

## **Document of the Month:**

### **November 2010**

In the November of 1956, a post card from Bhavnagar reached the dispatch department of the Godrej Lalbaug factory. To the astonishment of the staff the address mentioned on the post card was just 'Godrej'. Even the name of the city 'Bombay' was not mentioned and yet the post card reached its destination within 3 days! When this was brought to the notice of the Godrej Staff Club - a body founded by staff members to promote employee engagement activities – the members were thrilled by the fact that the sender counted on Godrej's reputation. However, they also felt the need to issue a notice appealing to the staff members "not to always trade on Godrej's reputation" and address their letters correctly. Godrej Archives brings to you this notice that was issued on 16th November 1956.

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C/O. GODREJ & BOYCE MFG. CO., LTD.,  
LALBAUG, PAREL.

PHONE: 42047 (4 LINES)  
GRAMS: "GODREJSAFE"

REF. NO. \_\_\_\_\_

BOMBAY 12. 16th November 56

ARE WE A TOWN?

Of course, there is no town with the name GODREJ on the map of India. But the post-card exhibited below reached us within three days of its posting from Bhavnagar. The sender did not write even *Bombay*.  
Bombay.

Please do not trade on our reputation yourself and tell your folks and friends not to do it either. Always address your letters correctly.

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