



**Mahara ja  
raha hai?**

**Amul**  
**Served on board!**

Check out all Amul Topicals since 1976 on our official App "Amul World" on Play Store & iTunes

# Roti ke neeche kya hai ?



Amul  
**ASAL NAYAK**

# USA Fir hoon yaaron...



**Amul**  
**United Tastes of Amulica**



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**SABCOACH SEEKHA HUMNE,  
NA SEEKHI KOI YAARI?**



**Amul**  
**BUTTER OF CAPTAIN &  
COACH OF INDIA**

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# DANIEL CALLS IT A DAY!



**Amul**  
**THERE WILL BE BREAD!**



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# Goodminton!



Amul  
JaKarta hai,  
woh ubharta hai!

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# FATHER OF ALL MATCHES!



**Amul**  
**LOOK FORWARD  
TO IT!**

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# THE LINES THEY ARE A CHANGIN'?



**Amul**  
**100% ORIGINAL**

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# Waive off loan...Wave of butter!



**Amul**  
**Farmore happiness**  
**guaranteed!**

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# LA DESIMASKA!

10



**Amul**  
**IT'S FRESH... OPEN!**

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# How will the cookie Kumble?

**Amul**  
**No sancoach about this!**

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# ISRO Rocks It!



**Amul**  
**Makes bread  
take off!**



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# ZEN and The Art of Eating Butter



Annul  
It will Jap you



# Yeh Kya Guha? Kaise Guha?



**Amul**  
**Rai ho ya fry ho!**

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# Have with Covfefe or Tvea?



Spelled  
**A-M-U-L**

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# Doodh morning, Doodh evening, Doodh night!



**Amul**  
**Celebrates World Milk Day**

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# Pitt-chure abhi baaki hai?



**Amul  
BradShah  
of butters!**



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# German dost, Spanish coast, Russian host, French toast!



**Amul**  
**Internationally famous!**

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# Geet qaata chal, Tweet khaata bandh?



**Amul**  
**In tune with bread!**



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# HE SHOOK US. HE STIRRED US.



MOORE. ROGER MOORE.  
(1927 - 2017)



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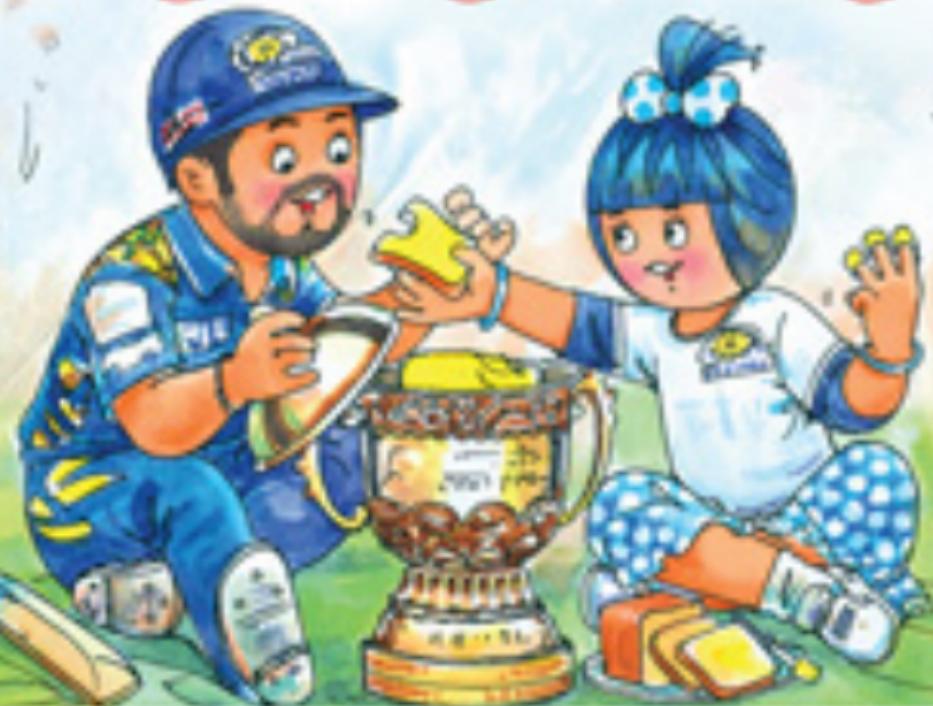
# *Rajniti or no rajniti?*



**Amul**  
**Loved by everyone!**

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# Dum Bhai Indians!



Amul  
Bole toh,  
mast hai!

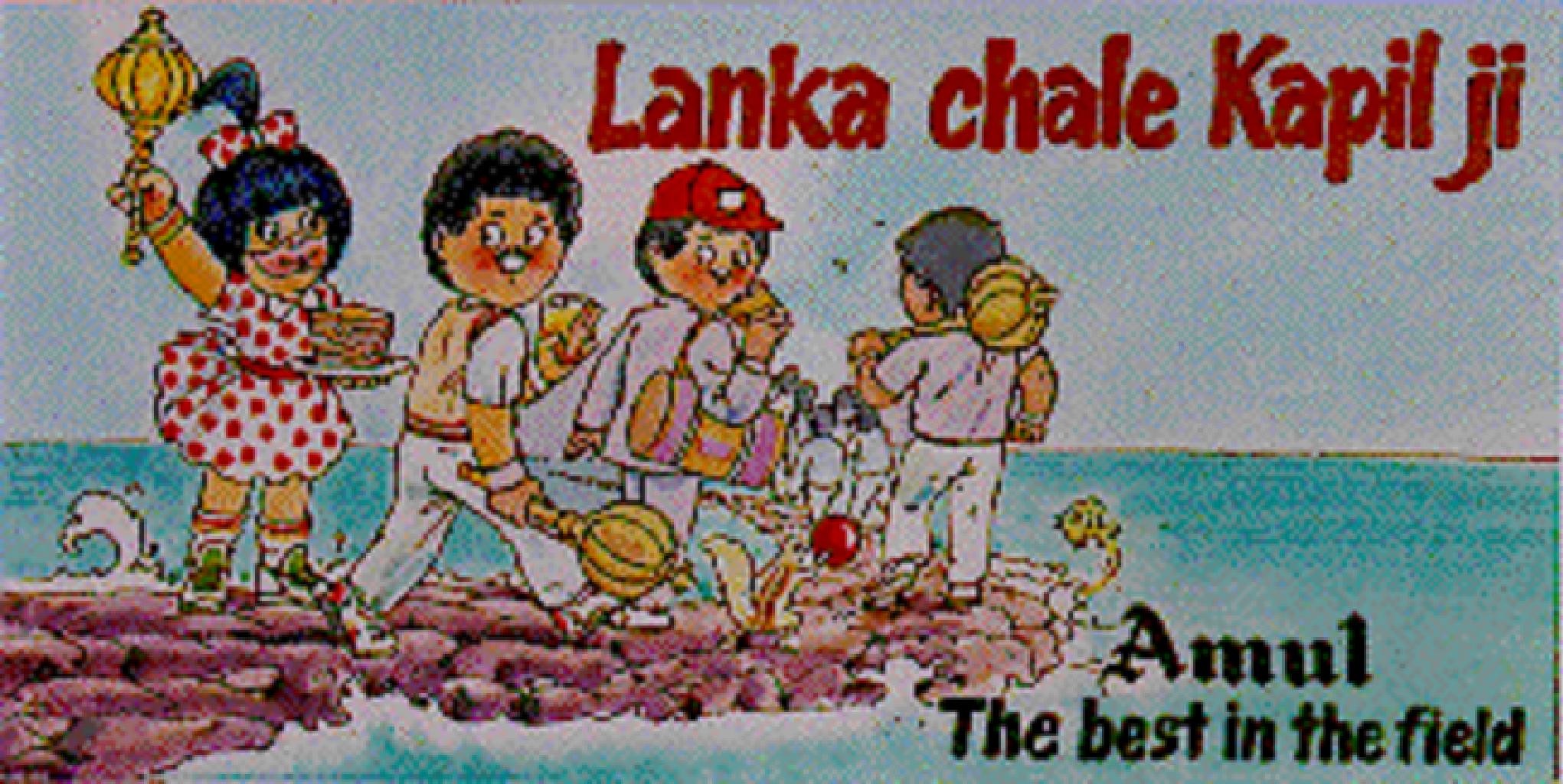
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# R.USA.IAN?



**Amul**  
**PUTIN YOUR**  
**SANDWICH!**

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# Lanka chale Kapil ji

Amul  
The best in the field

# Hum aapke hai forever...



**Reema Lagoo  
(1958-2017)**



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# Bhatakti ATMati



Amul  
Wanna Fry?

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# Phir bhi Zeal hai Hindustani!



**Amul**  
Official sponsor  
New Zealand team



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# Everybody's Voting Makhan!



**Amul**  
**Elected by bread!**

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# Schools junked food!



**Amul**  
**In canteens  
everywhere!**

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# RGV ne kasam Lee?



**Amul**  
**Kung Food &**  
**Parathe Champ!**

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# MACRONI FOR LUNCH?



Amul  
**GREAT WITH  
FRENCH TOAST!**



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# UNBELIEVABLE DEMANDS!



**Amul**  
**HAVE JUST IN BREAD!**

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# Royal let-down for fans?



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# DRESS VIDESH?



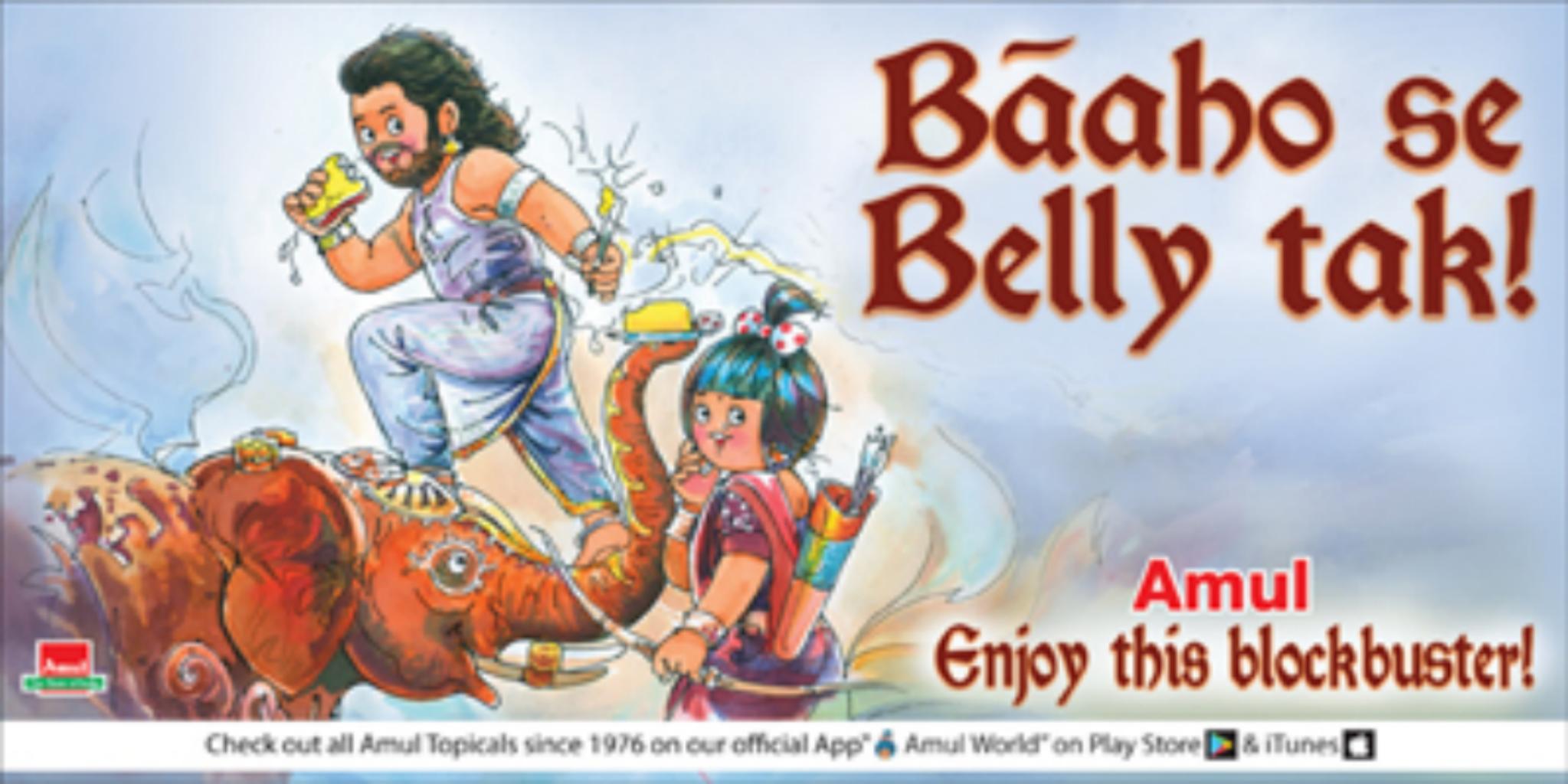
**Amul**  
**Going, going, gown!**

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# Utterly butterlie detector

Amul  
Truly the best



Bāaho se  
Belly tak!

Amul  
Enjoy this blockbuster!

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**Zak de India, pack le India!**



**Amul**  
**What a *match*!**

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# YEH KABHI NA RUKA HAAR KE...



HAMARA APNA VINOD KHANNA  
1946 - 2017

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# Is Sonakshi a Belieber?



**Amul**  
*Sing for  
your supper!*



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# India's Maoist Wanted!



**Amul**  
Gives soldiers strength



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# HUM DHONI, DO PREMI!



**Amul**  
**Finish it off!**



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# ***Yeh lal rang ab mujhe chhodega!***



**Amul**  
***Out with red.  
In with bread.***



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# BAL HO NA HO?



**Amul**  
**CUT IT DAILY**

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# Extradiet? Add Maska



**Amul**  
**King of food times!**

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Only a pawn  
in the blame?

**Amul**  
**Come home to it**

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A cartoon illustration of a man with a large head and a young girl with blue hair and a bow. They are both eating yellow ice cream cones. Small pink hearts are floating around them.

# My ObSeshan

Amul  
Don't postpone this selection

# *Unfair obsession?*



**Amul**  
**Sabko Abhay**  
**banaye**

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# Food portion se pareshan?



**Amul**  
**Taste it,**  
**don't waste it!**

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# HAR DEBAY MEIN, HAR KART MEIN!



Amul  
**MAKES LIPS FLIP!**

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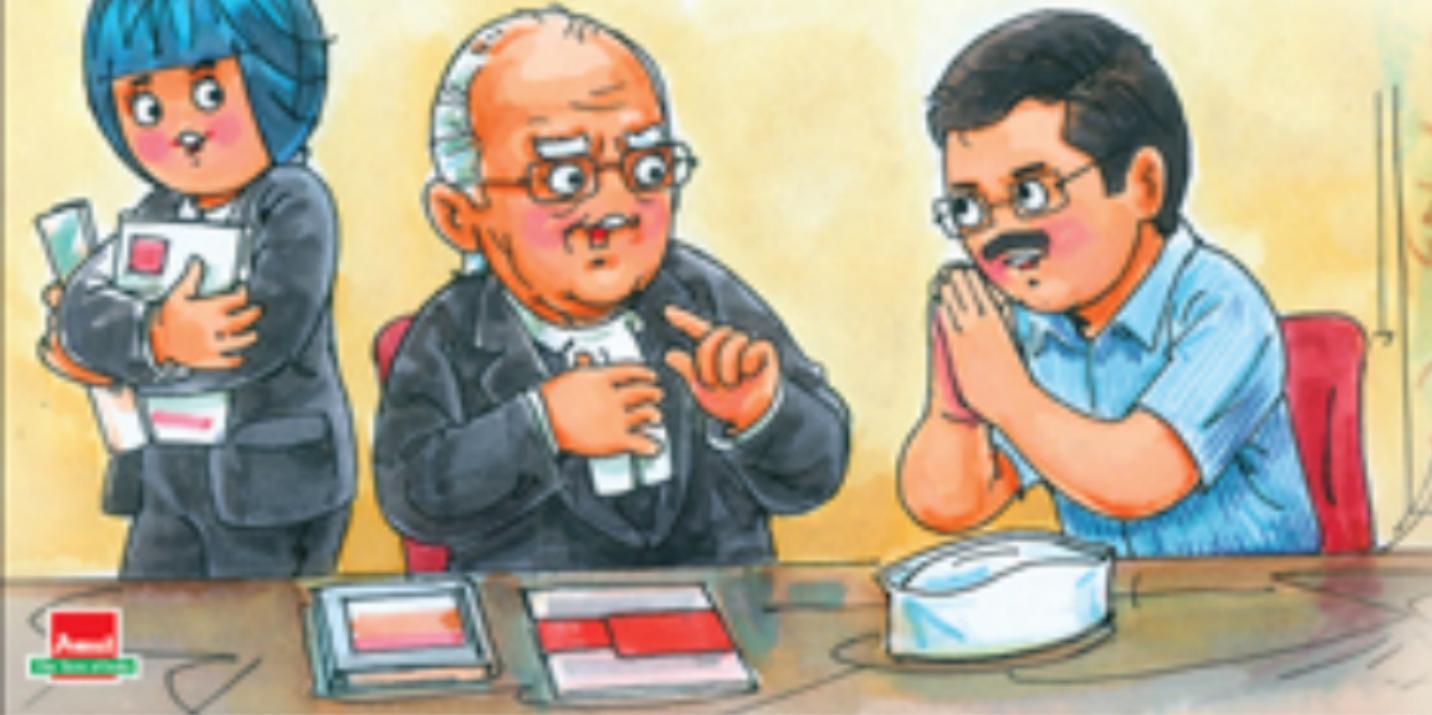
# UGLEE SPAT WITH HESH!



**Amul**  
**It's our serve**

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# Aam Jethmalani?



**Amul  
Thoda do,  
thoda law!**

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# Har gharana soona ho gaya...



**Kishori Amonkar  
(1932-2017)**



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# *No high on the way!*



**Amul**  
*Keeps you in good spirits!*



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# Apallogetic behaviour!



**Amul**  
For eaters.  
not cheaters!



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# Abuseness Class!



**Amul**  
**Slippery stuff!**

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# *Ab sab ispar Aadharit?*



**Amul**  
*Needed everywhere!*

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# A pat for Alexei



Amul



Use any of  
these 5 channels

Switch to  
**Amul**



# KRODHSIDE ROMEO!

Amul  
**LEAVE TEASING.  
START TASTING.**

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# Try some Amul, judgemaan!



**Amul**  
**Order in court!**

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# TRUMPED UP CHARGES AGAINST VIRAT!



**Amul**  
**ALWAYS IN GOOD TASTE**

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# HE'LL ALWAYS B. GOODE!



**CHUCK BERRY**  
(1926-2017)



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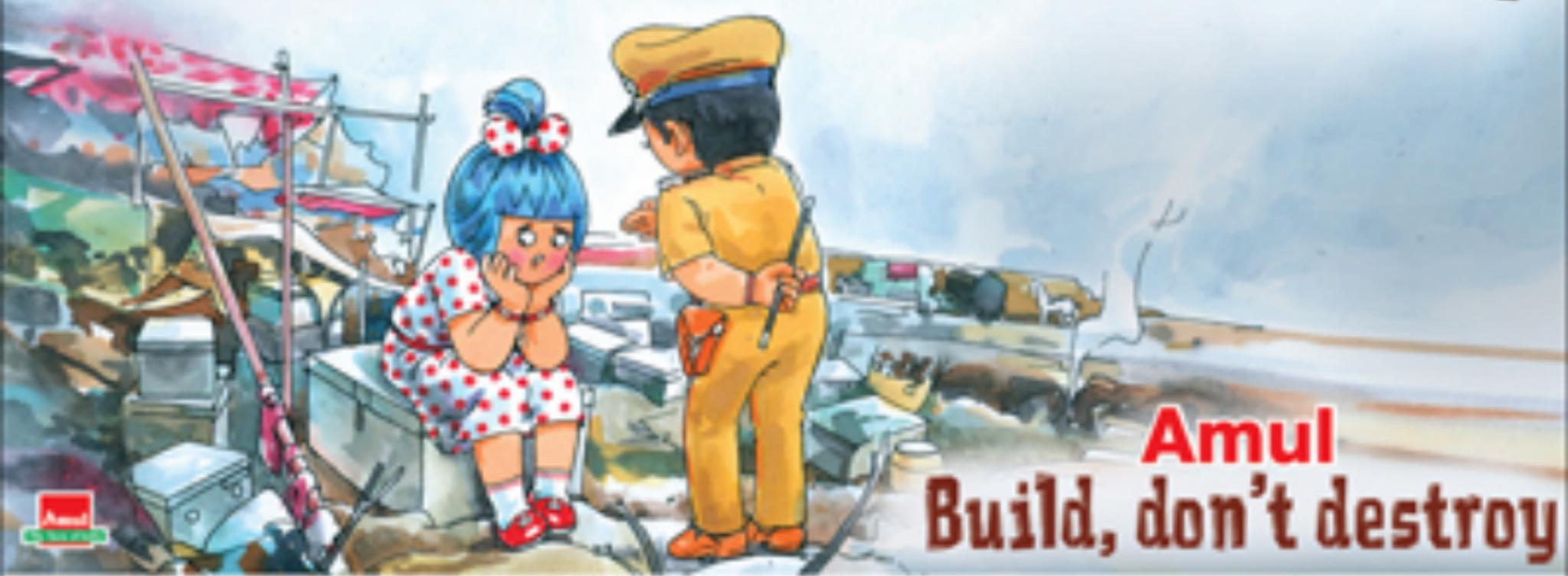
# Voda !dea, sirji!



**Amul**  
**Merger with bread!**

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# Vandalbaazi bandh karo!



**Amul**  
**Build, don't destroy**

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# Uttar mein Chadhaav!



**Amul  
Eat it UP**

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# Indecision Review System?



**Amul**  
**Won't give you**  
**a 'brain fade'!**



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# INS Viraam.



**Amul**  
**Carrier of breakfast!**



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# CRICKETSHERA KI LADAII!

**Amul**  
**FOR INNER STRENGTH!**

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Just eat it!

- By Michael Jackson

Amul

Black or White. Or Gold.



*Kabhi beti,  
kabhie son!*

**Amul**  
*Johar se cheer karo!*

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# LION of butters

Amul  
Sher it!

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# Makhan La La, Sunlight ho ya Moonlight!



**Amul**  
**Utterly Beattyly**  
**Delicious!**

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# Ek haath se gaali nahin bajti hai?



**Amul**  
**Shubh Shubh bol!**

# Steve O'Kaafi ho gaya!



**Amul**  
**Give it a spin!**

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# CAN'T LEGGO OF MARRAH!



Amul  
**BATMAN...  
HAVE SOME  
BUTTER, MAN!**

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A colorful illustration of a boy and a girl sitting on large bags of Amul cheese. The boy, wearing a purple t-shirt with the number '145' on it, is holding a slice of cheese and looking surprised. The girl, wearing a purple dress, is also holding a slice of cheese. They are both wearing roller skates. The background has stylized white clouds.

# Ben Maska!

Amul  
**Going going  
gone!**



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# *IS ROZ itihaas banna!*



**Amul**  
*For launch & tea!*

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# NEVER ADELE MOMENT!



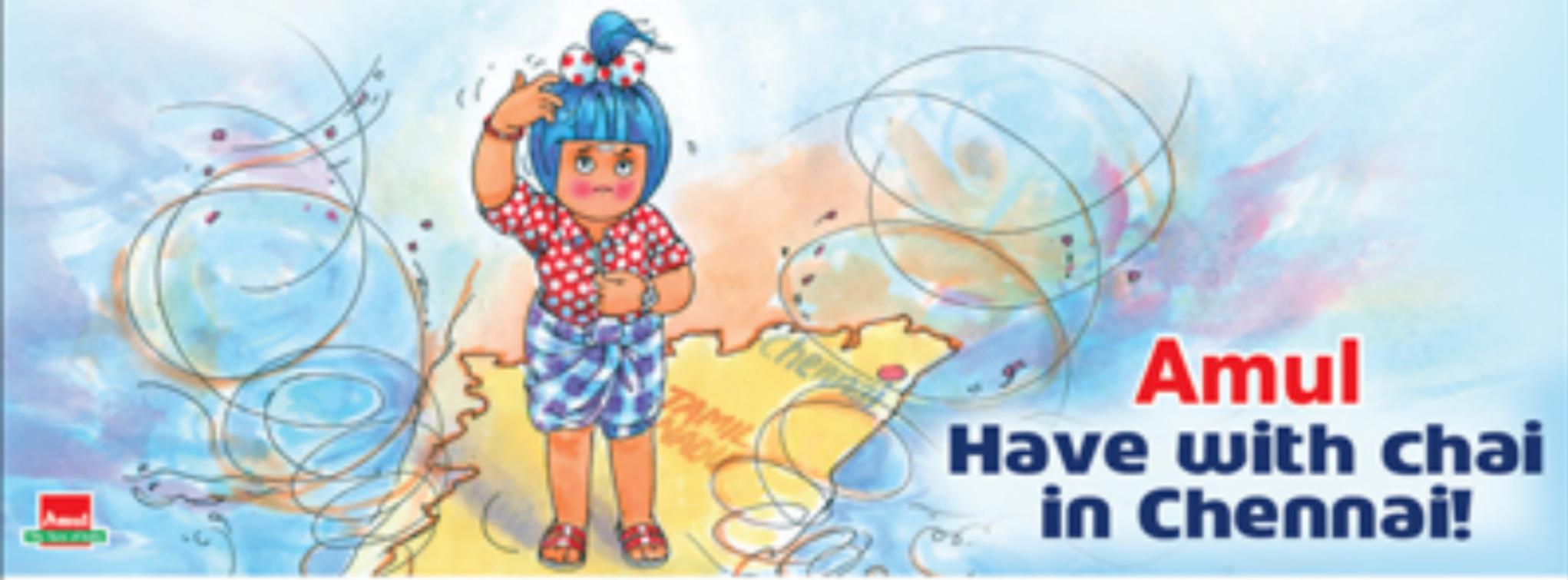
**Amul**  
**HELLO! IT'S A GREAT BUTTER!**



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# TURMOIL NADU?



**Amul**  
**Have with chai  
in Chennai!**

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# Remembering the Father of the Nation.



Amul  
The butter of the nation

# Ikke pe Sikka?



**Amul**  
**You'll love IT**

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# Ped pe laat mat maaro!



**Amul**  
**Cut this instead**

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# H1 B na jao chhodkar...



**Amul**  
**No cap on this!**

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# INDIA'S FAVOURITE CHANAMAN!



**Amul**  
KARATE AUR PARATHE  
KE SAATH!



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# Hairani Padmavati?



**Amul**  
**A slice of history!**

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# ROGER WILL NOT FED AWAY!



Amul  
Aus-OME!

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# Executive out-of-order?



**Amul**  
**All are welcome**

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# Nesty surprise for Usain?



**Amul**  
**Taste Positive!**

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# Bombay Jamkhana. Aur maska bhi.



**Amul**  
**Life member  
of bread!**



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# Yuuuge protest!



**Amul**  
**March for it!**



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Geet, your 'jeet',  
a great feat

Amul  
A winner again



# Cycle kiske haath mein hai?

**Amul**  
**Sabko share milega**

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# JALLI GALI MEIN SHOR HAI?



**Amul**  
**PART OF**  
**INDIA'S CULTURE**

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# Zara Symbol Ke!



**Amul**  
**Amazin' taste**

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# PATEL PLAYED HIS PARTH!



Amul  
Shu Vaat chhe!

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# TATA NOT ONLY FOR SONS!

**Amul**  
**WHAT CHAIRMEN  
HAVE ON THE TABLE**

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# *Deepika's AdVinture!*



**Amul**  
*Lipxxxxx macking!*

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# Meryl lynched Trump!



**Amul  
Golden Glob**

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# Less bojh on bhojan?



**Amul  
Tip-top!**

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# Ommortality...



**RIP  
(1950-2017)**



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