Amul is a dairy cooperative. Its main product categories are wide range of dairy products, ice cream, confectionery and oils and fats.

**Company Description**

- **Headquarters**: Anand, Gujarat, India
- **Employees**: Not available
- **Total revenues**: 181,615.5 mn INR

**Product Profile**

**Product Profile**

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenues</th>
<th>Mean HSR rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drinking milk products</td>
<td>44%</td>
<td>2.84</td>
</tr>
<tr>
<td>Oils and fats</td>
<td>26%</td>
<td>0.70</td>
</tr>
<tr>
<td>Yogurt and sour milk products</td>
<td>10%</td>
<td>0.35</td>
</tr>
<tr>
<td>Ice cream</td>
<td>9%</td>
<td>1.78</td>
</tr>
<tr>
<td>Cheese</td>
<td>5%</td>
<td>2.94</td>
</tr>
<tr>
<td>Other dairy</td>
<td>4%</td>
<td>1.88</td>
</tr>
<tr>
<td>Confectionery</td>
<td>1%</td>
<td>1.00</td>
</tr>
</tbody>
</table>

- The mean HSR is calculated per category and multiplied by the percentage of 2015 sales per category. These figures are totalled and doubled to give a maximum Product Profile score of 10.

**Corporate Profile**

**Areas of strength**

- Amul states on its website that “health beverages” are among the products that it offers; however, no further detail was provided on what percentage of products the health beverages account for.
- Amul ranks third on the Product Profile, with a sales-weighted score of 4.4 out of 10. This is principally because nearly 45% of its products are drinking milks, some of which achieve a relatively good Health Star Rating.
- Also, Amul performs in line with the industry average in terms of providing nutrition information about its products online. It is encouraged to increase such disclosure on its website.

**Areas for improvement**

- In general, Amul’s limited disclosure means that no clear strengths were identified in the Corporate Profile research. Better disclosure by Amul about its approach to tackling the double burden of malnutrition in India, in terms of nutrition governance, product formulation, affordability and accessibility, responsible marketing practices, lifestyles, labeling and nutrition engagement, would allow for a more complete assessment and identification of specific areas for improvement. Similarly, engagement with ATNF would facilitate a fuller assessment of the company’s policies and practices. Amul is encouraged to engage with ATNF during the research phase for the next India Index.
- Although the company ranks third on the Product Profile, its relatively low score of 4.4 out of 10 shows that it has significant scope to reformulate its products to improve their nutritional profile, and/or to develop new, healthier products.
- Amul could improve its back-of-pack nutritional labeling to bring it fully into line with Codex recommendations. The George Institute found that only 13% of the company’s labels currently comply with such recommendations.
- Amul’s infant formula product, Amulspray, was included in the assessment of marketing of breast-milk substitutes carried out for ATNF by health research company Westat in Mumbai during the summer of 2016. While no adverts or point-of-sale promotions were identified for this product, nor any informational or educational materials, the label for Amulspray does not fully comply with labeling requirements for BMS products set out in the IMS Act 2003.

Amul was evaluated in the BMS assessment as it produces and markets BMS in India. The Corporate Profile score has been adjusted by -0.25 to reflect its performance in the BMS assessment.

Amul publishes little information pertaining to its nutrition practices and did not provide any information upon request during the research process. As a result, it has been difficult to assess the company for the 2016 India Index.
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Note
Sustainalytics has produced the scoring and ranking of company performance for the Corporate Profile of the India Access to Nutrition Index. Sustainalytics contributed to the report and company scorecards for the Index, and engaged with food and beverage companies as part of the data collection and analysis process.

The George Institute (TGI) is responsible for the data collection for the Product Profile assessment in India. TGI is also responsible for the analysis of the data related to the Product Profile and the TGI Product Profile final report, the results of which have been incorporated by ATNF into the 2016 India Access to Nutrition report and the scoring of company performance for the same Index.

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