



# **Strategic Diversification in Action: Amul's Sweets and Gourmet Offerings**

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## **Authors' contributions**

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

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## **ABSTRACT**

The present study explores the strategic diversification and product innovation undertaken by Gujarat Dairy Cooperatives, with a particular focus on GCMMF and its flagship brand, Amul, in the sweets (Mithai) and gourmet product segments. Traditionally known for dairy staples such as milk, butter, and ghee, Amul has successfully expanded its portfolio to include culturally significant Indian sweets and modern gourmet offerings like frozen pizzas, parathas, and snack foods. This research adopts a descriptive methodology, relying on secondary data to analyze product variety, packaging formats, shelf life, and distribution channels across general and modern trade. The study also examines consumer perceptions, market responsiveness, and the brand's ability to blend tradition with convenience, health trends, and food safety standards. The findings reveal that Amul's diversified product strategy has allowed it to cater to evolving consumer preferences, maintain cultural relevance, and reinforce its status as India's most comprehensive food brand. The study concludes that the Gujarat Dairy Cooperative model offers valuable insights into sustainable brand evolution and market expansion within the Indian FMCG sector.

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## 1. INTRODUCTION

Gujarat's dairy sector has played a pivotal role in transforming India's position in the global dairy economy. From a nation struggling with milk scarcity to the world's largest milk producer, much of this success can be attributed to the robust cooperative model established in Gujarat, epitomized by the Gujarat Cooperative Milk Marketing Federation (GCMMF) and its flagship brand, Amul. The evolution of GCMMF from a milk procurement cooperative to a diversified food conglomerate has led to the development of an expansive product portfolio that spans not only dairy staples but also sweets (Mithai) and gourmet convenience offerings.

With increasing urbanization, rising incomes, and a shift in consumer preferences toward hygienic, ready-to-eat traditional products, Gujarat's dairy cooperatives have strategically diversified into ambient and refrigerated product categories. These include a wide range of Indian sweets like laddoos, shrikhand, kheer, and basundi; frozen gourmet items like pizzas, parathas, and burger patties; and snack innovations such as Amul Puffles. This product innovation is not merely aimed at increasing shelf space but also at responding to evolving market dynamics where consumers demand both convenience and cultural authenticity.

Moreover, the fusion of dairy consumption with holistic wellness practices like yoga, as highlighted in contemporary studies, further emphasizes the relevance of functional and nutritious dairy offerings in promoting digestive health and overall well-being (Modi et al., 2024). Thus, this study aims to analyze the variety, market coverage, packaging innovations, and strategic positioning of mithai and gourmet products offered by Gujarat's dairy cooperatives.

The study by Bytyqi et al. (2020) investigates consumer behavior related to the purchase and consumption of milk and dairy products in Kosovo, highlighting key factors that influence household decisions. Based on 699 consumer interviews and SPSS-based statistical analysis, the study identifies product quality, production date, safety, and price as the most significant factors impacting consumer choices, while brand, packaging, and product origin were considered less influential. Supermarkets emerged as the

preferred point of purchase, with the majority of consumers buying dairy products at least twice a week. The study also shows how socio-demographic variables such as education, income, employment status, and household size significantly influence purchasing patterns. These findings align with broader literature on consumer behavior, supporting the notion that psychological, economic, and socio-cultural factors play a pivotal role in shaping consumer preferences. The research underscores the importance for dairy producers and marketers to focus on quality assurance, transparent labeling, and strategic retail placement to meet consumer expectations in the Kosovo market.

The study by Srivastava, et al. (2021) explores consumer buying behavior toward dairy products in India, focusing on how demographic variables, brand loyalty, and awareness impact purchasing decisions. Using a questionnaire-based survey targeting individuals aged 18 to 35 across several Indian states, the research reveals that daily consumption of dairy products is a common habit, with spending typically ranging from Rs. 50 to 100 per day for families of three to five members. The findings highlight that taste, brand preference, and perceived quality significantly influence consumer choices, with a strong inclination toward cow milk in both loose and packaged forms. Moreover, the study shows that consumers demonstrate high brand loyalty, often sticking with familiar dairy brands despite potential price increases, due to the value they place on quality, nutritional content, and product satisfaction. Health considerations, such as lactose intolerance and specific dietary needs, also affect preferences. The research underlines the importance for dairy companies to continually align their offerings with consumer expectations regarding taste, quality, and health benefits to maintain loyalty and market relevance in a highly competitive environment.

## 2. REVIEW OF LITERATURE

Recent literature highlights the significant strides made by Gujarat in dairy production and value addition. According to Gurjar and Modi (2024), Gujarat's milk output reached 17.281 million metric tonnes in 2022–23, with key contributions from Banaskantha, Sabarkantha, and Kheda districts. This extensive milk pool serves as a robust foundation for product diversification into

sweets and gourmet offerings. Complementing this, Modi et al. (2025) emphasize Gujarat's 212% growth in milk production over the last two decades, surpassing national growth rates and enabling large-scale processing and packaging innovation.

The strategic diversification of Gujarat Dairy Cooperatives into ambient and non-dairy product segments is discussed by Gurjar, et al. (2025), who note that Amul's product portfolio includes not only ghee and milk powder but also bakery items, chocolates, and frozen foods—catering to a broad spectrum of consumer needs. The study highlights that Amul's use of aseptic and long-shelf-life packaging, such as Tetra Pak and vacuum-sealed containers, is instrumental in expanding their market reach through both general trade and modern retail channels.

Consumer perception and preferences also play a vital role in product portfolio success. Aswini et al. (2020) found that quality, taste, and price are key determinants of consumer preference in dairy products, with ghee emerging as a leading choice in Tamil Nadu. Similarly, Ogasia and Solanki (2020) highlighted the influence of freshness and packaging on consumer buying decisions in Gujarat's Chikhli region. These findings suggest that the packaging and presentation of mithai and gourmet products have a direct influence on market performance.

Moreover, research into the symbiotic relationship between dairy nutrition and wellness practices such as yoga has opened new avenues for product positioning. Modi et al. (2024) assert that probiotic dairy products, ghee, and easily digestible sweets are increasingly associated with digestive health across age groups, strengthening their appeal in the health-conscious segment.

Furthermore, FNB News (2025) affirms that Amul's transformation into India's largest integrated food brand is a testimony to its innovative product strategy and strong cooperative backing. The success of mithai and gourmet offerings is not merely a response to demand but a manifestation of a well-orchestrated model of farmer empowerment, supply chain control, and consumer-centric branding.

Packaging as a silent marketing tool has been emphasized by Ramesh and Naveen (2022), who argue that attractive and functional packaging greatly influences FMCG consumer

behavior. Their insights are particularly relevant to mithai and gourmet categories where presentation is often tied to cultural and gifting contexts.

Research conducted in Ahmedabad and Pune has demonstrated strong consumer awareness and positive perceptions of Amul's traditional products like milk, butter, and ghee. However, awareness of newer offerings such as flavored milk, UHT products, and lactose-free variants remains limited, particularly among younger and more health-conscious demographics (Sayankar & Pawar, 2024). This suggests an opportunity for GCMMF to bolster product-specific marketing campaigns and engage new market segments more effectively.

At the retail level, the acceptance of Amul's ambient products is influenced by factors such as profit margins, supply support, and promotional schemes. Retailers in the Pune metropolitan area, for instance, emphasized that effective distributor services and sustained consumer demand were crucial for the success of products like Amul Gold and Amul Taaza (Sayankar & Pawar, 2024). This aligns with broader findings from supply chain literature which highlight that robust logistics and demand management systems are essential for perishable and ambient product categories (Thakkar & Ravalji, 2019).

Amul has embraced this consumer shift to some extent through its health and nutrition-oriented products such as Amul Pro, camel milk, and lactose-free variants. Nonetheless, comparative studies suggest that to remain competitive, dairy cooperatives must adopt targeted marketing strategies that highlight not just product features but also brand values aligned with sustainability and consumer wellness (Kayande, 2023; Manikandan & Balamurugan, 2024).

Ultimately, Amul's success in expanding its ambient and non-dairy product portfolio rests on its ability to navigate evolving consumer preferences, enhance retail partnerships, and integrate digital platforms for market outreach. As Dighe et al. (2025) emphasize, Amul's blend of cooperative ethics, quality assurance, and market innovation makes it a leading case in how legacy brands can adapt to emerging food consumption trends in India and beyond.

The dairy industry in India has witnessed rapid growth in both production and marketing practices, with cooperative milk producers increasingly embracing modern sales promotion

techniques. Sikhakolli et al. (2024) conducted an empirical study in Pune, surveying 100 consumers of cooperative dairy products to assess the evolution of sales promotion strategies in response to technological advancements and competitive pressures. The findings indicated a significant transformation in promotional methods over the past five years, with cooperatives adopting digital tools such as social media, SEO, and electronic media to reach consumers. The study also underscores the importance of aligning promotion efforts with consumer expectations and highlights the growing role of customer-centric marketing in the cooperative dairy sector. This shift challenges the earlier perception of cooperatives as slow adopters of change and positions them as agile players responding to market dynamics. Moreover, the research emphasizes that despite limited corporate infrastructure, cooperatives are leveraging innovative promotional strategies to remain competitive. The statistical analysis, including hypothesis testing via t-test, confirmed that the observed changes in promotional activities were not by chance but statistically significant, thereby validating the hypothesis that sales promotion techniques in cooperative dairy organizations have indeed evolved meaningfully in recent years.

Product diversification offers significant benefits such as risk mitigation, stable revenue streams, market expansion, operational efficiencies, and enhanced brand strength by allowing companies to spread their offerings across different products or markets. It enables firms to tap into new customer segments, cross-sell complementary products, and leverage existing resources and brand equity for greater competitive advantage. However, these benefits come with hidden costs, including increased operational complexity, resource dilution, brand cannibalization, and strategic misalignment if diversification lacks a clear purpose. Managing diverse product lines requires specialized expertise and can distract from core competencies. Therefore, while diversification can be a powerful growth strategy, it must be approached with strategic intent and careful evaluation of both potential gains and underlying challenges to ensure long-term sustainability and success. (Source: <https://fastercapital.com/content/Cost-of-product-diversification--Balancing-Act--The-Hidden-Costs-of-Product-Diversification.html>)

The study by Ayeyemi et al. (2024) investigates the effect of branding strategies on the

performance of food and beverage manufacturing companies in Lagos State, Nigeria, with a specific emphasis on the moderating role of product portfolio. The findings reveal that branding strategies significantly enhance organizational performance, but this relationship is notably moderated by the nature and complexity of the product portfolio. When companies manage a diversified portfolio, the effectiveness of branding strategies may be compromised due to resource dilution, brand inconsistency, or internal competition. Grounded in the Resource-Based View (RBV) theory and the AIDA (Attention, Interest, Desire, Action) model, the study suggests that firms can enhance performance by strategically aligning their branding efforts with product portfolio management to maximize synergies and consumer engagement. The empirical results underscore the importance of purposeful and coherent branding within a diversified product context, contributing valuable insights into how product strategy can influence branding outcomes in Nigeria's competitive food and beverage sector (Ayeyemi et al., 2024).

### 3. RESEARCH OBJECTIVES

The present study has following research objectives:

1. To analyze the product portfolio of Mithai and Gourmet dairy and non-dairy products offered by Gujarat Dairy Cooperatives, focusing on variety, innovation, and geographical market coverage.
2. To explore the extent of product diversification across various categories such as – Amul Mithai, Puffles, Ready to Eat –Frozen Gourmet products, etc.
3. To study the type of packaging, shelf life, and market channels (General Trade vs. Modern Trade) for the above products.

### 4. RESEARCH METHODOLOGY

This study adopts a descriptive research design, relying on secondary data analysis. The methodology includes Secondary Sources such as Product brochures, GCMMF annual reports, market research articles, peer-reviewed publications, and company websites.

The analysis of findings was done by Qualitative analysis of product attributes (nutrition, shelf life, packaging), quantitative review of SKU diversity, and regional market segmentation. The main

**Table 1. A Brief summary of Amul Sweets (Mithai range) Product Portfolio**

Product Name	Description	Packing	Key Ingredients	Shelf Life & Storage	Product Features & Application	Availability
Amul Avsar Laddoo	Ready to eat, nutritious besan laddoo with pure Amul Ghee	Box of 15 Ladoos, 500g	Besan, Sugar, Pure Ghee, Dry Fruits	45 days; store cool & dry	Hygienic, no manual handling, ideal for gifting & occasions	Gujarat (APOs & selected retail)
Amul Basundi	Traditional Gujarati condensed milk dessert (Kesar Elaichi)	1L Tetra Pak	Milk, Milk Solids, Sugar, Saffron, Cardamom	180 days; refrigerate after opening	Aseptic packing, served chilled or as ingredient	Gujarat, Maharashtra, Bengaluru, Chennai
Amul Gulab Jamun	Ready to eat sweet in syrup	1kg (16 pcs), 500g (8 pcs)	Milk Fat 10%, Total solids 70%, Sugar Syrup 62.5%	9 months; store cool & dry	Instant serving, easy to open tin pack	India, UAE, Oman
Amul Kaju Katri	Cashew-based traditional dessert	200g & 500g	Min 55% Cashew nuts, Sugar, Silver foil	75 days; refrigerated at 15-20°C	Premium cashew, hygienic, ideal for gifting & festivals	Gujarat, Mumbai, Bangalore, others
Amul Kheer	Traditional milk-based dessert	85g, 180g, 400g	Milk, Sugar, Rice	15 days; refrigerated below 4°C	Made from fresh milk, calorie dense, ready to eat	Punjab, Jammu, Mumbai, UP, Gujarat
Amul Shrikhand	Semi-soft fermented milk dessert	100g, 200g, 500g, 1kg+	Curd (Chakka), Sugar, Spices	6 months; refrigerated at 0°C	Hygienic, pasteurized, no artificial additives	Gujarat, Maharashtra, Gulf countries, USA, others

focus of analysis was 'Product Line Depth & Breadth' (Evaluating the variety and specialization across each product category). The scope of study was limited to ambient as well as refrigerated dairy and non-dairy product segments produced by Gujarat-based cooperatives, primarily under brand Amul.

The collected data was compiled and presented in a structured tabular form so as to give a overview of products' features, shelf life, storage condition, product category and so on. Suitable interpretations were drawn from the data.

## 5. RESULT AND DISCUSSION

### 5.1 Amul Sweets (Mithai range) Product Portfolio

The GCMMF offers a wide range of Sweets (Mihai). The details of major products under this category are given in the following table.

The Amul Mithai Range offers a diverse portfolio of traditional Indian sweets and desserts, catering to both regional tastes and pan-Indian preferences. Each product emphasizes high-quality ingredients, hygienic preparation, and convenient packaging suitable for festivals, gifting, and everyday consumption. Nutritionally, these sweets provide a rich source of energy mainly from fats and sugars, with moderate protein content and varying shelf lives, mostly requiring cool storage. Amul's approach combines traditional recipes with modern food safety standards, making these products accessible in multiple regions and international markets while maintaining authentic taste and nutritional value.

### 5.2 Amul Puffles Product Portfolio

Amul Puffles offers a range of crispy, crunchy corn-based snacks in distinct flavors — Fiery Peri Peri, Pudina Pataka, and Cheesy Burst — all packaged in convenient 30g bags with a shelf life of 120 days. Each variant provides a satisfying blend of energy and protein with zero trans fats, making them ideal for a tasty on-the-go snack. Amul Puffles in three flavors — Fiery Peri Peri, Pudina Pataka, and Cheesy Burst

Notably, the Cheesy Burst and Fiery Peri Peri flavors have higher sodium content compared to Pudina Pataka, and Cheesy Burst contains the highest added sugar among the three. These snacks are widely available across select cities like Anand, Vadodara, Gandhinagar, and Ahmedabad.

### 5.3 Amul Gourmet Products Portfolio (Frozen)

Amul Gourmet Products: Redefining Convenience with Culinary Sophistication:

Gourmet food refers to high-quality, carefully prepared food items that often feature premium ingredients, refined preparation methods, and a focus on sensory experience. These products typically stand out due to their uniqueness, creativity, superior presentation, and sometimes global or fusion flavors. Unlike everyday meals, gourmet foods are associated with fine dining, indulgence, and artisanal craftsmanship, and are often curated for discerning consumers seeking a blend of taste, nutrition, and elegance.

Recognizing this growing appetite among Indian urban consumers for gourmet experiences at home, Amul—India's most iconic dairy brand—has strategically expanded its product portfolio into the gourmet segment, especially in the frozen category. The Amul Gourmet range includes a curated selection of ready-to-cook and ready-to-eat items such as 4-Cheese Pizza, Margherita Pizza, Garlic Pizza, and Indian staples with a twist like Paneer Paratha and Cheese Onion Paratha. In addition, globally inspired snacks like Veggie Stix, French Fries, Veg Burger Patties, and Aloo Tikki have been added to cater to changing urban taste buds. These products are crafted using high-quality ingredients like Amul's signature cheeses, fresh paneer, and carefully blended herbs and spices. The use of frozen technology ensures freshness, long shelf life (up to 24 months for some items), and ease of preparation, making them ideal for busy consumers who seek indulgent flavors without compromising on convenience or safety.

Amul's entry into the gourmet segment reflects its transformation from a traditional dairy brand to a complete food solutions provider, catering not only to Indian culinary tastes but also to global food trends. With their innovative fusion of traditional Indian elements and modern gourmet sensibilities, Amul's frozen gourmet line appeals to both domestic and international markets, reinforcing its position as a market leader committed to both innovation and heritage.

Amul's frozen gourmet portfolio showcases a strategic blend of variety, nutrition, and convenience, with offerings across pizzas, parathas, and potato-based snacks. Pizzas cater to indulgent and global taste preferences with cheese-rich variants like Margherita and Garlic

**Table 2. A Brief summary of Amul Puffles Product Portfolio**

Attribute	Fiery Peri Peri	Pudina Pataka	Cheesy Burst
Product Name	Amul Puffles - Fiery Peri Peri	Amul Puffles - Pudina Pataka	Amul Puffles - Cheesy Burst
Description	Ready-to-eat savoury corn snack, one of 4 flavors	Ready-to-eat savoury corn snack, one of 4 flavors	Ready-to-eat savoury corn snack, one of 4 flavors
Packing (Weight)	30g	30g	30g
Shelf Life	120 Days	120 Days	120 Days
Storage Condition	At Room Temperature	At Room Temperature	At Room Temperature
Product Features	Crispy and crunchy puffed corn snack, convenient anytime, anywhere	Crispy and crunchy puffed corn snack, convenient anytime, anywhere	Crispy and crunchy puffed corn snack, convenient anytime, anywhere
Availability	Anand, Vadodara, Gandhinagar, Ahmedabad	Anand, Vadodara, Gandhinagar, Ahmedabad	Anand, Vadodara, Gandhinagar, Ahmedabad

**Table 3. A Brief summary of Amul Frozen Gourmet Product Portfolio**

Product Name	Key Ingredients	Pack Size	Shelf Life	Key Features
4-Cheese Pizza	Mozzarella, Cheddar, Gouda, Emmental, tomato sauce	210g	6 months	Jain pizza, rich cheese blend, herb topping
Garlic Pizza	Amul cheese, garlic sauce, herbs	210g	6 months	Spicy garlic flavor, ready-to-bake
Margherita Pizza	Amul cheese, tomato-based pizza sauce	210g	6 months	Classic cheese pizza, customizable toppings
Paneer Paratha	Paneer, wheat flour, spices	500g (4 × 125g)	24 months	High-protein Indian meal, easy to prepare
Cheese Onion Paratha	Processed cheese, onion, wheat flour	500g (4 × 125g)	24 months	Cheesy Indian flatbread, ideal breakfast
French Fries	Potatoes (92%), refined palmolein oil	200g / 425g / 750g	24 months	Classic fries, deep-fry/air-fry ready
Aloo Tikki	Potatoes, onion, garlic, spices	400g (10 × 40g)	24 months	Indian chaat-friendly snack, crispy texture
Veg Burger Patty	Potatoes, peas, carrot, sweet corn, bread crumbs	360g (6 × 60g)	24 months	Quick burger base, mildly spiced
Veggie Stix	Potatoes, peas, carrot, sweet corn, breaded coating	400g (12 × 35g)	24 months	Snack sticks, crunchy with mild flavor

Pizza, while parathas reflect Indian palate preferences, packed with protein and dairy from paneer and cheese. Snacks such as fries, tikkis, and veggie stix are designed for quick preparation and family-friendly appeal. Nutritionally, parathas are the most calorie-dense due to their dairy content and frying, while fries and tikkis serve as lighter options. Pizzas and paneer parathas are high in protein (12–13g/100g). With a frozen shelf life of 6 to 24 months, these products are ideal for bulk stocking, requiring storage at -18°C. Preparation methods vary by category—pizzas need thawing and baking, parathas cook directly on a tawa, and snacks can be deep-fried or air-fried. Available across Amul outlets, modern retail chains, and e-commerce platforms like Amazon, BigBasket, and Swiggy Instamart, Amul ensures wide accessibility and consumer convenience.

#### 5.4 Amul Chocolates Product Portfolio

Amul Chocolates represent a remarkable entry into the gourmet food segment, offering an expansive and sophisticated range that appeals to a diverse spectrum of chocolate lovers—from casual consumers to connoisseurs. As a gourmet product, Amul's chocolate line is distinguished by its emphasis on high-quality ingredients, varied cocoa percentages, international flavor inspirations, and elegant packaging. The range begins with Classic Dark Chocolates, available in cocoa intensities of 55%, 75%, 90%, and even 99%, reflecting refined taste preferences. The Premium Dark Chocolate variants like Tropical Orange, Mystic Mocha, and Sugar-Free 55% blend indulgence with health-conscious choices. A standout feature in Amul's gourmet offering is its Single Origin Chocolates, made with beans sourced from renowned cocoa-producing countries such as Peru, Venezuela, Madagascar, and India—each offering a unique terroir-driven flavor profile, much like fine wine. The Exotic Milk Variants include indulgences such as Belgian and Camel Milk Chocolates, alongside nuts and textured inclusions that enhance sensory appeal. Additionally, Exclusive White Chocolates, Wafer Chocolates, and Emotion Packs cater to celebratory occasions and gift-giving, while Amul Chocozoo, filled bars, and assorted gift boxes broaden the offering for families and festive use. With packaging sizes ranging from 12g impulse bites to 5kg institutional packs, and chocolate syrups in both sachets and large bottles, Amul's chocolate portfolio reflects gourmet versatility. By merging international flair with Indian consumer sensibilities, Amul has successfully positioned its

chocolates not just as snacks, but as premium, indulgent gourmet experiences. Additionally, Amul's strategic expansion into related segments such as wafer chocolates, filled bars, syrups, and assorted gift packs indicates a well-rounded portfolio designed to capture opportunities across different consumption occasions. The availability of institutional chocolate variants in bulk packaging further reflects Amul's presence in commercial and industrial markets.

Overall, the extensive SKU variety in sizes and flavors ensures accessibility and flexibility, allowing Amul to meet diverse consumer needs while maintaining a strong foothold in the competitive chocolate market. This diversified approach strengthens Amul's position as a leading chocolate brand in India.

#### 5.5 Amul Product portfolio of Amul Panchamrit and Amul Roti Softener

Amul Panchamrit and Amul Roti Softener serve two entirely different yet culturally relevant purposes in Indian households. Panchamrit, based on a traditional five-ingredient formula (milk, curd, ghee, sugar, honey), is a sacred offering used in religious rituals and distributed as prasada. It is convenient in a 10 ml hygienic pack with no preservatives and a moderate calorie count, ideal for spiritual gatherings or temples.

In contrast, the Roti Softener is a functional kitchen aid in powder form, designed to improve the texture and palatability of Indian breads like rotis, parathas, and pooris. With high carbohydrate and protein content, it enhances dough handling, water absorption, and softness of the final cooked product. Both products highlight Amul's diversification into niche, culturally sensitive, and utility-based food segments.

### 6. SUMMARY AND CONCLUSION

This study highlights the dynamic evolution and strategic diversification of the Gujarat Dairy Cooperatives, particularly GCMF and its flagship brand Amul, into the domain of sweets (mithai) and gourmet offerings. Rooted in the cooperative movement that catalyzed India's White Revolution, Amul has successfully transformed from a traditional milk brand into a comprehensive food solutions provider catering to modern, urban, and health-conscious consumers. The analysis demonstrates that Amul's product portfolio—ranging from culturally



**Table 4. A Brief summary of Amul ‘Chocolates’ Product Portfolio**

Major Category	Sub Category	Variants	SKU Sizes
Amul Chocolates	Classic Dark Chocolates	55% Dark, 75% Dark, 90% Dark, 99% Dark	15g, 40g, 100g, 125g, 150g, 250g
	Premium Dark Chocolates	Tropical Orange 55%, Fruit N Nut 55%, Mystic Mocha 55%, Green T 55%, Sugar Free 55%	35g, 40g, 150g
	Single Origin Dark Chocolates	PERU, VENEZUELA, TANZANIA, ECUADOR, COLOMBIA, MADAGASCAR, IVORY COAST, INDIA origin (all 55% Dark)	125g
	Exotic Milk Variants	Milk Chocolate, Belgian Milk Chocolate, Camel Milk Chocolate, Hazelnut Chocolate, Raisin N Almond, Choco Cracker, INDIA origin Milk Chocolate	12g, 20g, 35g, 40g, 40g, 100g, 125g, 150g, 250g, 150g
	Exclusive White Chocolates	Super Fruit, White Limon	
	Emotion Packs	Happy Birthday, Best Wishes, I LOVE YOU	150g
	Amul Wafer Chocolates	Dark Passion, Bindaaz	15g, 300g tub
	Amul Chocozoo	Chocomini, Chocozoo	250g
	Amul Filled Bars	Almond Bar, Energy Bar	35g, 40g
	Amul Syrups	Chocolate Syrup	30g sachet, 250g, 650g
Amul Institutional Chocolates	Assorted / Gift Packs	Rejoice assorted gift pack, Almondo, Dark Emerald	200g, 229g, 280g
		Dark Chocolate DCH-47, Milk Chocolate MCH-23, White Chocolate WCH-28, Dark Compound DCO-18, Milk Compound MCO-11, White Compound WCO-20	500g, 5kg (Choco Chips)

**Table 5. A Brief summary of Amul niche Product Portfolio**

Product Name	Key Ingredients	Form	Pack Size	Protein (g)	Shelf Life	Storage	Main Use
Amul Panchamrit	Cow milk dahi, milk solids, sugar, honey	Liquid	10 ml	3.0	120 days	Ambient	Religious offering / Prasada
Amul Roti Softener	Milk-based powder (rich in protein & lactose)	Powder	500 g	11.0	9 months	Ambient/Room temp	Added to dough to soften chapatis

significant sweets like shrikhand, kheer, and laddoos to contemporary gourmet frozen foods such as pizzas, parathas, and snack items like puffles—reflects a seamless blend of tradition and innovation.

Key observations from the study include Amul's ability to leverage its strong supply chain, large-scale milk production, and R&D capabilities to create hygienically packaged, shelf-stable, and ready-to-consume products. The gourmet segment, particularly frozen and chocolate-based items, has been skillfully curated with high-quality ingredients, global flavor inspiration, and convenience-oriented design—underscoring Amul's responsiveness to evolving food consumption patterns. Further, the brand's expansion into niche categories like Panchamrit and Roti Softener signals a deep understanding of cultural relevance and emerging consumer utility needs.

Packaging emerges as a silent yet powerful promotional tool that enhances the appeal and functionality of these products, while the use of modern trade, general trade, and digital platforms ensures wide accessibility. With a focus on health, heritage, and convenience, Amul continues to strengthen its position in both domestic and international markets.

In conclusion, Gujarat's dairy cooperatives, led by Amul, exemplify how cooperative models can scale sustainably while adapting to market trends and consumer expectations. Their diversified product portfolio in the mithai and gourmet segment not only broadens brand equity but also reinforces India's growing capability in delivering value-added, culturally rooted, and globally competitive food products. This case stands as a benchmark for other cooperative and private entities seeking growth through innovation, strategic branding, and deep-rooted consumer trust.

## 7. LIMITATIONS OF THE RESEARCH STUDY

While the study provides valuable insights, it is subject to several limitations:

1. Secondary data reliance: Findings are based solely on existing literature, brand reports, and publicly available product data.
2. Limited comparative benchmarking: The study focuses on Amul and does not deeply compare other state cooperatives or private competitors.

3. Major focus is on Product range, variants, pack size and other related aspects, hence several other aspects regard product features (such as composition, ingredients, etc.) have not been included. Further, the focus is to just give an idea of enormous product range / variants/ pack size/ pack forms; hence the product portfolio discussed above is not exhaustive, there may be many flavours, many options of a particular product which might have not been considered here.

## DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that no generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

## COMPETING INTERESTS

Authors have declared that they have no known competing financial interests or non-financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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