Chandlodiya, Sola, Gota, Bhuyangdev, Chankyapuri, Sastrinagar, Science city
AIC-4.	Dinesh Solanki	Gurukul, Memnagar, Drive in, Shilaj, Vastrapur, Thaltej, Ambawadi, Bodakdev
AIC-5.	Dharmendra Solanki	Jodhpur, Satellite, RamdevNagar, Prahladnagar, Vejalpur
AIC-6.	Jasvant Chaudhary	Bopal, Ghuma, Ambli

## 4. RESULT & DISCUSSION

Table 4.1: Current Market of Dahi in Ahmedabad City

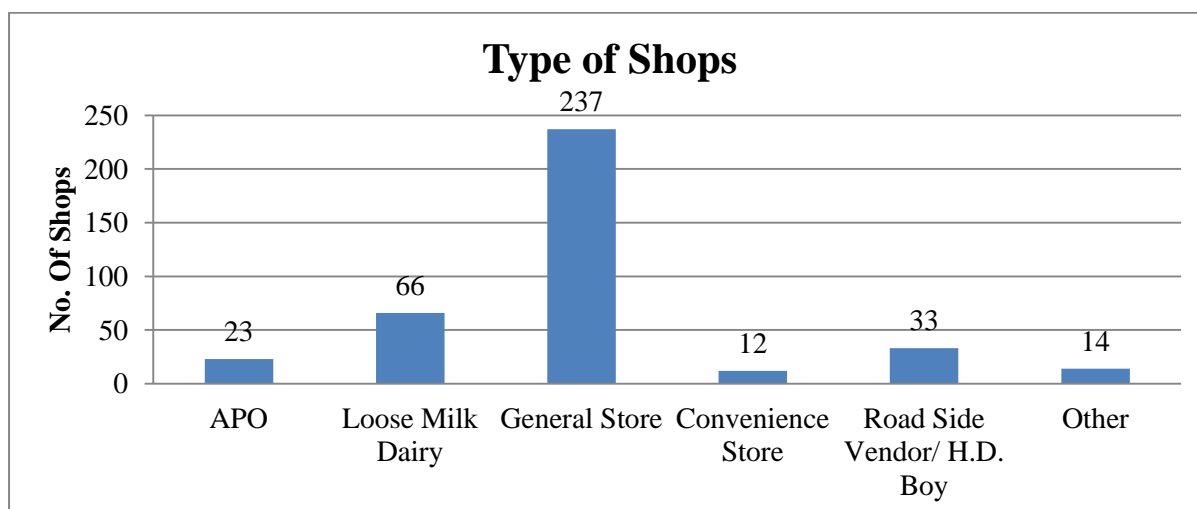
Population of Ahmedabad City	6800000
Liquid Milk Market Size	1870000 litre per day
Dahi Market	93500 kg per day (approx)
Amul Dahi Market	25000 kg per day
Maahi Dahi Market	2000 kg per day
Loose/Unbranded Dahi Market	66500 kg per day

Source: Personal communication with Experts of Mother Dairy, Gandhinagar.

The above table shows the total market of dahi of whole Ahmedabad city. Market for dahi was 93,500kg per day (approx). Out of total dahi sold in Ahmedabad city, majority (71%) of these were sold as loose dahi while share of Amul Dahi was 27%. Remaining 2% share of dahi was sold by Maahi brand.

### 4.1 Area In-charge (AIC) -1

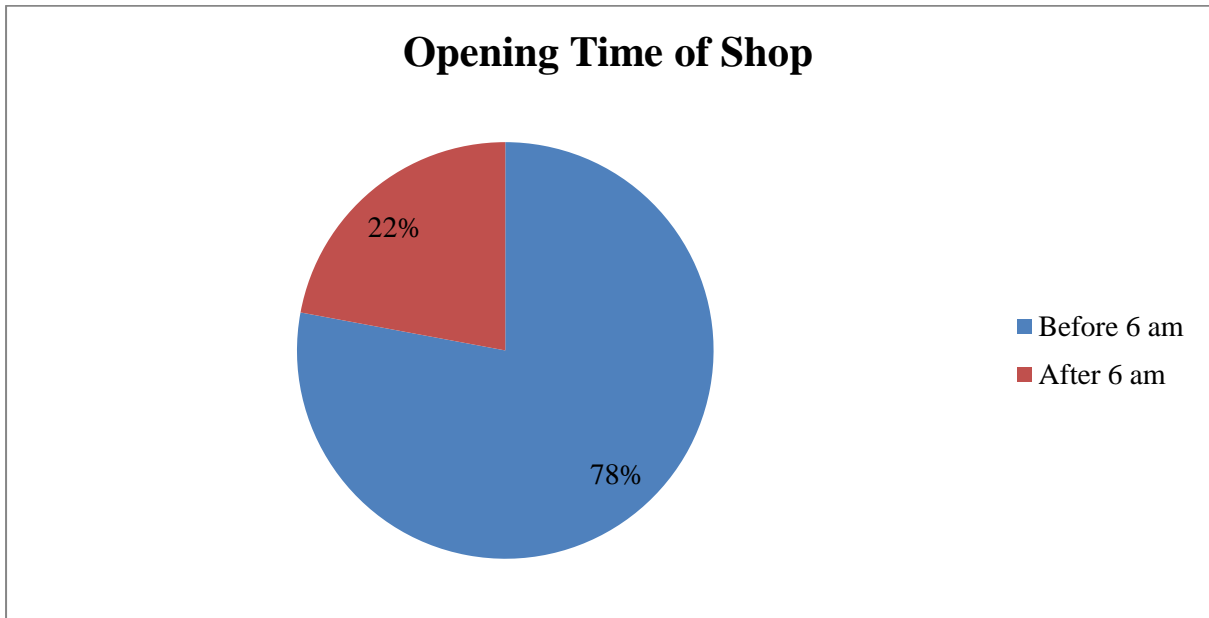
Fig. 4.1.1: Type of Shops



Out of 385 Shops, 62% shops were general stores, 17% were loose milk dairies, 8% were road side vendors/ H.D. boys, 7% were APOs and remaining 6% were convenience stores and other shops like sweet marts. General stores being significantly higher compared to other types of shops may be a very good

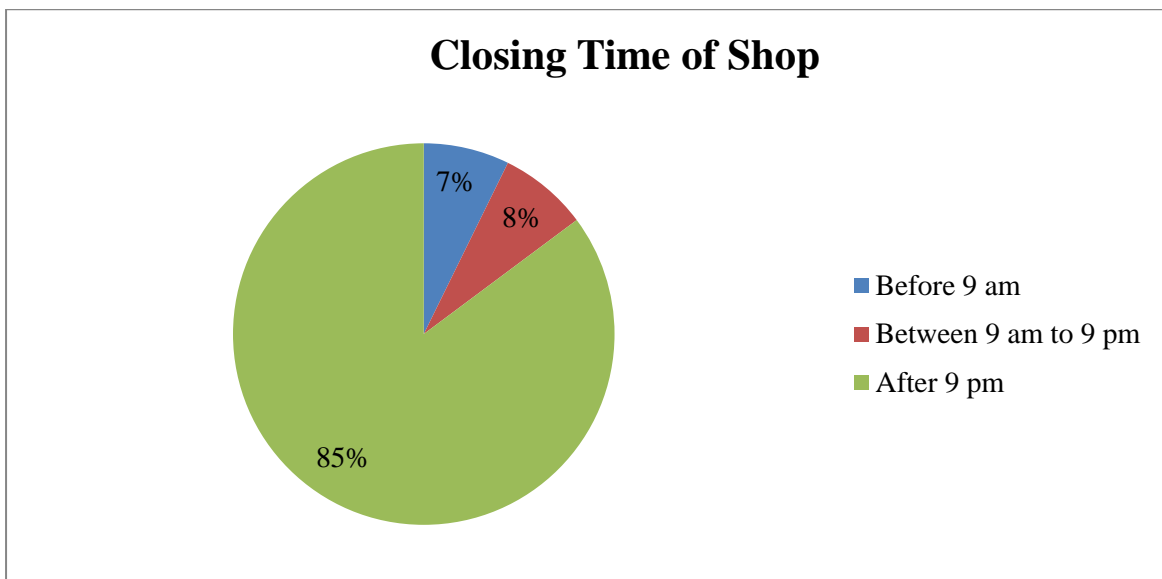
source of buying dahi as customers may buy other items of their need apart from dahi.

Fig. 4.1.2: Opening Time of Shop



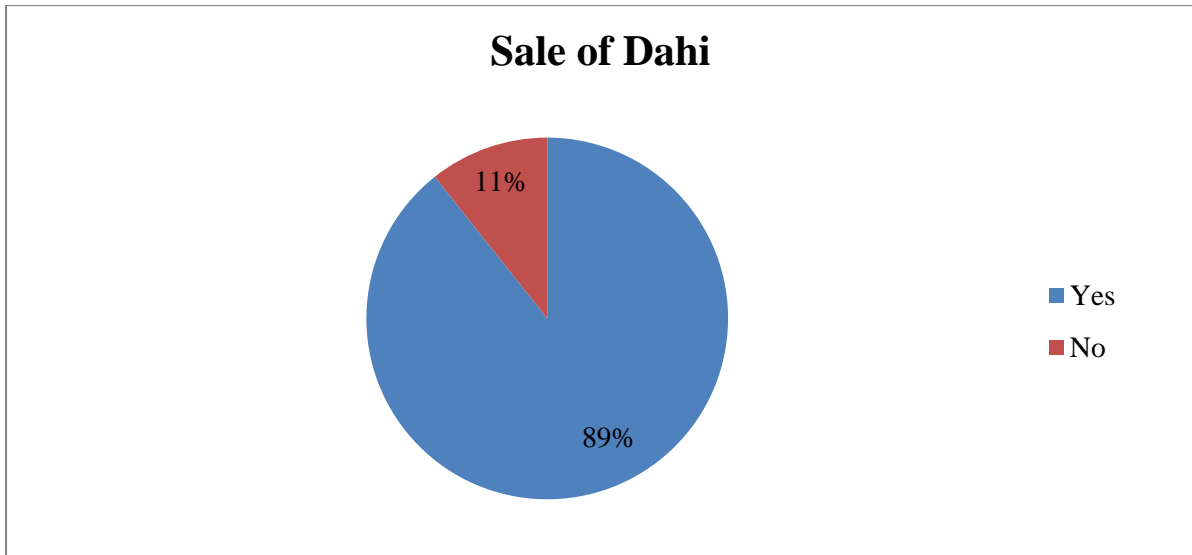
78% of shops had opening time before 6am and 22% of shops had opening time after 6am. Maximum shops were having opening time before 6am which may be due to early morning supply of milk and consumers demand.

Fig. 4.1.3: Closing Time of Shop



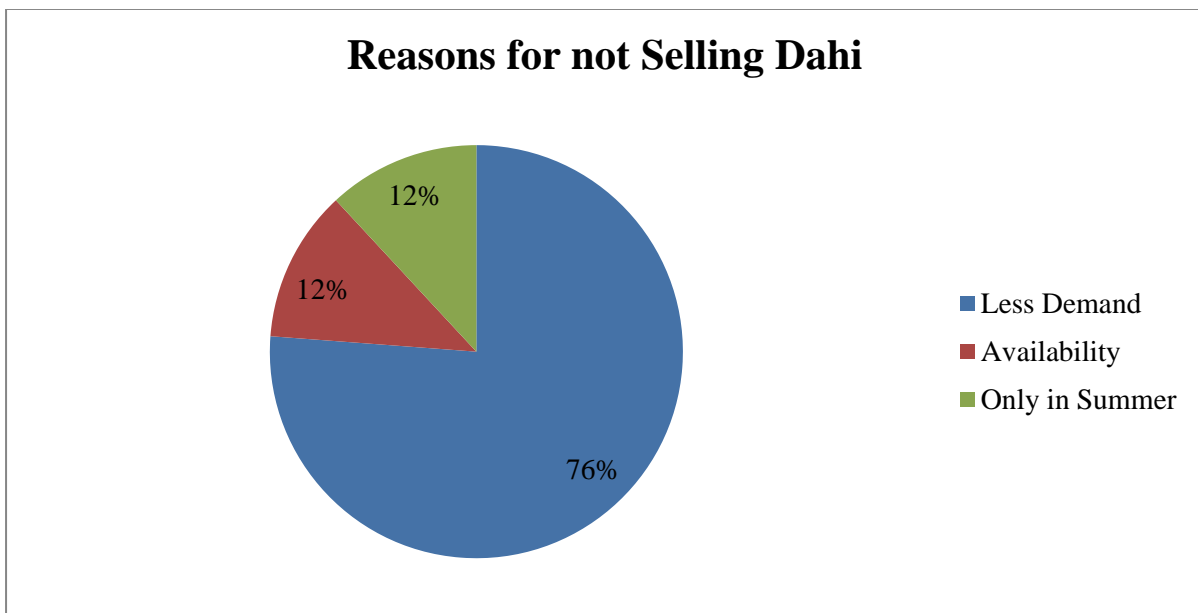
85% of shops had closing time after 9pm while 15% of shops had closing time between 9am to 9pm or before 9am. So there is more opportunity for afternoon supply.

Fig. 4.1.4: Sale of Dahi



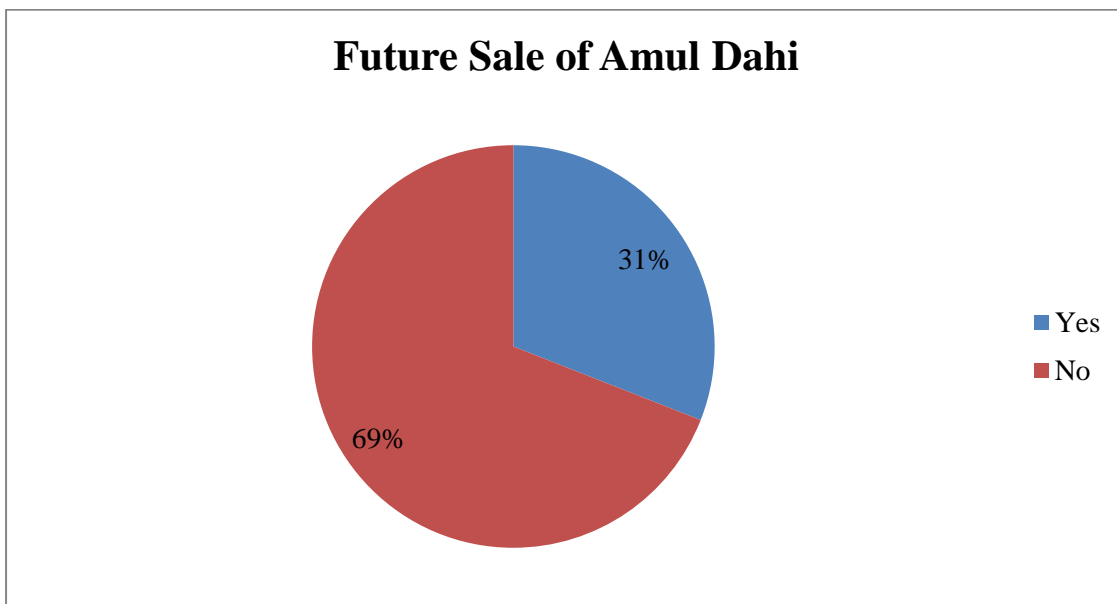
Some 89% of shops were selling all type of dahi viz. branded or unbranded and only 11 % shops were not selling dahi. The shops which were not selling dahi mainly included general store and road side vendor/ H.D. boy.

Fig. 4.1.5: Reasons for not Selling Dahi



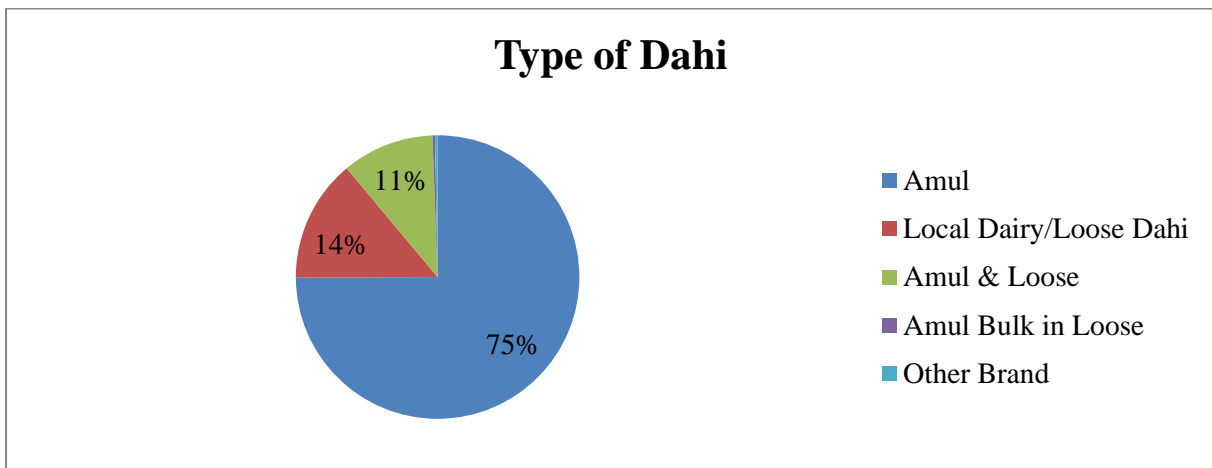
Major reason for not selling dahi was less demand (76%), followed by non-availability of Amul Dahi (12%). The reason behind less demand seems to be that there were many shops engaged in selling of dahi in the study area. So it would be very difficult to sell small quantum of dahi without substantial investment in storage and freezing facilities. Seasonality is an important factor to affect the consumption of dahi as consumption is more in summer season. Some 12% of shops were found selling dahi only in summer season and during winter they were not engaged in sell of dahi.

Fig. 4.1.6: Future Sale of Amul Dahi



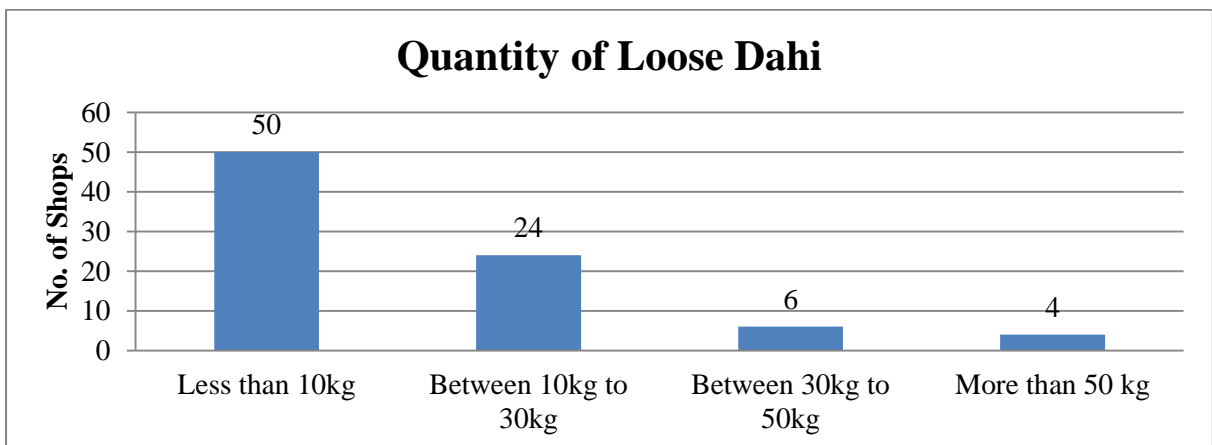
Out of 42 retailers, 29 (69%) were of the opinion that they will not sell Amul Dahi in future citing the expected demand less as reason. Only 13 retailers (Including 7 retailers which were selling dahi in summer only) were ready to sell Amul Dahi in future. This could be attributed to expanding future demand of dahi.

Fig. 4.1.7: Type of Dahi



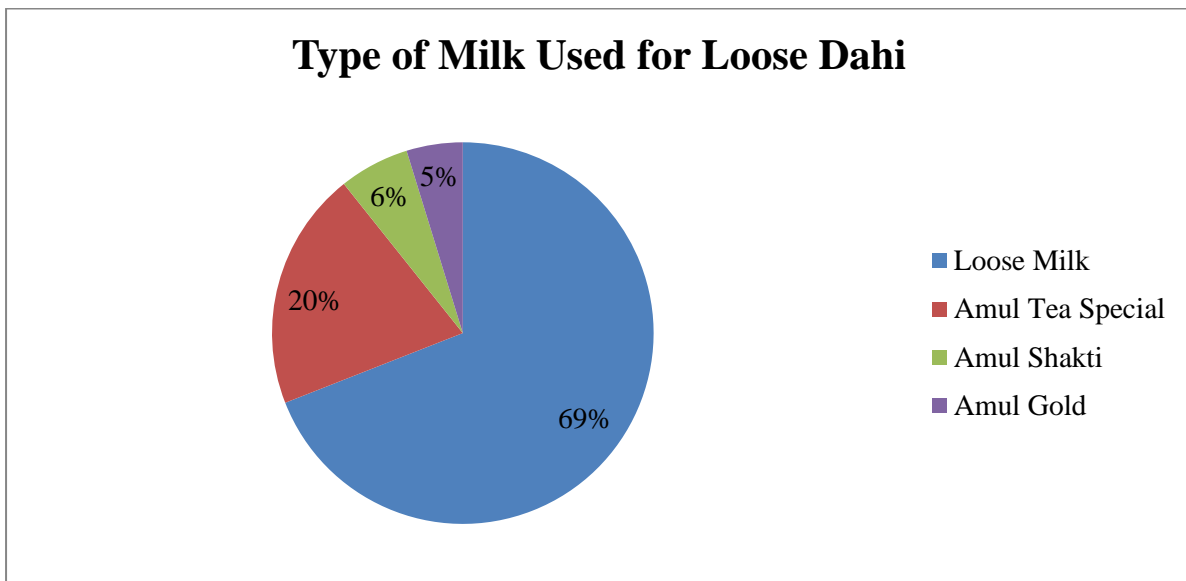
75% of the retailers were observed selling Amul Dahi, 14% of the retailers were found selling loose dahi, 11% of the retailers were found selling both Amul Dahi and Loose Dahi and only 2 retailers were selling Amul Dahi bulk pack in loose or other brand of dahi. It simply indicates the strong hold of Amul Dahi in the study area.

Fig. 4.1.8: Quantity of Loose Dahi sold by Local Dairies and Shops



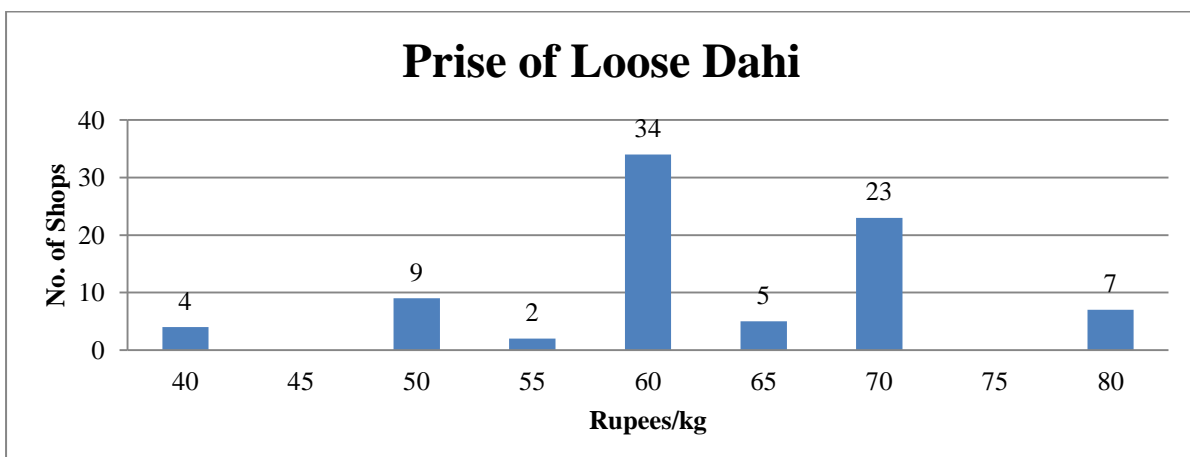
60% of the shops (50 shops out of 84 shops) were selling less than 10kg loose dahi per day, 29% of the shops were selling loose dahi between 10kg to 30 kg, 7% of the shops were selling loose dahi between 30kg to 50kg and only 5% of the shops were selling loose dahi more than 50kg. The reason for sale of dahi more than 30kg per day seems to be due to bulk orders by HORECA segment.

Fig. 4.1.9: Type of Milk Used for preparation of Loose Dahi



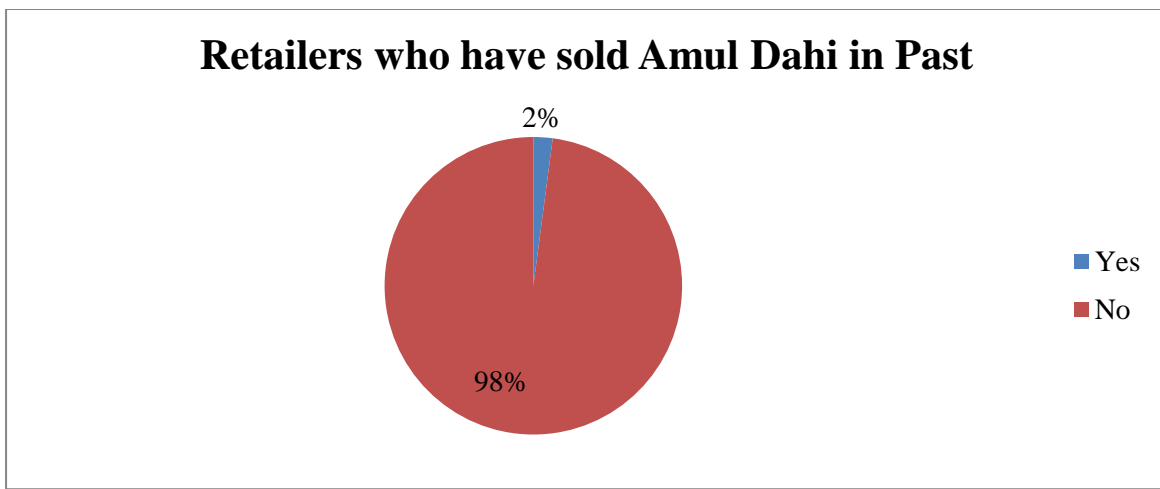
69% of the retailers were observed using loose milk for preparation of loose dahi which included mainly loose milk dairies, 20% of the retailers were using Amul Tea Special Milk, 6% were using Amul Shakti Milk and only 5% were using Amul Gold milk for preparation of loose dahi. One of the main reasons for majority of retailers using loose milk could be easy availability and less price compared to packed milk. The study area is relatively closed to the villages and thus there is easy availability of loose milk. Second priority of retailers was Amul Tea Special Milk as it has low price compared to other milk of Amul, its packing size of 1 litre and low fat preferred for dahi preparation.

Fig. 4.1.10: Price of Loose Dahi



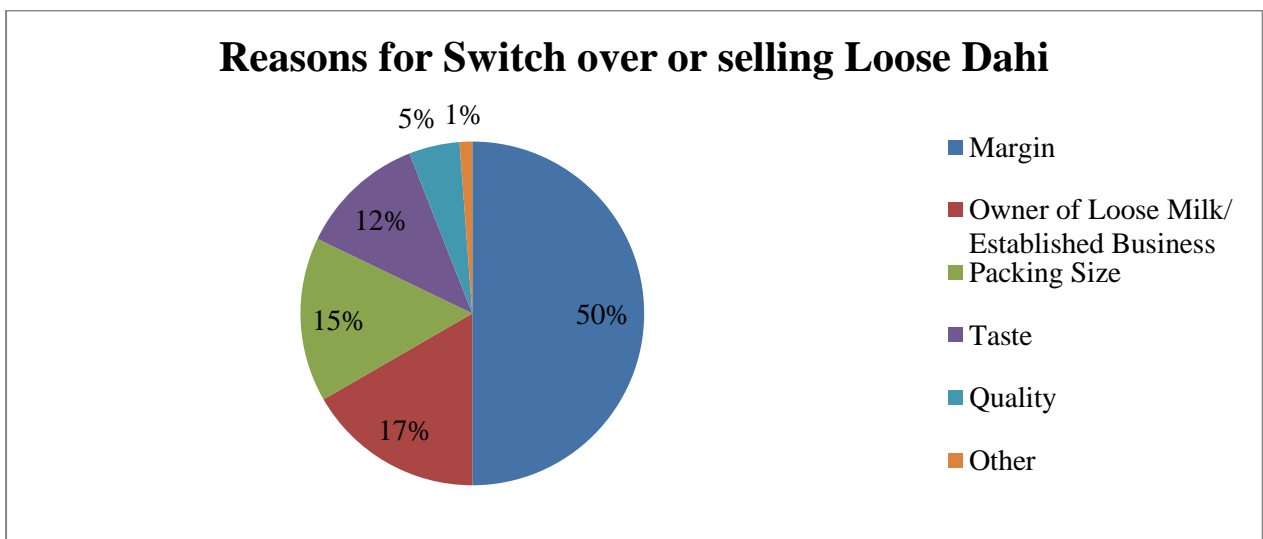
Most of the retailers (74%) were selling loose dahi for price between 60-70 rupees per kg which was equivalent to the price of Amul Dahi but reasons to prefer loose dahi over Amul Dahi were flexible packing size and/or mentality/perception of consumers that Amul Dahi is prepared by some chemical.

Fig. 4.1.11: Retailers who have sold Amul Dahi in Past



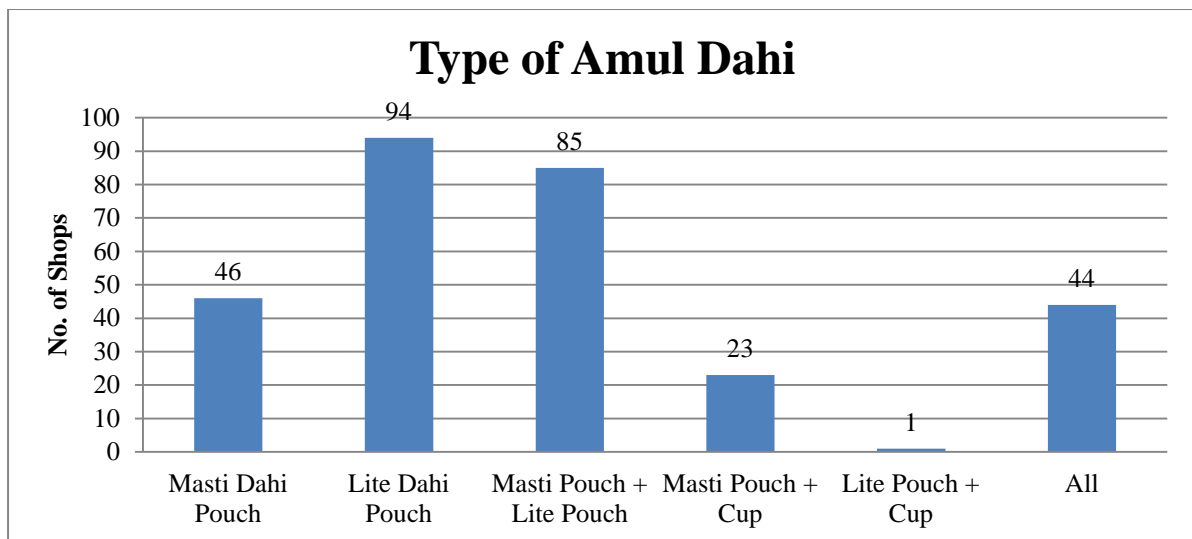
98% of the retailers who were selling loose dahi have not sold Amul Dahi in the past and only 2% of the retailers have sold Amul Dahi in the past and now they are selling loose dahi.

Fig. 4.1.12: Reasons for Switch over or Selling Loose Dahi



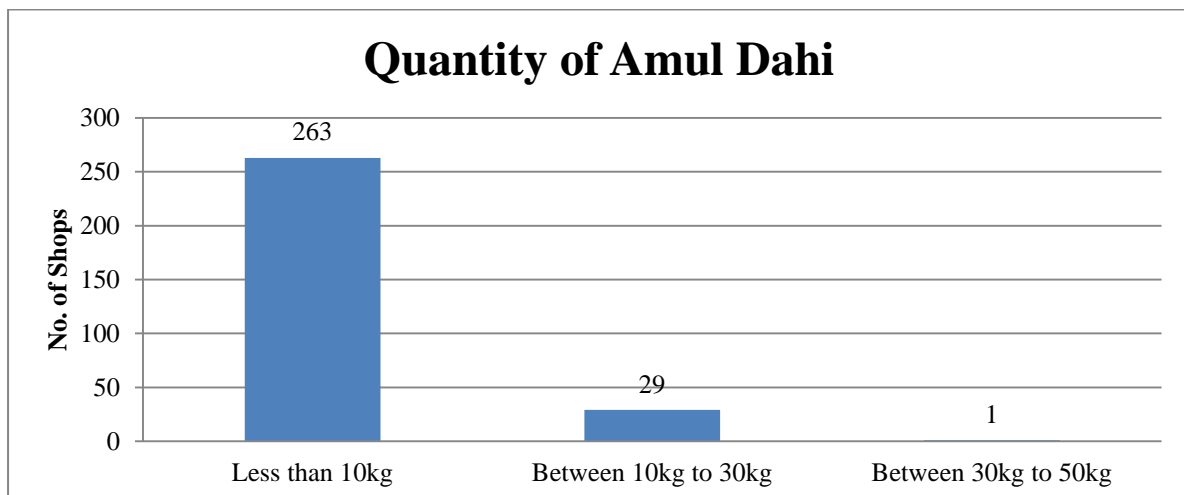
One of the major reasons for switch over from Amul Dahi to loose dahi or selling loose dahi was high margin in dahi prepared from loose milk (50%), followed by retailers who were owner of loose milk or have established business related to loose milk (17%), taste, quality and other reasons like leakage or 1-2 days old milk.

Fig. 4.1.13: Type of Amul Dahi



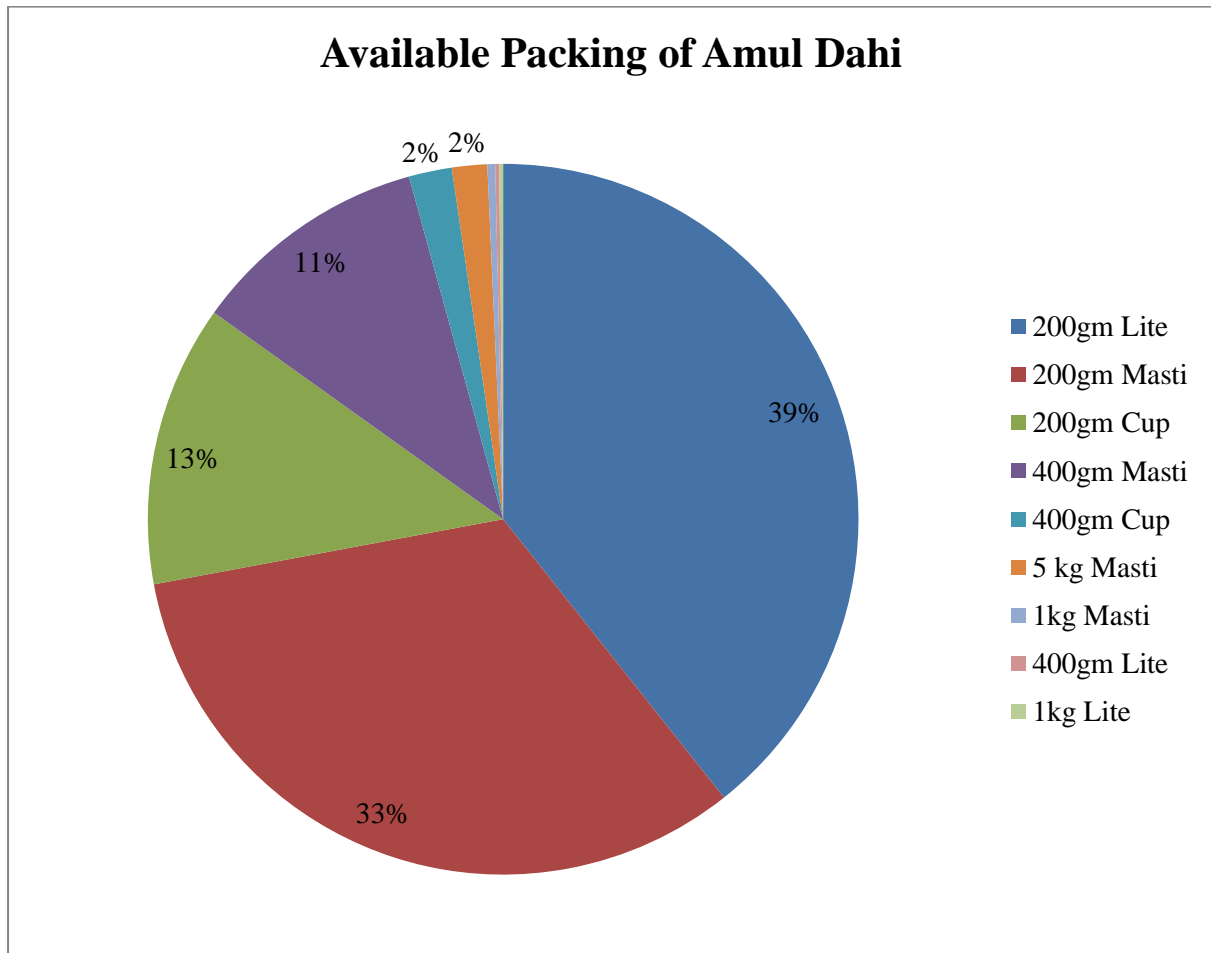
Lite Dahi pouch has maximum demand in this AIC, followed by Masti Dahi Pouch and Masti Dahi Cup. The low income population of the study areas was the one of the main reasons of more demand of Lite Dahi Pouch.

Fig. 4.1.14: Quantity of Amul Dahi



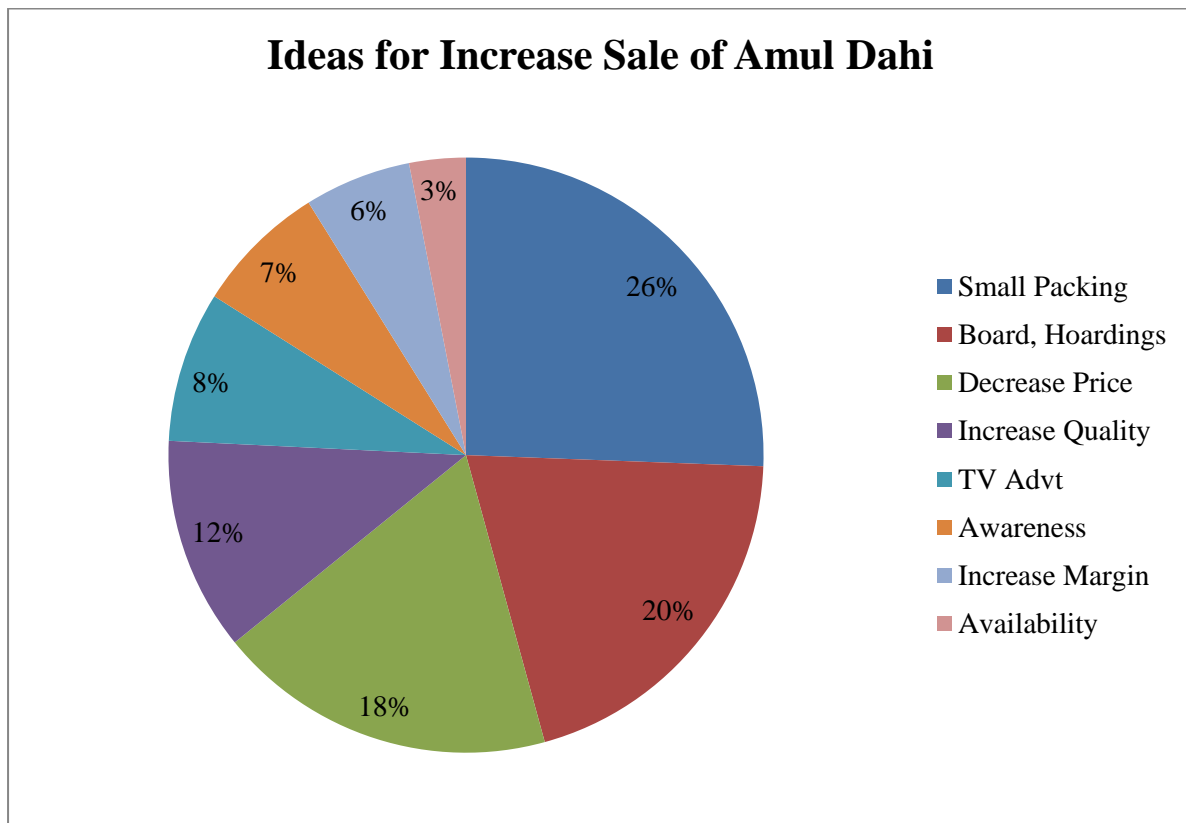
Out of 293 shops, 263 shops (90%) has sale of Amul Dahi less than 10kg per day, 29 has sale between 10kg to 30kg per day and only 1 has sale of Amul Dahi between 30kg to 50kg per day. Mainly APOs have the sale of Amul Dahi more than 10kg per day.

Fig. 4.1.15: Available Packing of Amul Dahi in Shops



Mainly available packing of Amul Dahi in this AIC was 200gm Lite Pouch (available at 221 shops), followed by 200gm Masti Dahi Pouch (available at 184 shops), 200gm Masti Dahi Cup, 400gm Masti Dahi Pouch, 400gm Masti Dahi Cup and last was 1kg Masti Dahi Pouch. Other packings were not available in this AIC as there was no demand of other packings due to low income population.

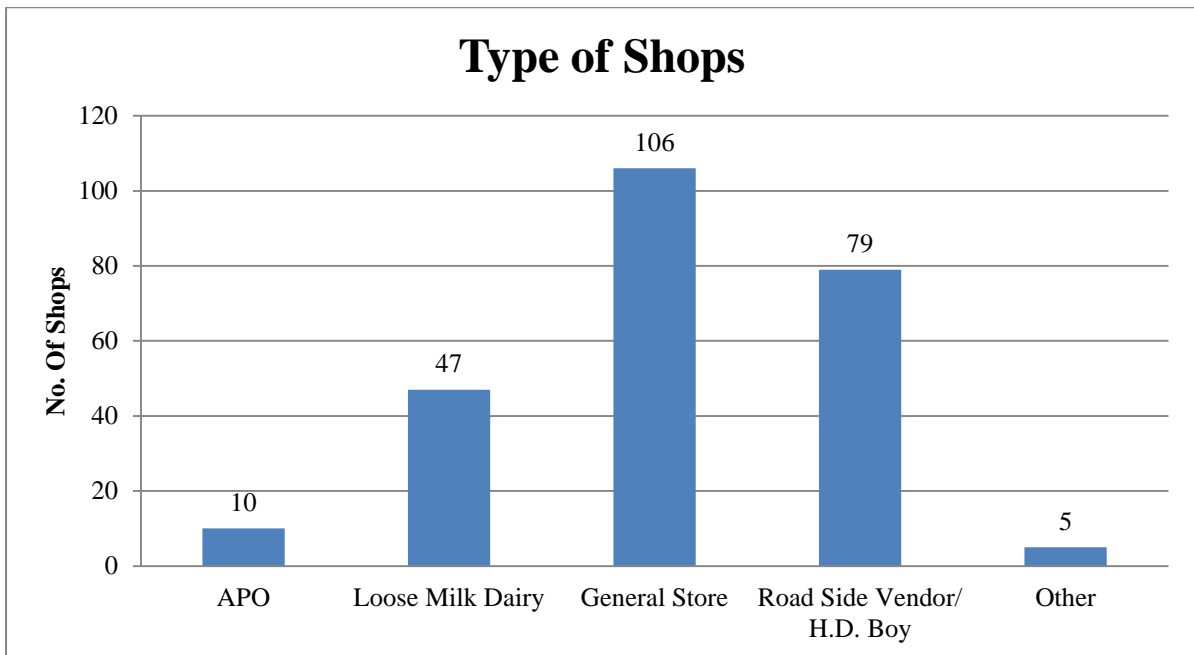
Fig. 4.1.16: Ideas given by retailers for increasing the sale of Amul Dahi



One of the main ideas given by retailers in this AIC was small packing of Lite Dahi and Masti Dahi Cup (Out of 293, 75 have opted it), followed by boards and hoardings for Dahi, decrease in price, increase in quality, TV advertise, awareness about packed dahi, increase margin and to provide small quantum of pouches or cups to retailers as they were forced to have fix quantum of pouches or cups by ADA. There was gap between demand and supply of 100gm Masti Dahi Cup as it has the demand in market but did not have the sufficient supply.

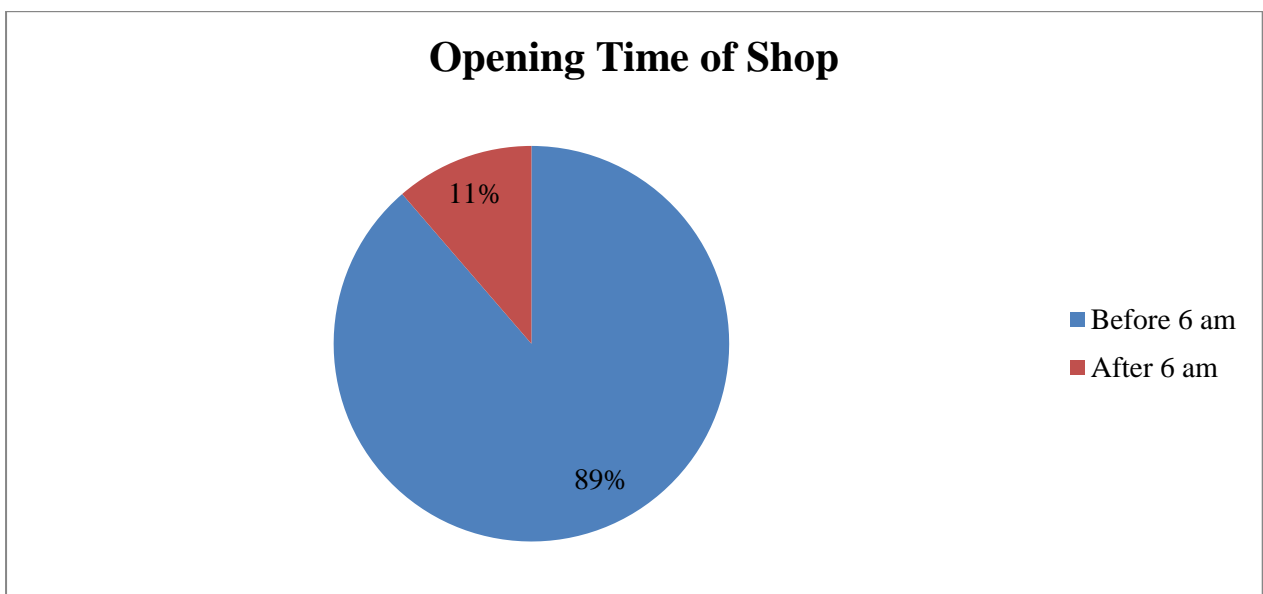
## 4.2 AIC-2

Fig. 4.2.1: Type of Shops



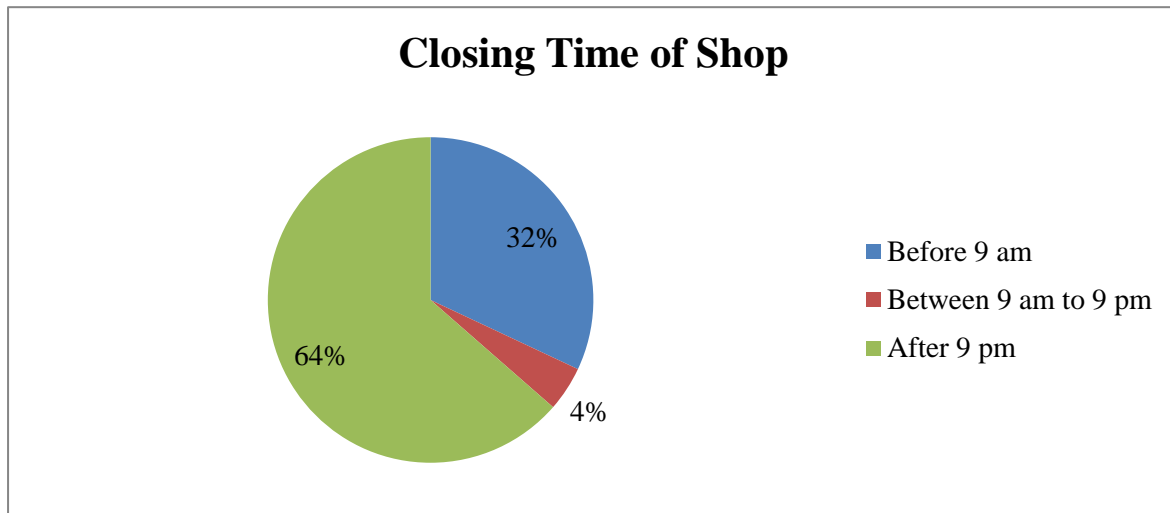
43% shops (106) were general stores, 32% were road side vendors/ H.D. boys (79), 19% were loose milk dairies, 4% were APOs and remaining 2% were other shops like sweet marts. There was absence of convenience store in this AIC.

Fig. 4.2.2: Opening Time of Shop



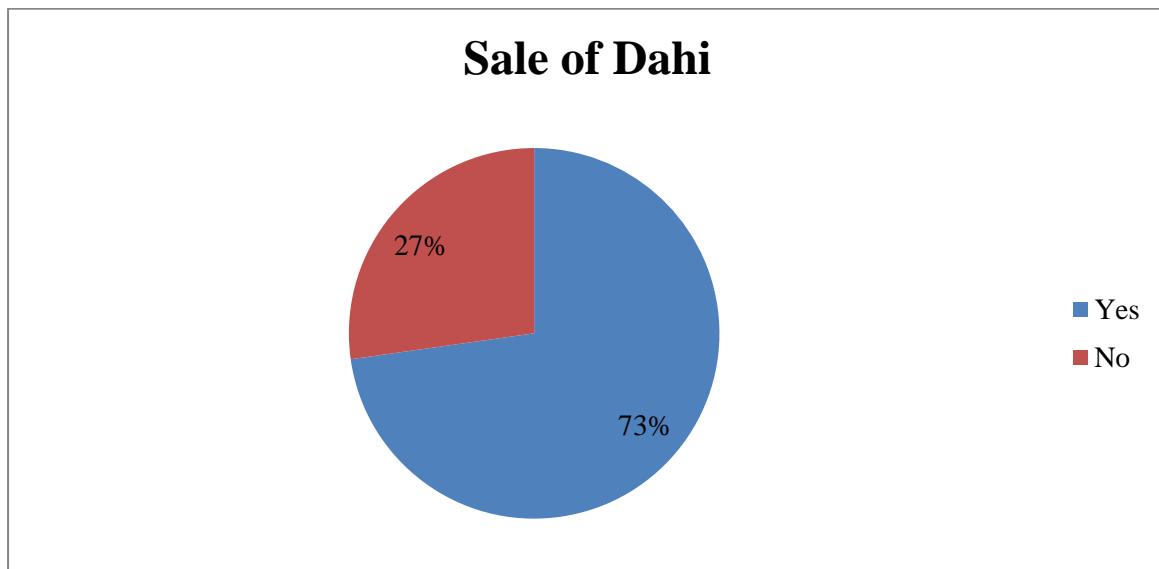
89% of shops were opening before 6am and only 11% of shops were opening after 6am.

Fig. 4.2.3: Closing Time of Shop



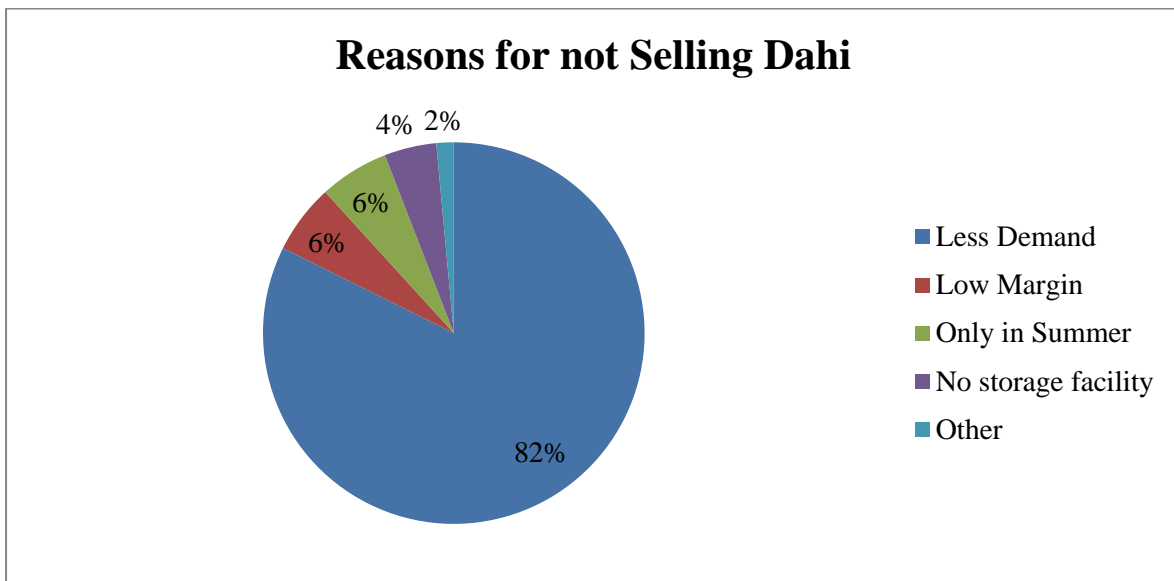
64% of shops were closing after 9pm, 32% of shops before 9am and only 4% of shops were closing between 9am to 9pm.

Fig. 4.2.4: Sale of Dahi



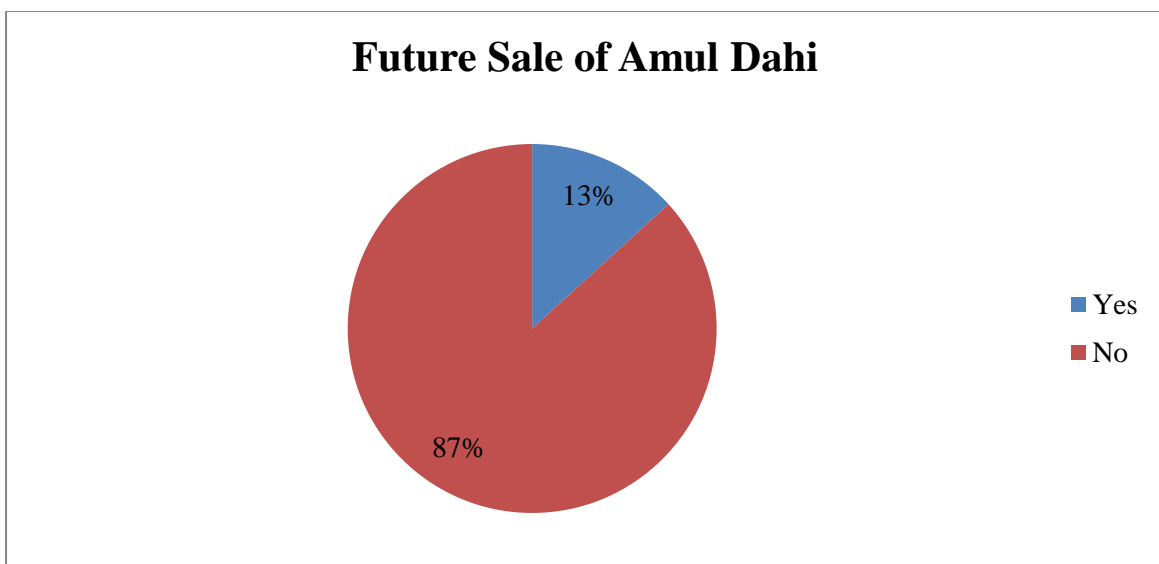
73% of shops were selling all type of dahi viz. branded or unbranded and 27% shops were not selling dahi. The shops which were not selling dahi mainly included road side vendors/ H.D. boys.

Fig. 4.2.5: Reasons for not Selling Dahi



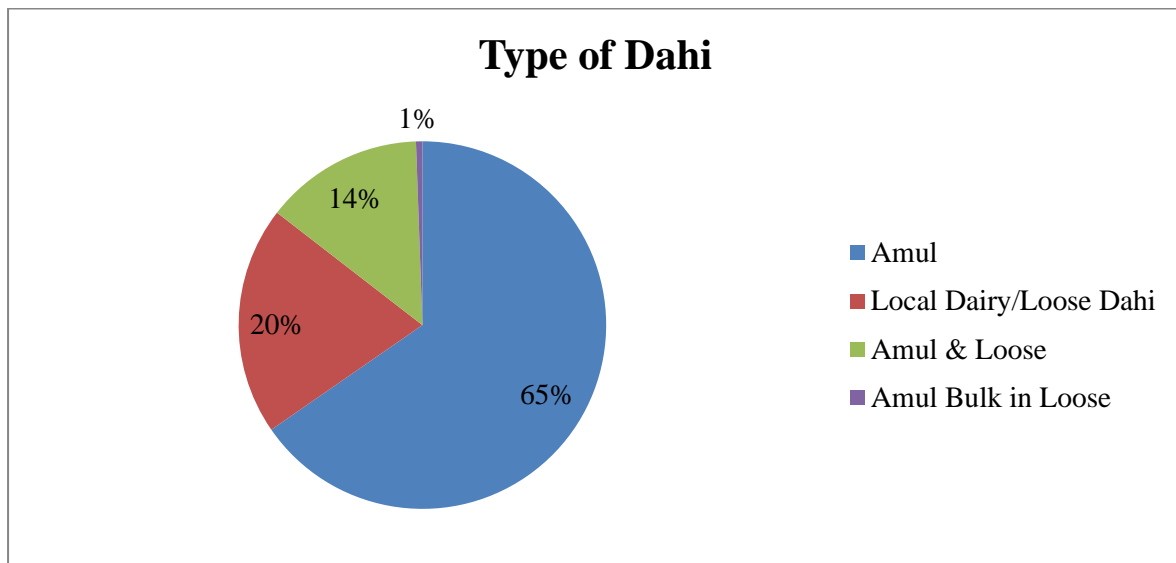
Major reason for not selling dahi was less demand (82%), followed by low margin, seasonable demand, no storage facility and other reason like their mind set.

Fig. 4.2.6: Future Sale of Amul Dahi



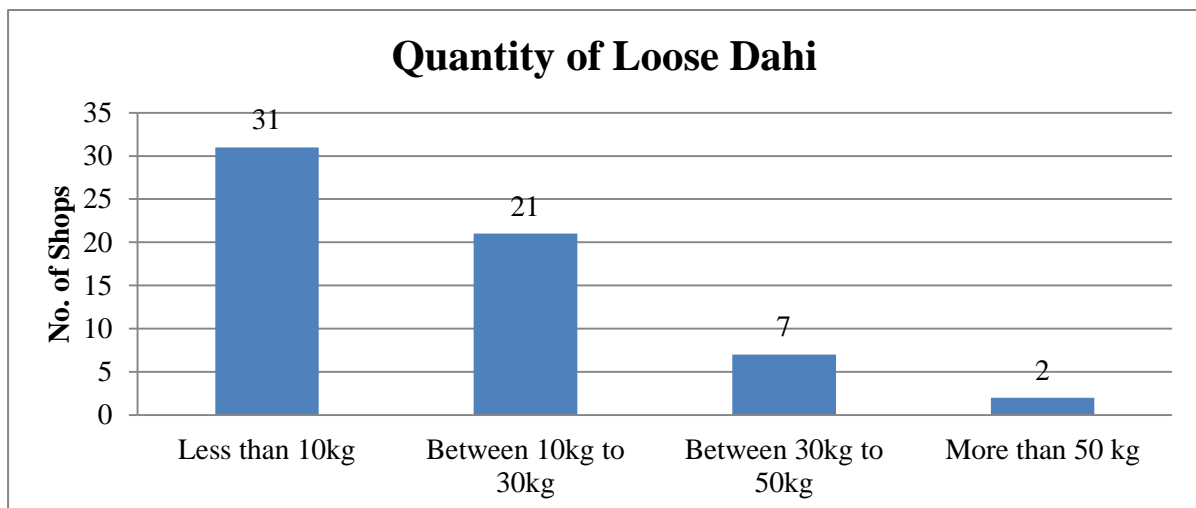
Out of 67 retailers, 59 (87%) were of the opinion that they will not sell Amul Dahi in future citing the expected demand less as reasons. Only 9 retailers (Including 4 shops which were selling dahi in summer only) were ready to sell Amul Dahi in future.

Fig. 4.2.7: Type of Dahi



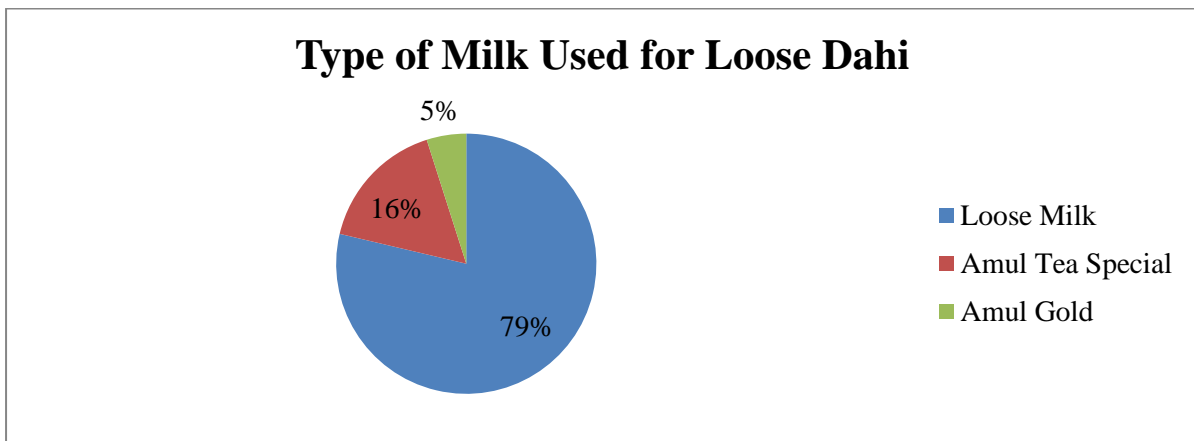
65% of the shops were observed selling Amul Dahi, 20% of the shops were found selling Loose dahi, 14% of the shops were found selling both Amul Dahi and Loose Dahi and only 1 shop was selling Amul Dahi bulk pack in loose.

Fig. 4.2.8: Quantity of Loose Dahi sold by Local Dairies and Shops



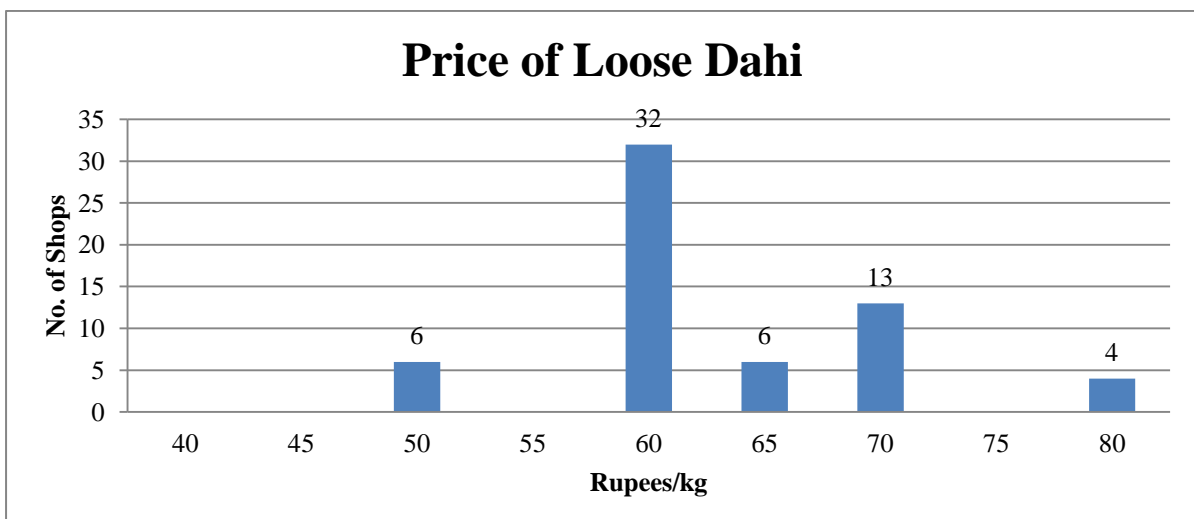
51% of the shops (31 shops out of 61 shops) were selling less than 10kg loose dahi per day, 34% of the shops were selling loose dahi between 10kg to 30 kg, 11% of the shops were selling loose dahi between 30kg to 50kg and only 4% of the shops were selling loose dahi more than 50kg.

Fig. 4.2.9: Type of Milk Used for preparation of Loose Dahi



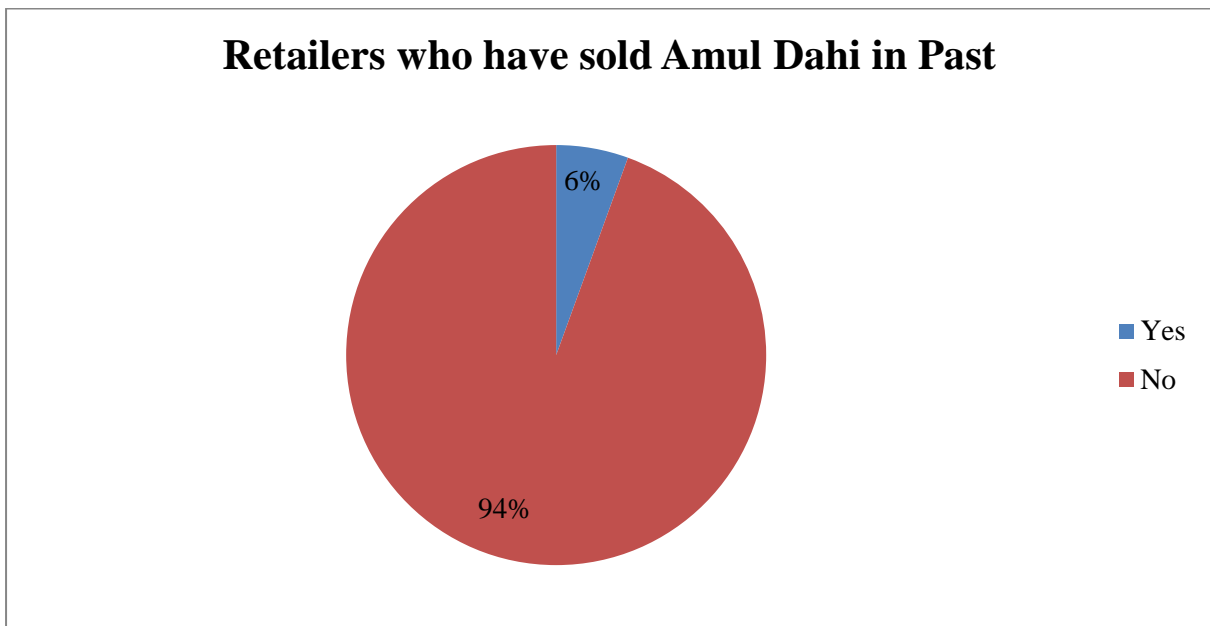
79% of the retailers were using loose milk for preparation of loose dahi which includes mainly loose milk dairies, 16% of the retailers were using Amul Tea Special Milk and only 5% were using Amul Gold milk for preparation of loose dahi. No retailer is using Amul Shakti Milk for preparation of loose dahi. One of the main reasons for majority of retailers using loose milk could be less price and margin of loose milk compared to packed milk.

Fig. 4.2.10: Price of Loose Dahi



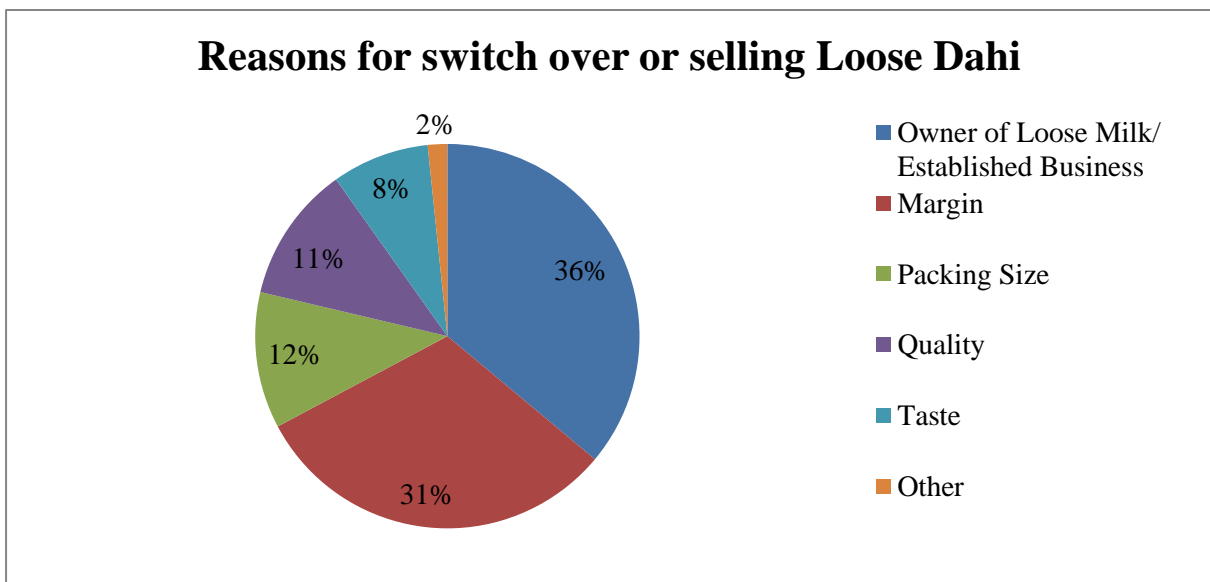
Most of the retailers (84%) were selling loose dahi for price between 60-70 rupees per kg.

Fig. 4.2.11: Retailers who have sold Amul Dahi in Past



94% of the shops which were selling loose dahi have not sold Amul Dahi in the past and only 6% of the shops have sold Amul Dahi in the past and now they are selling loose dahi.

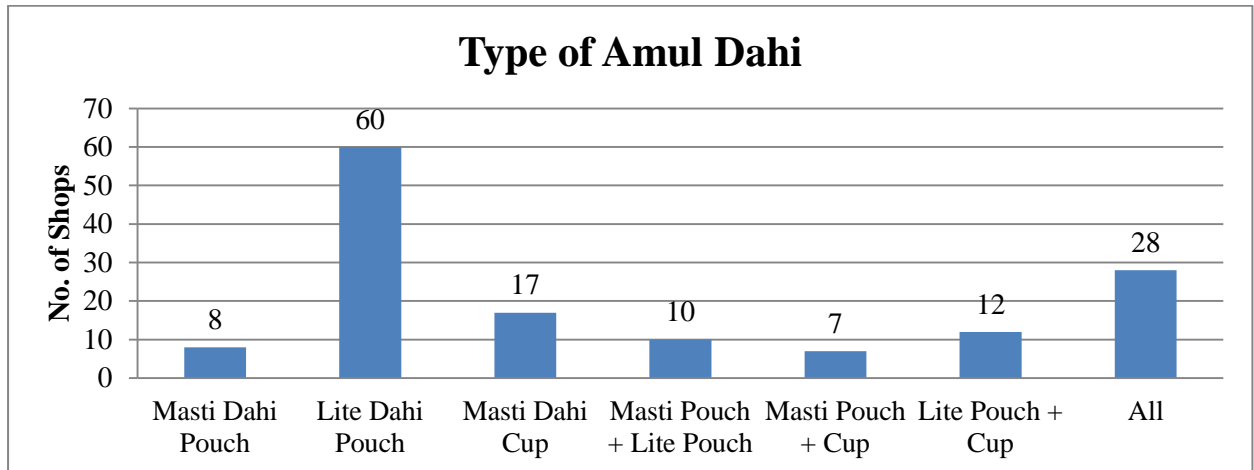
Fig. 4.2.12: Reasons for Switch over or Selling Loose Dahi



One of the major reasons for switch over from Amul Dahi to loose dahi or selling loose dahi was retailers who were owner of loose milk or have established business related to loose milk (36%), followed by high margin

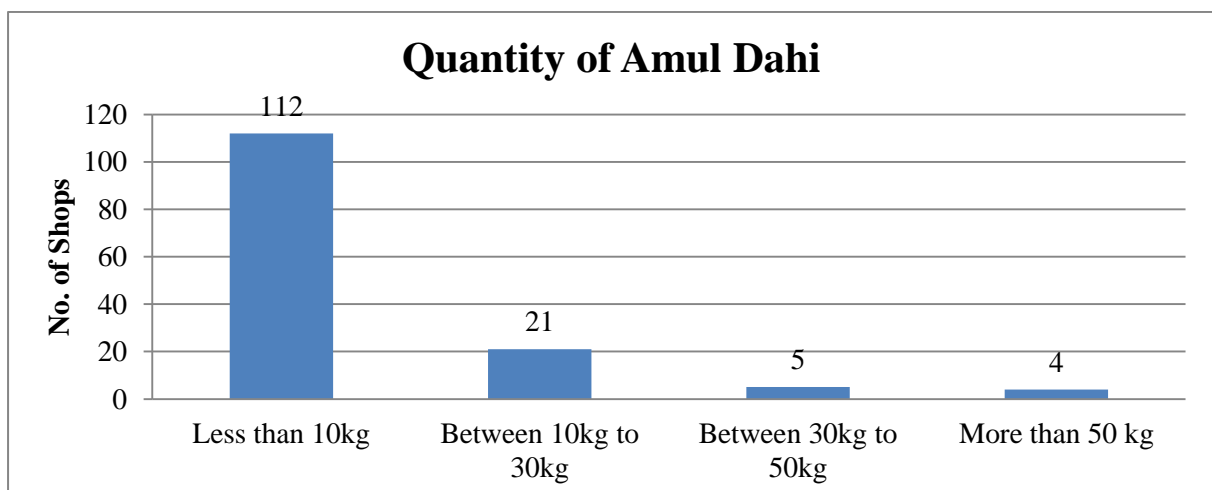
(31%), packing size, quality, taste and other reasons seems to be leakage or 1-2 days old milk.

Fig. 4.2.13: Type of Amul Dahi



Lite Dahi pouch has maximum demand in this AIC, followed by Masti Dahi Cup and Masti Dahi Pouch. Maximum demand of Lite Dahi Pouch attributed by the low income population. On other side demand of Masti Dahi Cup was due to corporate area covered in study area.

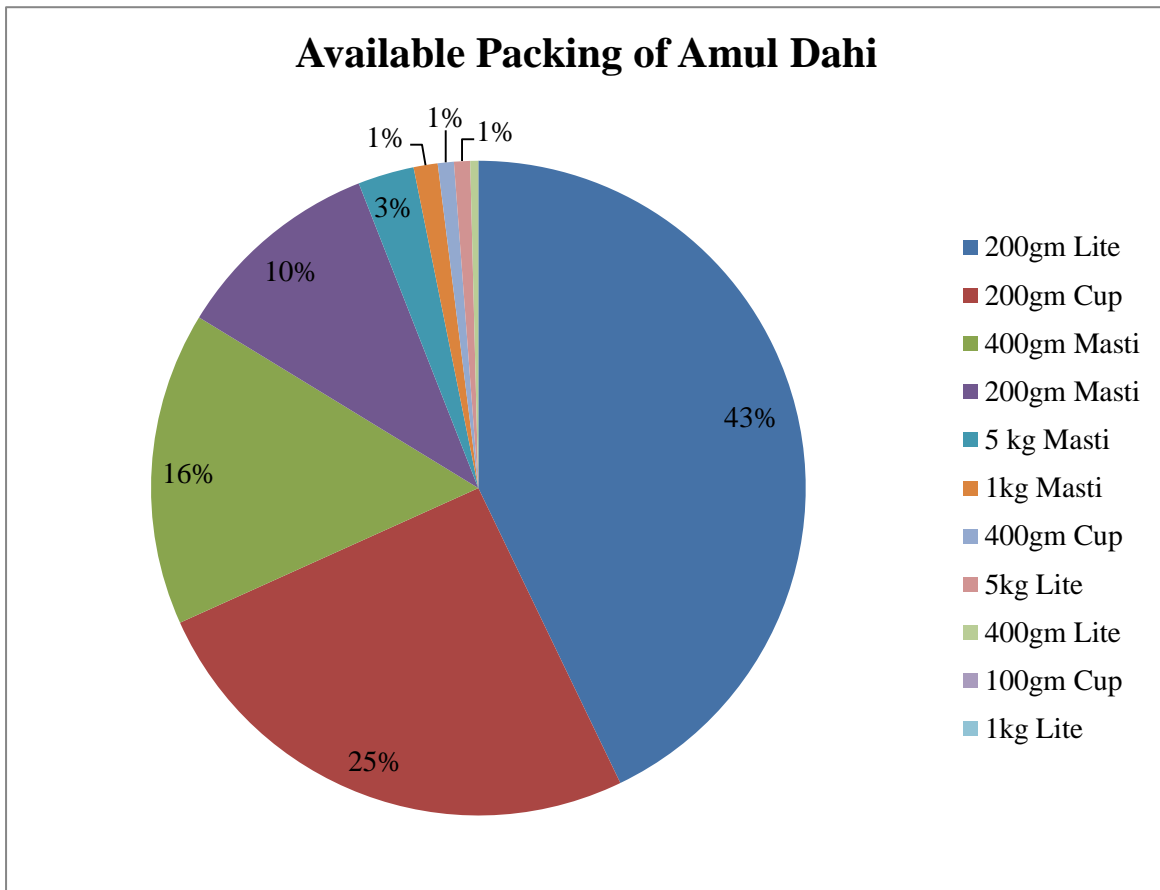
Fig. 4.2.14: Quantity of Amul Dahi



Out of 142 shops, 112 shops (79%) has sale of Amul Dahi less than 10kg per day, 21 has sale between 10kg to 30kg per day, 5 has sale between 30kg to 50kg

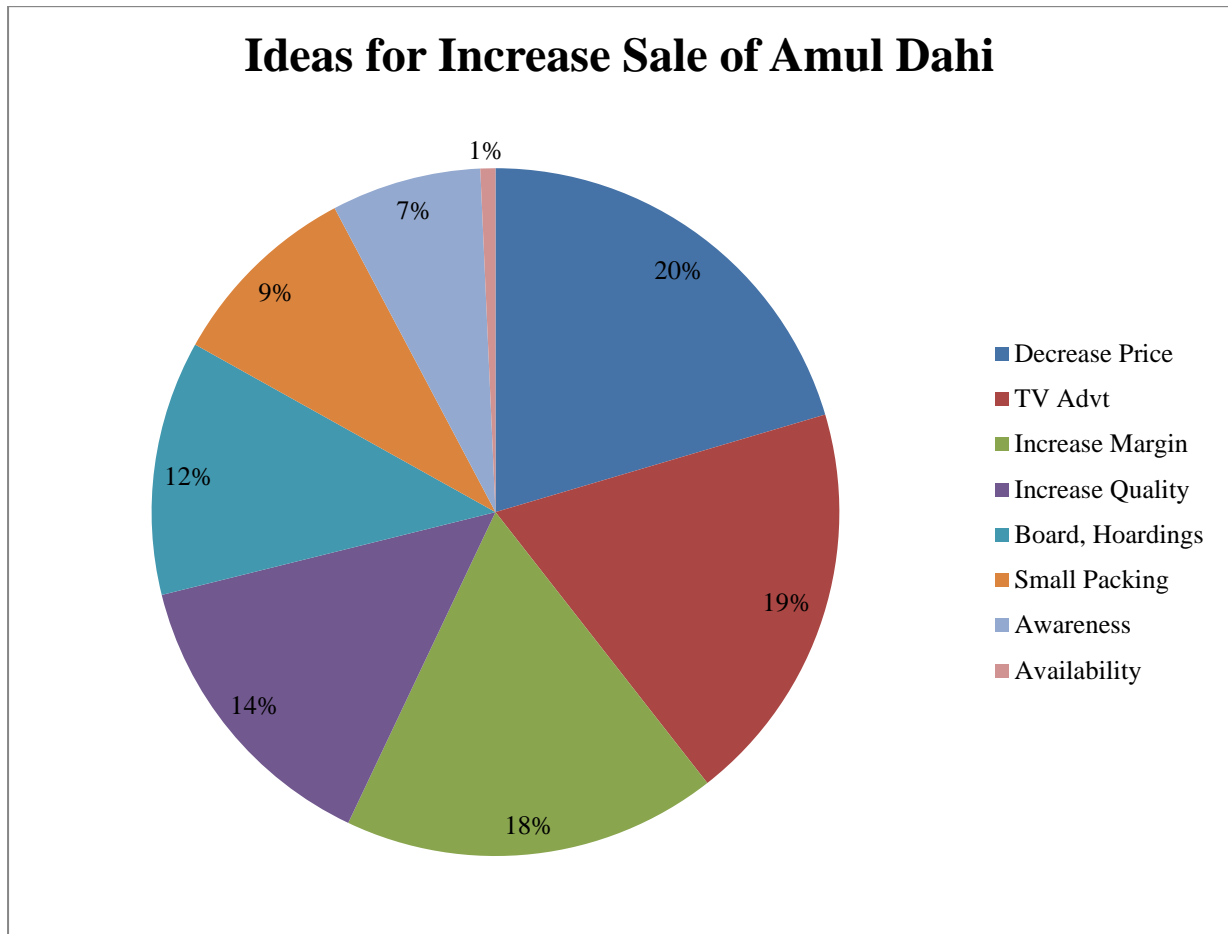
per day and only 4 has sale of Amul Dahi more than 50kg. Mainly APOs have the sale of Amul Dahi more than 10kg per day. The reason for sale of dahi more than 30kg per day seems to be due to bulk orders from HORECA segment.

Fig. 4.2.15: Available Packing of Amul Dahi in Shops



Packing of Amul Dahi available at most of the shops in this AIC was 200gm Lite Pouch (out of 142 shops available at 108 shops), followed by 200gm Masti Dahi Cup (available at 64 shops), 400gm Masti Dahi Pouch, 200gm Masti Dahi Pouch, 5kg Masti Dahi Pouch, 1kg Masti Dahi Pouch, 400gm Masti Dahi Cup, 5kg Lite Dahi Pouch and last was 400gm Lite Dahi Pouch. Other packing were not available in this AIC.

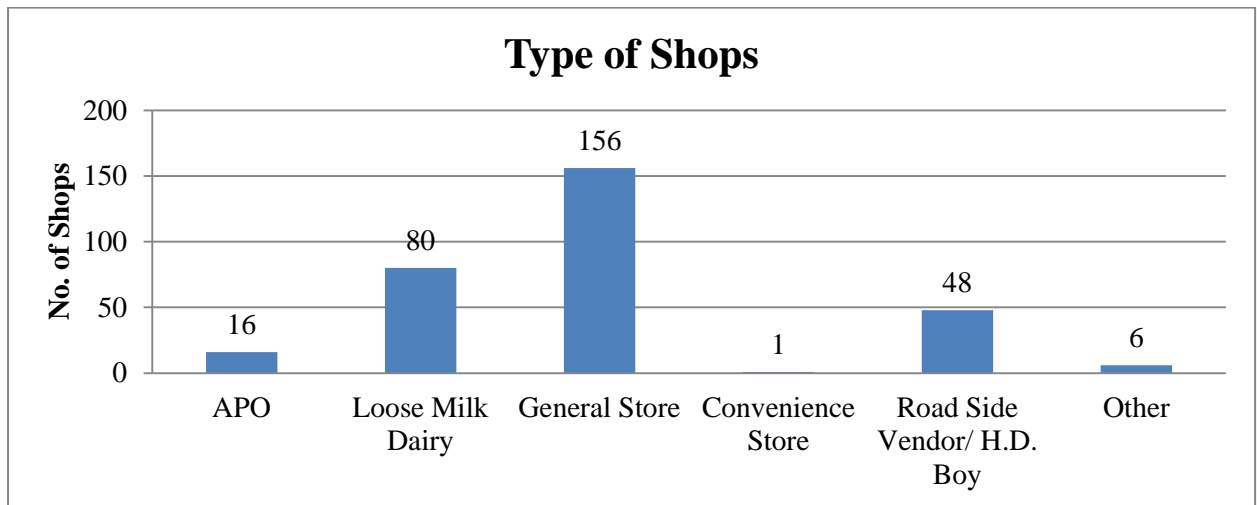
Fig. 4.2.16: Ideas given by retailers for increasing the sale of Amul Dahi



One of the main ideas given by retailers in this AIC was decrease price of Amul Dahi (20%), followed by TV advertise, increase margin, increase quality, boards and hoardings for Dahi, small packing of Amul Lite Dahi and Masti Dahi Cup, awareness about packed dahi, and to make available small quantity of pouches to retailers.

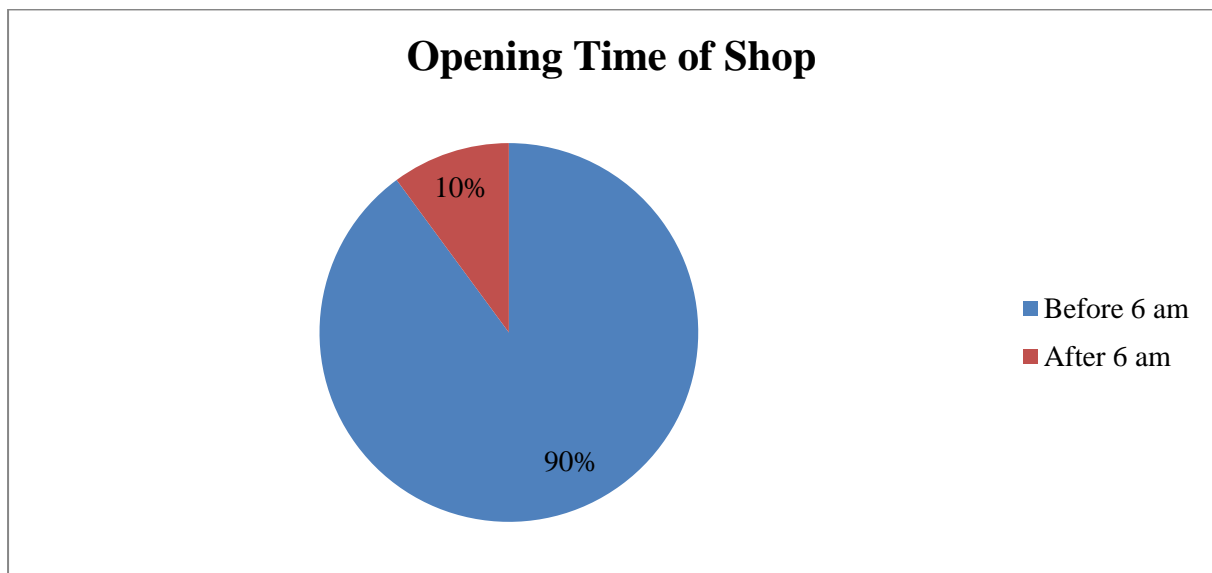
### 4.3 AIC-3

Fig. 4.3.1: Type of Shops



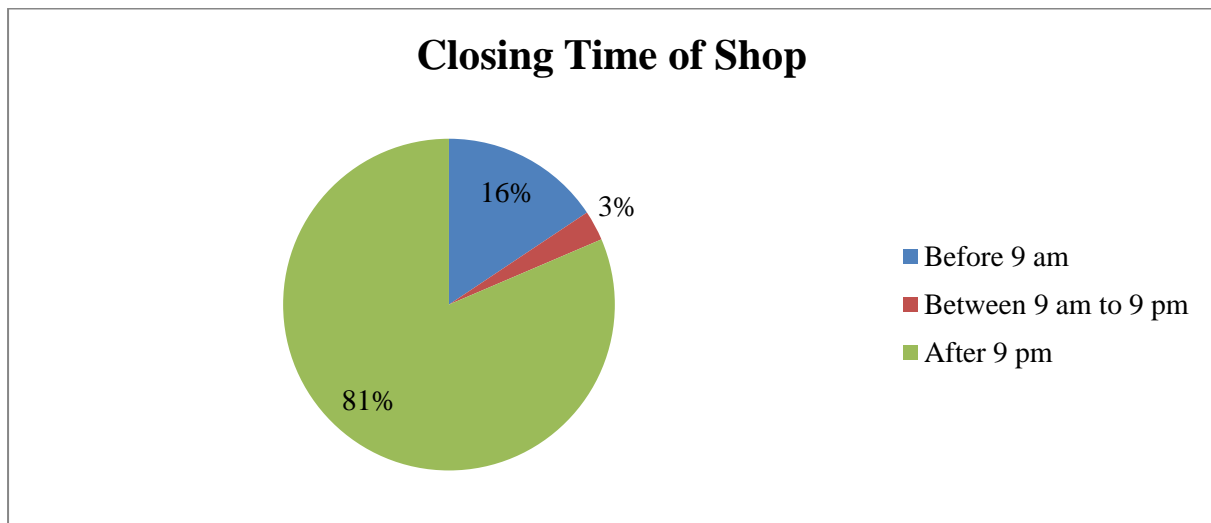
Out of 307 Shops, 51% shops were general stores, 26% were loose milk dairies, 16% were road side vendors/ H.D. boys, 5% were APOs and remaining 2% were other shops like sweet marts and convenience store.

Fig. 4.3.2: Opening Time of Shop



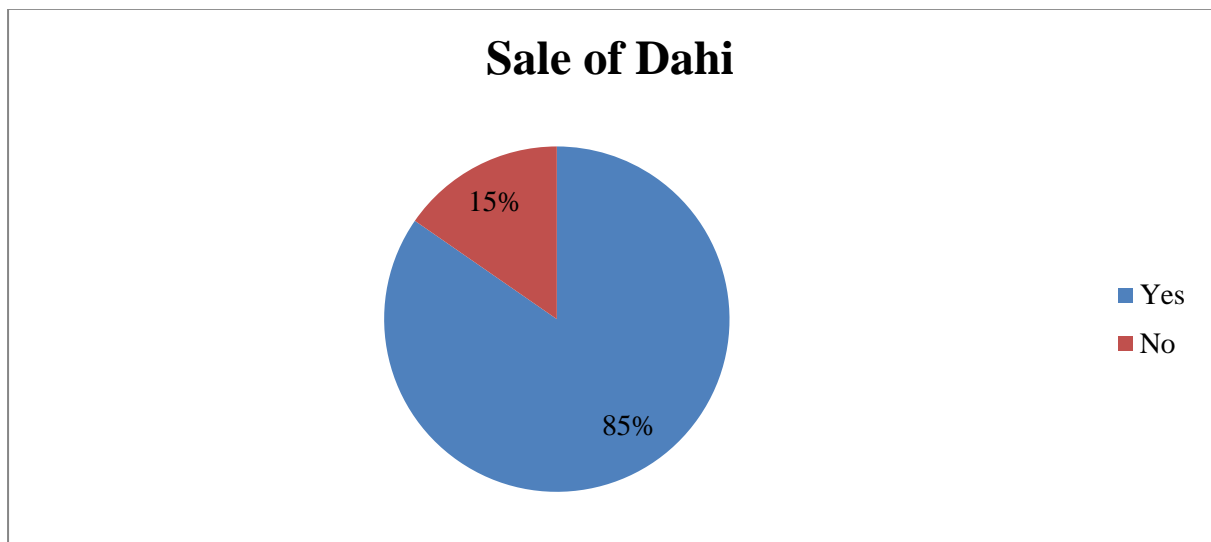
90% of shops were opening before 6am and only 10% of shops were opening after 6am.

Fig. 4.3.3: Closing Time of Shop



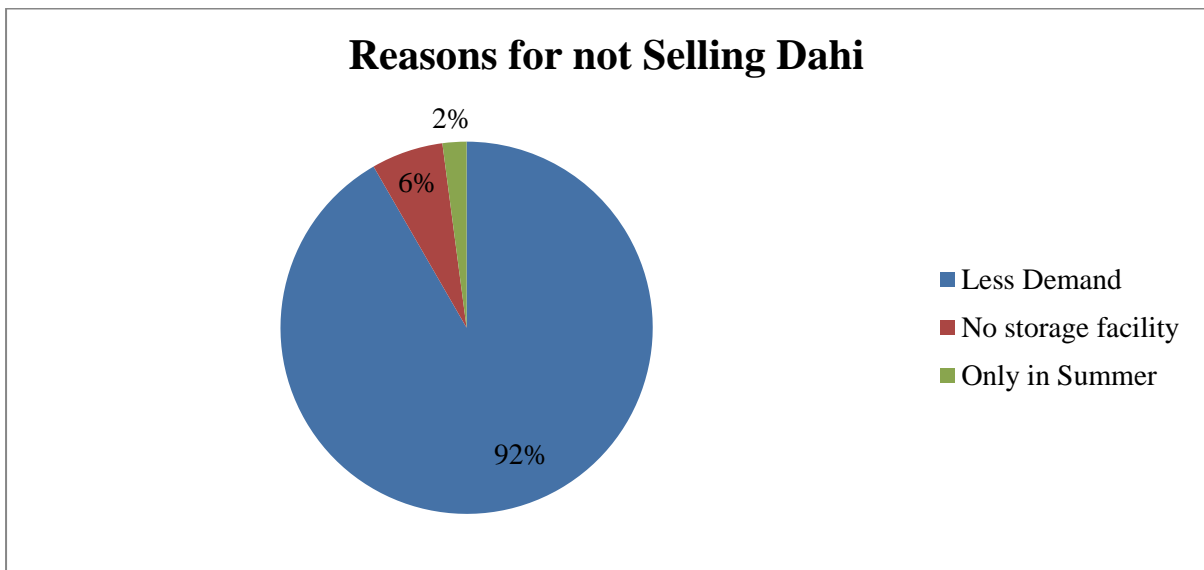
81% of shops were closing after 9pm, 16% of shops were closing before 9am and only 3% of shops were closing between 9am to 9pm.

Fig. 4.3.4: Sale of Dahi



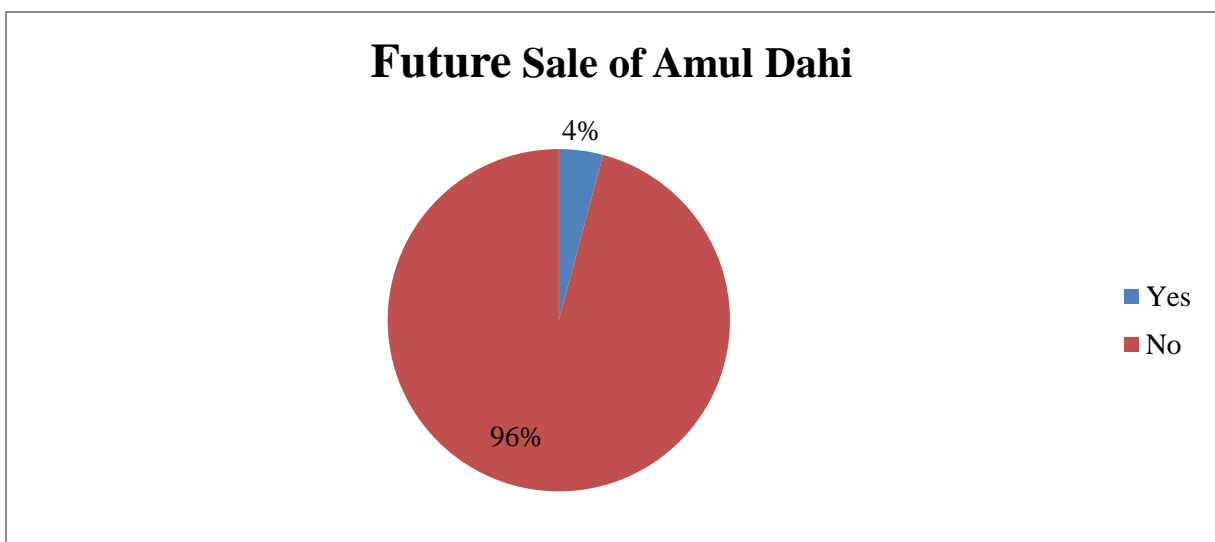
85% of shops were selling all type of dahi viz. branded or unbranded and only 15% of shops were not selling of dahi. The shops which were not selling dahi mainly include road side vendor/ H.D. boy.

Fig. 4.3.5: Reasons for not Selling Dahi



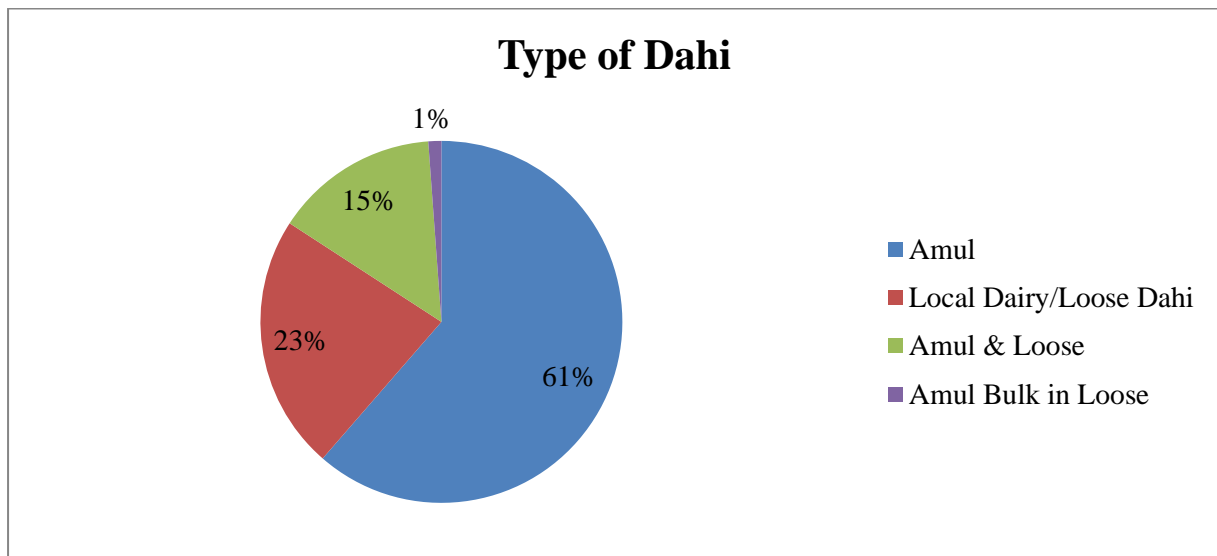
Major reason for not selling dahi was less demand (92%), followed by no storage facility and seasonable demand.

Fig. 4.3.6: Future Sale of Amul Dahi



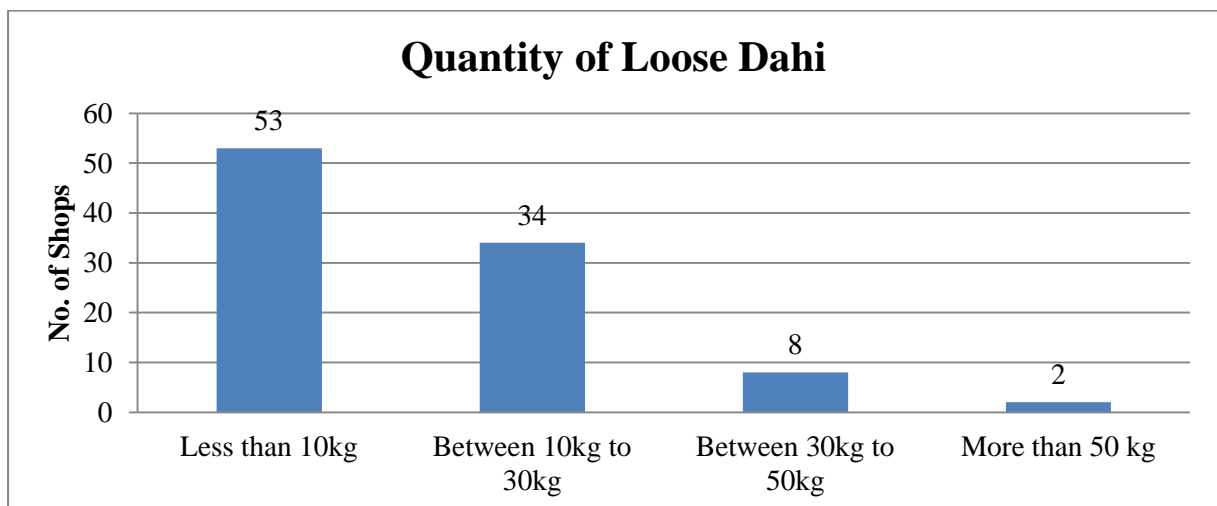
Out of 48 retailers, 46 (96%) were of the opinion that they will not sell Amul Dahi in future citing the expected demand less as reasons. Only 2 retailers (Including 1 shops which were selling dahi in only summer) were ready to sell Amul Dahi in future.

Fig. 4.3.7: Type of Dahi



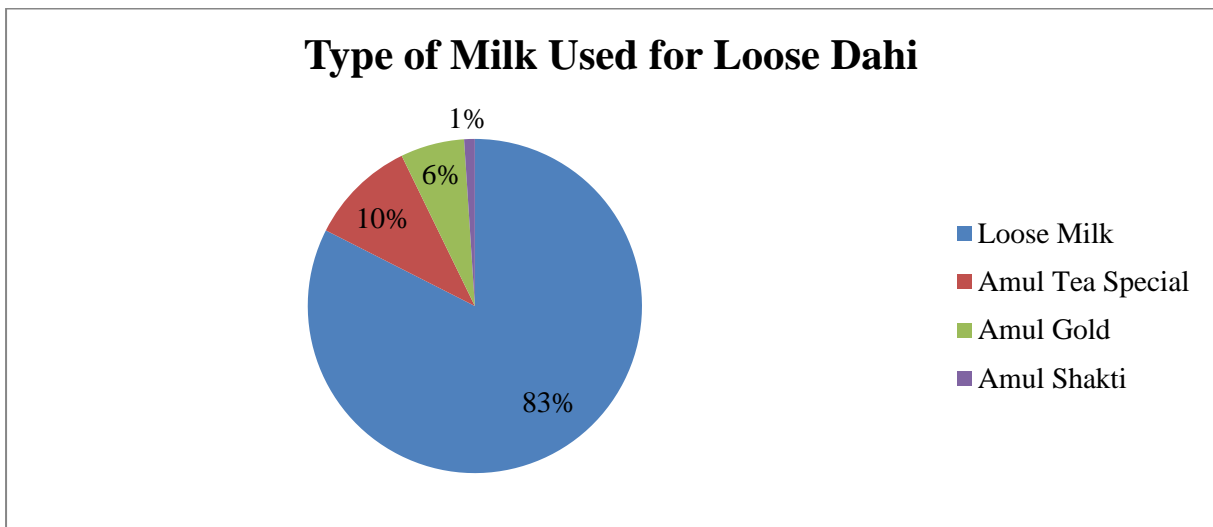
61% of the shops were selling Amul Dahi, 23% of the shops were selling loose dahi, 15% of the shops were selling both Amul Dahi and Loose Dahi and 1% of the shops were selling Amul Dahi bulk pack in loose.

Fig. 4.3.8: Quantity of Loose Dahi sold by Local Dairies and Shops



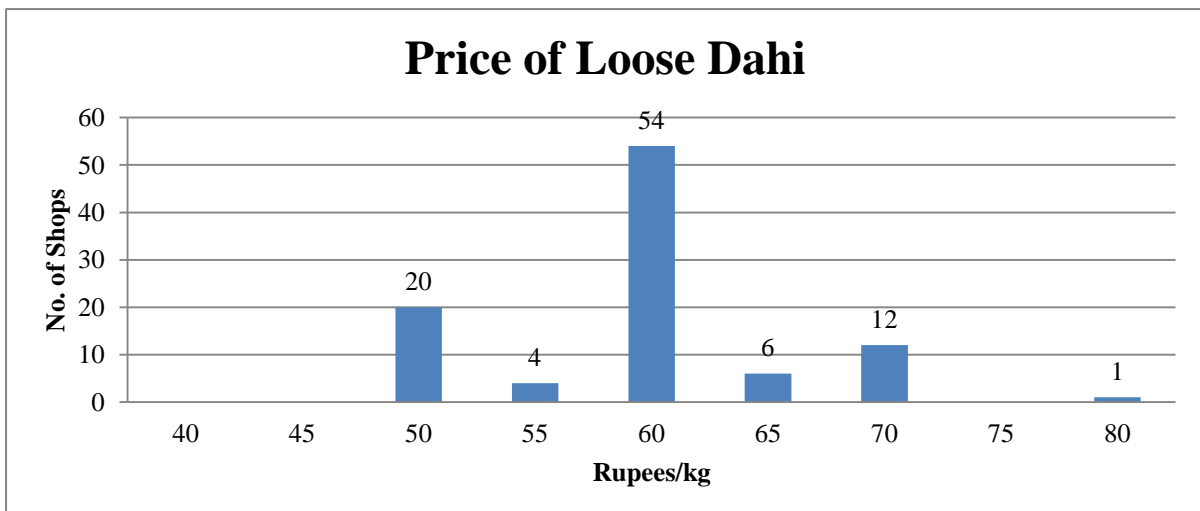
55% of the shops (53 shops out of 97 shops) were selling less than 10kg loose dahi per day, 35% of the shops were selling loose dahi between 10kg to 30 kg, 8% of the shops were selling loose dahi between 30kg to 50kg and only 2% of the shops were selling loose dahi more than 50kg.

Fig. 4.3.9: Type of Milk Used for preparation of Loose Dahi



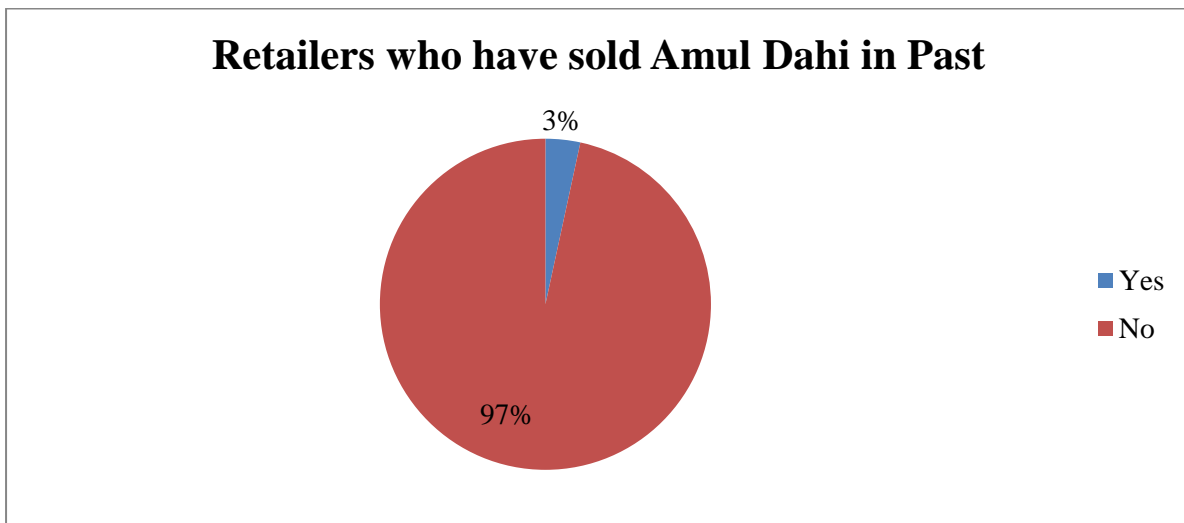
83% of the retailers were found using loose milk for preparation of loose dahi which included mainly loose milk dairies, 10% of the retailers were using Amul Tea Special Milk, 6% were using Amul Gold Milk and only 1% was using Amul Shakti milk for preparation of loose dahi. The preference of loose milk by majority of retailers may be due to less price of loose milk compared to packed milk and retailers themselves have the own loose milk supply.

Fig. 4.3.10: Price of Loose Dahi



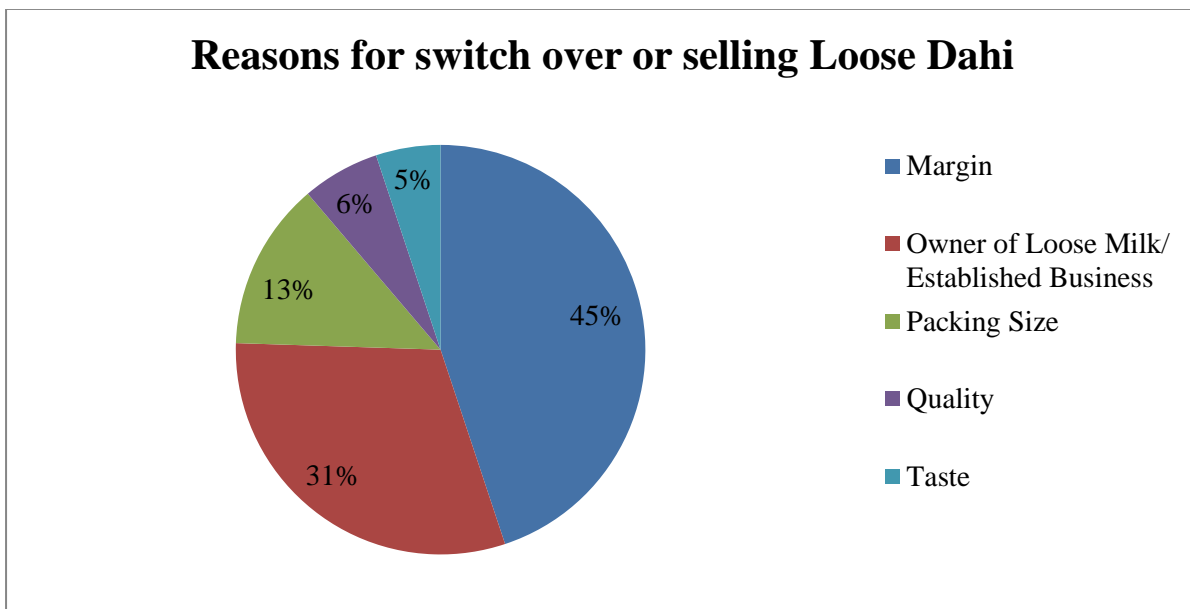
Most of the retailers (74%) were selling loose dahi for price between 60-70 rupees per kg.

Fig. 4.3.11: Retailers who have sold Amul Dahi in Past



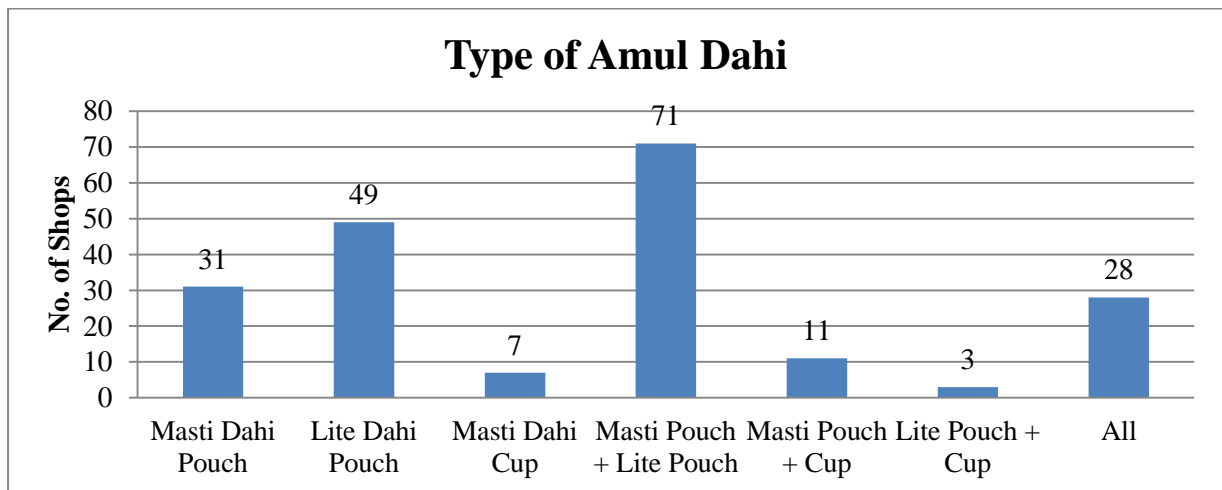
97% of the retailers which were selling loose dahi have not sold Amul Dahi in the past and only 3% of the retailers have sold Amul Dahi in the past and now they are selling loose dahi.

Fig. 4.3.12: Reasons for Switch over or Selling Loose Dahi



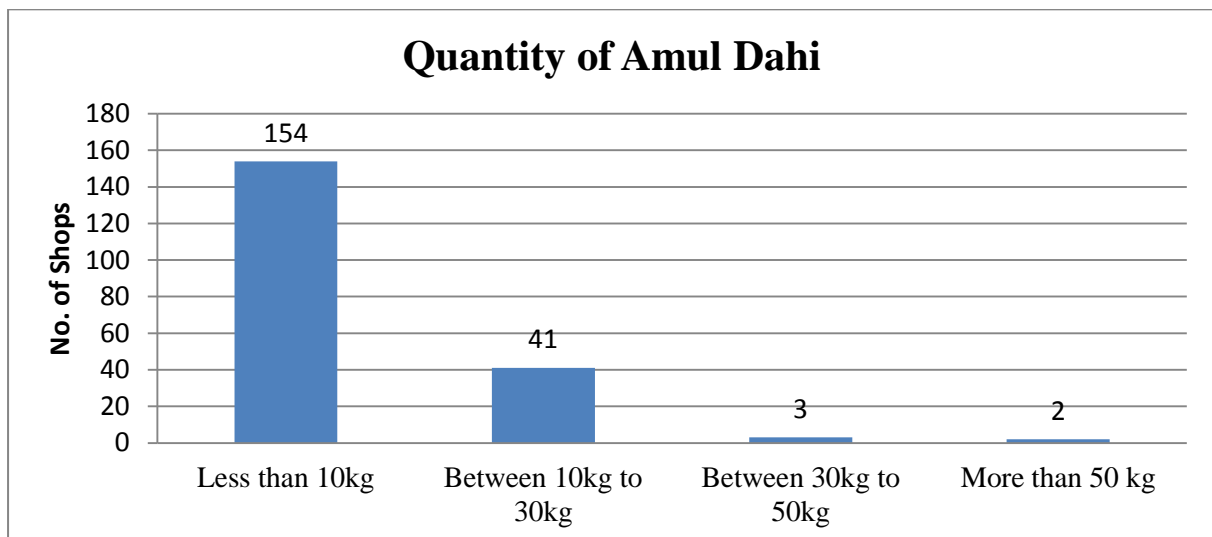
One of the major reasons for switch over from Amul Dahi to loose dahi or selling loose dahi was high margin (45%), followed by retailers were owner of loose milk or have established business related to loose milk, packing size, quality and taste.

Fig. 4.3.13: Type of Amul Dahi



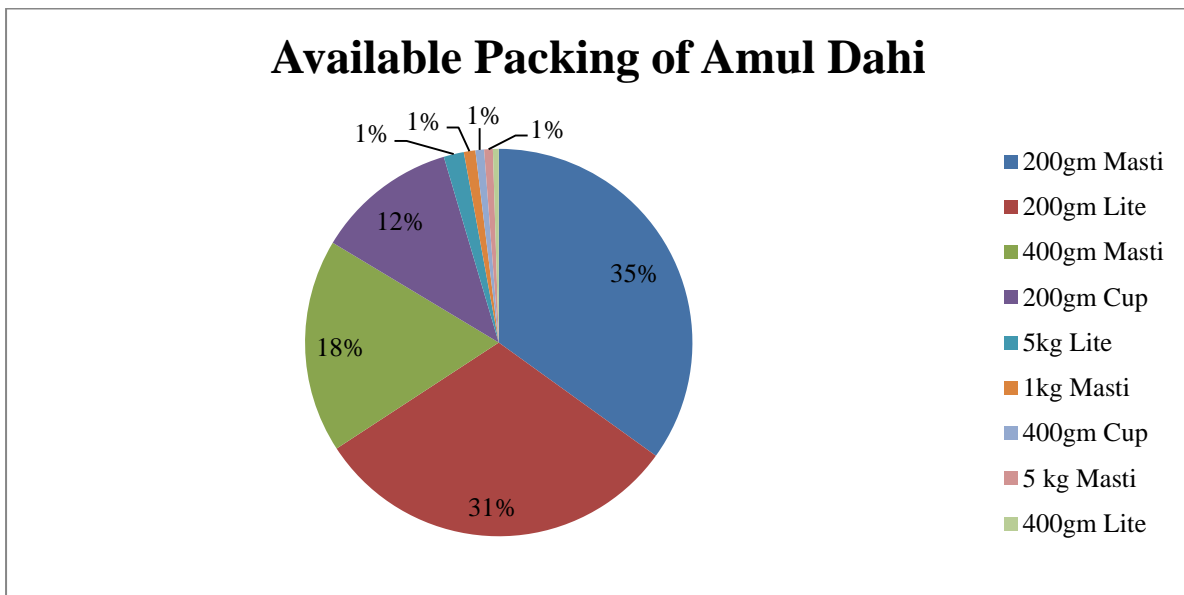
Mast Dahi pouch has maximum demand in this AIC, followed by Lite Dahi Pouch and Masti Dahi Cup. Medium to low income population of study area was the one of the main reasons for high demand of Masti Dahi Pouch and Lite Dahi Pouch.

Fig. 4.3.14: Quantity of Amul Dahi



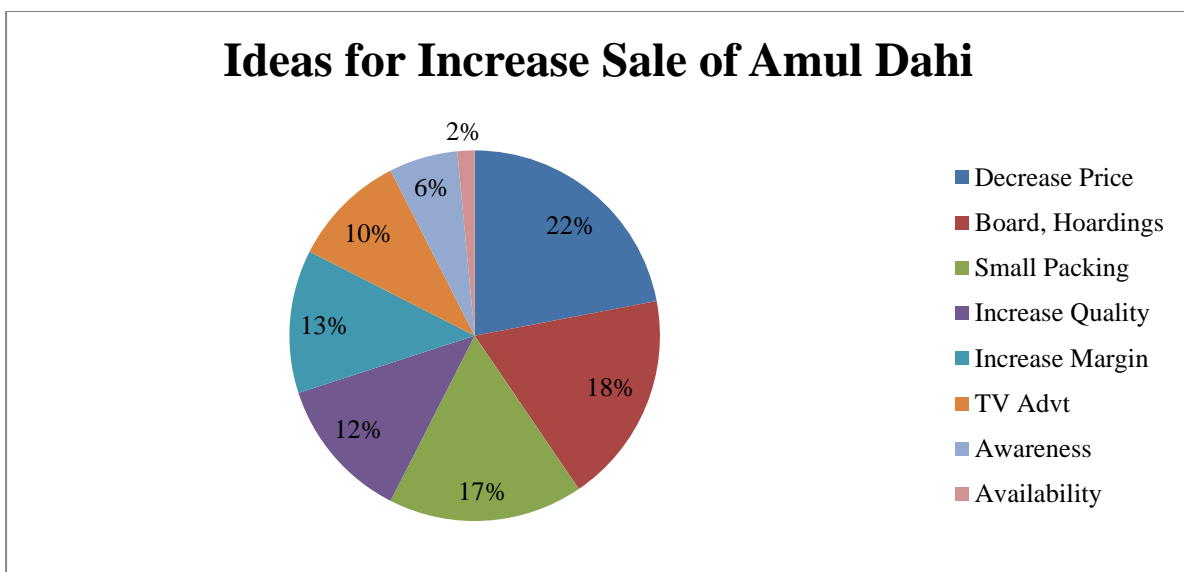
Out of 200 shops, 154 shops (77%) has sale of Amul Dahi less than 10kg per day, 41 has sale between 10kg to 30kg per day, 3 has sale between 30kg to 50kg per day and only 2 has sale of Amul Dahi more than 50kg.

Fig. 4.3.15: Available Packing of Amul Dahi in Shops



Mainly available packing of Amul Dahi in this AIC was 200gm Masti Dahi Pouch (out of 200 shops available at 145 shops), followed by 200gm Lite Pouch (available at 128 shops), 400gm Masti Dahi Pouch, 200gm Masti Dahi Cup, 5kg Lite Pouch, 1kg Masti Dahi Pouch, 400gm Masti Dahi Cup, 5kg Masti Dahi Pouch and 400gm Lite Dahi Pouch. Other packing were not available in this AIC.

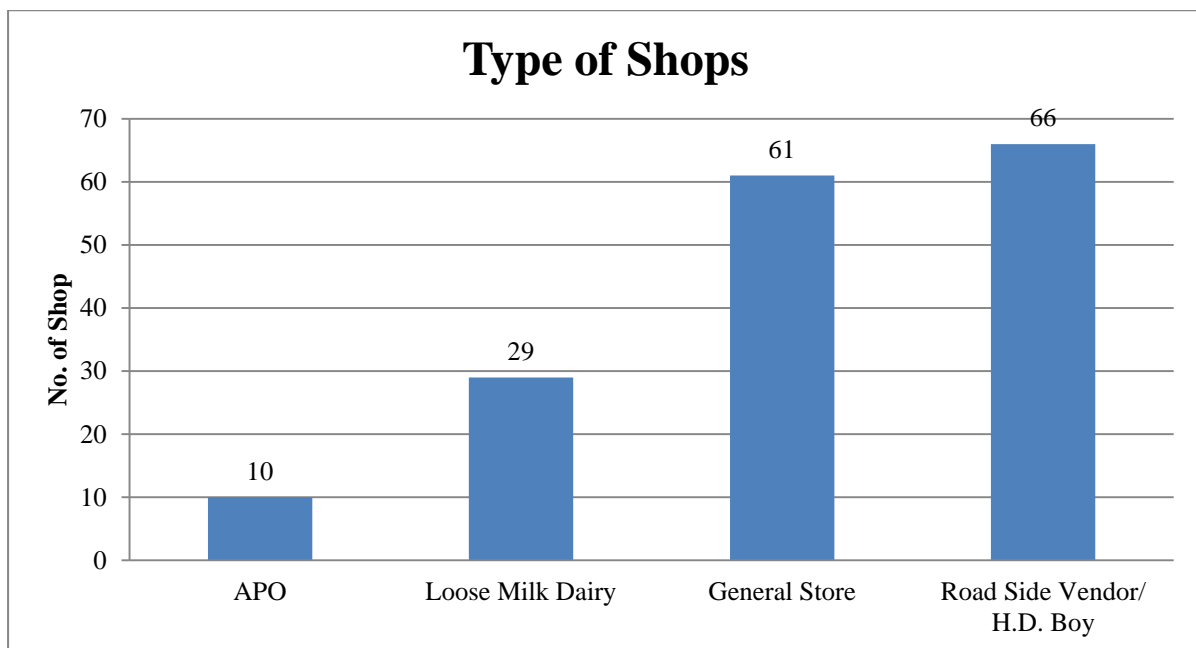
Fig. 4.3.16: Ideas given by retailers for increasing the sale of Amul Dahi



One of the main ideas given by retailers in this AIC was decrease price (Out of 200, 44 have opted it), followed by boards and hoardings for Dahi, small packing of Lite Dahi and Masti Dahi Cup, increase in quality, increase margin, TV advertise, awareness about packed dahi, and last was to make available small quantity of pouches to retailers.

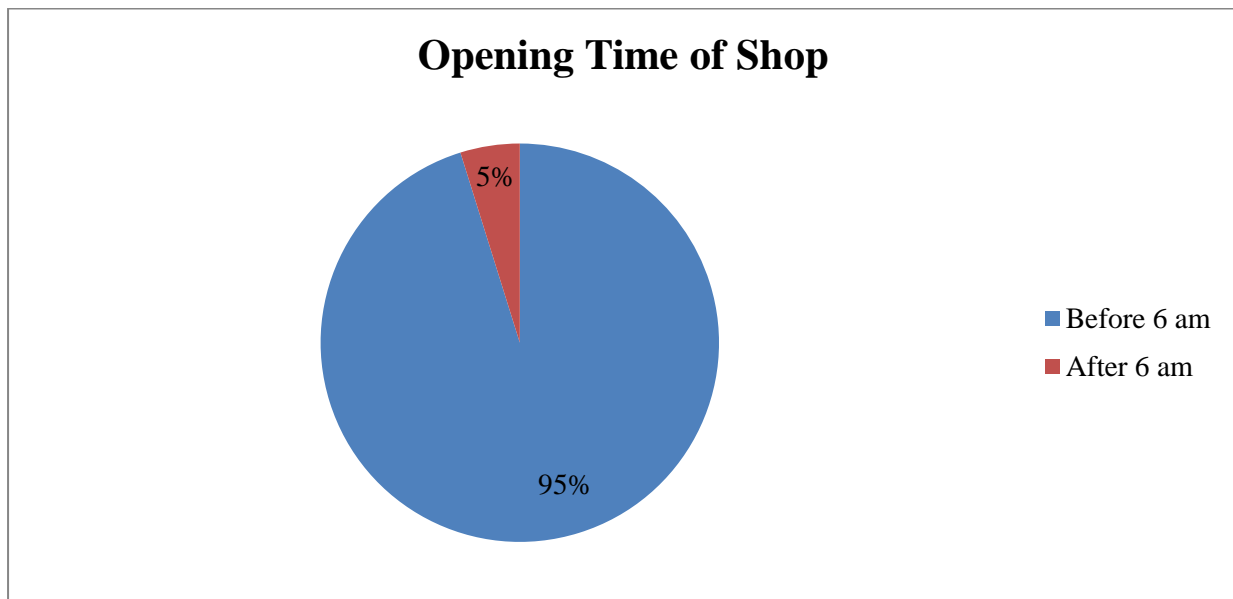
#### 4.4 AIC-4

Fig. 4.4.1: Type of Shops



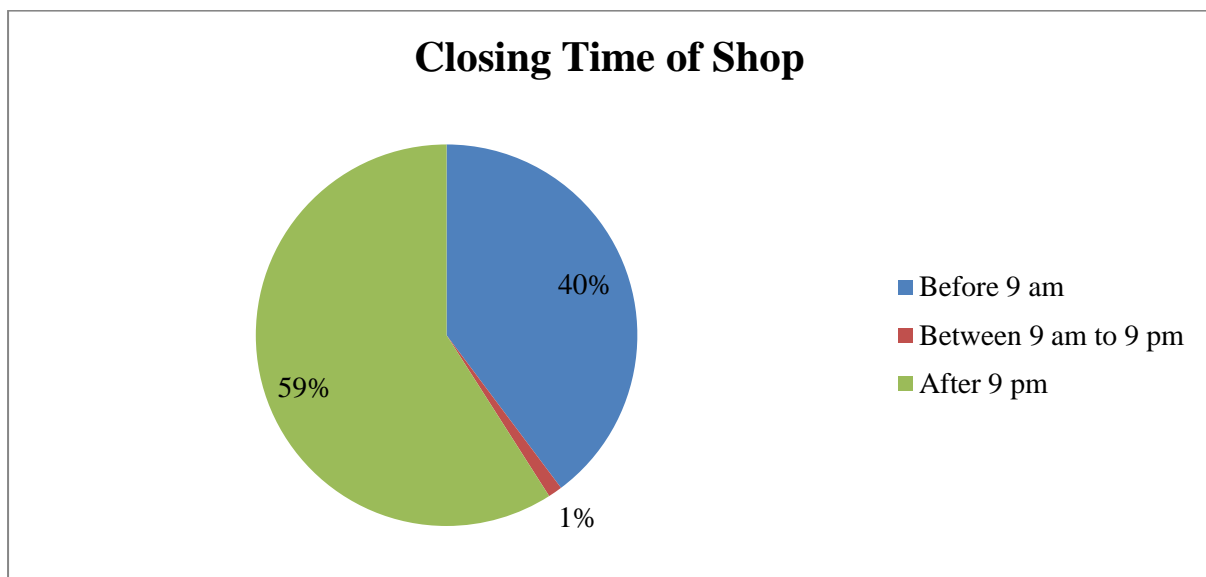
Out of 166 Shops, 40% shops were road side vendors/ H.D. boys, 37% were general stores, 17% were loose milk dairies and 6% were APOs. There were absence of convenience store and other shops. Major portion of shops occupied by road side vendors/H.D. boys seems to be due to home delivery preferred by high income population.

Fig. 4.4.2: Opening Time of Shop



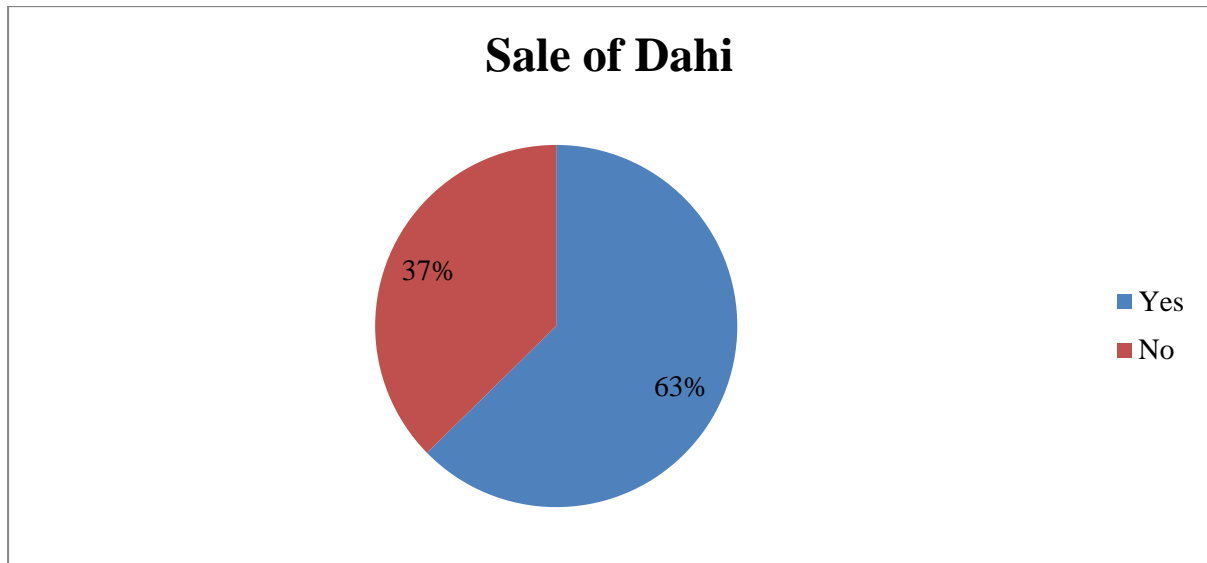
95% of shops were opening before 6am and only 5% of shops were opening after 6am.

Fig. 4.4.3: Closing Time of Shop



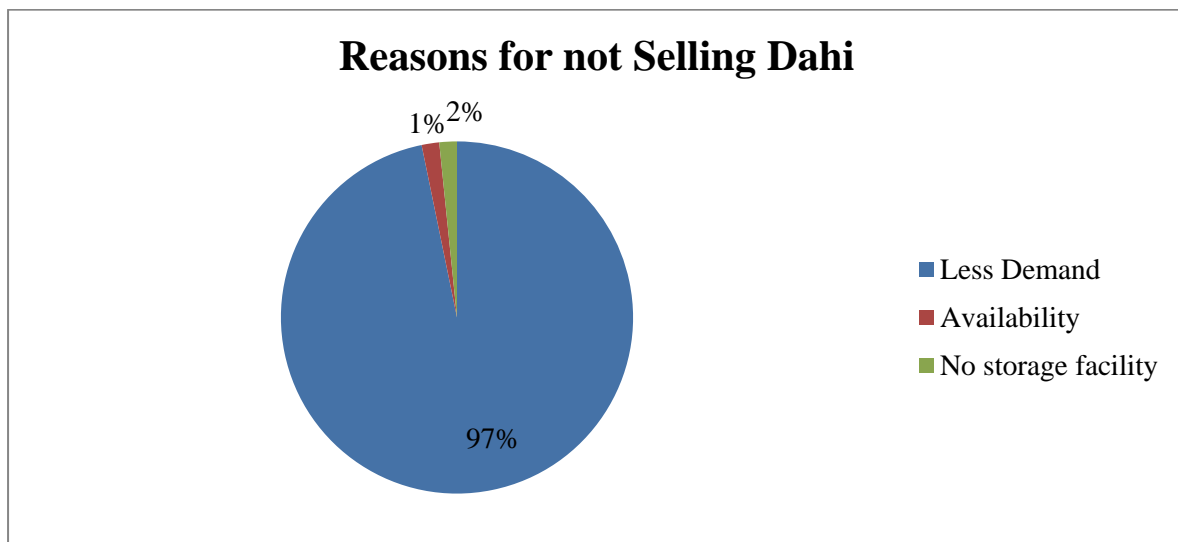
59% of shops were closing after 9pm, 40% of shops were closing before 9am and only 1% of shops were closing between 9am to 9pm.

Fig. 4.4.4: Sale of Dahi



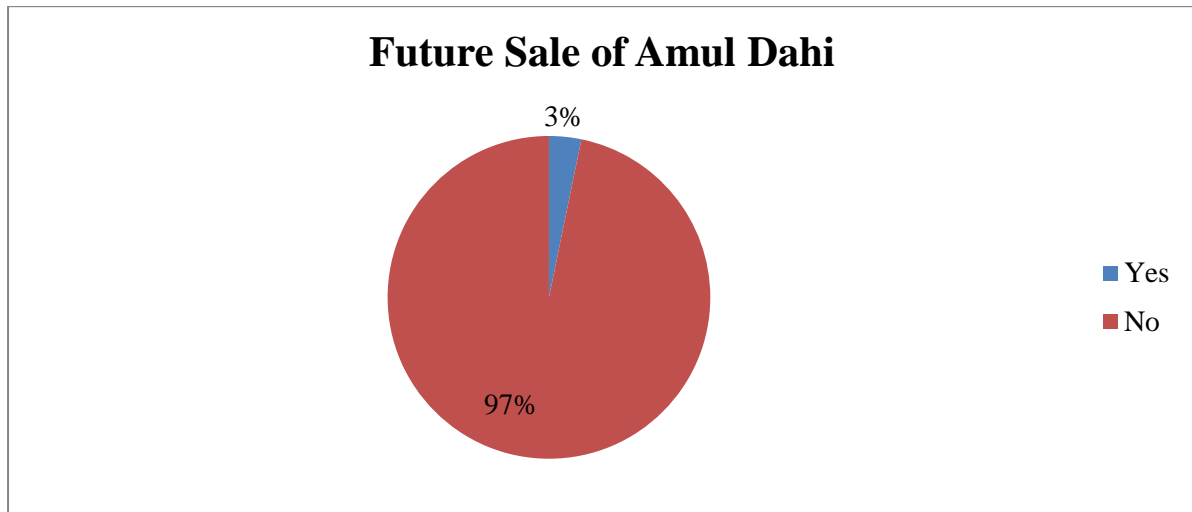
63% of shops were selling all type of dahi viz. branded or unbranded dahi and 37% of shops were not selling dahi. The shops which were not selling dahi mainly included road side vendor/ H.D. boy.

Fig. 4.4.5: Reasons for not Selling Dahi



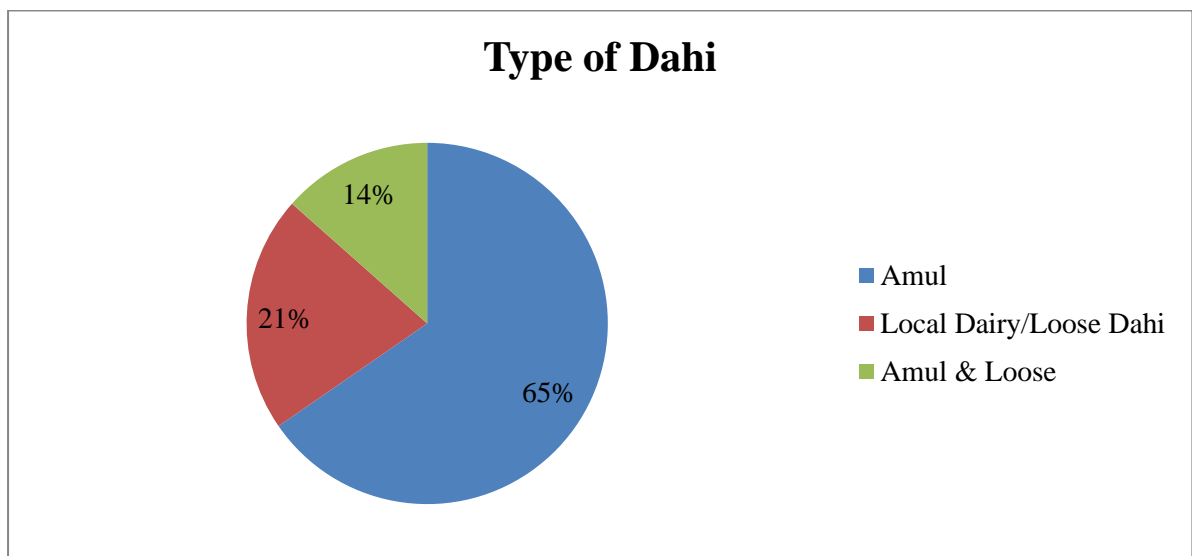
Major reason for not selling dahi was less demand (97%), followed by availability of Amul Dahi in less quantum and no storage facility.

Fig. 4.4.6: Future Sale of Amul Dahi



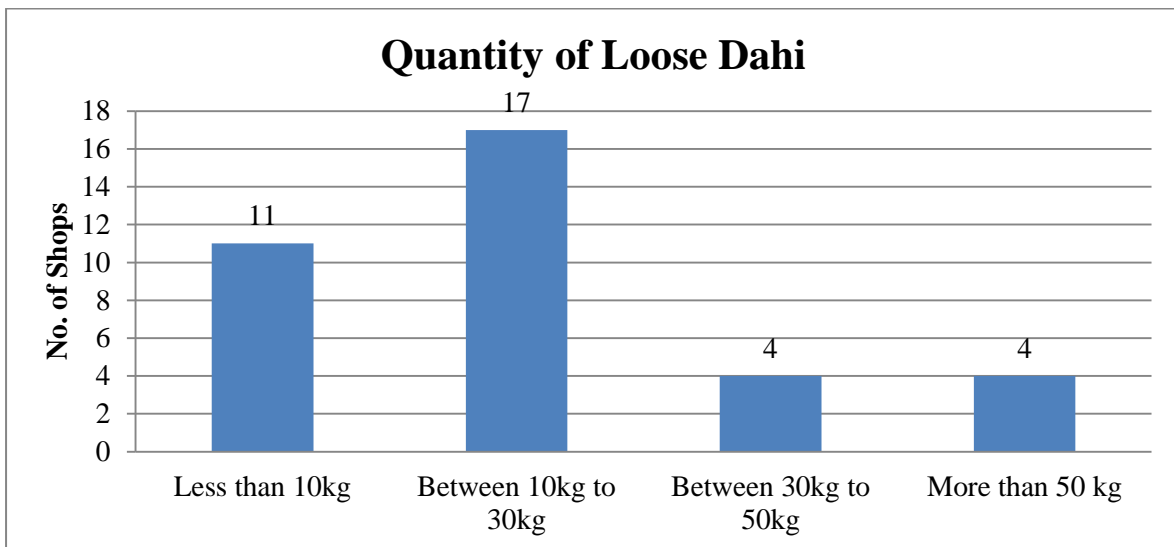
Out of 62 retailers, 60 (97%) were of the opinion that they will not sell Amul Dahi in future citing the expected less demand as reason. Only 2 retailers were ready to sell Amul Dahi in future.

Fig. 4.4.7: Type of Dahi



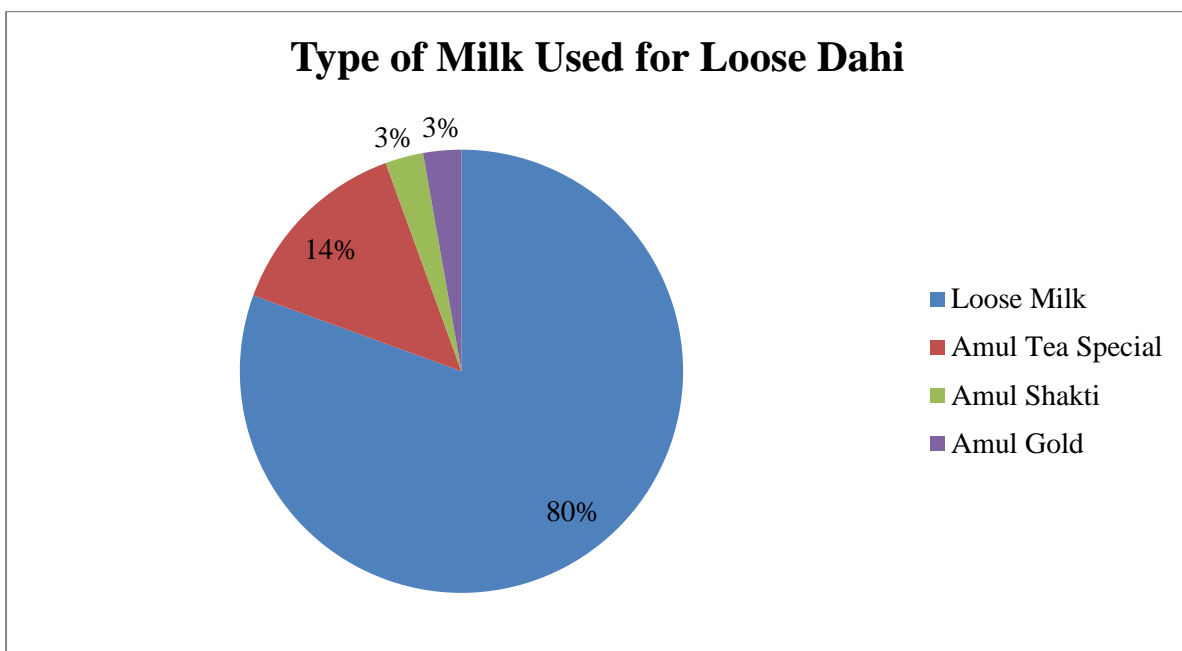
65% of the shops (68 shops) were selling Amul Dahi, 21% of the shops (22 shops) were selling loose dahi and 14% of the shops were selling both Amul Dahi and Loose Dahi.

Fig. 4.4.8: Quantity of Loose Dahi sold by Local Dairies and Shops



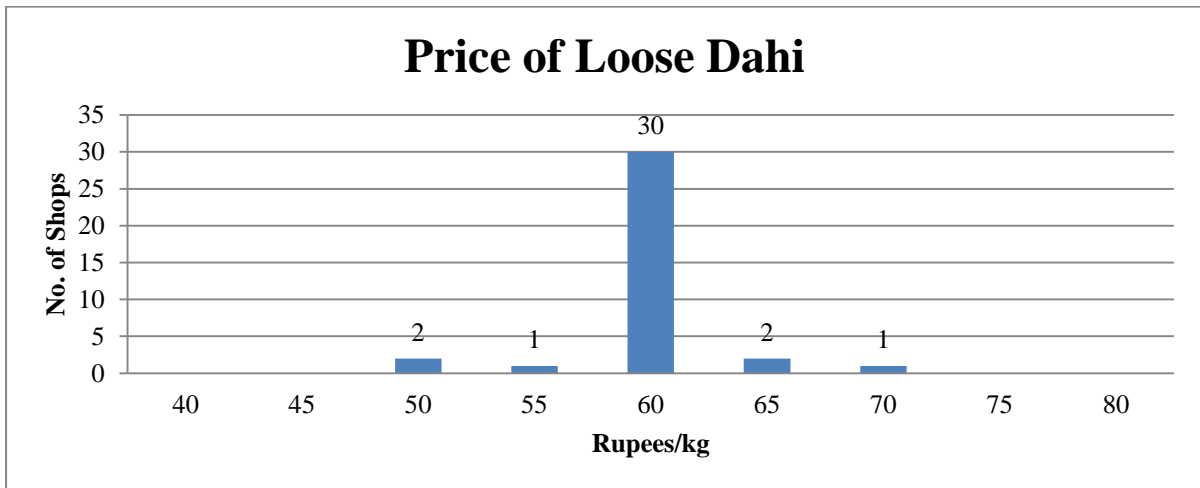
31% of the shops (11 shops out of 36 shops) were selling less than 10kg loose dahi per day, 47% of the shops (17 shops out of 36 shops) were selling loose dahi between 10kg to 30 kg, 11% of the shops were selling loose dahi between 30kg to 50kg and 11% of the shops were selling loose dahi more than 50kg. One of the main reasons for sale of loose dahi more than 10kg may be due to less no. of shops in study area.

Fig. 4.4.9: Type of Milk Used for preparation of Loose Dahi



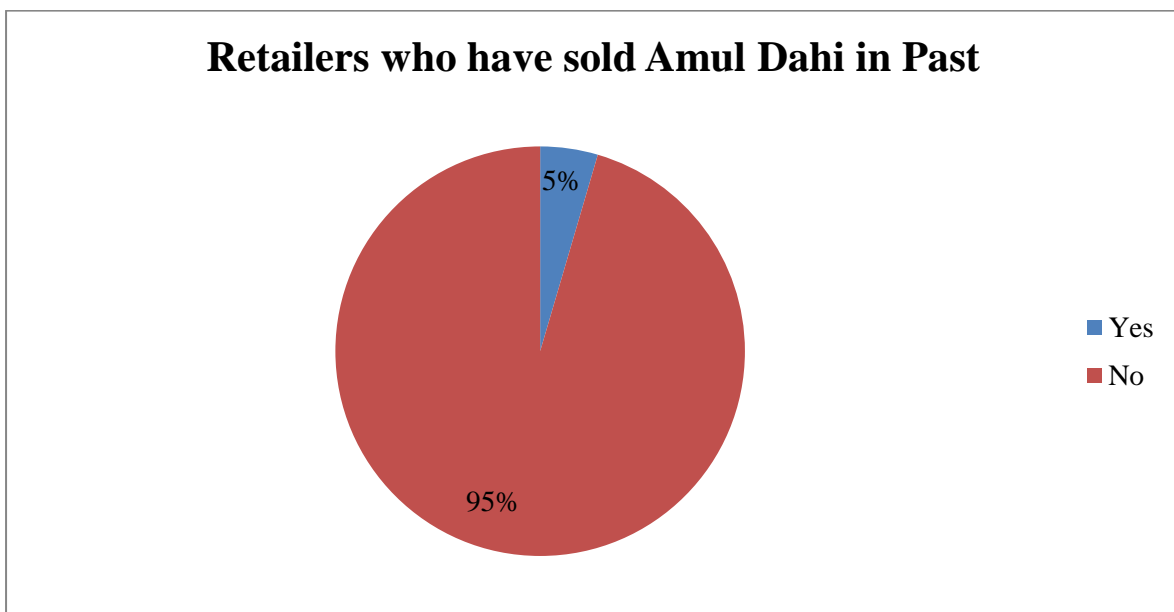
80% of the retailers were using loose milk for preparation of loose dahi which includes majorly loose milk dairies, 14% of the retailers were using Amul Tea Special Milk, 3% were using Amul Shakti Milk and 3% were using Amul Gold milk for preparation of loose dahi.

Fig. 4.4.10: Price of Loose Dahi



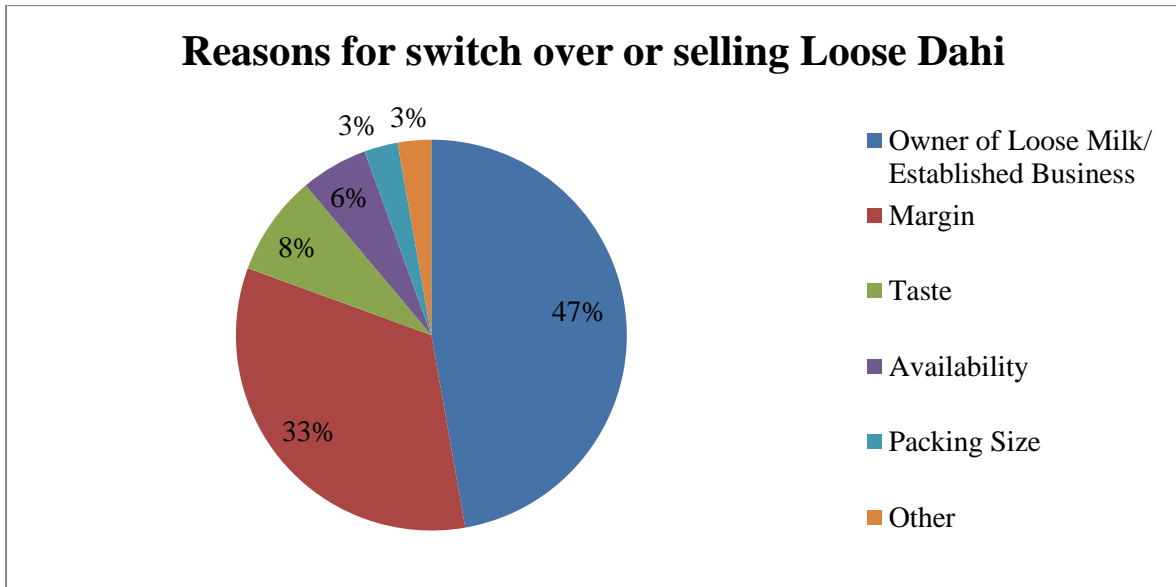
Most of the retailers (92%) were selling loose dahi in price between 60-70 rupees per kg.

Fig. 4.4.11: Retailers who have sold Amul Dahi in Past



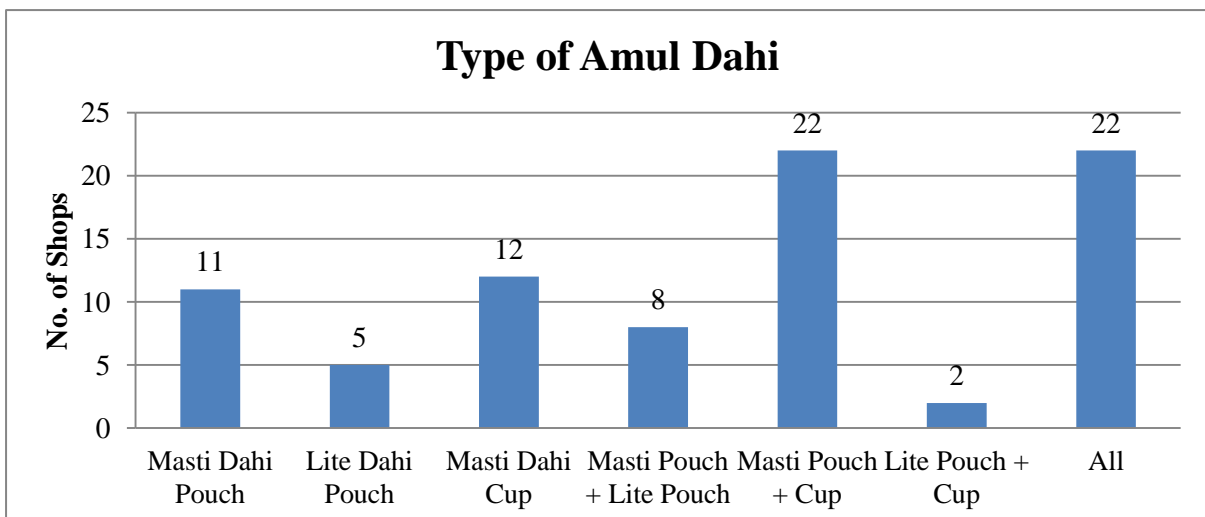
95% of the shops which were selling loose dahi have not sold Amul Dahi in the past and only 5% of the shops have sold Amul Dahi in the past and now they are selling loose dahi.

Fig. 4.4.12: Reasons for Switch over or Selling Loose Dahi



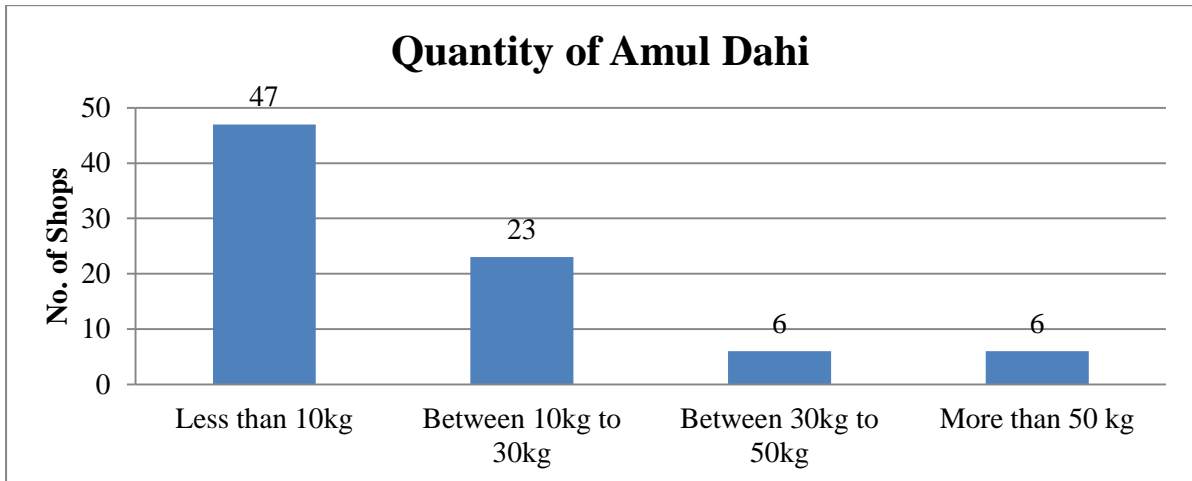
One of the major reasons for switch over from Amul Dahi to loose dahi or selling loose dahi was retailers were owner of loose milk or have established business related to loose milk (47%), followed by margin, taste, availability of Amul Dahi, packing size and other reasons like leakage or 1-2 days old milk.

Fig. 4.4.13: Type of Amul Dahi



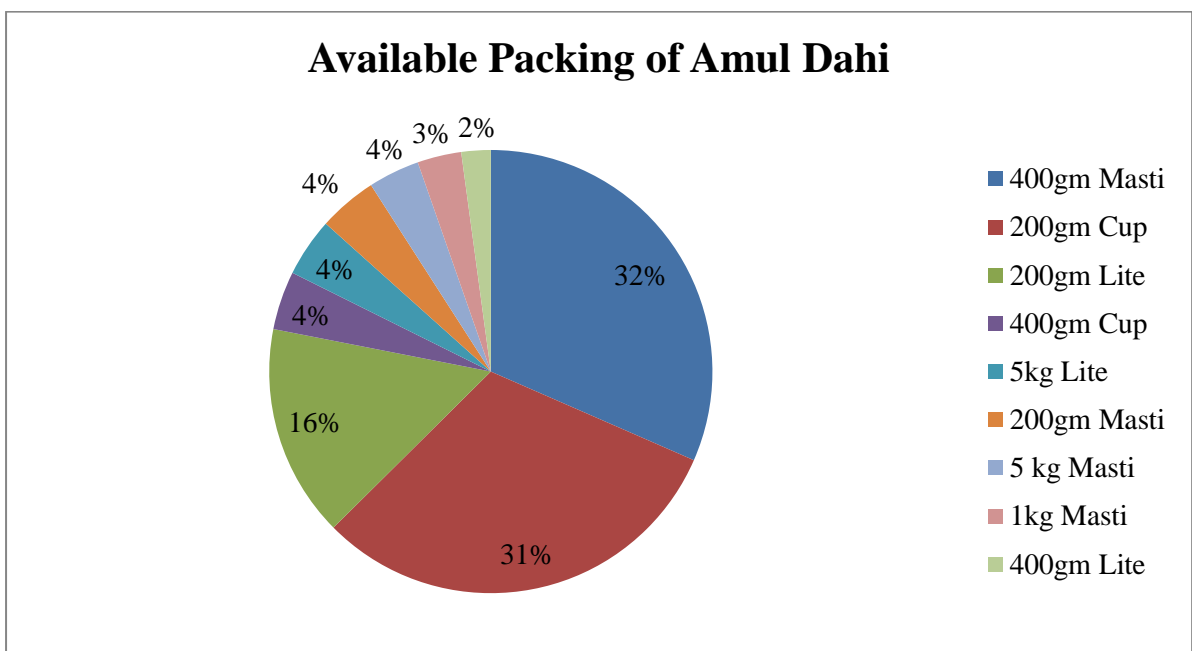
Masti Dahi pouch has maximum demand in this AIC, followed by Masti Dahi Cup and Lite Dahi Pouch. High demand of Masti Dahi Pouch attributed by the high income population.

Fig. 4.4.14: Quantity of Amul Dahi



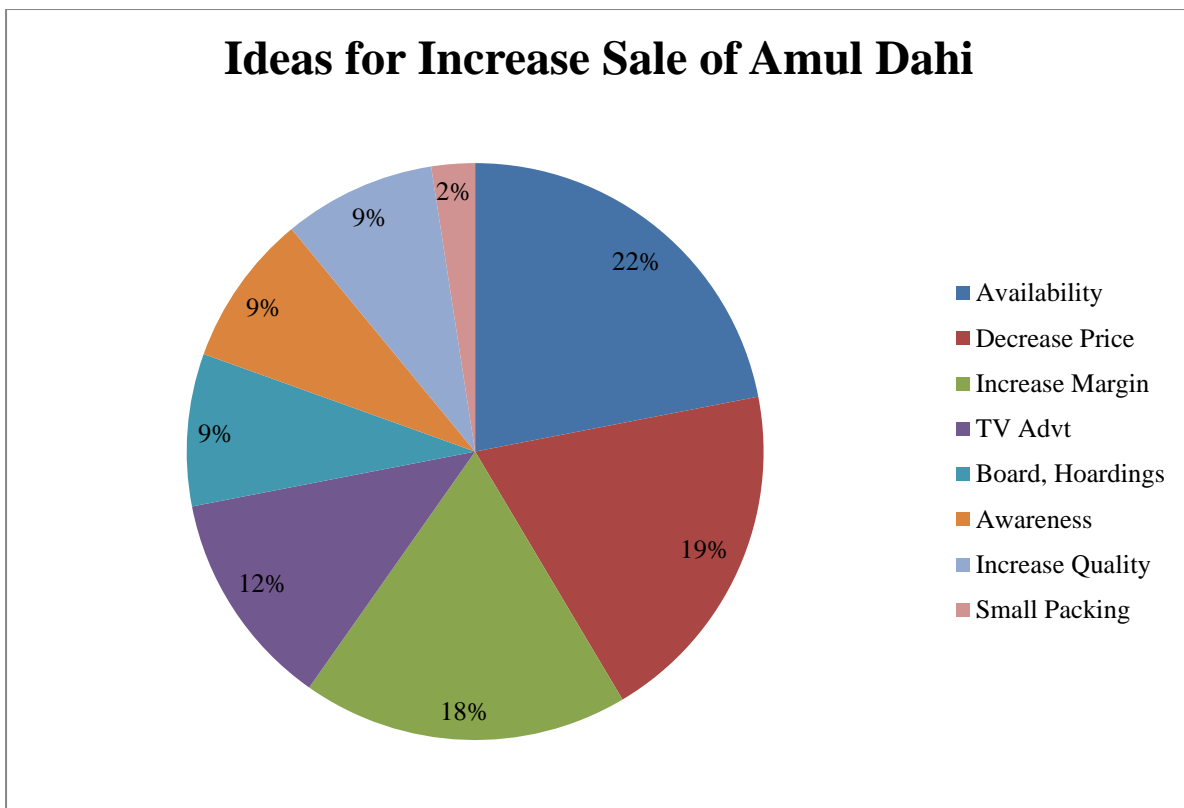
Out of 82 shops, 47 shops (57%) has sale of Amul Dahi less than 10kg per day, 23 has sale between 10kg to 30kg per day, 6 has sale between 30kg to 50kg per day and 6 has sale of Amul Dahi more than 50kg.

Fig. 4.4.15: Available Packing of Amul Dahi in Shops



Mainly available packing of Amul Dahi in this AIC was 400gm Masti Dahi Pouch (out of 82 shops available at 59 shops), followed by 200gm Masti Dahi Cup, 200gm Lite Dahi Cup, 400gm Masti Dahi Cup, 5kg Lite Dahi pouch, 200gm Masti Dahi Pouch, 5kg Masti dahi Pouch, 1kg Masti Dahi Pouch and 400gm Lite Dahi Pouch. Other packing were not available in this AIC.

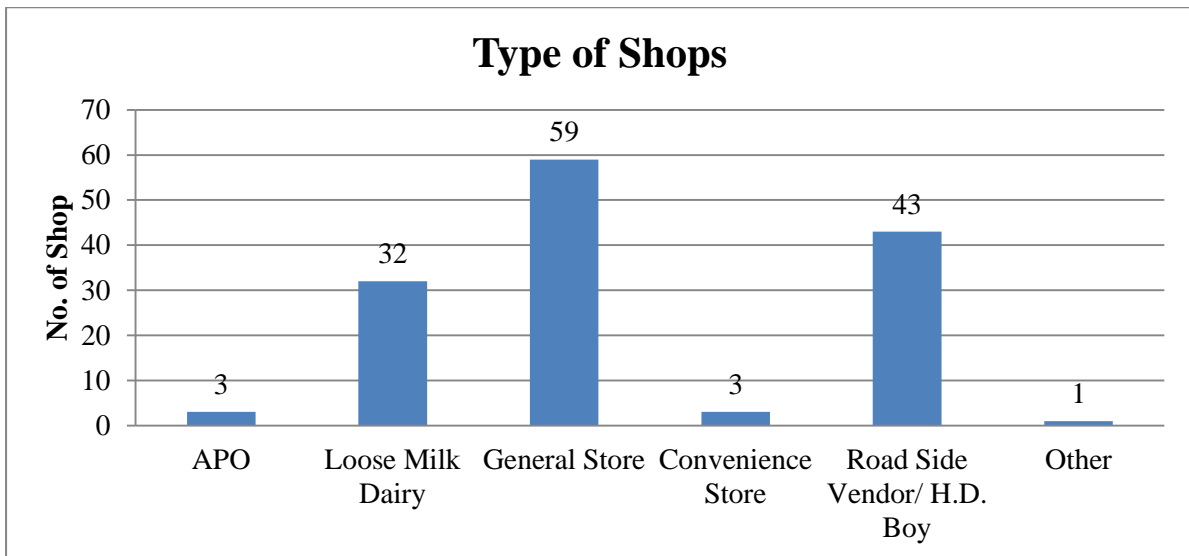
Fig. 4.4.16: Ideas given by retailers for increasing the sale of Amul Dahi



One of the main ideas given by retailers in this AIC was to make availability of small quantum of pouches to retailers as there were issues related availability of 200gm Lite Dahi Pouch and 200gm Masti Dahi Cup (22%), followed by decrease in price, increase margin, TV advertise, boards and hoardings for Dahi, increase in quality, and small pack for Masti Dahi Cup.

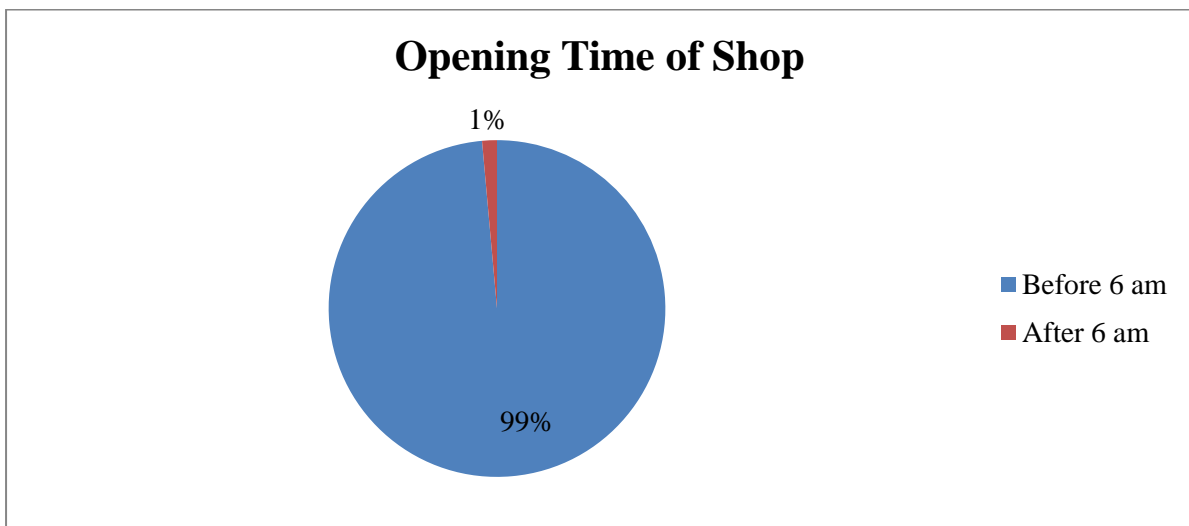
## 4.5 AIC-5

Fig. 4.5.1: Type of Shops



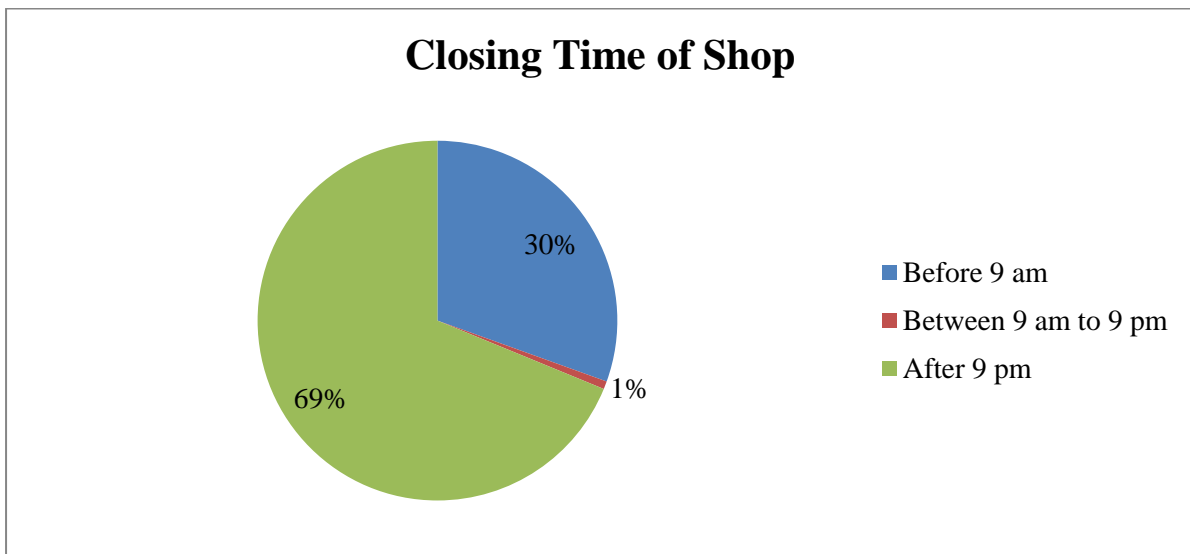
42% shops were general stores, 30% were road side vendors/ H.D. boys, 23% were loose milk dairies, 2% were APOs and remaining 3% were convenience stores and other shops like sweet marts.

Fig. 4.5.2: Opening Time of Shop



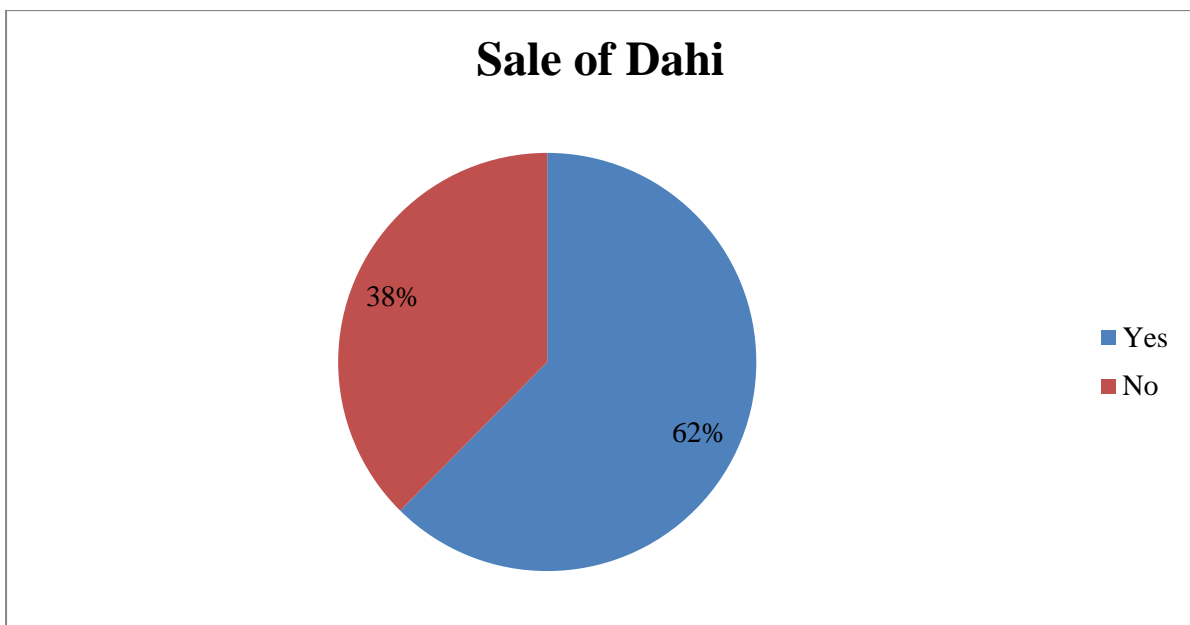
99% of shops were opening before 6am and only 1% of shops were opening after 6am.

Fig. 4.5.3: Closing Time of Shop



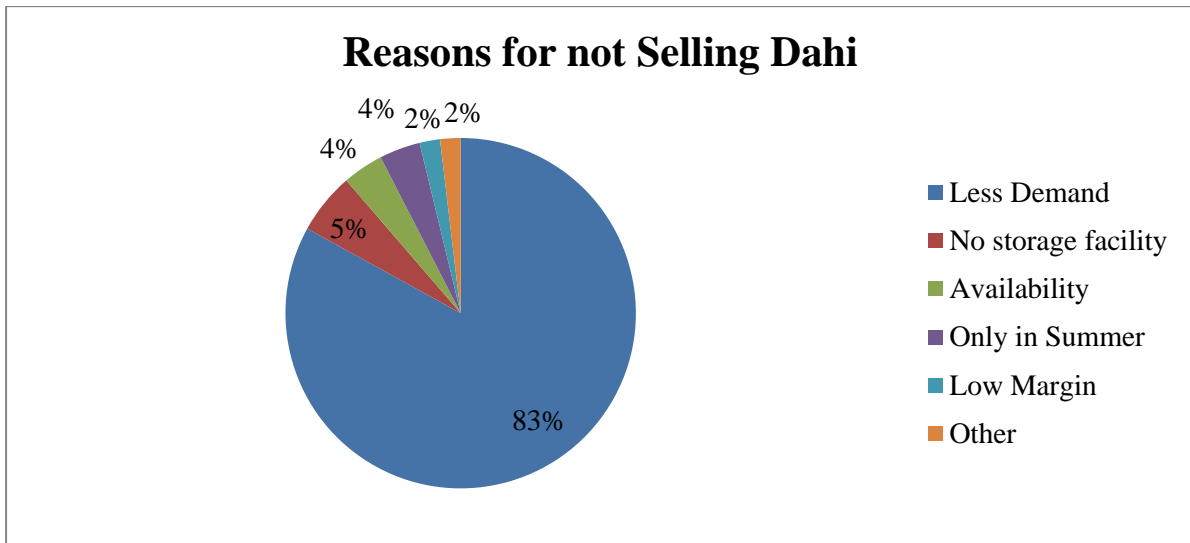
69% of shops were closing after 9pm, 30% of shops were closing before 9am and only 1% of shops were closing between 9am to 9pm.

Fig. 4.5.4: Sale of Dahi



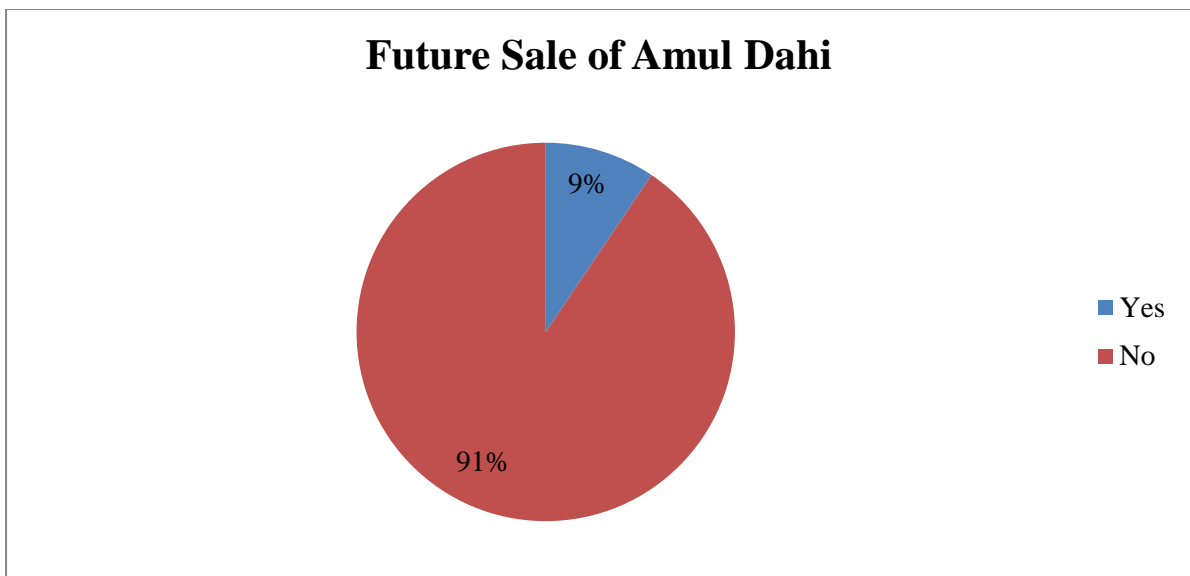
62% of shops were observed selling all type of dahi viz. branded or unbranded and 38% of shops were not selling dahi. The shops which were not selling dahi mainly include road side vendor/ H.D. boy.

Fig. 4.5.5: Reasons for not Selling Dahi



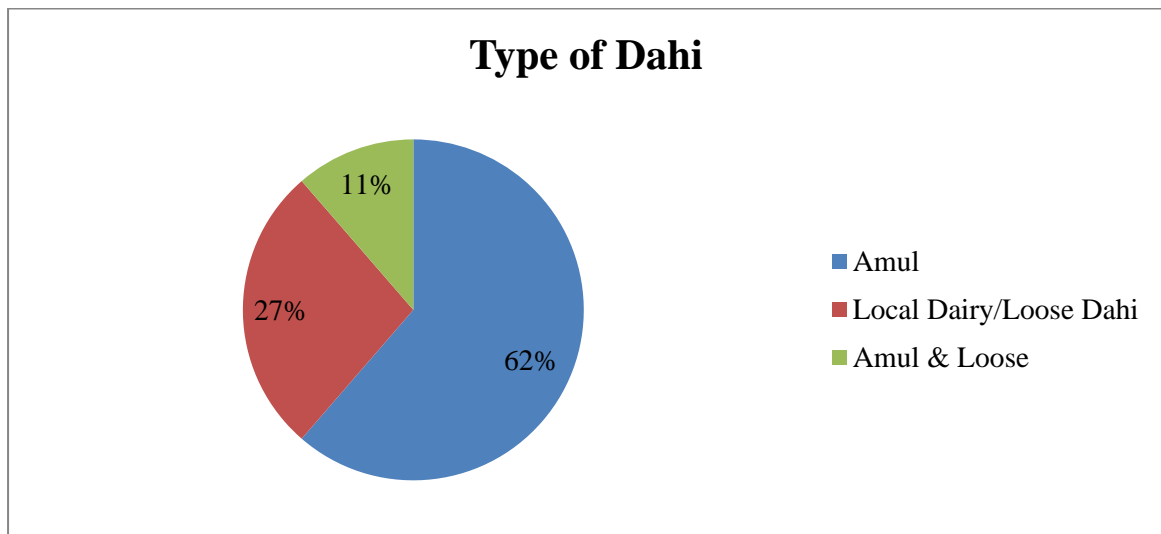
Major reason for not selling dahi was less demand (83%), followed by no storage availability, non-availability of Amul Dahi, seasonable demand, low margin and other reasons.

Fig. 4.5.6: Future Sale of Amul Dahi



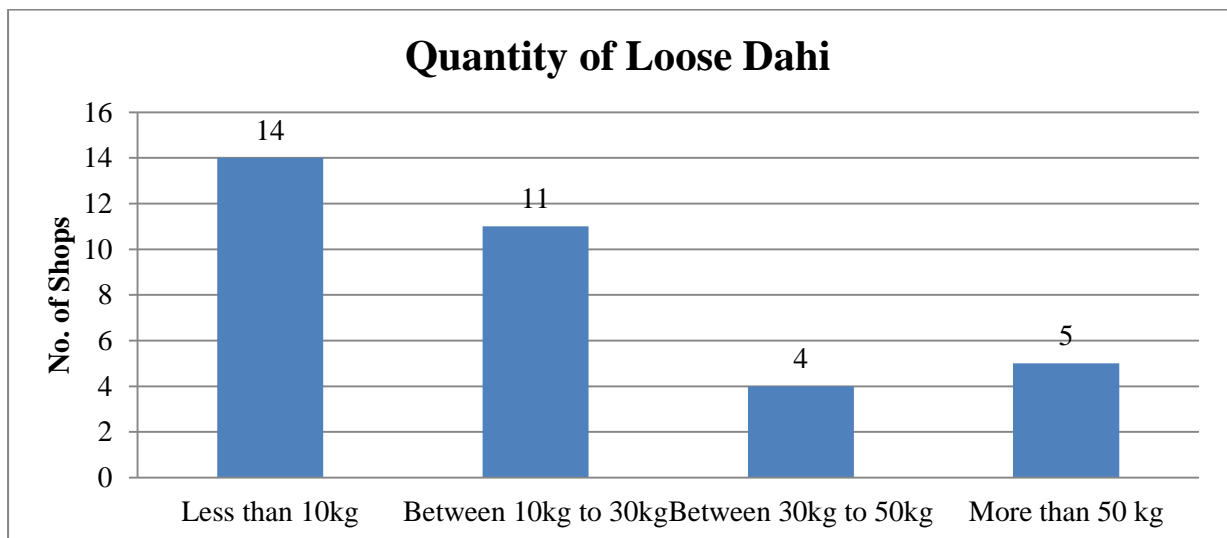
Out of 53 retailers, 48 (91%) were of opinion that they will not sell Amul Dahi in future citing the expected less demand as reason. Only 5 retailers (Including 2 shops which were selling dahi in summer only) were ready to sell Amul Dahi in future.

Fig. 4.5.7: Type of Dahi



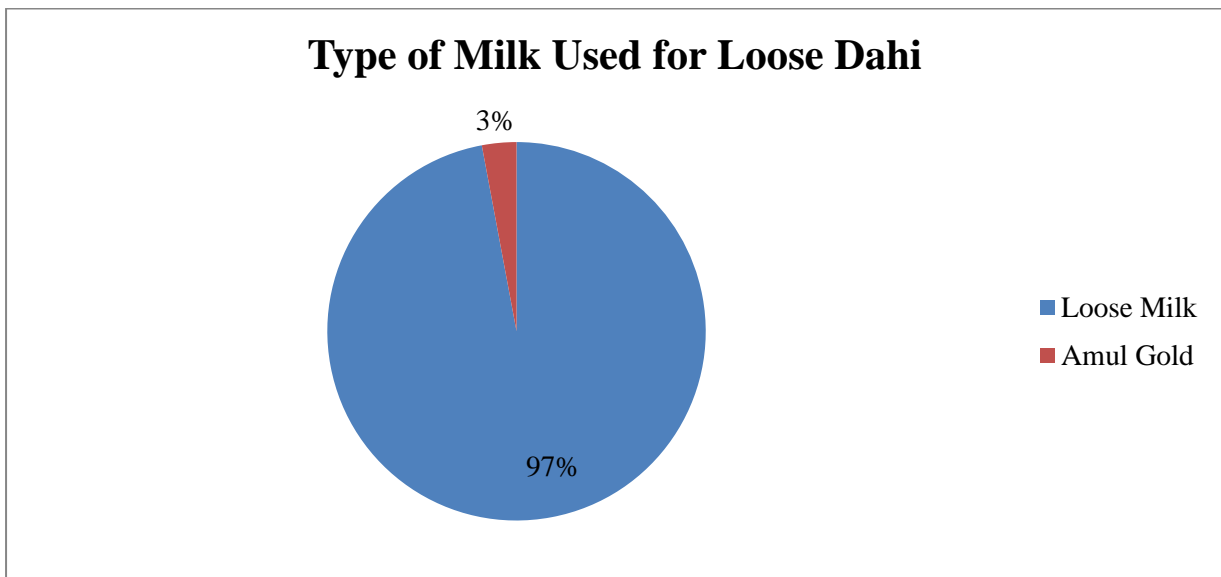
62% of the shops (54 shops out of 88 shops) were selling Amul Dahi, 27% of the shops (24 shops) were selling loose dahi and 11% of the shops were selling both Amul Dahi and Loose Dahi.

Fig. 4.5.8: Quantity of Loose Dahi sold by Local Dairies and Shops



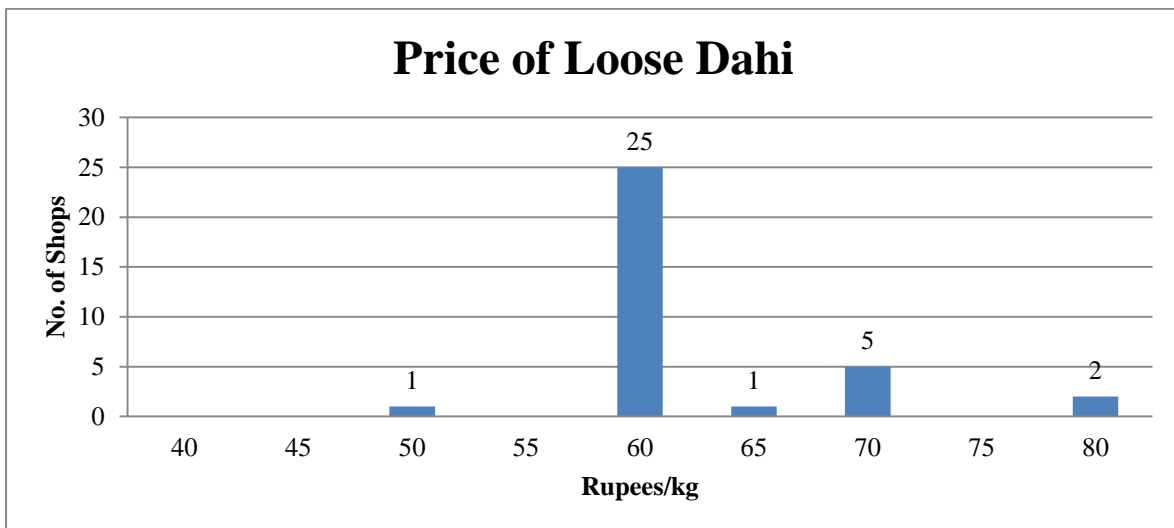
41% of the shops (14 shops out of 34 shops) were selling less than 10kg loose dahi per day, 32% of the shops were selling loose dahi between 10kg to 30 kg, 12% of the shops were selling loose dahi between 30kg to 50kg and 15% of the shops were selling loose dahi more than 50kg.

Fig. 4.5.9: Type of Milk Used for preparation of Loose Dahi



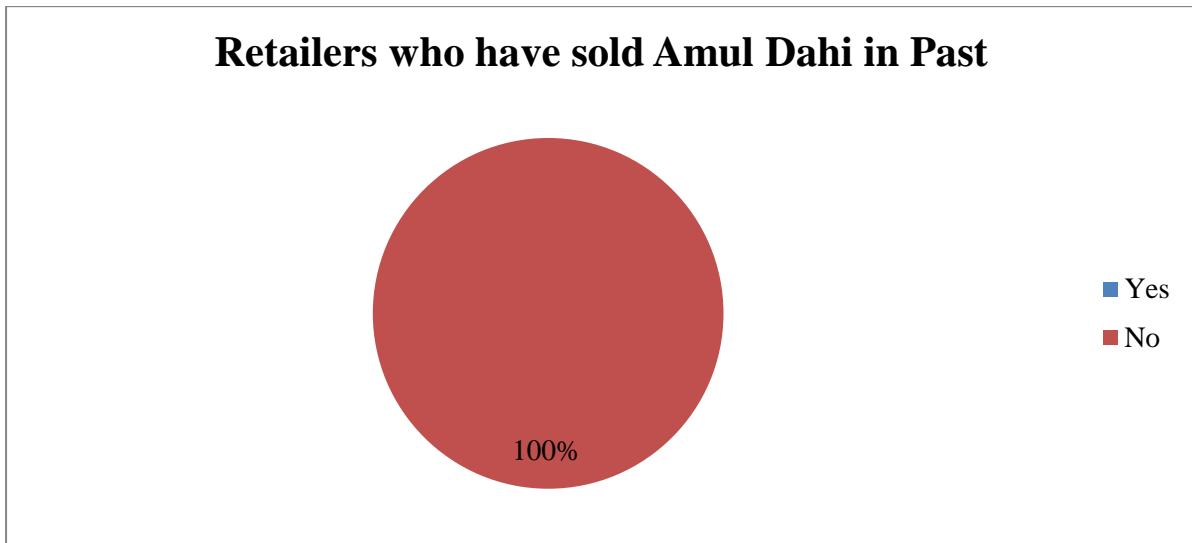
97% of the retailers were using loose milk for preparation of loose dahi which includes majorly loose milk dairies and 3% of the retailers were using Amul Gold milk. Here Amul Shakti Milk and Amul Tea Special Milk were not used for preparation of loose dahi by retailers.

Fig. 4.5.10: Price of Loose Dahi



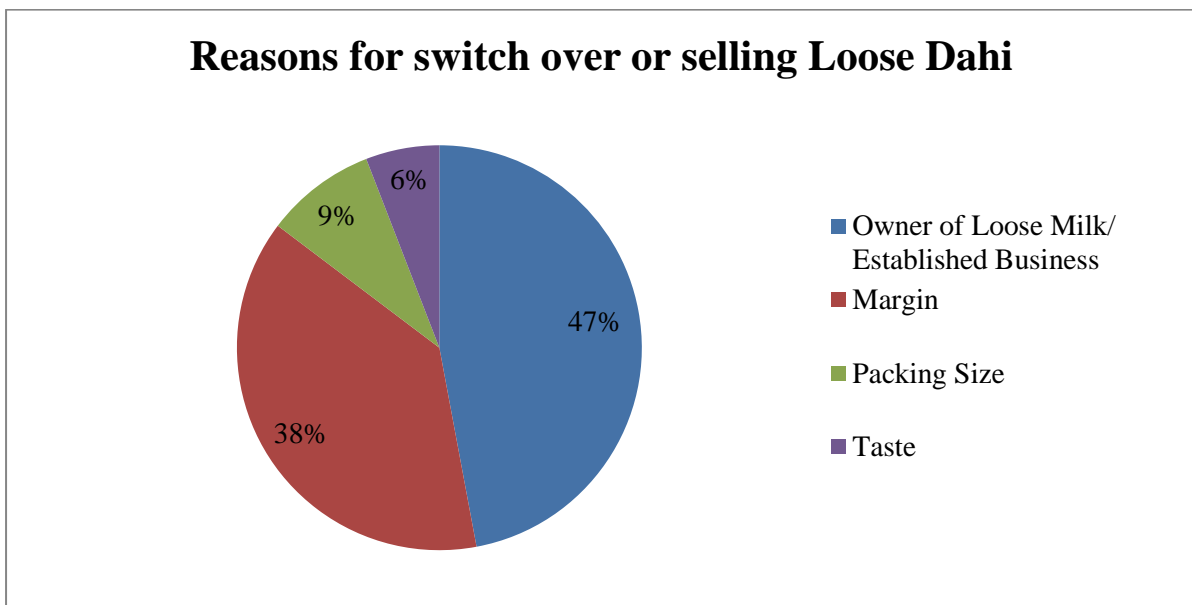
Most of the retailers (91%) were selling loose dahi for price between 60-70 rupees per kg.

Fig. 4.5.11: Retailers who have sold Amul Dahi in Past



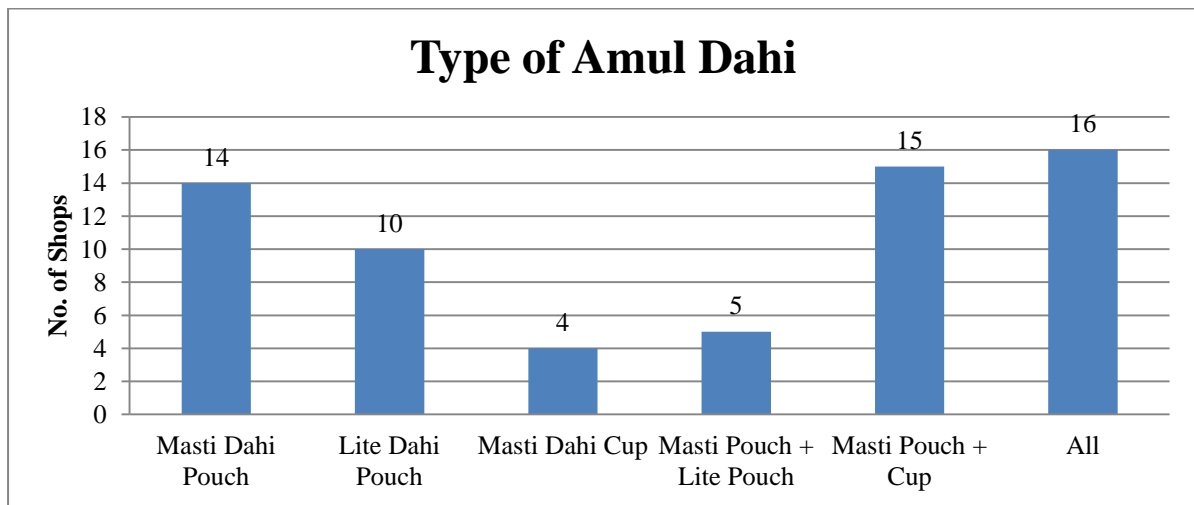
All the retailers which were selling loose dahi have not sold Amul Dahi in past.

Fig. 4.5.12: Reasons for Switch over or Selling Loose Dahi



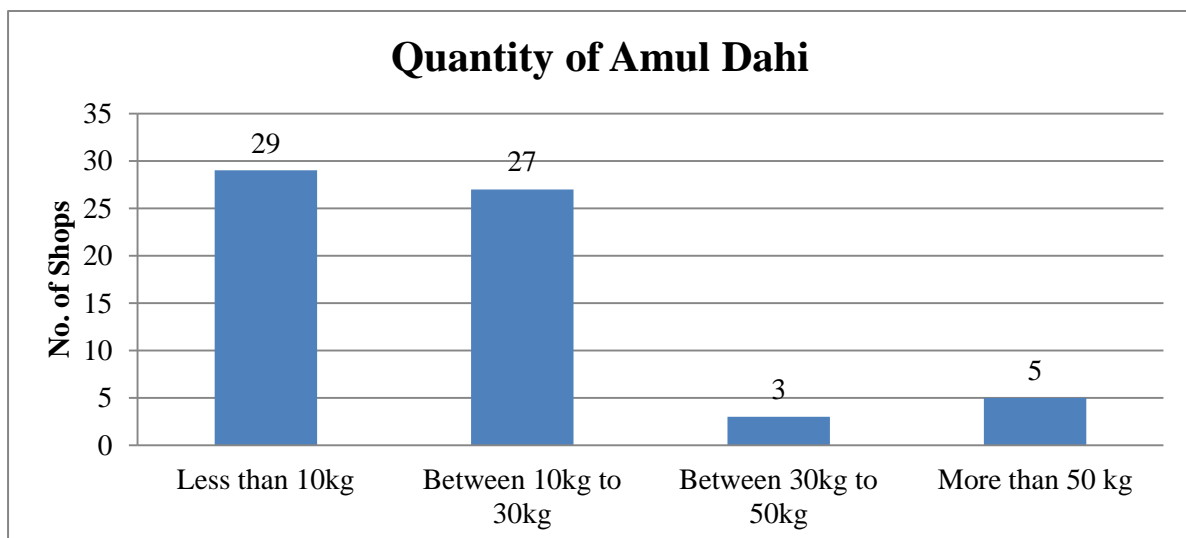
One of the major reasons for switch over from Amul Dahi to loose dahi or selling loose dahi was retailers are owner of loose milk or have established business related to loose milk (out of 34, 16 have opted for it), followed by high margin, flexible packing size and taste.

Fig. 4.5.13: Type of Amul Dahi



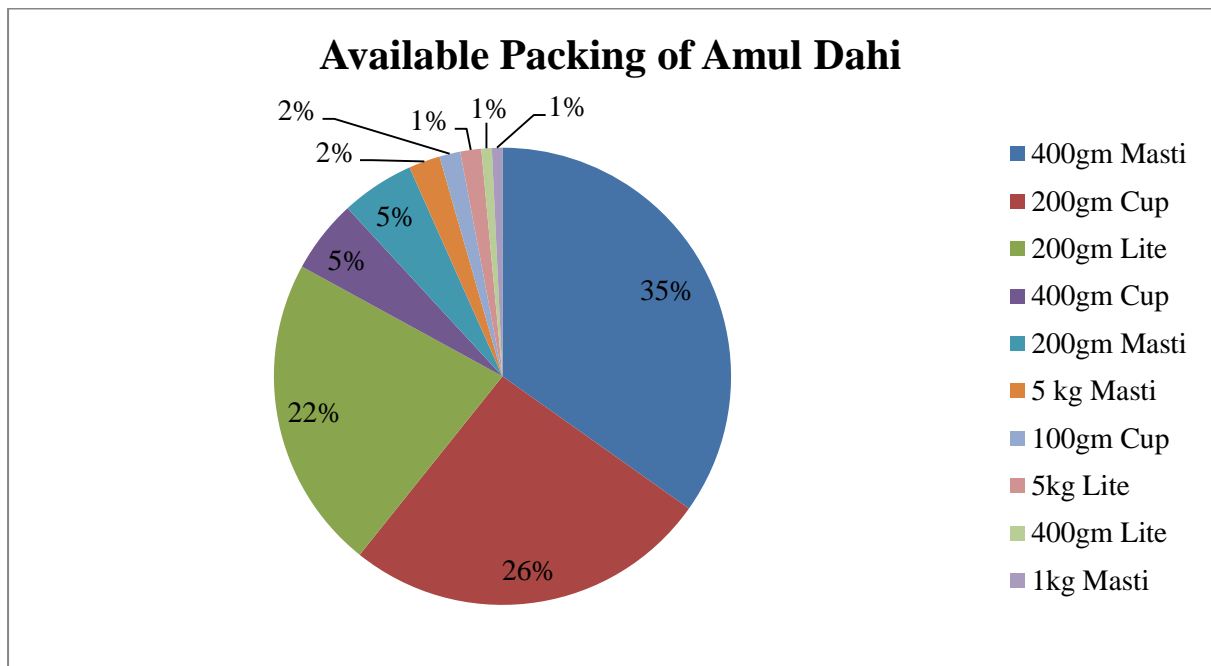
Masti Dahi pouch has maximum demand in this AIC, followed by Masti Dahi Cup and Lite Dahi Pouch. The high income population seems to reason for high demand of Masti Dahi Pouch.

Fig. 4.5.14: Quantity of Amul Dahi



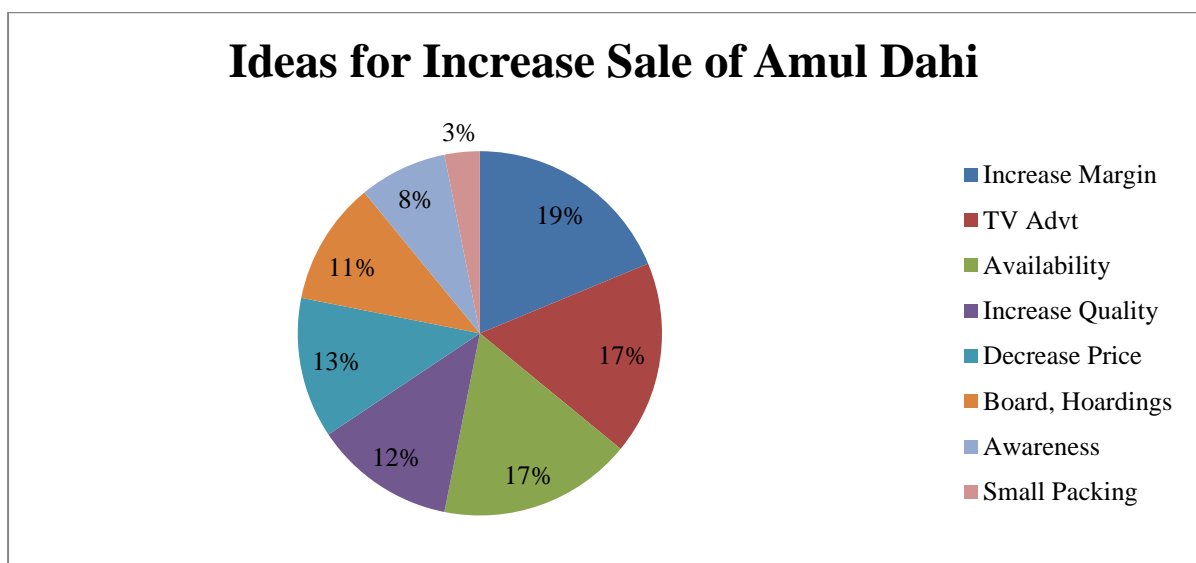
Out of 64 shops, 29 shops (45%) has sale of Amul Dahi less than 10kg per day, 27 has sale between 10kg to 30kg per day, 3 has sale between 30kg to 50kg per day and 5 has sale of Amul Dahi more than 50kg.

Fig. 4.5.15: Available Packing of Amul Dahi in Shops



Majorly available packing of Amul Dahi in this AIC was 400gm Masti Dahi Pouch (out of 64 shops available at 47 shops), followed by 200gm Masti Dahi Cup (available at 35 shops), 200gm Lite Dahi Pouch, 400gm Masti Dahi Cup, 200gm Masti Dahi Pouch, 5kg Masti Dahi Pouch, 100gm Masti Dahi Cup, 5kg Lite Dahi Pouch, 400gm Lite Dahi Pouch and 1kg Masti Dahi Pouch. Only 1kg Lite Dahi Pouch was not available in this AIC.

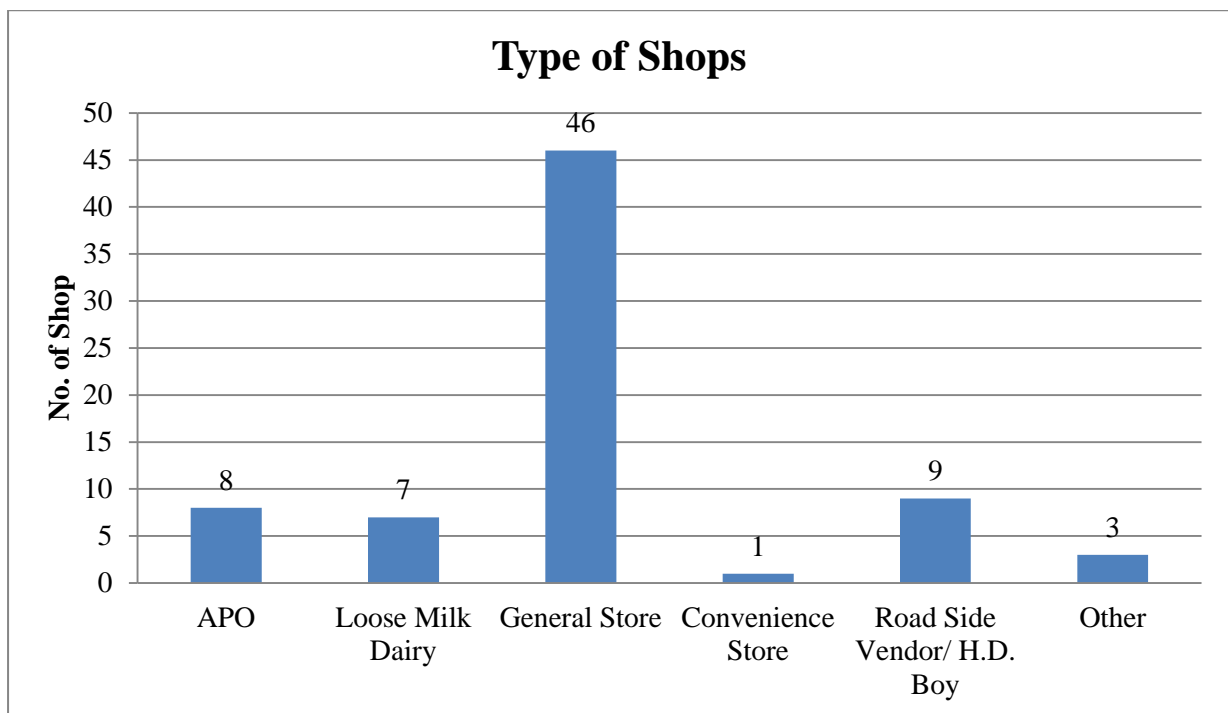
Fig. 4.5.16: Ideas given by retailers for increasing the sale of Amul Dahi



One of the main ideas given by retailers in this AIC was increase margin (Out of 64, 12 have opted it), followed by TV advertise, to make available small quantity of pouches to retailers, increase in quality, decrease price, boards and hoardings for Dahi, awareness about packed dahi and small packing of Masti Dahi Cup.

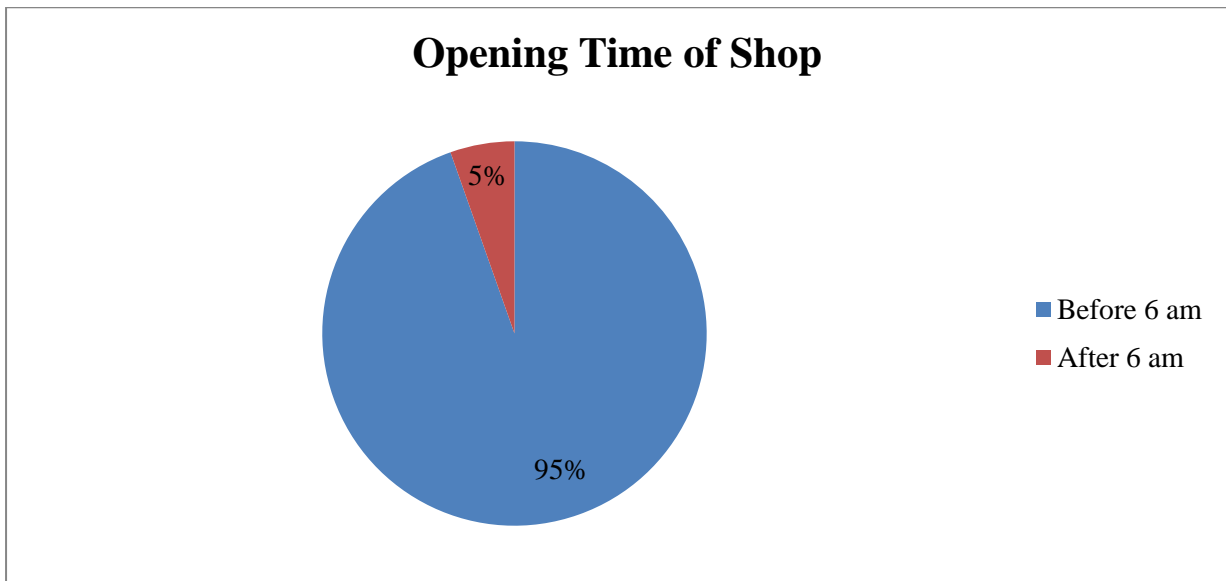
#### 4.6 AIC-6

Fig. 4.6.1: Type of Shops



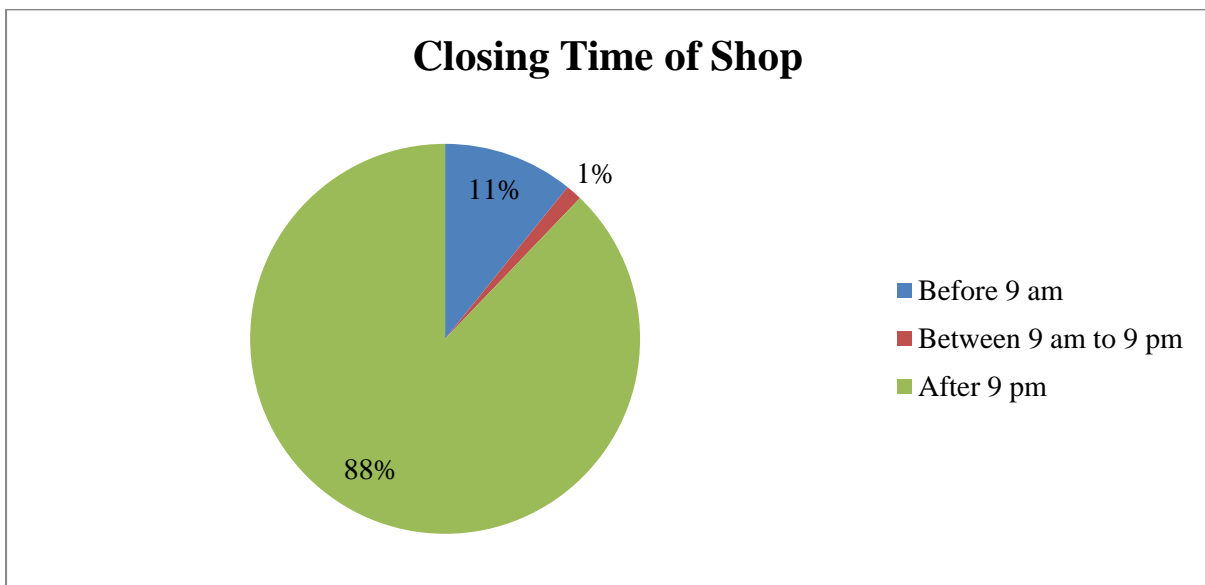
62% shops were general stores, 12% were road side vendors/ H.D. boy, 11% were APO, 10% were loose milk dairies and remaining 5% were convenience stores and other shops like sweet marts.

Fig. 4.6.2: Opening Time of Shop



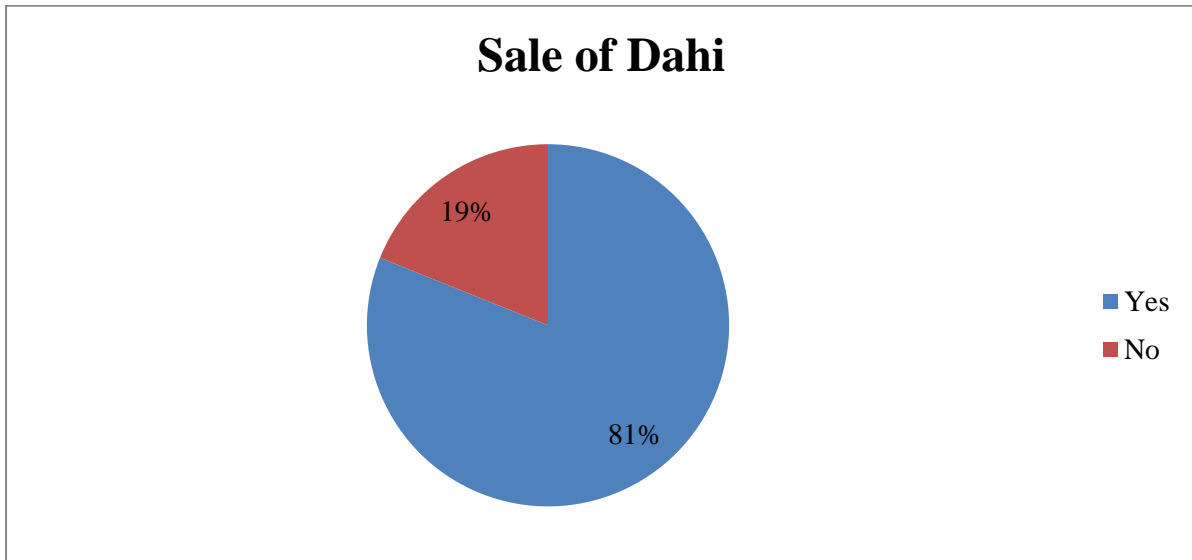
95% of shops were opening before 6am and 5% of shops were opening after 6am.

Fig. 4.6.3: Closing Time of Shop



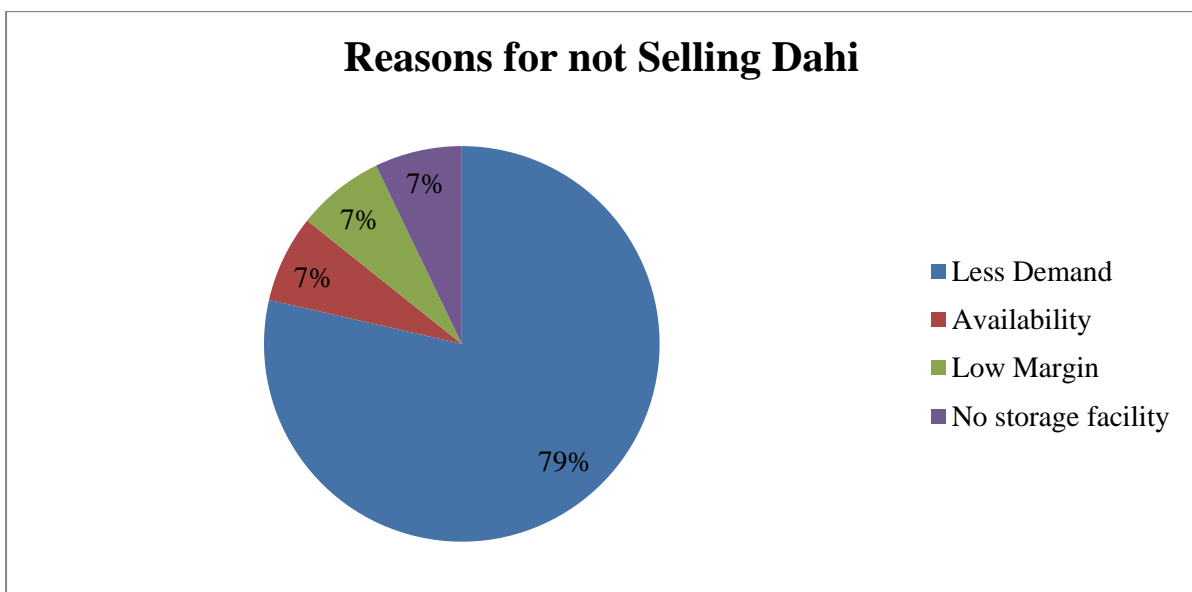
88% of shops were closing after 9pm, 11% of shops were closing before 9am and only 1% of shops were closing between 9am to 9pm.

Fig. 4.6.4: Sale of Dahi



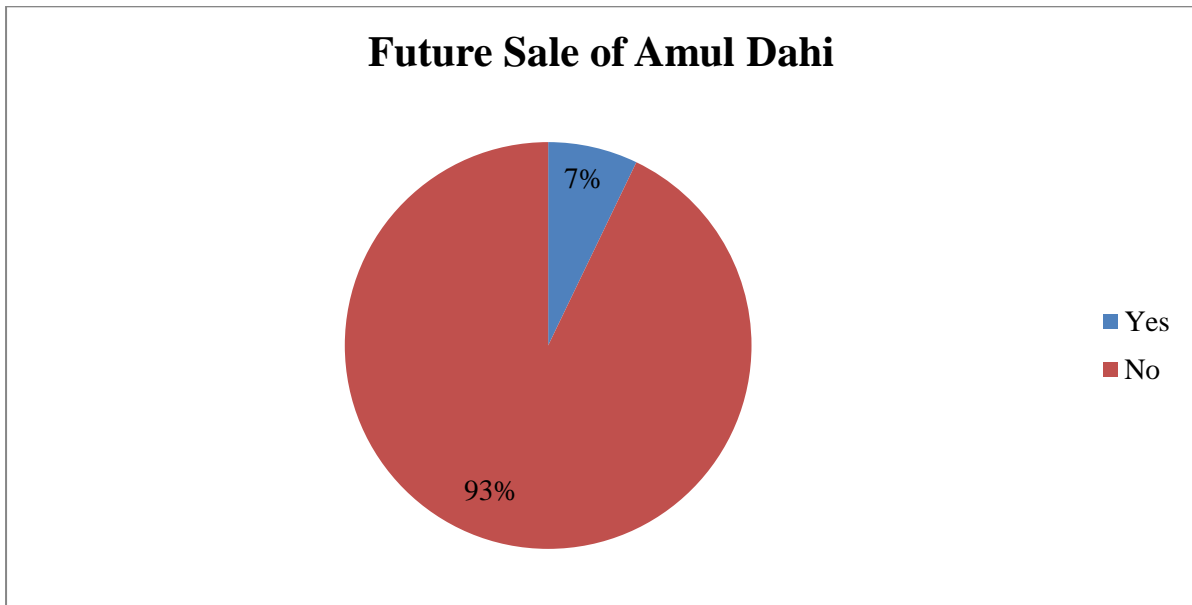
Out of 74 shops, 60 (81%) shops were selling all type of dahi viz. branded or unbranded and only 14 shops were not selling dahi. The shops which were not selling dahi mainly included road side vendor/ H.D. boy.

Fig. 4.6.5: Reasons for not Selling Dahi



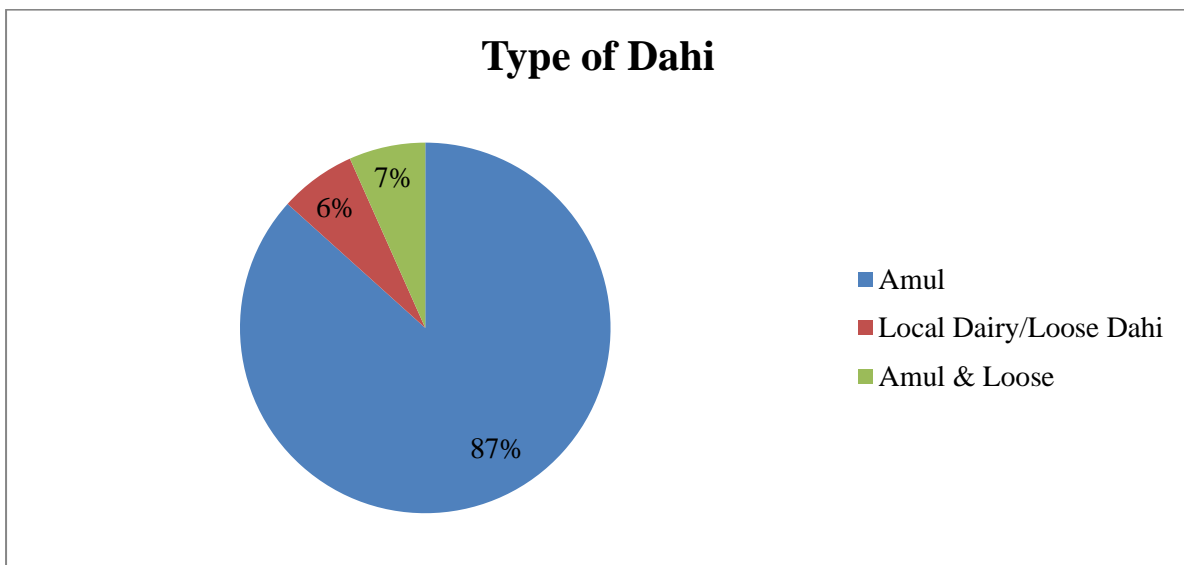
Major reason for not selling dahi was less demand (79%), followed by availability of Amul Dahi, low margin and last was no storage facility.

Fig. 4.6.6: Future Sale of Amul Dahi



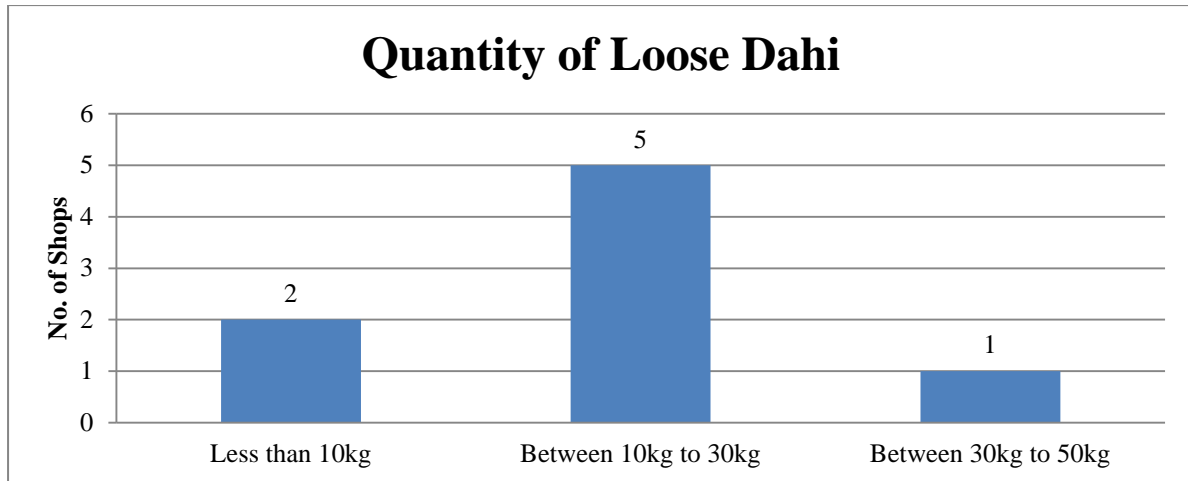
Out of 14 retailers, 13 (93%) were of opinion that they will not sell Amul Dahi in future citing the expected less demand as reason. Only 1 retailer was ready to sell Amul Dahi in future.

Fig. 4.6.7: Type of Dahi



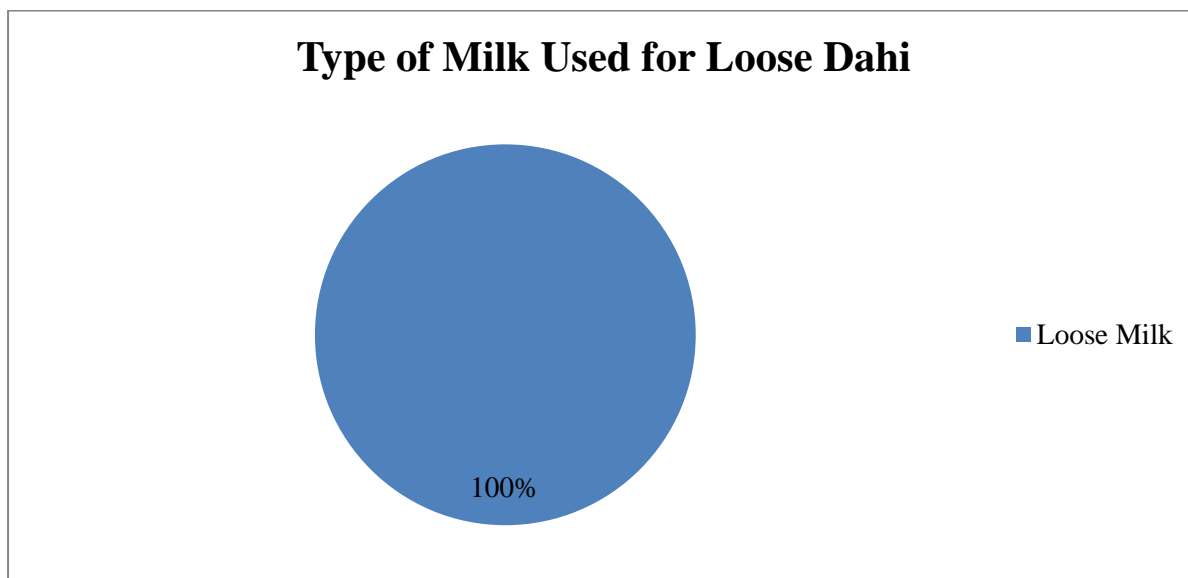
87% of the shops (52 shops) were selling Amul Dahi, 6% of the shops were selling loose dahi and 7% of the shops were selling both Amul Dahi and Loose Dahi.

Fig. 4.6.8: Quantity of Loose Dahi sold by Local Dairies and Shops



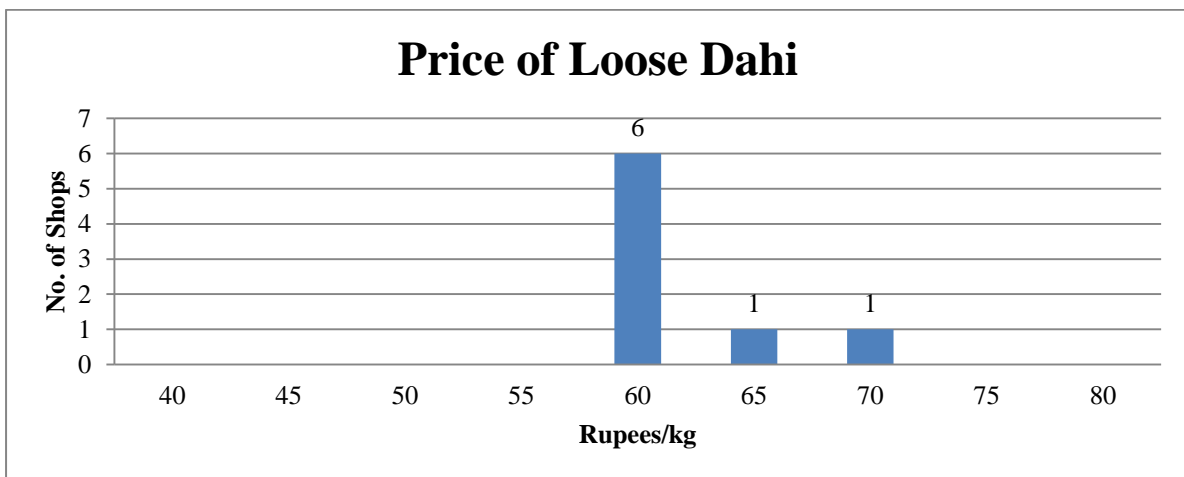
5 shops were selling loose dahi between 10kg to 30kg per day, 2 shops were selling less than 10kg loose dahi per day and only 1 shop was selling loose dahi between 30kg to 50kg.

Fig. 4.6.9: Type of Milk Used for preparation of Loose Dahi



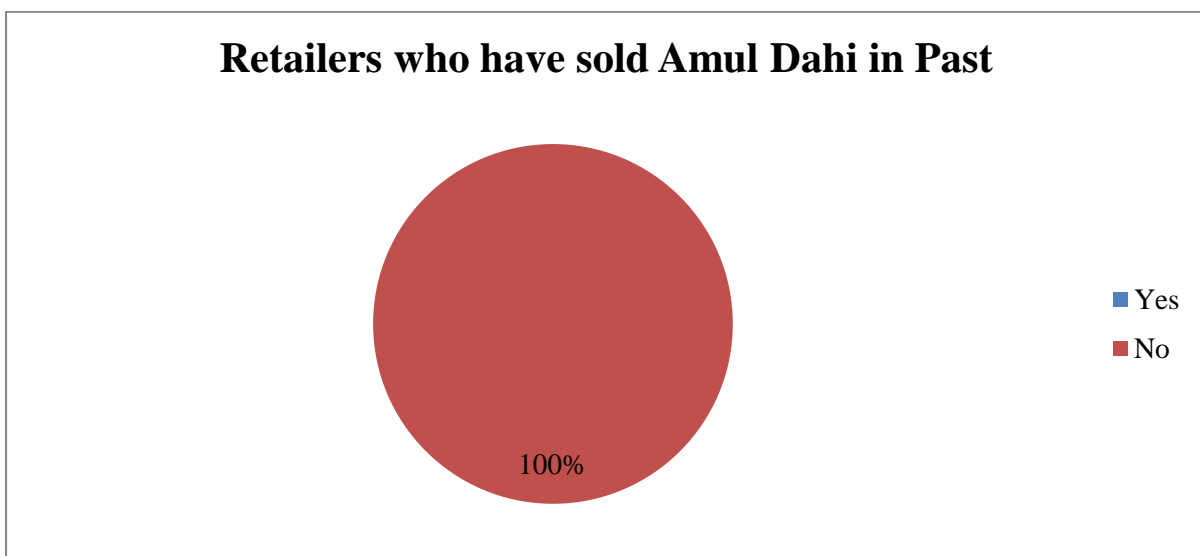
In this AIC, all retailers were using loose milk for preparation of loose dahi as they have easy availability of loose milk.

Fig. 4.6.10: Price of Loose Dahi



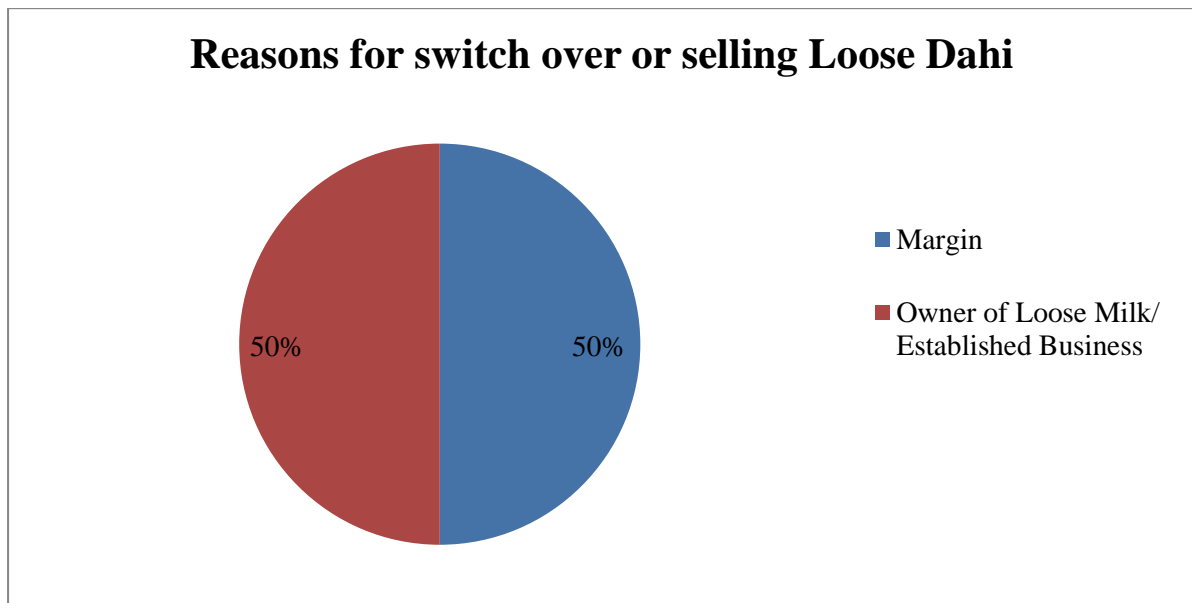
All retailers were selling loose dahi in price between 60-70 rupees per kg which was equivalent to the price of Amul Dahi.

Fig. 4.6.11: Retailers who have sold Amul Dahi in Past



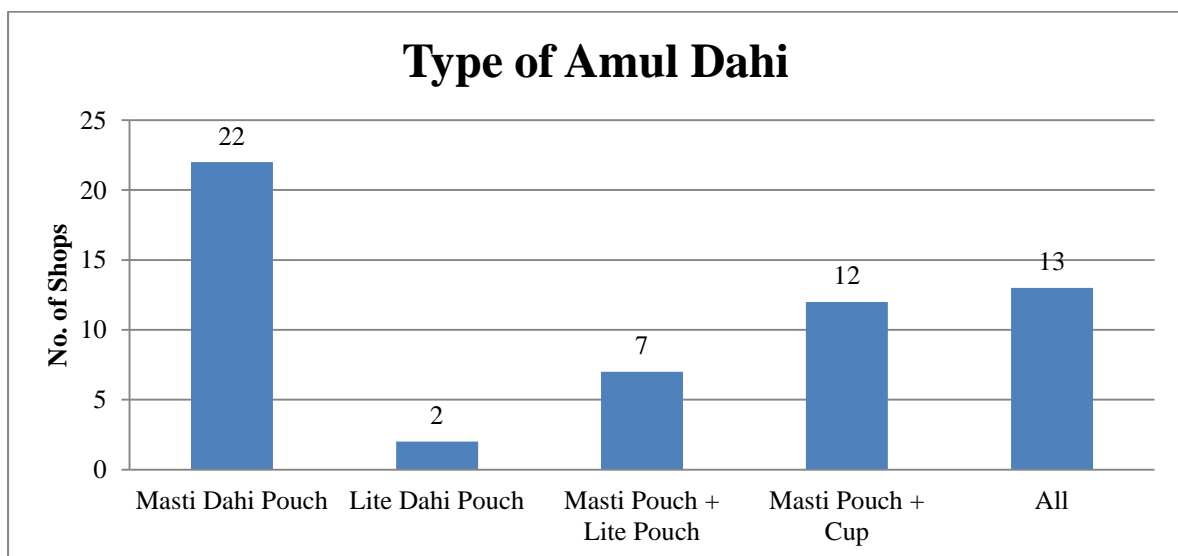
All retailers which were selling loose dahi have not sold Amul Dahi in the past.

Fig. 4.6.12: Reasons for Switch over or Selling Loose Dahi



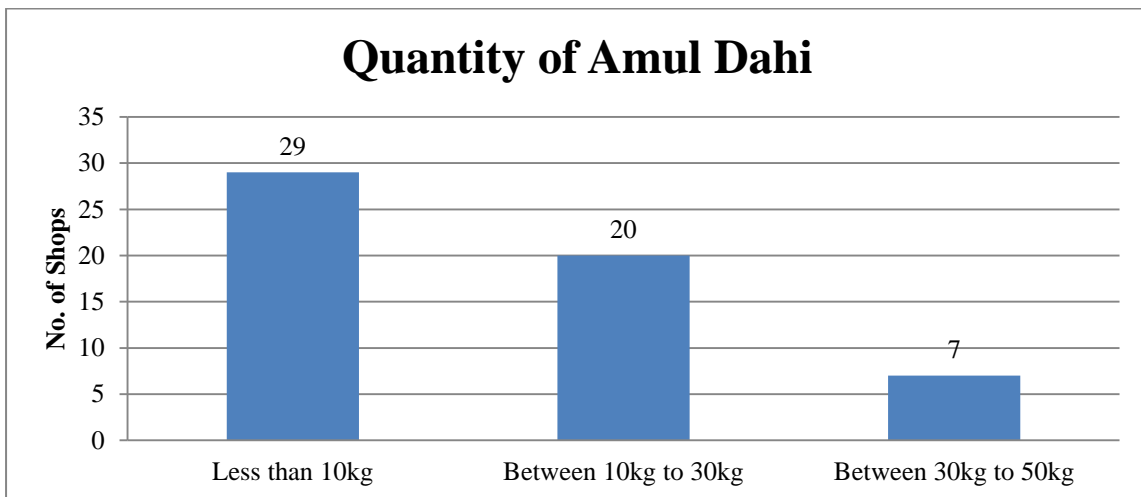
Here, there were only two reasons for selling loose dahi. The reasons were margin and retailers who was owner of loose milk or have established business related to loose milk.

Fig. 4.6.13: Type of Amul Dahi



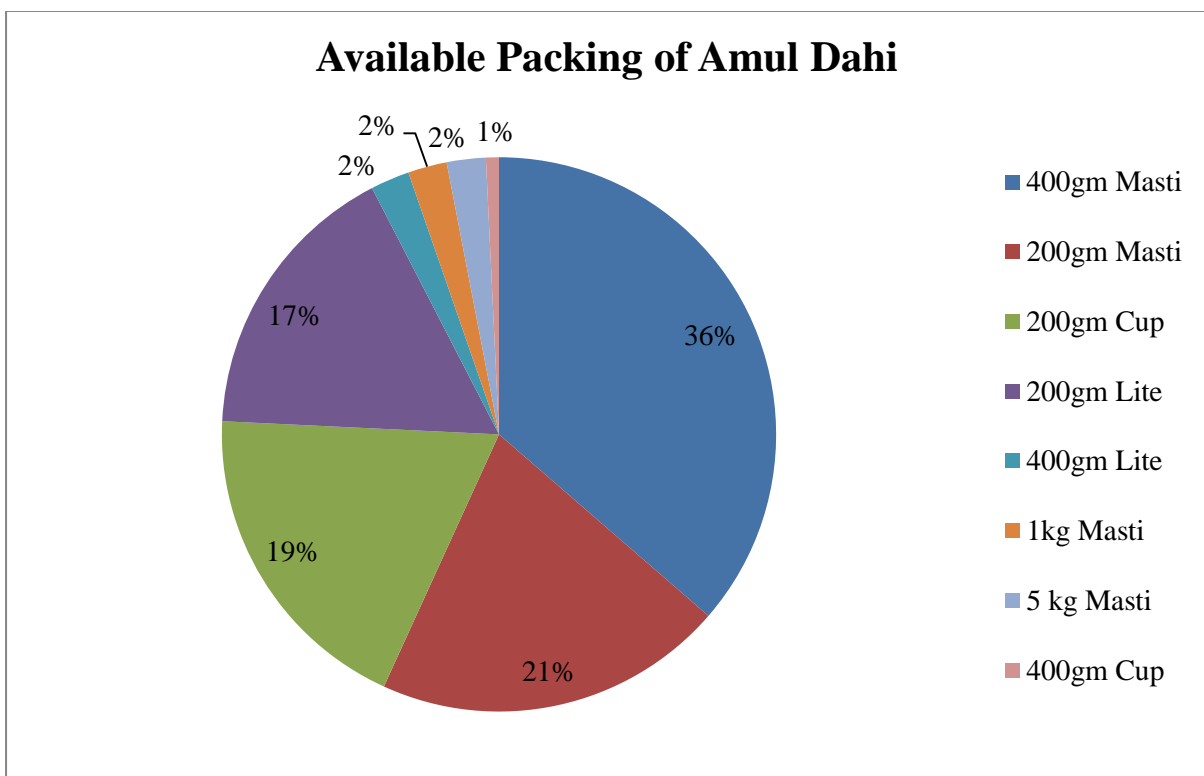
Masti Dahi Pouch has maximum demand in this AIC, followed by Masti Dahi Cup and Lite Dahi Pouch.

Fig. 4.6.14: Quantity of Amul Dahi



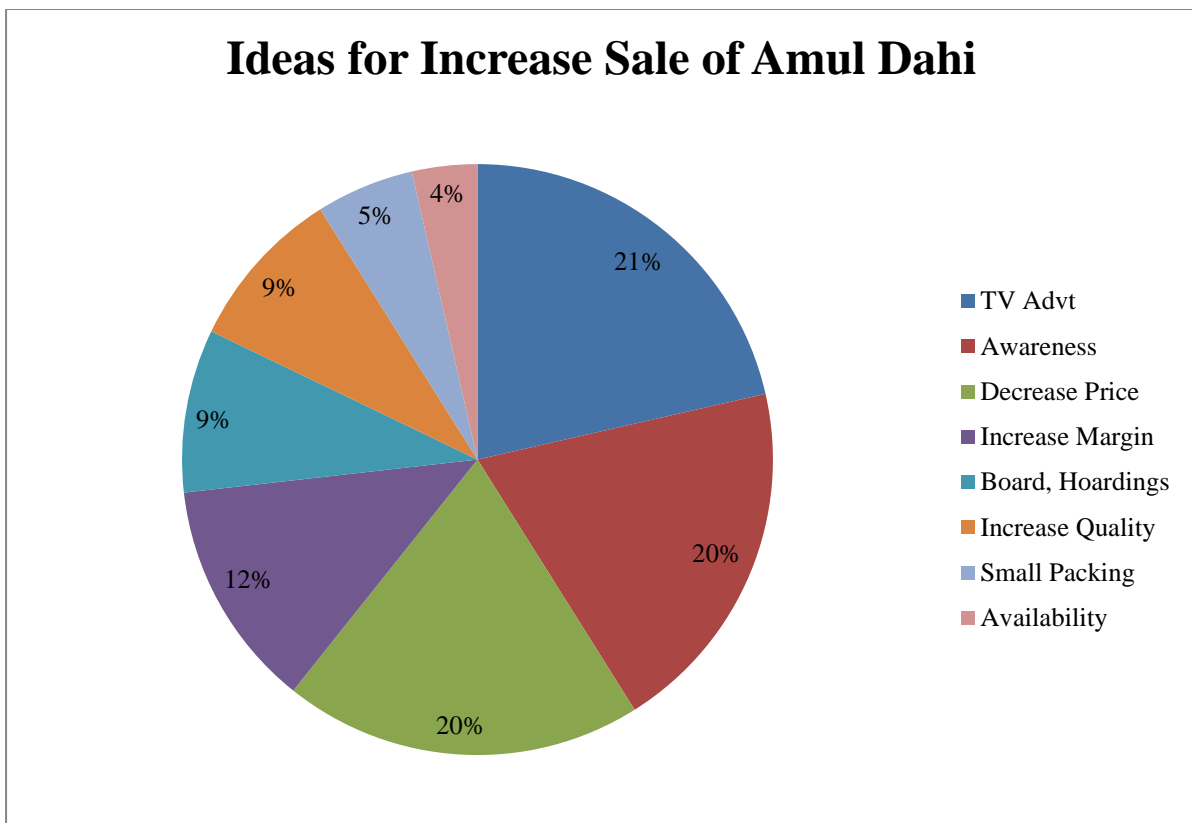
Out of 56 shops, 29 shops (52%) has sale of Amul Dahi less than 10kg per day, 20 has sale between 10kg to 30kg per day and 7 has sale of Amul Dahi between 30kg to 50kg per day.

Fig. 4.6.15: Available Packing of Amul Dahi in Shops



Majorly available packing of Amul Dahi in this AIC was 400gm Masti Dahi Pouch (out of 56 shops available at 48 shops), followed by 200gm Masti Dahi Pouch (available at 27 shops), 200gm Masti Dahi Cup, 200gm Lite Dahi Pouch, 400gm Lite Dahi Pouch, 1kg Masti Dahi Pouch, 5kg Masti Dahi Pouch and 400gm Masti Dahi Cup. Other packing were not available in this AIC.

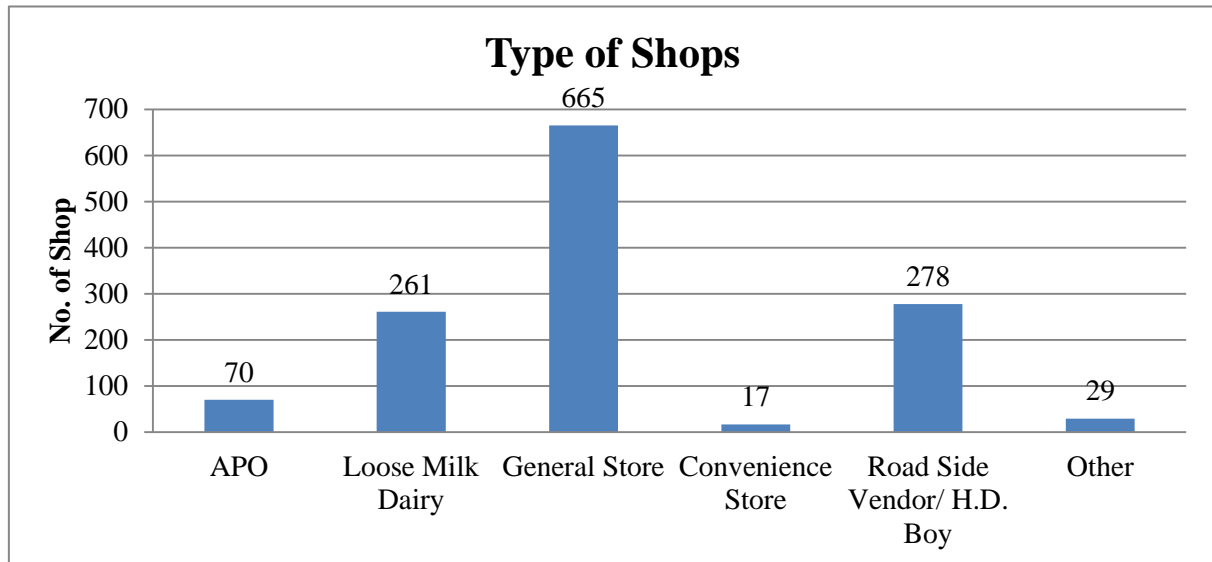
Fig. 4.6.16: Ideas given by retailers for increasing the sale of Amul Dahi



One of the main ideas given by retailers in this AIC was TV advertise (Out of 56, 12 have opted it), followed by awareness about packed dahi, decrease price, increase margin, boards and hoardings for Dahi, increase quality, small packing Masti Dahi Cup and last was available small quantity of pouches to retailers.

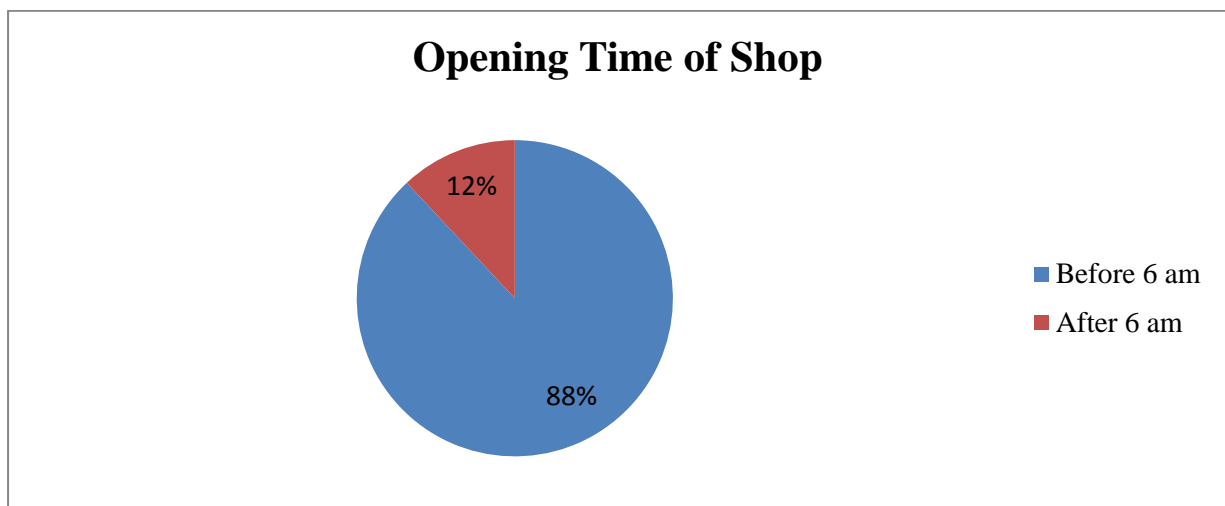
## 4.7 Over All

Fig. 4.7.1: Type of Shops



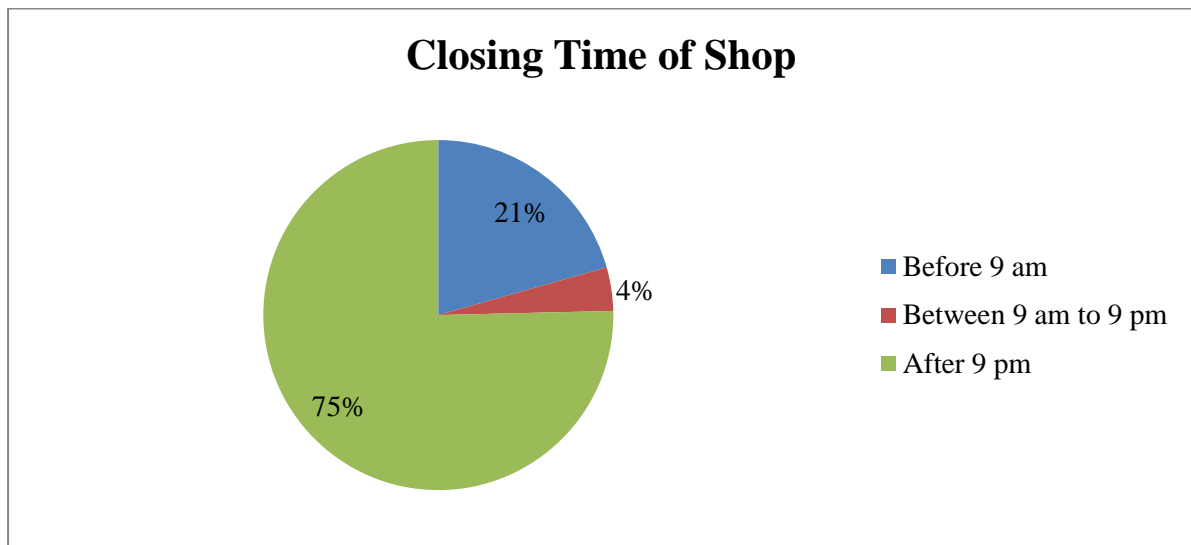
50% of shops were general stores, 21% were road side vendors/ H.D. boys, 20% were loose milk dairies, 5% were APOs and remaining 4% were convenience stores and other shops like sweet marts.

Fig. 4.7.2: Opening Time of Shop



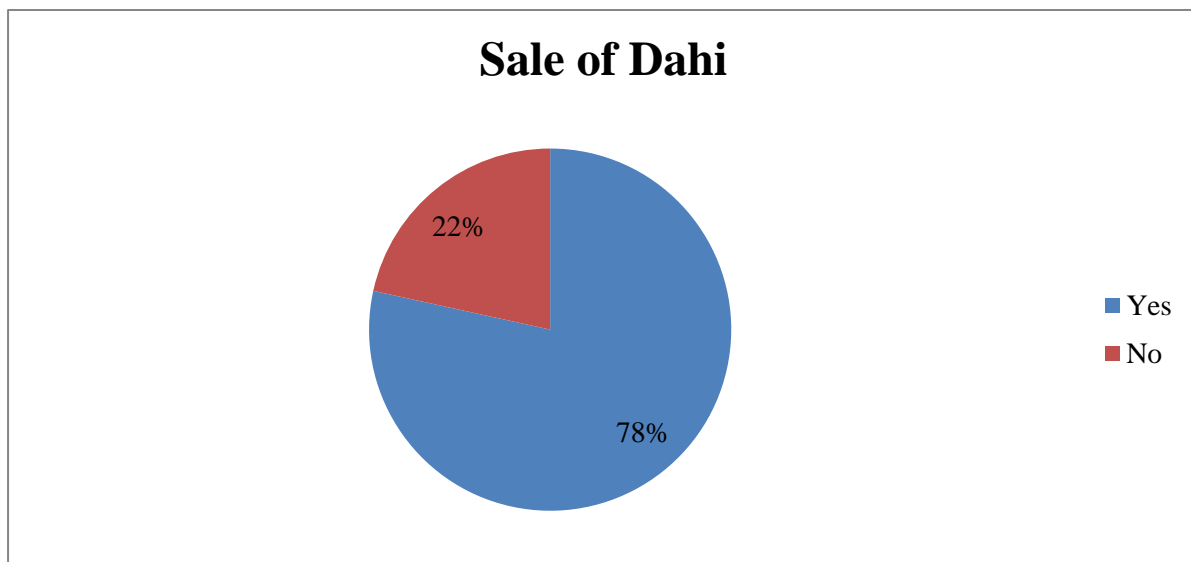
88% of shops were opening before 6am and 12% of shops were opening after 6am.

Fig. 4.7.3: Closing Time of Shop



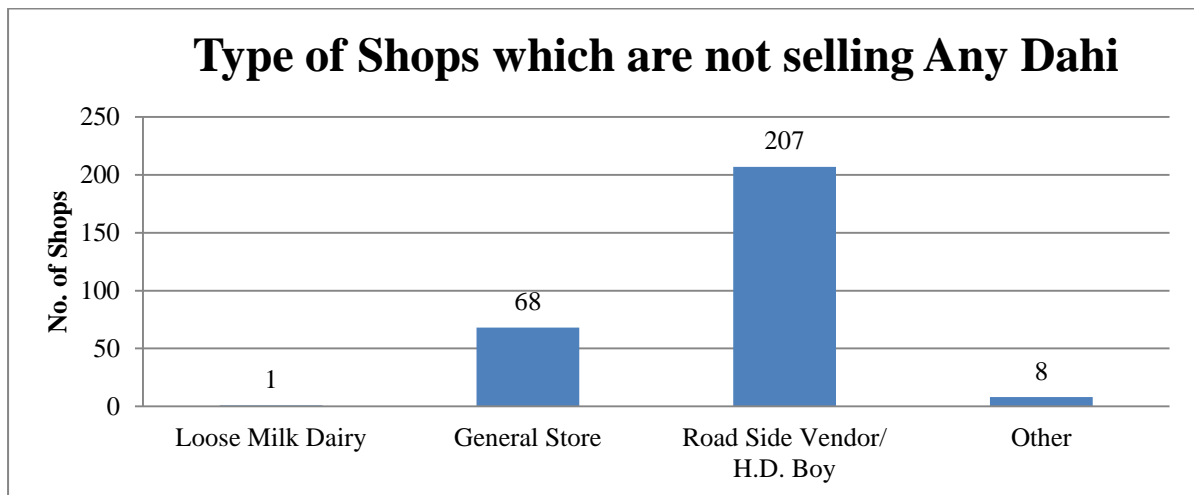
75% of shops were closing after 9pm, 21% of shops were closing before 9am and only 4% of shops were closing between 9am to 9pm. So there was more opportunity for afternoon supply.

Fig. 4.7.4: Sale of Dahi



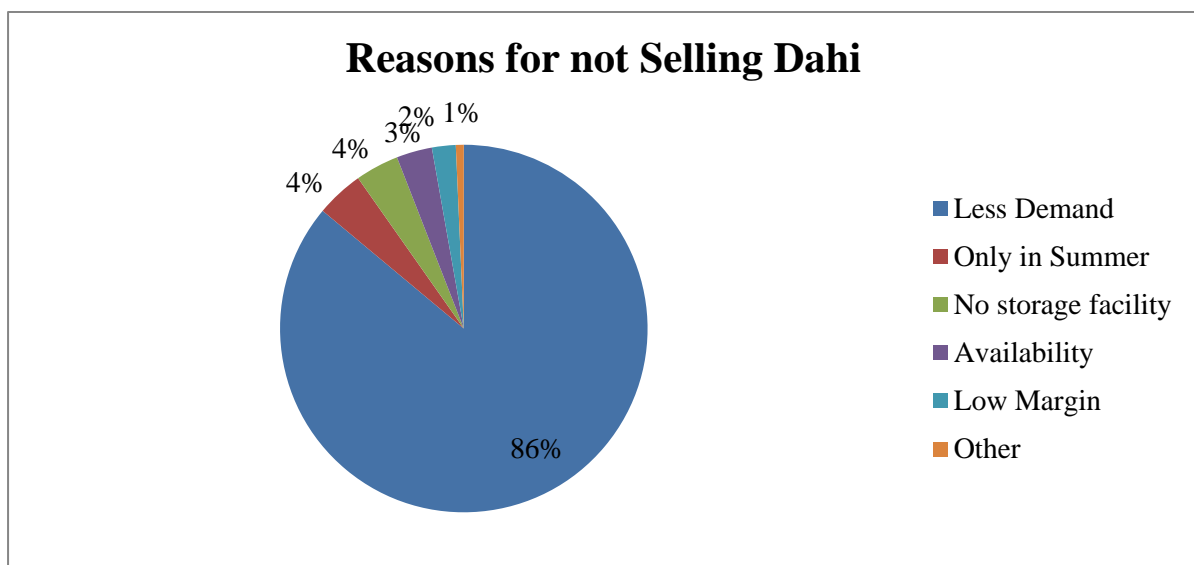
78% of shops were selling all type of dahi viz. branded or unbranded and 22% shops were not selling dahi.

Fig. 4.7.5: Types of Shops which were not selling Any Dahi



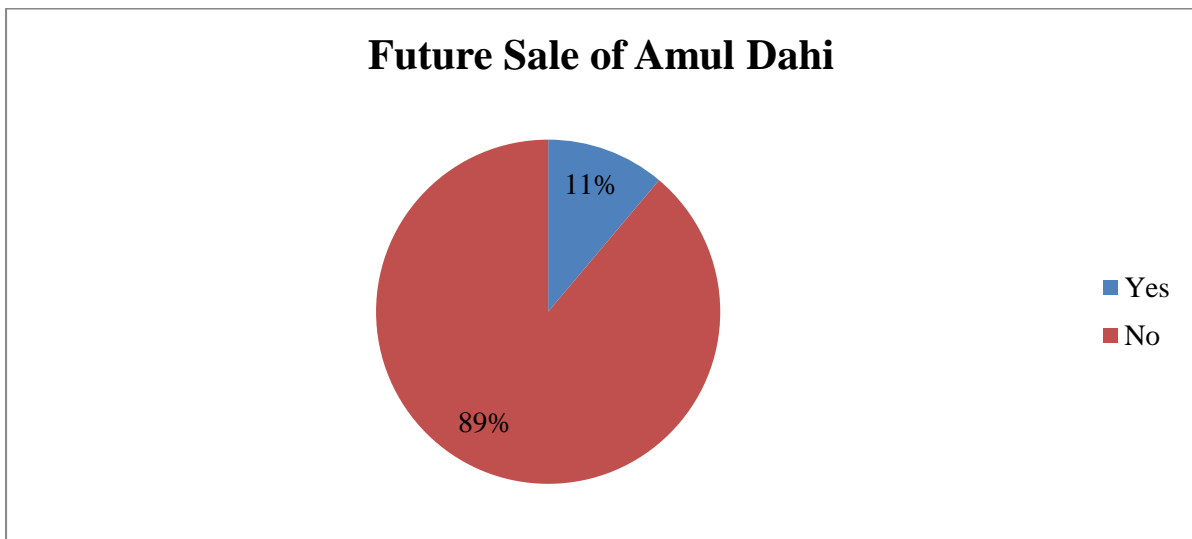
Out of 287 shops which were not selling dahi, 209 shops (73%) were Road side vendors/ H.D. Boys, 69 shops were general stores, 8 shops were other shops like sweet marts and only 1 shop was loose milk dairy.

Fig. 4.7.6: Reasons for not Selling Dahi



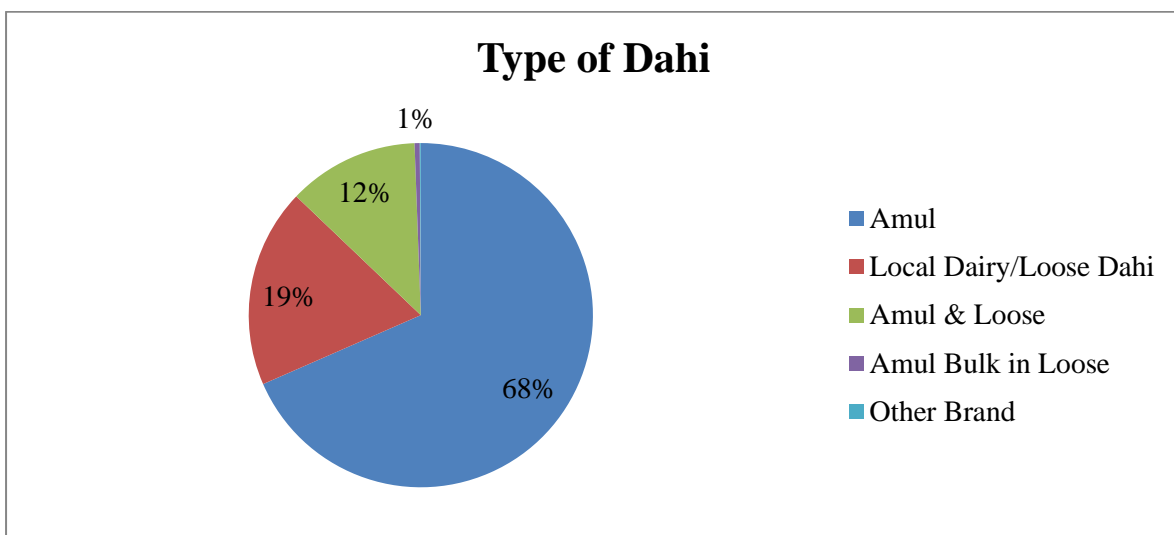
Major reason for not selling dahi was less demand (86%), followed by seasonable demand, no storage facility, availability of Amul Dahi, low margin and other reason like leaked packet milk or 1-2 days old milk.

Fig. 4.7.7: Future Sale of Amul Dahi



89% of retailers were of opinion that they will not sell Amul Dahi in future citing the expected less demand as reason. Only 11% of retailers (Including 12 shops which were selling dahi in summer only) were ready to sell Amul Dahi in future.

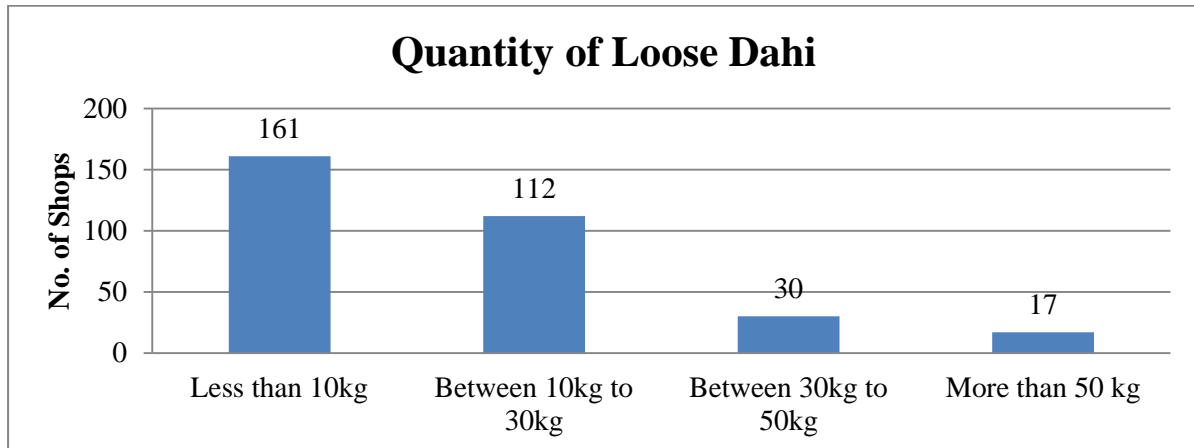
Fig. 4.7.8: Type of Dahi



68% of the shops (707 shops) were selling Amul Dahi, 19% of the shops were selling loose dahi, 12% of the shops were selling both Amul Dahi and Loose

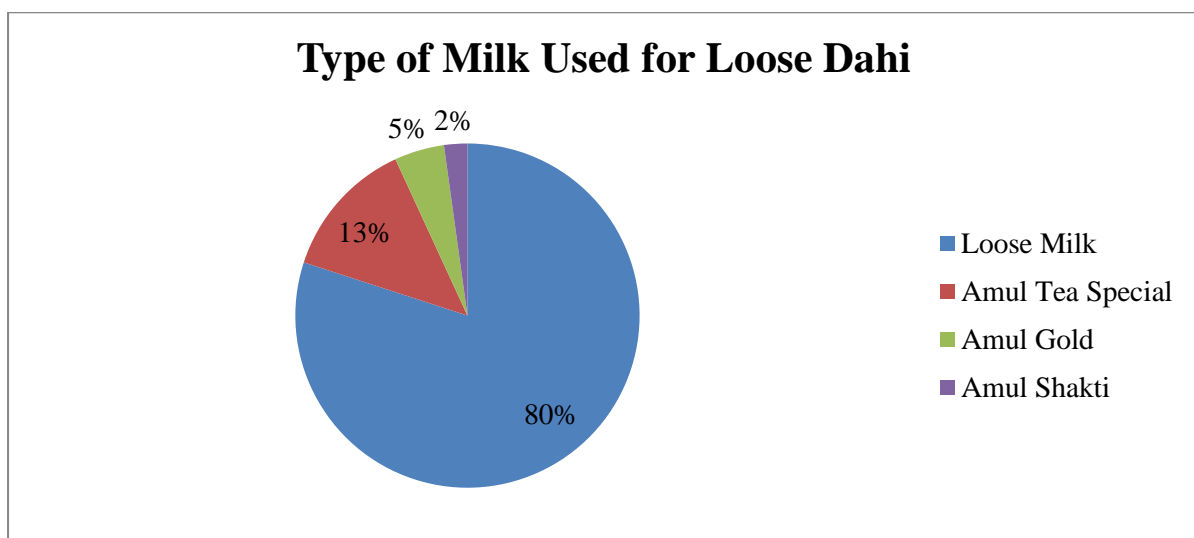
Dahi, 5 shops were selling Amul Dahi bulk pack in loose and only 1 shop was selling other brand of dahi.

Fig. 4.7.9: Quantity of Loose Dahi sold by Local Dairies and Shops



50% of the shops (161 shops out of 320 shops) were selling less than 10kg loose dahi per day, 35% of the shops were selling loose dahi between 10kg to 30 kg, 10% of the shops were selling loose dahi between 30kg to 50kg and only 5% of the shops were selling loose dahi more than 50kg.

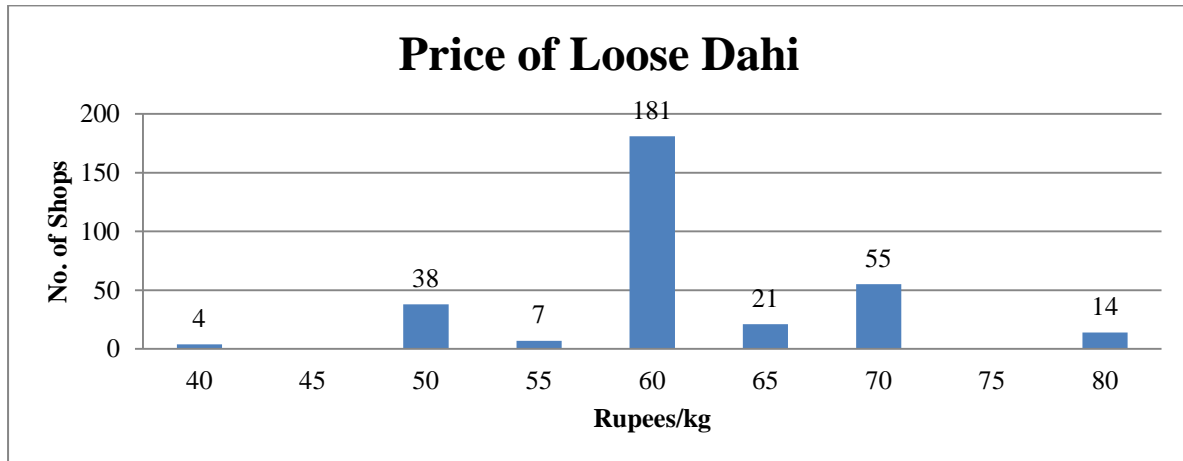
Fig. 4.7.10: Type of Milk Used for preparation of Loose Dahi



80% of the retailers were using loose milk for preparation of loose dahi which includes majorly loose milk dairies, 13% of the retailers were using Amul Tea

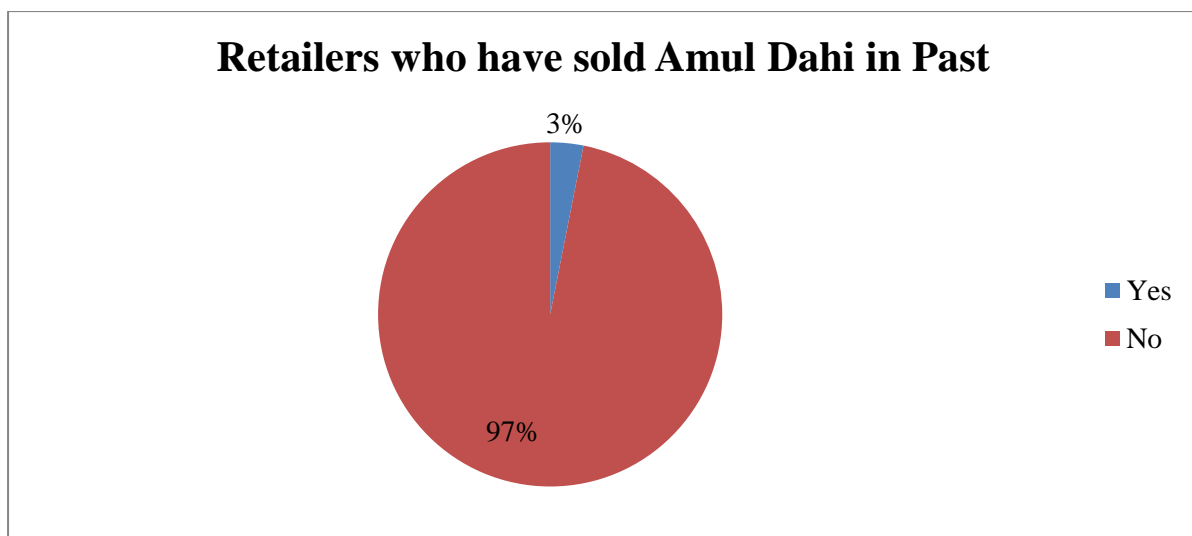
Special Milk, 5% were using Amul Gold Milk and only 2% were using Amul Shakti milk for preparation of loose dahi.

Fig. 4.7.11: Price of Loose Dahi



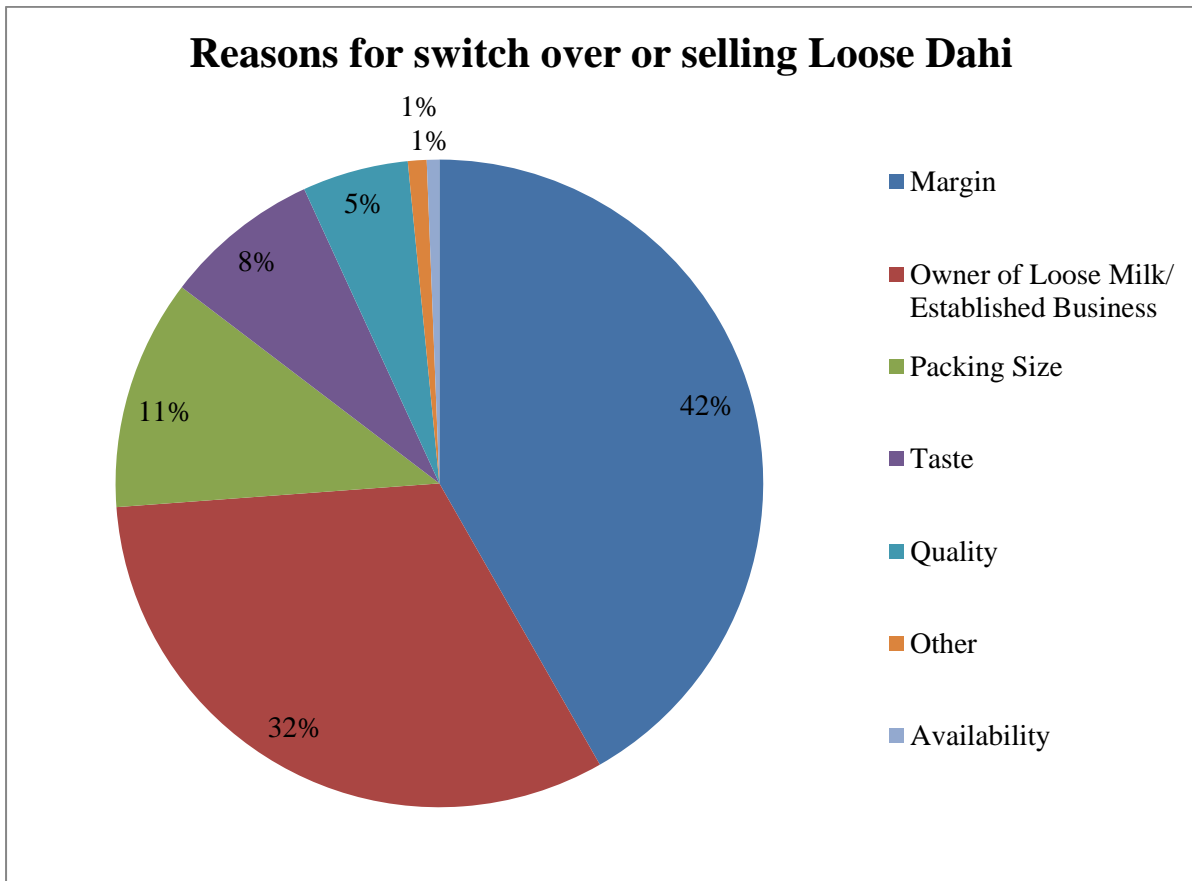
Most of the retailers (257 out of 320, 80%) were selling loose dahi in price between 60-70 rupees per kg which was equivalent to the price of Amul Dahi but reasons to prefer loose dahi over Amul Dahi were flexible packing size and/or mentality of consumers that Amul Dahi is prepared by chemical.

Fig. 4.7.12: Retailers who have sold Amul Dahi in Past



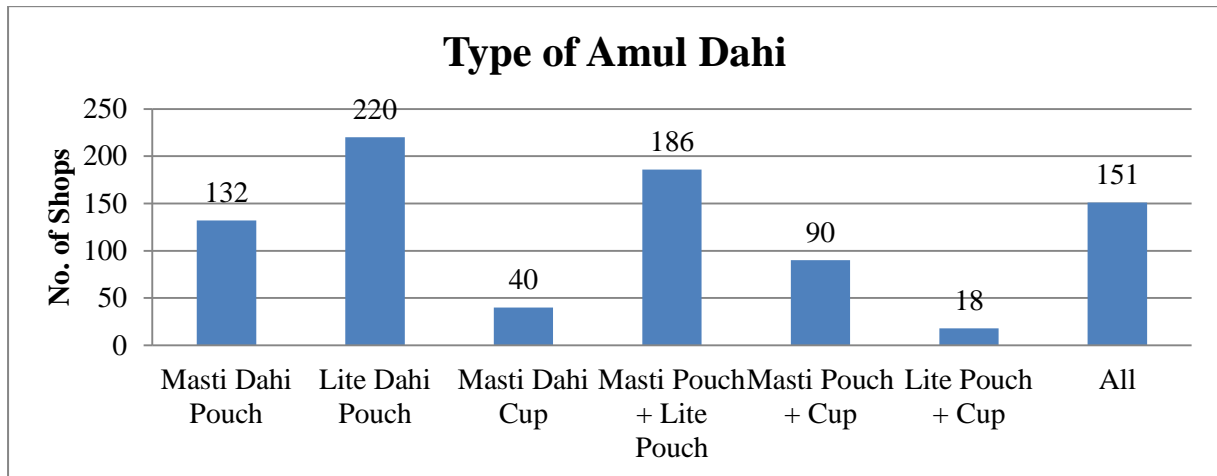
97% of the retailers which were selling loose dahi have not sold Amul Dahi in past and only 3% of the retailers have sold Amul Dahi in past and now they are selling loose dahi.

Fig. 4.7.13: Reasons for Switch over or Selling Loose Dahi



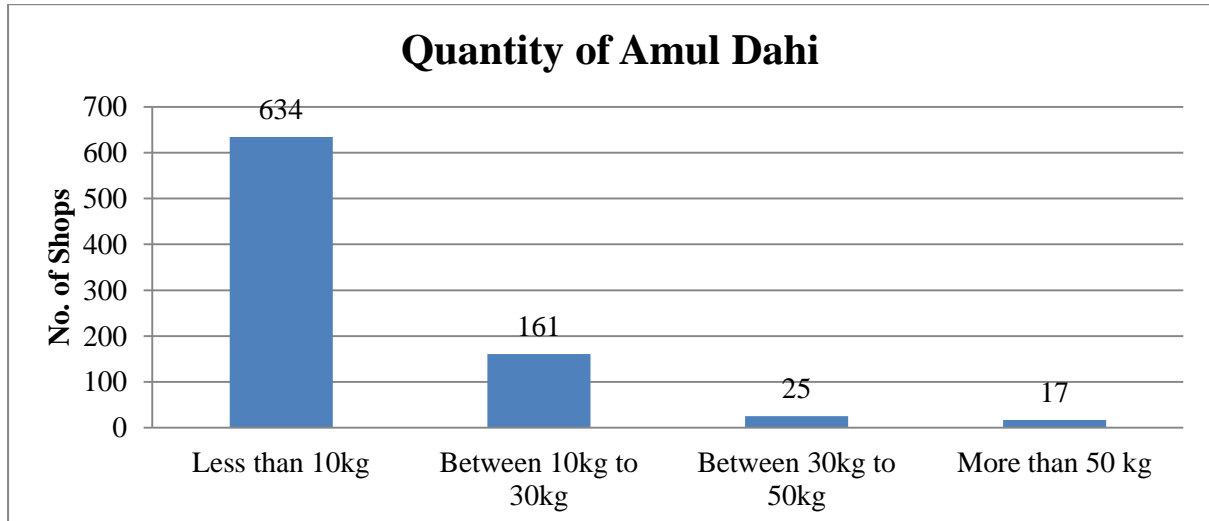
One of the major reasons for switch over from Amul Dahi to loose dahi or selling loose dahi was high margin (42%), followed by retailers were owner of loose milk or have established business related to loose milk, packing size, taste, quality, other reasons (like leakage or 1-2 days old milk) and availability of Amul Dahi.

Fig. 4.7.14: Type of Amul Dahi



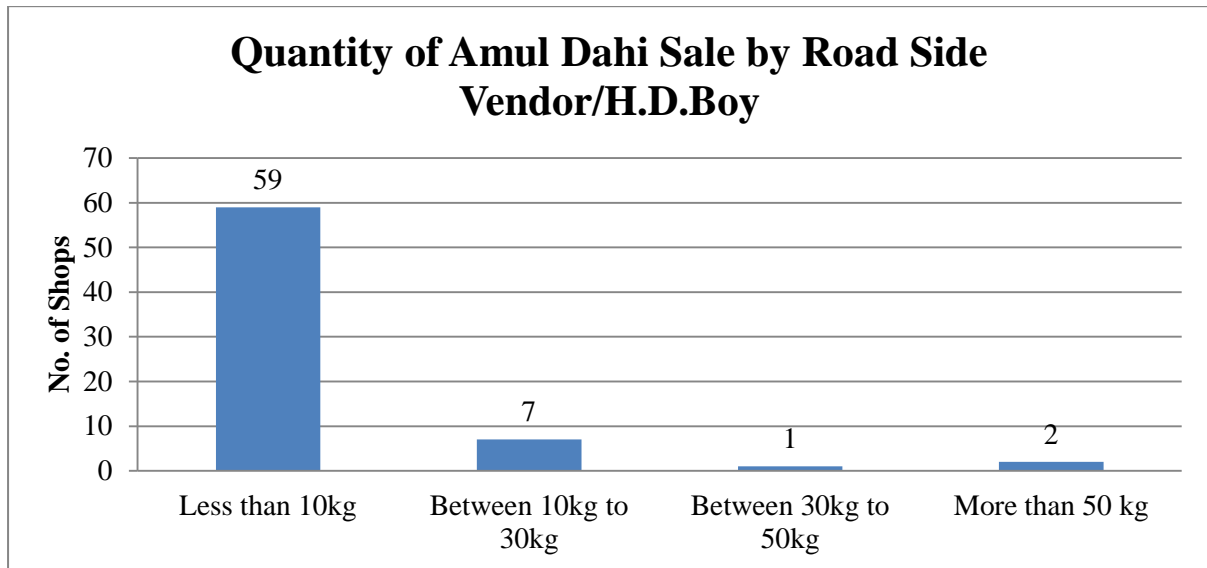
Over all Lite Dahi Pouch had maximum demand, followed by Masti Dahi Pouch and Masti Dahi Cup.

Fig. 4.7.15: Quantity of Amul Dahi



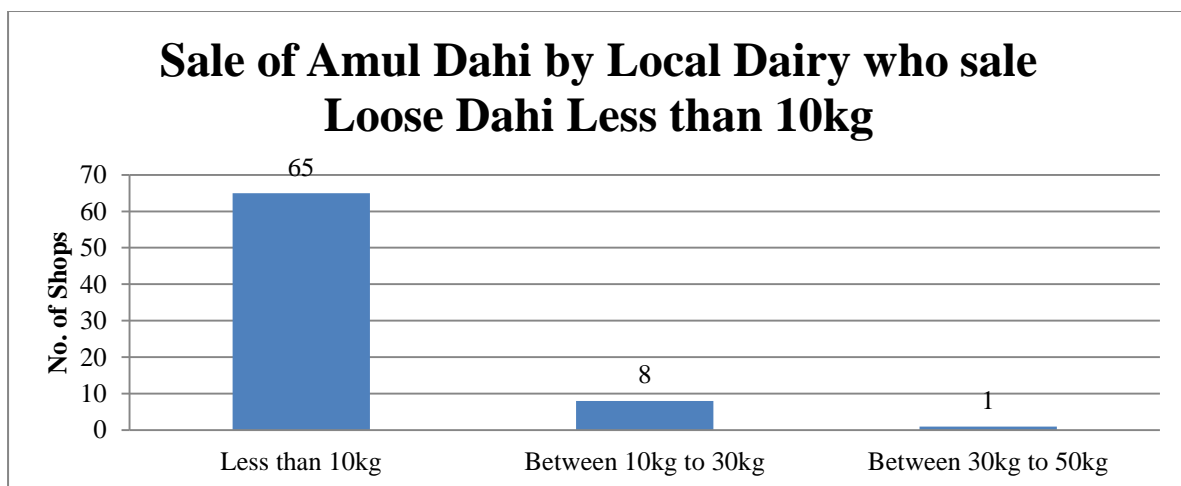
Out of 837 shops, 634 shops (76%) has sale of Amul Dahi less than 10kg per day, 161 has sale between 10kg to 30kg per day, 25 has sale between 30kg to 50kg per day and only 17 has sale of Amul Dahi more than 50kg per day.

Fig. 4.7.16: Quantity of Amul Dahi Sale by Road Side Vendor/ H.D. Boy



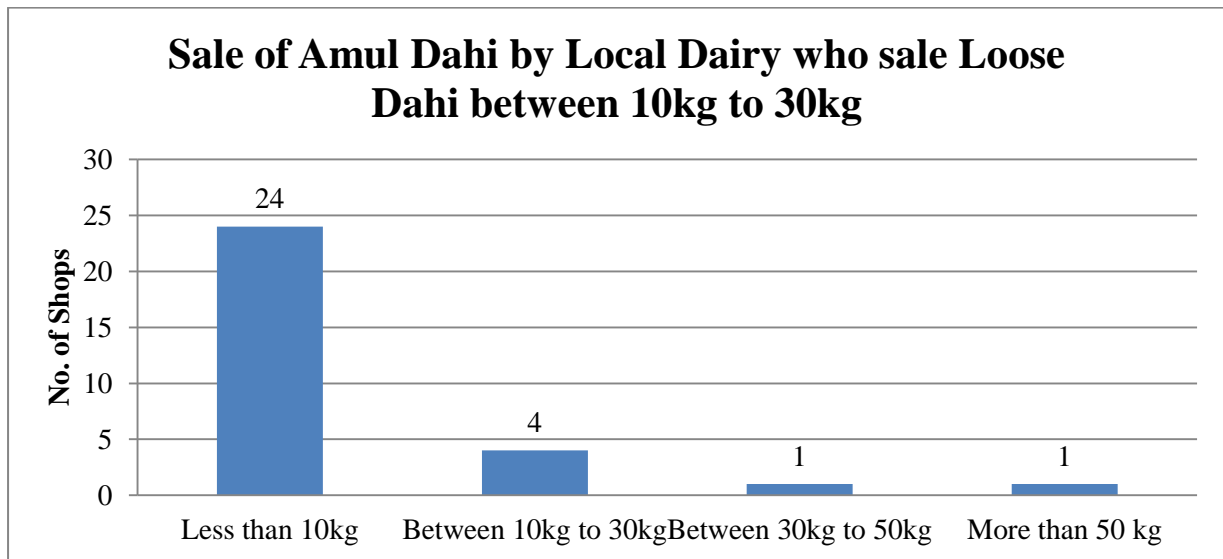
Most of the road side vendors/ H.D. boys (59 retailers) were selling Amul Dahi less than 10kg per day.

Fig. 4.7.17: Sale of Amul Dahi by Local Dairy who sale Loose Dahi less than 10kg



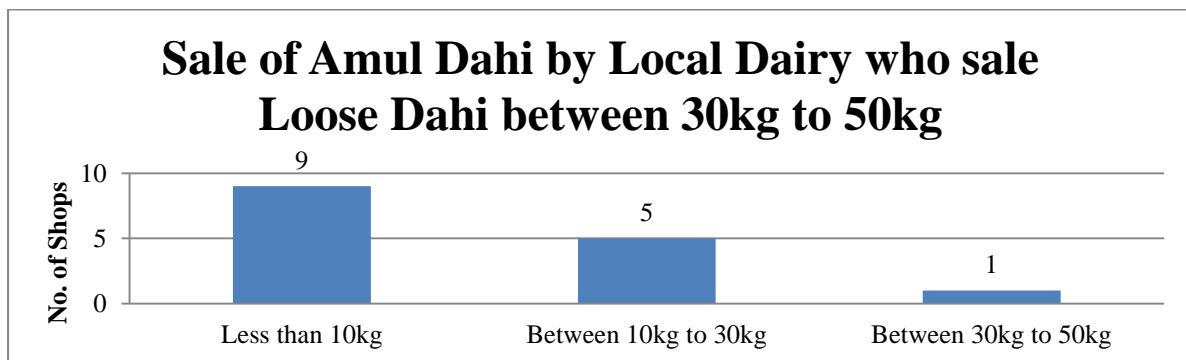
Most of the local dairies whose sale was less than 10kg of loose dahi per day were also selling Amul Dahi less than 10kg per day not more than that.

Fig. 4.7.18: Sale of Amul Dahi by Local Dairy who sale Loose Dahi between 10kg to 30kg



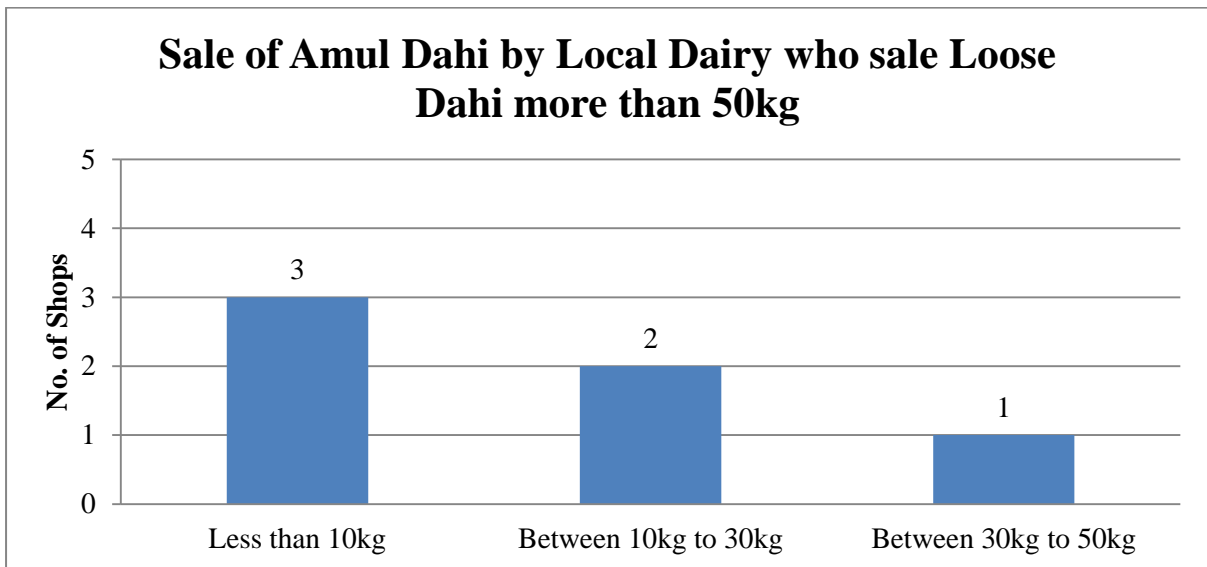
Most of the local dairies whose sale was between 10kg to 30kg per day loose dahi were selling Amul Dahi less than 10kg per day which shows that local dairies were focusing on more sale of loose dahi.

Fig. 4.7.19: Sale of Amul Dahi by Local Dairy who ale Loose Dahi between 30kg to 50kg



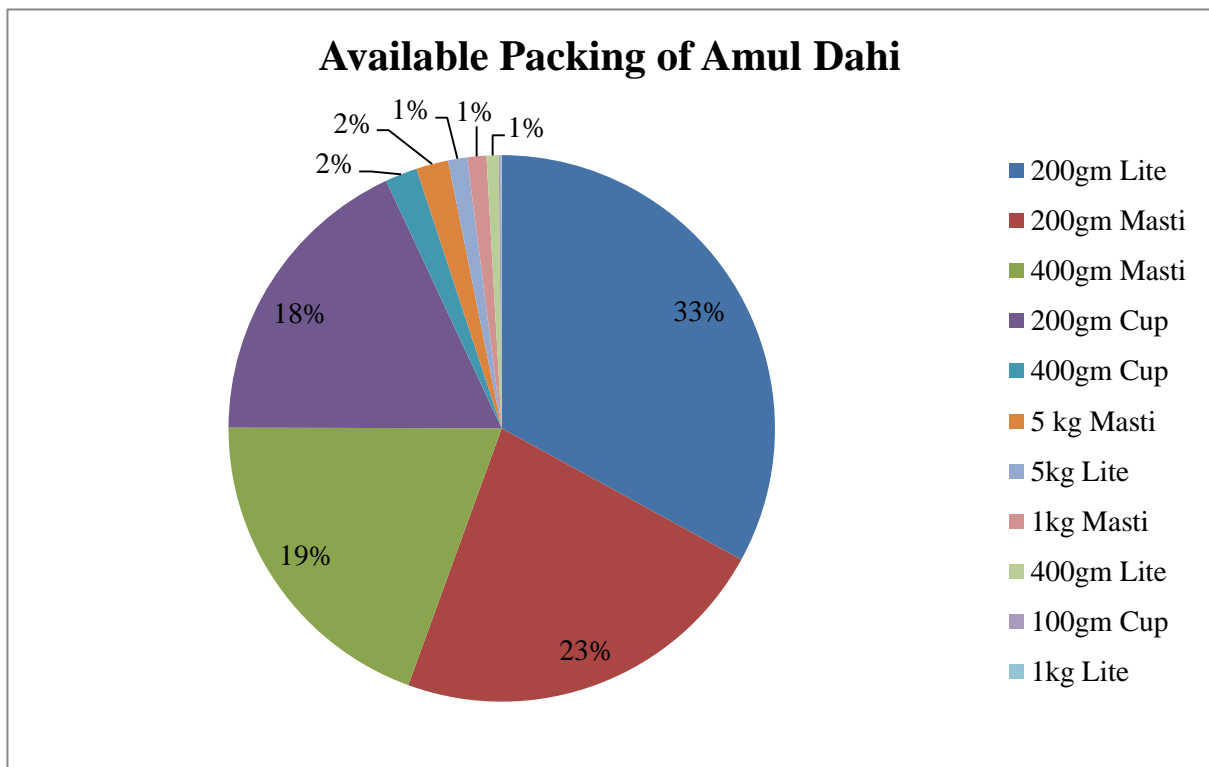
Out of 15 local dairies, 9 dairies whose sale was between 30kg to 50kg per day of loose dahi were selling Amul Dahi less than 10kg, 5 dairies were selling between 10kg to 30kg per day and only 1 dairy was selling Amul Dahi between 30kg to 50kg per day which was equivalent to quantity of sale of loose dahi.

Fig. 4.7.20: Sale of Amul Dahi by Local Dairy who sale Loose Dahi more than 50kg



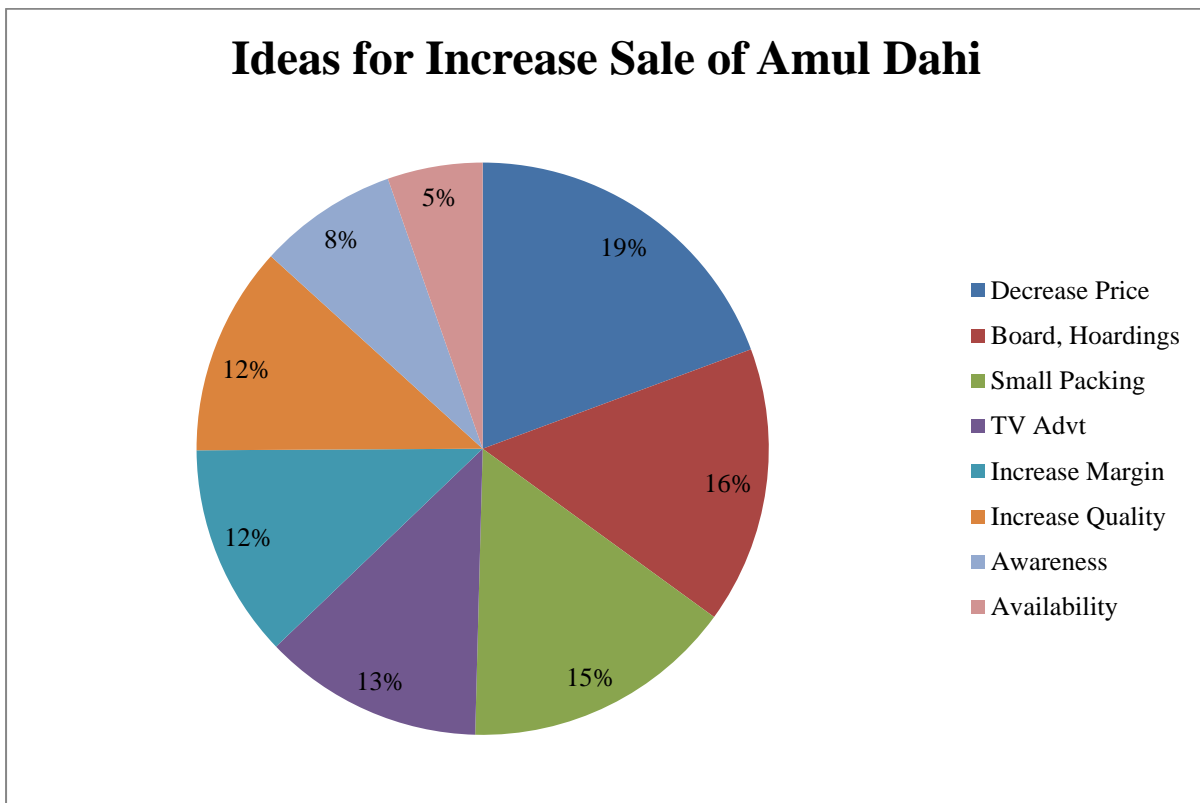
All the local dairies whose sale was more than 50kg per day of loose dahi were selling less than 50kg per day of Amul Dahi.

Fig. 4.7.21: Available Packing of Amul Dahi in Shops



Majorly available packing of Amul Dahi in all areas was 200gm Lite Pouch (out of 837 shops available at 555 shops), followed by 200gm Masti Dahi Pouch (available at 380 shops), 400gm Masti Dahi Pouch, 200gm Masti Dahi Cup, 400gm Masti Dahi Cup, 5kg Masti Dahi Pouch, 5kg Lite Dahi Pouch, 1kg Masti Dahi Pouch, 400gm Lite Dahi Pouch, 100gm Masti Dahi Cup and 1kg Lite Dahi Pouch which is available at only 1 shop.

Fig. 4.7.22: Ideas given by retailers for increase sale of Amul Dahi



One of the main ideas given by retailers in all areas was decrease in price (Out of 837, 162 have opted it), followed by boards and hoardings for Dahi, small packing of Lite Dahi Pouch and Masti Dahi Cup, TV advertise, increase margin, increase quality, awareness about packed dahi, and last was to make available small quantity of pouches to retailers.

Table No. 4.7.1: Comprehensive picture of all AICs surveyed

AREA	Max. No. of Shops	% Sale of Dahi	Major Reason for not selling dahi	Main type of dahi with %	Main type of milk used for loose dahi	Price range of loose dahi (in rupees per kg)	Main reason for selling loose dahi	Max. Demand of Amul Dahi	Most available packing size	Ideas to increase sale of Amul Dahi
AIC-1	General Stores	89%	Less demand	Amul (75%)	Loose milk	60-70	High margin	Lite Dahi Pouch	200gm Lite Dahi Pouch	Small Packing
AIC-2	General Stores	73%	Less demand	Amul (65%)	Loose milk	60-70	Owner of Loose Milk/ Established Business	Lite Dahi Pouch	200gm Lite Dahi Pouch	Reduce current price
AIC-3	General Stores	85%	Less demand	Amul (61%)	Loose milk	60-70	High margin	Masti Dahi Pouch	200gm Masti Dahi Pouch	Reduce current price
AIC-4	Road side vendors/ H.D. boys	63%	Less demand	Amul (65%)	Loose milk	60-70	Owner of Loose Milk/ Established Business	Masti Dahi Pouch	400gm Masti Dahi Pouch	Availability of small quantum of pouches/ cups
AIC-5	General Stores	62%	Less demand	Amul (62%)	Loose milk	60-70	Owner of Loose Milk/ Established Business	Masti Dahi Pouch	400gm Masti Dahi Pouch	Increment in margin
AIC-6	General Stores	81%	Less demand	Amul (87%)	Loose milk	60-70	High margin	Masti Dahi Pouch	400gm Masti Dahi Pouch	TV advertisement
OVERALL	General Stores	78%	Less demand	Amul (68%)	Loose milk	60-70	High margin	Lite Dahi Pouch	200gm Lite Dahi Pouch	Reduce current price

Salient features:

- General Stores were occupied major portion of Amul milk retailers in all AICs except AIC-4. The reason was that the area covered in AIC-4 was of the high income population who prefer home delivery of milk rather than going to shop.
- There is good scope for dahi market in the study area as 78% of retailers were involved in dahi sales
- Majority of the retailers who were not selling dahi were of the opinion that there was less demand of dahi per shop as there were no. of shops providing dahi to the customers. Also it was difficult to sell small quantum of dahi without storing and freezing facilities.
- Amul Dahi has the strong hold in all AICs.
- Majority of retailers (80%) were using loose milk for preparation of loose dahi. The reasons seem to be due to easy availability and less price of loose milk compared to packed milk.
- Price of loose dahi was in the range of 60-70 rupees per kg in all AICs.
- There were mainly two reasons for the retailers to sell the loose dahi were high margin accomplished in it and the retailers themselves were owner of loose milk or have established business of loose milk & milk products.
- The demand of Amul Dahi was different for different AICs. It could be due to variation in income across the different AICs.
- Available pack size of Amul Dahi was depended on demand. So all AICs had supplied different pack sizes according to demand of that area.
- Retailers of AIC-1 suggested small pack of Lite Dahi Pouch and Masti Dahi Cup as it has more population of low income. While retailers of AIC-2 & 3 suggested to reduce current price of Amul Dahi.

- Retailers of AIC-4 felt the problem regarding the fixed quantum of pouches/cup provided by ADAs. So it is suggested to make available small quantum of pouches/cups.
- Retailers of AIC-5 suggested to increase the margin of their portion as they felt there was high margin in loose dahi in comparison of Amul Dahi. While retailers of AIC-6 had opinion that company should give more TV advertisement of Amul Dahi.
- Overall maximum retailers have the opinion that company should reduce the current price of Amul Dahi.

## 5. SUMMARY & CONCLUSION

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The research project entitled “Market Penetration of Amul Dahi in West Ahmedabad City” mainly focused on actual market of Dahi in West Ahmedabad city. Census unit consisted of Amul milk retailers of West Ahmedabad city.

The study was a census survey of 1320 retailers with basic objectives of to find the actual market of Amul Dahi in comparison with loose dahi, reasons for which retailers were not selling Amul Dahi and also the alternatives to encourage retailers to sale Amul Dahi in West Ahmedabad city.

Major retailers of Amul Milk were general stores and road side vendors/ H.D. boys. Most of the shops (88%) which were selling Amul Milk were opening before 6 o’clock in the morning and some 75% were closing after 9 o’clock in the night. This shows the service available of shops was more than 15 hours per day and there was opportunity for afternoon supply for the company.

Out of 1320 shops, 1033 shops or 78% of retailers were selling dahi (branded and/or unbranded) which shows good scope for dahi market in the study area. The remaining retailers who were not selling dahi, 86% of them opined that less demand of dahi is the main reason for not selling dahi. Road side vendors / H.D. boys (73%) who were not selling dahi dominated in numbers, followed by general stores (24%). Other reasons for not selling dahi were seasonal demand of dahi (in summer), no storage facility, availability of Amul Dahi and low margin.

Majority of the retailers who were not selling dahi (89%) were of the opinion that they won’t sell Amul Dahi in future also, as they believed that there is less demand of dahi. The reason seems to be it is difficult to sell small quantum of dahi without freezing and storage facilities.

Amul Dahi was found in all the shops which were selling dahi except local milk dairies. Even some local milk dairies (40%) were selling both loose dahi and Amul Dahi. Most of the local milk dairies (85%) were having the sale of loose dahi up to 30kg per day and even some of them were having more than 50kg per day sales because of the bulk orders from HORECA segment.

Loose milk was used by most of the retailers (80%) for the preparation of loose dahi. Even the price of loose dahi was found to be almost same as of that Amul Dahi. Most of the shops (80%) were selling loose dahi at a rate ranging from 60-70 rupees per kg. The reasons for preference of loose dahi over Amul Dahi were flexible packing size or mentality/perception of the customers that Amul Dahi was prepared by chemical. Also Amul Dahi was not giving the best result if used as starter inoculum was also one reason for not preferring Amul Dahi.

Two major reasons for switching over from Amul Dahi to lose dahi or selling loose dahi were margin and retailers who were owner of loose milk or have established business related to loose milk.

Different areas have demand of different varieties of Amul Dahi but over all Lite Dahi Pouch has more demand, followed by Masti Dahi Pouch and Masti Dahi Cup.

On an average the daily sales of Amul Dahi by retailers was registered up to 30kg. Also few shops had sales more than 50kg per day. Majority of local dairies which were selling both loose dahi and Amul Dahi were only selling Amul Dahi less than 10kg per day.

There were various pack sizes of all three types of Amul Dahi but 200gm Lite Dahi pouch was mostly available in market, followed by 200gm Masti Dahi Pouch, 400gm Masti Dahi Pouch and 200gm Masti Dahi Cup. Other packings were available at few shops. There was demand and supply gap found in 100gm Masti Dahi Cup in market and was available only at 2 shops.

As regards, suggestions given by retailers to increase current sale of Amul Dahi, majority of the retailers suggested that there should be deduction in current price of Amul Dahi as they felt that prices are too high, followed by demands of special boards and hoardings for dahi. Also small packing of Lite dahi Pouch and Masti Dahi Cup in 100gm were demanded. TV advertisement for dahi and increment in margin of retailers were also suggested as measures to increase dahi sale.

## 6. SUGGESTIONS

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Company should give some schemes to retailers to encourage them to increase the sale of Amul Dahi.

Awareness camp for children and mothers for breaking their myth that Amul Dahi is made by using some chemical.

Regular meetings of all ADA and convey them to ensure required small quantity of Dahi Pouches or Cups to the retailers. Also retailers should not be forced to buy some definite quantum of dahi.

Fresh stock of dahi should be made available to the retailers to solve the cases pertaining to the expiry date.

High cleanliness of crates while supplying dahi needs to be maintained.

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([http://ageconsearch.umn.edu/bitstream/155486/2/3\\_Ohlan.pdf](http://ageconsearch.umn.edu/bitstream/155486/2/3_Ohlan.pdf), accessed on  
29<sup>th</sup> Jan., 2014)

[www.amul.com](http://www.amul.com), accessed on 30<sup>th</sup> May, 2014.

## ANNEXURE

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### Questionnaire

**Instruction:** Please tick the appropriate option or complete the answer. Please choose the answer which represents your opinion.

1. Shop Name: \_\_\_\_\_
2. Retailer Name: \_\_\_\_\_
3. Address: \_\_\_\_\_
4. Type of shop:
  - (a) APO
  - (b) Loose Milk Dairy
  - (c) General Store
  - (d) Convenience Store
  - (e) Road Side Vendor/ H.D. Boy
  - (f) Other (Specify) \_\_\_\_\_
5. Timing of Shop: \_\_\_\_\_
6. Do you sell the Dahi?
  - (a) Yes
  - (b) No
7. If No, then what are the reasons for not selling Dahi?
  - (a) Availability
  - (b) Low Margin
  - (c) No storage facility
  - (d) Less Demand
  - (e) Other (Specify) \_\_\_\_\_
8. Will you sell the Amul Dahi in future if provided?
  - (a) Yes
  - (b) No
9. If you sell Dahi, then which type of Dahi you are selling?
  - (a) Amul
  - (b) Local Dairy/ Loose Dahi
  - (c) Amul & Loose
  - (d) Amul Bulk in Loose
  - (e) Other (Specify) \_\_\_\_\_
10. If loose Dahi, then how much quantity of Loose Dahi do you sell daily?
  - (a) Less than 10 kg
  - (b) Between 10kg to 30kg
  - (c) Between 30kg to 50kg
  - (d) More than 50kg
11. Which type of Milk are you using for preparation of Loose Dahi?
  - (a) Amul Tea Special
  - (b) Amul Shakti
  - (c) Amul Gold
  - (d) Loose Milk
12. At which price you are selling Loose Dahi? \_\_\_\_\_
13. Have you ever sold Amul Dahi?

- (a) Yes (b) No
14. What are the reasons for switch over or selling Loose Dahi?
- (a) Margin (d) Quality  
(b) Availability (e) Taste  
(c) Packing Size (f) Other (Specify) \_\_\_\_\_
15. If selling Amul Dahi, then which type of Amul Dahi you are selling?
- (a) Amul Masti Dahi Pouch (c) Amul Masti Dahi Cup  
(b) Amul Lite Dahi Pouch
16. How much quantity of Amul Dahi do you sell daily?
- (a) Less than 10kg (c) Between 30kg to 50kg  
(b) Between 10kg to 30kg (d) More than 50kg
17. Which packing of Amul Dahi are you selling?
- (a) 100gm Cup (g) 5kg Lite Pouch  
(b) 200gm Cup (h) 200gm Masti Pouch  
(c) 400gm Cup (i) 400gm Masti Pouch  
(d) 200gm Lite Pouch (j) 1kg Masti Pouch  
(e) 400gm Lite Pouch (k) 5kg Masti Pouch  
(f) 1kg Lite Pouch
18. Any idea or suggestions for increasing sale of Amul Dahi?

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Thank You!!!