

আড়ৎদুধ

বলিষ্ঠ বাংলাদেশ গড়বোই



www.brac.net

Aarong Milk was first marketed in 1998 by the dairy social enterprise of development organization BRAC, to help poor rural dairy farmers protect and grow their dairy enterprises and improve their family's income by facilitating access to urban markets. Inspired by this purpose, Aarong Milk has worked to build a brand that is as true to its urban consumers as it is to its rural suppliers, providing dairy products of impeccable quality that drive its vision of a healthy and strong Bangladesh.

Market

Aarong Milk is a well known, highly respected and trusted brand among urban Bangladeshis. This trust is based on Aarong Milk's meticulous attention to quality control in all aspects of the production process. Consumers have come to rely on the high quality and value of its products.

Having entered Bangladesh's dairy market only 12 years ago, Aarong Milk has achieved enormous success with its biggest selling product, liquid milk, capturing 32% market share - second only to a

long-standing national competitor. Aarong Milk is a market leader in other products: in flavored milk, it captured 58% of the market in just 10 years while its curd product dominates nearly 70% of the curd market and ghee leads with a 34% market share.

Achievements

Aarong Milk offers a range of dairy products alongside liquid milk and competes with well-established global brands in the Bangladeshi powdered milk market. Its greatest achievement has been in winning the confidence of the consumers in

a short period of time. This is reflected in the rapid increase in market share - Aarong Milk gained 13% market share during the last 4 years, from 19% in 2006 to 32% in 2010. The brand has a dedicated consumer base of around 500,000 people who regularly purchase its products.

Aarong Milk is also playing a major role in the development of the country's dairy industry infrastructure and technology, through its network of chilling centres collecting milk from the remotest rural areas, the use of state-of-the-art processing



equipment and research into and promotion of improved livestock breeding, rearing and caring techniques. Aarong Milk is currently supporting over 40,000 farmers, helping develop rural entrepreneurship through loans providing access to improved breeds through BRAC's Artificial Insemination programme, high quality feed produced by BRAC's feed enterprise and veterinary services through its extension networks.

Product
Aarong Milk offers a range of high-quality dairy products for the urban market. Essential nutritional value products include liquid, UHT and powdered milk and butter. Products targeted towards the health conscious are low-fat milk, curd and strawberry-flavored yogurt drink. The strawberry drink is a unique Aarong Milk product not produced by any other company in Bangladesh, as is Tamarind Juice, made using its own private recipe.

Alongside packaged juices, the chocolate and mango flavored milk products are for the young and the young at heart and aim to make drinking milk fun. Products such as ghee are primarily marketed as ingredients in festival-related food.

Recent developments
In 2008, Aarong Milk added a new product to its product line - Aarong Full Cream Milk Powder, an essential addition to the milk market providing pure milk directly collected from local cattle and processed using state-of-the-art technology. Bangladesh is currently importing over 25 thousand metric tons of powdered milk to meet market demand. Aarong Milk Powder aims to play a significant role in this regard, helping to reduce import dependency in addition to encouraging more poor farmers to enter into the dairy sector.

Promotion
The latest in Aarong Milk's promotional activities is the "Bolishtho Bangladesh Gorbo-i" campaign. Inspired by the positive "can-do" attitude towards taking Bangladesh further that is prevailing across all sectors, the campaign highlights Aarong Milk's commitment towards creating a strong Bangladesh by producing the highest quality of pure milk that will work to develop the physical and mental strength of Bangladeshis. The campaign is being put forth across all standard promotional channels for Aarong Milk, including billboards, TV, print media and POS displays. New channels being utilized by the campaign include mobile billboards and radio.

Brand value
Aarong Milk is dedicated to delivering the highest quality dairy products to its consumers and in reflection - the brand has become synonymous with quality and good health in consumers' minds. Aarong Milk's commitment to build a healthy Bangladesh is double-edged. It is focused on establishing the importance of milk as an integral part of a healthy diet for its consumers. Aarong Milk is also committed to ensuring the health and wellbeing of its rural suppliers and their families by improving their income through provision of market access as well as encouraging consumption of milk in their own homes.

- Things you didn't know**
- Aarong Milk is a social enterprise wholly owned by BRAC, one of the world's largest development organizations
 - All of Aarong Milk's profits are fed back into BRAC's poverty alleviation interventions in health, education, human rights and social empowerment
 - Aarong Milk's chilling centres are located in the poorest rural areas of Bangladesh and dedicated to collecting milk produced by rural farmers who have little or no access to regular markets
 - More than 2 packets of Aarong Milk are sold every second



History

1998
Commercial operations started with the launching of liquid milk product

1999
Ghee and low-fat milk products launched

2000
Flavored milk products introduced in poly-pack

2001
Production of UHT milk started

2006
Production capacity of liquid milk increased

2008
Branded powdered milk product introduced