

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:3733  
ANSWERED ON:16.12.2014  
MARKET SHARE OF AMUL  
Tiwari Shri Manoj Kumar

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) whether the market share of Amul Milk in Delhi has risen considerably as compared to other brands like Mother Dairy and DMS;
- (b) the market share of all the aforesaid brands respectively;
- (c) the number of times, the aforesaid companies have increased their prices during the last two years along with the reasons therefor;
- (d) whether the Government has any mechanism in place to regulate the prices of milk sold by the said companies; and
- (e) if so, the details thereof along with the steps taken by the Government to control the milk prices?

**Answer**

THE MINISTER OF STATE FOR AGRICULTURE (SHRI MOHANBHAI KUNDARIYA)

(a) & (b) The quantity of liquid milk sold per day by Amul, Mother Dairy and Delhi Milk Scheme (DMS) in Delhi NCR is as given below:

(Thousand litre per day)

| Year    | AMUL | Mother Dairy, | Delhi | DMS  | Total |
|---------|------|---------------|-------|------|-------|
| 2014-15 | 2650 | 2893          | 274   | 5817 |       |

(April  
to  
October)  
Source: National Dairy Development Board

(c) Since April, 2012 the retail price of Toned Milk has been revised 5 times in Delhi NCR by the aforesaid companies. The increase in consumer price in the recent past is mainly due to co-operatives paying higher procurement prices to farmers to compensate farmers for higher cost of inputs including cattle feed, labour etc.

(d) & (e) Department of Animal Husbandry, Dairying and Fisheries, Government of India does not regulate the price of milk. The milk prices are decided by the cooperative and private dairies depending upon market conditions like input costs etc. However, this Department is implementing the following schemes to enhance production of milk in the country which also contributes to stabilizing milk prices.

- (1) National Dairy Plan-I
- (2) National Programme for Bovine Breeding and Dairy Development
- (3) Dairy Entrepreneurship Development Scheme