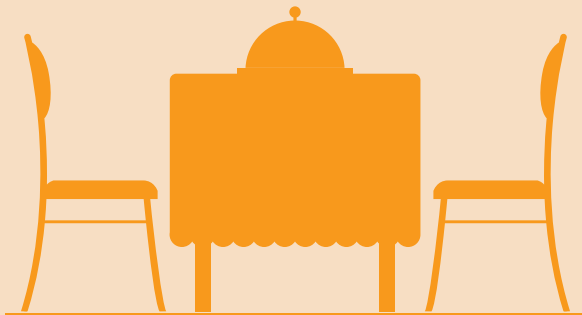


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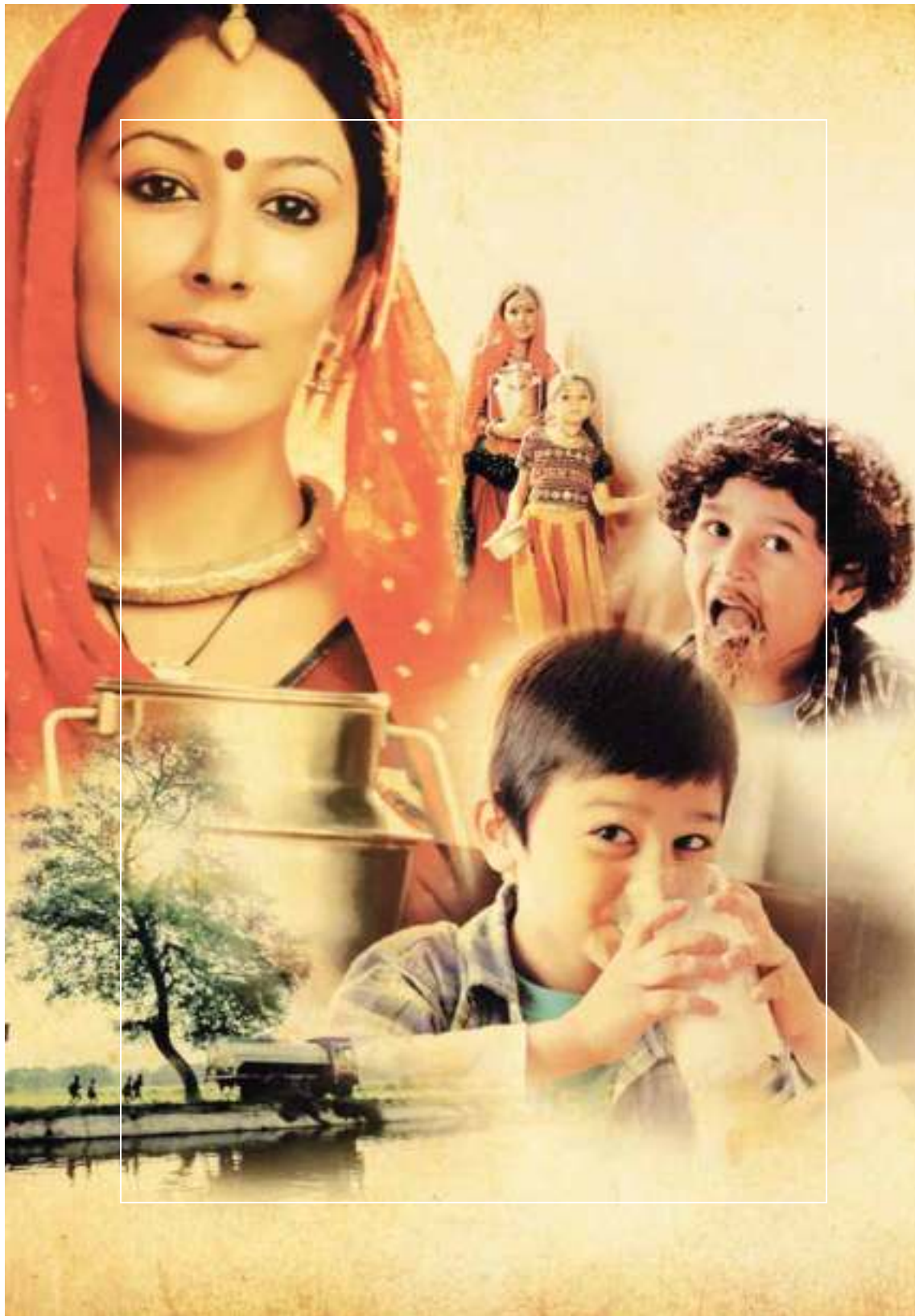


TABLE OF CONTENTS

- Meet Amul 1
- The Amul Model.....2
- Butter.....3
- Cheese..... 4, 5
- Creamer.....6
- Cream6
- Paneer7
- Ice Cream8,9
- Happy Treats 10,11
- Milk..... 12
- Dahi 13
- Beverages..... 14
- Shrikhand 15
- Condensed Milk..... 15
- Khoa 15
- Mithai 16
- Chocolate..... 17
- Ghee 18
- Milk Powders..... 19
- Notes



MEET AMUL

India's largest food product brand and dairy exporter, Dairy Co-operative of Gujarat, popularly known as Amul, is one of the most successful and trusted dairy brands of the country.

Started with the intent to provide remunerative returns to farmers, and produce quality products at affordable rates, Amul's success serves as a model for rest of the world.

Marketed under the brand names of 'Amul' & 'Sagar' and operated through 60 sales offices, it has a network of over 10,000 dealers and 1 million retailers, making it one of the largest networks of its kind in the country.

With a diverse product range which comprises of Milk, Milk Powder, Health Beverages, Ghee, Butter, Cheese, Pizza Cheese, Ice Cream, Paneer, Chocolates, traditional Indian sweets, etc., it is a certified 'Trading House'.

With an on-ground presence across more than 1 million food service outlets, Amul is the market leader in all dairy products in the institutional segment. The marketing organisation records an annual turnover (2017-18) of US\$ 4.3 Billion. Its daily milk procurement is approx. 21 million liters per day from 18,554 village milk co-operative societies, 18 member unions covering 33 districts, and 3.6 million milk producer members.

Amul has consistently focused on quality and customer satisfaction. For its unwavering effort, it has received numerous awards and accolades over the years.

Popular food culture shows and leading five star chains consistently use Amul in various recipes, to improve flavours and the taste of the final product. This food service book highlights new products and their various uses in the institutional segment.

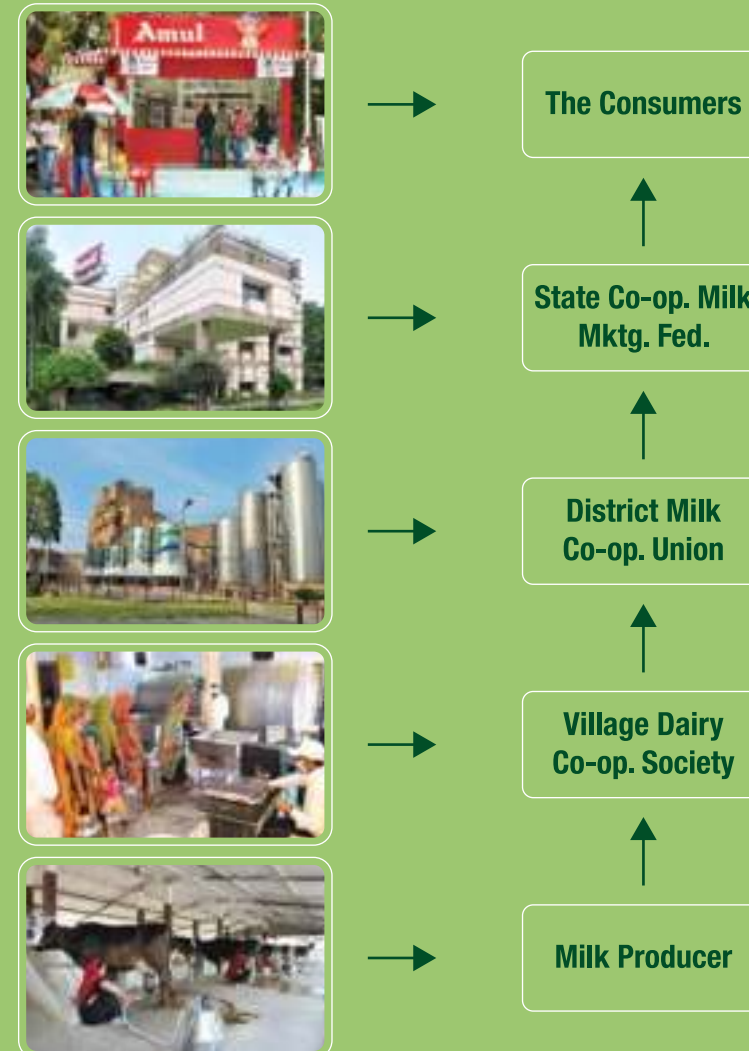
Amul is not only a product, but also a movement. It is in one way, the representation of the economic freedom of farmers. It has given farmers the courage to dream. To hope. To live.

THE DISTRIBUTION NETWORK



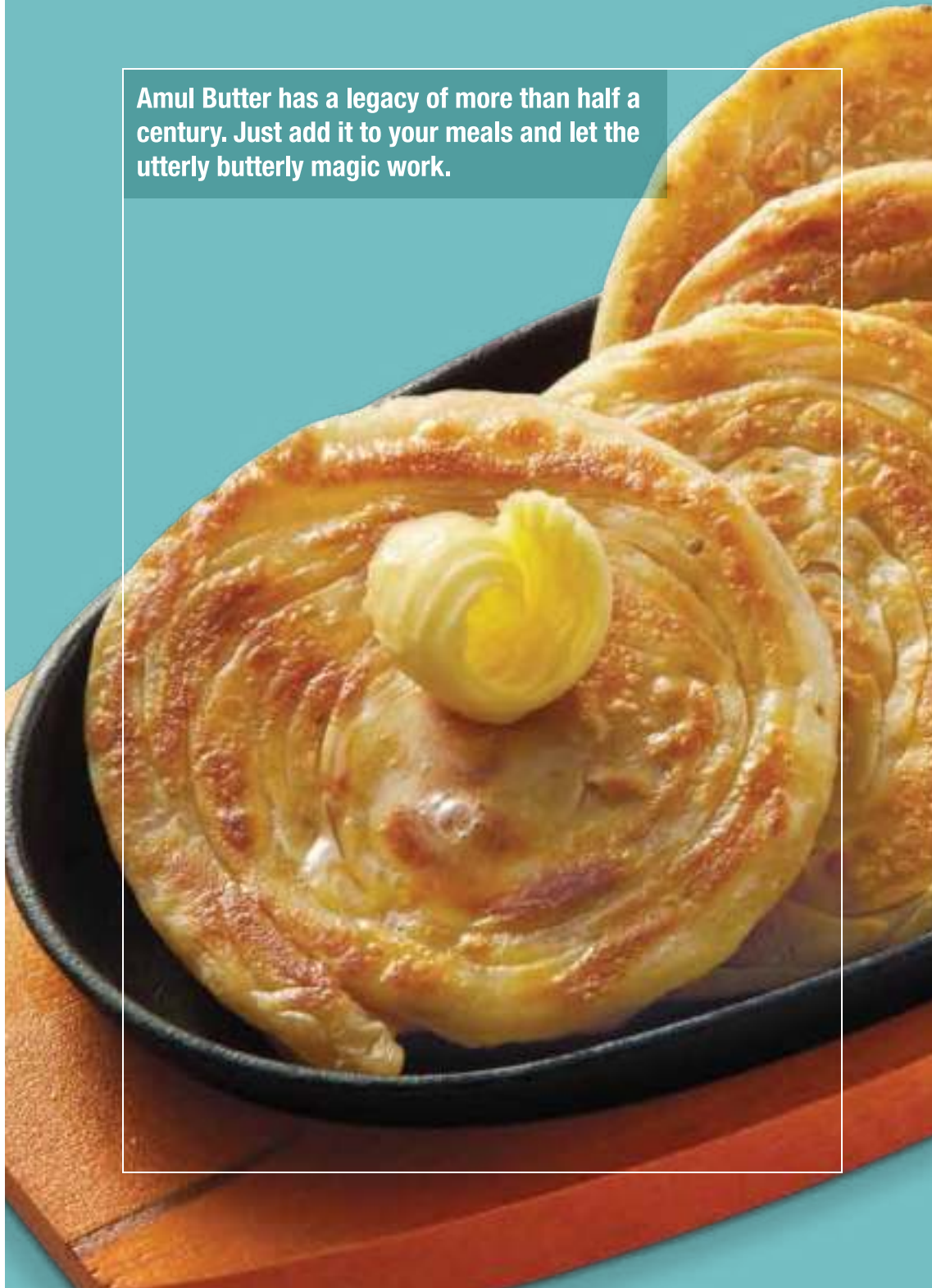
THE AMUL MODEL

The Amul Model of dairy development is a three-tiered structure. It consists of dairy co-operative societies at the village level federated under a milk union which functions at the district level and a federation of member unions at the state level.



The Amul model has helped India emerge as the largest milk producer in the world. More than 15 million milk producers pour their milk in 1,44,500 dairy co-operative societies across the country. Their milk is processed across 184 District Co-operative Unions and marketed by 22 State Marketing Federations, ensuring a better life for millions.

Amul Butter has a legacy of more than half a century. Just add it to your meals and let the utterly butterly magic work.



BUTTER

- **Butter Blister**
Pack 10 g



Just the right amount of butter for guests. Convenient to store, serve and use. No wastage.

- **Butter**
Institutional Pack 500 g, 15 kg



Add goodness of Amul Butter to make finger licking dishes.

- **Unsalted Cooking Butter**
Institutional Pack 500 g



Special butter for baking and other applications with no added salt.

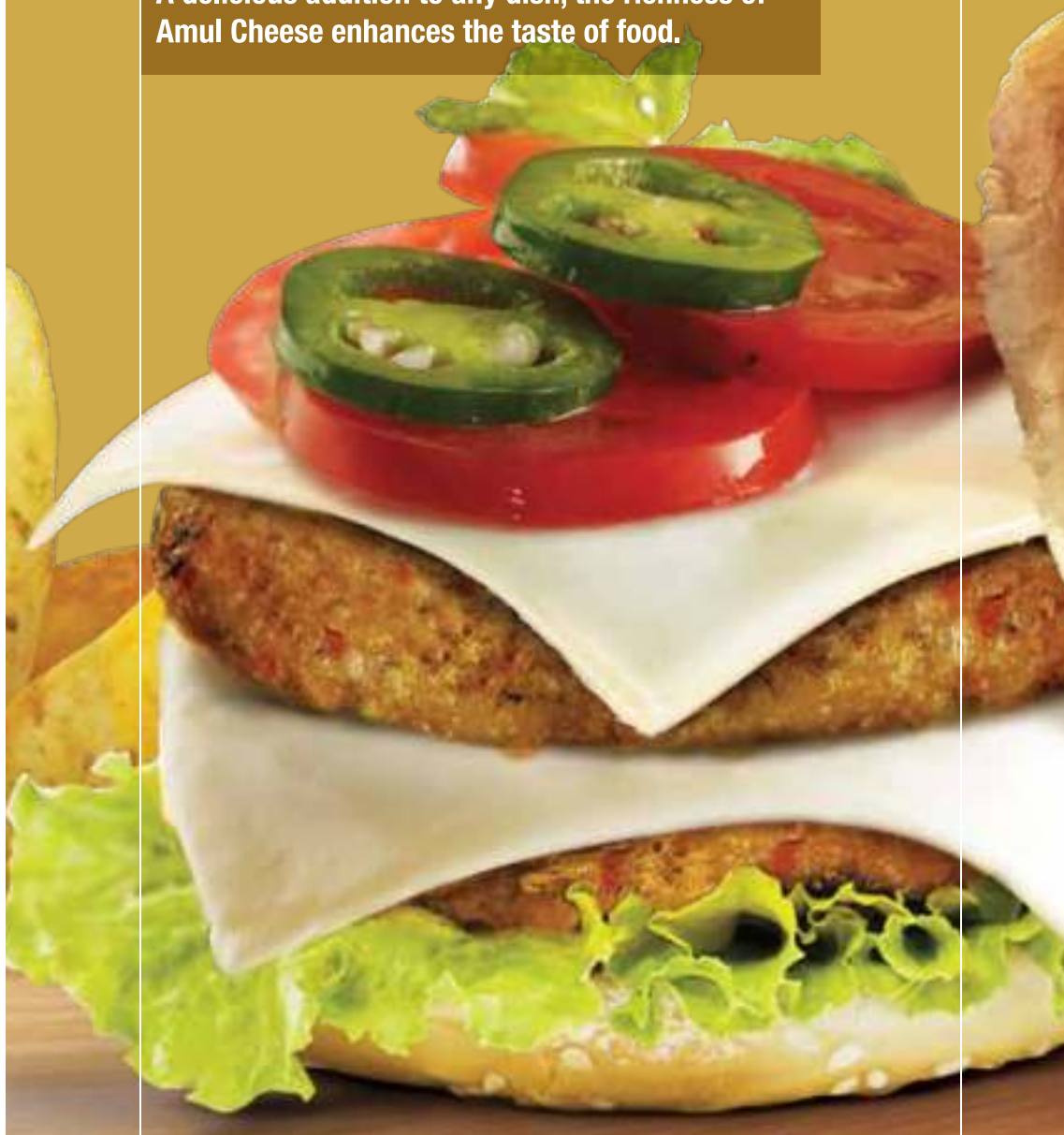
- **Garlic & Herbs Butter Spread**
Pack 100 g



A ready-made solution to make Garlic Toast in a jiffy. Can be used for other flavourful delicacies as well.

Manufactured in AGMARK and ISO Certified Plants.

Amul Cheese soothes taste buds with a variety of flavours and is made with the purity of real milk. A delicious addition to any dish, the richness of Amul Cheese enhances the taste of food.



CHEESE

• Processed Cheese



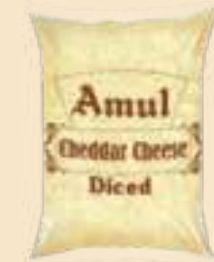
Block (High Melt) 1 kg
Block (Easy to Grate, Low Melt) 1 kg

• Natural Cheddar Cheese



Block 250 g

• Cheddar Cheese



Diced 1 kg



Slices (50 Slice Pack) 15 g slices
Cubes (40 Cube Pack) 25 g cubes

• Cheese Spread

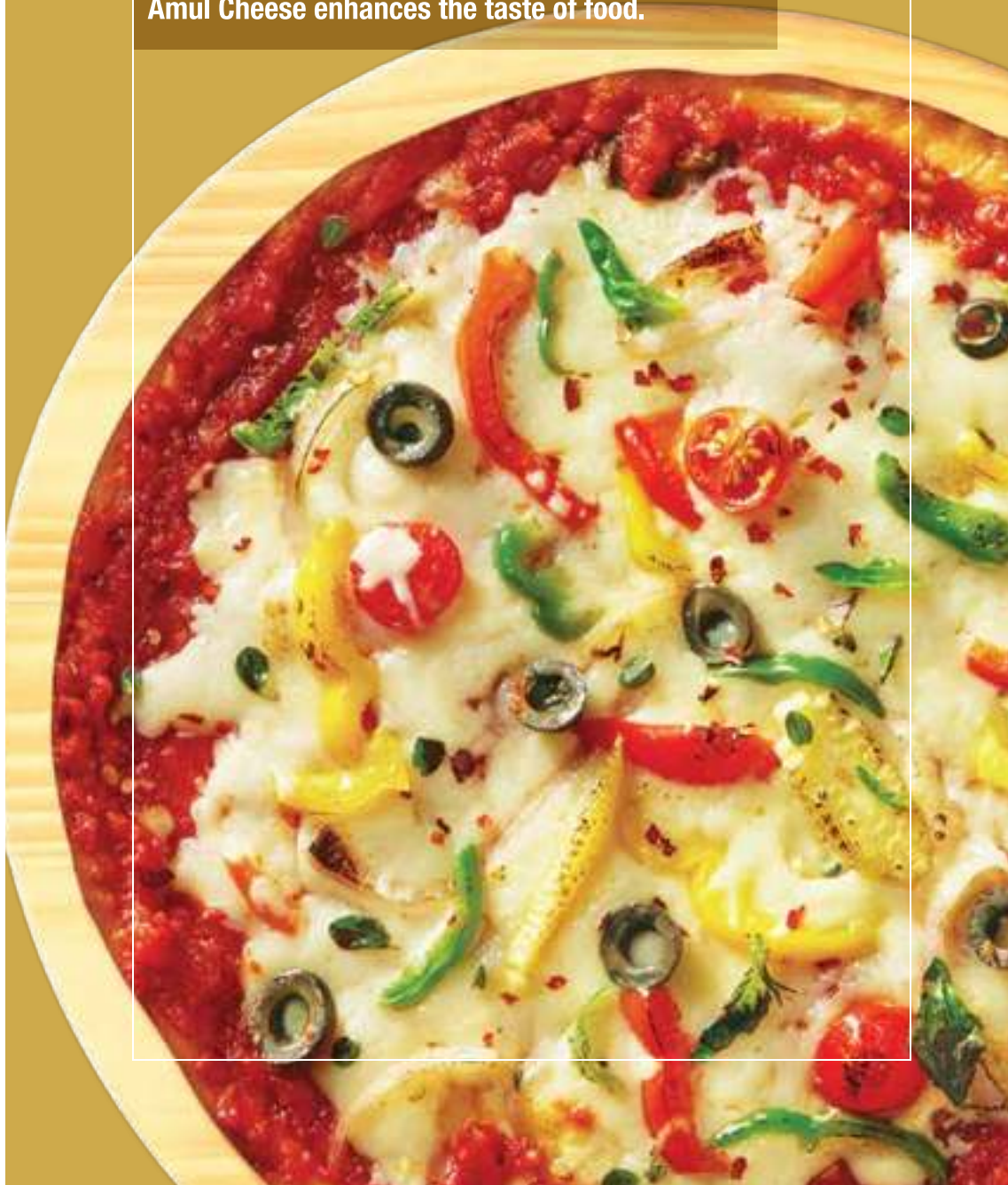


Institutional Tub
(Plain Flavour) 400 g

Tub
(Plain, Pepper, Garlic, Jeera, Creami, Red Chilli Flakes,
Oregano Pickle, Tikka Dip, Tropical Fruit, Creami,
Sour Cream) 200 g

Processed Cheese: 100% vegetarian processed cheese | Made using microbial rennet.

Amul Cheese soothes taste buds with a variety of flavours and is made with the purity of real milk. A delicious addition to any dish, the richness of Amul Cheese enhances the taste of food.



CHEESE

- Mozzarella Cheese
Diced 1 kg
Block 1 kg



Excellent stretchability. Perfect blistering. Even melting.

- Emmental Cheese
Wheel 400 g, 5.5 kg



The only Indian-made Emmental Cheese with Cherry-sized holes and hazelnut aroma.

- Gouda Cheese
Wheel 250 g, 1 kg



Natural Cheese as good as its Dutch counterpart.

Enjoy Amul's Cream range that adds a smoother flavour to tea or coffee with the Dairy Cream Powder and Liquid Cup Creamer.



CREAMER

- Liquid Cup Creamer
Cup 10 g



Pure milk with 25% total solids.
Homogenized for easy miscibility.
Shelf life of 6 months.

- Dairy Creamer Powder
Single serve 5 g, 3 g



Easy to make milky tea or coffee.
Just peel and pour.

CREAM

- Fresh Cream
Tetra Pack 1 L

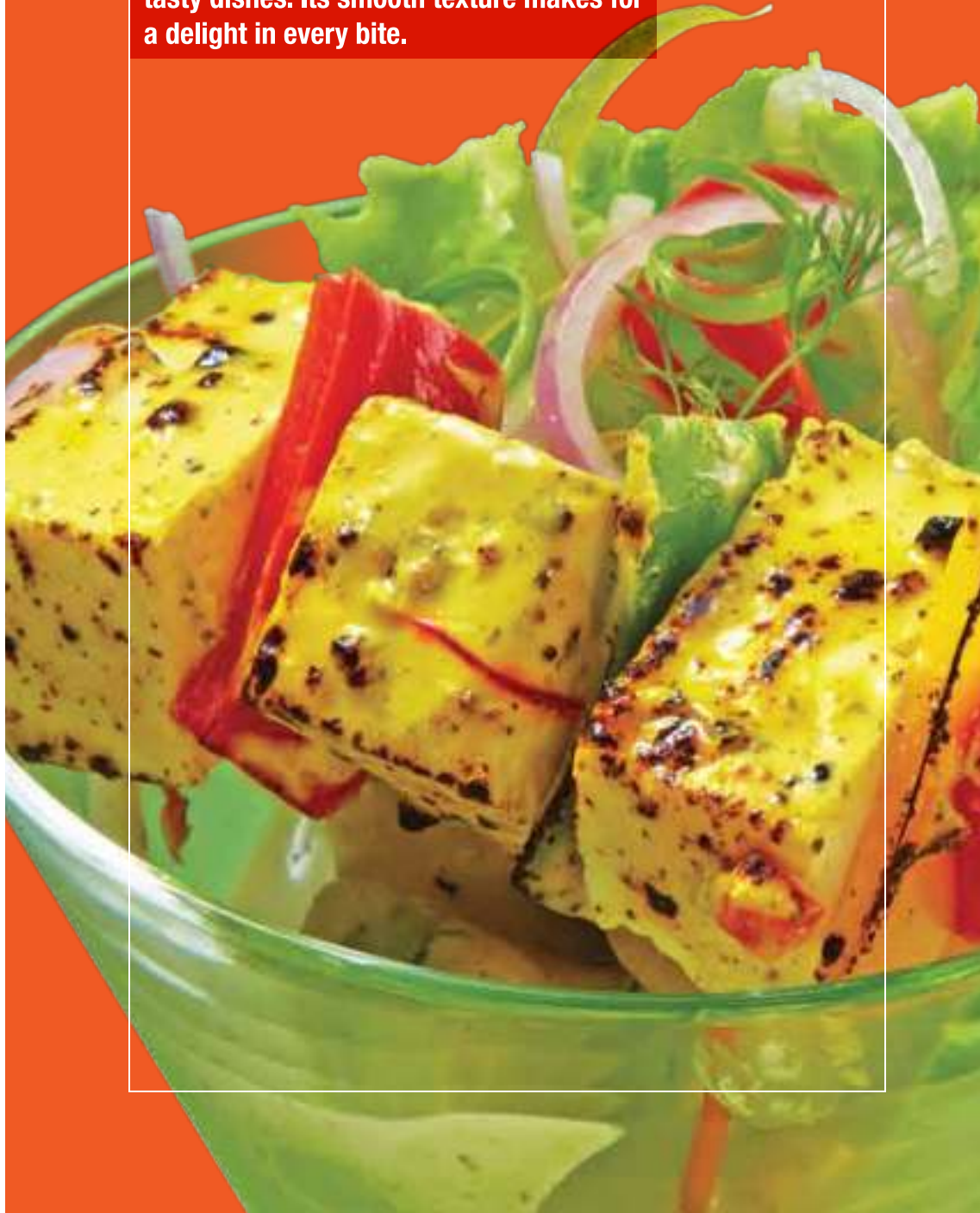


- Whipping Cream
Tetra Pack 1 L



Fresh Cream: Made from Fresh & Pure Milk Cream I Milk Fat: Min 25% SNF: 6.8%.
Shelf life of 4 months for storage at room temperature.

Amul Paneer can be used to make several tasty dishes. Its smooth texture makes for a delight in every bite.



•••• PANEER ••••

- Malai Paneer (Frozen)
Block 1 kg
Diced 1 kg



- Fresh Paneer
Block 1 kg



Amul Paneer is equivalent to Cream Cottage Cheese with Fat content > 50% (Dry matter basis).
Malai Paneer: Shelf life of 6 months when stored at -18° C or below.
Fresh Paneer: High Fat Paneer with shelf life of 45 days when stored at 4°C or below.

Amul's wide range of ice creams are a treat loved by everyone. It is the only real Ice Cream, made with the purity of real milk that enhances its taste.



ICE CREAM

● Combo and Family packs

Choco Chips, Vanilla Royale, Butterscotch, Strawberry, Fruit 'N' Nut Fantasy, Alphonso Marvel, Two-in-One, Neapolitan, Chocolate, Rajbhog, Roasted Almond, Moroccan Dry Fruit, Chocolate Brownie, Rajwadi Kulfi, Fresh Litchi, King Alphonso, Caramel Cookies, Orange Salsa, Chocolate Magic, Strawberry Magic, Double Sundae – Choco Almond 'N' Kesar Badam, Choco Caramel

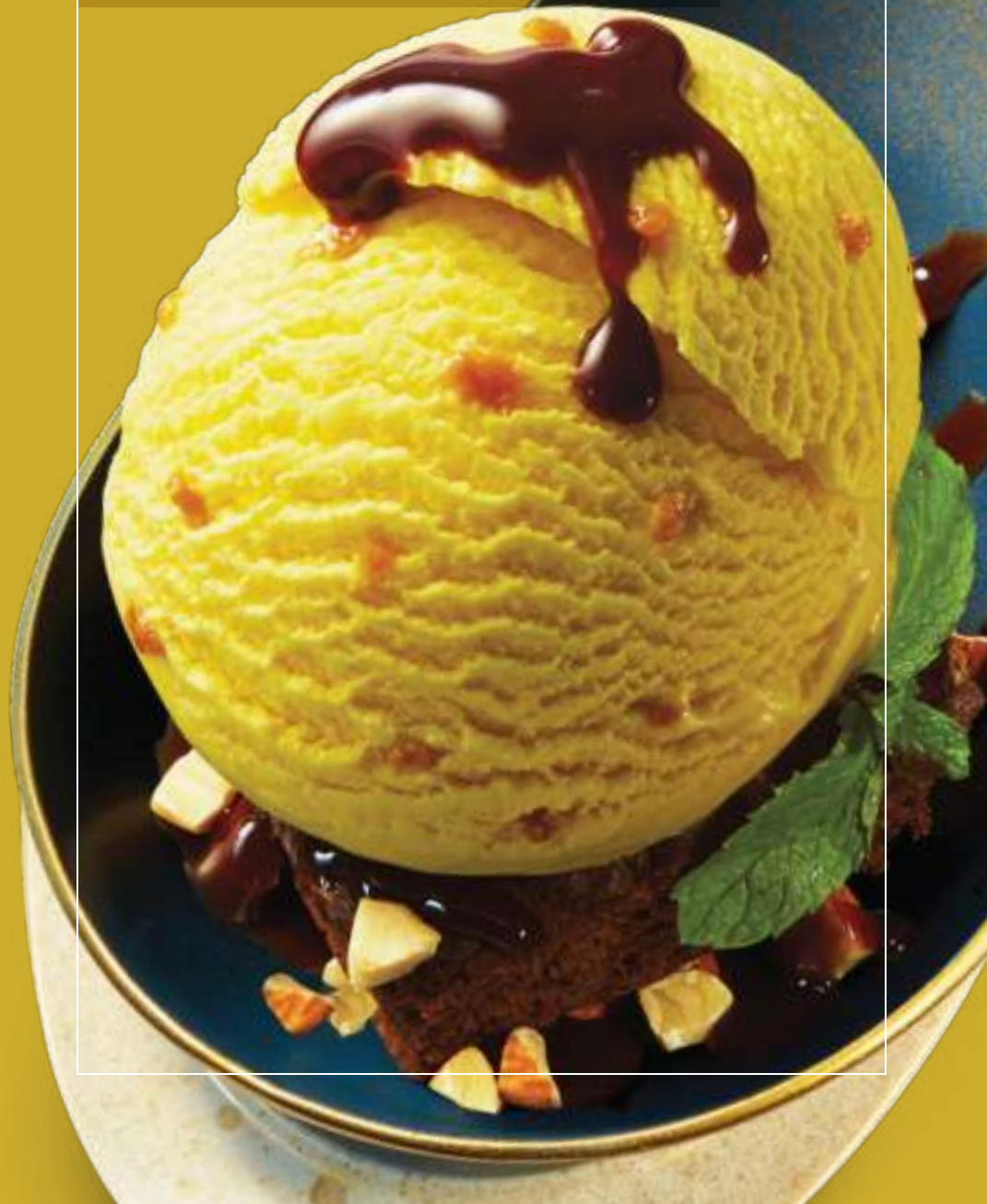


● Bulk Packs

Moroccan Dry Fruit, Afghan Dry Fruit, Rajbhog, Cookies 'N' Cream, Chocolate Brownie, Choco Chips, Kesar Pista Royale, Roasted Almond, Creamy Almond, Kaju Draksh, Tutti Frutti, American Nuts, Coffee, Chocolate, Green Pista, Butterscotch, Vanilla, Litchi, Pineapple, Mango, Anjir, Black Currant, Fruit Bonanza, Strawberry
4 L & 5 L



Amul's wide range of ice creams are a treat loved by everyone. It is the only real Ice Cream, made with the purity of real milk that enhances its taste.



ICE CREAM

- **Kulfi**
Mawa Malai, Pista Malai, Rajbhog, Badshahi, Punjabi, Rajasthani, Ratnagiri, Kashmiri Kulfi
60 mL



- **Tricone**
Butterscotch, Kesar Pista, Belgian Chocolate, Choco Crunch, Pista Badam
120 mL, 100 mL, 50 mL



- **Creme Rich**
Almond Fudge, Chocolate Fudge, Caramel
125 mL & 500 mL



- **Lactose Free**
Vanilla Royale
125 mL



- **Epic**
Choco Almond, Choco Cappuccino, Strawberry Twist, Alphonso Gold
80 mL



- **Epic – Country of origin**
Peru Dark Amazon, Venezuela Ebony Twist
80 mL



- **Sugar Free**
Belgian Dark Chocolate, Shahi Anjir, Vanilla with Chocolate Sauce
500 mL, 125 mL



Happy Treats are bound to make for happier times. Made from the freshest Amul products, the scrumptious and easy-to-cook snacks are perfect for every occasion.



..... HAPPY TREATS

- Masti Dahi Tikki
500 g IP (25 pcs)



- Cheese Onion Pocket
500 g IP (25 pcs)



- Masala Paneer Nuggets
500 g IP (29 pcs)



- Cheese Poppons
500 g IP (25 pcs)



- Cheese Onion Paratha
500 g IP (4 pcs)



Contains the goodness of fresh Amul products like Masti Dahi, Cheese, Malai Paneer, etc.

Happy Treats are bound to make for happier times. Made from the freshest Amul products, the scrumptious and easy-to-cook snacks are perfect for every occasion.



HAPPY TREATS

- **Veggie Stix**
1 kg IP (29 pcs)



- **French Fries (6mm, 9mm)**
2.5 kg, 1.25 kg IP



- **Aloo Tikki**
1.5 kg IP (37 pcs)



- **Burger Patty**
1.2 kg IP (20 pcs)



- **Potato Wedges**
1.5 kg IP

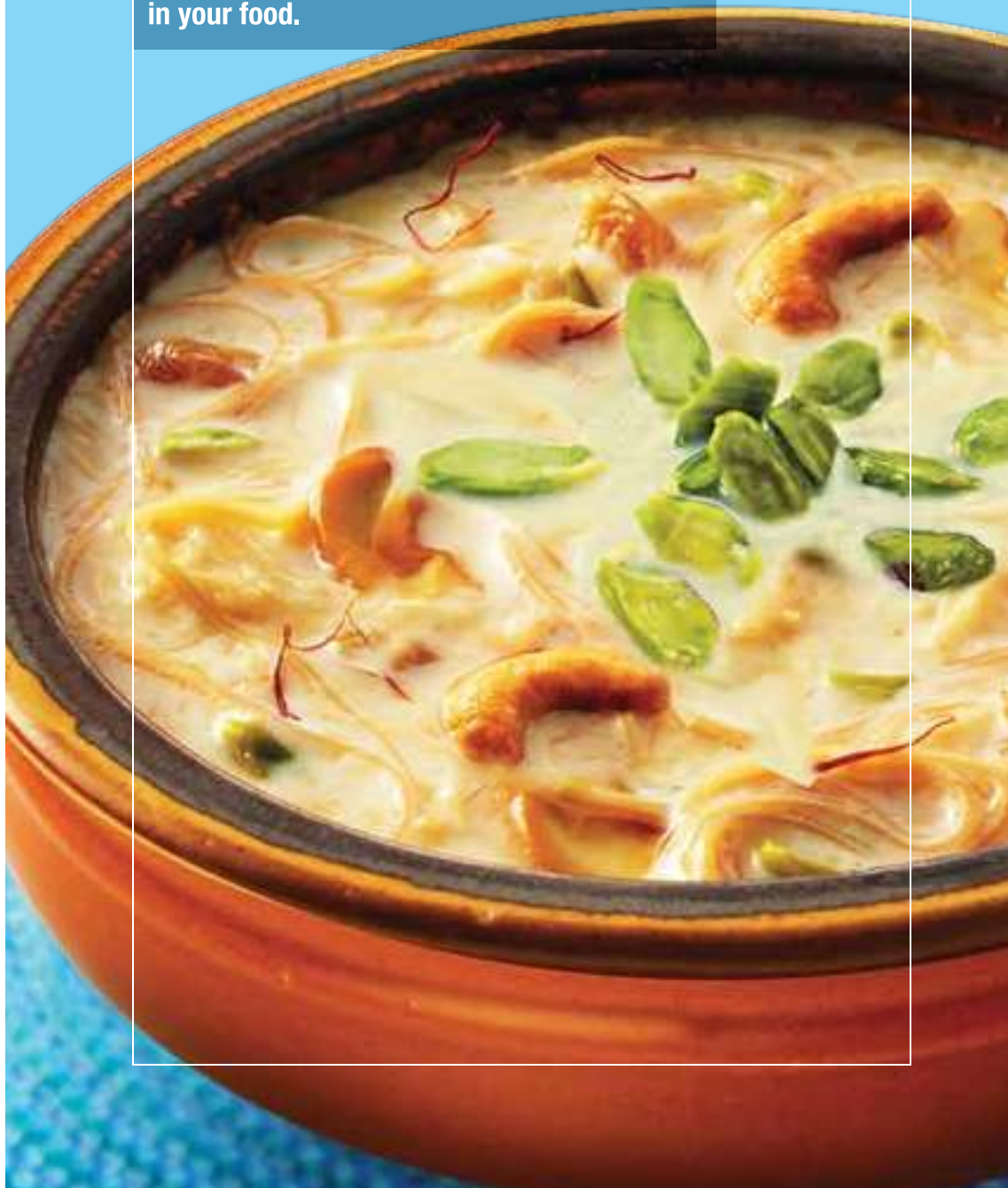


- **Hash Brown**
1.5 kg IP (45 pcs)



From best quality potato sourced from our own farmers. Best quality products made at a plant with ISO & BRC certification using state-of-the-art facilities.

Amul Milk's thick, creamy, consistent taste and quality is unbeatable. Amul provides you milk at its purest and the same purity reflects in your food.



MILK

- Gold Pouch 6 L, 1 L



- Taaza Pouch 6 L, 1 L



India's highest consumed pure and fresh milk available in institutional pack of 6 L pouch.

Gold – Full Cream Milk with minimum 6% fat

Taaza – Toned Milk with minimum 3% fat

- Gold Tetra Pack (Long Life) 1 L



- Taaza Tetra Pack (Long Life) 1 L



- Lactose Free Tetra Pack 250ml

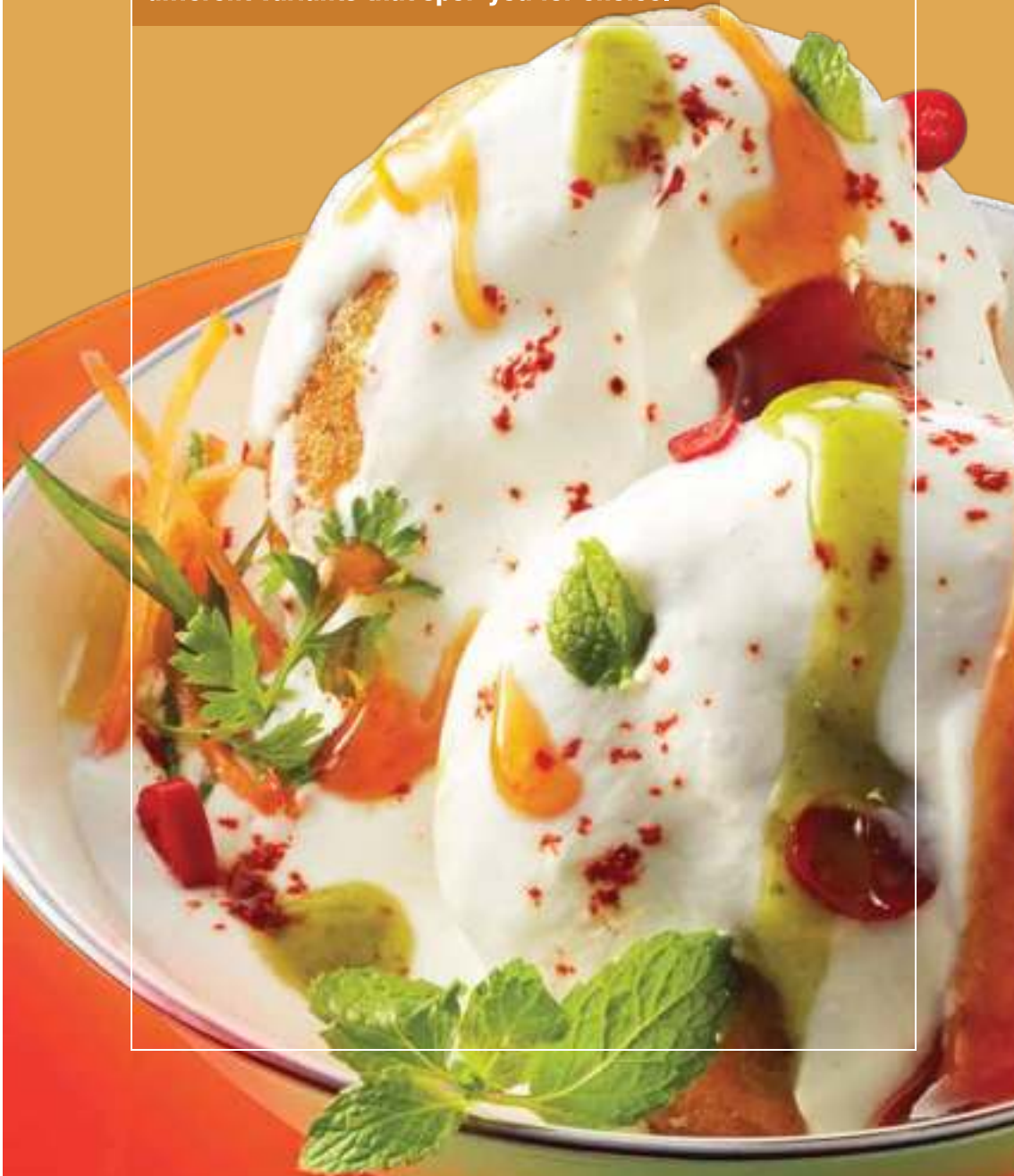


Homogenised | No Preservative | Shelf Life of 180 days

Gold – Standardised Milk with minimum 4.5% fat

Taaza – Toned Milk with minimum 3% fat

Amul Dahi has a thick, creamy and rich texture, and makes for a great companion to add to a variety of dishes. It is available in different variants that spoil you for choice.



DAHI

- Masti Dahi
Single Serve Cup 85 g
Pouch 5 kg, 1 kg
Matka 15 kg, 5 kg



Premium dahi with >3% milk fat. Made with special culture to give a smooth, milky acidic taste and pleasant flavour consistently.

- Lite Dahi
Pouch 5 kg, 1 kg
Matka 15 kg, 5 kg



Low fat dahi with milk fat < 0.5%. Made with special culture to give a smooth, milk acidic taste and pleasant flavour consistently.

From the desi flavours of Buttermilk and Lassi, to the richest blends of the choicest dry fruits, with rich Amul Milk, these beverages are sure to refresh you in an instant.



BEVERAGES

- **Kool**
Kesar, Rose, Elaichi, Badam,
Chocolate, Cafe
Tin 200 mL, Pet 200 mL,
Glass 200 mL



- **Irish Drink**
Tin 200 mL



- **Smoothies**
Vanilla, Chocolate,
Mango
Pet Bottle 200 mL



- **Kadhai Milk**
Pack 1 L, 200 mL



- **Buttermilk**
Pack 1 L, 200 mL



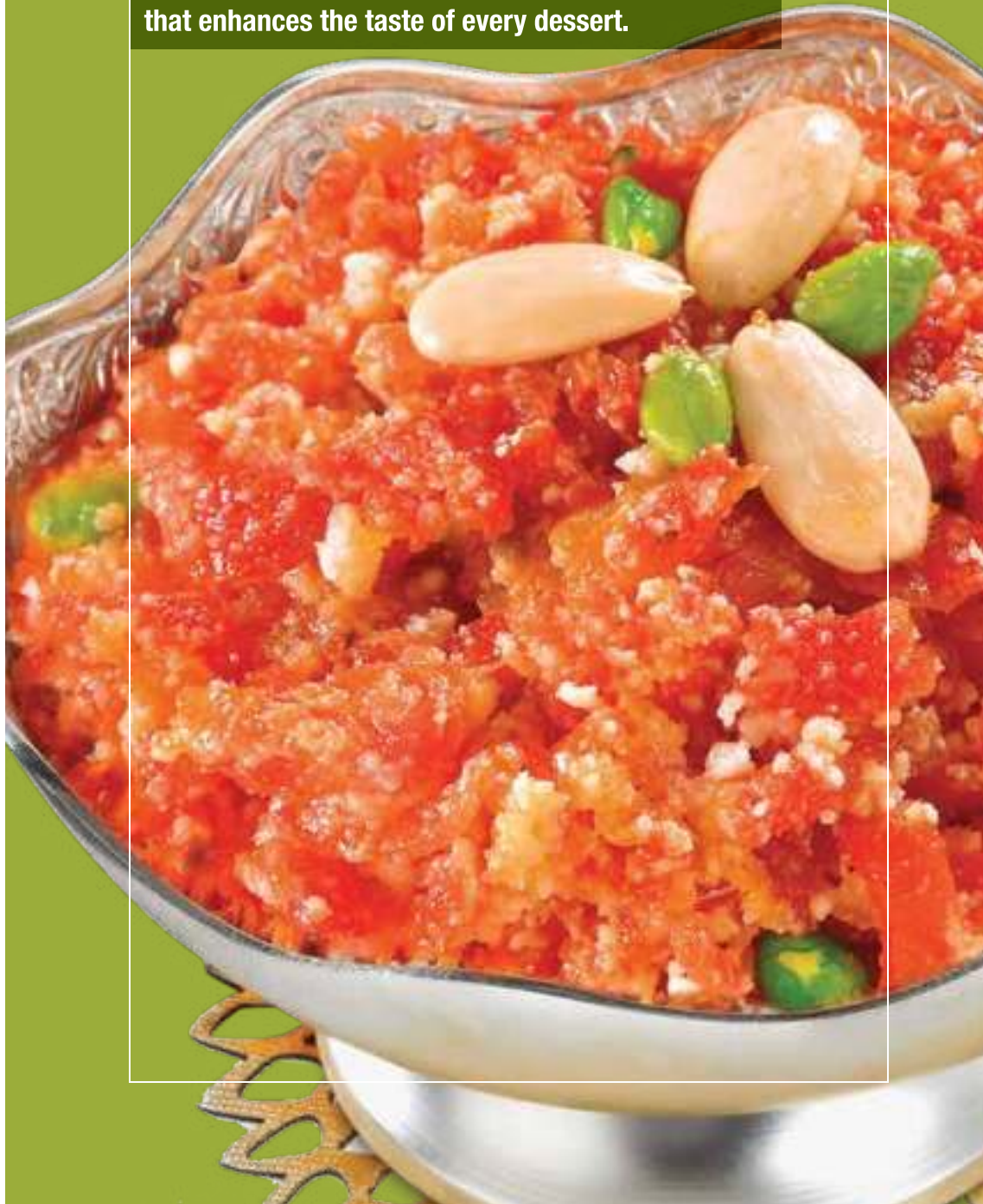
Natural and Healthy
Thirst Quencher

- **Lassi**
Pack 1 L, 250 mL



Traditional and Healthy
Cold Drink

Enjoy double the cream and double the goodness with Amul Mithai Mate Sweetened Condensed Milk, that enhances the taste of every dessert.



SHRIKHAND

- Shrikhand
Mango, Badam Pista, Kesar, Elaichi
Pack 1 kg, 500 g, 100 g
Bucket 12 kg



Traditional sweetened milk dessert popular in western India.

CONDENSED MILK & KHOA

- Condensed Milk
Tin 2.5 kg, 7.5 kg
Barrel 280 kg

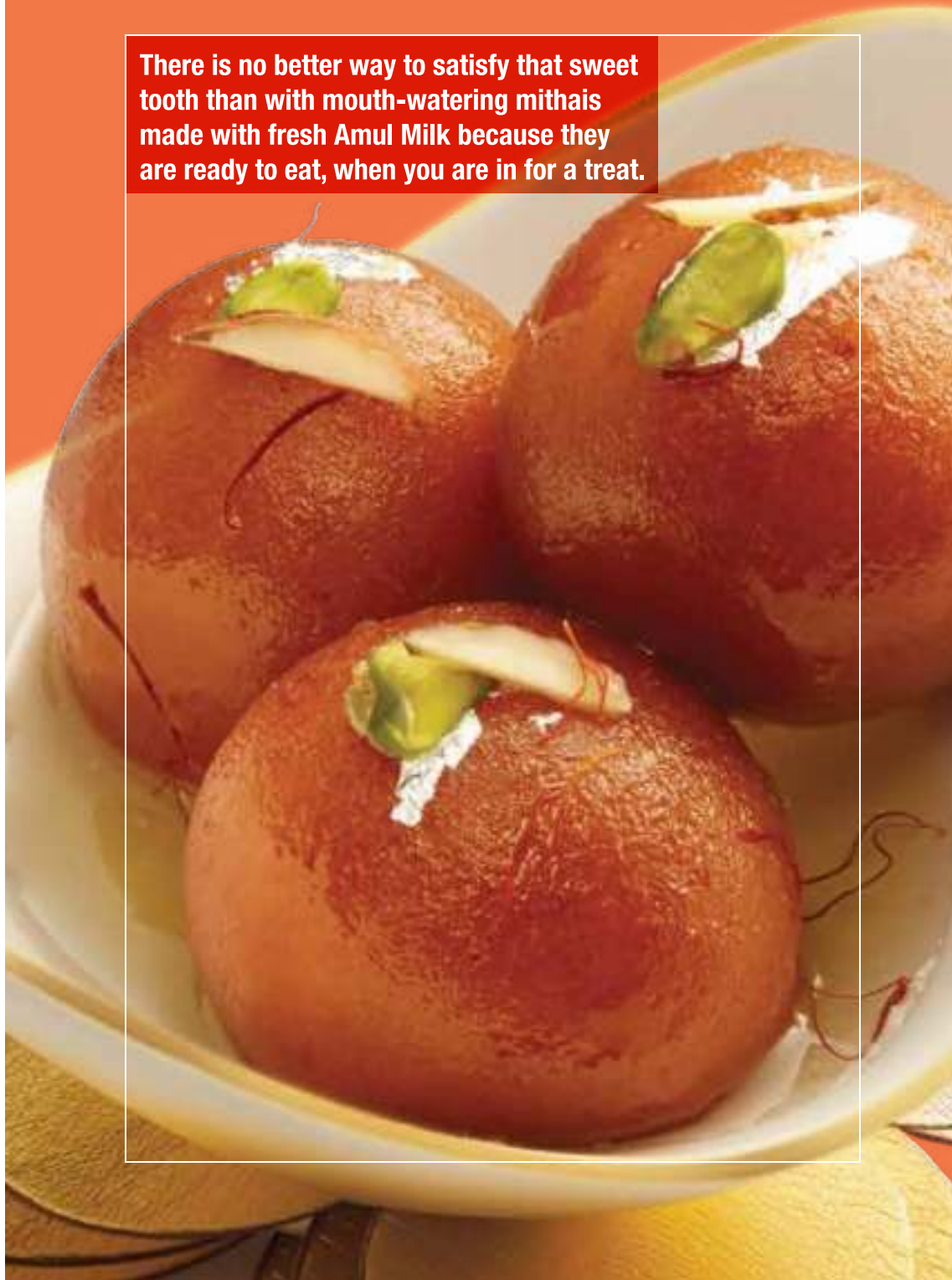


Made from minimum 9% Pure Milk Fat.
100% more fat than competitors.

- Khoa (Frozen)
Bucket 12 kg



There is no better way to satisfy that sweet tooth than with mouth-watering mithais made with fresh Amul Milk because they are ready to eat, when you are in for a treat.



MITHAI

- Frozen Mithai Range
Rasmalai 100 g, 500 g
Doda Burfi, Milk Cake 500 g



- Gulab Jamun
1 kg
(16 pieces of 30 g)



- Basundi
1 L



- Rosogolla
1 kg
(14 pieces of 28 g)



Savour the flavors of the world with Amul's range of rich, premium dark chocolates. Specifically sourced to bring you the best in both texture and taste, the chocolate match the best in the category.

CHOCOLATE

- Premium Chocolate
Milk, Dark Pack 5 g, 150 g
Fruit 'N' Nut, Tropical, Bitter, Choco Cracker
Pack 150 g



- Chocolate Syrup
Bottle 650 g
Institutional Packs 3 kg



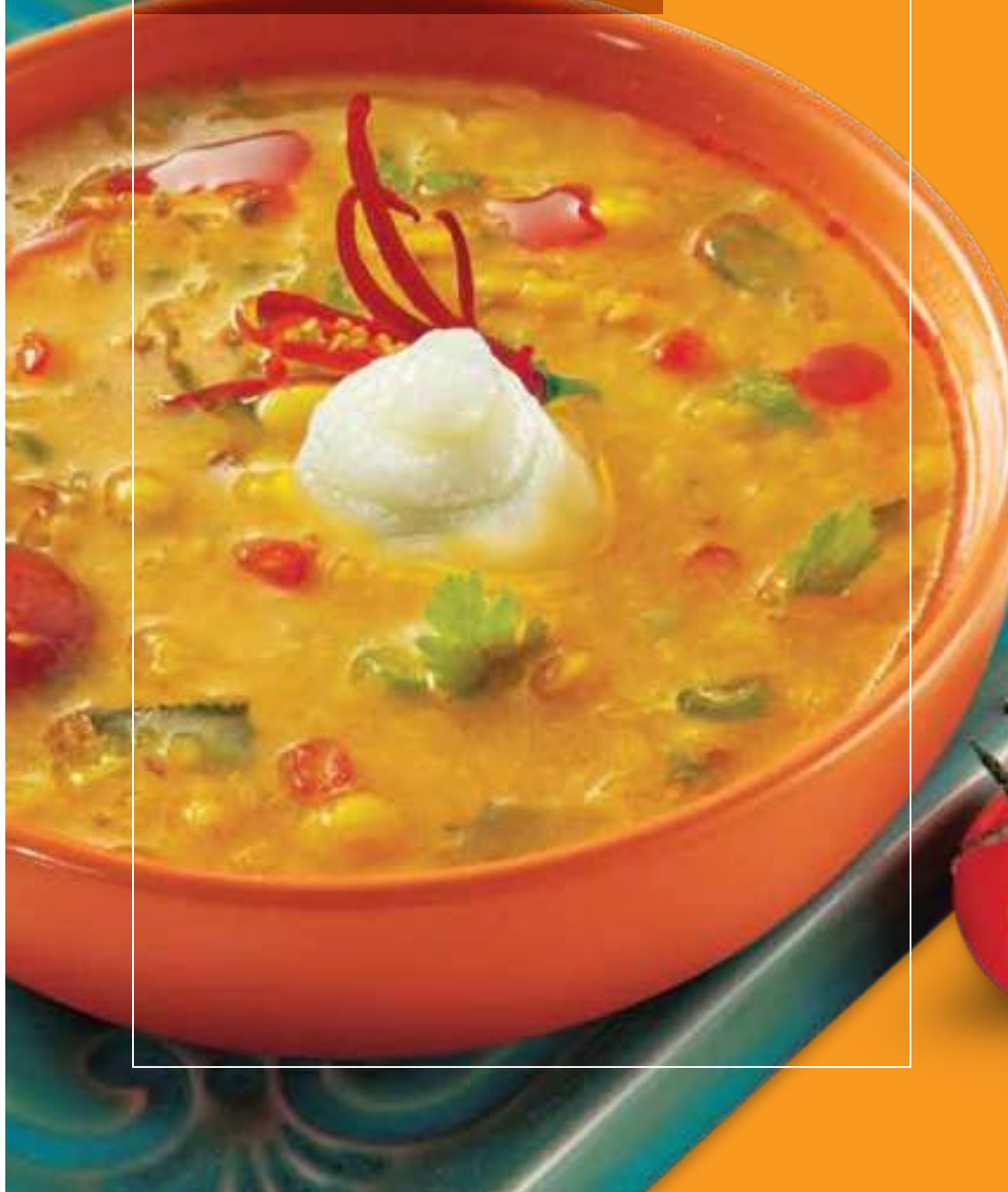
- Single Origin Dark Chocolate
Peru, Tanzania, Venezuela
Pack 100 g



- Institutional Packs
Choco Chips-Drops and Buttons
5 kg
Chocolate Slabs, Chocolate Mass
(Milk Chocolate, Dark Chocolate)
500g



Ghee is a traditional companion to Indian delicacies. Its rich aroma makes for a delightful addition to every dish.



GHEE

- Pure Ghee
Pouch, Tin, Refill 1 L
Tin 5 L & 15 kg
Bucket 10 kg

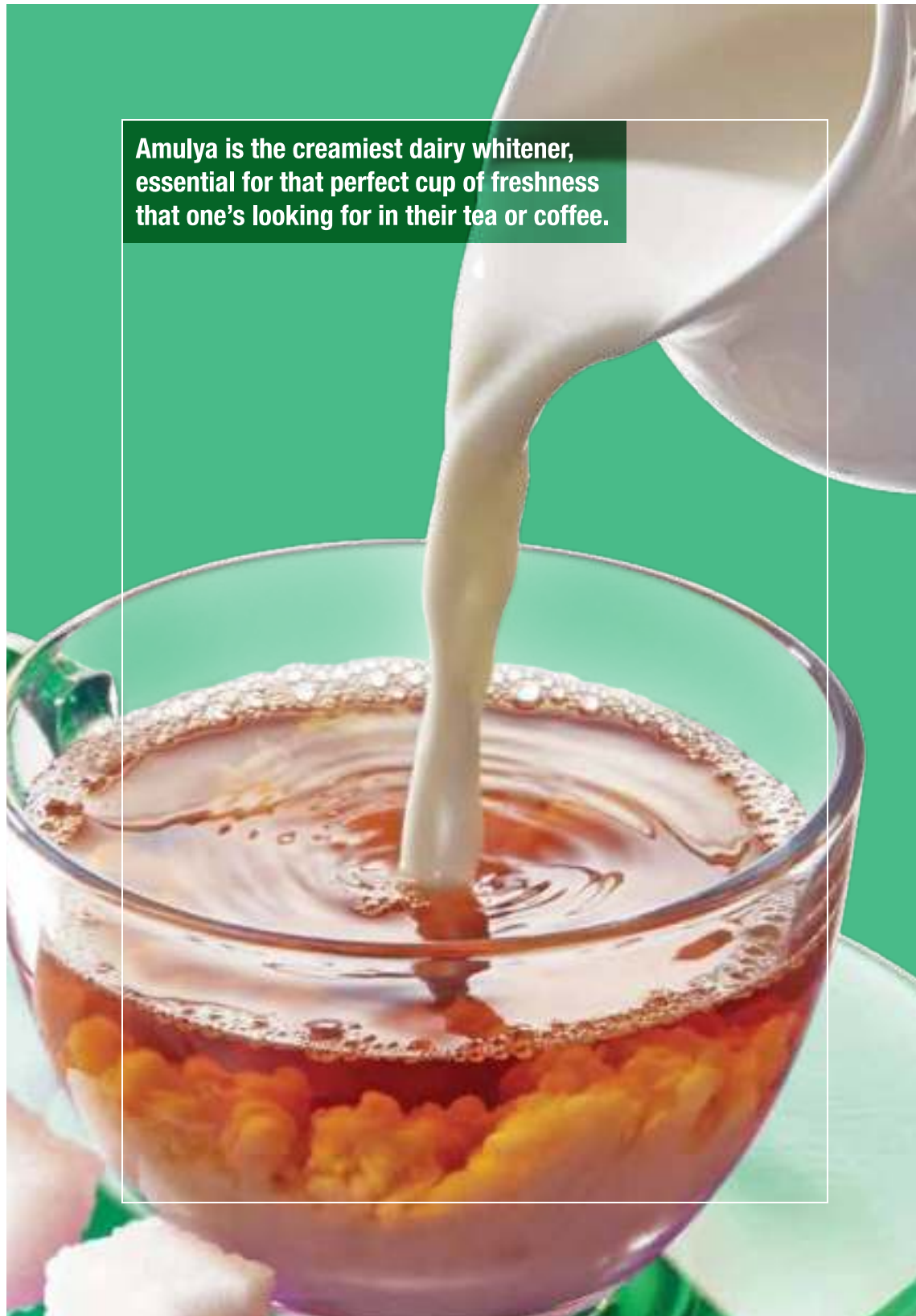


- Cow Ghee
Pouch, Tin, Refill 1 L
Tin 15 kg



Ghee: Made from fresh cream. Has typical rich aroma and granular texture. An ethnic product made by dairies with decades of experience. Meets AGMARK SPECIAL GRADE specification. Available in multiple packs ranging from 40 mL to 15 kg.

Amulya is the creamiest dairy whitener, essential for that perfect cup of freshness that one's looking for in their tea or coffee.



..... MILK POWDERS

- Skimmed Milk Powder
Bag 25 kg



Skimmed Milk Powder – On reconstitution as per direction, 1 kg of Amul SMP provided 10 litres of skimmed milk mix.

- Amulya Dairy Whitener
Jar 10 kg
Bag 25 kg, 10 kg
Pouch 1 kg



Amulya Dairy Whitener: Highest milk fat content of 20% that makes it the creamiest Dairy Whitener amongst all the Dairy Whitener brands in India. On reconstitution as per directions, 1 Kg of Amulya provides 8 litres of sweetened partially skimmed milk mix.

