This chapter explicates how the affect of disgust relates to violence by focusing on a case study of an upwardly mobile member of what is generally conceived of as a “lower” social category, a proponent of Hindu nationalism who was complicit in the 2002 anti-Muslim pogrom in the city of Ahmedabad. It sheds light on the unique communicative aspect of meat, which can pose a threat to central Gujarat. It focuses on the role disgust plays in creating new forms of identification by enabling a successful externalization of those aspects of the self that have to be denied. Furthermore, it extends the current paradigms by focusing on processes of identification found to be prevalent in Gujarat during the events of 2002. These processes are, in the literature, insufficiently understood and inadequately taken into account. Finally, it attempts to open up new approaches by shifting the focus onto different intellectual and theoretical grounds.