



Nawabs, Nudes, Noodles: India through 50 Years of Advertising

Ambi Parameswaran

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This is as much the story of Indian advertising as it is about India. Ad veteran Ambi Parameswaran looks at how advertising has evolved, reflecting the country's culture, politics and economy in the last fifty years.

From sartorial taste and food habits to marriage and old age, music and language to celebrities and censorship, Ambi examines over a hundred ads to study how the Indian consumer has changed in the past five decades and how advertising and society have shaped each other.

Combining anecdote and analyses to give us a slice of modern history, Ambi evaluates the relationship between affluence, aspiration and desire in India. Exploring trends and impacts, he covers the ads that captured the imagination of the entire country. From 'Only Vimal' and 'Jai Jawan Jai Kisan' to 'Jo biwi se kare pyaar' and the controversial Tuffs shoes campaign, the book is a memorable journey through brands, consumers and the world of advertising.

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