

Appendix 1

Officers Present During the Case Study Presentations

List of officers at KMF Head office, Bangalore

1. **Mr. Channakrishnaiah**
Joint Director- Marketing
Karnataka Coop Milk Producers' Federation (KMF)
Dr M.H. Mari Gowda Road
Bangalore 560 029.
2. **Mr. Ramachandra**
Deputy Director (Advertisements and Sales promotion)
Karnataka Coop Milk Producers' Federation (KMF)
Dr M.H. Mari Gowda Road
Bangalore 560 029.
3. **Mr. Vishwanath**
Deputy Director (Public Relations and Advertisements)
Karnataka Coop Milk Producers' Federation (KMF)
Dr M.H. Mari Gowda Road
Bangalore 560 029.
4. **Dr. Sathyanarayana**
Assistant General Manager (Sales and Distribution)
Karnataka Coop Milk Producers' Federation (KMF)
Dr M.H. Mari Gowda Road
Bangalore 560 029.
5. **Mr. Suresh Naik**
Assistant General Manager (Long life products)
Karnataka Coop Milk Producers' Federation (KMF)
Dr M.H. Mari Gowda Road
Bangalore 560 029.
6. **Mr. G.R. Prakash**
Product Manager (Long life products)
Karnataka Coop Milk Producers' Federation (KMF)
Dr M.H. Mari Gowda Road
Bangalore 560 029.
7. **Mr. Ramakrishna Reddy**
Asst Sales Manager (Sales and Distribution)
Karnataka Coop Milk Producers' Federation (KMF)
Dr M.H. Mari Gowda Road
Bangalore 560 029.
8. **Mr. Vijayakumar**
Asst Sales Manager (Long life products-UHT)
Karnataka Coop Milk Producers' Federation (KMF)
Dr M.H. Mari Gowda Road
Bangalore 560 029.