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Farmers will remember Mr. daCunha for building India's biggest brand for them.

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– Dr. R.S. Sodhi
President, IDA and
former MD, GCMMF

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Sorry to hear about the passing on of Sylvester daCunha, Advertising legend and founder of da Cunha Associates. He was the man behind the AMUL girl & brother of the late Gerson daCunha. Deepest condolences to Mrs. Nisha daCunha and son Rahul. May he rest in eternal peace.

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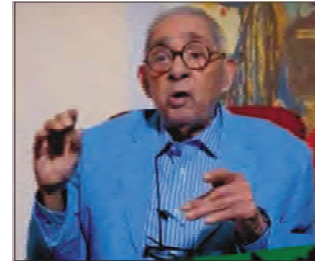
– Shri Jayen Mehta
MD, GCMMF
(on his Twitter)

Obituary

Mr. Sylvester daCunha

The Indian Dairy Association (IDA) is deeply grieved on the demise of Mr. Sylvester daCunha on June 20, 2023 in Mumbai.

Advertising-czar Mr. Sylvester daCunha was the recipient of 7th Dr. Kurien Award (highest award of the Indian Dairy Association) - who created the lovable Amul Girl 'utterly butterly' campaign in 1966.



1930-2023

He conceived the Amul 'Utterly Butterly' Girl along with his art Director Mr. Eustace Fernandes with inputs from Dr Verghese Kurien, the Milkman of India, which won the hearts of millions.

Dr. Kurien, the then Chairman of Amul, had suggested a mischievous little girl as a mascot of the product and Mr. Sylvester daCunha and Mr. Fernandes created history. The idea was to have a girl who would "walk her way in the Indian kitchen and the housewife's heart", Mr. daCunha has been quoted as saying.

This campaign scaled new heights, moved seamlessly from OOH to print, TV & then digital and social media, enhancing its reach and popularity across multiple generations.

Mr. daCunha was conferred with Dr. Kurien Award in recognition of his contribution in his advertising, communication and marketing in Indian Dairy Industry. His dedication, service and contribution brought a new vista in the Indian Dairy Industry. The members of the Board of Adjudication - Dr. Kurien Award had specifically chosen him for the Dr. Kurien Award for keeping alive the lovable Amul Campaign for four decades - a record unmatched in advertising history.

After his Bachelors of Arts in Economics (Hons) degree from Bombay University, he obtained Parvin Fellow from the Princeton University, USA. He started his career with Stronach Advertising, London in 1953. After a two years stint he joined Advertising and Sales Promotion Co. in India as its Joint General Manager and worked with them from 1955 to 1969. Subsequently, he started an organization M/s Da Cunha Communication Pvt. Ltd., and has been associated with it since 1969 as its Chairman. He took short assignment as a communication consultant in Brazil, Turkey, Zambia, Geneva and India on behalf of World Bank, UNICEF, United Nations and WHO.

The GCMMF had assigned M/s Da Cunha Communication for advertising and merchandising task for different Amul brands products. Some notable

assignments Mr. daCunha has been association with are:- **Nutramul, Amul Milk, Amul Cheese, Amul Kool, Amul baby food and Amul Butter.**

The campaigns of Amul brands ushered in a new era in communication, branding and marketing in Indian dairy industry. Communication Artists Guild of India conferred him 'Hall of Fame' Award in 1994. Mr. Sylvester daCunha remained Vice President, Advertising Association of India between 1987 and 1989. In 1994, he was awarded the "Man of the Year 1994" by the same Association.

Mr. Sylvester daCunha is survived by his wife Mrs. Nisha, their son Mr. Rahul daCunha. He was the brother of the late advertising genius, Mr. Gerson daCunha. The Association mourns the death of Mr. Sylvester daCunha and pray to God to grant heavenly peace to the departed soul and give enough strength to the family members to bear this irreparable loss.