

# A Study on Marketing Strategies of Amul Products

**Sweta Singh**

Researcher, BMS Department

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

**Abstract:** *In today's competitive world while entering the market it is very necessary to have good knowledge of the potential of a particular market. The growth of a company is invariably determined not just by its strategy, but on how it responds to the challenges it encounters. Over the decades AMUL has successfully countered several challenges that have come its way with innovative responses and continuous improvement, which have enabled it to remain stable and even convert some of these challenges into opportunities. It is the culture of endurance that has accorded AMUL the insight and focus to deal with the current economic environment. Drawing from its inner strength and beliefs, AMUL responded by launching several initiatives across all its operations in various geographies that are helping the group achieve growth even in current times. It is also this very strategic culture that will propel AMUL to continue on its growth trajectory in years to come*

**Keywords:** AMUL Product

## REFERENCES

- [1]. <https://amul.com/>
- [2]. <https://www.ibef.org/industry/fmcg.aspx>
- [3]. <https://amul.com/m/amul-pro-biotic-ice-cream-gets-no-1-award-at-world-dairy-summit>
- [4]. <https://www.indiaretailing.com/2014/06/16/food/food-grocery/amul-launches-new-ice-creamrange-amul-creme-rich/>
- [5]. <https://www.restaurantindia.in/news/Amul-launches-Epic-a-premium-range-of-icecreams.8915>
- [6]. [https://www.business-standard.com/article/companies/amul-targets-premium-ice-creams- inthe-south-plans-to-take-on-rivals-118080701415\\_1.html](https://www.business-standard.com/article/companies/amul-targets-premium-ice-creams- inthe-south-plans-to-take-on-rivals-118080701415_1.html)