

Comparative Analysis Between Epigamia and Amul Flaavyo

By

Dixsha Das

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2017-2019



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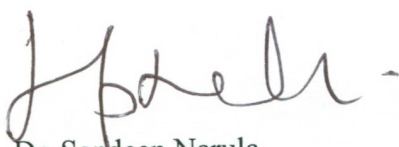
TO WHOMSOEVER MAY CONCERN

This is to certify that DIXSHA DAS student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at Sundyota Numamdis Pharmaceutical Pvt. Ltd., Ahmedabad from 04th Feb'19 to 03th May'19.

The Candidate has successfully carried out the study assigned to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



Dr. Sandeep Narula

Dean, MBA Pharmaceutical Management

The IIHMR University, Jaipur



Dr. Sandeep Narula

Associate Professor

The IIHMR University, Jaipur

The certificate is awarded to

Name: Ms DIXSHA DAS

In recognition of having successfully completed her
Internship in the department of

Name of Department: SUNDYOTA LIFECARE

And has successfully completed her Project on

Title of the Project

COMPARITIVE ANALYSIS OF EPIGAMIA AND AMUL FLAAVYO IN AHMEDABAD

Date: 3rd may 2019

Organization: SUNDYOTA NUMANDIS PHARMACEUTICALS PVT. LTD.

She comes across as a committed, sincere & diligent person who has a strong drive and zeal for learning

We wish her all the best for future endeavours



Training & Development



Head Human Resource



CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "**comparative analysis between Epigamia and Amul flaavyo**" and submitted by **Dixsha Das** Enrollment No.0119 under the supervision of Dr Sandeep Narula for award of MBA in Pharmaceutical Management of the University carried out during the period from 4th February to 3rd May embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.


Signature

ACKNOWLEDGEMENT

First and foremost, I venerate to the God whose mercy, compassion and benediction have guided me in each step during my life and this study as well.

There are many people who deserve a word of thanks for their part, in one way or other for completion of my Dissertation project. So, I am highly indebted to all those who made it possible for me to mold this study in the form of summer training.

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I am immensely thankful to **Sundyota Numandis Pharmaceutical Pvt. Ltd.** For fiving me such a wonderful opportunity to work with them.

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Last but not the least, I would like to express my gratitude for my parents and for their constant encouragement and faith in me.

Above all, I would like to thank God for giving me the strength to manage the difficulties

Which I faced during this period.

Dixsha Das

COMPANY PROFILE

Sundyota Numandis Celebrating Life

‘Sundyota Numandis’, our name, truly defines our purpose of existence. It means ‘A sparkling expression of joy empowered by the cosmic energy of the Sun’.

Founded in 2003, we began with a profound intention to offer a new dimension to human healthcare through more effective, healthier and safer therapies. Our purpose lies in optimizing the scope of probiotics, nutraceuticals, phytopharmaceuticals and natural products into mainstream healthcare, for prevention, management and wellness. Hence, with deep understanding of science and a rich experience, we explore healthcare alternatives from plant, animal, microorganism sources, with proven clinical data, to offer value-added alternatives for human healthcare. And over time, we’ve graduated to offering world’s finest, advanced and clinically proven products from non-chemical origins.

Mission: Enhancing health, happiness and harmony through advanced naturalsolutions.

Vision: Happy humans on healthy Earth.

Our thoughtful insight driven by our quest for excellence gives us distinct attributes like

- Exploring and conceptualizing latest researches into superior therapeutic solutions
- Having ongoing collaborative researches with leading healthcare research companies of the world, enabling us to introduce more than 60 globally acclaimed molecules
- Building molecules and brands with leading healthcare companies of India as well as the world

Today, we’re globally recognized as an innovative, ethical and a science-oriented company with deeply rooted values. Sundyota Numandis group comprises.

- ☐ Sundyota Numandis Pharmaceuticals Pvt. Ltd.
- ☐ Sundyota Numandis Probioceuticals Pvt. Ltd.
- ☐ Sundyota Numandis Research & Formulations
- ☐ Sundyota Numandis Global Sciences

□ Sundyota Lifecare

Our Philosophy: The essence of life lies in living it with love, grace and gratitude. We thoroughly enjoy doing everything from happiness. Not only do we derive utmost joy from the smile that comes from regained health, we also strive to spread happiness to our customers, people and associates. The more we appreciate life, the more there is in life to appreciate. Hence, besides being committed to alleviate suffering in the safest possible manner, we also dedicate ourselves to celebrating life – the most precious gift of Nature.



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Executive Summary

The overall spoonful yogurt market is projected to grow around 20% of CAGR from 2017-18 to 2022-23.

Total spoonful yogurt market is going to hold more than 70% of the market share in India yogurt market at the end of forecast period. It is a mixture of spoonful yogurt offered by packaged/retail market and yogurt service chain market. Packaged/Retail spoonful yogurt market is divided in Plain/Natural yogurt, frozen yogurt and other spoonful yogurt in the form of Greek yogurt, probiotic Shrikhand, Mishtidoi etc. whereas service chain offers frozen yogurt. In case of packaged yogurt market, Other forms of yogurt has grown with the highest CAGR in comparison to Plain/natural and frozen yogurt.

It was old practice to set curd at home and use it in everyday meal to make drinkable yogurt like buttermilk or Lassi out of it. With the increasing working women, they do not have time to set them at their own thus make them purchase packaged curd or dahi. In packaged yogurt, frozen yogurt with different flavors are in trend which is offered by both retailers as well yogurt service chain.

Mumbai-based startup Drums Food International has tasted success with its Greek yogurt brand, Epigamia, which retails through over 8,000 distribution points in five top cities.

Drums Food International is an up-and-coming, new age FMCG company dedicated to delivering quality product experiences with superior taste, coupled with state-of-the-art manufacturing and packaging innovation. It was founded in 2008 and is based in Mumbai, India.

In 2015, Drums Food launched Epigamia, India's first branded and leading premium Greek yogurt which has rapidly gained traction with the Indian consumer. Made with all-natural ingredients and no preservatives, Epigamia is popular across a wide consumer demographic, positioning it as the snack of choice for India's health-conscious millennials

Amul is the leader with nearly 70% market share in 2011 and is likely to be at the top in the coming years as well. In 2011, Amul Probiotic share

accounted for more than double than the combined share of its competitors like Mother Dairy, Nestle and Yakult. Nestle and Mother Dairy is holding second and third position in the Indian Probiotic Market

AIM OF STUDY:

Aim: The overall aim of the study was to analyze the market capture of the established vs newly launched market.

OBJECTIVES:

- To access the market penetration for Epigamia & Amul's flaavyo products in Ahmadabad.

□ SECONDARY OBJECTIVES

- To understand the buying behavior of the consumers towards these brands.
- To study the marketing and branding strategies of these companies.
- To know the distribution system of these products

METHODOLOGY:

RESEARCH DESIGN

- **Study type:** Descriptive study
- **Data source:** Primary and secondary research
- **Data collection technique:** The primary and secondary data will be used. Primary data for consumers, retailers, salesforce. Secondary data for competitor analysis.
Primary data will be collected from the respondent through observation or direct communications.
- **Source of primary data:**
 - A. Field observations
 - B. Questionnaire
- **Source of Secondary data:** company annual reports, various research articles and publications.
- **Data analysis tool:** MS excel

SAMPLE DESIGN

- **Target population:** Retailers, consumers, Salesforce (focus-group)
- **Sampling method:** Non-probability convenience sampling
- **Sample size:** 100
- **Study Location:** Ahmedabad
- **Duration:** 3 months
- **Data Collection Instrument-** Data collection would be collected from interview and a set of structured questionnaires.

CONCLUSION: Amul Flaavyo being market leader failed to reached the customer as Epigamia newly launched in this probiotic yogurt industry captured the market as compared to the already established brand.

INTRODUCTION

Total spoonful yogurt market is going to hold more than 70% of the market share in India yogurt market at the end of forecast period. It is a mixture of spoonful yogurt offered by packaged/retail market and yogurt service chain market. Packaged/Retail spoonful yogurt market is divided in Plain/Natural yogurt, frozen yogurt and other spoonful yogurt in the form of Greek yogurt, probiotic Shrikhand, Mishtidoi etc. whereas service chain offers frozen yogurt. In case of packaged yogurt market, Other forms of yogurt has grown with the highest CAGR in comparison to Plain/natural and frozen yogurt.

It was old practice to set curd at home and use it in everyday meal to make drinkable yogurt like buttermilk or Lassi out of it. With the increasing working women, they do not have time to set them at their own thus make them purchase packaged curd or dahi. In packaged yogurt, frozen yogurt with different flavors are in trend which is offered by both retailers as well yogurt service chain

It's been about six years since probiotic food products entered the Indian market but

there are no regulations to ensure they are safe for all. While most of the bacteria in these food products are similar to the friendly bacteria found in the human gut.

India probiotic market” Forecast and Opportunities, 2019”, the probiotic market in India is projected to register a CAGR of 19.80% during 2014-19, The market for probiotic functional foods and beverages is expected to witness significant growth during 2014-19 due to rising popularity for these products among the youth. The probiotic market in India is projected to register strong growth through 2019 due to growing health concerns, rising incidences of lifestyle related disorders and increasing healthcare cost. has evaluated future growth potential of the probiotic market in India and provides statistics and information on market structure, consumer behavior trends, etc.

EPIGAMIA- OVERVIEW

Mumbai-based startup Drums Food International has tasted success with its Greek yogurt brand, Epigamia, which retails through over 8,000 distribution points in five top cities.

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Mr Rohan Mirchandani CEO of the company Epigamia became India's first all-natural Greek yogurt brand, which rapidly gained traction with the Indian consumer. Using all-natural ingredients and traditional Greek straining process, the yogurt is low in fat and calories with double the amount of protein as compared to regular flavored yogurt.

Drums Food International, sells the Epigamia brand of yogurt through 8,000 modern trade and *kirana* outlets in five cities—Bengaluru, Hyderabad, Chennai, Delhi and Mumbai—apart from online stores like Amazon and BigBasket.

The company sells around three million cups of yogurt a month with the 90gm packs priced at Rs 36 and Rs 40, depending on the flavor.

The company now has 100 cold chain trucks, with each covering around 25 to 30 stores every day. Sales staff accompany each truck to ensure that the products are placed in the correct refrigerated shelves.

FUNDING

The company raised two rounds of funding—the latest a Series B round of about \$14 million in 2017—primarily for technology.

Drums Food had raised Rs 44.5 crore from various sources including

- Verlinvest, a Belgian consumer-focused private equity group
- DSG Consumer Partners
- an early-stage venture capital firm in its latest round of funding .
- Other investors in the company include actor Kunal Kapoor and Apurva Salarpuria from the Salarpuria Group. So far it has raised Rs 65 crore.

with only about 4,000 to 5,000 stores, while there are over nine lakh stores overall,”*Kirana* stores contribute about 35 percent of the company’s business, while online sites contribute 10 percent.

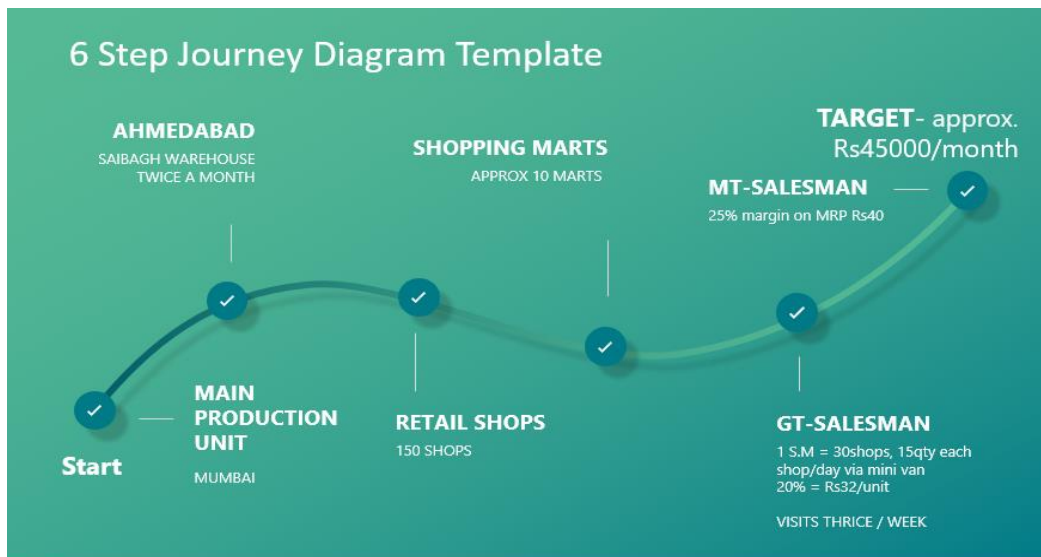
SCALING UP

Food and grocery is expected to account for 66 percent of the \$1.1 trillion Indian retail market in 2020. So, the market is large.

The next product launch, around six months away, will be packaged *lassi*.

The company has also lined up plans to expand its footprint in India. In the next three years it plans to sell the product through 40,000 stores as compared to 5,000 at present. By the end of the year Epigamia will be retailed across 12,000 stores.

DISTRIBUTION PROCESS



MARKET STRATEGY

90% Direct marketing 10% indirect marketing.

Following are the techniques:

- Guerrilla Technique
- 100% Replacement
- Free Samples
- Effective Sales team
- No Targets (As Such)
- Simple Layout
- Max Utilization of Social Media
- Bizom Software

AMUL- FLAAVYO

INTRODUCTION

In March 2011, India's leading milk and milk products brand, Amul, launched a flavored yoghurt called Flaavyo. It was one of the several products that Amul had launched in a bid to connect with the youth in the

country.

Within a span of one year, Amul had introduced several new varieties of ice-cream and pro-biotic buttermilk targeted at this segment. Amul, the leading dairy brand launched Amul Flaavyo Yoghurt. This is Tasty, Healthy and refreshing yoghurt for all age group and contains live probiotic bacteria which helps digestion and improve immunity. Made from natural ingredients.

Amul is the leader with nearly 70% market share in 2011 and is likely to be at the top in the coming years as well. In 2011, Amul Probiotic share accounted for more than double than the combined share of its competitors like Mother Dairy, Nestle and Yakult.

IDEA BEHIND THE PRODUCT

With the launch of this new product under the brand name — Amul Flaavyo Amul wants to revolutionize the ice-cream market while becoming the “first mover” in this new category among Indian companies. “We are expecting that the frozen yogurt highway would account for 5% of total ice-cream sales.

PRICE AND COMPETITORS

Being offered in mango and strawberry flavours, Amul is pricing Flaavyo at Rs 30 for a 125 ml cup, this is less than half the price of such products currently available in the market.

Hence cost effective as compared to other probiotic yogurt in the market. Other than this Amul Flaavyo have another range of probiotic products like lassi, frozen ice-cream, shakes etc.

STRATEGIES

Amul never used any celebrities to showcase their products unlike another brand.

- Branding girl: Amul girl

- Social platforms: mostly on Twitter that other platforms like Facebook, Instagram etc.
- e-commerce platforms: limited e commerce like amazon, grofers etc
- Availability: Dedicated Amul retail shops
- Marketing: Pamphlets and few events.

COMPETITORS

EPIGAMIA – Greek yogurt is becoming the game changer. Price Rs 40.

Coco berry, the domestic yoghurt chain, sells at around Rs 80 for 100 gm, while Red Mango, which says 90 per cent of its ingredients are imported, sells its probiotic product at Rs 89 per 100 gm.

Flaavyo is the latest addition to Amul's probiotic portfolio of products that includes *dahi* and *lassi*.

SCALING UP

flaavyo will also be available in 500 ml family packs and 5 litre bulk packs. Amul plans to introduce more flavours soon. Amul will be riding on its brand and distribution network to expand the reach of Flaavyo.

POSITIONING

The product, Amul says, has all-natural ingredients such as fruit pulp, natural flavour, live probiotic bacteria and essential vitamins. Initially, Amul Flaavyo yogurt is being introduced in five flavours Mango, Strawberry, Pineapple, Vanilla and Misti Doi.

Amul is only the latest in a series of such launches by yogurt makers who are all trying to reposition their products from just a "meal accompaniment" to a stand-alone breakfast option or a health dessert.

The results of all these efforts are showing. The packaged yogurt market in India is around 60, 000 tonnes and growing at a healthy rate of 15-20 per cent annually.

COMPARISION BETWEEN EPIGAMIA AND AMUL FLAAVYO

SWOT ANALYSIS

AMUL FLAAVYO:

STRENGTH

BIG BRAND NAME
HIGH CUSTOMER LOYALTY
COST EFFECTIVE

WEAKNESS

LACK OF MKT.
INAPPROPRIATE
BRANDING
POOR CUSTOMER REACH

OPPURTUNITIES

PRODUCT EXTENTION
TARGETING OTHER MEANS
OF SELLING PLATFORM MORE

THREAT

NEW ENTERANTS
LIMITED CHOICE OF
FLAVOURS

EPIGAMIA:

STRENGTH

MARKET CAPTURE
GOOD STP
PRODUCT QUALITY

WEAKNESS

PRICE: HIGH COST
LOW SHELF LIFE

OPPURTUNITIES

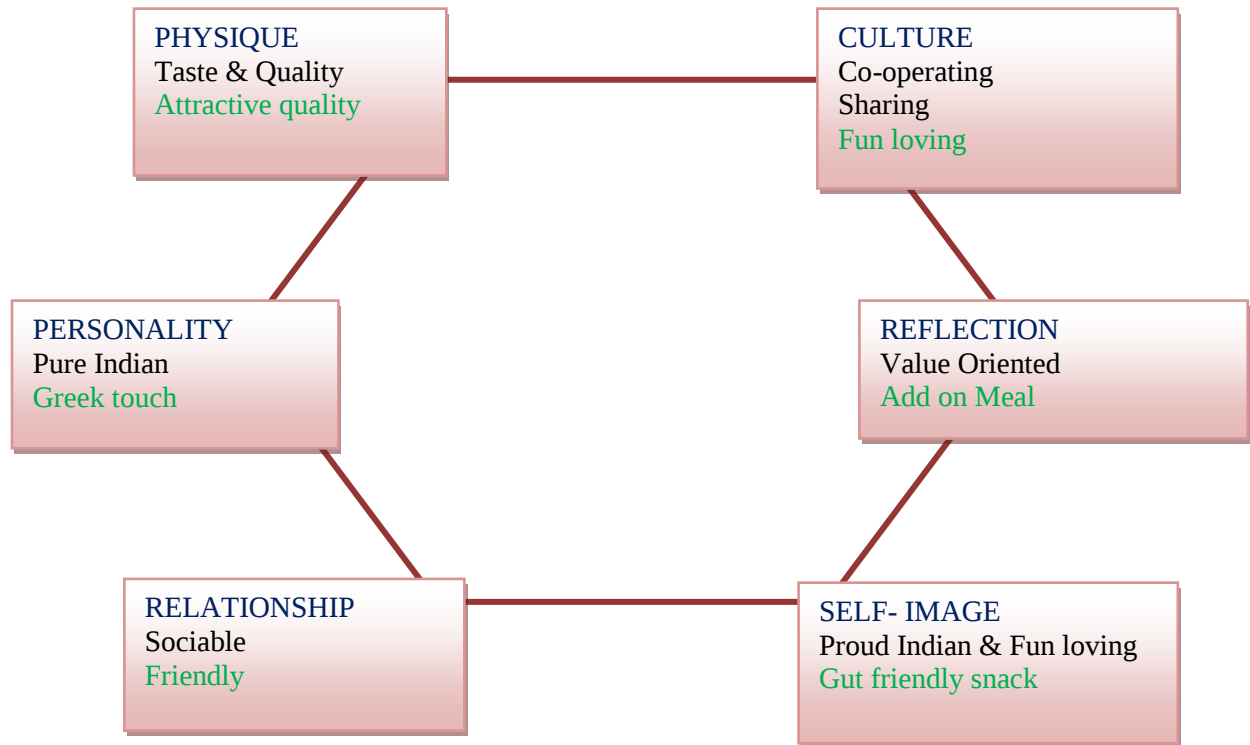
PRODUCT EXTENTION
TARGETING TIER 2 CITIES

THREAT

NEW ENTERANTS
COLD CHAIN

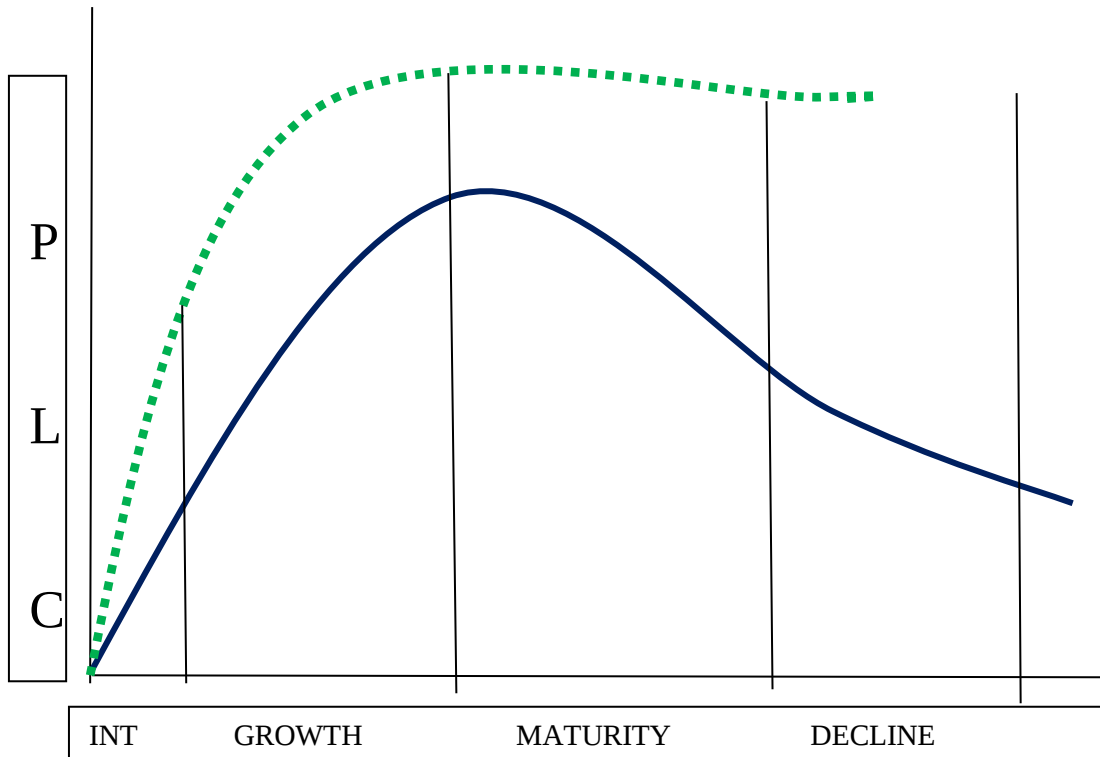
BRAND MODEL: KAPFERE BRAND IDENTITY PRISM

AMUL & EPIGAMIA



PRODUCT LIFE-CYCLE

AMUL & EPIGAMIA



INTRODUCTION: No profit (Epigamia)

Low Cost (Amul)

GROWTH: Increase Sales & Cost

As it is same

MATURITY: Diversify

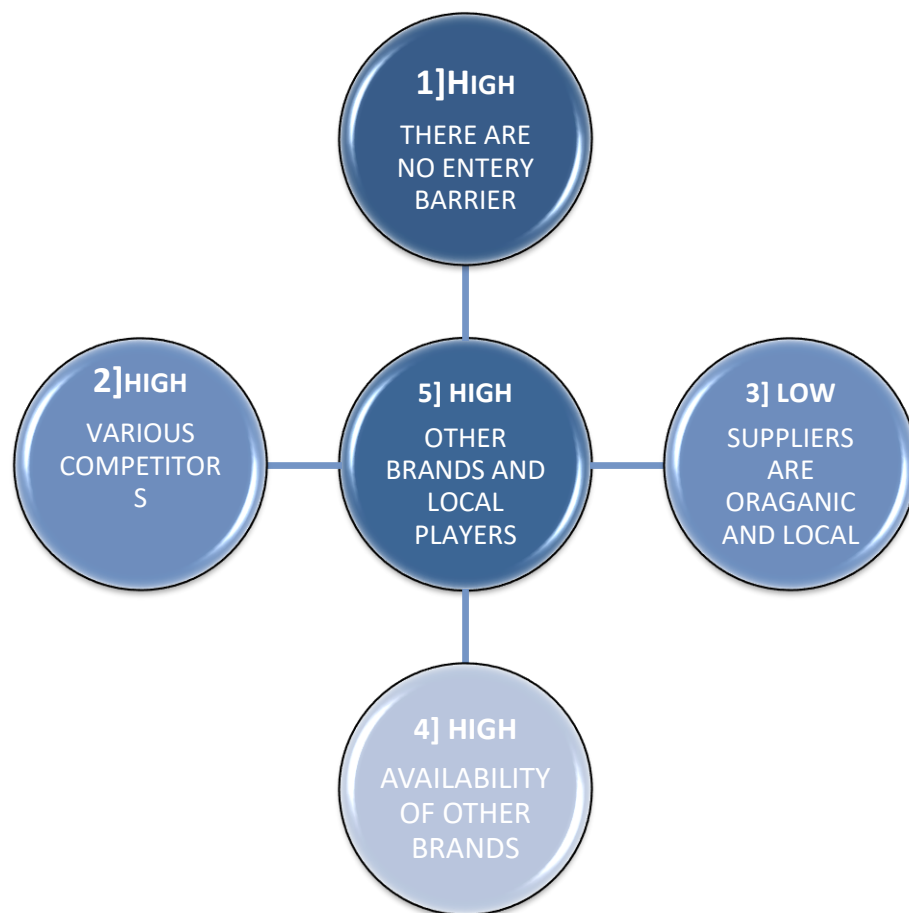
No diversify much

DECLINE: Not yet

About to

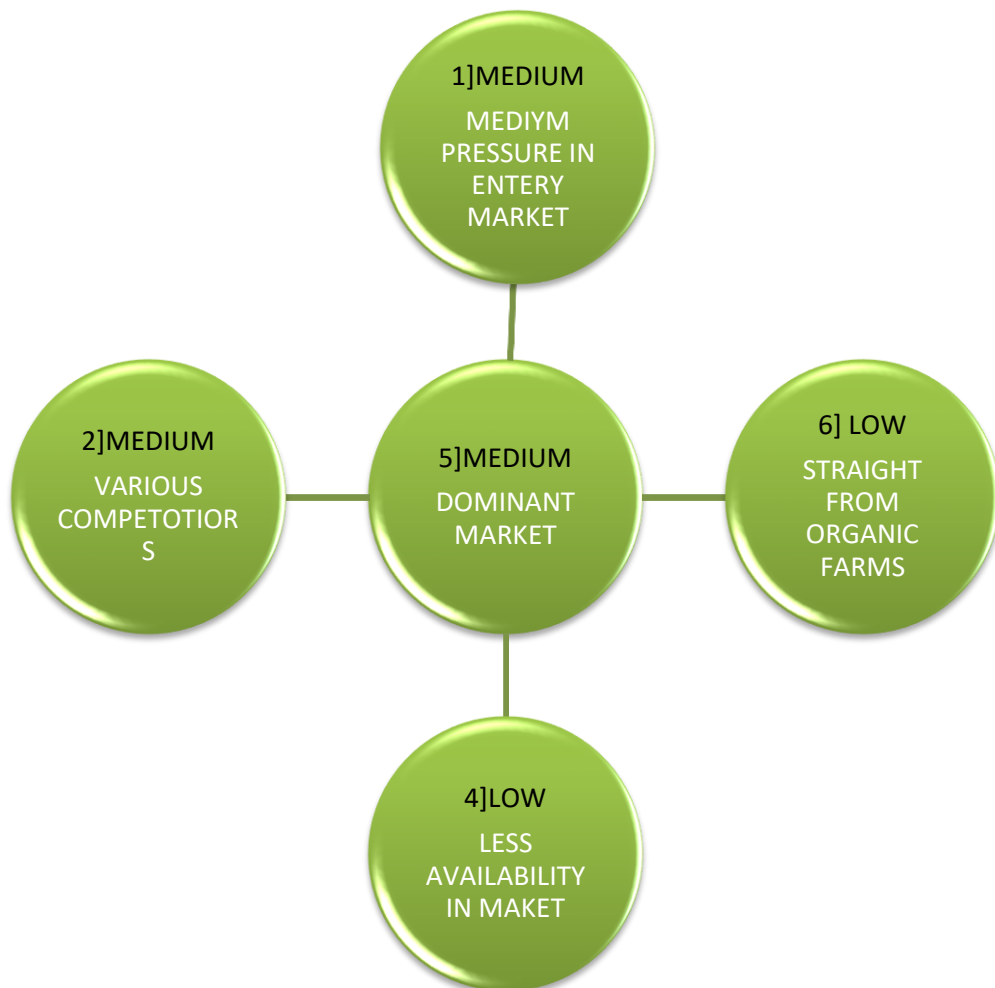
PORTER'S FIVE FORCES MODEL

- 1] Threat of new entrants
- 2] Bargaining power of customers
- 3] Bargaining power of suppliers
- 4] Threat of substitutes
- 5] Competitive rivalry



AMUL – PORTER'S MODEL

EPIGAMIA- PORTER'S FIVE MODEL



3C'S RULE- AMUL FLAVVYO

Competitor- Amul flaavyo does not face that harsh competition As earlier it was the only player in this segment.

Customer: customers are brand loyal.

Company: Oldest heritage organization of India.

3C'S RULE- EPIGAMIA

Competitor- Competition is medium as there are other brands are also in the market. But due to lack of marketing and branding those brands like Amul, nestle, mother dairy etc. lack.

Customer: Huge quantity of customer and it covers all the aged group people.

Company: Hokey Pokey extension just launched in 2015 head quarter is in Mumbai.

SURVEY QUESTIONNAIRE

FOR CONSUMERS

1) Do you know about probiotic?

Yes

No

2) Do you know about Epigamia or Amul flaavyo?

YES

NO

3) How do you come to know about epigamia and Amul?

A) Social Media

B) Advertisement offline

C) Friends and family

D) Local stores

4) Why you are unaware of Amul flaavyo?

a) Lack of availability

b) Lack of marketing

c) Lack of positioning

d) Lack of advertising

5) In probiotic yogurt which one do you like in taste?

Amul flaavyo

Epigamia

FOR SALESMAN

- 1) How do you convert new retailers?
 - A) Margins
 - B) Attractive offers
 - C) Gift coupons
 - D) Free samples
- 2) What is the Monthly Turnover of product?
 - a) 1-5 lakh
 - b) 5-10 lakh
 - c) 10-15 lakh
 - d) 15 lakhs above
- 3) What is the distribution medium?
 - a) 100 above
 - b) 100-200
 - c) 300-500
 - d) 500 above

FOR RETAILERS

- 1) How much margin Epigamia & Amul give
 - A) 20%
 - B) 10%
 - C) 15%
 - D) 30%
- 2) How frequent salesman visits a week?
 - a) Once
 - b) Twice
 - c) Thrice

3) Do you feel difficulty in availability of the product?

Yes

No

INTERPRETAION AND FINDINGS

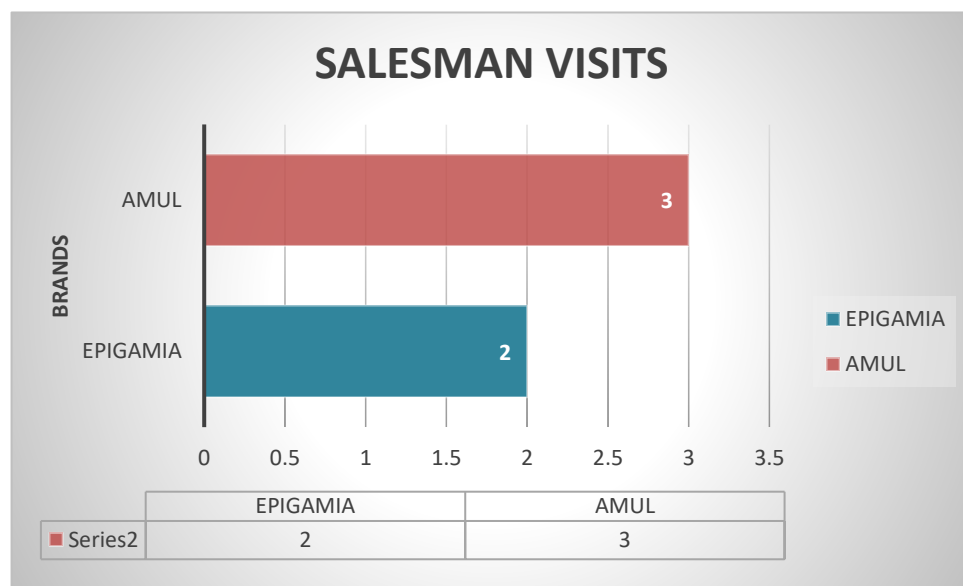
1] Preferred Salesman visit in retailers' shops

It was found that approximately thrice salesman of Amul visits retail shops and Twice of epigamia shops.

Table number 1 as well as figure number provides a data of number of visit salesman's response in each array

SL N O.	BRAND S	RESPONS E IN NO.
1	Amul	thrice
2	epigamia	twice

Table 1: preferred salesman's visits in retail shops weekly.



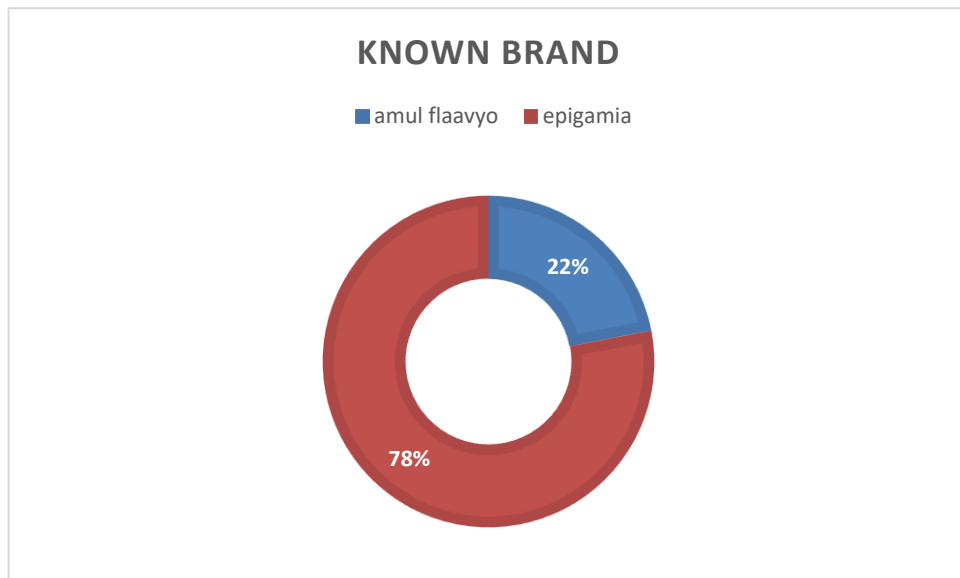
2] Preferred popular brand among consumers.

It was found that AMUL Flaavyo is 22% and Epigamia is 78% popular among the consumers.

Table number 2 as well as figure number provides a data of number of consumers are aware of the Amul flaavyo and epigamia brand response in each array

SL NO.	BRANDS	RESPONSE IN %.
1	Amul Flaavyo	78
2	Epigamia	22
total		100

Table 2: preferred popular brand among consumers.



3] Preferred marketing tools by Epigamia brand.

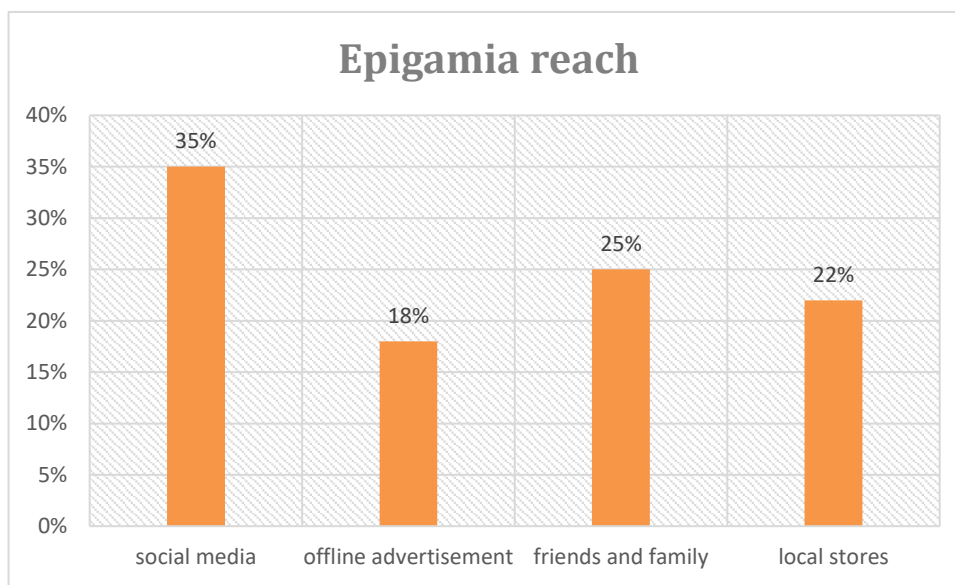
It was found that Epigamia brand approximately 35%, 18% , 25% , 22% - social media, offline marketing. family and friends, local stores respectively used the marketing tool to reach their customers

Table number 3 as well as figure number provides a data of number of marketing response in each array.

SL NO.	EPIGAMIA BRAND	RESPONSE IN %.
1	Social media	35%
2	Offline marketing	18%
3	Family and friends	25%

4	Local stores	22%
total		100%

Table 3: preferred marketing tools by Epigamia brand.



4] Reason behind Amul flaavyo brand awareness .

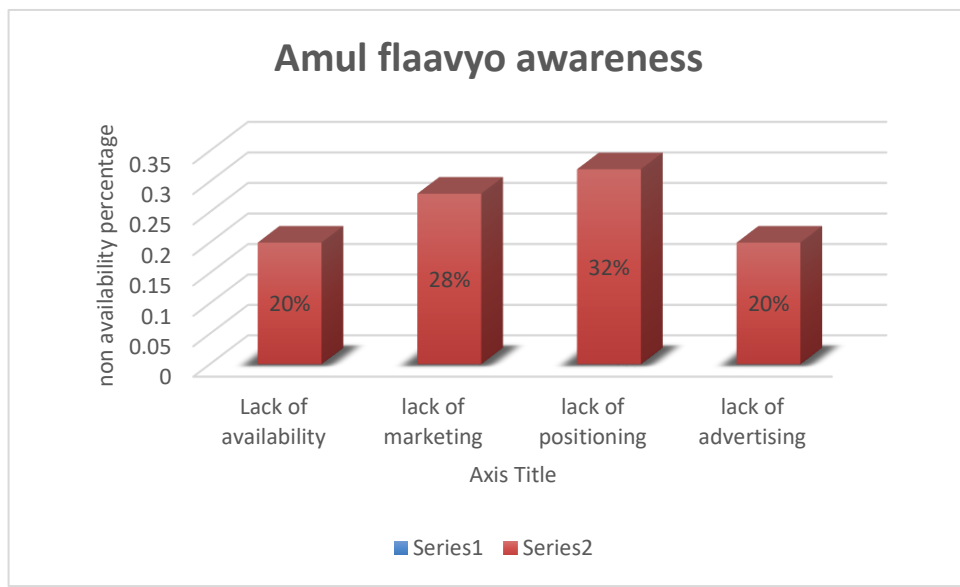
It was found that Amul flaavyo brand approximately 20%, 28% , 32% , 20% - lack of availability, marketing, positioning, advertising respectively is un able to reach their customers.

Table number 3 as well as figure number provides a data of number of consumer response in each array

SL NO.	AMUL FLAAVYO BRAND	RESPONSE IN %.
1	Lack of availability	20%
2	Lack of	28%

	marketing	
3	Lack of positioning	32%
4	Lack of advertising	20%
total		100%

Table 4: Reason behind Amul flaavyo awareness brand.

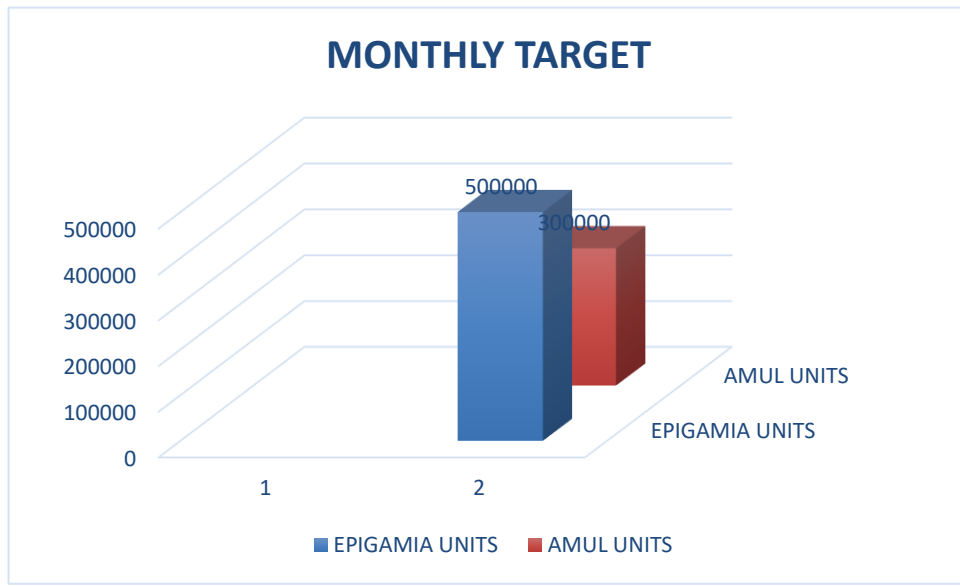


5] Preferred monthly target of Amul flaavyo and Epigamia brand.

It was found that AMUL Flaavyo 30,000 units and Epigamia 50,000 targets monthly in product quantity.

SL NO.	BRANDS	RESPONSE IN UNITS.
1	Epigamia	500000
2	Amul	300000

Table 5: preferred monthly target of Amul flaavyo and Epigamia brand.



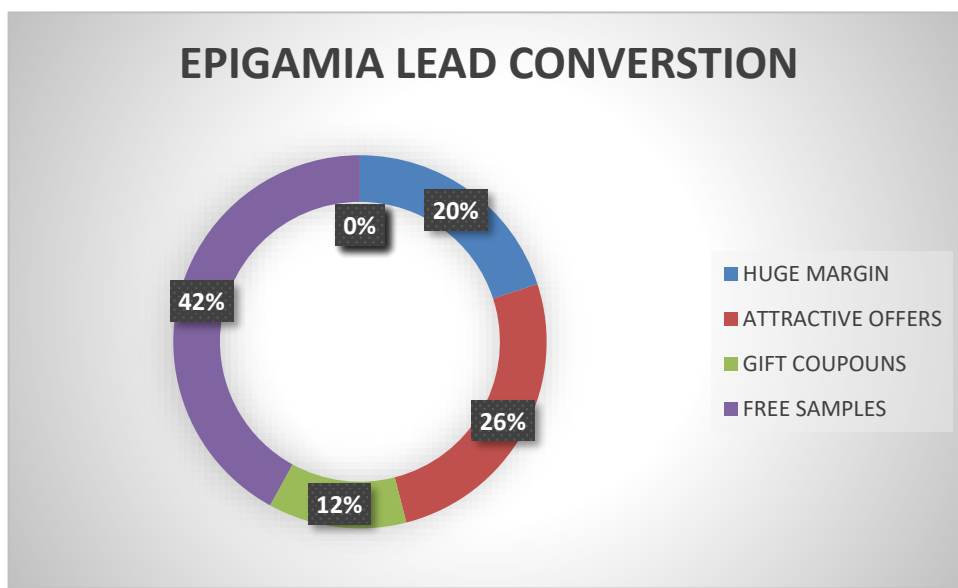
6] lead conversion of Epigamia.

It was found that Epigamia brand approximately 20%, 26%, 12% , 42% - huge margins, attractive offers, gift vouchers, free samples respectively provides to retailers.

SL NO.	EPIGAMIA BRAND	RESPONSE IN %.
1	Huge margins	20%
2	Attractive offers	26%

3	Gift vouchers	12%
4	Free samples	42%
total		100%

Table 6: lead conversion of Epigamia.



CONCLUSION

Amul being a big heritage brand with huge range of product line is failed to market as well brand their product Amul Flaavyo. Reasons below

- Lack of marketing
- No social coverage
- Targeting the customers
- Lack of branding
- Reaching out non dedicated retail shops
- Lack of communication
- Not proper consumer reach

Whereas EPIGAMIA being just 4-year-old brand did miracle to the probiotic yogurt industry and became the key leader of the probiotic yogurt segment.

By working out on this loophole of already an established brand like AMUL, FLAAVYO NESTLE, MOTHER DAIRY etc.

Following are the key points which made it a market leader of this segment

- Strong sales force
- Covering supermarkets & local stores
- Strong distribution chain
- Different product ranges
- Variant pack sizes and popular flavors
- Innovating marketing schemes
- Like- collaboration with filter copy videos, guerrilla marketing. Activities, bloggers, Instagram and different social platform coverage etc.,

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