



# ALL INDIA BANK OFFICERS' CONFEDERATION

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State Bank of India Officers' Association

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## PRESS RELEASE

### AIBOC CONDEMNS KALYAN JEWELRY AD DENIGRATING BANKS

All India Bank Officers' Confederation, the largest officers' organization having membership of around 3,20,000 officers strongly condemns the recent advertisement of M/s Kalyan Jewelers, featuring its brand ambassador Amitabh Bachchan along with his daughter Shweta Bachchan Nanda in the Hindi version. The theme, tone and tenor of the Ad are disgusting, derogatory, to say the least and is aimed to create distrust in the banking system, for pure commercial gain. The advertisement portrays Banks in bad 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 given ad, 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 onscreen, he has made a mockery of the entire bankers' community in the ad which is deplorable and culpable. Through this piece of communication, we express our strong resentment against the management of Kalyan Jewelers and Mr. Bachchan who have manifested a negative and false image of the Banks in the ad for their personal aggrandizement. We deem it as a case of defamation to all the banks as a whole.

It has to be reminded that Banks, more especially Public Sector Banks have taken the banking to the common man and is synonymous with the economic development of the nation. In this context, it is also worth recalling the

contribution of the bankers community in the successful implementation of all the Govt. sponsored schemes. For instance, in the implementation of the Pradhan Mantri Jan – Dhan Yojana, Public Sector Banks and Regional Rural Banks have opened 29.13 crore accounts. In Mudra loans, the Public Sector Banks have disbursed Rs 79687 crores and the private sector banks disbursed 38772 crores. More than 62.58 lakh Mudra loans have been processed by the Public Sector and Regional Rural banks. Bhim, Jeevan Jyothi, Jyoti Bima, Suraksha Bima, Gold bond etc. are some of the other schemes Public Sector banks have been made to use their resources without any return and not to mention about demonetization, owing to which, the bankers' fraternity as a whole had to toil for day in and day out for not less than three months to bring the situation and economy under control. Apart from all these activities, the banks, especially Public Sector Banks, have contributed most significantly in the development of the infrastructure, agriculture, industries and all other sectors which have benefitted the common masses of the country. Ironically certain sections of the population, who have amassed tremendous wealth by exploiting the PSU Banks, are consistently denigrating the PSU Banks.

Through this press release, we demand that the management of Kalyan Jewelers needs to have honest introspection. Have they done anything worthwhile for the society? Have they served the interest of the common man as Banks did? Have they ever taken up any social cause as Banks took up? Is it fair on their part to maim the Banks for their personal gain?

We, the largest representative Organization of over 3,20,000 Officers of the Banking Industry, condemn this deprecating , disgusting, duplicitous, mendacious and toxic commercial advertisement. We demand an unconditional apology from M/s Kalyan Jewellers. If this advertisement is not withdrawn, we have no hesitation in adding that suitable organisational action, including Dharnas and litigation before the judiciary will be initiated.



**Soumya Datta**  
**General Secretary**