

# Indian Cooperative

News exclusively from the cooperative sector

## [Amul spends negligible amount on advt](#)

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Amul's MD R S Sodhi has said the dairy cooperative major will set up 10 milk processing units altogether across the country in the next financial year. The total amount of 807 million dollars will be spent on them, he said.

Three plants in Gujarat and Uttar Pradesh and two units in Delhi and one each in Maharashtra and West Bengal are likely to be set up.

The Amul's target is to achieve \$10 billion of revenue by 2020. According to Sodhi, Amul spends a negligible amount of money on advertisement compared to other companies. An online news outlet had carried a story on Amul.