

‘Amul's India’ book launch

Photos - Deepika Padukone, Irrfan Khan launch ‘Amul's India’ book

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‘[Piku](#)’ stars [Deepika Padukone](#) and [Irrfan Khan](#) launched ‘Amul's India’ book, in Mumbai, on May 7.

Also clicked was director [Shoojit Sircar](#).

Deepika Padukone said: “More than just on a creative point, I think the association is what Amul stands for, and what Piku stands for. In that sense, the mood, the essence, the flavor, I think that is where we found a match. Amul as a brand is very rooted, traditional and Indian, but at the same time very progressive, just like Piku.”

Catch some more pics of Deepika Padukone and Irrfan Khan from the launch of ‘Amul's India’ book here. Piku releases today, May 8. Needless to say, ApunKaChoice will bring your its review very soon.