

Document of the month

September 2008

Godrej Archives is delighted to bring to you the Godrej Supplement of 1955.

The year 1955 marked a momentous achievement for young industrious India when it launched the first All-India Manual Typewriter – a Typewriter that was exclusively designed and executed by Indian engineers of Godrej & Boyce Mfg. Co. Ltd.

The idea of manufacturing typewriters was first mooted as early as 1948. The typewriter market, at this time, was completely dominated by international brands like Remington, Olivetti and Underwood.

Because of the small demand and the intricacy and complexity of its manufacture, most of these international firms were not in favour of manufacturing typewriters in India and they satisfied themselves by merely selling imported machines or partially assembling some of the parts.

Un-daunting, Godrej took up the challenge of manufacturing such an intricate and complex machine and by 1955 the first All-India Typewriter was ready for launch.

The launch was followed by a massive, year-long, advertising campaign. For the first time, the hitherto publicity-shy Company published a 20 page supplement in “The Times of India”, Mumbai; “The Hindustan Times”, New Delhi and “The Hindustan Standard”, Kolkata. The man behind this task was the then publicity manager of Godrej & Boyce Mfg. Co. Ltd., Mr. B K Karanjia. Mr. Karanjia, a former editor of Filmfare, a film magazine in India, later went on to author two volumes of “Godrej: A Hundred Years”.