

Three steps to packaging success with India's largest food brand

For many entrepreneurs in India's lucrative milk industry, cheese is fast becoming their next big venture. Recent data shows the market for cheese at Rs 1,250 crore (217 million euros) with annual growth of 20 percent forecasted for the foreseeable future.

With a surge in demand for dairy products, Amul Dairy, the country's largest food brand, teamed up with Sapal, a Bosch Packaging Technology company, to address the need for a new filling and packaging machine for processed cheese that was capable of handling the increased level of production. Bosch, the company's long-standing partner, customized its DCP 0600 machine to enable speeds of up to 500 cheese portions per minute. As a result, Amul Dairy increased its productivity by 40 percent compared to its existing line. Step one on the road to success.

Material and product savings were also high on the agenda for the Indian manufacturer. While Bosch Sapal's DCP 0600 doses and packages processed cheese in square-shaped portions weighing 25 grams each, it first forms the aluminum shell, which is then precisely filled with the liquid product, enabling material savings and minimizing product waste. The DCP 0600 solution also ensures that folds are perfectly symmetrical and minimizes consumption of wrapping materials thanks to its folding boxes, which process all folds simultaneously – at any speed, further reducing waste. A second step taken down the road to success.

Last, but in no way least, is consumer loyalty and brand perception. The square portion is hermetically sealed at more than 120°C, forming a consumer-friendly, easy-to-open wrap thanks to a tear-tape. In the end, the brand, which uses the tagline 'Taste of India', now has packaging that suitably reflects its premium image and high volume output. But there's more to the package than how it looks. The high level of product protection it offers also makes the wrap style stand out from the crowd and safeguards one of India's favorite brands. Step three to strengthening the brand.

Intrigued? Get in touch with an expert from Bosch at +41 21 633 52 00, sales.sapal@Bosch.com or [click here](#)

