



**LIFTING**  
millions everyday!

**Amul**  
**Proud to be Indian!**

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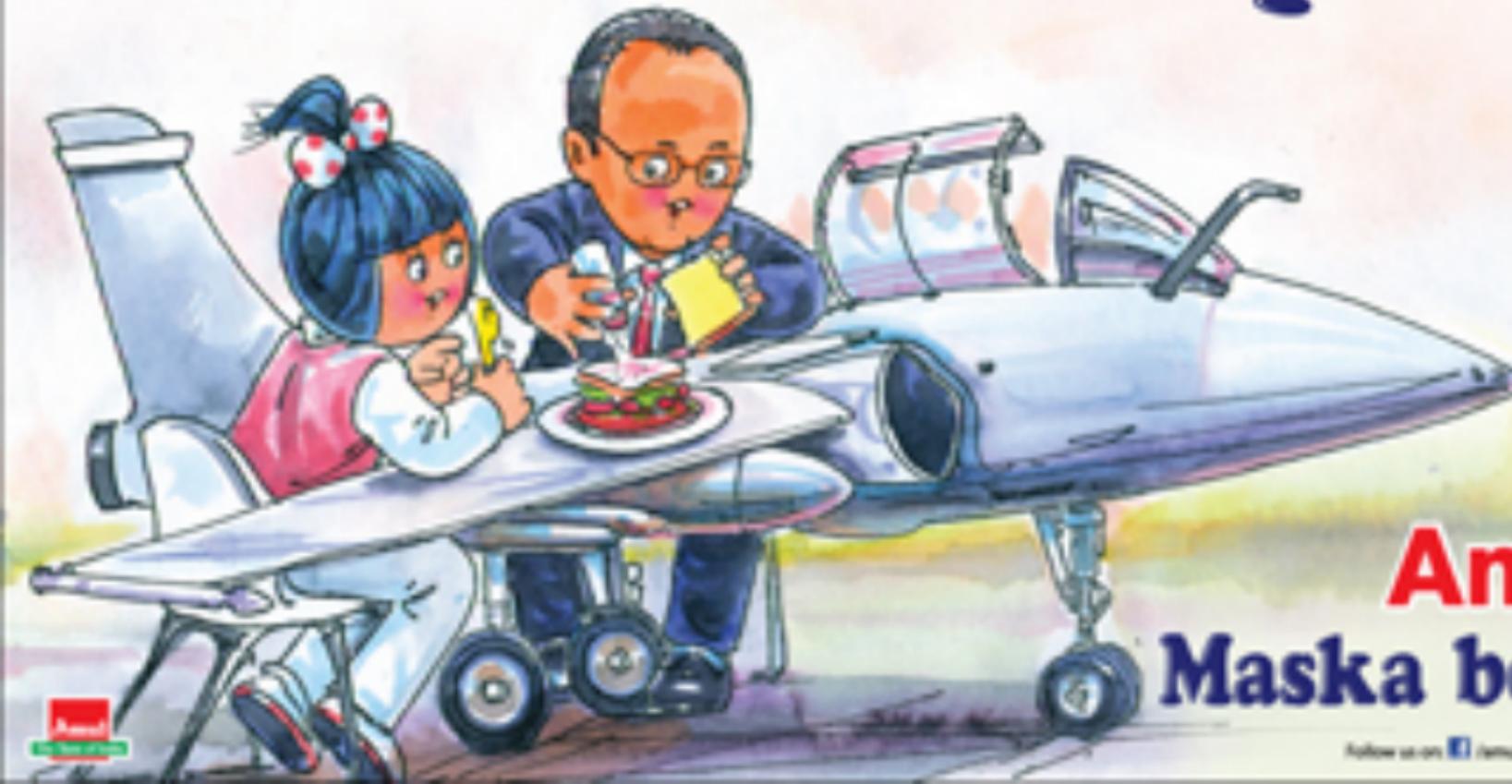




Satyajit Ray  
1921-Forever

Amul

# Pass Dassault please!



**Amul**  
**Maska beaucoup!**

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# **BULLDOZING TRADITION?**



**Amul**  
**NO NEED TO**  
**LOCK HORNS!**

# *Desh ka beta. Desh ka Neta.*



**Amul**  
**Feeder of the nation!**

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# Game, bet and match!



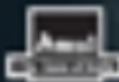
**Amul**  
Service  
without faults!



# Foreverus Snape....



**Alan Rickman**  
**(1946-2016)**



# #startupindianbreakfasts



**Amul**  
**Makes things easy!**

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# SAMOSYA?



**Amul**  
Not a luxury!

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# Lodhs to think about!



**Amul**  
**Does justice**  
**to bread!**

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# ZIGGY IS ONE WITH THE STARDUST...



YOU WERE A HERO  
FOREVER AND EVER...  
(1947-2016)



# A bhi hai, B bhi hai!



**Amul**  
**Incredibly Edible!**

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# Welcome to Bombay Stairport



**Amul**  
**Top Flight Butter**

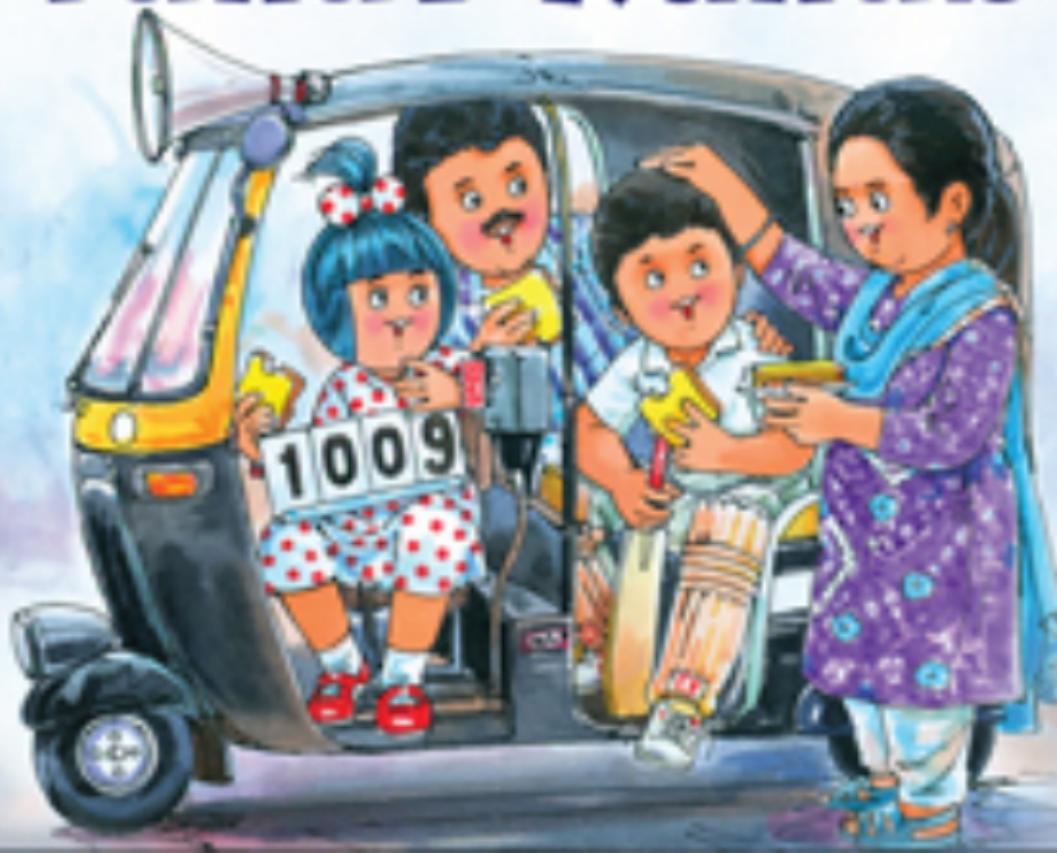
# Chris, Gals don't like it!



**Amul**  
For All  
Big Bashes!



# Pranav Runabadde!



**Amul**  
**For boy  
wonders!**

# SHAM ENDS. SHYAM BEGINS.



Amul  
FULFILLS ITS  
BHUMIKA

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# Bharatmartyr...





# Swad se swagat!

**Amul**  
Har tea ghar  
mein zinda hai!

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# MERA TUJHSE HAI PEHLE KA NETA KOI...



**Amul**  
**LOCK-UP IN BREAD!**

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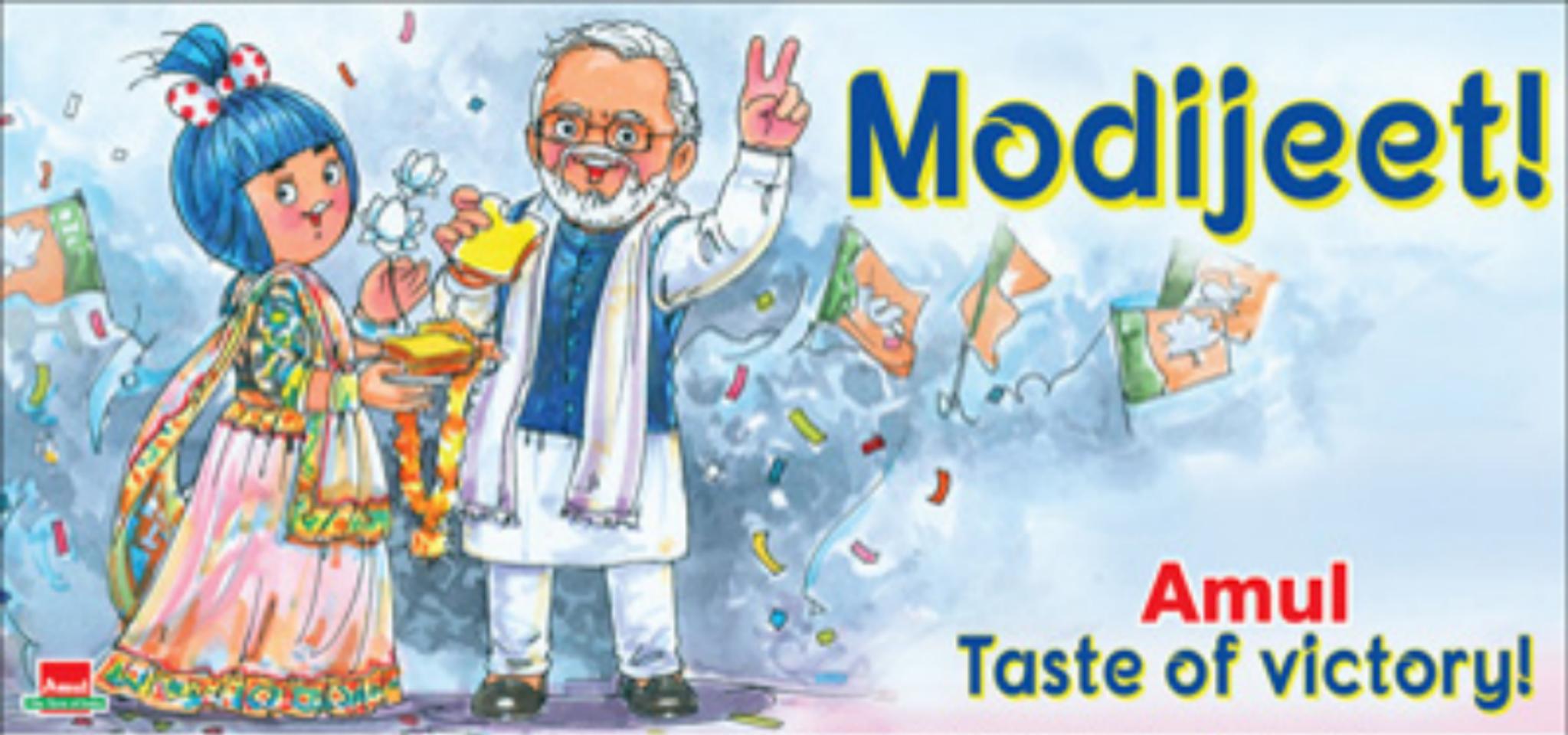
# Narajya Sabha?



**Amul  
Easy to open!**



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# THAROORAURUS anyone?



**Amul**  
small word  
FOR delicious!

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# *Such a Rohimantic gesture!*



**Amul**  
*Sau, sau tasty!*

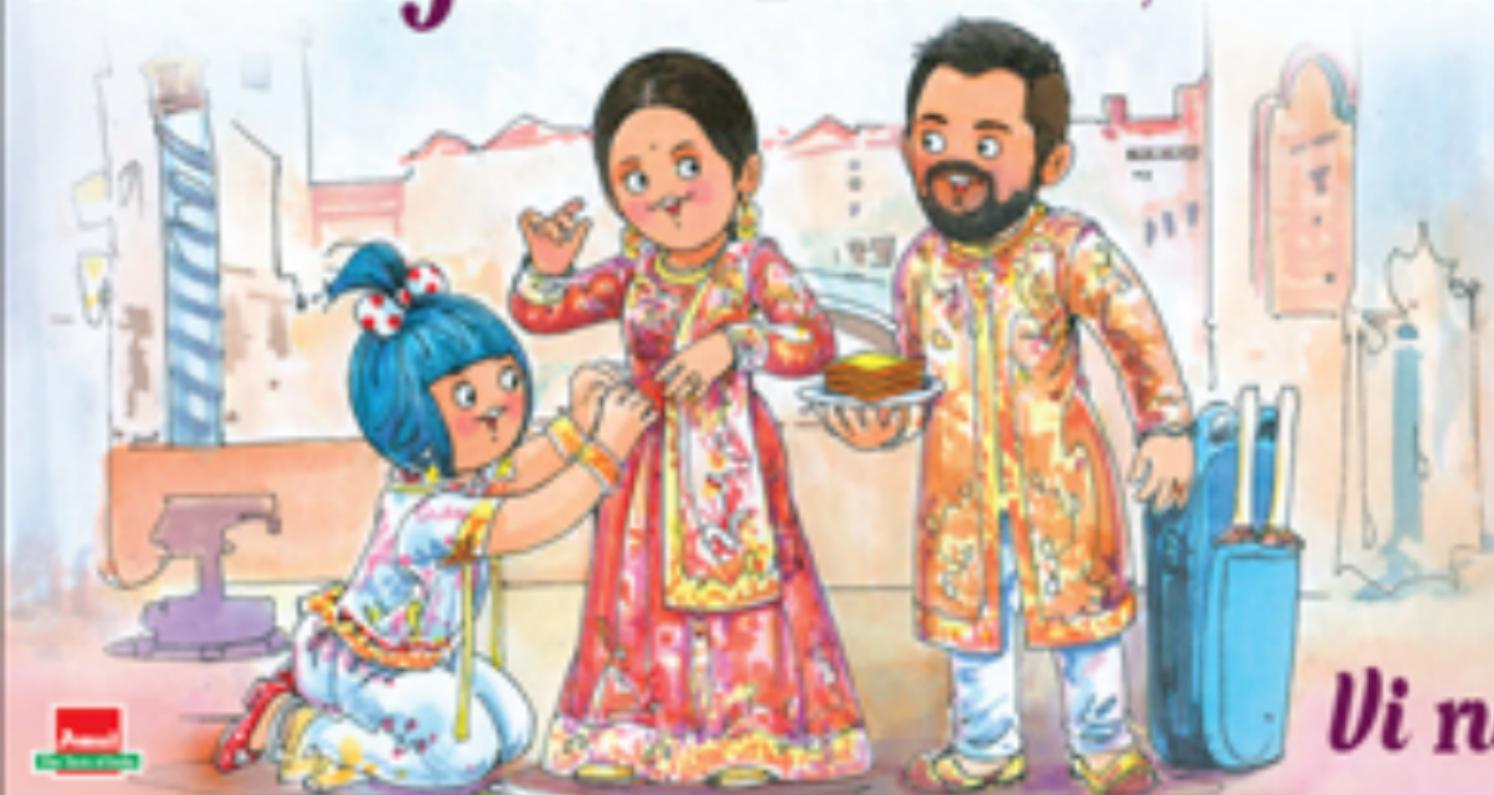
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A colorful illustration of a man with a mustache and a white turban, wearing a yellow patterned shirt. He is holding a large stack of butter in his hands. Behind him is a woman with a red sari and a floral garland, also holding a stack of butter. They are standing against a blue background.

# Makkhan ki Rani MASKA KA RAJA

Amul  
Super-hit swad

*Kohli sajaake rakhna, mehndi lagaake  
rakhna...*



**Amul**  
*Vi rush for maska*

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# Mere paas aapka cinema hai...



**Shashi Kapoor**  
**(1938-2017)**



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# Kya Maskari hai?



**Amul**  
**Extra cover**  
**for bread!**



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# A Suitable Boy... A **SUIT**able girl!



**Amul**  
**Royal feast!**



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A colorful illustration featuring a woman with blonde hair in a green floral dress, a young girl with blue hair in a pink floral dress, and a white robot with a blue screen on its chest. They are all holding sandwiches. In the background, there's a silhouette of a person and a small American flag.

# Ivanakam for breakfast!

**Amul**  
You can't Trump it!

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# Sau many records for Virat!



**Amul**  
Leader of the Pack!

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# *He gave India, Anand...*



Celebrating Dr. Kurien's  
96<sup>th</sup> birth anniversary

#INTRODUCING  
**DR.KURIEN**



# BrahVo!

**Amul**  
*Sukh-ai Dukh ka saathi*



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# Fast food ho ya Sulu food!



**Amul**  
Say Hello to Yellow!



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# Mahakhushi Chhillar!



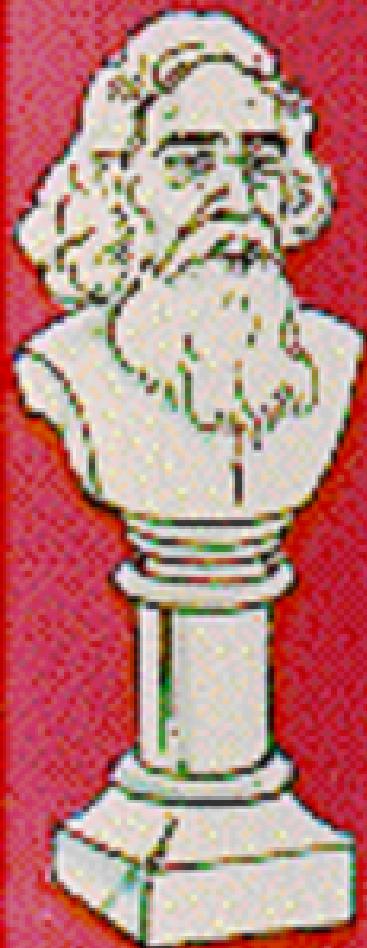
**Amul**  
Won't Miss it for the World!

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# କବିଶ୍ରୀ ବନ୍ଦବାସ ମାଧ୍ୟନିଷ୍ଠକ ଆମ୍ବୁଳ

ଆମ୍ବୁଳ

ଶୁଧାରିତ ବୋଣେୟୀ ଉପର୍ଯ୍ୟାମ



Have it, Mundi ho  
ya Sunday!

**Amul**  
Put in a SandVinci!



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A woman with dark hair tied back, wearing a blue and white polka-dot dress and a matching blue helmet with red spots, is riding a blue bicycle towards the left. She is wearing red shoes. In the background, there is a large, light-colored building with arched windows and a clear sky with a few birds.

# DELHI HELLY?

**Amul**  
**Pure and safe**



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# One more Kamal blooms in politics?



**Amul**  
**Whistle for it!**

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# Have OnDeGo!



**Amul**  
Can be pan  
handled!



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# Tax haiwan!

**Amul**  
**Paradise for bread!**

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# In every national dish!



**Amul**  
**Loved by all Indians!**



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# TAKE A BOW-WOW, PiDi!



Amul  
**PET PUJA!**

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# HOUSE of DISCARDS?

**Amul**  
**BUTERFLIX FOR ALL!**



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# VIRAT'S AMESSING ACHIEVEMENT!

Amul  
**KYA BRAND HAI!**



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# Ronaldo's Fifabulous!



**Amul**  
**Foodbutter of the year!**



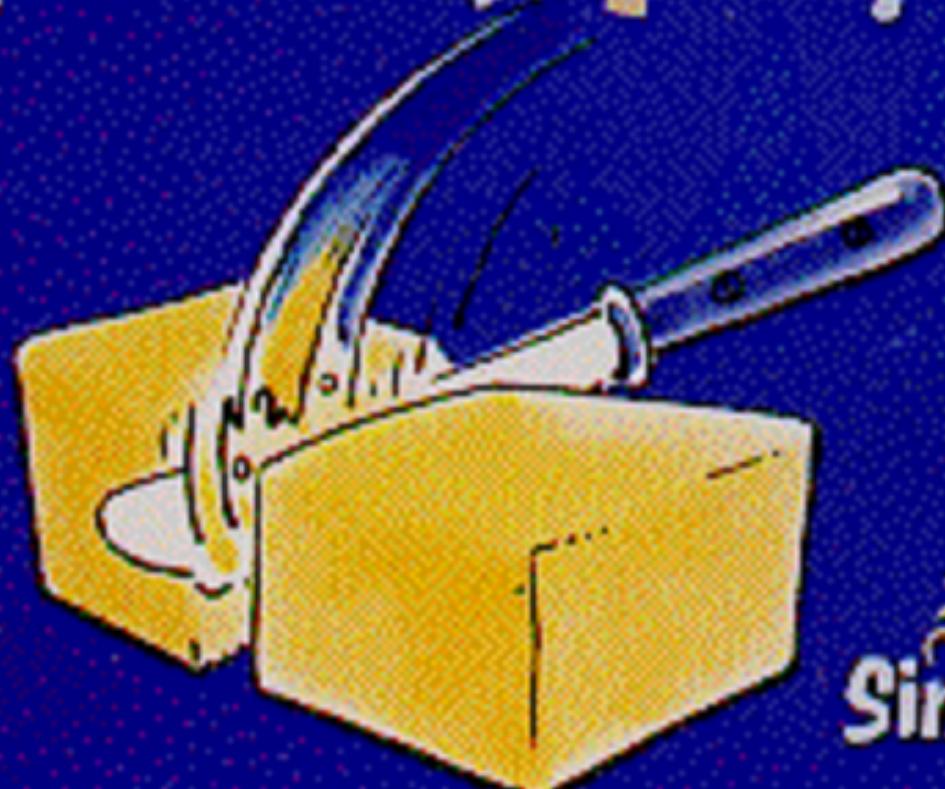
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Indian virgin  
needs no virgin'!



Amul

# Immensely Tasty Cut!



Amul BUTTER  
*Singh a song of praise*

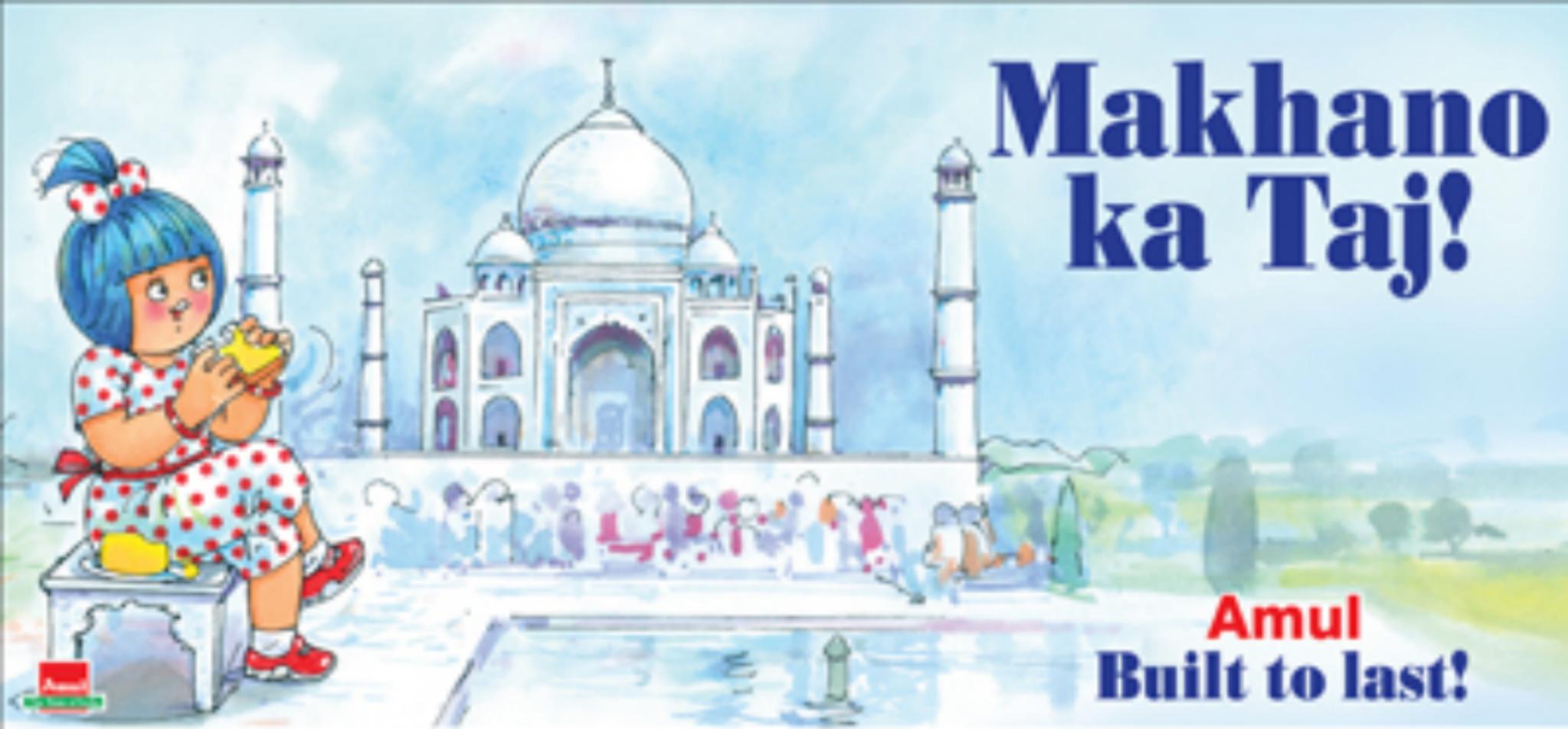


# HAKK Ki JEET!

**Amul**  
**Scoop it UP!**

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# Makhan ka Taj!



**Amul**  
**Built to last!**

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# Utterli Butterli Diwali!



**Amul**  
**The Light Bite!**

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# Crackering the whip?

**Amul**  
**Butter kha....**  
**not patakha!**

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# *Youth ka yudh!*



**Amul**  
**Har bread ka goal!**



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# Yeh jo hai zindagi...



**Kundan Shah  
(1947-2017)**



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# Hamara apna Maskachef!



**Amul**  
Have truckloads  
of it!

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# HARDIK SWAGGER!

Amul  
ALL ROUND TREAT!

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# Kaun kehta hai ki maut aayi toh main mar jaoonga?



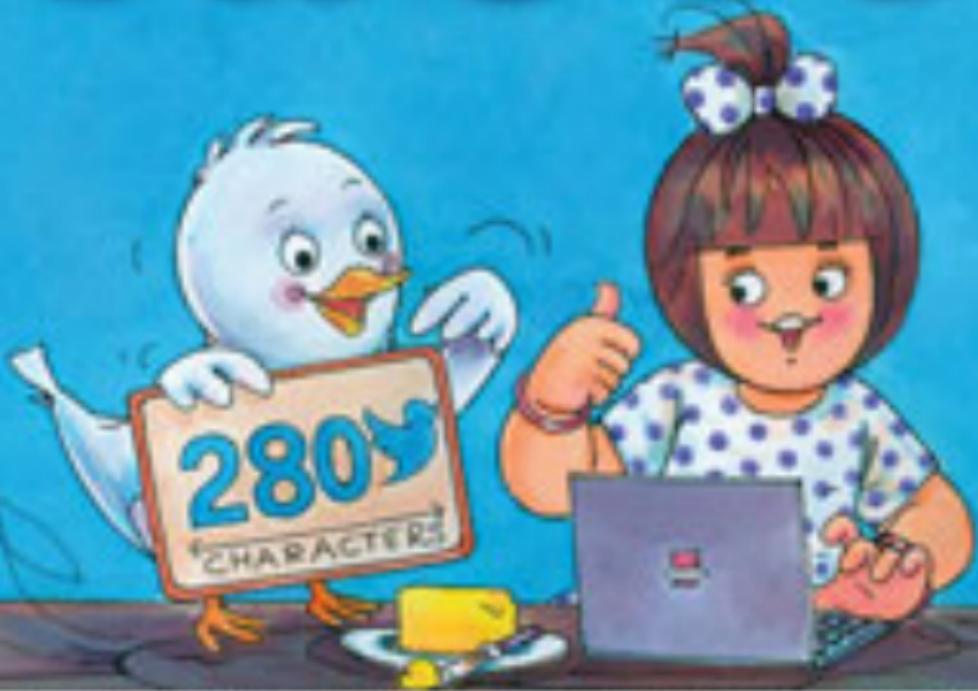
**Tom Alter**  
**(1950 -2017)**



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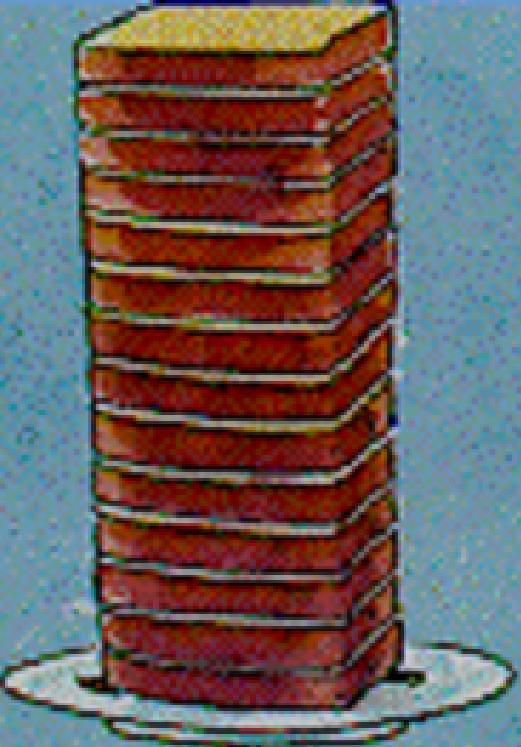


# twotter?



**Amul**  
It has great  
'character'!

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**Amul**

**This structure  
is raised**



**and razed**

# Chancelaur ek term!



Amul  
**Merkel worker  
on bread!**

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# **NEW TURN FOR THE OSCARS!**



**Amul**  
**NEWTRITIOUS!**



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# Cooldeep, Hot trick!



**Amul**  
*Thrice as nice*



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JAAANE KAHAN  
GAYE  
WOH DIN?

Amul



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The Force will  
always be with you...

Marshal of Indian Air Force Arjan Singh  
(1919-2017)

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# *Utterly Bulletty Delicious!*



**Amul**  
*Abe-solutely  
incredible!*

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# Kangana never Ransaut of controversy!



**Amul**  
For heroines & heroes!

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# Nayi Umang, Navy Adventure!



**Amul**  
Ensures smooth  
sailing!

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# THIS IS MUSKA



**Amul**  
Triplets love it!

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**Humare yaadon  
mein bhi hai,  
yaadon mein bhi hai...**

**Amul**

**Tribute to Dr. Kurien on his  
fifth death anniversary**



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# DA MANIA SPREADS EAST WEST



Amul  
for the JET set



# IN A LEAGUE OF ITS' OWN!



**Amul  
Premier Snack!**



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# Kim ka Jung On?



**Amul**  
**For nuclear  
families!**

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# Defence Ministree!



**Amul**  
**Sabka Nirmal Anand!**



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# *Badhai minton!*



**Amul**  
**Don't shuttle for less!**



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# Barsaathi haath badhaana...



**Amul**  
**Feeds the spirit of Mumbai**



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# Har Nivaasi ko Privacy!

**Amul**  
**Good for your  
constitution!**

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# Court ka Talaq laakh shukr hai!



**Amul**  
*Triple treat!*



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# CHEENI KUM KARO!

**Amul**  
**BELONGS TO INDIA!**



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# VISHAL COULDN'T STIKKA AROUND!

Infosys

Outfosys

**Amul**  
**CEO of butters!**

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# SWIM AWAY FROM THIS WHALE!



Amul  
**TRY YELLOW.  
NOT BLUE.**

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# A pack che Indian

Amul  
Unwrap this RAPPER



# JOSHI SE SAB PRASANN HAI!



**Amul**  
CUT WHEN NEEDED!

# INHE WoMAAN DIJIYE...



**Amul  
ON YOUR SIDE!**



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# *Usain bolts into the sunset!*



**Amul**  
**Athlete's food**

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# **TRANSFER FEE NEY MAR DAALA!**



**Amul**  
**HAVE WITH LOTS OF BREAD!**



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# Scramamucci!



**Amul**  
**Chief of Bread!**

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# Tomato Afsauce?



**Amul**  
Won't make  
you see red!



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# YEH RERA GHAR, YEH MERA GHAR!



**Amul**  
**BUILDER OF SANDWICHES!**

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# Jat mangni, Patna byaah!



**Amul**  
**Grand Alliance**  
**with bread!**



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# They blue our minds!



**Amul  
Buttereem  
Pradarshan!**

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# Malishka, Maska Dish Khaa!



**Amul**  
**Khol khol without  
jhol jhol!**

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# Unwrap this RAPPER





# KOVINDIA!

**Amul**  
**First for Citizens!**

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# Mithaliya, Maska liya!



**Amul**  
*Source of  
inspiration!*



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# ROGER GETS BETTERER WITH AGE!

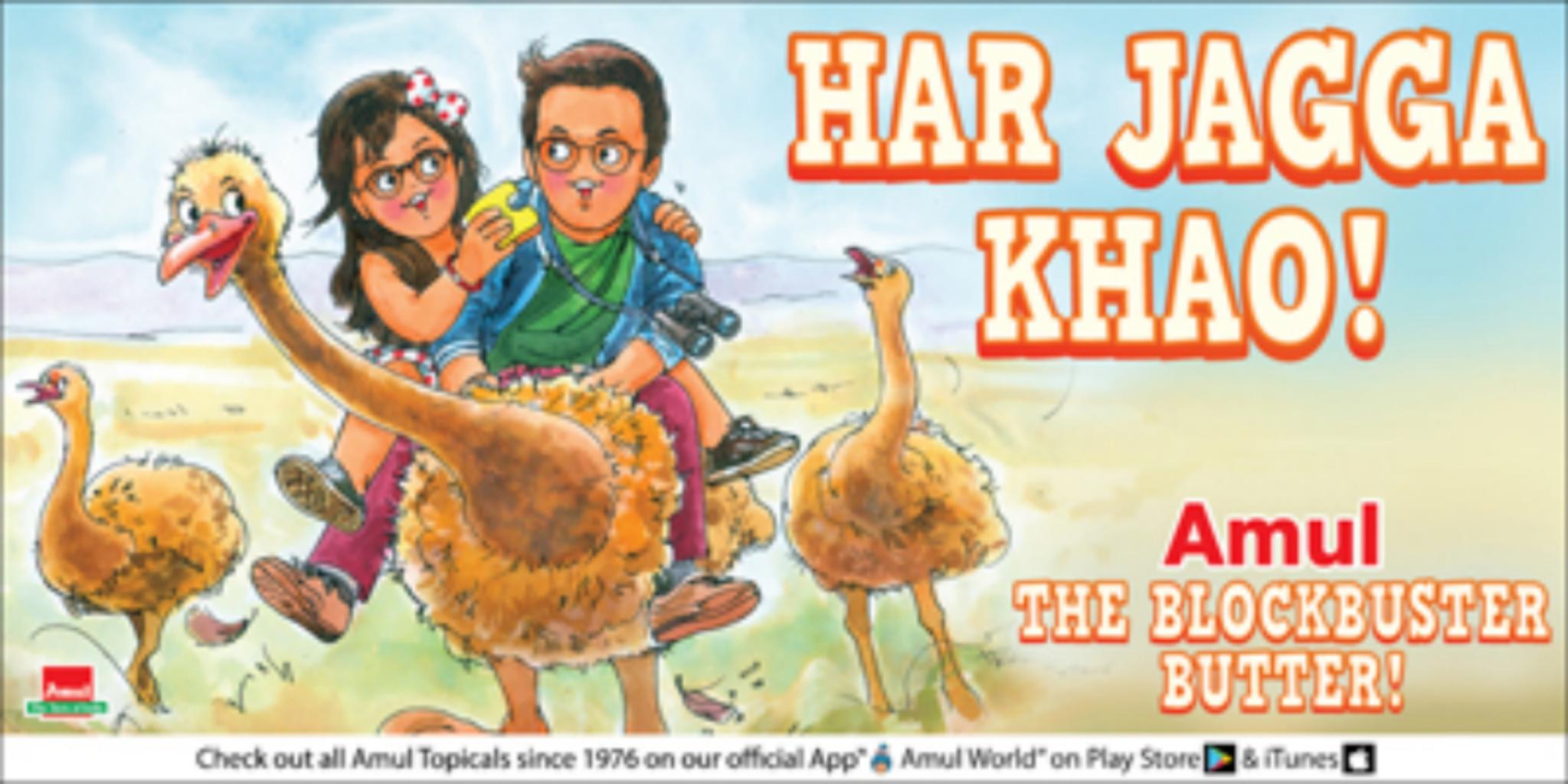


AB

ALL-TIME GR8!



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# HAR JAGGA KHAO!

**Amul**  
**THE BLOCKBUSTER**  
**BUTTER!**



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# Ravi's Shastras!



**Amul**  
**Rahul aur Zak**  
**ka Khana!**



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# Virat's Kohling the shots?



**Amul**  
**Chosen by all!**

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# I for I : Incredible for India



**Amul  
Israelly good!**



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# 'Wow' men's cricket team!



**Amul**  
*MyThali ka raj!*



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# Easy to diGST!



Amul  
Good Service  
at Table!



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