

Marketing Strategy of Amul – A Complete Case Study with Examples

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Amul needs no introduction. It is an Indian and very successful dairy products brand. I am sure, if you check now, you will definitely find an Amul product in your home. All love Amul, trust Amul, and use Amul but how did this happen? How Amul became what it's today? it's because of the **marketing strategy of Amul**.

Amul was started decades ago but then also it successfully maintained its brand image just like before. There is a genius **marketing strategy followed by Amul**. You will learn about this strategy in this article. Before moving towards the marketing strategies, let's know **about the company**.

Bonus Read: [Jio Marketing Strategy](#)

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About Amul



Amul is derived from **Anand Milk Union Limited**. It was started by **Dr. Verghese Kurien** in 1946. Dr. Verghese is popularly known as the Milkman of India. The special thing about Amul is, it is not a private or public company. It is a **cooperative society** that started to provide justice to farmers in 1946.

At that time, there was a middleman in cities who offers a very less amount of money in exchange for milk. To **solve this problem**, Dr. Verghese **started Amul** with the cooperation of other farmers. Now there are no middlemen in Amul. Milk producers (farmers) sell products that offer them a good amount of money.

Amul Business Model

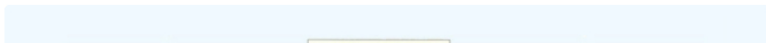
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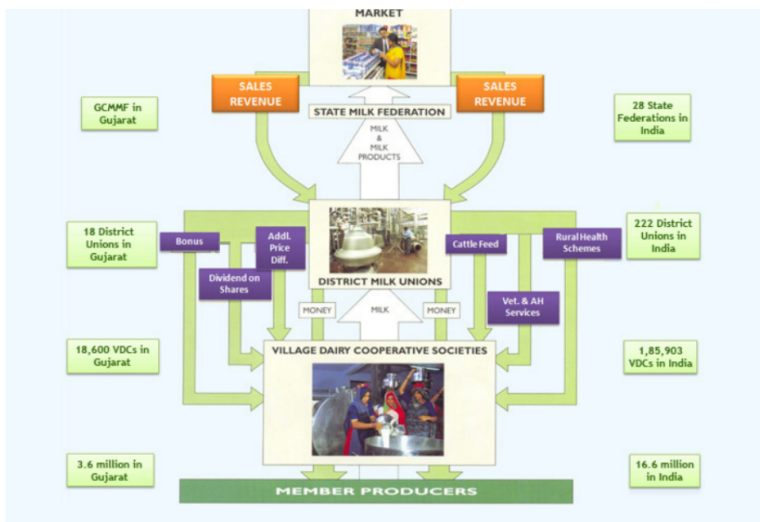
EXCELLENT ★★★★★ 260 Reviews on Google

What is your query?

What is 9 + 1 ?

Type your answer





Amul has **5 pillars** in its **business model**. It is a **“for the people”** company. There is **no single owner** of Amul, all villagers manage Amul Cooperative society. Here are the 5 pillars of the business model.

1. Milk Producers
2. Village dairy cooperation
3. District Milk cooperation union
4. State cooperative milk marketing federation
5. The Consumer

The **profit share** of the products is distributed as shown in the **above chart**.

Must Read: Zomato Marketing Strategy

Amul Target Customer (Two Segments)



Amul targets those **customers** who need a good **quality product** at an **affordable** cost. The brand creates products for everybody that's why we have **divided** its target audience into **two segments**. Amul smartly plans marketing strategies for both of these audiences.

Business to Consumers (B2C)

Amul created products for **every age group** based on their interests and choices. Here are the names of a few products.

Kids	Amul milk, chocolate, Amul Kool, Nutramul
Youth	Amul Pizza, Amul cheese spread, Amul Pizza Cheese
Health Conscious	Amul lite butter, Nutramul, Amul Shakti, Sugar/skimmed milk powder

Business to Business (B2B)

In **T.V. advertisements**, we generally see Amul focusing on the B2C market. But in reality, the brand has a **special interest** in the B2B category. B2B category people buy products in bulk and are regular customers that's why they are very important for the company.

Milk	Restaurants, Ice cream manufacturers, Tea & coffee cafes, and local food stalls
Butter, Ghee, Cheese,	Restaurants, Bakeries, Food stalls, etc.

Amul's Marketing Strategy

Amul's unique and innovative marketing strategies differentiate it from other dairy brands. There is no single dairy products company in India, we have many. Amul dominated this competitive market with its smart marketing campaigns. Let's know about each campaign in detail.

1) Amul's Ad Girl Marketing Strategy



This is a **handmade drawing of a girl** which Amul created in 1967 in response to its rival brand. It is the most **loved ad** icon in India. Amul uses this girl in every ad. The activities of this girl change according to the ads.

You can see her doing Yoga in some ads, whereas playing cricket in others. Using this girl as an ad icon is **Amul's best marketing strategy** so far.

2) Moment Marketing Strategy of Amul



Amul is using this **moment marketing strategy** for decades now. Previously, it was in newspapers and now it is on popular social media platforms like Twitter. As you can see in the above image, Amul used this **latest news of equal pay** for both **men & women cricketers**. See how smartly, the brand used this news for its marketing purpose. This is the innovative **marketing strategy of Amul**.

3) Low-Cost, High-Value Marketing Strategy

Amul targets the **mass market**. It sells quality products at a **reasonable price** that everybody can afford. This increase the repeat customers of Amul. It is a **simple** but effective **marketing strategy of Amul**. Delivering high-quality products at low cost is also a great competitive advantage of Amul.

4) Smart Tagline Marketing Strategy

Amul's popular taglines, are "**Amul Doodh pita hai India**" and "**The Taste of India**". These taglines subconsciously attract the audience and capture the mind space of consumers. **Creating jingles** and **taglines** costs **no money** but some creativity and psychological understanding of your consumers.

5) Sell all Products Under one Brand



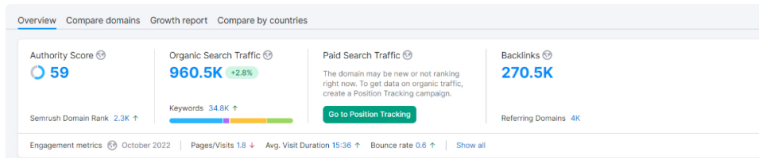


Generally, **FMCG companies** sell products under **different brand names**. Amul did this differently. They created one flagship brand (**Amul**) and started selling various products under that brand. Whenever Amul launches a new product, it sold out effortlessly because of its brand value. This is another great **marketing strategy of Amul** where it thought and acted out of the box.

6) Digital Marketing Strategy of Amul

Digital marketing is much **cheaper than traditional marketing**. Amul sees this opportunity and after going digital, their **profit margins have increased** tremendously. Let's understand the digital marketing strategy of Amul in detail.

SEO Strategy of Amul



Amul follows a smart **SEO** strategy. According to SEMrush, their website gets more than **960,000 visitors** per month. Most of its traffic comes from **branded queries**.

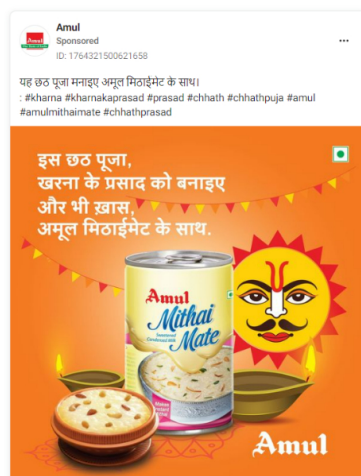
As you can see in the above image, the **domain authority** of the Amul website is **59**. Whenever Amul publishes a new page, it easily gets ranked on Google due to its high authority. This is a good **marketing strategy of Amul** which helps in getting the right audience from Google.

Social Media Marketing Strategy of Amul

Followers on these **social media** platforms show Amul follows **innovative and highly engaging marketing strategies** to attract the audience. Otherwise, it is very difficult to attract someone in this **noisy world** where we have more content than needed.

Facebook	2,057,998 Followers
Instagram	407,532 Followers
Twitter	357,450 Followers
YouTube	489,000 Subscribers

FACEBOOK ADS MARKETING STRATEGY



As you can see in the above image, Amul creates a **brand awareness** of its new products through **social media paid ads**. After a few days, there is a festival in India called *Chhath Puja*. Amul linked that festival with their new product. This is an awesome **marketing strategy of Amul**. Every social media marketer must learn from it.

social media marketer must learn from it.

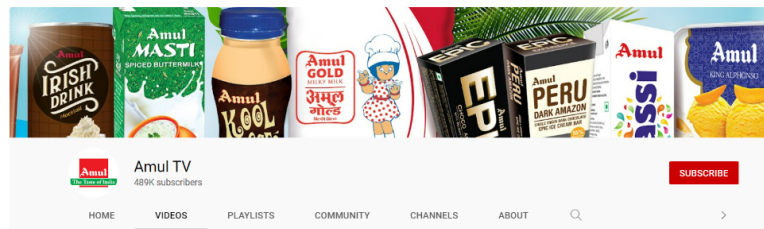
To check the latest [Facebook ads](#) of Amul, you can visit the [Facebook ad library](#)

TWITTER MARKETING STRATEGY OF AMUL



Amul generally uses **moment marketing** to capture the **audience's attention**. You can see, the above post got more than 1000 likes in just 1 day. In India, people are in love with Amul's cartoon marketing. After Amul, new tech brands like Zomato also started using the strategy to gain attention. Many times Amul's tweets go viral so this is a free **marketing strategy of Amul** to reach a larger audience.

YOUTUBE MARKETING STRATEGY OF AMUL



Amul has more than **4 lac subscribers** on **YouTube**. Amul follows a good **content marketing strategy** on YouTube. They started a trend during **Covid-19** #SimpleHomemadeRecipes which is still running. More than **3000 videos** are uploaded on YouTube of these series.



Professional **chefs shoot these videos** and **Amul uploads** them on **YouTube**. Amul saves all its content creation money. They just edit & upload the video. Chefs also get the opportunity to be featured on a 4 lac subscribers channel so it's a win-win game.

In my opinion, this is the best marketing strategy of Amul which everyone should learn from. Amul got millions of eyeballs by just uploading these other's created videos.

Popular Marketing Campaigns of Amul Dairy Products

1) #CelebratingDrKurien





Celebrating Dr. Kurien's Journey V 2.0



North India Route Day 1: Flag off from Jammu



North India Route Day 2: Amritsar to Ludhiana

The campaign was started in 2018 as a tribute to Dr. Kurien. It was a bike rally from Jammu to Gujrat. During the campaign, bikers met those farmers whose life has been impacted by Dr. Kurien. It was a very big campaign.

This was a very successful campaign. Thousands of people from different villages met these bikers. All national news channels covered this news and Amul got free marketing without paying a single penny. This was a good marketing strategy of Amul in rural areas.

2) #amulrecipes

#amulrecipes
464 videos • 26 channels

Milk Cake Recipe | Quick And Easy Homemade Recipe | Amul Recipes
Amul TV
18K views • 6 years ago

Fruit Cream Recipe | Quick And Easy Homemade Recipe | Amul...
Amul TV
54K views • 6 years ago

Amul started this #Amulrecipes campaign on YouTube. They created more than 300 videos during the campaign. Today Amul has more than 4 lac subscribers on its YouTube channel. Amul got a huge subscriber gain after this campaign. Many of its videos have lakhs of views. During the video, Amul is using their own products. Every recipe needs a dairy product so Amul started creating these recipe videos to showcase their products.

3) Amul Classics

Amul Topical in 1987

'Ravan'ously hungry?

Eat Amul

Watch Ramayan on DD National today at 9 AM and 9.10 PM to watch all Amul Classic ads of the 1990's era.

amul_india • Follow

amul_india By popular demand, we are in a retro mode today... watch the classic #Amul advertisements from the 1990's on the shows #Ramayan and #Mahabharat on DD today

kafeesocial You are the best advertising brand in India. There is this huge board outside my colony that mostly have Amul ads. I read almost each and every ad and that have inspired me to be an advertiser.

drashtimangukiya27

8,206 likes
APRIL 5, 2020

This campaign was started during Covid-19. After a long period of time, Doordarshan started showing Ramayana and Mahabharat on Television. At that time, people demanded Amul to telecast those 90s ads again. These ads were shown on Television as well as social media platforms.

On YouTube, Amul created a playlist of 88 classic ad videos. These videos got thousands of views. Amul follows genius marketing strategies, **their** marketing doesn't feel like marketing" because people love their ads and creativity.

Conclusion

Here we end our case study on Amul's marketing strategy. Amul is one of the most loved brands in India. Their ads are so attractive that nobody can ignore them. In this case study, we have covered almost all marketing strategies of Amul. At the end of the article, we have also mentioned the names of Amul's popular marketing campaigns.

During our 4 month [digital marketing course](#), we teach hundreds of case studies to our students. You can also join our course to learn more marketing strategies of Amul. Thanks for reading. Do share this Amul case study with your friends & family.

Which marketing strategy of Amul, you loved the most? Tell us in the comment box.

FAQs

What is the best marketing strategy of Amul?

Amul sells all its product under one name i.e Amul. We can get Amul Ghee, Amul Dahi, and Amul cheese. Everything is available under one brand name. Whenever Amul launches a new product in the market, it starts selling with no advertising because people trust Amul. This is a wonderful marketing strategy of Amul which I loved the most.

What is the business model of Amul?

Amul's business model stands on the 5 pillars explained above in this article. Amul is not a company, it's a cooperative society so the milk producers also get a good income by selling milk.

Who Plans new marketing strategies for Amul?

Amul has an internal marketing team. They plan and execute marketing strategies regularly to test the new products.

What is the marketing tagline of Amul?

The two most famous marketing taglines of Amul are **Amul Doodh pita hai India** and **"The Taste of India"**.

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