­aws ecr get-login-password --region ap-south-1 | docker login --username AWS --password-stdin 196368117498.dkr.ecr.ap-south-1.amazonaws.com

Docker pull :

docker pull 196368117498.dkr.ecr.ap-south-1.amazonaws.com/custom-tools:b0a13ab49d4c598992ed3300d55d960c65491578