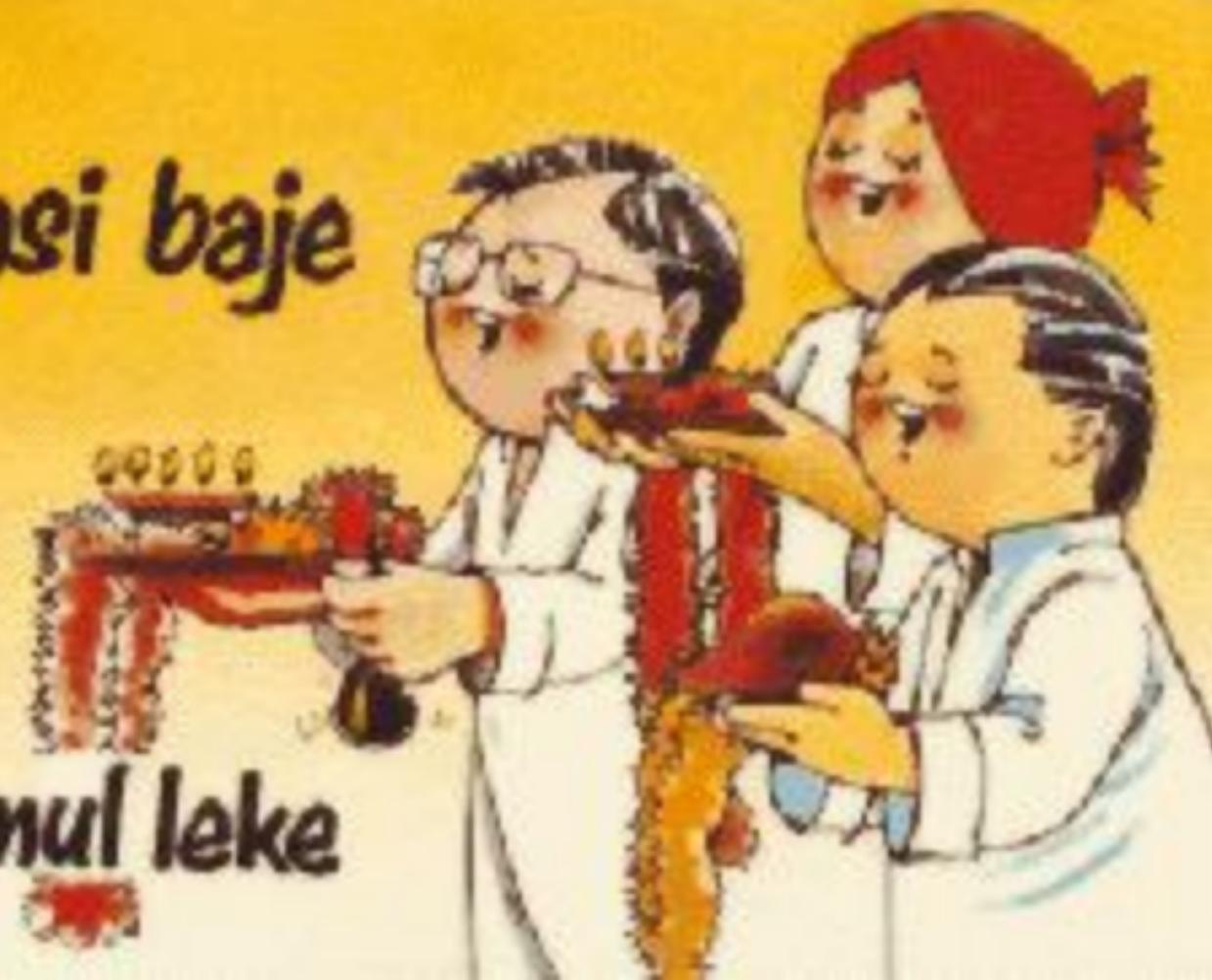


*Devi ke  
Bhajan ki Bansi baje*



toh **Hari aana Amul leke**

# Pyaar hua ! Inkaar hua!



**Amul**  
No opposition

**Sorrow  
Ganguly!**

**Amul**  
Prince of butters





Sunny days  
for Sachin!

**Amul**  
Record breaking



AB jaldi  
theek ho jaiye !

Amul  
Fan following



# MEAL या DO MEAL

**Amul**  
Kam nahin zyaada

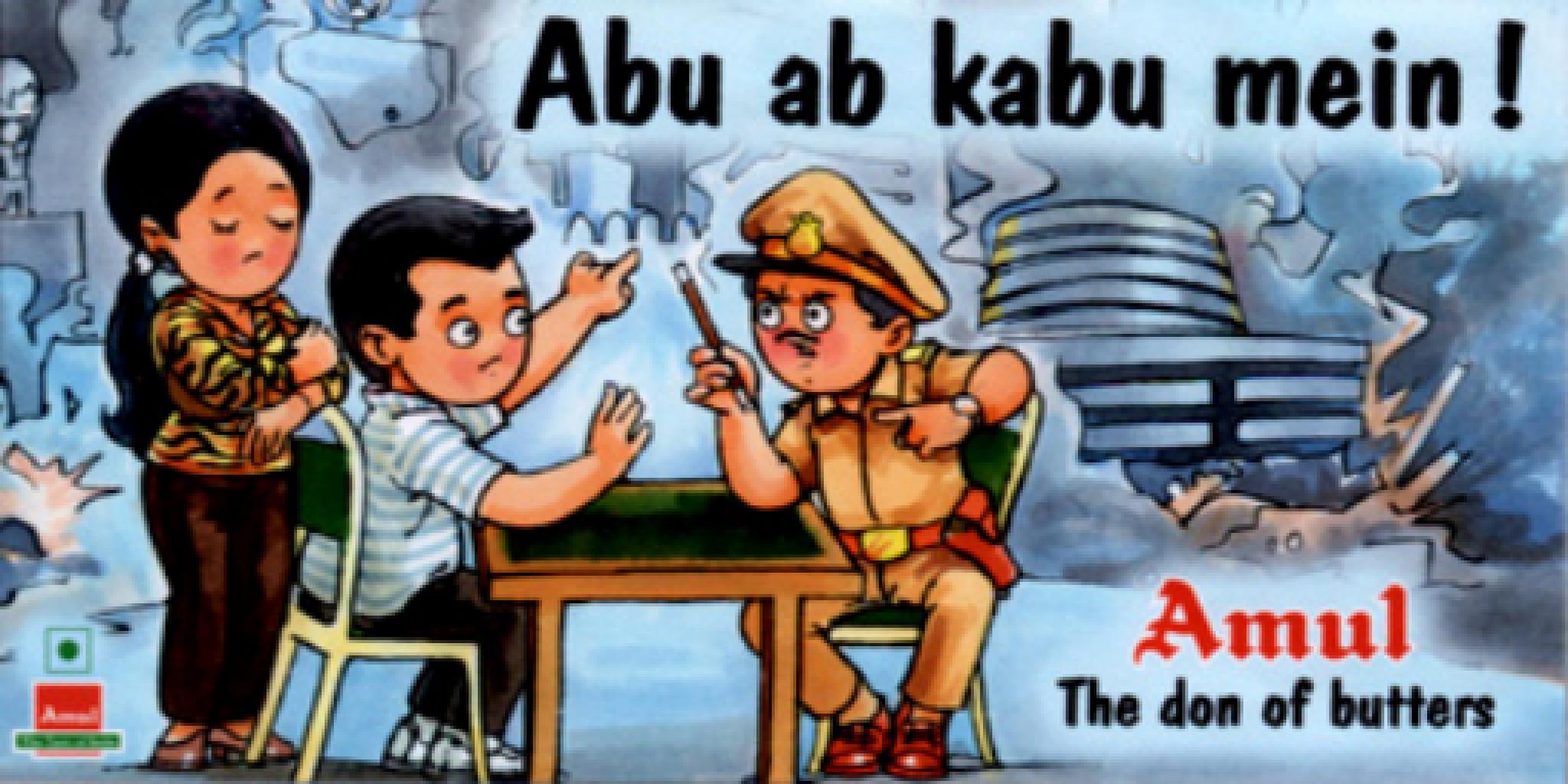




# Chinese chakkar?

**Amul**  
Blockbuster

# Abu ab kabu mein !



**Amul**  
The don of butters

# Forget Oil-for-Food ! Try Maska !



Amul



# Returndulkar!



**Amul**  
No better batter



*Aaj  
khaaliye!*

Amul  
Makes taste buds dance



Some things can still be enjoyed on  
Tuesdays and  
Saturdays.



Amul Butter

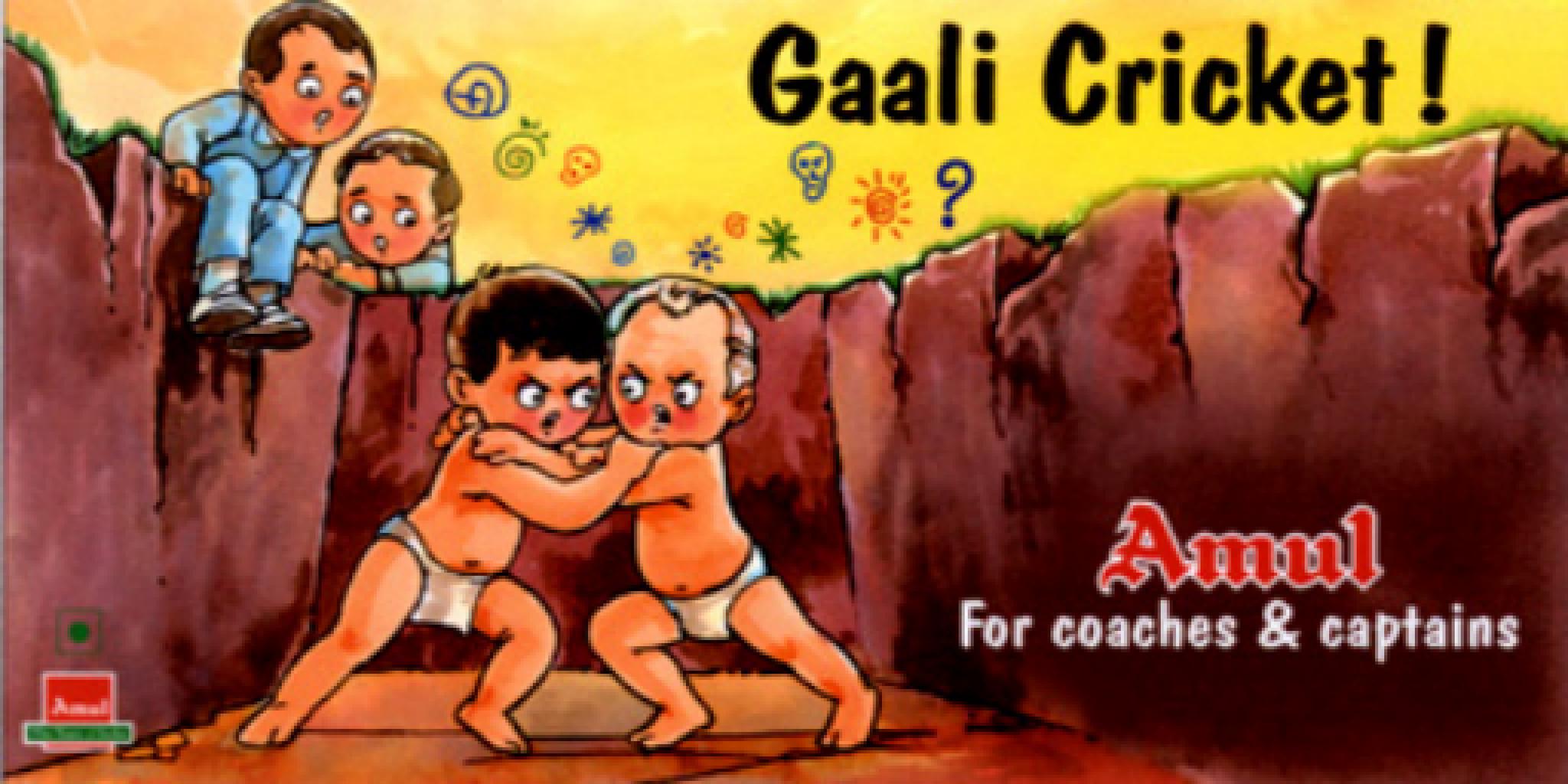
A cartoon illustration of a young boy with dark brown hair. His face is split vertically down the middle; the left side is orange and the right side is white. He has large, wide eyes and a slightly open mouth showing his tongue. He is wearing a white t-shirt and holding a yellow bar of Amul butter in his right hand.

For creamy complexion !



**Amul**  
Apply everyday

# Gaali Cricket!



**Amul**  
For coaches & captains



# LUX!



**Amul**  
Filmstaron ki pasand



# Dial M for Madhur?



**Amul**  
**Preetii good**



# Bull und market !



**Amul**  
Yellow chip investment



# Shaadi.gone !



**Amul**  
*Always divided*



# One down for Rahul!



**Amul**  
Don't skip it

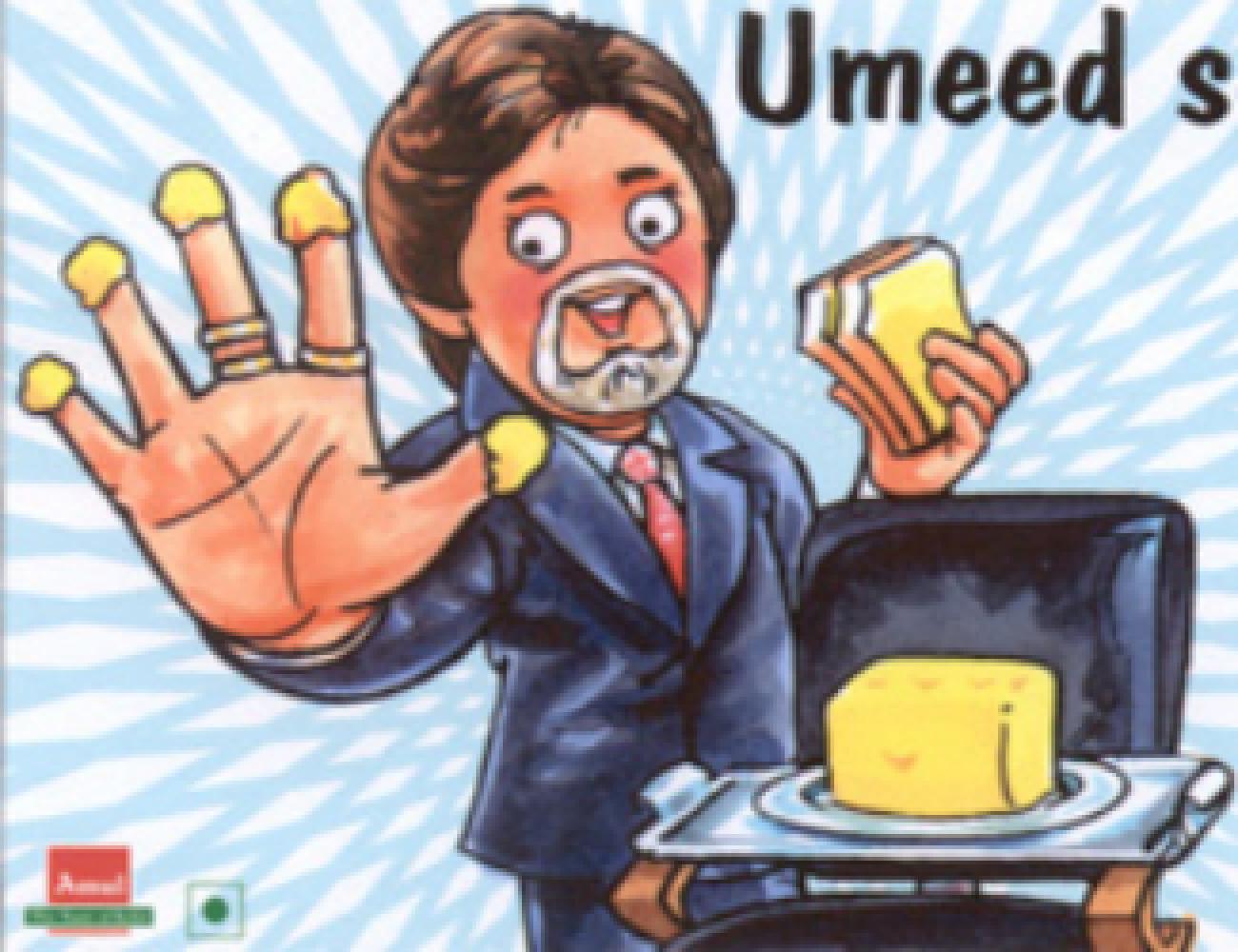
# Cabbie Khushi Cabbie Gham !



**Amul**

Not black. Just yellow

# Umeed se good, na?



**Amul**  
Sab ka lifeline

# Mumbai baadh mein gaya?

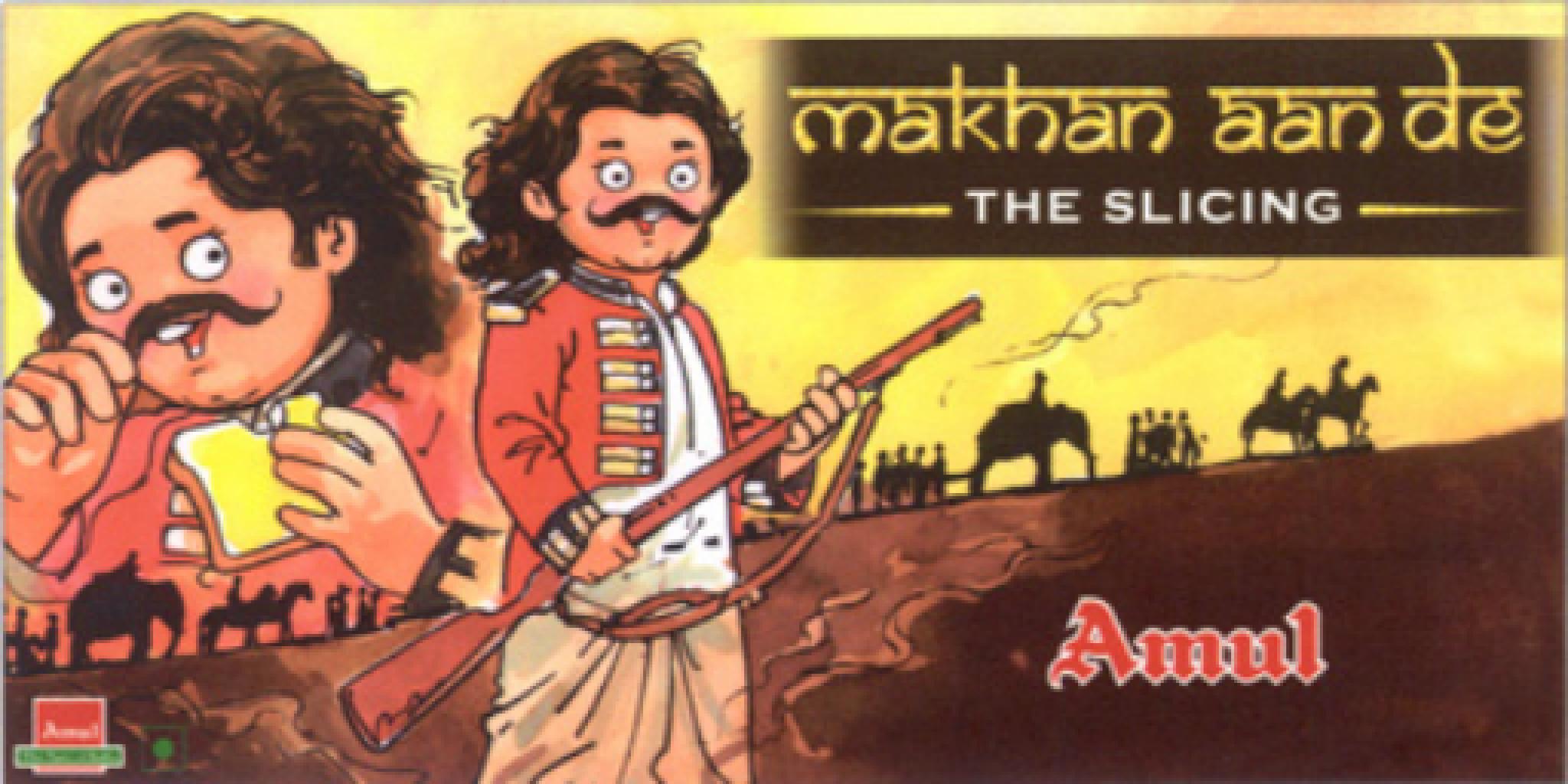


Amul

Take this cut  
for power



Amul



# makhanaan de

— THE SLICING —

Amul





# Mobile Maska Snack !

**Amul**  
Instant gratification



# Khaate khilaate Amul kha jao !



**Let**

***there***

**be**

With more and more private dynasties  
comes and places becoming

**bite.**

**Amul**  
**CUT FOR YOU**



Amul



BACHAAKE  
REHNA RE BABA

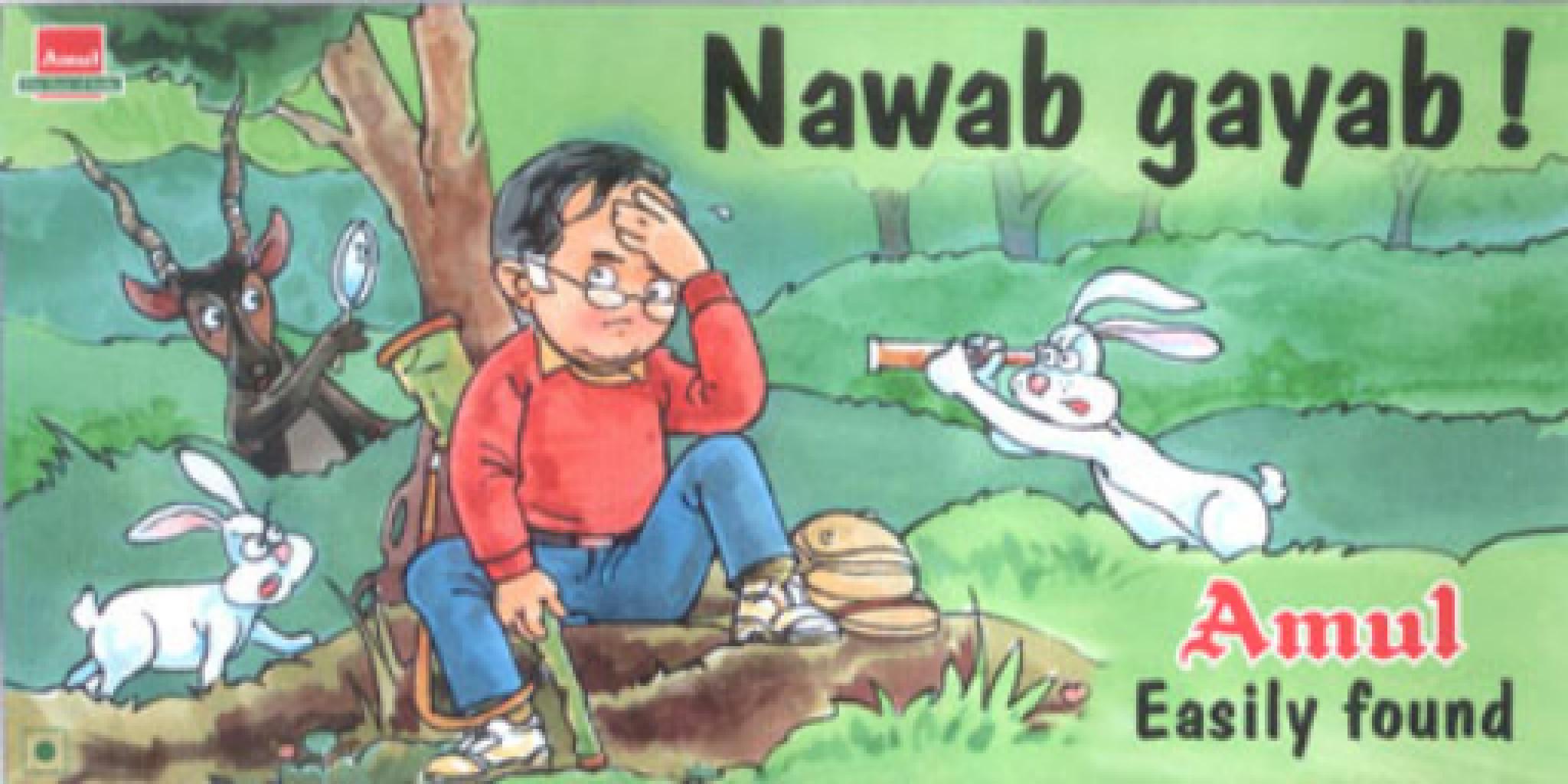
Amul  
Twice as nice



# Black or White ?



**Amul**  
**Yellow**



# Nawab gayab!

**Amul**  
Easily found

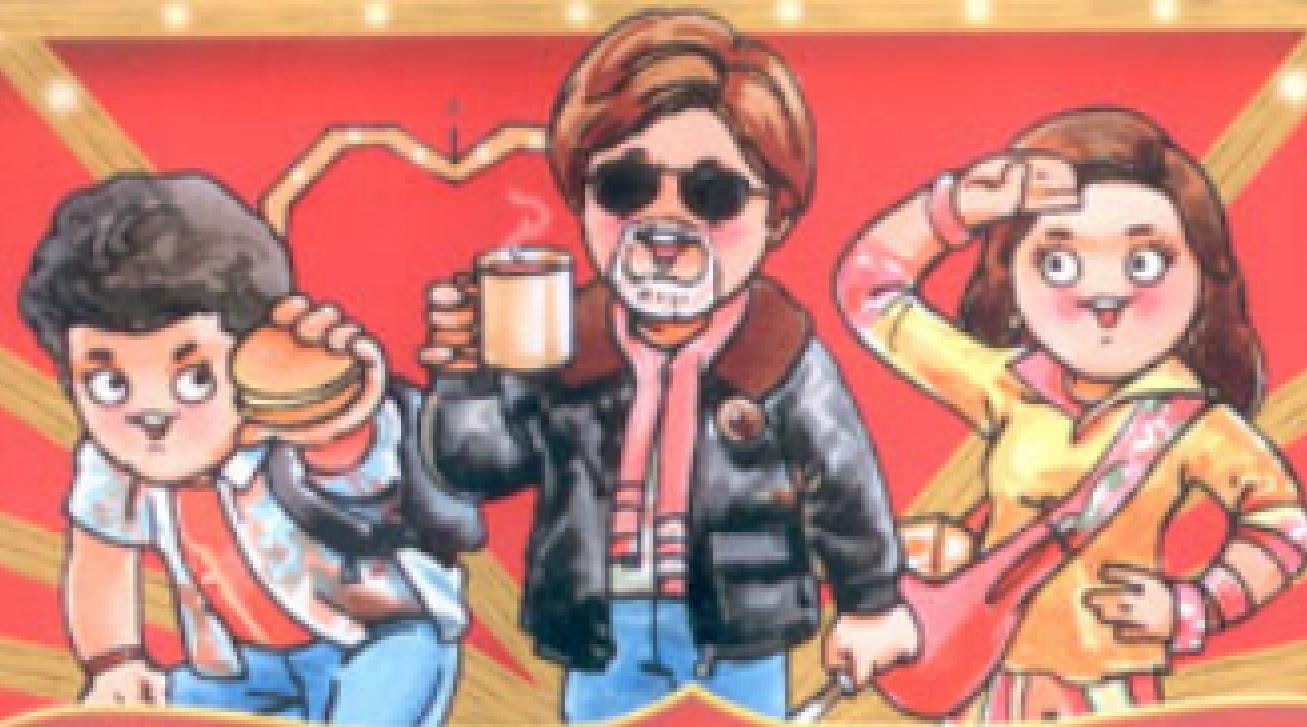
# YELLOW



Amul



Amul



Bun, tea <sup>or</sup> butterly



# DUTT KA Rishta



*Out of commission?*

Eat  
Utterly Boforly Swedelicious  
**Amul**

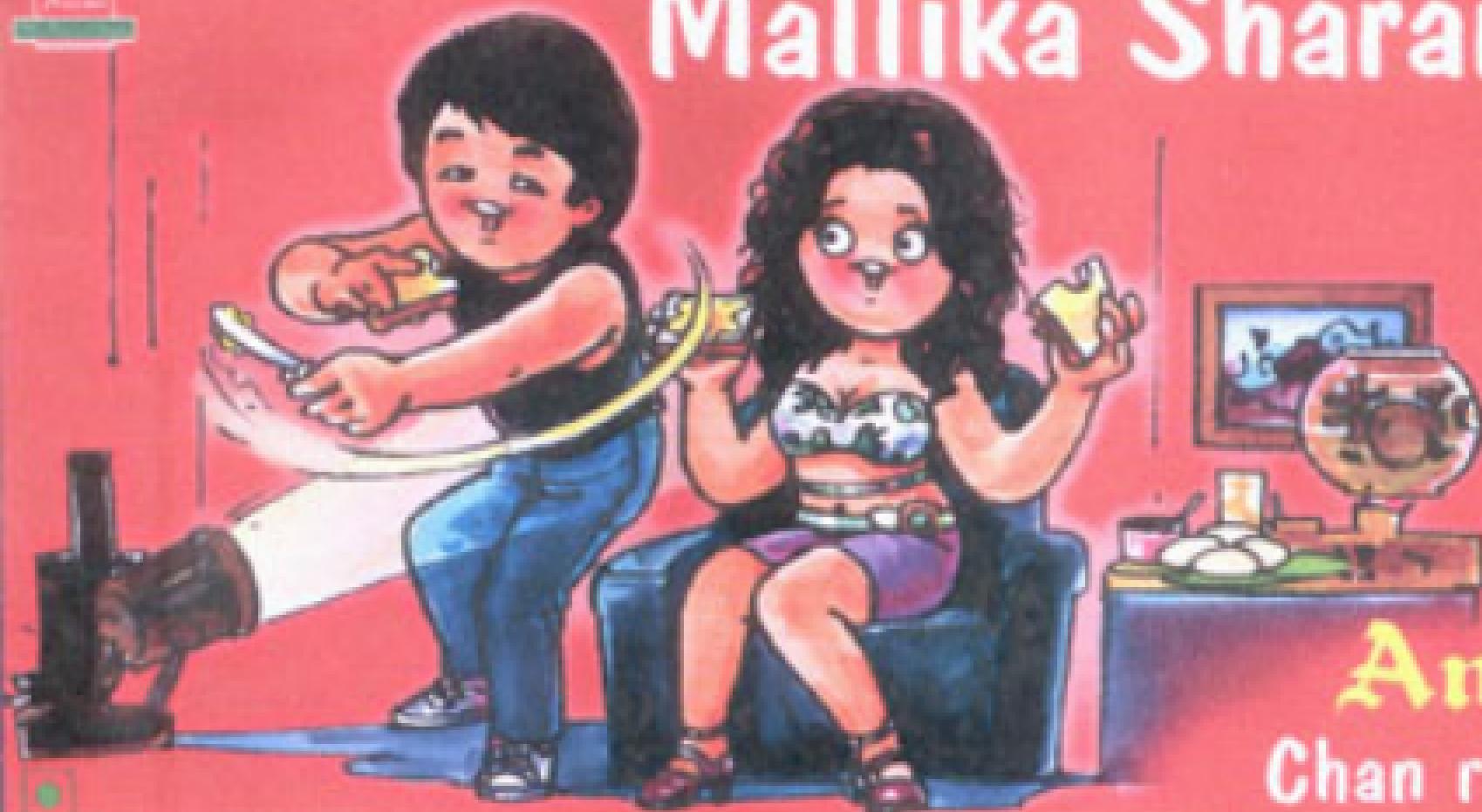


# The right Chapp!



**Amul**  
Unanimous choice

Amul  
Mallika Shararat?



Amul  
Chan reaction



# Boeing Boeing Gone!



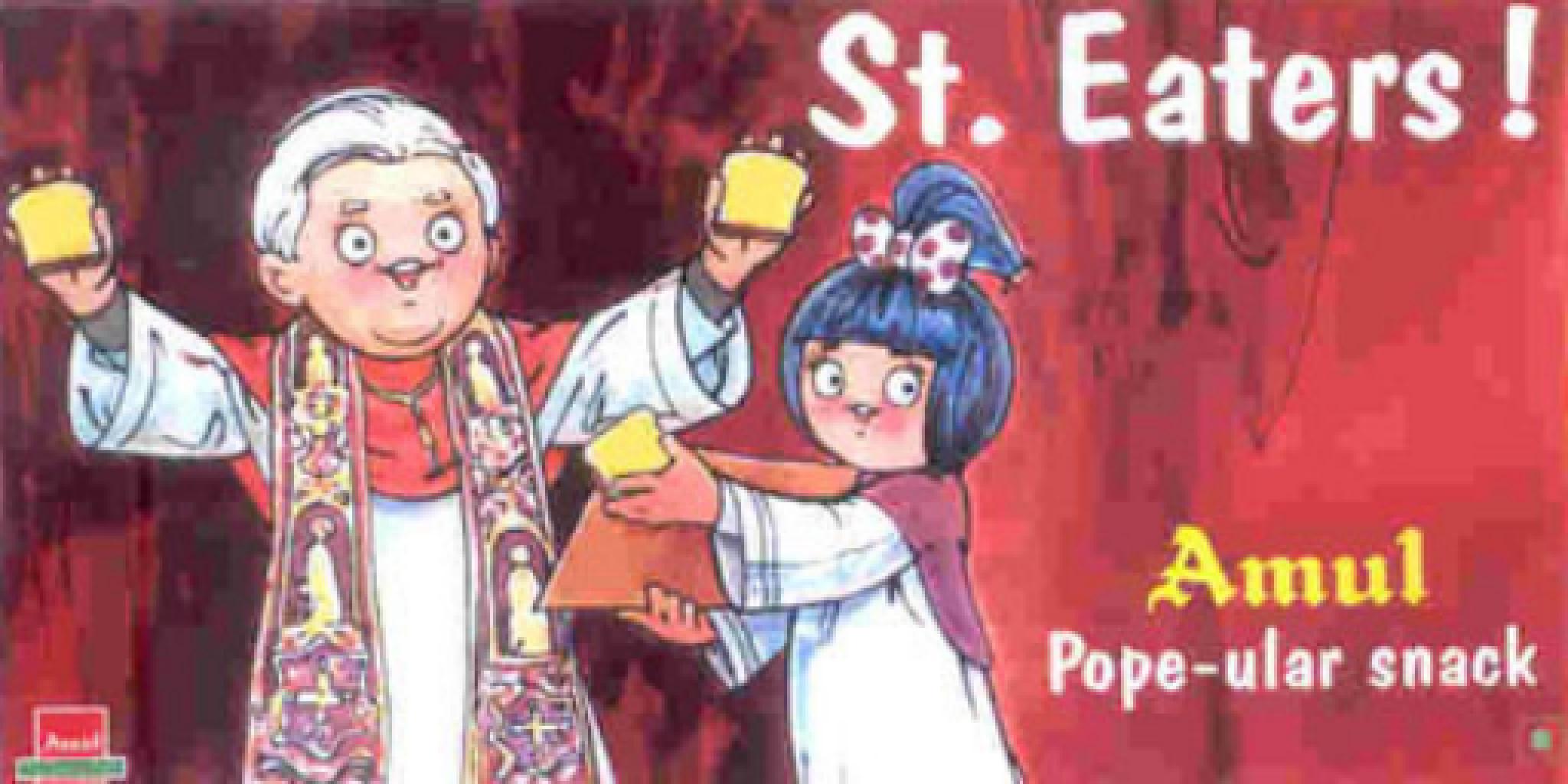
**Amul**  
For jet setters



# VAT lag gayi !



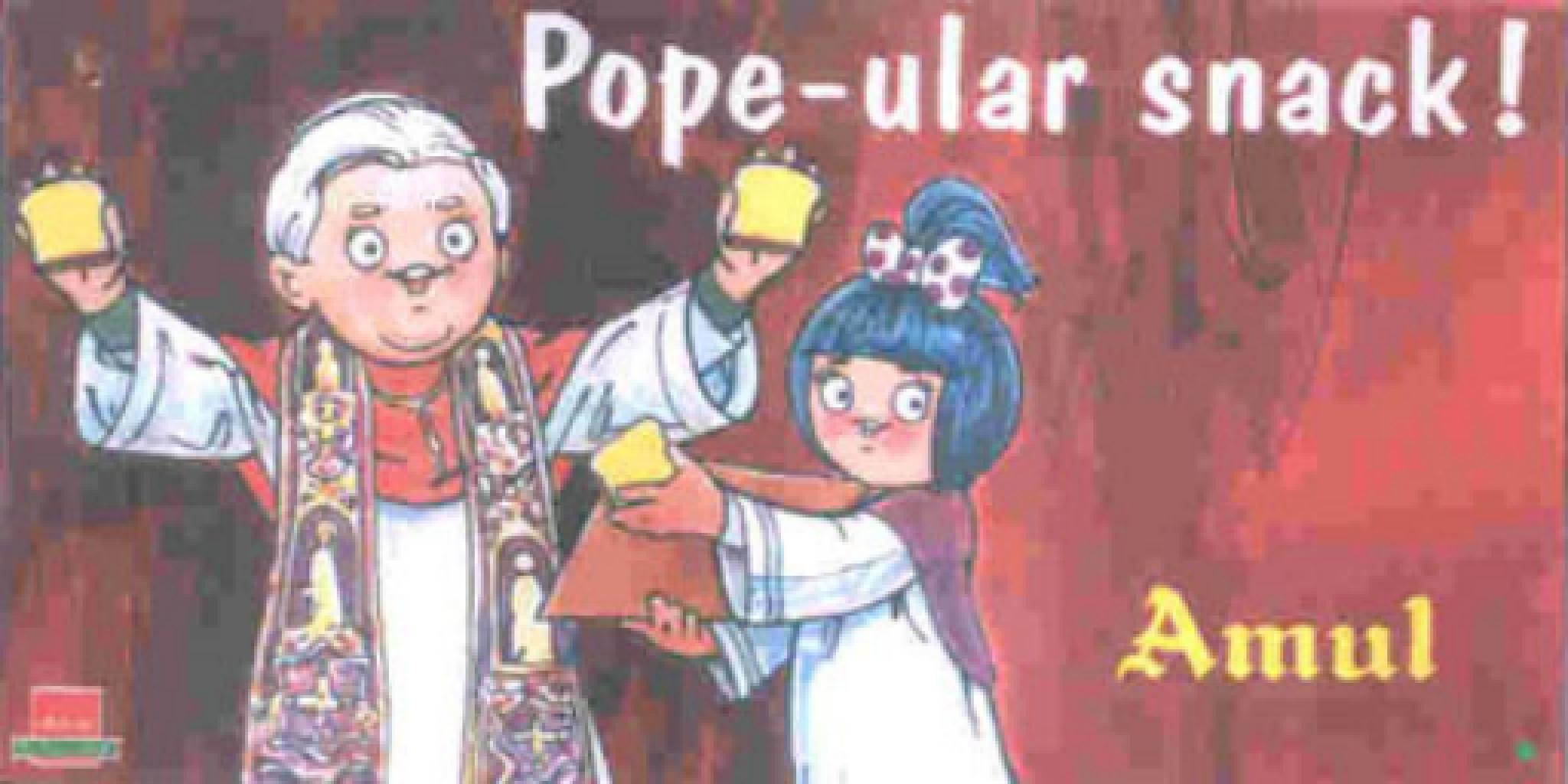
**Amul**  
Value addition



# St. Eaters!

Amul  
Pope-ular snack



A colorful illustration featuring Popeye the Sailor Man in his signature red sailor suit and pipe, holding a tray with several blocks of cheese. He is standing next to a large, ornate statue of the Virgin Mary, which is highly detailed with gold leaf and intricate patterns. The background is a warm, reddish-orange color.

Pope-ular snack!

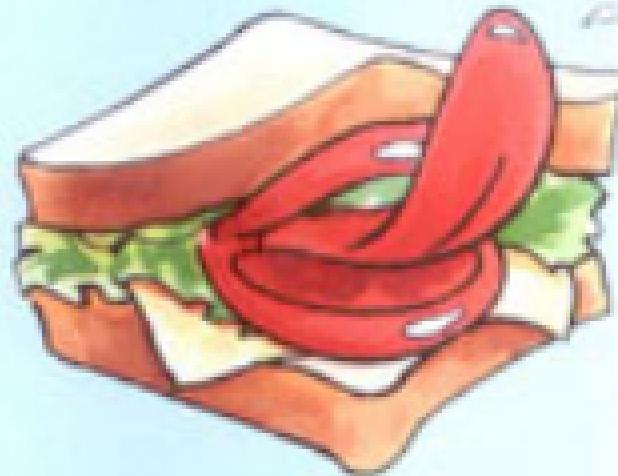
Amul



Inzy maan gaye!

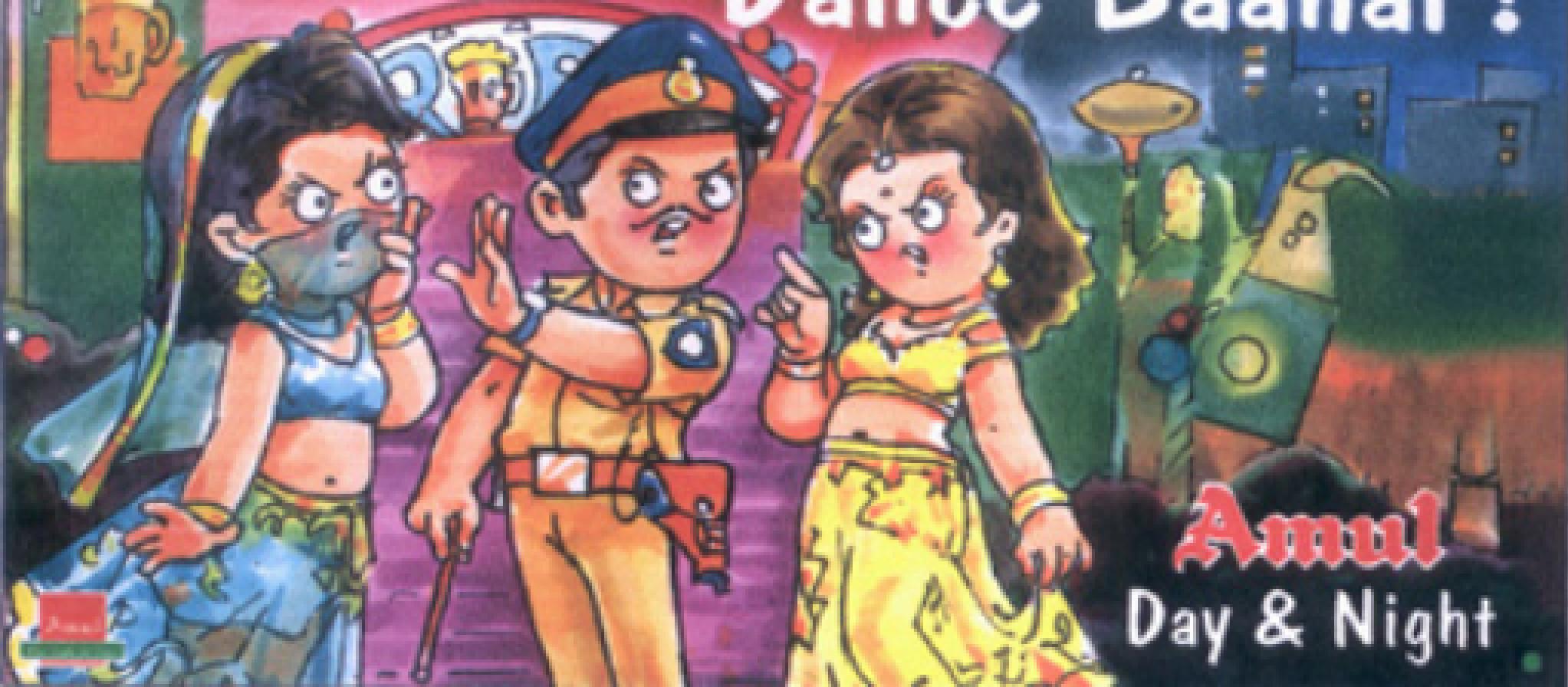
Amul  
Sabka haq

# Oye doubly tasty !



Amul  
Full of Pep

# Dance Baahar!



**Amul**  
Day & Night

# Doosra enquiry?



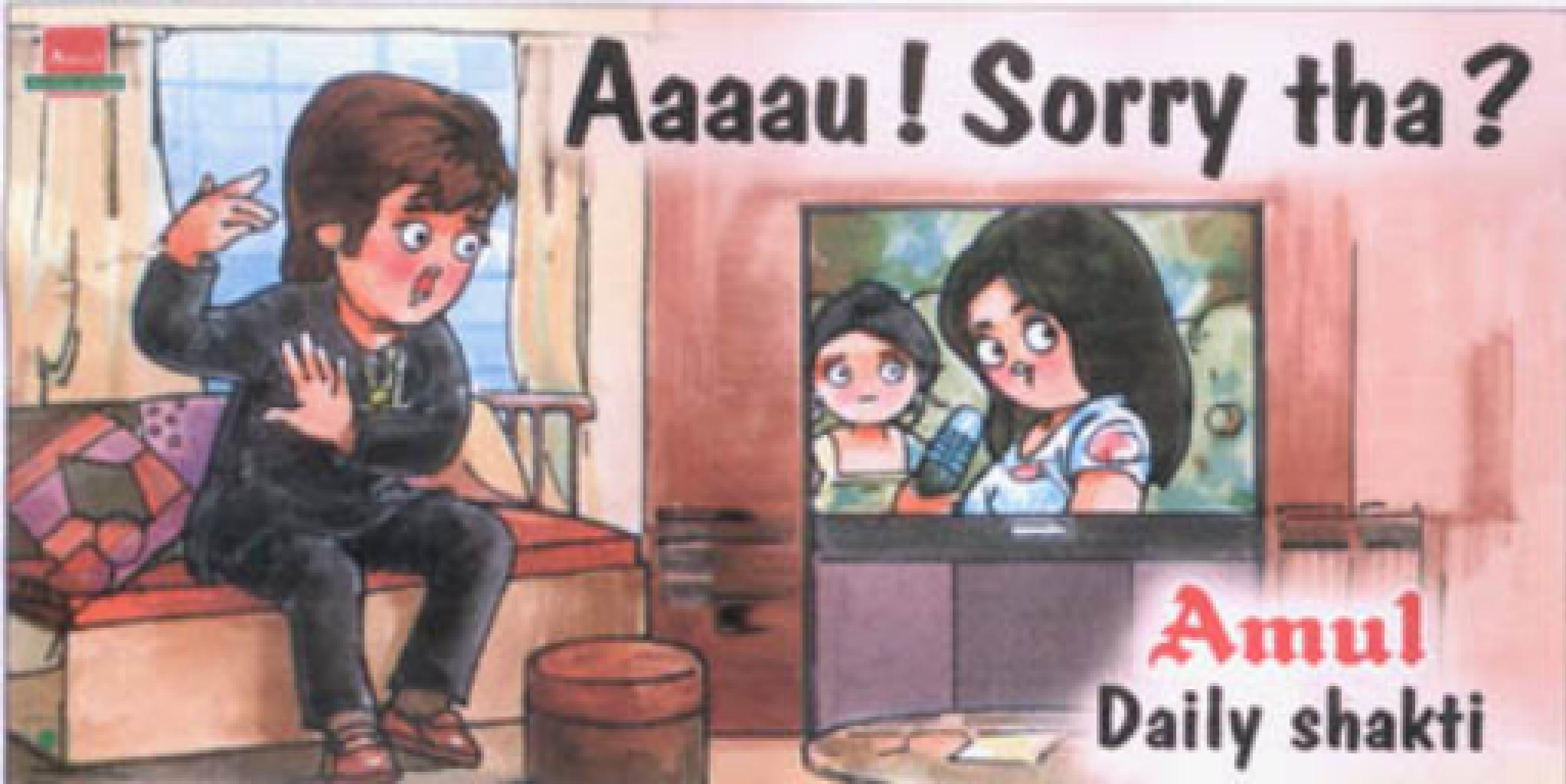
**Amul**  
Goes with all bhajjis

These Fairpacks  
are worth  
investigating



Utterly Smooth Amul

# Aaaaau ! Sorry tha ?



**Amul**  
Daily shakti



# Fridge Benefits!



**Amul**  
Withdrawn daily



# Zoom macha de !



Amul  
Formula no. 1



# And the maska goes to...



**Annual**  
**Award winning**



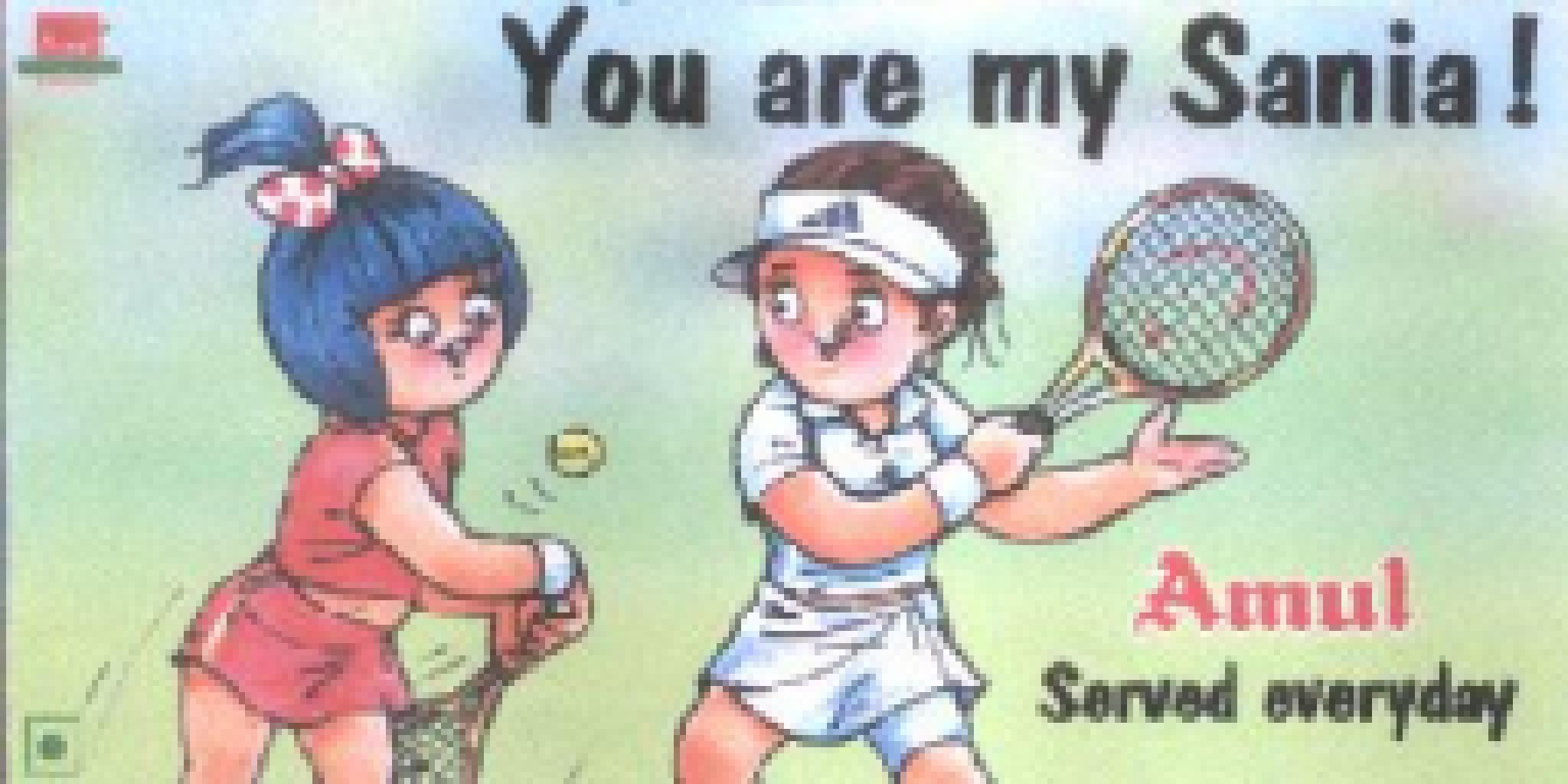
# Give into sin!



Amul

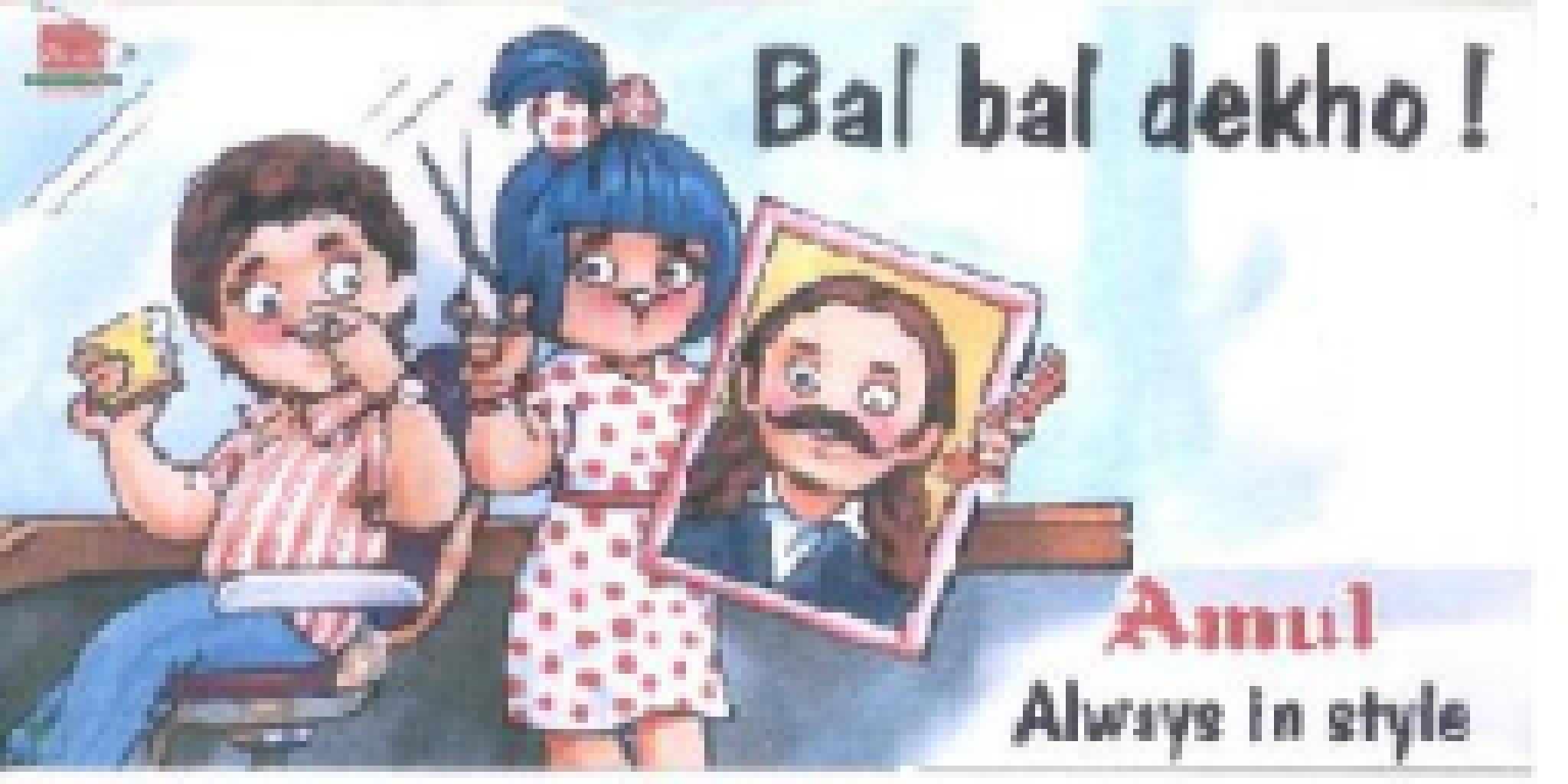
Daily temptation





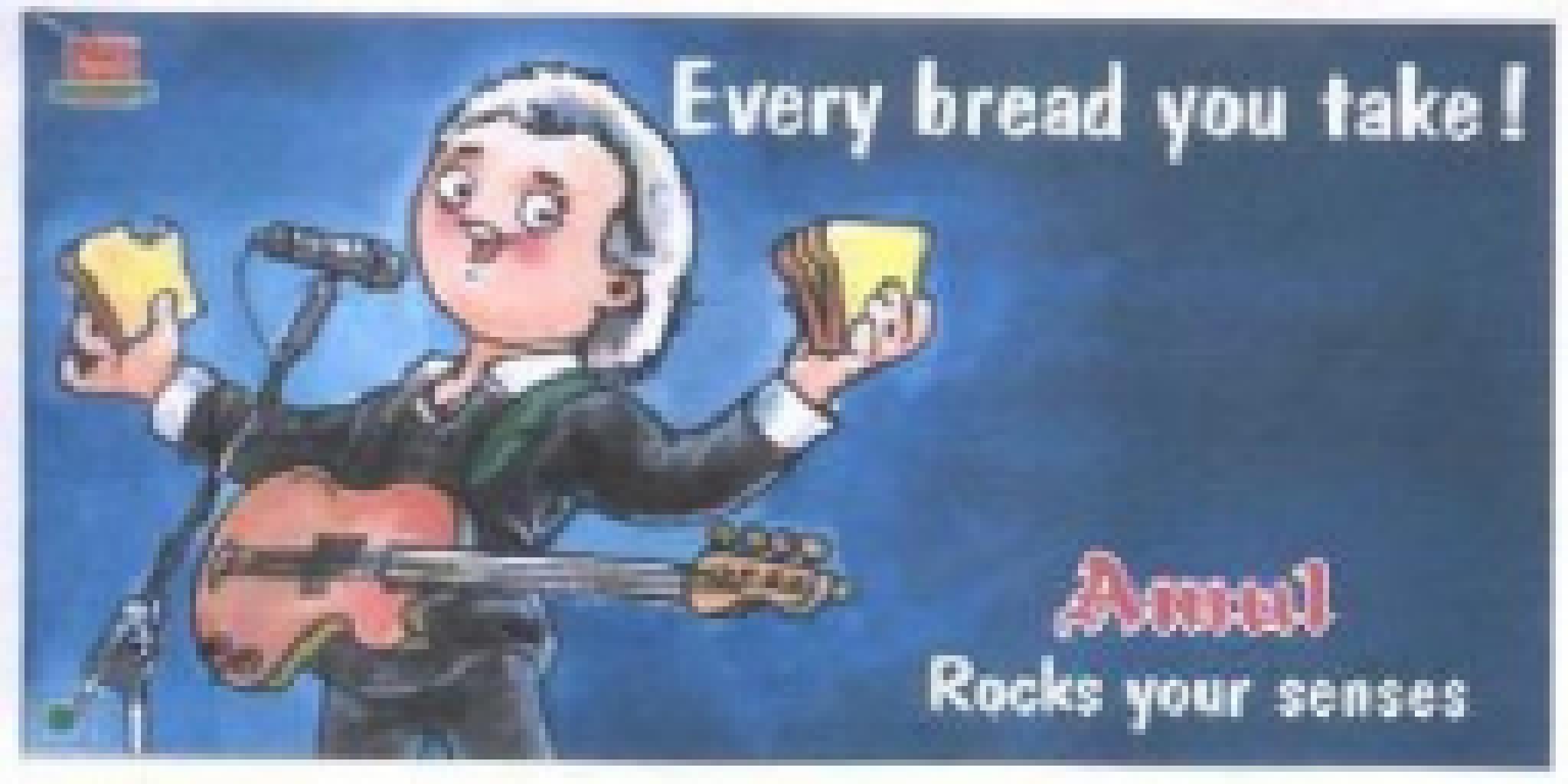
You are my Sania !

Anmol  
Served everyday

A photograph of three young girls standing outdoors. The girl on the left has dark brown hair and is wearing a yellow and red striped long-sleeved shirt over a white t-shirt, paired with blue jeans. The girl in the center has bright blue hair and is wearing a white dress with a red and green checkered pattern. The girl on the right has light brown hair and is wearing a yellow hooded jacket over a dark blue t-shirt. They are all smiling and looking towards the camera.

Bal bal dekho !

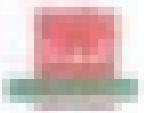
**Anmol**  
Always in style



Every bread you take!

♪♪♪

Rocks your senses



# Another Page 3 Celebrity!

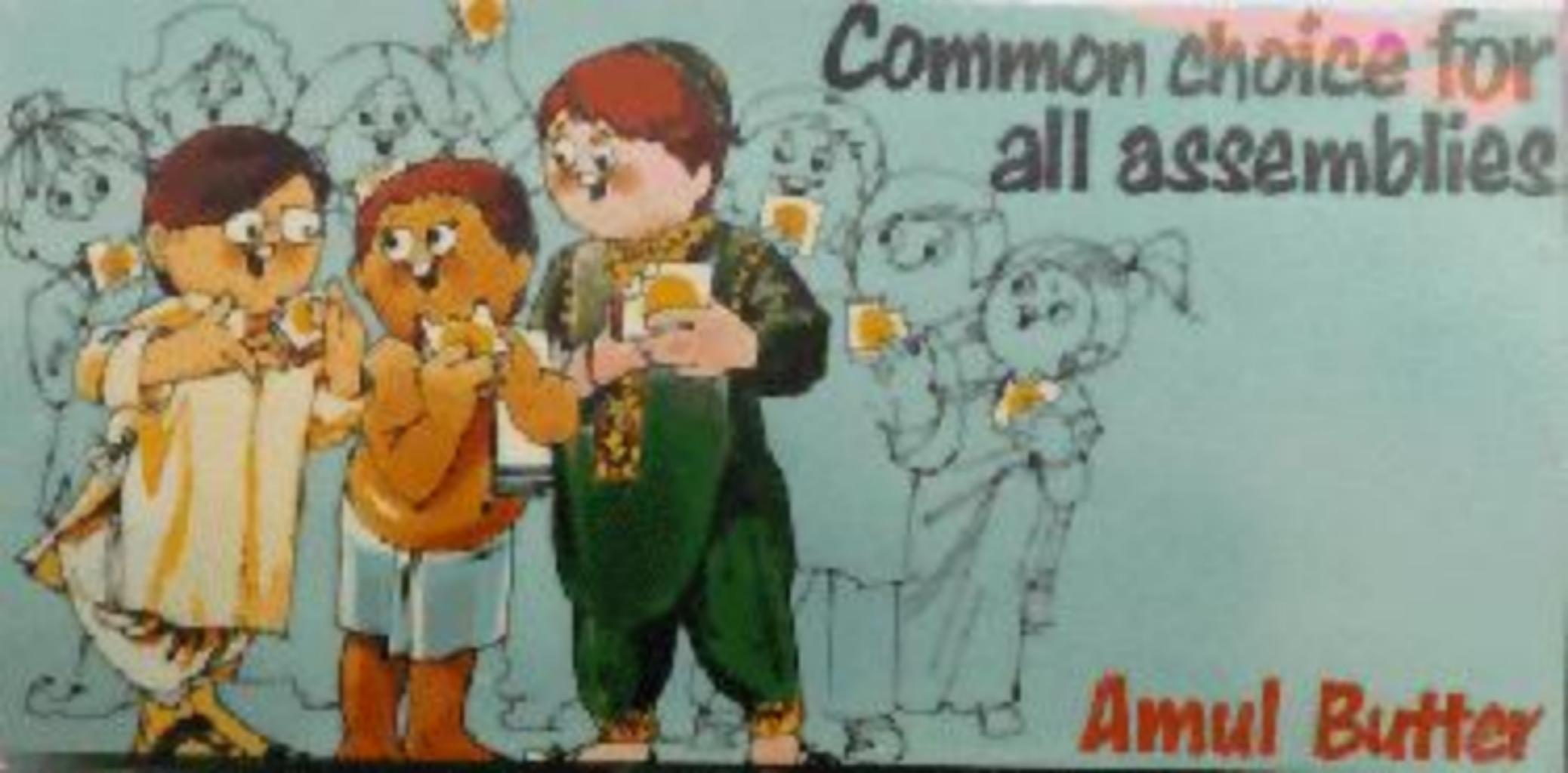


AMERICA'S  
L



Mogambo... dukh hua.

Amul

A colorful illustration of four children (three boys and one girl) eating Amul Butter. They are standing in front of a blue background with stylized white clouds. The children are dressed in traditional Indian attire: a boy in a yellow and white striped kurta-pajama, a girl in an orange dress, a boy in a green kurta-pajama, and another boy in a pink kurta-pajama. Each child is holding a small container of Amul Butter and eating it with their hands.

Common choice for  
all assemblies

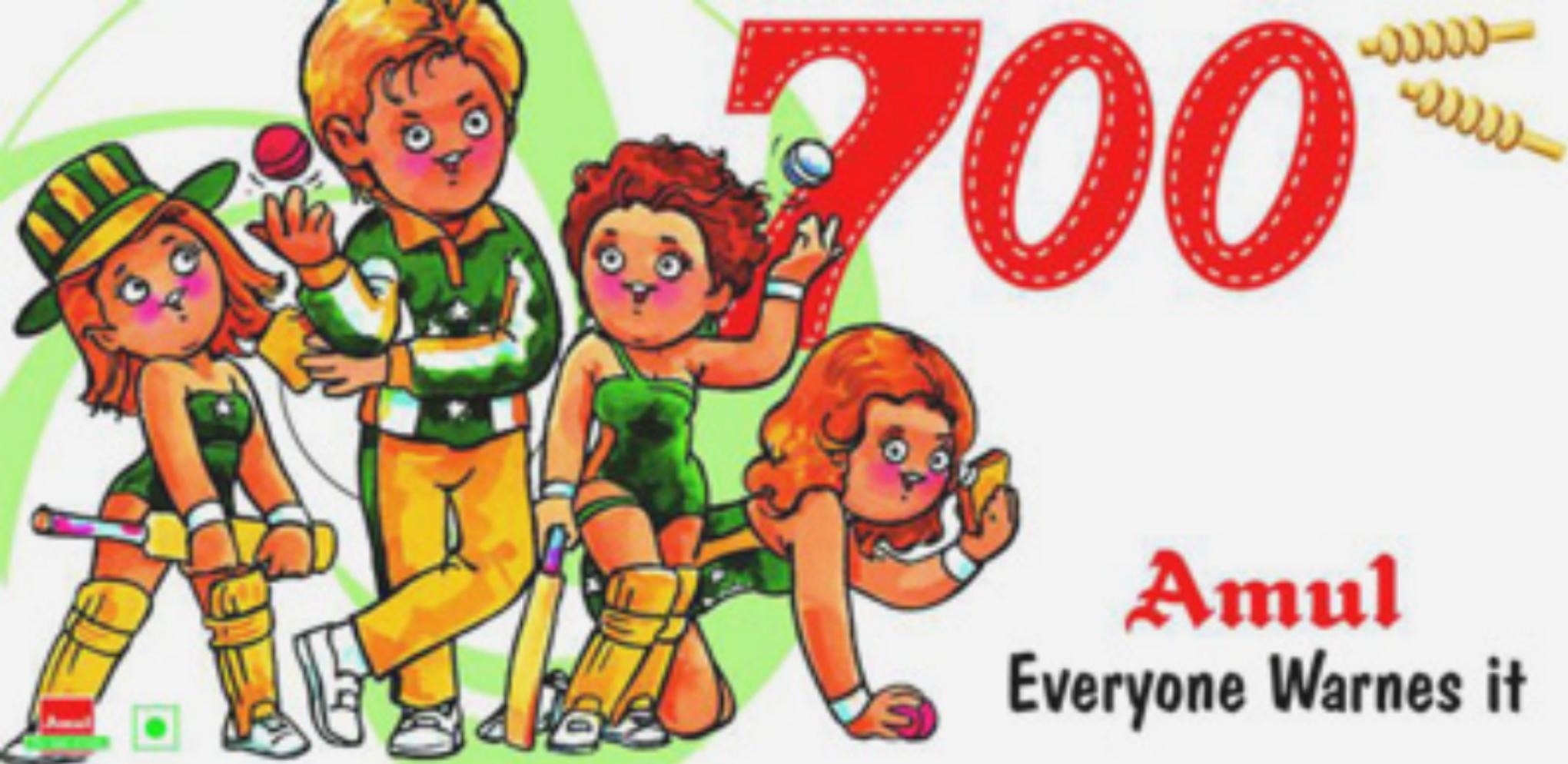
Amul Butter

Amul  
REDDY

# Ki girl hai?



Amul  
Reddy for more



**Amul**  
Everyone Warnes it

# Match baliye !



**Amul**  
Makes you dance

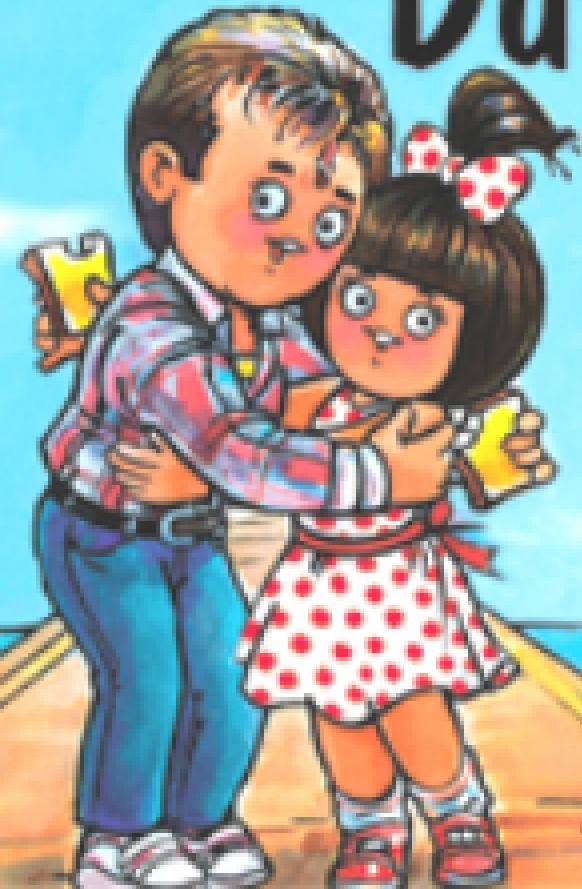




# DOODHA



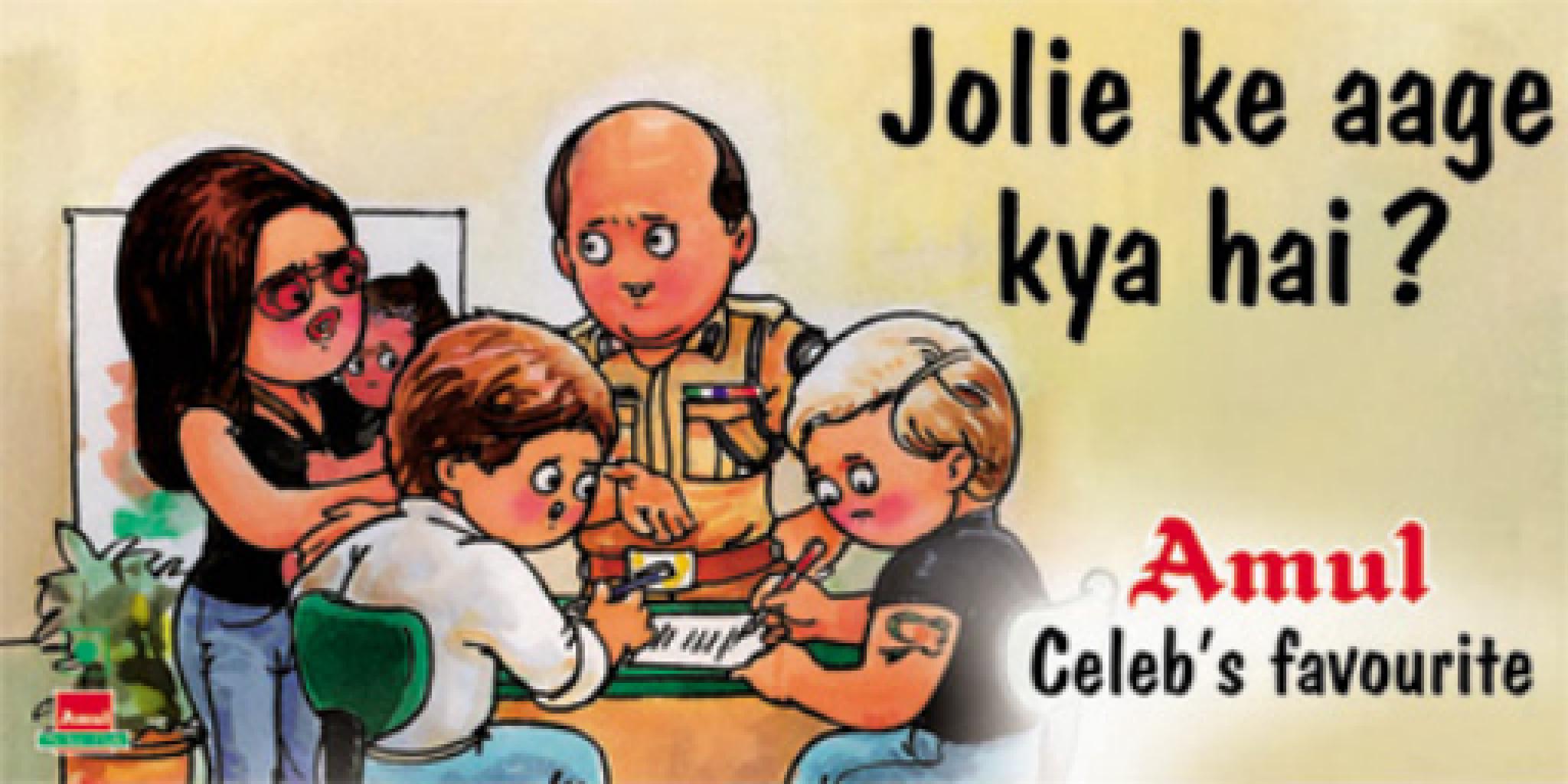
# Dutt ke khao !



Amul

Taste the freedom





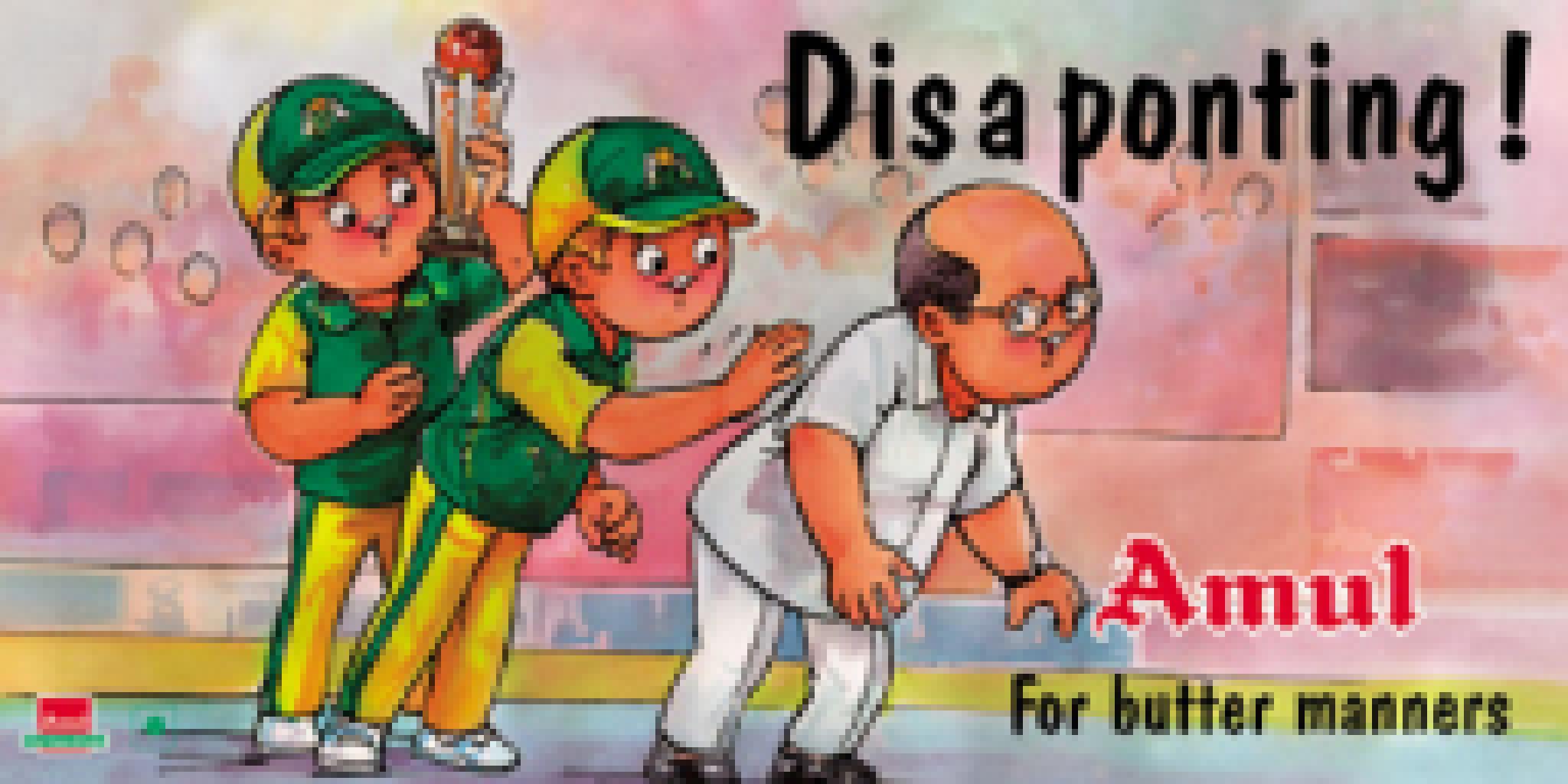
Jolie ke aage  
kya hai ?

Amul  
Celeb's favourite

BUN...  
MASKA BUN

**Amul**  
ROYALE  
SNACK





# Disaponting !

**Ammi**  
For butter manners

# Share karo! Aish karo!



**Amul**  
Bread ki jaan

# Fashion Extraaaavaganza !



Amul  
Great dish

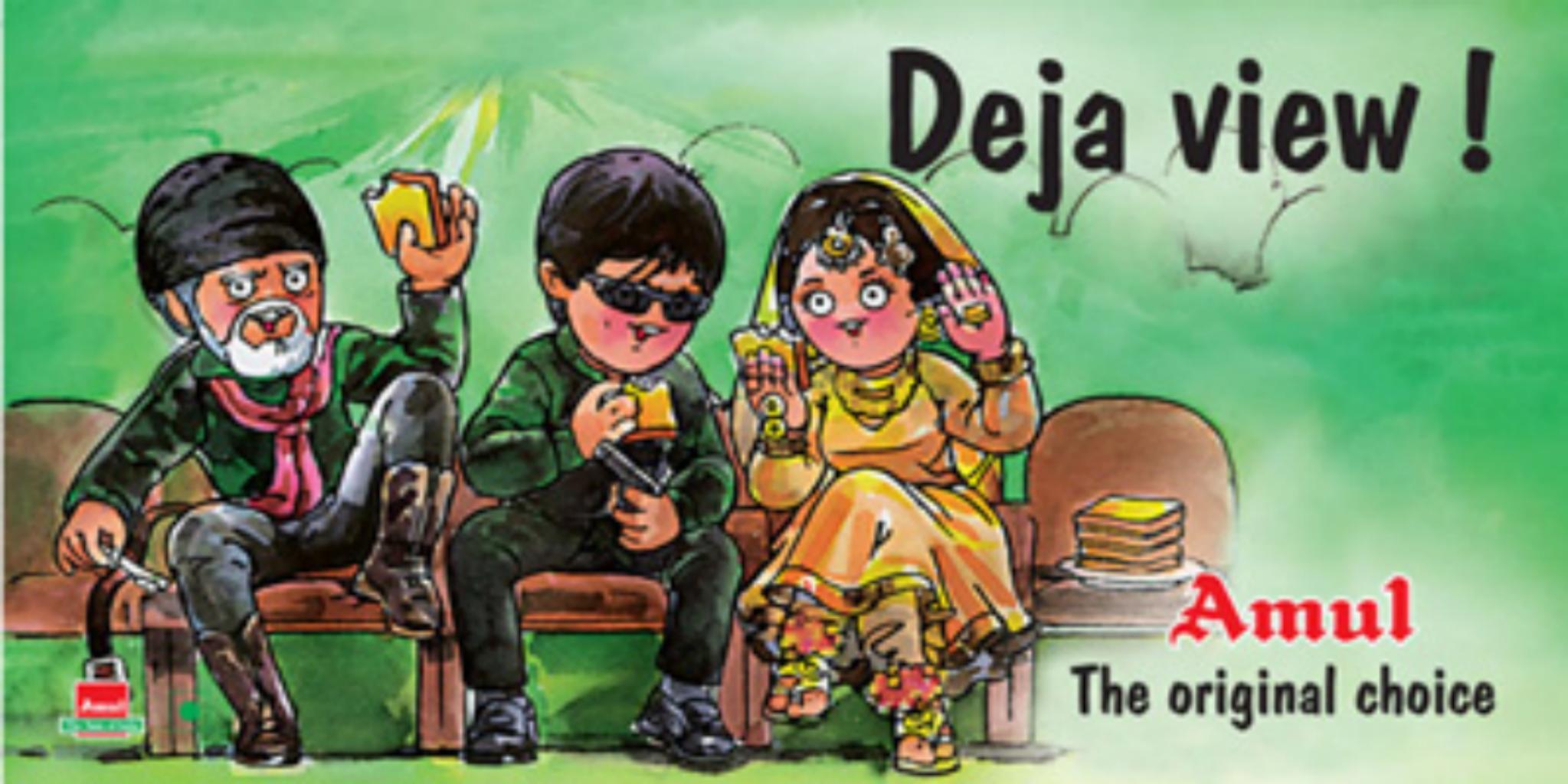


# UTTERLO BUTTERLI

Amul



A toast to the 'little' master. **Amul**



Deja view !

**Amul**

The original choice



# Brad butter ?



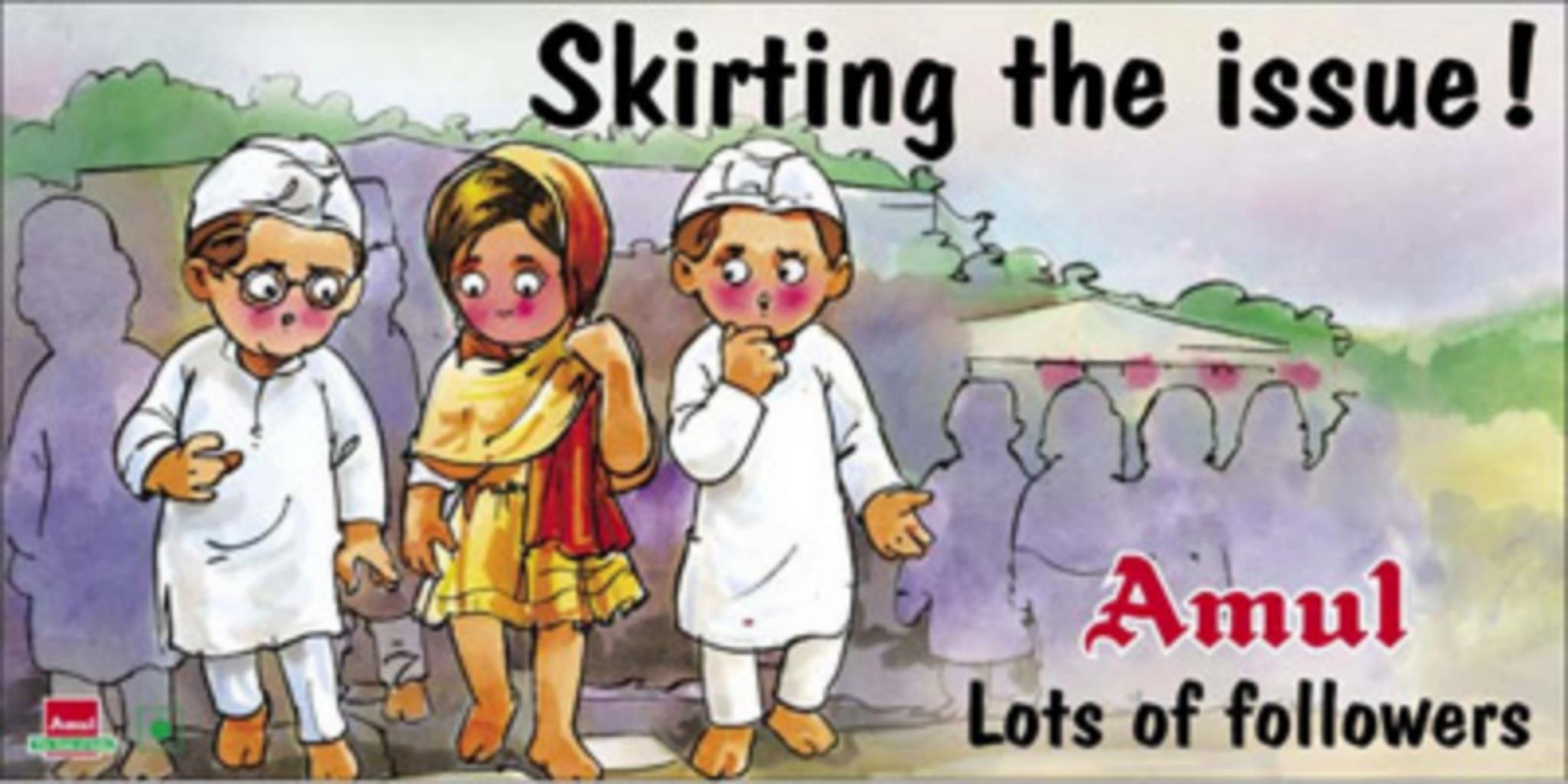
**Amul**  
Jolie good snack

# Her stars are kkrossed?



**Amul**  
Daily maskka

# Skirting the issue!



**Amul**  
Lots of followers

# By book or by Crook !



**Amul**  
Pak of choice

# Mush ado about nothing !



**Amul**  
Pak of choice





# Pontification !

Amul

Satisfies everyone



**Lagate Raho  
MASKA BHAI**

**Amul  
Khole toh**

Zindagi badi honi chahiye lambi nahin!

Hrishida: 1922-2006



Amul

# CERTIFIED A



Amul  
Direct To Home



*Make breakfast  
a better meal than dinner.*



**ut'T.V. but' T.V. Amul**

# Meetha sach? Yaa kadwa jhooth?



**Amul**

Evokes mass hysteria



KABHI AMULVIDA NAA REHNA

**Amul**

FOR YOUR MITVA



# The last straw?



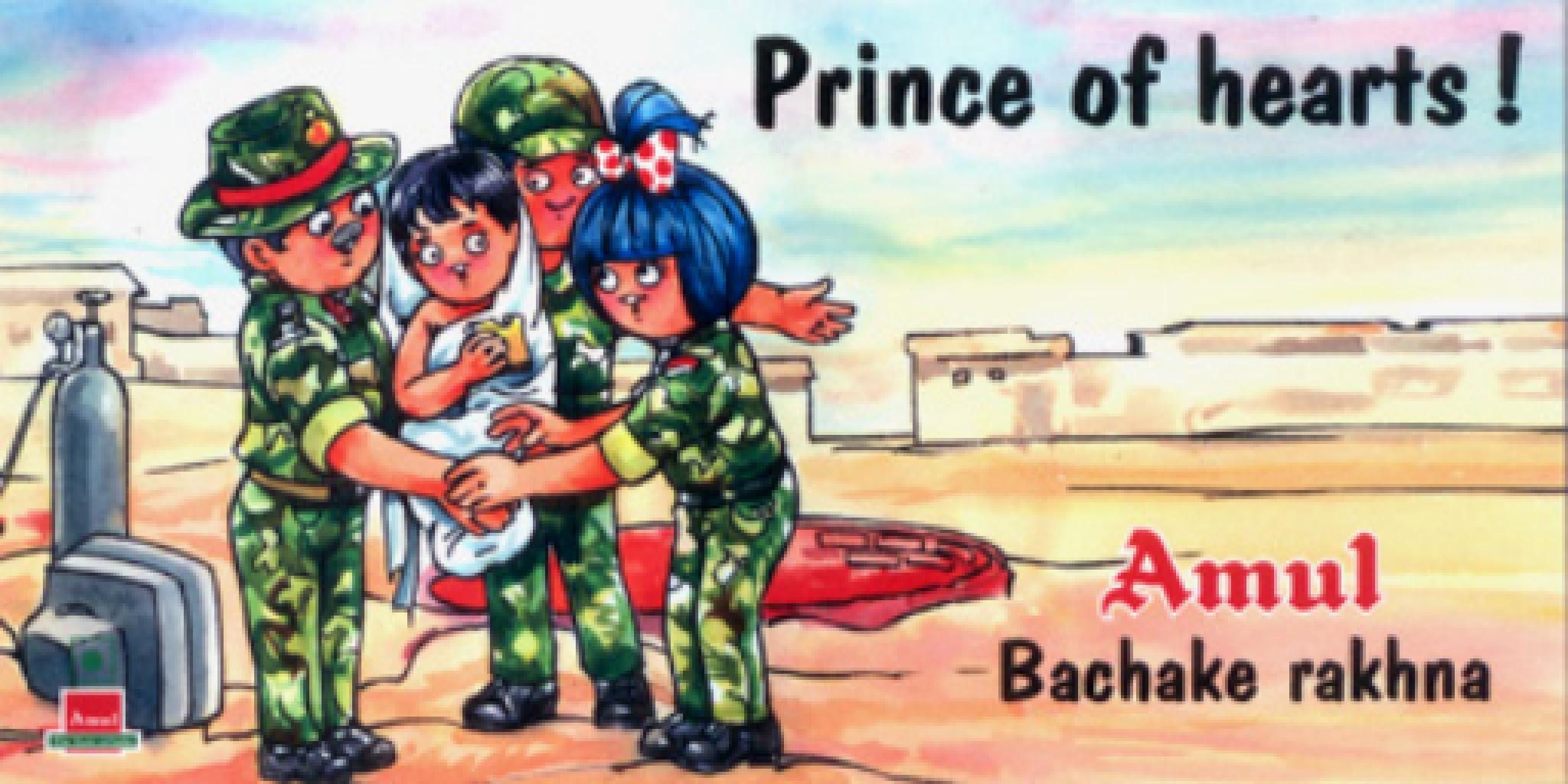
**Amul**  
Safe to have



# HOME KHANA

ISHQ MATH TYAGO





# Prince of hearts !

Amul  
Bachake rakhna

# Rubbing her up the wrong way !



**Amul**  
**The leader**





# This butt-er sees red!

**Amul**  
This butter, yellow



FRESH

Amul

SUPER HERO

# GERMANIA!



Amul  
Half-time snack

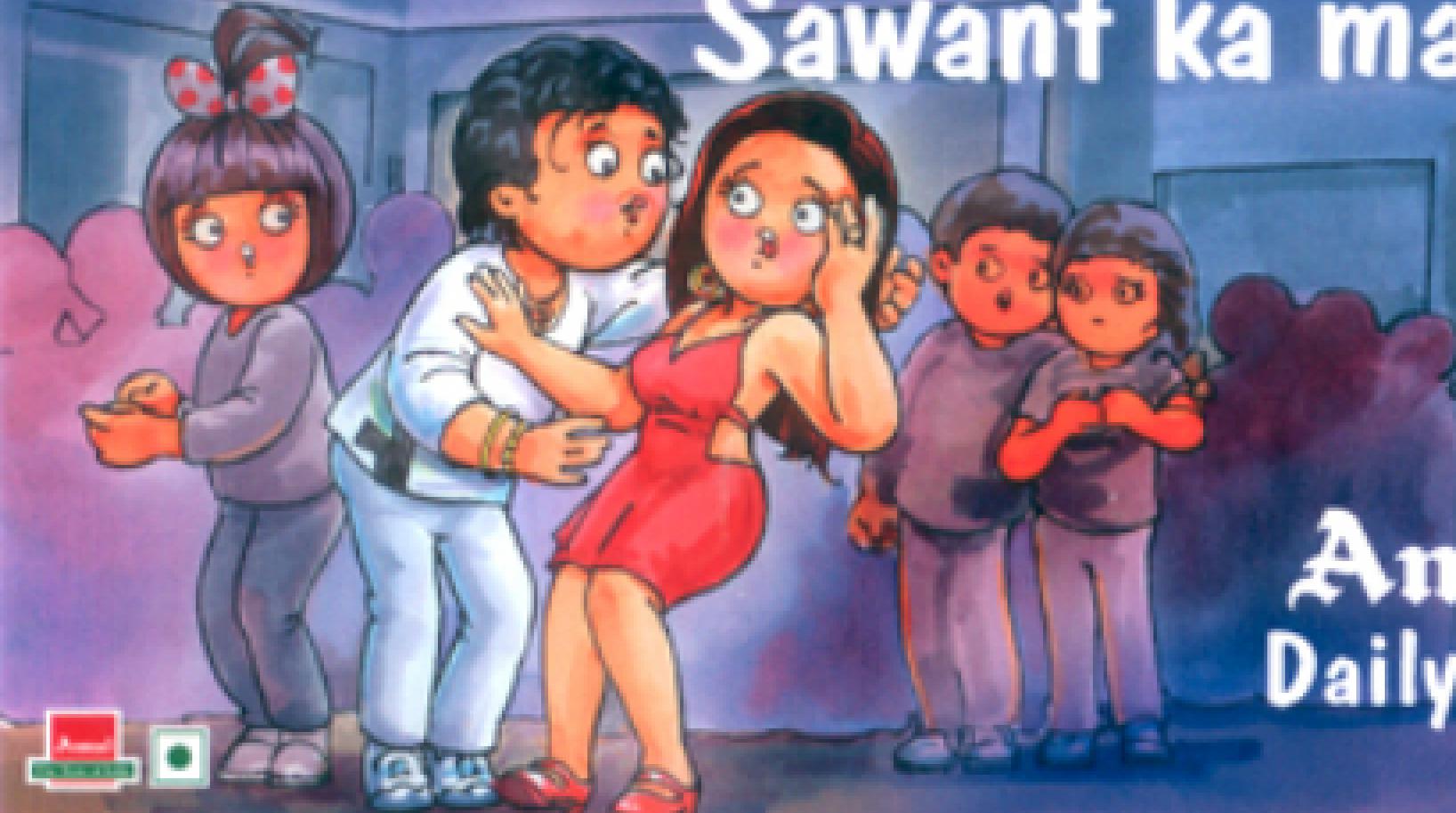
A colorful illustration of two children sitting at a round wooden table, eating butter sandwiches. On the left, a girl with dark hair tied back, wearing a light blue long-sleeved shirt, is looking up with a surprised or happy expression while eating. On the right, a boy with dark hair and bangs, wearing an orange long-sleeved shirt, is also eating a sandwich. A stack of sandwiches sits on a plate on the table between them. The background is a soft green.

Pyaar se Zia bhar aye

jab

Amul butter khaye

# Sawant ka mahina !



Amul  
Daily item

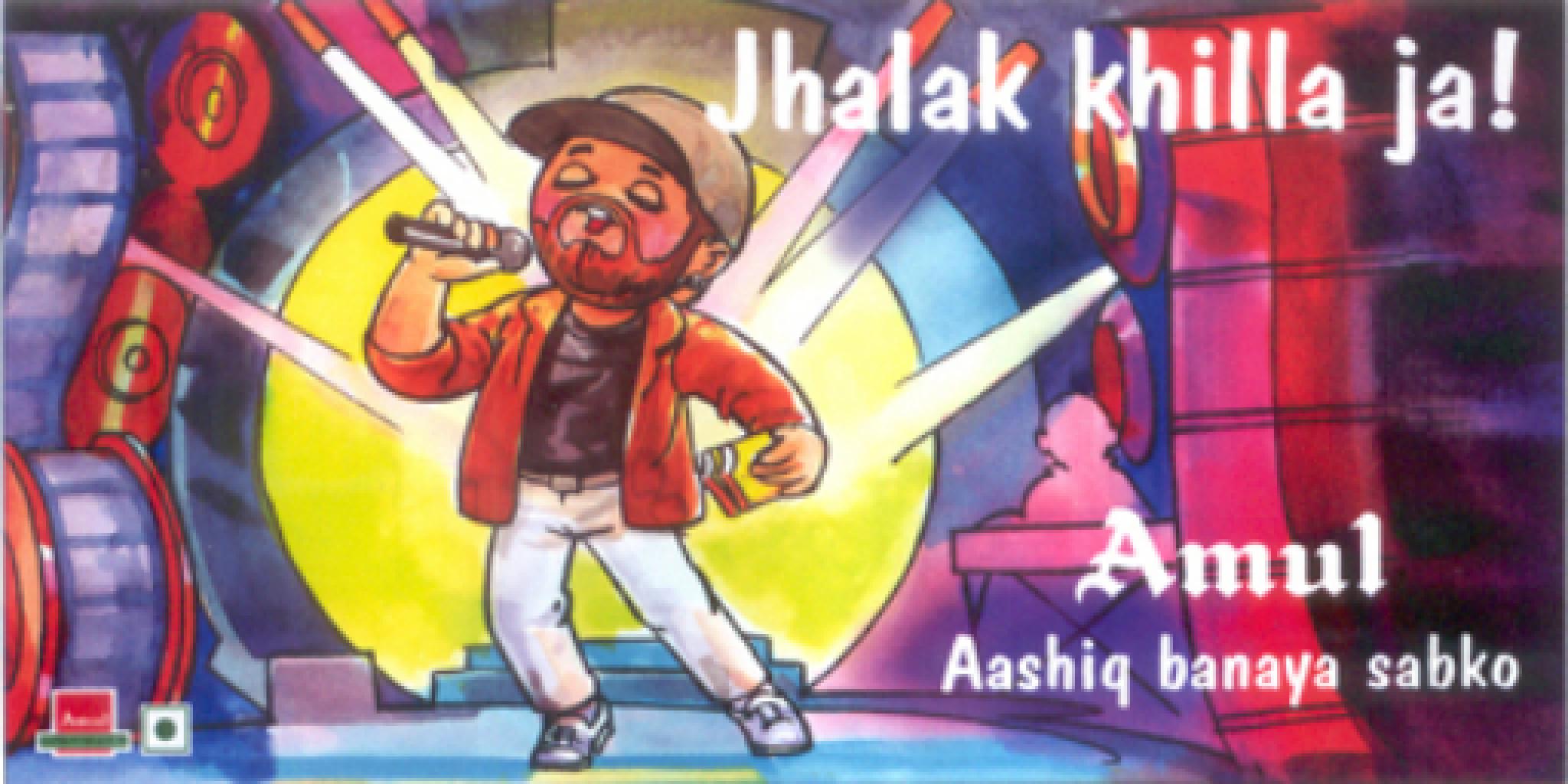


RESERVED



Amul  
Purely on merit





# Jhalak khilla ja!

Amul  
Aashiq banaya sabko





manaa!

Amul

Kabhi manaa nahin

# DA VINCI KRODH?



**Amul**  
No opposition

# Nonsensex?



**Amul**  
Safe investment

# Eat wave !



**Amul**  
**Hot favourite**



# Garam haraam hai!



**Amul**  
**Eat wave**



# Aati kya Narmada?



Amul  
Dam good

# Kuch kuch quota hai !



**Amul**  
India's Irresistible Taste





The real reason  
for staying home.

**Amul Butter**