

Amul Ice Cream

Parent Company

Amul

Category

Ice Cream

Sector

Food Products

Tagline/ Slogan

Real Milk Real Ice-cream

USP

Premium Ice Cream made in various varieties and flavors with dry fruits and nuts

STP

Segment

Quality conscious children and adults

Target Group

Kids and youth

Positioning

India's No.1 Ice cream

SWOT Analysis

Strengths

1. Good product range include various flavors, party packs, sticks, cones etc
2. Good quality and packaging, and good advertising
3. Amul is one of the most respected top-of-the-mind brands
4. Also launched probiotic and sugarfree icecreams
5. Offers over 200 products across India

Weaknesses

1. Growing competition form international and other brands means limited market share

2. Limited international presence as compared to

Opportunities

1. High End ice-cream to tap the higher income group also

2. Tie-up with food chains, restaurants

3. Mobile vans for better visibility

Threats

1. Kulfi in rural markets

2. Local ice creams and sweet dishes

3. Health conscious people refraining from sweets

Competition

Competitors

1. Kwality Walls

2. Baskin Robbins

3. Vadilal Icecream