



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 renowned 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 Lever Ltd, delivering the memorial lecture.

We would be honoured if you chair this years function 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.

..2

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.

Services in Bombay, Calcutta, Delhi in collaboration with MAA (North) Pvt. Ltd.



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- 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 professionals 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,

A handwritten signature in blue ink, appearing to read 'Bunty Peerbhoy', written over a horizontal line.

Bunty Peerbhoy
Managing Director

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.

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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
Secretary to the Managing Director

Encl: a/a

*The Advertising Club
Bangalore*



*Ayaz Peerbboy Memorial Lecture III
31st January, 1984*

PROGRAMME :

6.00 p.m.

Dr. Svetoslav Roerich
*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

6

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