

Marketing Advertising Associates (South) Private Limited

January 16, 1984

Mr. S. Roerich No. 9, Edward Road BANGALORE

Dear Mr. Roerich,

I am writing this on behalf of the Advertising club of Bangalore. We wish to invite you and your wife Mrs. Devika Rani Roerich to preside and present awards at our annual function on the 31st of January 1984.

We have dedicated a memorial lecture on the 31st of January 1984 to Ayaz Peerbhoy, a reknowed advertising personality. On that we have an advertising art exhibition of the best advertising produced in South India, and award trophies after the memorial lecture.

For the last two years this function has been a tremendous success, with Mr. P.K. Dutta, Managing Director of Lipton India delivering the first memorial lecture. Last year we had Dr. Sharu Rangnekar delivering the lecture. Mr C.S. Samuel, Chairman and Managing Director of Brooke Bond India Limited, presided and gave away the trophies.

This year we have Mr. Shunu Sen, General Manager of Hindustan Lewer Ltd, delivering the memorial lecture.

We would be honoured if you chair this years funtion and inaugurate the advertising art exhibition. Mrs. Roerich could give away the awards.

On the 31st January 1984, we have organised this function at the Windsor Manor hotel at 6.00 pm. Our Company hosts a Cocktail Dinner later that evening in the same hotel. We would be extremely pleased if you and your wife could attend.

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Regd. Office: 20/7 Lavelle Road, Bangalore 560 001. ☐ Madras: No. 10, State Bank Street, Mount Road, Madras 600 002. Phone: 86870, 82534. ☐ Hyderabad: 1-2-63/64 (First Floor), Park Lane, Secunderabad 500 003. Phone: 72367. ☐ Coimbatore: I Floor, 7, Krishnaswami Naidu Layout, Ramalinganagar, Coimbatore 641 011. Phone: 25738.

- 2 -

I look forward to meeting you Sir, and give you all the details in person.

We would be extremely pleased to have your confirmation. Your acceptance would give the proffesionals in making and advertising, an opportunity to meet you and hear you.

Thanking you.

Yours sincerely,

M.C. Ramakrishna

Jt. Managing Director



Marketing Advertising Associates (South) Private Limited

January 27, 1984

Mr. S. Roerich
No. 9, Edward road
BANGALORE 560 001

Dear Mr. Roerich,

I am most grateful to you for having accepted to preside over the third Annual Ayaz S. Peerbhoy memorial lecture on 31st January 1984. On the same evening we have our Cocktails & Dinner at the Windsor Manor. I would be personally honoured if you could attend this.

With warm regards,

yours sincerely,

Bunty Peerbhoy Managing Director

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Marketing Advertising Associates (South) Private Limited

January 30, 1984

Dr. S. Roerich
No 9, Edward road
B A N G A L O R E

Dear Dr. Roerich,

With reference to your conversation with Mr. M.C. Ramakrishna, I am enclosing herewith a sketch on the late Mr. Ayaz S. Peerbhoy as requested by you.

Thanking you.

Very truly yours.
Marketing Advertising Associates
(South) Pvt Ltd.

Alka Murdeshwar

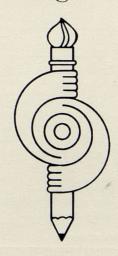
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Secretary to the Managing Director

Encl: a/a

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The Advertising Club Bangalore



Ayaz Peerbhoy Memorial Lecture III 31st January, 1984

6.00 p.m.	Dr. Svetoslav Roerich
0.00 p.m.	inaugurates the Advertising
	Art Exhibition and presides.
6.15 p.m.	Mr. Shunu Sen
	General Manager, Personal Products, Hindustan Lever Ltd., Bombay
	delivers the Ayaz Peerbhoy
	Memorial Lecture on :
	"Is Advertising Unnecessary and Wasteful."
7.15 p.m.	Mme. Devika Rani Roerich presents the awards.
	Vote of thanks

President & the members of
The Advertising Club, Bangalore
cordially invite you to the
Ayax Peerbhoy Memorial Lecture
at 6.00pm., on 31st January, 1984,
at Windsor Manor, Bangalore.