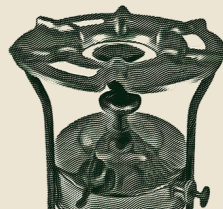
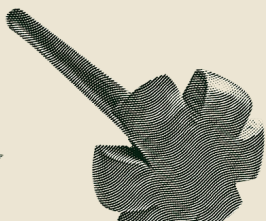
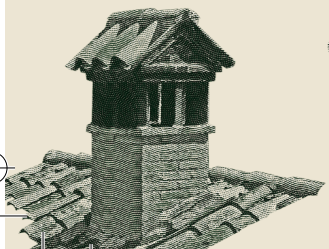




# Calendar 2022 Inspired BY Tradition

INDIAN KITCHEN TRADITIONS HAVE WITHSTOOD THE TEST OF TIME. THE POTS AND PESTLES THAT CHURNED HEIRLOOM RECIPES WITH ÉLAN HAVE OVER THE YEARS BEEN RITUALISED WITHIN THE FORM, FUNCTION AND EASE OF MODERN APPLIANCES, MAKING THE KITCHEN A MORE EXCITING AND INVENTIVE SPACE. BUTTERFLY CONNECTS THE OLD AND THE NEW TRADITIONS PRACTISED IN THE INDIAN KITCHEN WITH A VISUAL COMPENDIUM OF CLASSIC AND NEW KITCHENWARE THAT RESONATES WITH OUR COUNTRY'S CULINARY HISTORY.

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## Ural

THE TRADITIONAL URAL (PESTLE AND MORTAR) WAS USED TO PREPARE SPICE MIXES BY CRUSHING AND GRINDING THEM INTO A FINE PASTE OR POWDER.



## Mixer-Grinder

TODAY, THE URAL LIVES ON IN THE FORM OF MIXER-GRINDERS. THE JAR ATTACHMENTS CURATE SIMILAR RESULTS AS A URAL, WITH JUST A QUICK TURN OF ITS MULTI-SPEED KNOB.

## January 2022

S	M	T	W	T	F	S
30	31					<u>1</u>
2	3	4	5	6	7	8
9	10	11	12	13	<u>14</u>	<u>15</u>
16	17	18	19	20	21	22
23	24	25	<u>26</u>	27	28	29

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# January 2022



Ural

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31					1 New Year
● 2	3	4	5	6	7	8 🪄
9	10	11	12	★ 13 Lohri	14 Pongal	15 👤 Thiruvalluvar Day
16	○ 17	18	19	20	21	22
23	24	25	26 Republic Day	27	28	29 👤



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		● 1	2	3	4	5
			Vasant Panchami			
🚩 6	7	8	★ 9	10	11	12
13	🚩 14	15	○ 16	17	18	19
20	21	22	23	24	25	26
27	🚩 28					

# February 2022



*Aruwamanai*

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## Aruvamanai

THIS SCULPTURAL BEAUTY FEATURES A LONG-CURVED NECK-LIKE BLADE ATTACHED TO A WOODEN BASE. THE ARUVAMANAI NEEDS DEFT TACKLING AND IS HANDLED BEST BY SEASONED HANDS WHO EXPERTLY CUT VEGETABLES, FRUITS AND MEATS.



## Vegetable Chopper

THE HANDY CHOPPER CUTS VEGETABLES INSTANTLY WITH JUST A FEW PULLS OF THE STRING.

## February 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 ●	2	3	4	5
		Maha Shivratri				
6	7	★	8	9	10	11
		13	14	15	16	17
					○	18
					Holi	
20	21	22	23	24	25	26
	Nowruz					
27	28	29	30	31		

# March 2022



Man Chatti

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21 - Shivaji Jayanti

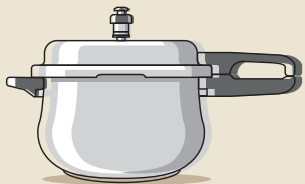


## Man Chatti

MADE OF CLAY OR MUD, THE TRADITIONAL MAN-CHATTI FLAVOURS RICE AND CURRY WITH A UNIQUE EARTHINESS. THE SLOW COOKING PROCESS ALSO RETAINS NUTRIENTS.



## Pressure Cooker



THE INTRODUCTION OF THE PRESSURE COOKER MADE COOKING RICE A REALITY FOR FIRST-TIME COOKS. THE QUINTESSENTIAL WHISTLE OF THE PRESSURE COOKER ALSO DOUBLED UP AS AN ALARM IN MANY INDIAN HOUSEHOLDS.

## March 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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# April 2022



Matthu

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					● 1	2
3	★ 4	5	6	🚫 7	8	9
10	11	12	13	🚫 14	15	○ 16
Rama Navami				Tamil New Year	Good Friday	
17	18	19	20	21	22	23
Easter						
24	25	26	27	🚫 28	29	● 30

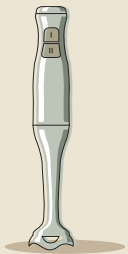
14 - Dr. Ambedkar Jayanti  
Mahavir Jayanti  
Baisakhi

2- Gudi Padwa



## Matthu

AN ICONIC PART OF INDIAN KITCHENS, THE MATTHU (CHURNER) WAS USED TO CHURN BUTTER OR CURD AND MASH COOKED GRAINS.



## Hand Blender

THIS MULTI-PURPOSE TOOL CHURNS AND BLENDS FOOD MAKING IT HIGHLY VERSATILE AND AN EXCELLENT VERSION OF THE TRADITIONAL MATTHU.

## April 2022

S	M	T	W	T	F	S
					1	<u>2</u>
3	4	5	6	7	8	9
10	11	12	13	<u>14</u>	<u>15</u>	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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# May 2022



Aatukallu

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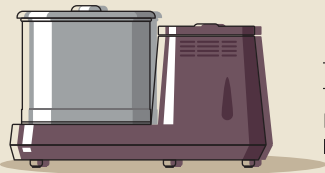
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 May Day	★ 2	3 Id-ul-Fitr	4	5	6	7 🕯️
8	9	10	11	12	13 🛑	14
15	○ 16 Buddha Purnima	17	18	19	20	21
22	23	24	25	26 🛑	27	28
★ 29	● 30	31				

## Aatukallu

USED TO GRIND RICE OR LENTILS BY HAND, THE AATUKALLU (WHICH TRANSLATES TO GRINDING STONE) WAS INTEGRAL TO MAKING SOFT, CLOUD-LIKE BATTERS FOR DOSA OR IDLY.



## Wet Grinder



THE MOTORIZED VERSION OF THE AATUKALLU, THE WET GRINDER, REMOVES THE LABORIOUS PART WHILE RETAINING THE LOVE THAT WENT INTO GRINDING THE PERFECT BATTER.

## May 2022

S	M	T	W	T	F	S
<u>1</u>	2	<u>3</u>	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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# June 2022



Manpaanai

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		
			1	2	3	4		
5	🪦	6	🪦	7	8	9	10	11
12	13	○	14	15	16	17	18	
19	20	21	🪦	22	23	23	★	25
26	27	28	●	29	30			

## Manpaanai

MOULDED OUT OF CLAY, THE MANPAANAI (EARTHEN POT) HAS AN ARTISANAL QUALITY AS IT'S CRAFTED AND BAKED BY HAND AND REQUIRES DEEP TRADITIONAL KNOWLEDGE. THIS HEAT RESISTANT, INGENIOUS PRODUCT GUARANTEES COOL WATER EVEN DURING THE SCORCHING INDIAN SUMMERS.



## Water Bottle

THE MODERN STAINLESS STEEL WATER BOTTLE COMBINES CONVENIENCE WITH FUNCTION. AVAILABLE IN SLEEK DESIGNS, IT OFFERS SAFE DRINKING WATER IN A HANDY PORTABLE FORMAT.

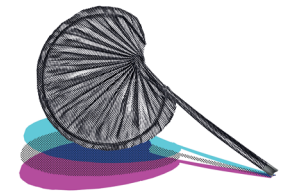


## June 2022

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

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# July 2022



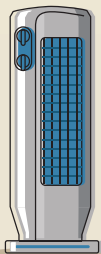
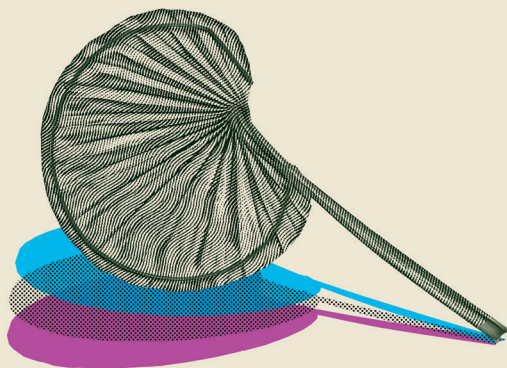
Vijri

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
Bakrid			Guru Purnima			
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## Visiri

THE TRADITIONAL HAND FAN OR VISIRI WAS A COMMON SIGHT IN EVERY HOUSEHOLD. THE MATERIAL, STYLE AND PATTERNS VARIED FROM REGION TO REGION, REFLECTING THE LAND'S RICH CULTURE.



## Tower Fan

THE TOWER FAN FALLS BETWEEN THE FAN AND AN AIR CONDITIONER. IT IS THE PERFECT POCKET-FRIENDLY ALTERNATIVE FOR INDIA'S WARM CLIMATE AND COMES IN ELEGANT STYLES.

## July 2022

S	M	T	W	T	F	S
31			1	2	1	2
3	4	5	6	7	8	9
<u>10</u>	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3 🕉️	4	5 🛖	6
7	8	9 Muharram	10	11 Raksha Bandhan	12 ○	13
14	15 Independence Day	16	17	18	19 ★ Janmashtami	20 🛖
21	22	23	24	25	26	27 ●
28	29	30	31 Ganesh Chaturthi			

# August 2022



*Man Aduppu*

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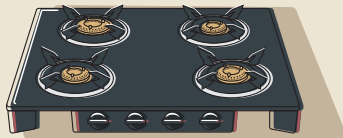
## Man Aduppu

THE TRADITIONAL MAN ADUPPU (MUD STOVE) MADE OF CLAY USES WOOD AND DUNG PATTIES AS FUEL. IT ADDED A UNIQUE SMOKED TASTE TO FOOD.



## LPG Stove

THE INTRODUCTION OF LPG WAS A REVOLUTION IN ITSELF. TODAY'S GAS STOVES WITH MULTIPLE BURNERS FURTHER PROPELLED THE INDIAN HOUSEHOLDS TOWARDS A SMOKE-FREE AND SAFER KITCHEN.



## August 2022

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	<u>10</u>	11	12	13
14	<u>15</u>	16	17	18	<u>19</u>	20
21	22	23	24	25	26	27
28	29	30	<u>31</u>			
27						

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# September 2022



Ketti

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 Teachers' Day	6	7 Onam	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## Ketti

THIS VINTAGE KITCHENWARE ICON IS STILL AN INTEGRAL PART OF CHAI SHOPS. THE JOURNEY OF THE KETTLE IS DEEPLY ROOTED IN INDIAN HISTORY, RANGING FROM BRASS TO CERAMIC.



## Electric Kettle

THE MODERN ELECTRIC KETTLE BOILS WATER IN MINUTES. IT HAS QUICKLY FOUND ITS WAY INTO A NATION'S HOUSEHOLDS THAT RUN ON CHAI AND KAAPU.

## September 2022

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

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# October 2022



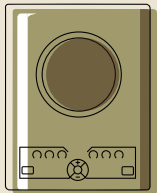
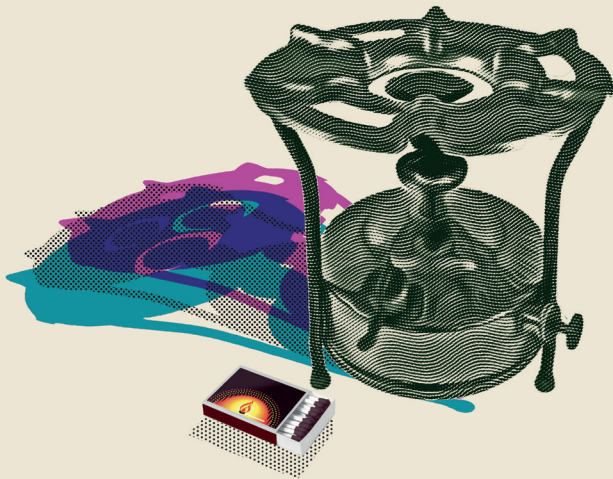
Mannennai  
Aduppu

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30 Chhath Puja	31					1 📌
2 Gandhi Jayanti	3 📌	4 Maha Navami	5 Vijaya Dashami	6	7	8
9 Eid-e-Milad	10	11	12	13 ★	14	15
16	17 📌	18	19	20	21	22
23	24 Diwali	25 ●	26	27	28	29

## Mannennai Aduppu

THE TRADITIONAL MANNENNAI ADUPPU OR KEROSENE STOVE IS A SINGLE BURNER. AN UPGRADE FROM THE MAN ADUPPU, IT HAD A UNIQUE WAY TO LIGHT, MAKING IT AN EXCITING YET CLEANER ADDITION TO THE KITCHEN.



## Power Hob

WITH TIMERS & POWER CONTROL, THE POWER HOB TRANSFORMED URBAN KITCHENS PRESSED FOR SPACE, MAKING COOKING A DELIGHT FOR EVEN AMATEUR COOKS.

## October 2022

S	M	T	W	T	F	S
30	31			1	2	1
<u>2</u>	3	<u>4</u>	<u>5</u>	6	7	8
<u>9</u>	10	11	12	13	14	15
16	17	18	19	20	21	22
23	<u>24</u>	25	26	27	28	29

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# November 2022



*Idly Gunda*

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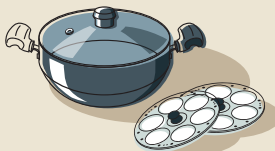
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 📄	2	3	4	5
6	7 ○	8 ★ Guru Nanak Jayanti	9	10	11	12
13	14	15 📄	16	17	18	19
20	21	22 ●	23	24	25	26
27	28 📄	29	30			

## Idly Gunda

THE POPULAR COOKING UTENSIL, IDLY GUNDA (IDLY POT), IS USED TO MAKE THE CLASSIC BREAKFAST STAPLE OF SOUTHERN INDIA- THE IDLY.



## Multi Kadai



BORN OUT OF A RISING NEED IN THE INDIAN KITCHENS, THE MULTI KADAI IS A UTENSIL THAT DOUBLES UP AS AN IDLY POT, CURRY PAN, STEAMER AND EVEN A DHOKLA MAKER.

## November 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			








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# December 2022



*Pugai Poki*

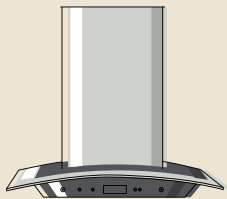
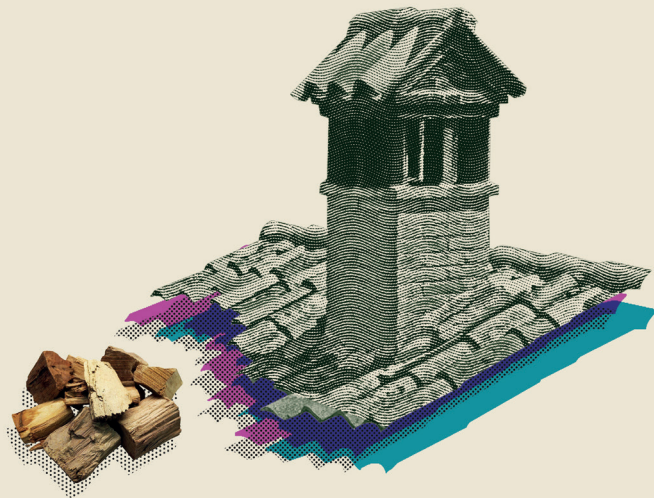
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	 2	3
4	5	 6	7	 8	9	10
11	12	13	14	15	 16	17
18	19	20	21	 22	 23	24
				Founder's Day		
25	26	27	 28	29	30	31
Christmas						



## Pugai Poki

THE TRADITIONAL PUGAI POKI WAS A VERTICAL VENTILATION STRUCTURE MADE OF MUD & BRICKS. JUTTING OUT ON TERRACES MADE IT AN EXCITING ADDITION TO ITS ARCHITECTURE.



## Chimney

TODAY'S ELECTRIC CHIMNEYS ARE FEATURE-PACKED AND ELEVATE THE MODERN KITCHEN'S REFINED LOOK WHILE EFFICIENTLY REMOVING SMOKE.

## December 2022

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
<u>25</u>	26	27	28	29	30	31

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## OUR PRODUCTS

LPG STOVES | PRESSURE COOKERS | NON-STICK COOKWARE | MIXER GRINDERS | TABLE TOP GRINDERS |  
ELECTRIC CHIMNEYS | POWER HOB | ELECTRIC IRONS | ELECTRIC RICE COOKERS | ELECTRIC KETTLES |  
SANDWICH MAKERS | POP-UP TOASTERS | STAINLESS STEEL COOKWARE | FLASKS | AIR COOLERS



## BUTTERFLY GANDHIMATHI APPLIANCES LTD.

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