

51 years ago...

That's how far back The Godrej Group released its first corporate film ever. Many national leaders of the time were present on this momentous occasion. Deputy Prime Minister, Morarji Desai unveiled the corporate film titled 'The Godrej Story' on 3rd April 1969 at Vigyan Bhavan, New Delhi. Many prominent personalities such as Maharani Gayatri Devi of Jaipur, and the then Chief Justice of India, later President of India, Mohammad Hidayatullah were also present at the unveiling ceremony.

At the Godrej Archives, we love discovering things from our company's past and telling their stories. The discovery of the first corporate film is one of our favourites!

For many years at the Godrej Archives, we had in our collection only the photo album and an invitation card of the film release function. We did search far and wide for employees – past or present who may possibly have a copy of the actual film for many years. Serendipitously, in 2010, when an office at Plant 12 on the Vikhroli campus underwent renovation, someone accidentally stumbled upon three 35 mm film reels titled 'The Godrej Story'. And they immediately knew the right thing to do... call the Godrej Archives!

When we reached the location, we were startled at what we were looking at and exclaimed in utter excitement, "This is our first Corporate Film!". Time, however, had taken its toll on the all three film reels and we found them infested with fungus. We approached the Films Division of India on Gopalrao Deshmukh Marg (formerly known as Peddar road), Mumbai, who helped cleaning the reels, and made them ready for screening and digitization. We were very excited and curious to see the content of the film and requested the Films Division if they can screen the film in their auditorium. They agreed and we were like kids in a candy shop – over the moon to see the 1960s version of our beloved Pirojshanagar unfold right before our eyes. We could see the beautifully laid Vikhroli campus, manufacturing units and the welfare activities. Like we said, we like discovering things about our company and telling their stories and so we wanted to recreate this experience for our employees. Soon after we got it digitized, we arranged a mega screening of the film at Plant 13A auditorium on our 114th Foundation Day, that was 7th May 2011.

This month we are proud to bring you some select photographs of the release of this film at Vigyan Bhavan on 3rd April 1969. However, if you want to see the actual film, write to us at archives@godrej.com.



Nariman Sahukar (left), General Manager, Godrej greets Deputy Prime Minister Morarji Desai (centre) with Mr. Sohrab Godrej (right)



Mr. Sohrab Godrej and Mr. Nariman Sahukar welcome Maharani Gayatri Devi of Jaipur at Vigyan Bhavan, New Delhi



Mrs. Soonuben Godrej, Deputy Prime Minister Morarji Desai and Chief Justice of India, Mohammad Hidayatullah (seated L-R) look on as Mr. Sohrab Godrej addresses the audience.