NEWS | POLICY

Amul and Mother Dairy raise milk prices by up to Rs 4 a litre

Second hike this financial year as maize-driven feed costs squeeze dairies; Nandini went up Rs 8 earlier this month

By **Ankit Kankar** | November 12, 2026



Milk is costlier across India. Amul and Mother Dairy, the country's two largest dairy brands, have raised prices of fresh pouch milk by Rs 2 to Rs 4 per litre with effect from 12 November, blaming a

sharp rise in feed and fodder costs.

Amul, marketed by the Gujarat Cooperative Milk Marketing Federation (GCMMF), has raised prices by 4 to 5 per cent across major variants nationwide. Amul Taaza toned milk goes up by Rs 2 per litre and Amul Gold by Rs 4 per litre. "We are constrained to increase the consumer price of milk to pay better prices to our producers," GCMMF said, adding that its largest-selling toned milk had been increased "by only Rs 2 per litre". Amul had already raised ghee prices by Rs 50 per litre from 2 November.

In Delhi-NCR, where it sells about 35 lakh litres a day, Mother Dairy's full cream milk rises to Rs 76 from Rs 72 per litre, toned milk to Rs 62 from Rs 60, double toned milk to Rs 56 from Rs 54 and cow milk to Rs 65 from Rs 62. Bulk vended toned milk goes up to Rs 60 from Rs 58. Procurement prices paid to farmers have risen at least 5 per cent on higher fodder and fuel costs.

The root cause is maize. Its growing diversion into ethanol has pushed up prices of the main cattle feed ingredient, and a senior industry official estimated that almost 70 per cent of India's ethanol output in the 2026-27 supply year will come from maize. "The price increase is purely due to high feed and fodder prices, particularly that of maize," the official said. Weak and uneven rainfall in Gujarat and elsewhere has added to the pressure.

This is the second milk price increase in FY27. Dairies usually raise prices only once a year, and the last time they did it twice was in 2022-23. Karnataka Milk Federation had already raised Nandini milk by Rs 8 per litre and curd by Rs 14 per litre from 1 November.

The timing is awkward. Food inflation climbed to 7.74 per cent in September from 5.97 per cent in August, and milk feeds into the cost base of sweets, bakery, ice cream and dairy-based packaged foods. Food companies should expect pressure on margins in the October to December quarter.

Read online: https://nuffoodsspectrum.in/news/4/23423/amul-and-mother-dairy-raise-milk-prices-by-up-to-rs-4-a-litre-.html
© 2026 NUFFOODS Spectrum. All rights reserved.