



ALL INDIA BANK OFFICERS' CONFEDERATION

Registered under the Trade Unions Act 1926, Registration No.3427/Delhi)

State Bank of India Officers' Association

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Circular No. 2018/ 42

Date: 20.07.2018

To All Affiliates/Secretary of State Units

Dear Comrade,

ADVERTISEMENT BY M/S KALYAN JEWELLERS ATTACK ON BANKERS AND BANKING SYSTEM

We reproduce hereunder our letter No.AIBOC/2018/50 dated 20.07.2018 addressed to the Chairman, Indian Bank Association on the above captioned subject for your information.

With regards,

Yours Comradely,

Soumya Datta
General Secretary

Text of AIBOC Letter No.2018/50 dated 20.07.2018

The Chairman
Indian Bank Association
World Trade Centre
Cuffee Parade
Mumbai 400 005

Dear Sir,

ADVERTISEMENT BY M/S KALYAN JEWELLERS ATTACK ON BANKERS AND BANKING SYSTEM

We wish to draw your kind attention to a recent commercial advertisement by M/s Kalyan Jewellers featuring its brand ambassador Shri Amitabh Bachchan along with his daughter M/s Shweta Bachchan Nanda in the Hindi version. Similar advertisement in other vernacular languages are being displayed in various TV

channels and movie theatres featuring other leading Regional actors/actresses. The theme, tone and tenor of the advertisement is disgraceful, derogatory, to say the least and is aimed to create distrust in the banking system, for pure commercial aggrandisement. The said advertisement portrays Banks in poor light, casting aspersion, hurting the sentiment of millions of personnel, stakeholders and is a direct attempt to ruin the trust and confidence of billions of citizenries in Banks. In the afore-mentioned advertisement, Mr. Bachchan tries to exhibit his honesty by drumming around that 'Honesty doesn't mean when everyone is watching, rather it is about being honest when nobody is looking at you.' But, Mr. Bachchan perhaps was unaware that in the process of doing so on screen, he has made a mockery of the entire bankers' community in the ad which is deplorable and culpable. The tone, tenor, theme and the content is disgusting and revolting. This has made the Officers and employees of the Banks to agitate and revolt against the advertisement. Our members have been voicing their angst and resentment against this advertisement in social and public media.

02. AIBOC, being the largest representative organization of the supervisory cadre in the banking industry, has registered our protest. We have issued press release also in this regard, which has been widely circulated and we also have served legal notice to the company demanding immediate withdrawal of the advertisement.

03. We have been witnessing that in the recent months; Bankers are facing hostility in various parts of the country and are being targeted by a section of administration, politicians, media, unscrupulous businessmen et al. They are being subjected to humiliation and are often physically abused. The undersigned will send a separate communiqué on this sensitive issue shortly.

04. We firmly expect the Indian Banks' Association, being the apex Association of Bankers, to take these attacks seriously, admonish them irrespective of their stature and to protect and uphold the self-esteem dignity of Banks and Bankers. While we appreciate the prompt response on your part following arrest of Bank of Maharashtra MD & CEO Shri Ravindra Marathe, BoM Executive Director Rajendra Gupta, Zonal Manager Nityanand Deshpande and others, we feel IBA needs to show similar perceptible response to the attacks on Bank Officers happening across the country.

05. Sir, you are aware that today, the morale of the bank officers is at the nadir. Every effort should be made to infuse confidence and courage and encourage them to come out of this psyche. We firmly believe that firm and quick action should emanate from IBA to send a strong signal that the Bankers cannot take this insult lying down.

06. We, therefore, request you to view the commercial of M/s Kalyan Jewellers being aired in various TV Channels and cinema theatres. The advertisement is inflammatory and has denigrated Bankers. It is very pertinent to point out that

advertisement does not contain even a single word about the products or services of company. Instead, it portrays banks in poor light, casts aspersion and sullies the reputation of Bankers, which is likely have profound impact on the psyche of the customers, adversely affect the business prospects of Banks and also could foment public wrath against Bankers. We urge upon you to lodge protests with the Government, the Jeweller, Advertising Standards Council of India, the agency which conceptualized the ad and the actors featured in it. A suitable legal action has to be initiated immediately to restore the prestige of the Banks. We also call upon you to examine termination of banking connection with the Jeweller immediately as it has attacked the very basic fabric of banking –“**Trust**”.

Yours sincerely

Sd/-

Soumya Datta

General Secretary

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