

Document of the Month

Between 1976 and 1982, Godrej did a complete overhaul of the Sales and Marketing organization, which till then was a highly centralized function. With this in mind, Godrej hired the services of Dr. K K Anand, ex-Professor IIM-Ahmedabad, and later a management consultant, to review their organization setup for marketing & sales, in 1976. Eventually, the Sales Department was henceforth divided into 3 sections: 8 Product Divisions; Advertising & a Stockist Relations Division.

The Document of this month is one from the extensive IPS Collection that was compiled meticulously by Mr. Indrapal Singh, a Godrej veteran, who was in charge of coordinating with the consultants. It is a circular issued on 3rd August 1976, announcing the hiring of the M/s Anand & Associates. Through the circular, N P Godrej, urges employees to extend their full cooperation to K. K. Anand and his colleagues, and speak freely as confidentiality was a given.

