

Document Of the Month

In 1850, the first experimental electric telegraph line in India was laid in Calcutta, heralding a new era in long-distance communication. Long before the ubiquitous telephone took over our lives, the telegram was the only way to convey information, speedily.

Telegrams were commonly used for day to day business dealings as well. Like the email address of today, commercial codes which encoded complete phrases into single words were developed for sending messages. For instance, our factory at Lalbaug (Mumbai) used the code 'GodrejSafe' to receive messages which continued even after the Godrej Industrial Township at Vikhroli was established. Since transmitting these messages daily from Labaug to Vikhroli became a hassle, the new location was registered with a unique telegraphic code - 'GODREJVIKH'.

Godrej Archives brings to you a circular issued by N D Sahukar informing this change.

GODREJ & BOYCE MFG. CO. PVT. LTD.
Lalbaug - Parel - Bombay.12.

Ref:NDS/Cir/104

August 9, 1967

All Branches/Stockists/Sub-Stockists/
Showrooms/Bombay Sales Office,
Shri J.S. Dastur, Vikhroli,
The Plant-in-Charge, Plant I,
-do- " IA,
-do- " II,
-do- " IIIA,
-do- " III,
-do- " IIIIA,
-do- " IV,
-do- " VI,
Central Purchase Office,
Personnel Dept., Vikhroli,
Construction Dept., Vikhroli,
Shri E.D. Vakil,
Shri R.D. Gandhi.

NDS
9/8

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All telegrams addressed to "GODREJSAFE", BOMBAY PAREL are at present sent to us at Lalbaug, even though some of these telegrams may be actually meant for our offices at Vikhroli. As we find that there is certain time-lag in transferring the telegrams from Lalbaug to Vikhroli, we have registered a separate telegraphic address "GODREJVIKH", BOMBAY so that all telegrams meant for any department in Vikhroli may be transmitted by the Central Telegraph Office directly to Vikhroli.

All concerned are, therefore, hereby instructed to address telegrams meant for Head Office to "GODREJSAFE", BOMBAY PAREL and those meant for any of our offices in Vikhroli to "GODREJVIKH", BOMBAY.

FOR GODREJ,

N.D. Sahukar

Manager
(N.D. SAHUKAR)

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ACKNOWLEDGMENT

Receipt is hereby acknowledged of your Circular No.NDS/Cir/104 dated August 9, 1967.

Signature -----

Address -----

Date:
