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Amul Ice cream ad: HUL wins lawsuit

denied GCMMF's plea for a stay on
the order.

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Mumbai: Hindustan Unilever Ltd (HUL) on Friday won a lawsuit it filed in the Bombay high court against the Gujarat Cooperative Milk Marketing Federation (GCMMF), owner of the Amul brand, for airing ads that it said disparaged frozen desserts. HUL, India's largest packaged consumer products maker, produces the Kwality Wall's brand of frozen desserts and ice-creams. A single-judge bench comprising justice S.J. Kathawalla granted HUL's plea for an injunction against the advertisements that Amul began airing in March. The court also