



Marketing strategies of dairy products in India A-Review

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Abstract

India became a global leader in milk production and milk marketing in the early days as a result of the white revolution. The milkman of India, Dr. Varghese Kurien, took matters into his own hands to make "milk" hip in the era of luxury colas, one of the biggest strategic issues facing all industries, including the dairy industry, is globalization. In spite of financial crises and recessions in many parts of the world, fundraising is taking place at a frenzied pace, both from the equity markets and via private equity funding. And new products and innovations are being launched fast and furious. Meanwhile, the Rs 31,000 crore Amul, managed by the Gujarat cooperative milk marketing federation— is aggressively throwing resources to protect its turf. It wants to hit Rs 65,000 crore in revenues by 2020. But Amul is facing an unprecedented challenge from all sorts of players. Direct-to-consumers model proving out efficient for milk products and tetra milk marketing, despite the fact that dairy products are highly perishable by nature, significant study and effort has gone towards lengthening their shelf lives. The main objectives of the study are to analyse the marketing strategies adopted by the dairy sector. To know the basic E-Marketing, opportunities, to increase its sales, to providing by the Multiply post-COVID-19 Growth Opportunities: the recent COVID-19 pandemic and the dramatic increase in internet users have created enormous potential opportunities for online sales of dairy and milk-based products.

Keywords: strategies, global leader, milk marketing, milk production

Introduction

The largest producer of milk in India. India leads the world in milk production, accounting for 23% of it. From 146.31 million tonnes in 2014–15, milk output in the nation increased at a compound annual growth rate of roughly 6.2% to reach 209.96 million tonnes in 2020–21. Uttar Pradesh (14.9%, 31.4 MMT), Rajasthan (14.6%, 30.7 MMT), Madhya Pradesh (8.6%, 18.0 MMT), Gujarat (7.6%, 15.9 MMT), and Andhra Pradesh (7.0%, 14.7 MMT) are the top 5 milk-producing states. In June 2020, the Indian government announced a \$ 2.1 billion infrastructure development fund with an interest subsidy program to encourage investment from private parties and MSMEs in the dairy and meat processing industries. And animal feed factories will generate 3.5 million jobs in return. The Pradhan Mantri Kisan Sampada Yojana (PMKSY), the food processing ministry's flagship program, has been given a \$4,600 million extension through March 2026. Integrated Cold Chain and Value Addition Infrastructure, Food Safety and Quality Assurance Infrastructure, Infrastructure for Agro-processing Clusters, Creation-Expansion of Food Processing and Preservation Capacities, and Operation Greens are some of the ministry's ongoing programs that are included in PMKSY.

Review of literature

Marketing strategy has been a salient focus of academic inquiry since the 1980s, according to Mavondo 2000. There are numerous definitions of marketing strategy in the literature and such definitions reflect different perspectives (Li *et al* 2000). A traditional definition of marketing strategy is a plan for pursuing the firm's objectives or how the company is going to obtain its marketing goals with a

specific market segment (Orville and Walker 2008; Theodosio, Leonidus, 2003; Kotler, Armstrong, 2009) while Brodrechtova (2008) explains that marketing strategy is a roadmap of how a firm assigns its resource and relates to its environment and achieves corporate objective in order to generate economic value and keep the firm ahead of its competitors. Export performance of Malaysian wooden furniture industry. In brief, although a few studies mention there is not any relationship, most of the researchers concluded that marketing strategy had significant positive effects on export performance and it was an important part of studies that had been evaluated many times previously. Impact of marketing strategies on the profitability of SMEs. Mazzarol (2000) observed that "at the commencement of the new millennium, small businesses are being heralded as the engine of economic growth, the incubator of innovation, and the solution to decades of persistent unemployment the fulfilment of the enormous potential of the sector has been a consistent theme since the commencement of industrial revolution". In both developing and developed countries, promoting small and medium-sized enterprises (SMEs) is one of the most viable strategies for achieving national development goals such as economic development, strengthening the industrial base and local production structure (Hallberg, 2000)

Most of the academic literature and empirical studies relating to organizational behaviour in SMEs are based upon data gathered in developed countries. Previous research outcomes ought to be cross-validated and put into another perspective when studying SMEs in a developing country (Liargovas, 1998). There appears to be little doubt that small businesses do make a large net contribution to the creation of new jobs compared with large businesses (Birch 1979).

Marketing is a contentious issue among both academics and practitioners when it comes to SMEs (Gilmore *et al.*, 2001; Siu and Liu, 2005; Chilya *et al.*, 2009). Marketing theory development in SMEs has been somewhat limited and often relies on the application of classical marketing models to smaller businesses (Chast on and Mangles, 2002). Empirical support for the relationship between the marketing strategy and the financial performance of a business has been provided by a number of studies.

Theoretical background of the study

Milk Marketing – The Early Days

India became a global leader in milk production as a result of the White Revolution. The Milkman of India, Dr. Varghese Kurien, took matters into his own hands to make "milk" hip in the era of luxury colas. He oversaw the National Dairy Development Board (NDDB), which has its headquarters in Gujarat, and carried out the "White Revolution" in three stages. One of the earliest roots of milk marketing in India emerged at this point doodh doodh, which Kurien conceptualized and FCB Ulka carried out in 1996 for the Operation Flood program, and Amul's "Manthan" campaign, which featured footage from Shyam Benegal's 1976 film of the same name, telling the tale of the White Revolution, were two of the most memorable campaigns in the milk marketing segment during this phase. Amul and Drafftcb Ulka brought back the well-known advertising campaign in 2011 and again in 2013, showcasing the success made by female dairy producers. in the year 2020, Amul made history by re-releasing its 90s commercials as part of the #AmulClassics series. This included the "Manthan" commercial that appeared during the pandemic replays of the Ramayana and Mahabharata. Similar to conventional media, social media has seen a

Setting Up a Direct-to-Consumers Model

How dairy brands approach their customers has undergone a significant transformation as a result of the digital and e-commerce revolution. dairy goods can be sold directly to consumers utilizing the direct-to-consumer model rather than wholesalers or merchants. traditional retailers have suffered greatly as a result of this change in power, but at the same time, some of the most cutting-edge and prosperous dairy enterprises of the past ten years have emerged as a result of this change. specifically, country delight brings fresh, pure dairy and food goods right to the customer's door. It began by selling milk but has now grown to include other dairy goods like curd, eggs, ghee, bread, etc., as well as basic necessities. other businesses, like Amul and nestle, use e-commerce to send goods straight to customers. a manufacturer, wholesaler, retailer, and supplier make up the traditional supply chain. the retail sales model often results in a long lead time for product releases and an even longer wait for the customer feedback loop to begin because it frequently entails extensive discussions at each stage of production or delivery. the direct-to-consumer business model disregards that conventional norm. by eliminating the intermediary, wholesalers, and distributors, businesses may sell their goods directly to customers by leveraging the influence of social media and the growth of e-commerce.

One of the biggest strategic issues facing all industries, including the dairy industry, is Globalization. In spite of financial crises and recessions in many parts of the world,

Globalization

has greatly risen during the past ten years and is likely to continue, but with less force than before. Globalization is not an original idea. Globalization can also take on many forms and use cases. Globalization is defined as follows in this context: Globalization is the ongoing expansion of a company's global presence in terms of geographic markets, goods, management, and resources (labor, raw materials, etc.) with the goal of maximizing possibilities and threats with the global market. Globalization involves more than just doing business with foreign clients. Recognizing global competitiveness and altering output, resources, investment, and other factors are equally important.

Dairy marketing

came to the attention of the general public in a significant way with the launch of the "Got Milk" campaign in 1993. A distinctive and catchy tagline that promoted the basic dairy product helped increase sales. But there are a lot of additional ways to promote all kinds of dairy products. These consist of the development of new dairy products, the promotion of nutritional value, appeal to the organic market, and the use of social media networks. The invention, pricing, promotion, and distribution of ideas, goods, and services are described as part of the marketing process by the American Marketing Association as "exchanges that satisfy individual and organizational objectives." To control how, when, and where product information is provided to consumers, marketers employ a variety of tactics. Their objective is to persuade customers. For instance, researchers suggested a connection between a high-fiber diet and a lower risk of cancer in the late 1970s. However, consumers did not right once start eating more high-fiber cereals. But in 1984, commercials asserting a link between high-fiber diets and cancer prevention began to run, and by 1987, about 2 million homes were eating high-fiber cereal. Since then, more health claims backed by research have persuaded consumers to eat less food high in saturated fat and more food high in fruits, vegetables, skim milk, poultry, and fish. Of course, not all marketing initiatives are supported by research, and not all health claims are accurate. A group of experts from the U.S. Department of Agriculture provided support in July 2000

Methodology

The majority of the data in this essay is secondary. The marketing-related publications that are published in dairy industry strategies have been gathered for the study. and from the Dairy website.

The main objectives of the study are

1. To know the marketing strategies adopted by the dairy sector in India
2. To know the basic Marketing, and opportunities, to increase its sales.

Dairy marketing strategies should be as follows in the context of globalization

1. Focal Approach: The Indian dairy industry should prepare to enter newer markets as its product line expands, but the approach taken here is more product-specific.
2. Expand Distribution: The Indian dairy industry needs to plan to diversify its offerings in terms of other dairy products, nevertheless.
3. Growing Real Marketing: With the help of a successful advertising campaign, reinvent a product. Any product,

whether it be milk, yogurt, butter, sour cream, or cheese, can benefit from a truly inventive print or television advertisement. Aim for unconventional thinking whether you are considering marketing yourself or working with a premier advertising firm. A memorable speaker, an effective commercial, or a clever tagline can all help very far. To reach a large audience with your goods without spending a lot of money on advertising, use social media and viral marketing.

4. Put an emphasis on nutritional value: To persuade customers to consume your dairy product, use scientifically supported resources and studies like these. Connect your product to the study in question.
5. Target the Organic Market: According to the Agricultural Marketing Research Centre, consumer demand for organic milk is increasing at a pace of about 20% annually. Products that are made naturally and without chemicals appeal to a lot of consumers. Use the organic trend in your line of products. Follow the rules set forth by the government to obtain the organic seal for use in product packaging and promotion.
6. Introduce New or Unknown Products: One of the best ways to get people interested in a product is to offer them something they have never heard of. According to Dairy Foods, there were 448 total new dairy product launches in 2010. Think of unique yoghurt flavours like Dannon's Banana Cream Pie and Yoplait's Apricot Mango. Try different milk flavours like banana or black raspberry as well as cheese variants that are less popular on the American market. Think about dairy products that have dietary supplements like probiotics, acidophilus, or bifidobacterial added. When marketing a dairy product, the most important aspect of your strategy is determining your competition and audience.

By establishing these parameters, we can decide what aspect of your dairy business to highlight and where will be the most effective place to advertise to capture your target audience. understanding the dairy business and products thoroughly will help you discern your advertising assets and weaknesses. if you thought that all the action in business was concentrated around the e-commerce sector, you could not be more wrong. The unlikely category of milk and dairy products has been seeing some of the most frenetic activity over the past couple of years. Multinational and Indian corporate giants have jumped into the market. Start-ups have cropped up.

Fundraising is taking place at a frenzied pace, both from the equity markets and via private equity funding. And new products and innovations are being launched fast and furious. meanwhile, the Rs 31,000 crore Amul, managed by the Gujarat Cooperative Milk Marketing Federation (GCMMF) – is aggressively throwing resources to protect its turf. It wants to hit Rs 65,000 crore in revenues by 2020. But Amul is facing an unprecedented challenge from all sorts of players. Groupe Lactalis SA, the world's largest dairy products company, picked up Hyderabad-based Tirumala Milk. A few months ago, ITC had pitched in with its Ashirwad brand of ghee and promised to add a lot more products. private equity players have pumped in Rs 900 crore already in the past couple of years. meanwhile, Danone, Nestle, and other existing private sector players are adding to their product line-ups and pushing in big money into the market while home-grown

dairy cooperatives such as Mother Dairy and Nandini, among others, are also expanding their operations rapidly. And other big global dairy companies are all eyeing the market. Experts estimate that investments worth Rs 15,000 crore will flow into the milk business in India in the next two years

Table 1: share of Dairy Products in (%)

Dairy Products	Percentage %
Fluid milk	6%
UHT milk	6%
Cream	6%
Table butter	6%
Ghee	6%
Anhydrous milk fat (AMF)	6%
Skimmed milk powder	6%
Whole milk powder	6%
Whey protein	6%
Lactose powder	6%
Casein	6%
Cheese	6%
Yoghurt	6%
Ice creams	6%
Probiotic dairy product	6%

Source: IMARC Analysis.

India has always been the largest producer (an estimated 400 million litter per day currently) and consumer of milk in the world. But it remained a boring market largely because the per capita consumption was low, and most of the milk was consumed in its basic, liquid form, or at best as ghee and some butter. out of the 400 million litters of milk that India produces per day, 160 million Lili terser day (48 percent) is retained by the producers for their own consumption. The surplus milk that is available for sale is around 240 million litters per day, and out of that only 70 million litters per day is being used by the organized sector – consisting of co-operatives such as Amul, Mother Dairy and Nandini (a brand owned by the Karnataka Cooperative Milk Producers Federation (KMF), as well as private sector players such as Nestle and Danone. Over 170 million litres of surplus milk continue to be with the unorganized sector, comprising traditional *domestic*. In value terms, the Indian milk economy is worth Rs 5 lakh crore, growing at a CAGR of 15-16 percent, out of which the organised milk economy is worth Rs 80,000 crore.

Table 2: the value-added Market Share in India

The Rs, 80,000-crores branded value-added products markets has exploded over the past few years			
Category package branded	Market size	In crores	Growth in (%CAGR)
Polypack milk	12,862	35,996	16%
Ghee	2,541	5,275	11%
Yogurt/curd	896	5,038	28%
Baby foods	1,324	2,974	12%
UHT milk	414	2,898	32%
Ice creams	800	2,500	30%
Butter	812	2,467	17%
Flavoured milk	430	2,466	28%
Cream	967	1,454	06%
Cheese (retail)	253	997	22%
Dairy whitener	350	600	08%
Cheese (institutional)	87	416	25%
Paneer	148	399	15%
Yogurt-drinks	29	179	32%

Source: national dairy development board.

Over 80 percent of milk consumption in India is that of liquid milk and over 55 percent of the revenue of large co-operatives, such as Amul and Nandini, comes from selling liquid milk.

Table 3: India’s milk production is divided up on a daily basis

Domestic milk production is 400 million liters/day, in percentage %	
Surplus milk sold from the production area	Milk consumed/ used in the production area
240 million liters/day, @ 52%	Milk consumed/ used in the production areas 160 million liters/day, @ 48%
Surplus organised sector (coop private) (40+30) million liters/day @ 29%	Surplus unorganised sector 170 million liters/day @ 71% respectively

Source: national dairy development board.

Value-added dairy products like cheese, yogurt, and flavour-infused milk still only have a small market share, but this is where much of the activity is right now due to the higher margins and the ability to differentiate and launch new products. In addition, because the multinational corporations entered this market before the milk cooperatives did, the level of competition was about equal. Indian consumers, particularly wealthy urban consumers, are buying more value-added goods, which are more profitable for dairy producers than raw milk. Working couples, single males, and women with significant disposable income are a phenomenon that gave people reason to reconsider the group. Considering that Indian cooperatives, for many years, processed cheese slices and ice cream had created a void in the market, allowing some of the new competitors to enter with fresh product offers. the benefits of your product will be obvious if you take a close look at your dairy products and the manufacturing procedure. Regardless of whether you make milk, butter, cheese, or any other dairy product, take a close look at how it was made. You should advertise the usage of hormone-free, all-natural feed for the cows if possible. In your advertising, make sure to emphasize whether the owners and operators are third-generation dairy farmers or an outgrowth of a company with a long history and plenty of experience. It will be beneficial to comprehend the method, the business, and the product.

Amul’s Forging ahead

However, large milk cooperatives have matched private enterprises step for step even as they invest on value-added dairy products. Amul, the largest dairy producer in the nation, has been increasing its infrastructure for value-added products while also investing between Rs 800 and Rs 1,000 crore annually in new milk processing facilities.

Table 4: Amul Products shares in India

Amul products in the market	Shares in percentage %
Chocolate drink	90%
Butter ghee	82%
Cheese	50%
Sweets	50%
Milk powder	40%
Ice creams	25%
Chocolate	15%

Source: national dairy development board

Amul is unquestionably the market leader in the majority of value-added dairy categories, whether it is ghee, cheese, butter, or yogurt. For instance, the market for branded ghee is worth Rs 5,275 crore, and Amul and Sagar, Amul’s second ghee brand, collectively hold a 30% market share. In addition to yogurt, cheese, and smoothies, many state-run cooperatives are now considering traditional Indian sweets. An excellent opportunity exists to introduce unadulterated, wholesome Indian sweets to the market. For instance, Nandini Milk Products promotes nutritious candies.

More private players are getting into value-added dairy products. Is this a big opportunity now?

The amount of milk consumed is increasing by 6 to 7 million tonnes annually. We even shipped 100,000 tonnes of skim milk powder last year. Milk’s product profile is shifting in metropolitan areas as disposable income rises. Yogurt, ice cream, butter, and cheese consumption will increase. Even Amul has expanded its product line into the value-added sector. The liquid milk market is still mostly dominated by smaller cooperatives, albeit they are expanding into traditional desserts. We will observe more of this diversification as overall expansion continues. The organized and pasteurized sector is expanding. Private players can also find room and opportunity here.

Marketing techniques and campaigns of top promotional videos

The video on your website is a fun and effective way to interact with website visitors. It takes much less effort and is more fascinating to watch and listen to well-produced video content than it is to read pages and pages of text. Generally speaking, people retain information presented in an audio or visual format better than the material they read. The use of video, particularly if it is done frequently, improves return visitors to websites, according to several website owners who now utilize video marketing. with this charming Facebook advertisement featuring two grandparents getting ready for a visit from their granddaughter, Amul kills it. It is brutally sincere, likable, and adorable! Within days of its release, the video received millions of views.

Direct-to-Consumers Model Proving Most Efficient for Milk Products and Tetra Milk Marketing

Despite the fact that dairy products are highly perishable by nature, significant study and effort have gone towards lengthening their shelf lives. the shelf life of milk and milk products is extended by a range of thermal and non-thermal processing techniques. These methods extend the shelf life of dairy products stored at room temperature. companies that produce milk and milk products have developed a new line of tetra pack milk and other milk products with a longer shelf life. However, throughout the supply chain process, even these products need to be stored under ambient settings. Today, the majority of these firms promote their products directly to customers using the GTM strategy. Because of this, they have direct access to consumers, and manufacturers make more money. Manufacturers of milk products and milk tetra packs are no longer constrained geographically when selling directly to customers. Simply selling to the appropriate consumer segments in the appropriate markets will allow them to go global. A direct-to-consumer strategy is advantageous from a financial and operational perspective. one of the biggest challenges dairy

companies face when employing a traditional retail strategy is getting access to the markets where they want to sell their goods. Before deciding to carry a product that doesn't already have a long history of established sales, large regional retailers frequently require exclusivity agreements that limit where the products may be sold elsewhere. By avoiding these intermediaries in a direct-to-consumer strategy, businesses can provide their products to customers directly. Although the retail distribution channel currently holds a market share of about 60% for dairy products, many dairy companies are gradually converting to direct-to-consumer sales channels in order to improve customer service and broaden their client base. Direct product delivery is a service provided by some renowned dairy product manufacturers.

Retailers Competing with the Direct-to-Consumer Model?

The businesses of traditional retailers have suffered as more and more businesses adopt the direct-to-consumer strategy. Progressive merchants, on the other hand, have modified their business strategies to appeal to non-linear customers in order to stay relevant. They provide a multichannel or omnichannel shopping experience that entails: Site, mobile application, participation in social media Availability on price comparison websites, and e-payment gateways

Brands Benefit from Direct-to-Consumer Model • When compared to the conventional retail sales approach, the direct-to-consumer model clearly has several advantages. • Cost savings: Switching to a direct-to-consumer GTM model is a wise move for cutting costs associated with administrative expenses. This strategy gives manufacturers a great deal more flexibility in terms of operational expenses and logistics, pricing structures, and other factors. • Brand Resonance: Many top companies have built their reputations by providing consumers with everyday goods that are more inexpensive, sustainable, or just fascinating than those found in conventional retail environments. • Better customer

relationships and feedback data are provided by the direct-to-consumer GTM approach, which results in more personalization.

Challenges Faced by Dairy Companies, Adapting the Direct-to-Consumers Model

The inclination of consumers is shifting more toward plant-based milk, meat substitutes, and vegan options, which presents a significant challenge for the dairy business. As a result, producers are attempting to improve the nutritional profile of dairy products by including additives that promote health. The simplest possible ingredients must be found and used in order to provide functionality and shelf life.

Other challenges faced by the dairy manufacturers include:

1. Marketing and Pricing: The manufacturer manages the entire supply chain and production in the direct-to-consumer model, which is not only costly but also necessitates a substantial amount of manpower and technical assistance. As a result, the products are more expensive than their retail counterparts overall. The expense of marketing, advertising, and customer acquisition also raises the price of the items. 2. High Cost of Handling and Distribution: Manufacturers can avoid having to deal with numerous external intermediaries in a direct-to-consumer arrangement. However, this forces them to adjust in order to manage several internal procedures. Orders and shipments, contracts with shipping companies, online payments, refunds and exchanges, round-the-clock customer service, and all of their related expenditures are among them.

Milk Brands' Social Media Marketing

Local and medium-sized dairy enterprises have been emphasizing the 'desi' strength and nourishment that comes from milk drinking especially when a health crisis loomed large while major companies like Amul, Nestle, and ITC heavily promote the 'goodness of milk' through social media.

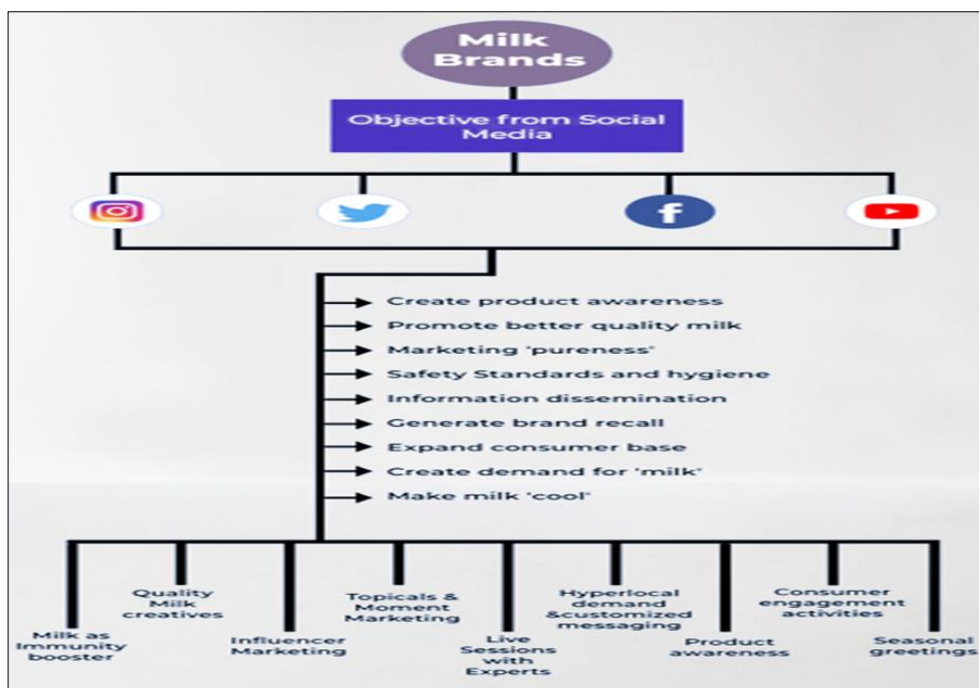


Fig 1

Milk, the 'IMMUNITY Booster'

The last year has seen an overemphasis on immunity, which has been a recurring topic in social media marketing for dairy goods. In conjunction with Alive India, ITC's Ashirwad Svasti Milk commemorated World Milk Day in June 2020 by releasing a "Immunity Song" for children. With its new vitamin A-fortified food, the company sought to raise awareness about the value of immunity for children through this project. According to reports, the farmer-owned dairy cooperative increased its marketing expenditures by twofold at the height of the epidemic in order to restart the milk supply and boost brand recognition through media messaging that emphasised the "immunity" factor. Amul launched ginger and tulsi milk in addition to its assortment of immunity-boosting milk products including "haldi doodh." With the introduction of its Butterscotch Flavoured Haldi Milk and its subsequent promotion, Mother Dairy also emphasised the wave of heightened immunity. While this is going on, Sarda Farms, situated in Nashik, claims to provide fresh cow milk straight from the farms to the consumer's door, delivering an authentic experience. Although the business has established itself as a dairy, its main goal is to promote "fresh cow milk" as the best immunity booster. This focus is evident on its social media accounts through hashtags such

Promoting Quality Milk, Affordability & Safety Practices

After introducing its premium milk option, Ashirwad Svasti Select Milk, in Kolkata in November 2020, ITC introduced the "Doodher Report Card," a daily quality assurance report on the milk pack that customers would purchase. In order to highlight this product, Ashirwad released a TV commercial with actress and well-known TV program hostess Rachana Banerjee as the brand ambassador. Rachana Banerjee has contributed to highlighting the significance of both milk quality and taste with this advertisement. Sarda Farms places a lot of emphasis on the milk's quality and associated health benefits. The corporation stresses how carefully it conducts sanitization drives and cow feeding in addition to touting the advantages of its product. Further maintaining the white-golden colour scheme on social media, the farm-based dairy company sought to attract attention by tailoring milk to consumers' preferences and needs. For instance, decreasing the cost of milk during the lockdown so that its intended consumer base can buy it. Brands assured customers about the different safety steps used while processing and distributing milk in response to the growing concern about COVID-19. Pride of Cow used social media to spread a strong message about the following safety.

Influencer Marketing & Live sessions

Influencer partnerships dominate Sarda Farms' Instagram communication, particularly with mom bloggers who emphasize the health advantages of milk for all age groups. Live meetings with professionals and dietitians are held to dispel milk myths and address customer questions.

Factors influencing quality and composition of milk: In contrast, Pride of Cows enlisted Bollywood star Kareena Kapoor to boost the credibility of its goods and reassure customers of their quality and purity. Milk Lane has also embraced this strategy to make its products more relevant to its target audience. On occasion, Milk Lane employs

influencers to discuss the features of its products while keeping human interest tales at the forefront. Mother Dairy has been extensively pushing the milky components through its social media handles while also enlisting culinary bloggers, whether it be to capitalise on the joyful occasion or any occasional set-up. For instance, the brand enlisted a few experts and food influencers to announce contests during Diwali and encourage consumers to prepare delectable with Mother Dairy Milk.

Moment Marketing & Seasonal Greetings

Almost all milk brands have been managing to churn out relevant content around topical and trending moments to join the moment marketing bandwagon. While Amul has pioneered the moment marketing trend, other brands too have been highlighting the importance of milk consumption by integrating their product with trends and occasions. Pride of Cows launched a consumer engagement campaign on social media in honour of World Milk Day, encouraging parents to raise a glass and post a photo of themselves and their children enjoying milk. The company is also seen actively jumping on the topical wave and getting talking about what has been happening at the present, in addition to creating consumer interaction activities, preserving a chance to sell its goods in a silly and unique manner. It has been wise to bridge the gap between major campaigns and micro methods for direct-to-consumer marketing, whether it be the larger FMCG brands or the local dairy, as social media platforms have democratized communication for all. Given that digital is a fair playing field, both sets have been reaching

The dairy industry can overcome Some challenges:

Process Excellence: A perishable food is dairy products. As a result, they must be kept cold in strong cold chains and sold rapidly to maintain product quality. The milk sector stands out from others due to its quick time to market and rapid product flow. A lean manufacturing consultant can help here because time and information management are crucial to cutting waste and raising the quality of dairy products delivered.

Standard Operating Procedures in the Dairy Industry:

The following aspects of the dairy industry are covered by SOPs and process automation, according to dairy consultants: general herd health management, including immunization and treatments, Veterinary assistance, Productivity management (including breed selection and tracking), Feed management (including new born calves), Waste management (including new born calves), Maintenance crew, Reproduction management (deliveries through timed AI protocols), Milking management (procedures, parlour setup, cleaning, sanitation), Organizational structure, including how people are used, production and supply chain security, location control (diagram or maps of where animals and facilities are located), dairy personnel first embrace process improvement initiatives with enthusiasm, but this enthusiasm steadily dwindles over time. When monitoring and feedback systems are missing from the SOPs, this typically happens.

Digital Sales Techniques for rapid expansion Adopt D2R (eliminate distributors and directly reach out to Retailers)

In a Direct to Retail (D2R) digital sales strategy, dairy companies buy milk from farmers and then sell it directly to consumers online, cutting out any middlemen. Through active web stores and mobile apps, customers can digitally educate themselves while on the road and buy the newest dairy products. Customers can order fresh milk and dairy products online at any time, and they will have them at their homes the next morning by 6 am.

Data Analytics-centric Dashboards keep up the sales momentum

Data-driven analytical dashboards give clients and customers statistical information online, increasing sales. On these user-friendly web platforms, operational dairy procedures, data, and client information are entered. Dairy producers and merchants have access to a number of B2B-commerce platforms and E-hubs, such as dairy.com, that act as online marketplaces where they may connect with potential customers or conduct business with current ones.

D2C business model (via e-commerce directly sell to end consumers)

The producer has more control over the brand, reputation, marketing, and sales strategy thanks to direct-to-consumer digital selling strategies. Additionally, it enables the milk producer to continue being adaptable, actively connecting with consumers, and continuously learning from them. Digital advertising on interactive social media platforms like Facebook, Instagram, and YouTube as well as user-generated marketing content is prevalent here (which in turn spurs them to make online purchases). you can raise your sales position by integrating your e-commerce system with ERP. Your web store displays real-time product and logistical data (such as current and projected inventory), and all operations and data may be successfully handled from a single, centralized place. This instantly contributes to and creates future and present buyer demand.

Dairy E-Commerce set to rule the roost

Over the following few years, tech-backed platforms for delivering milk and milk-related products are anticipated to expand even more. Leading companies will concentrate on providing a richer purchasing experience through a single, integrated umbrella app. These platforms will make every effort to stock and transport milk, milk products, veggies, groceries, and other daily necessities, including specialty, high-end products like camel milk, which are gaining popularity quickly.

Multiply post-COVID-19 Growth Opportunities

The recent COVID-19 pandemic and the dramatic increase in internet users have created enormous potential opportunities for online sales of dairy and milk-based products. Given that every consumer now regularly orders fresh perishables online, fulfillment alternatives including click-and-collect and on-demand delivery have increased exponentially. All of this is resulting in a dairy environment that is self-sufficient and viable, which is a situation where everyone wins. Ideally, India will become a global dairy giant with peak dairy production in the next 20 years as the

market grows more defragmented, supply chains become stronger, and innovations increase.

Conclusion

Given the current state of dairy advertising, it is clear that dairy is being transcendently promoted through a deeply fractious division. The government is a co-agent in the sorting dairy business, which accounts for less than 20% of total dairy creation. The co-agent division in the sorted-out section handles by far the most dairy in terms of volumes. In India, there are three levels of dairy co-agents that follow the Anand Pattern. These levels include state-level dairy maker co-agent leagues, region-level dairy maker co-agent organizations, and town-level dairy maker co-agent social orders. In addition to training employees of town and area-level dairy co-agents, dairy co-agents provide the general public with input, creature human services, and expansion administrations.

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