

Brief profile of Shri Manoranjan Pani, General Manager (Sales & Marketing), GCMMF (AMUL)



Shri Manoranjan Pani joined Gujarat Cooperative Milk Marketing Federation Ltd., (GCMMF) (AMUL) in the year 1991 directly after completing his post-graduation in rural management from Institute of Rural Management Anand (IRMA) and rose to the present level of General Manager (Sales & Marketing). Shri Pani is also B Tech in Dairy Technology from National Dairy Research Institute, Karnal.

Shri Pani has 25 years of rich experience in Amul. He has witnessed Amul growing from 1000 crore to 23,000 crore turnover organization. His experience with Amul spans business development, strategy, sales management, marketing, administration and general management. Presently, Shri Pani is heading sales and distribution and fresh product division for brand “Amul” which contributes around 55% of total turnover of GCMMF.

For almost a decade, Shri Pani has worked under guidance & mentorship of the legendary Dr. Verghese Kurien (father of dairy cooperative movement in India) and has ensured that values cherished by Dr. Kurien, such as integrity, dedication, courage, honesty, commitment to farmers and to consumers, remained deeply ingrained in the culture of Amul.

Shri Pani has engineered the expansion of Amul’s product portfolio, leading several prestigious launches of several innovative & pioneering products, which has helped brand Amul to retain its leadership, in almost every segment in which it operates. Shri Pani has lead the team for several milk launches in India under brand name “AMUL”.

Shri Pani has also been actively involved in creating a pool of managerial talent in the country. He has been a visiting faculty at the Institute of Rural Management, Anand.