



Amul

The Taste of India



PRODUCT CATALOGUE
Ambient and Refrigerated Range
of 34 Products

OBJECTIVES OF SALES ORGANIZATION

AVF

A VAILABILITY

V ISIBILITY

F RESHNESS

POSITIVE : 8-STEP SALES CALL



Plan and Prepare



Open the Call



Stock Check



Incremental Order Booking



Thoroughly Merchandise



Inform and Close



Verify Target Progress



End with Administration



Products (34)	Variants	Pack Type	Pack Size
Blue Ribbon Title	Blue Text	Brown Text	Black Text

SHAKTI PRODUCTS



REFRIGERATED RANGE

BUTTER

Table Butter

Chiplet 20 g

Block 500 g & 100 g

Blister School Pack

Tub 200 g & 50 g

Tin 400 g



Safed Makhan

Chiplet 20 g

Block 500 g & 100 g

Garlic & Herbs

Block 100 g

Unsalted Butter

Block 500 g & 100 g

Choco Buttery Spread

Tub 200 g

AMUL LITE

Block 500 g & 100 g

Tub 200 g



DELICIOUS



Block 500 g & 100 g

5 x 100 g

CHEESE

Processed Cheese

Slices 750 g, 400 g, 200 g & 100 g

Cubes 1 kg, 500 g & 200 g

Block 1 kg, 500 g & 200 g

ETG Block 1 kg

Tin 400 g



Slice on Slice (SOS)

Slices 150 g & 75 g

Processed Emmental Cheese

Cubes 200 g

Processed Pizza Cheese

Block 200 g

Processed Gouda Cheese

Cubes 200 g

Mozzarella Pizza Cheese

Block 1 kg & 200 g

Buffalo Mozzarella Cheese

Block 1 kg & 200 g

Diced Cheese

Mozzarella, Cheddar 1 kg

Blend 1 kg & 200 g

Emmental Cheese

Wheel 5.5 kg & 400 g

Gouda Cheese

Wheel 4.5 kg, 1 kg & 250 g

Edam Cheese

Wheel 250 g

Cheddar Cheese

Block 250 g

Feta Cheese

Block 250 g

Halloumi Cheese

Block 250 g



Cheese Spread - Plain

Tub 400 g & 200 g

Blister School Pack 100 g

Blister 1 kg

Cheese Spread - Garlic, Punchy Pepper,
Jeera, Oregano pickle, Red chilli flakes, Tikka dip,
Tropical fruit, Creami,

Tub 200 g

Cream Cheese Tub 180 g

Cheese Sauce - Green Chutney, Mexican Salsa,
Pizza & Jalapeno - Bottle 200 g



FROZEN PANEER



Diced 1 kg, 500 g, 200 g & 100 g

Block 1 kg & 200 g

Bhurji 200 g

FRESH PANEER

Block 1 kg, 200 g & 100 g



TIN PANEER



800 g (drained wt. 450 g)

425 g (drained wt. 225 g)

210 g (drained wt. 120 g)

SHRIKHAND

Elaichi - 1 kg, 500 g, 200 g & 100 g
 Kesar & Mango - 1 kg, 500 g & 100 g
 Badam Pista - 1 kg, 500 g & 200 g



Srikhan-De-Lite
 Butterscotch, Rajbhog
 500 g & 200 g

Amrakhand
 500 g & 200 g



DAHI



Masti Dahi

Pouch 5 kg, 1 kg, 400 g & 200 g

Cup 400 g, 200 g & 85 g

Matka 15 kg & 5 kg

Bucket 10 kg & 2 kg

Premium Dahi

Cup 400 g & 200 g

Low Fat Dahi

Pouch 5 kg, 1 kg, 400 g & 170 g

Matka 15 kg & 5 kg

Probiotic Dahi

Cup 400 g, 200 g & 180 g

Mishti Doi

Pouch 400 g & 200 g

Cup 400 g, 200 g & 85 g

Meetha Dahi

Pouch 400 g & 200 g

Cup 185 g & 80 g

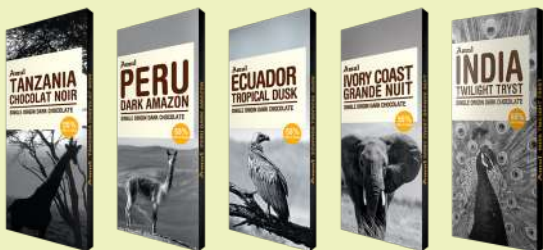
*Available in select markets

CHOCOLATE



Dark / Milk / Fruit n Nut / Mystic Mocha / Tropical Orange / Bitter / Sugar Free Dark / Choco Cracker / Bitter 90% / Camel Milk / Green-T / Superfruit / White Limon / White Chocolate / Crunchy Peanut / Milk - HAPPY BIRTHDAY / Dark - Best Wishes / Fruit 'N' Nut - I LOVE YOU - 150 g
99% Cocoa / Belgian - 125 g

Also available in small pack - 40 g & 15 g



Single Origin Chocolates - Venezuela, Tanzania, Peru, Ecuador, Madagascar, Colombia, Ivory Coast, India Origin Dark, India Origin Milk - 125 g



Almond Bar - Small Pack 35 g
Pro Energy - Small Pack 40 g

Chocozoo, Chocomini

Tub 250 g

Almondo

Tub 200 g

Dark Emerald, Truffles

Tub 308 g

Rejoice, Classics

Gift Pack 240 g

Dispenser Box

Dispencer 1920 g





Syrups - Chocolate, Caramel & Strawberry

Bottle & Pouch

Chocolate - 650 g, 250 g & 30 g

Strawberry & Caramel - 250 g



Dark, Milk & White Chocolate

Chocolate Slab,

Compound Slab - 500 g

Choco Chips

Bulk Pack - 500 g

Dark Passion - Tub & Box, ₹ 10 Pack

Bindaaz - Jar & Box, ₹ 5 Pack

Dark, Milk, Sugar Free, Belgian

Also Available in Small Packs



Minis - Dark, Milk, Mystic Mocha, Bitter 90%, Belgian, Sugar Free - 250 g & 100 g

VISHESH PRODUCT



PRODUCT CATALOGUE



● AMBIENT RANGE ●

GHEE

Amul Pure Ghee

Pouch 1 L, 500 mL & ₹ 20 pack

Tin 15 kg, 5 L, 2 L, 1 L & 500 mL

Refill 500 mL & 200 mL

Tetra Pack 1 L

Jar 1 L, 500 mL & 200 mL

Bucket 10 kg



Amul Cow Ghee

Jar 1 L, 500 mL & 200 mL

Pouch 1 L, 500 mL & ₹ 20 pack

Tetra Pack 1 L

Refill 1 L, 500 mL & 200 mL

Tin 15 kg, 5 L & 1 L

Sagar Pure Ghee

Tin 15 kg, 5 L, 2 L & 1 L

Pouch 1 L & 500 mL



Brown Ghee

Jar 500 mL & 200 mL

High Aroma Cow Ghee

Tin 1 L

Jar 1 L, 500 mL, 200 mL & 100 mL

Pouch 1 L

Sachet ₹ 10 pack



AMULSPRAY

Pouch 1 kg, 500 g, 200 g, 100 g
Refill 500 g & 200 g
Tin 1 kg & 500 g
Sachet ₹ 10 pack & ₹ 6 pack



AMULYA



Pouch 1 kg, 500 g, 200 g & 100 g
₹ 10 pack & ₹ 5 pack
Tin 500 g
Jar 10 kg
Bag 25 kg & 10 kg
Refill 500 g & 200 g

Camel Milk Powder
Sachet 25 g
Pouch 500 g



Amul T-Special
Pouch 1 kg, 400 g & 200 g
Sachet ₹ 10 pack

SKIMMED MILK POWDER

Pouch 1 kg, 500 g, 200 g
& ₹ 5 pack



Slim 'n' Trim Milk Powder
Refill 500 g

UHT MILK

Taaza

Tetra Pack 1 L, 500 mL & 200 mL

Pet Bottles 500 mL & 200 mL



Gold

Tetra Pack 1 L, 500 mL & 200 mL

Slim 'n' Trim Tetra Pack 1 L

Calci + Tetra Pack 1 L & 200 mL



Moti

UHT Pouch (90 Days) 450 mL & 140 mL

UHT Pouch (45 Days) 450 mL & 160 mL

Buffalo Milk

UHT Pouch (90 Days) 450 mL

Tetra pack 1 L

Cow Milk Tetra pack 1 L & 200 mL



Camel Milk Pet Bottle 200 mL

Lactose Free Tetra Pack 250 mL

UHT CREAM

Fresh Cream

Tetra Pack 1 L & 250 mL



Half & Half Cream

Pet Bottle 200 mL

Whipping Cream

Tetra Pack 1 L & 250 mL



Sour Cream (Refrigerated)

Cup 200 g

FLAVOURED MILK - TETRA

Vanilla Milk Shake, Chocolate, Double Chocolate, Dark Chocolate - Tetra Pack 180 mL



FLAVOURED MILK - BOTTLE



Kesar, Elaichi, Café, Koko, Rose, Badam, Thandai, Kadhai Doodh & Gur Doodh - Glass Bottle 200 mL

Sugarfree Kesar and Elaichi

Pet Bottle 180 mL



Café, Koko, Pro, Banana Milk Shake, Ashwagandha Doodh, Kadhai Doodh, Kesar, Elaichi, Rose & Badam - Pet Bottle 200 mL & 180 mL

Café, Pro, Vanilla Milkshake, Kesariya Doodh - Pet Bottle 500 mL



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

Stamina - Lemon & Orange

Pet Bottle 200 mL



FLAVOURED MILK - CAN



Double Chocolate, Café(Classic, Cinnamon, Hazelnut), Koko, Mango Shakers, Badam Shakers, Strawberry shakers, Kadhai Doodh, Mocktail- Irish Drink & Pinacolada - Can 200 mL



Immunity Shots
Haldi Doodh, Ginger Doodh, Tulsi Doodh, Star Anise Doodh, Honey Doodh, Saffron & Ashwagandha Doodh
- Can 125 mL

LASSI

Rose, Mango,
Pineapple & Kesariya
Tetra Pack 1 L, 250 mL & 200 mL



MASTI BUTTERMILK



Tetra Pack 1 L & 200 mL

TRU

Seltzer - Lemon, Orange,
Cola, Jeera, Apple
Can 300 mL



Mango, Orange, Apple & Litchi
Tetra Pack 1 L
Tetra Pack 180 mL

MITHAI MATE

Tin

7.5 kg, 2.5 kg, 400 g & 200 g



AMUL PRO

Pouch 500 g, 200 g & 50 g

Refill 500 g

Jar 500 g



PEANUT SPREAD



Crunchy & Creamy

Jar 300 g

HONEY

Ajwain Flower, Mustard Flower, Til Flower,
Sua Dill Flower, Saunf Flower

Pet Bottle 250 g



BASUNDI



Tetra Pack 1 L & 250 mL

SWEET

Gulab Jamun

Gift Pack 1 kg
Tin 500 g



Kaju Katri

500 g & 200 g

Frozen Khoa

Pouch 500 g & 200 g
Bucket 12 kg



Frozen Rasmalai

500 g & 100 g

Rejoice 2-in-1 Mithai

Gift Pack - 2 x 500 g,
2 x 1 kg



Rosogolla

Tin 1 kg & 500 g



Malai Peda / Kesar Peda / Sugar Free Malai Peda /
Motichoor Laddoo / Besan Laddoo /
Milk Cake / Mohanthal (Refrigerated) - 500 g & 200 g

BAKERY PRODUCTS



Butter, Chocolate & Sugar
Free Butter Cookies

200 g

*Also available in 300 g packs



Butter Cookies - Chocolate, Coconut, Nuts & Raisin,
Cashew, Oats & Honey, Jeera, Sugar Free and Cheese - 50 g
Butter Cookies - 32 g

Nankhatai - Cashew,
Almond & Elaichi
200 g & 50 g



Short Bread Cookies - 100 g



Butter Toast - Jeera, Milk, Elaichi & Wheat - 200 g



Rusk - Elaichi, Jeera, Milk & Wheat - 200 g

*Also available in 300 g & 75 g packs

Cheese Cookies,
High Protein Cookies - 150 g



AMUL PUFFLES



Cheesy Burst, Fiery Peri Peri, Hot Punch, Pudina Pataka,
Tango Tomato - ₹10

AMUL ORGANIC



Whole Moong, Basmati Rice

Pouch 1 kg



Toor Dal, Chana Dal

Pouch 500 gm



Whole Wheat Atta

Pouch 5 Kg & 1 kg

ATTA

Amul Whole Wheat Atta

Pouch 10 kg, 5 kg & 1 kg



EDIBLE OIL



Cottonseed Oil, Groundnut Oil,
Soyabean Oil, Sunflower Oil, Mustard Oil

Tin 15 kg

Jar 5 L

Pouch 1 L

Pouch ₹100

POTATO PRODUCTS

Instant Mashed Potato

Pouch 200 g



PRAKASH PRODUCTS



SELLING STORIES OF MAJOR PRODUCTS



Cheese Spread

Made from 100% pure milk with delicious flavours perfect for salads, snacks, sandwiches, etc.



Amulya

India's creamiest and highest selling dairy whitener.



Cow Ghee

Made from 100% pure cow milk with high granularity and aroma.



Mithai Mate

Twice as creamier than Milkmaid & less expensive.



Immunity Shots

Tasty milk beverages made from immunity boosting ayurvedic herbs and Spices.



Butter Cookies

Made using 25% Amul Butter and no vegetable oil, as compared to 0.2 - 0.3% butter in other butter cookies available in the market.

Channel	Sub Channel	Must Have	Category (Select Products)
Retail	Kirana	All Products	Shakti, Vikas, Vishesh
	General or Provision store	All Products	Shakti, Vikas, Vishesh
	Gift shop	Flavored Milk (Bottle/Can/Tetra), Lassi, Masti Buttermilk, Tru, Sweet, Chocolate, Puffles	Vishesh
	Sweet shop	Flavored Milk (Bottle/Can/Tetra), Lassi, Masti Buttermilk, Tru, Mithai Mate, UHT Cream, Ghee, Chocolate, Paneer, Dahi, Sagar SMP, Sweet, Basundi, Bakery	Vikas, Vishesh
	Chemist	Amulspray, Slim 'n' Trim Milk Powder, UHT Milk (Calci+, Slim 'n' Trim, Lactose Free Milk), Amul PRO, Amul Lite, Camel Milk UHT and Powder	Shakti, Vikas, Vishesh
	Bakery or Confectionary	Bakery Products, Flavoured Milk (Bottle/Can/Tetra), Lassi, Masti Buttermilk, Tru, Mithai Mate, Cream, Butter, Cheese, Chocolate, Delicious, SMP, Whipping Cream, Chocolate and Compound Slabs, Peanut Spread, Puffles	Shakti, Vikas, Vishesh
	Milk Booth or Dugdhalaya	Flavored Milk (Bottle/Can/Tetra), Lassi, Buttermilk, Tru, Dahi, Mithai Mate, UHT Cream, Ghee, Butter, Cheese, Delicious, Amul Lite, Sweet, Moti	Shakti, Vikas
	Icecream Parlours	Chocolate (Chocolate Syrup), UHT Cream, UHT Milk, Mithaimate, Flavoured Milk (bottle/Can/tetra), Lassi, Masti Buttermilk, Tru	Vikas
	Pan Plus	Flavored Milk (Bottle/Can/Tetra), Lassi, Masti Buttermilk, Tru, Chocolate, All ₹ 5, ₹ 10, ₹ 20 packs across products, Bakery	Vikas
	Wholesale	Semi Wholesale/Substockists	All Products
HoReCa	Canteen/Institution, Catering, Hotel & Restaurant	Flavored Milk (Bottle/Can), Lassi, Masti Buttermilk, Dahi, Mithai Mate, UHT Cream, Ghee, Butter, Cheese, Delicious, Amul Lite, Sweets, Edible oil, Tru	Shakti, Vikas
MFS Local	MFS Local	All Products	Shakti, Vikas, Vishesh
APO	APO Café/APO COE/APO Retail Mkt/APO Scooping Parlour	All Products	Shakti, Vikas, Vishesh