

The Taste of India All Wrapped Up

India's Amul Dairy, the country's well-known food brand, whose evolution has helped shape the entrepreneurial spirit among local farmers. It all started in 1946 when *Sardar Patel* seeded the idea of forming the brand cooperative with the goal of linking the country's milk producers with consumers, reducing price variations and giving farmers control over their development. Its introduction has significantly changed the lives of many Indian farmers and their families and helped support the country's economic growth. Now, each morning, 3 million women from 17000 Indian villages bring milk worth more than USD8 million to the local cooperative. From there, it is transported to the **District Milk Producers' Union** and eventually delivered to the brand regional plants across India. **Bosch Packaging Technology** has supplied the renowned dairy products manufacturer with a DCP 0600 machine dedicated to

processed cheese filling and packaging. The cooperation between the two companies started back in 1996 when **Sapal, a Bosch Packaging Technology** company, provided the Indian brand's plant in Kaira District in Anand, Gujarat with its first ML-2 machine for dosing and packaging processed cheese. The company's high quality technology and attentive service has led to a strong business relationship spanning two decades. By offering speeds up to

500 cheese portions per minute, the DCP 0600 increased the productivity of the dairy's processing line by 40 percent compared to existing line. DCP 0600 machine doses and packages processed cheese in premium square-shaped portions weighing 25 grams each. The first step in the production process is to form the aluminum shell, which is then precisely filled with the liquid product, ensuring material and product savings. ■

Amul