

Genesis Fine Limited Editions



# GENESIS PUBLICATIONS LTD

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19 August 1997

M.N. Ramakrishna  
Sri Satyanarayana Parimala Factory  
20 K. N. Agrahar  
Mysore 670 024, India

Dear Mr Ramakrishna

Pandit Ravi Shankar has directed me to contact you with regard to our proposed bulk purchase and export of APARAJITHA SPECIAL DURBAR AGARDATHI. We are proposing to buy 2500 packets of your fine agarbathi sticks, Panditji's favourite for over 45 years, and include one packet with each copy of the special edition of his forthcoming book *Raga Mala*, to be published by us in October.

The situation is complicated by the fact that, before Panditji arrived in India and kindly made enquiries with yourself through his disciple Sri Rama Rao, I had already placed a provisional order through Annapurna Balica, Export Manager at Cauvery Karnataka State Arts & Crafts Emporium. However, I assume that Cauvery obtains its supplies direct from you anyway. I suggest therefore that you should liaise with Annapurna Balica with regard to fulfilling this order. Her fax number is (080) 558-0402, and telephone numbers are 558-2556 / 558-0317 / 558-1187. I have no wish to cause any ill feeling at Cauvery, but as Panditji has approached you I wanted to follow up with you first.

Since the incense sticks will accompany the book, they should be shorter in length than usual. The ideal would be about 25cm (10 inches). The packaging should look impressive - I am told that the quality should be like that of MANGALIKA incense packaging.

Panditji is adamant also that the order must be fulfilled with APARAJITHA incense and not Arpita, since he feels the quality of the latter has deteriorated in recent years. As you may know, he has been responsible for introducing countless people in the West to Aparajitha brand, including George Harrison, Peter Sellers and many others. It therefore goes without saying that both quality control and prompt delivery are very important on this shipment.

I hope to hear back from you presently and concluding arrangements for this order.

Kind regards,

Yours sincerely

Oliver Craske  
Managing Editor, Raga Mala