
DISTRIBUTION CHANNEL AT AMUL MILK PRODUCTS

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ABSTRACT: Amul, India's most renowned dairy brand, benefits from a robust and well-established distribution network that guarantees the availability of its milk products throughout the nation. Amul's distribution network is designed to satisfy the requirements of a diverse clientele while maintaining the quality and freshness of its products. Amul employs a diverse array of methods to distribute its products to customers, including direct and indirect channels, as well as a vast network of dairy cooperatives, wholesalers, retailers, and contemporary trade outlets. The cooperative model, which grants local dairy producers greater autonomy, is responsible for the majority of its distribution success. It employs smart logistics, refrigerated trucks, and cold storage chains to ensure that its products are delivered to consumers in a timely and secure manner. The manner in which Amul distributes its products demonstrates its dedication to ensuring that they are easily accessible, reasonably priced, and well-known in both urban and rural areas. This assists the organization in maintaining its market position in the dairy sector.

Keywords: *Distribution Channel, Supply Chain Management, Channel Strategy, Logistics Management, Retail Distribution, Direct and Indirect Channels*

1. INTRODUCTION

A marketing channel, which is also referred to as a distribution channel, is a group of individuals and businesses that collaborate to transport a product or service from the manufacturer to the final consumer. It is a critical component of the supply chain that enables the seamless movement of goods and services. In the distribution chain, there are numerous intermediaries, including wholesalers, stores, agents, and logistics companies. Each of these organizations is accountable for the successful introduction of products to the market in their own unique manner. This approach enables businesses to expand their customer base, expedite the delivery of their products, and satisfy a diverse array of consumers. Establishing and overseeing delivery networks is a critical component of any organization's marketing strategy. They significantly influence the market performance and the extent to which a

product is sold. In order to ensure that their products are delivered to customers without any complications and are distributed to as many markets as feasible, businesses must comprehend the operation of distribution channels.

The distribution route is the network of individuals, businesses, and intermediaries that facilitate the transfer of a product or service from the individual who produces it to the final consumer. It encompasses all the various methods by which items can be transported to their ultimate destination, including the Internet, wholesalers, and stores.

Distributors and retailers are typically responsible for delivering light bulbs to consumers, despite the fact that the company that manufactures them may also produce them. The lightbulb is delivered to consumers via a series of links in the sales chain.

Businesses consider a variety of factors, including potential distribution routes and intermediaries, when devising strategies to deliver their products and services to customers.

Producers and customers are linked by networks. This network encompasses all stages of the production process, from the factories that manufacture the products to the stores that sell them and the buildings that store them until they are purchased. These routes illustrate the movement of money through the system and establish a connection between your purchases and the company's financial performance. By comprehending these characteristics, it is possible to observe how successful organizations operate in order to maximize their market impact.

Businesses must meticulously evaluate their distribution route strategy in accordance with the market's performance, the products they provide, and the preferences of their customers. It is imperative that companies ensure that their distribution strategies are consistent with their overarching business objectives. This is the case regardless of whether they employ multiple channels to expand their audience or direct channels to sell to consumers.

Customers can effortlessly acquire the products they desire when manufacturers maintain an appropriate distribution network. The most effective methods for selling your products and facilitating communication with consumers will vary depending on the size and nature of your business.

A supply chain, which is also referred to as a distribution chain, is a network that connects a company to the providers that manufacture a product and transport it to the consumer.

This network may encompass a variety of elements, such as individuals, knowledge, resources, and activities. The business distribution chain illustrates the procedures required to transport a product or service from its point of manufacture to its point of purchase.

Improving your delivery network is one of the most effective strategies for maintaining a competitive edge and reducing costs in your industry.

2. RELATED WORK

Kurniadi, Wahyu (2025). This investigation investigates the potential of various distribution methods to enhance customer satisfaction and optimize marketing operations in competitive markets. In order to ascertain the effectiveness of the distribution, questionnaires were distributed to customers and marketing personnel. The information collected was analyzed in a numeric descriptive manner. The findings indicate that effective distribution significantly enhances consumer trust, brand perception, and sales. Fast delivery, a diverse selection of market options, effortless product accessibility, and the integration of technology into logistics are among the most critical factors.

Pavithraa S. & Priyadharshini, R. (2025). This investigation examines the effectiveness and efficiency of distribution routes in a manufacturing environment. The study investigates the impact of various delivery methods on the quality of service, costs, delivery times, and consumer experiences using both direct and secondary data. The results indicate that companies are more competitive in foreign markets where consumers' expectations are subject to frequent change when they utilize both digital and traditional platforms. The research discusses the ways in which performance is impeded by internal inefficiencies, geographical issues, and channel management problems. It also implies that strategies should be in accordance with the behavior of consumers in order to enhance outcomes.

Basalamah, M. R. (2025). This literature review investigates the impact of digital distribution methods on the efficacy of marketing, particularly in creative industries. The research examines the potential of online marketing strategies, including social media, e-commerce, and content platforms, to both increase consumer acquisition and reduce expenses for businesses. The study emphasizes that the utilization of both traditional and digital platforms in conjunction with multichannel strategies significantly enhances market penetration and engagement.

Balasooriya, Maduka; Dalkiran, Evrim; & Chinnam, Ratna Babu (2025). This is the initial analytical study to investigate the impact of the dynamics of distribution channels, specifically franchised dealer networks, on the planning of product assortment in the automotive industry. This investigation investigates the impact of channel structure on the inventory decisions and preferences of local customers at the vendor level. This is an area

that is not frequently examined in the literature on configurational planning. The most effective methods for inventory management are contingent upon the complexity of customers' preferences, the number of customers, and the fluctuations between dealers. This can be accomplished through numerical simulations.

Patel, V. M. (2025). This study examines the distribution of fast-moving consumer products, with an emphasis on their market performance and the effectiveness of their channel utilization. The investigation examines the effectiveness of various channels, including e-commerce, retail partnerships, direct and indirect channels, and retail partnerships. It accomplishes this by soliciting primary surveys from industry experts, retailers, and consumers. The findings indicate that effective distribution networks increase the availability of products, reduce expenses, and enhance consumer satisfaction.

3. METHODS FOR DISTRIBUTION CHANNELS



Exclusive Distribution

In the event that a company has exclusive marketing, intermediaries transport its products to specific locations for sale. In this instance, it implies that users are restricted to purchasing items from specific sellers.

This is an excellent method for producers to determine which stores or organizations to collaborate with based on the quality of their products.

Selective Distribution

Selective distribution is a method by which the company permits a specific group of intermediaries to sell its products to end consumers. The group's success and the effectiveness of this strategy are significantly influenced by the reputation of intermediaries.

At this juncture, the intermediary functions as a genuine client advisor, providing product recommendations and responding to inquiries.

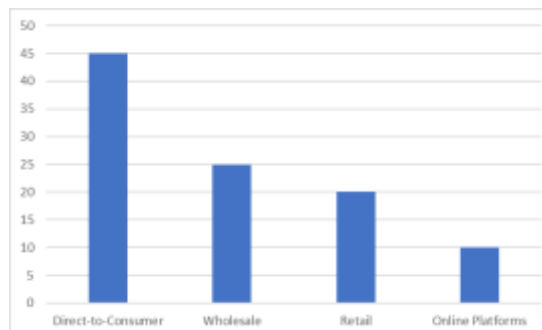
Intensive Distribution

The manufacturer of a product employs extensive marketing strategies to encourage consumers to purchase it by placing it in a variety of locations. This strategy encompasses manufacturers, sales teams, and commercial agents. Their responsibility is to transport merchandise to retail establishments. This is a frequently implemented strategy by organizations that produce inexpensive goods in order to attract consumers who utilize them on a consistent basis.

4. RESULT ANALYSIS AND DISCUSSION

1. What is the primary method by which Amul milk products are delivered to customers?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Direct-to-Consumer	45	45%
2	Wholesale	25	25%
3	Retail	20	20%
4	Online Platforms	10	10%
TOTAL		100	100%



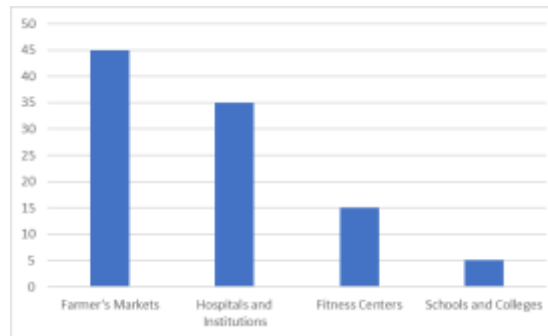
2. In what locations are Amul milk products typically to be found?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Supermarkets	55	55%
2	Local Grocery Stores	30	30%
3	Convenience Stores	10	10%
4	All of the Above	5	10%
TOTAL		100	100%



3. Which of the following is not typically employed to market Amul milk products?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Farmer's Markets	45	45%
2	Hospitals and Institutions	35	35%
3	Fitness Centers	15	15%
4	Schools and Colleges	5	10%
TOTAL		100	100%



DISCUSSION:

The direct-to-consumer strategy is supported by the majority of respondents (45%), indicating a strong preference for customized purchases. Twenty-five percent opt for wholesale, which indicates that they intend to make substantial purchases. The fact that twenty percent of all transactions are retail indicates that individuals continue to favor in-person purchases. Internet outlets were the least popular option, with only 10% of respondents indicating that they would select them. This demonstrates that consumers are not particularly interested in digital purchasing methods.

Stores are preferred by 55% of respondents due to their accessibility and extensive selection. Local grocery shops are preferred by thirty percent of customers, indicating that they prefer to purchase items from neighboring establishments. The fact that only 5% of individuals select "All of the Above" indicates that the majority of individuals would prefer to have a single purchasing option rather than multiple.

46% of respondents indicated that they favored farmer's markets, indicating a significant interest in locally grown, fresh produce. Hospitals and schools were ranked third on the list,

receiving 35% of the ballots. This incident demonstrates that individuals desire improved food alternatives in these locations. The fact that only 10% of respondents selected schools and colleges indicates that the culinary options at these establishments are not particularly appealing.

5. CONCLUSION

The distribution route is crucial to the success of a business, as it is the primary method by which products and services are transported from producers to customers. This intricate network is comprised of numerous intermediaries, including wholesalers, retailers, and brokers, who facilitate the rapid and effortless delivery of products to consumers. The number of customers a business can attract, the satisfaction of those customers with the service, and the amount of money it can generate are significantly influenced by the distribution route it selects. Businesses must meticulously evaluate their target market, product attributes, and competitors when selecting the optimal marketing strategy. Efficient distribution channels not only facilitate the acquisition of products, but they also influence the company's overall reputation, advertising, and pricing. Additionally, the traditional methods of distributing products are evolving to incorporate online and e-commerce strategies as digital technology continues to advance. This enables businesses to establish a more direct and personalized connection with their customers. In a market that is constantly evolving, organizations that adapt to the times and enhance their product distribution strategies can outperform their competitors, retain customers, and continue to expand.

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