

‘Amul’s India’ book launched

[Prashant Rupera](#), TNN | May 9, 2015, 01.09PM IST

VADODARA: The [Gujarat Cooperative Milk Marketing Federation](#) (GCMMF), the largest producer of milk which markets [brand Amul](#) on Saturday announced the launch of 'Amul's India' book.

The book was launched at an event in Mumbai. It was unveiled by director Shoojit Sircar, Bollywood actress Deepika Padukone and actor Irrfan Khan.

Amul's India is based on 50 years of Amul advertising. It captures the remarkable journey of the brand through the eyes of prominent writers and public figures including Amitabh Bachchan, Alyque Padamsee, Harsha Bhogle, Rahul daCunha, Rahul Dravid, Sania Mirza, Santosh Desai, Siddharth Kak, Shobha De, Shyam Benegal, Suhel Seth and Sylvester daCunha among others.

"Amul's India talks about all the Amul campaigns in 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," a release issued by Amul stated.

In the revised and updated edition, the book captures new trends and events that have impacted Amul - the rise of Narendra Modi, the youth becoming more central in the national discourse, concerns over women's safety - and traces how the lovable little girl in polka dots has kept pace with all of that and stands stronger than before.

"We had promised to release the updated edition at the time of launch of the first edition. It is an honour for us to have published the revised and updated edition of this book after the phenomenal print run of 1.2 lakh copies of the first edition," GCMMF's managing director R S Sodhi said.