

Turning leads into Sales with Mr Shyam Laddha



(Mr. Shyam Laddha delivering his guest lecture)

Mr. Shyam Laddha, CEO at Valsad District Cooperative Milk Producers' Union Ltd. (Amul) was here at IMT-Nagpur with his over 17 years of experience to address the student managers on the topic “Operations in FMCG”. Prior to this he has served as Vice President (Exports and Product development) at Allied Resins and Chemicals, Kolkata in the period June 1996 – June 1998. In a short interview with him, some excerpts -

Q1. How was your experience in this campus?

Ans: This is very peaceful and green campus, undoubtedly. The perfect requirement for a management student to study. The library is great structured and oriented. Cleanliness in classrooms is perfect as it encourages a hygienic atmosphere.

Q2. Amul's operations is one of the best in the company. What is the next level of operations Amul is planning for?

Ans: The whole operation is based on the planning on of products, how the consumers are using the products. The quantity of each product is important because we are trying to be as close as possible to the consumer and for that market has to be expanded, not confined to only one major state. This is exactly what we are doing expanding the geographical regions in the country. Where ever the opportunity is more we are putting more efforts in those regions. Year 2020 plan is already there and it's as detailed as it could be to reach the roots with the vision of the company in mind. A turnover of 50,000 crores is in target by 2020 and for that target work has already been initiated.

Q3. What are the difficulties that Amul has been facing to reach the South Indian market and what strategies are in line to get that market in Amul's reach?

Ans: We are present in south markets with our products like Amul butter and Amul ice creams. The problem we are facing is with the pouch milk business. We have started our business by tying up with a local distributor at Hyderabad and all the logistics and transportation deals have been finalised. Based on the success of this venture we will replicate it to other markets in the southern part of the country.