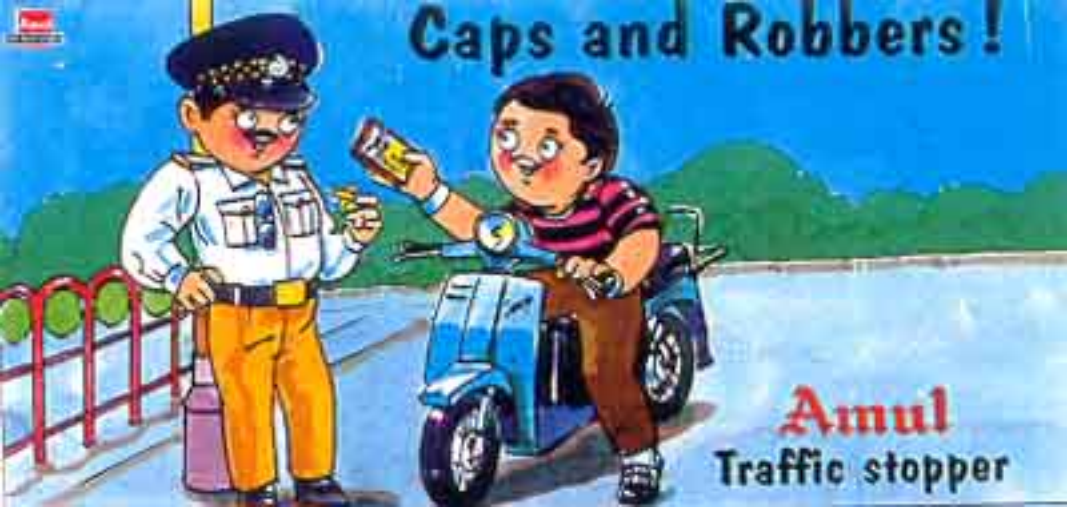




# Caps and Robbers!



**Amul**  
Traffic stopper

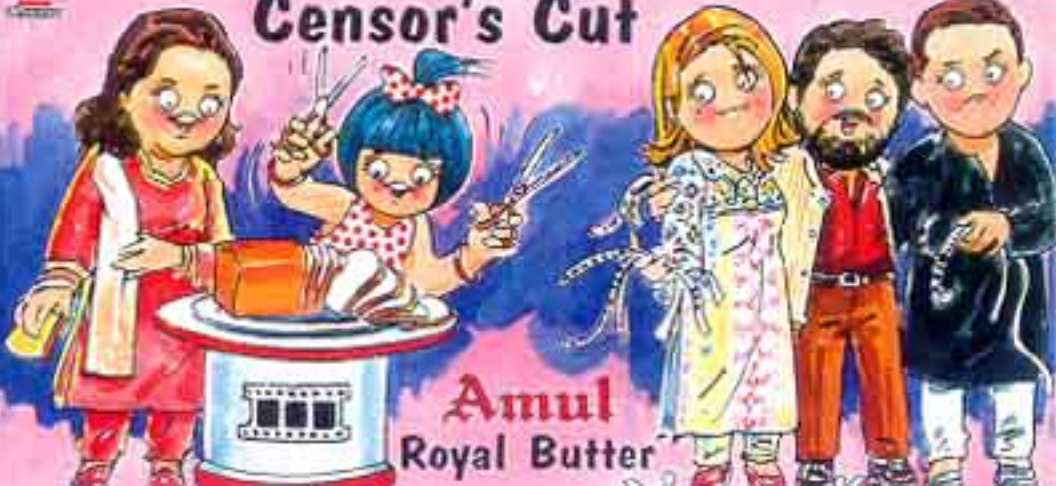


# ANIMUL MAGNETISM

utterly butterly  
delicious



# Censor's Cut



**Amul**  
**Royal Butter**

**Bad pool**



**Good pool**





**Butter no.1**

**Amul**



An illustration for an advertisement. At the top, the title 'Narmada River Project' is written in large, bold, black letters. Below the title, three people are sitting on a yellow and red striped blanket on a grassy hill. On the left is a young girl with dark curly hair, wearing a pink and white striped shirt and pink pants, holding a yellow Amul cheese cube. In the middle is a younger girl with blue hair and a red bow, wearing a red and white polka-dot dress, also holding a yellow Amul cheese cube. On the right is an elderly woman with white hair, wearing a white sari, holding a yellow Amul cheese cube. In front of them on the blanket is a small plate with a slice of cake. In the background, a large concrete dam with multiple spillways is visible, with water cascading over it. The sky is blue with a small red and white striped lighthouse-like structure on a distant hill.

# Narmada River Project

**Amul**

For the public good





# Wimbledone it!



**Amul**  
Doubly delicious



**Great stuff  
for Big Macs!**



**Amul**



A vibrant illustration of a group of children celebrating. In the center, a boy holds a large silver trophy. To his right, another boy in a green and yellow striped shirt holds a bottle of Amul milk high in the air. Several other children, mostly in yellow and green uniforms with stars, are holding small yellow packets of Amul milk. A girl with blue hair and a polka-dot shirt is in the foreground, looking up with a surprised expression. The background is a warm, golden-yellow color with some architectural details.

**Steve Wah!**

**Amul**

Aus you like it



2007

World kab ?

2003

2011

**Amul**

Easy to bring home





**Pak up and leave !**

**Amul**  
Retain this pack



**On a French roll!**



**Amul**  
**Bon Appetit**

**People's choice for  
the mid 'tum' poll**

**Amul**





**In Sixth Heaven !**



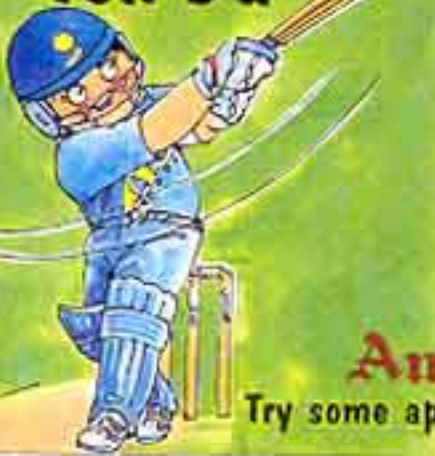
**Amul**

It doesn't get tastier than this.





# Ten Du



**Amul**  
Try some application!


# Ten Don't



A cartoon illustration on a yellow background. On the left, a male cricket player in a green and yellow uniform and cap holds a white cricket ball in his right hand and has his left hand to his ear. On the right, a woman with blue hair in a ponytail with a red polka-dot bow, wearing a red polka-dot shirt and a headset, sits at a desk. She is looking at a CRT computer monitor displaying a cricket game and has her hand on a keyboard. A cricket bat lies on the desk in front of her. The man from the left is leaning over her shoulder, looking at the screen. The text 'Cronje unplugged!' is written in a large, bold, black font in the upper center. Below it, the Amul logo is visible. At the bottom center, the text 'Amul Follow the leader' is written, with 'Amul' in a stylized red font and 'Follow the leader' in a black font. A small Amul logo is also in the bottom left corner.

**Cronje  
unplugged!**

**Amul**  
Follow the leader



Mayday Gone!



**Amul**  
Heavenly taste



# Khanned Colas !



**Amul**  
Popular Khana





**Give me red !**

**Amul**  
**Give me yellow**



# Poona aalo



**Amul**  
Utterly Bhatialy Delicious

A cartoon illustration of a man and a woman in a park. The man, on the left, wears a brown hat, a light blue shirt, and orange pants. He is holding a glass and looking towards the woman. The woman, on the right, has dark hair and is wearing a yellow jacket over a pink shirt and blue pants. She is sitting on a wooden bench, holding a glass, and looking at the man. In the background, there are green trees and a blue sky with white clouds. The text "Butt out of our Gardens" is written in a bold, black, sans-serif font at the top. The text "Amul" is written in a red, stylized font at the bottom right, and "Publicly approved" is written in a black, sans-serif font below it.

**Butt out of our Gardens**

**Amul**

**Publicly approved**



# Agni and the ecstasy



**Amul**  
Spread the power



**Fly over-population!**

**Amul**  
**Smooth taste**





Bitten by the  
love-Borg

Amul



**Amulotsav 84**



# AIA DHAMKI



**Amul**  
**Soft Centre**





# We salute the general



**Amul**  
Governor of butters



# India's Backbone



**Amul**  
**Rest Assured**

# Shakespearean Loaf



**Amul**

As you like it



# India's Backbone



**Amul**  
**Rest Assured**



Amul

**Shanti ab hamare bus mein !**



**Amul**  
India's pack



# Pakistunned !



**Amul**  
Ten on ten



# Fingering the batsman!



**Amul**

Always the right decision



The real sportsmen !

Amul butter

Amul

Everyone supports this





Sunil's world record!

He's been featured  
with me 5 times

Amul



Every crowd has a silver lining!

Amul butter

Amul

Everyone supports this

**Shekhar ka power**



**Amul**  
**Royal treat**

# Eurocracy!



**Amul**

The perfect exchange



# Bombay Buys



**Amul**



# Superb display!



**Amul**  
Golden reward



# Shame Warne !!



**Amul**

Waugh! Kya butter hai

**To the health of  
Dr. V. Kurien:  
India's 'milkman'**



**Amul**



**"Balle" dancer!**

**Amul**

**Sardar of Butters**

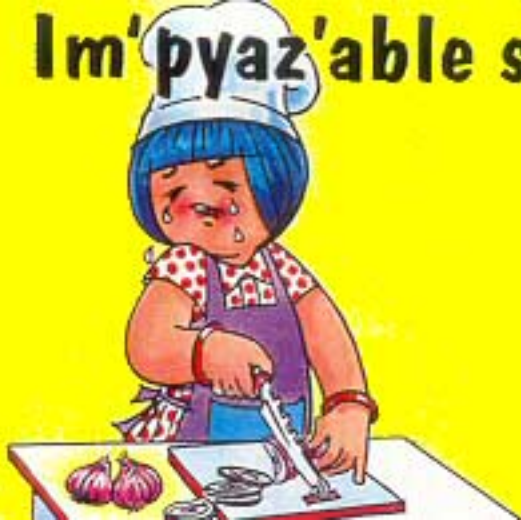
# Star Struck !!



## Amul

Never disappoints

# Im'pyaz'able situation!



**Amul**  
Always affordable





*I'm dreaming  
of a bite  
Christmas!*



# The 'Loin' King (1922-1998)



**Amul**



Bade me Amul  
Chote me Amul



Amul  
Doubly delicious



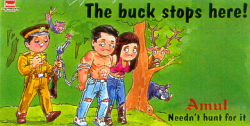
# Nobel man!



**Amul**  
**Sensational**



# The buck stops here!



**Amul**

Needn't hunt for it



# Bus stop!

**Amul**  
Lots of benefits

# Bihaar ki Jeet



**Amul**  
**Soft Centre**



# Monica Lewd-insky!



**Amul**  
**Starr Butter**



# Bhai-Ilywood?



**Amul**  
Tastes good, kya?

Kaho na pair hai



**Amul**  
Best dishes



# The Wax Effect!

## Anul

The choice of crores

No change  
from the BEST

utterly butterly  
Amul!





# Kher na raha ?



**Amul**  
In-compere-able

# Banned baj gaya!



**Amul**

Everyone's daily fix





Don with  
the wind!

**Amul**

Easy to locate

# Flaw rida ?



**Amul**  
Count on it



# Kapil Saved !



**Amul**  
Good for India

# Clone banega crorepati ?



**Amul**  
Freeze it

# Crooketers ?



**Amul**  
Sabne Khaya



**No Mukti from  
this Morcha!**

**Amul**  
**Arresting taste**

The buck-shish stops here!



**Amul**

Welcomed in every home





# Harsh Won Dhan!

**Amul**  
**Kya Butter Chuna**

Uncommon wealth

Amul





# Kiwi No.1



## Amul

Kenya beat this butter?

# Cordoned Road !



**Amul**  
For hospitality



# AF-RAID ?

**Amul**  
Eat IT

# Falguni Jhataak!



**Amul**  
Is dis-co khao

# SHOCKEY!



**Amul**  
Polish it off



**Will his knees remain Atal?**



**Amul**  
**Prime meal**

# NOLYMPICS?



**Amul**  
Click onto it





**Stop-kap  
replacement?**




**Amul**  
**No substitutes**

**Kiss mat aazmao ?**



**Amul**  
**No restrictions**

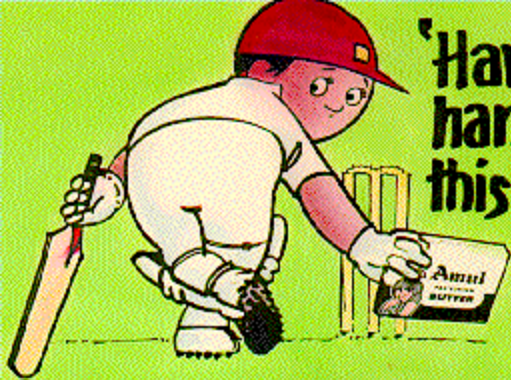


In search of her butter

fizz  
Hai



Amul



'Haynes' forth  
handle only  
this

**Amul**

# Acche dinon ka Shri Ganesh



**Amul**

Immerse yourself in it



# Bombay Municipal Co-operation?



**Amul**  
Always cleaned up

Plast heek nahin hai !



**Amul**  
Always eco friendly

**Govinda khaala re!**



**Amul**  
Pots of gold

# Bandhs bandh karo!



## Amul

Public approval

# Harry Potter & the Dish of Gold



**Amul**  
Best seller



Jungle mein bungle!

**Amul**

Increasing demand



# Kargil ke heeron!

**Amul**  
National Treasure

Hum Karengre Crore-party!



**Amul**  
Lock it in






# Town pour!

**Amul!**  
T-rain problem?

The centre of festiv'eat'y

utterly butterly  
diwalicious  
**Amul**



A man and a woman are shown from the waist up, dressed as superheroes. The man, on the left, wears a brown suit with a black cape and has a surprised expression. The woman, on the right, wears a purple patterned dress with a red cape and also has a surprised expression. They are both looking towards the right. The background is a bright blue sky with soft white clouds.

Bollywood Abhi-shake ho gaya?

REFUGERIE

**Amul**

Utterly Datta-ly delicious



# Marc de Triomphe!



## Amul

Great with French Toast

# Movies ban Shekhar?



**Amul**  
Daily favourite



**Aapula Deshpande**

**Amul**  
Timeless butter

**Goal or gaol ?**



**Amul**  
National Obsession

A vibrant cartoon illustration featuring a young boy and girl in the foreground, dancing joyfully. The girl has dark hair with a red and white polka-dot bow, and the boy is wearing a brown jacket and blue jeans. Behind them, a line of smaller, similar characters is also dancing. In the background, there is a white domed building, possibly a temple or a school, under a blue sky with soft clouds. The overall scene is bright and cheerful.

# JOSH

for everyone

**Amul**  
Shahrukh's Khana





# Khairing for Mumbai !



**Amul**  
Demolish it

**Paapi tape ka sawaal hai?**



**Amul**  
**Unravel it**



# Beyond compere!



**Amul**  
The Big AB