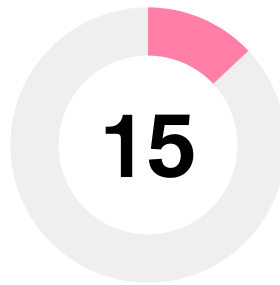


Amul GCMMF ¹

Product Profile Categories

Confectionery; Dairy; Ice Cream and Frozen Desserts



↓ Rank 15 / Score 1.3

Rank 9 (2016)



Product Profile

Rank 10 / Score 4.8

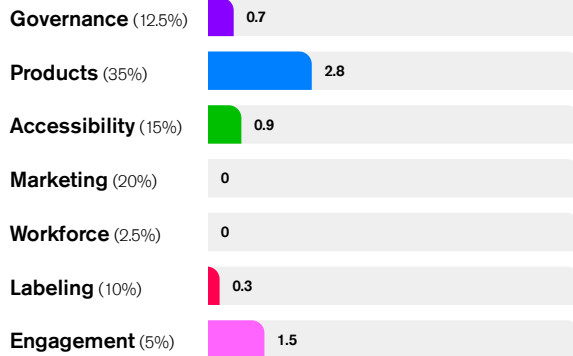
Headquarters
India

Retail sales (INR – millions)
²
281321

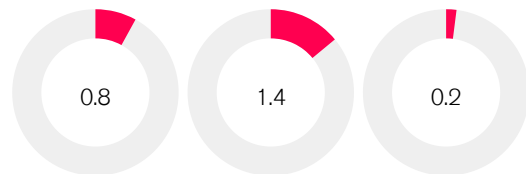
Number of employees
752

Company Profile

Rank 15 Score 1.3



Commitment Performance Disclosure



The bar graph to the left shows company performance across the seven Index categories, which are key topic areas of assessment, and scores are shown for each category. The circles above provide an alternate view on the company's overall results, showing the score per indicator type.

(%) Figure in brackets is the weighting of the category. All category, commitment, performance and disclosure scores are out of 10

Main areas of strength

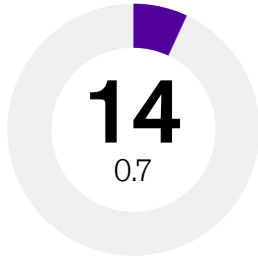
- Amul GCMMF performs best in Category B – Products – mainly due to the company's Product Profile score which is integrated into this category. The company is estimated to have derived between 90 and 100% of its 2018 sales from products in the Dairy category, which is a relatively healthy category as assessed using the Health Star Rating (HSR).
- Amul GCMMF has recently entered into a long-term agreement and collaboration with the Government of Gujarat to help tackle malnutrition issues through the production and distribution of energy-dense, micronutrient-fortified products aimed at children and women of childbearing age. By extending the distribution network for its dairy products, the company is addressing the poor physical accessibility of its healthy products.
- Amul GCMMF plays an active role in supporting the Government's efforts to combat malnutrition through its Tribhuvandas Foundation, which aims 'to uplift the health of the people, particularly women and children' through nutritional interventions and enhanced education around breastfeeding. Amul GCMMF could further improve its approach by explicitly addressing the problem of malnutrition within its commercial strategy, and including a focus on tackling obesity and diet-related diseases within the document.

Priority areas for improvement

- Amul GCMMF ranks fifteenth overall in the India Index with a score of 1.3 out of 10. Although this score is similar to its 2016 result, the company has gone down in ranking due to the inclusion of new companies that have performed better.
- The company ranks tenth in the Product Profile with a score of 4.8 out of 10 and is estimated to have derived 31% of its 2018 sales from healthy products, i.e. those that achieve an HSR of 3.5 or more. For the product categories in which Amul GCMMF sells products – Dairy, Confectionery and Ice Cream and Frozen Desserts – the average healthiness of its products does not compare well with those of its peers.
- Amul GCMMF should define which of its products are healthy based on objective nutrition criteria using an internationally recognized Nutrient Profiling System. The company should also implement a strategy towards delivering a healthier product portfolio by setting innovation and reformulation targets.
- Amul GCMMF does not voluntarily fortify its products according to the Food Safety and Standards Authority of India's Food Safety and Standards (Fortification of Foods) Regulation, 2018. The company is encouraged to reconsider this approach.
- Amul GCMMF is advised to adopt and publish a responsible marketing policy covering all consumer groups, with specific commitments regarding children and teenagers. The company should further commit to only marketing products to children that meet the World Health Organization's (WHO) South-East Asia Region (SEAR) nutrient profile model, as the Product Profile found that 10% of its products currently meet this standard.
- Amul GCMMF should adopt and publish a labeling policy that ensures nutrition information is provided on all products according to the Codex Alimentarius guidelines and in compliance with Indian regulations. Further, the company is encouraged to implement an interpretive front-of-pack labeling system as soon as possible that aligns with other companies or industry associations, and is developed in partnership with the Government and other stakeholders.
- The company could increase public disclosure about its nutrition-related commitments, policies and practices and is encouraged to engage with ATNI to allow for a more complete assessment of these aspects.

Category Analysis

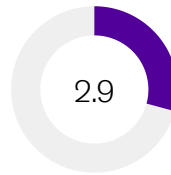
Governance



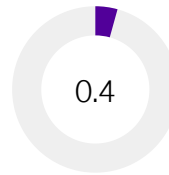
- A1** Nutrition strategy
- A2** Nutrition management
- A3** Reporting quality

All category, criteria, commitment, performance and disclosure scores are out of 10

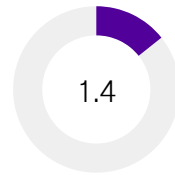
Commitment



Performance



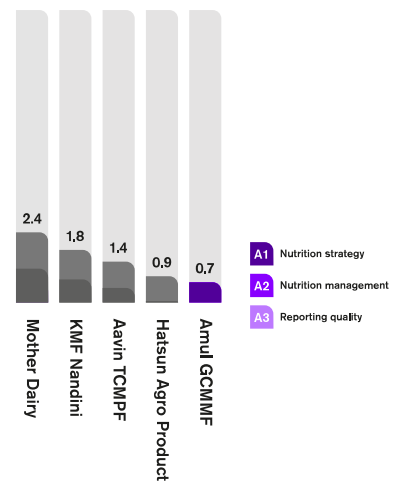
Disclosure



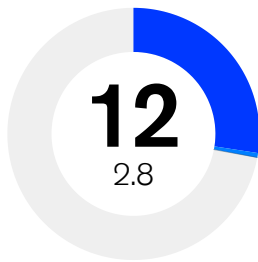
The circle on the left represents the company result for this Index category, showing the rank out of 16 and the score below it. The colored segments represent the respective criteria contributions to the overall category score. The above circles indicate how the company performs on the three types of indicators within this category.

Companies are grouped into three different industry segments in this Index based on the type of products they predominantly sell (i.e. contributing 80% or more to their total food and beverage sales) – dairy, edible oil or mixed portfolio. The graph on the right shows how the company's result within this Index category compares to that of its peers within the same industry segment.

Peer Comparison



Products



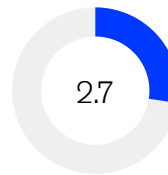
- B1** Product Profile
- B2** Product formulation
- B3** Defining healthy products

All category, criteria, commitment, performance and disclosure scores are out of 10

Commitment



Performance



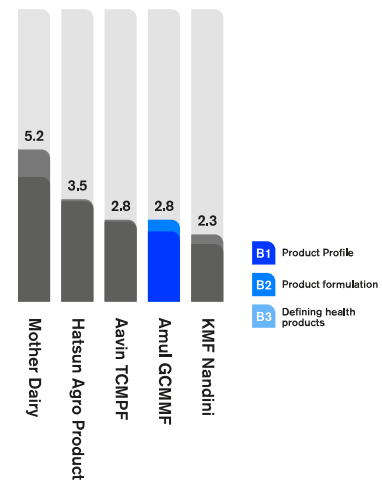
Disclosure



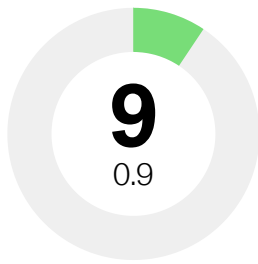
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Peer Comparison

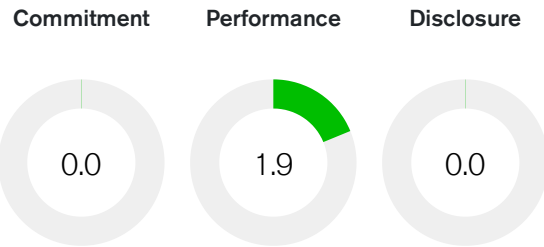


Accessibility



- C1 Product pricing
- C2 Product distribution

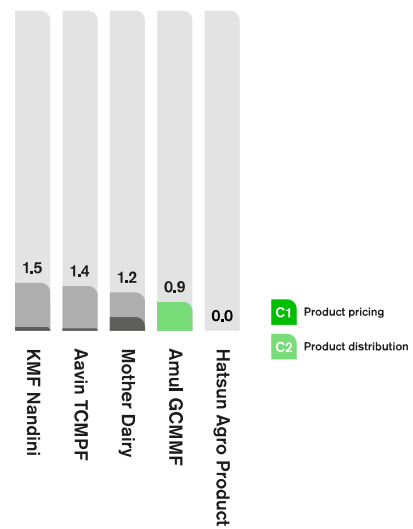
All category, criteria, commitment, performance and disclosure scores are out of 10



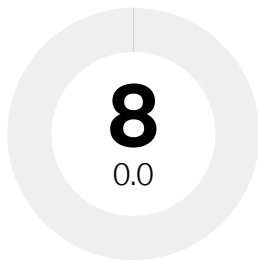
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Peer Comparison

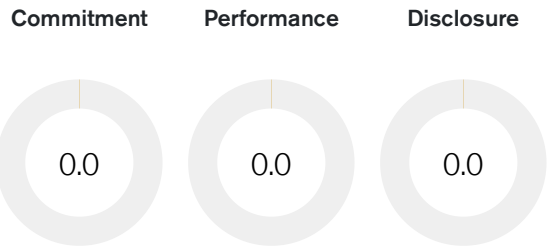


Marketing



- D1 Marketing policy
- D2 Marketing to children
- D3 Auditing and compliance

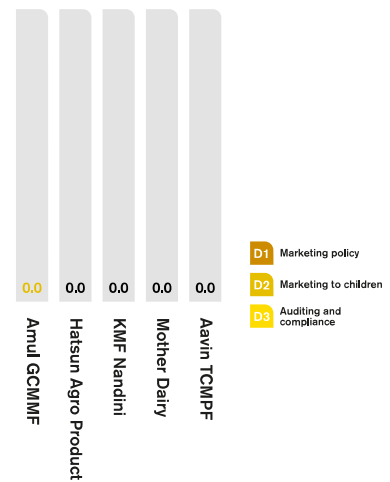
All category, criteria, commitment, performance and disclosure scores are out of 10



The circle on the left represents the company result for this Index category, showing the rank out of 16 and the score below it. The colored segments represent the respective criteria contributions to the overall category score. The above circles indicate how the company performs on the three types of indicators within this category.

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Peer Comparison

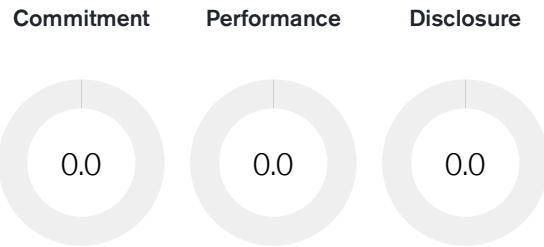


Workforce



- E1 Employee health
- E2 Breastfeeding support
- E3 Consumer health

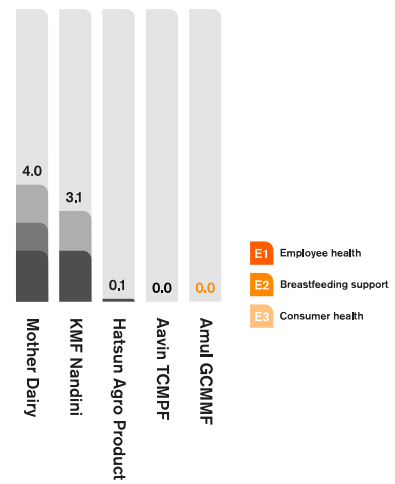
All category, criteria, commitment, performance and disclosure scores are out of 10



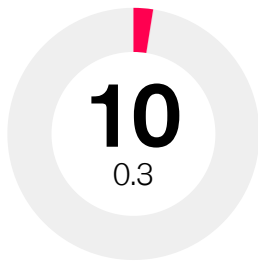
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Peer Comparison



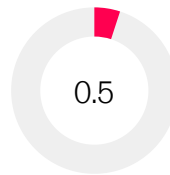
Labeling



- F1 Product labeling
- F2 Claims

All category, criteria, commitment, performance and disclosure scores are out of 10

Commitment



Performance



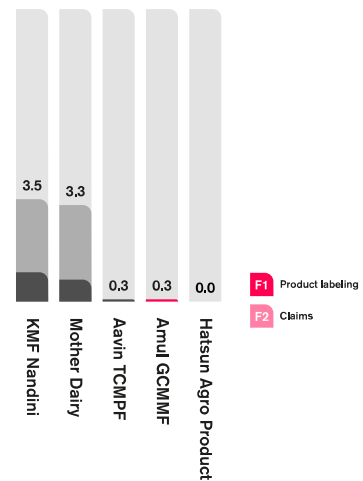
Disclosure



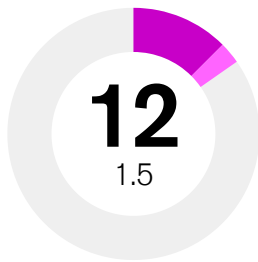
For this category performance indicators were not included. The circle on the left represents the company result for this Index category, showing the rank out of 16 and the score below it. The colored segments represent the respective criteria contributions to the overall category score. The above circles indicate how the company performs on the three types of indicators within this category.

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Peer Comparison

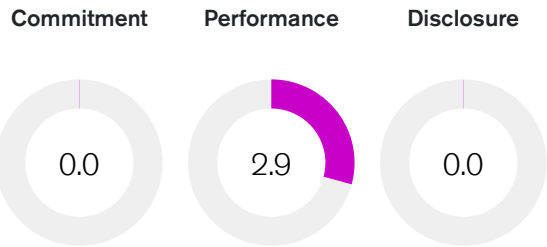


Engagement



- G1 Influencing policymakers
- G2 Stakeholder engagement

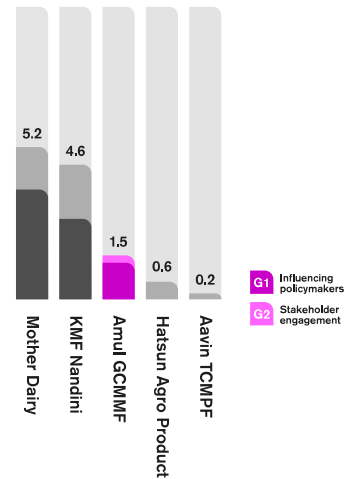
All category, criteria, commitment, performance and disclosure scores are out of 10



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Peer Comparison



Product Profile



10

Rank 10 / Score 4.8

Portfolio-level Results

Average HSR score products (sales-weighted)	Healthy products (HSR)			Products suitable to market to children (WHO SEAR)			Range of total India F&B sales included
	% products healthy	% sales healthy	No. products assessed	% products suitable	% sales suitable	No. products assessed	
2.3	19%	31%	173	10%	15%	175	90-100%

- A total of 175 products from across three categories, representing 90-100% of Amul GCMMF's estimated 2018 sales, were included in the Product Profile. Of those, 173 could be assessed using the Health Star Rating (HSR). Thirty-three products (19%), were found to meet the HSR healthy threshold and the company is estimated to have derived almost one third (31%) of its 2018 sales from healthy products.
- The company achieves an unweighted mean HSR of 2.0 out of 5. After sales-weighting the company's mean HSR improves to 2.3 out of 5, resulting in a mean healthiness score of 4.7 out of 10.
- A total of 175 products were assessed to determine their suitability to be marketed to children according to the WHO SEAR model. Seventeen products from the Dairy category and the Ice Cream and Frozen Desserts category – representing an estimated 15% of 2018 sales – were found to meet the WHO SEAR criteria.

Product Category Results

Category	Confectionery	Dairy	Ice Cream and Frozen Desserts
Mean HSR	0.6	2.4	1.8
% products healthy	0	34	0
% products suitable to market to children	0	16	2

- Amul GCMMF performs best in the Dairy category. About one third (34%) of the company's dairy products were found to meet the HSR healthy threshold and the company achieves a mean HSR of 2.4 out of 5.
- The company's products are less healthy in both the Confectionery category (mean HSR of 0.6 out of 5), and the Ice Cream and Frozen Desserts category (mean HSR of 1.8 out of 5).

Relative nutritional quality of Amul GCMMF's products by category compared to competitors

Mean HSR	Confectionery	Dairy	Ice Cream and Frozen Desserts
Amul GCMMF	0.6	2.4	1.8
Aavin TCMPF		2.3	
Arla		3.2	
BRF		2.7	
Britannia Industries		2.2	
Coca-Cola		3.6	
Coca-Cola India		3.5	
Conagra		2.1	
Danone		3.5	
Ferrero	0.9	0.7	
FrieslandCampina		3.4	
General Mills		3.5	1.8
Grupo Bimbo	1.2		
Hatsun Agro Product		2.7	2.2
Hindustan Unilever			2.1
ITC	1.1		
KMF Nandini		2.2	1.4
Kraft Heinz		2.7	
Lactalis		3.1	
Mars	1.3	2.8	
Meiji	0.9	3.2	2.2
Mengniu		3	2.3
Mondelēz	1.1	2.4	
Mondelēz India	0.5		
Mother Dairy		3.0	2.0
Nestlé		2.4	
Nestlé India	0.7	3.0	
Parle Products	1.1		
PepsiCo		3.1	
Suntory		3	
Tingyi		2.7	
Yili		3.1	2.1

- When compared to the seven other companies that sell products within the Dairy category in India (as part of their top-selling categories), Amul GCMMF's products achieve a mean HSR of 2.4 out of 5, ranking it fifth.

- Among the five companies that sell products in the Confectionery category, Amul GCMMF ranks fourth with a mean HSR of 0.6 out of 5. The company achieves the same ranking for the Ice Cream and Frozen Desserts category, with a mean HSR of 1.8 out of 5.
- When compared to other companies selling the same type of products across the three categories, Amul GCMMF achieves a relative category score of 4.9 out of 10 based on its ranking within these categories.

Conclusion

- Amul GCMMF's mean healthiness score of 4.7 and relative category score 4.9 result in an overall Product Profile score of 4.8 out of 10, which means the company ranks tenth out of 16.
- The relative category results show that Amul GCMMF has scope to improve the nutritional quality of its products, particularly in the Dairy category. The company should adopt relevant objectives and targets to guide its approach towards healthy product innovation and reformulation.

Disclaimer

India Spotlight

Index 2020

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Footnotes

1. Amul GCMMF markets BMS products in India but this aspect was not assessed in the India Index 2020. Because the company derives more than 80% of its sales from dairy products, it is assessed as part of the dairy industry segment.
2. Source: Derived from Euromonitor International's 2018 industry publications of: Packaged Food, Hot Drinks and Soft Drinks.