

BOMBAY HOUSE,
FORT, BOMBAY.
4th November 1948.

My dear Devika,

I enclose copy of a telegram I have received from Mr.Arthur Lall, the Indian Trade Commissioner in London. Mr.Sakseria came and saw me to-day and I have handed over a copy of this telegram to him and I have suggested that he sends a cable direct to Mr.Lall in London his highest bid for the film.

I am also sending a copy of the telegram to Mr. Mody of the Western India Theatres Ltd., as suggested by you and at the suggestion of Mr.A.D.Shroff I have also sent a copy to Mr.Fazalbhoj.

with kind regards

Yours sincerely,
Jan
(P.A.Narielwala)

Accompt:

Mrs.Devika Roerich,
Room No.212,
Taj Mahal Hotel,
Bombay.

COPY OF CABLE FROM LONDON.

SAK6 OVE 65 LONDON 132 1 1530 Etatbg. 1948 Nov.1 PM 9.52
R.1501.

P.A.Narielwala
Tatasons
Bombay

1983 From Arthur Lall Trade Commissioner London

Your name has been kindly given to us by Mathai Private Secretary to Prime Minister in following connection

We have made a film of Panditji's visit to UK which amounts to about 4000 feet and is very well done a few speeches are covered by sound track and rest of film by a commentary

It is in nature of a documentary film.

Could you please suggest name of reliable and patriotic firm of film distributors or choice of say two or three who would purchase distribution rights for public showing in whole of India.

Please obtain from selected party or alternatively parties terms of their offer for purchase of rights and cable us

Kindly treat matter as most urgent

HICOMIND

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Copy of cable dated 3rd December 1948 from Mr.A.Lall,
London, to Mr.P.A.Narielwala, Bombay.

2797 Your cable 30th November am sending film
next week to Ministry of Information Broadcasting
NewDelhi Kindly ask Diamond Pictures treat with
them

Hicomind.

with compliments
Copy/to Mrs.Devika Roerich, for information.