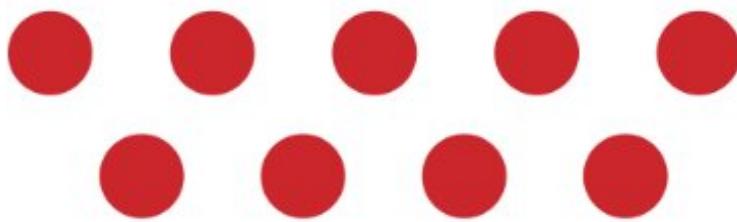


## Amul's India : Based On 50 Years Of Advertising By daCunha Communication

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# Amul's India

Based on 50 years of Amul advertising by daCunha Communications

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0 of 0 people found the following review helpful. Five StarsBy Srinivasan BhargavanGood0 of 0 people found the following review helpful. A taste of history!!By REST ConsultingA must read. It's wonderful to go through a compilation of the hoardings that have mesmerized us for decades. Truly Amul!!0 of 0 people found the following review helpful. India's story created by AmulBy Madhu MenonAmul's India is story of India in shorthand. Highly recommended for the practitioner and students of branding.

The Amul campaign tells the stories of India, a hoarding at a time. The hoardings are markers of the 'popular' history of India and have been followed by fans for decades. Timeless and ageless, this long-running campaign has captivated Indians of all ages. The key character in this saga is the little girl in polka dots, who helped Amul Butter win over an entire nation. This book celebrates her journey through the eyes of prominent writers, public figures and the subjects of the hoardings themselves. It contains a series of vignettes, creating a patchwork quilt of essays, snippets and selections of classic hoardings. It offers us an inside peek into the back story of the creation of the ads. Amul's India is a celebration that would be of enormous interest to an observer of contemporary India, be it a brand manager, a management student or a fan of Amul. Or just somebody who wants a rollicking good time.

**About the Author** The book is a compilation of contributions by many well-known personalities. The main essay is by Santosh Desai. Other contributors include Rajdeep Sardesai, Harsha Bhogle, Shyam Benegal, Shobhaa De, Sylvester DaCunha and Alyque Padamsee.