

## **ALL INDIA BANK RETIREES' FEDERATION (REGD.)**

Flat No 101, Block C Shivom Residency, M. G. Road Indore- 452001

E mail id [sharbatjain555@gmail.com](mailto:sharbatjain555@gmail.com) Mobile: 8966019488

Ref No. 2025/0208

Date: 26.08.2026

The Office Bearers / Central Committee Members / State Committee Chiefs  
**A.I.B.R.F.**

Dear Sir,

Re Advertisement for the Souvenir to be published by AIBRF/ Host Committee

On the occasion of 7<sup>th</sup> Triennial Conference proposed to be held at Indore

As you are aware, the **7th Triennial Conference of the All India Bank Retirees' Federation (AIBRF)** is proposed to be held at **Indore, Madhya Pradesh**. On this occasion, a **Souvenir** highlighting the activities, achievements and organisational journey of AIBRF, along with educative and informative articles of interest to bank retirees and senior citizens, will be published by AIBRF/Host Committee.

2. The Souvenir is circulated among our affiliates, State Committees and members throughout the country and is expected to reach **approximately 12 to 15 lakh bank retirees and their families**. It therefore provides an excellent platform for banks, hospitals, healthcare institutions, travel agencies, NBFCs, mutual funds, financial institutions and other commercial establishments to showcase their products and services to a large and relevant audience.

### **Advertisement – An Opportunity for Business Establishments**

3. As per the established practice of AIBRF, advertisements are invited from reputed establishments for publication in the Souvenir. The large readership of the Souvenir makes it an attractive medium for establishments whose products and services are relevant to senior citizens, retirees and their families.

The advertisement rates are as follows:

| Sl. No. | Advertisement Position                | Rate      |
|---------|---------------------------------------|-----------|
| 1       | Back Page – Outside, Full Page Colour | ₹1,25,000 |
| 2       | Back Page – Inside, Full Page Colour  | ₹1,00,000 |
| 3       | Front Page – Inside, Full Page Colour | ₹1,00,000 |
| 4       | Middle Page – Full Page Colour        | ₹75,000   |
| 5       | Middle Page – Half Page Colour        | ₹50,000   |
| 6       | Middle Page – Quarter Page Colour     | ₹25,000   |

#### Targets for Affiliates

4. To ensure broad participation, the following indicative advertisement mobilisation targets have been fixed:

| Category of Affiliate               | Target    |
|-------------------------------------|-----------|
| Membership of 10,000 and above      | ₹1,25,000 |
| Membership between 5,000 and 10,000 | ₹50,000   |
| Membership between 1,000 and 5,000  | ₹25,000   |
| Membership below 1,000              | ₹10,000   |

5. We are pleased to inform you that the Host Unit – Madhya Pradesh & Chhattisgarh State Committee has agreed to mobilise ₹10 lakh from its own sources and through advertisements.

#### Appeal for Support

6. We earnestly request all our affiliates and State Committees to make special efforts to mobilise advertisements from their respective banks, financial institutions, hospitals, healthcare establishments, travel agencies, NBFCs, mutual funds and other commercial organisations through their personal and institutional contacts.

The advertisement campaign will serve a dual purpose:

1. Providing valuable publicity opportunities to commercial establishments among a large and relevant customer base; and
2. Generating resources to meet the expenses connected with the **7th Triennial Conference**.

7. At the last Triennial Conference, approximately **₹11 lakh** was mobilised through advertisements. We are confident that, with the collective efforts of all affiliates and State Committees, we can achieve an even better result this time.

8. The advertisements may be collected and forwarded to the **Central Office in digital format** for publication. Suitable bills/invoices will be raised for payment after receipt and acceptance of the advertisement material.

9. A draft letter addressed to prospective advertisers is enclosed herewith for use by affiliates and State Committees. The same may be suitably modified, wherever necessary, according to the advertiser and local circumstances.

10. We request all concerned office bearers to give this programme their personal attention and make it a success.

11. Draft letter is enclosed which may be sent to the advertisers seeking advertisements.

With warm greetings,

**Yours Sincerely,**

A handwritten signature in black ink, appearing to read 'malas', written over a horizontal line.

**(S. C. JAIN)**  
**GENERAL SECRETARY**

## **ALL INDIA BANK RETIREES' FEDERATION (REGD.)**

Flat No 101, Block C Shivom Residency, M. G. Road Indore- 45200

E mail id [sharbat\\_123@rediffmail.com](mailto:sharbat_123@rediffmail.com) Mobile: 8966019488

**To**

The Managing Director / Chief Executive Officer / Head of Marketing

Dear Sir/Madam,

**Subject: Invitation for Advertisement in the Souvenir of the 7th Triennial Conference of AIBRF to be held at Indore**

Greetings from the **All India Bank Retirees' Federation (AIBRF)**.

We are pleased to inform you that the **7th Triennial Conference of the All India Bank Retirees' Federation** is proposed to be held at **Indore, Madhya Pradesh**. The Conference will bring together representatives and delegates of bank retirees numbering about 1440 to 1500 from different parts of the country.

2. On this important occasion, AIBRF/Host Committee proposes to publish a **Souvenir** containing articles on matters of interest to bank retirees and senior citizens, together with a presentation of the activities, achievements and organisational work of AIBRF.

3. The Souvenir will be circulated extensively among our affiliates, State Committees and members across the country and is expected to reach **approximately 12 to 15 lakh bank retirees and their families**.

### **An Effective Advertising Opportunity**

4. AIBRF invites advertisements from reputed banks, hospitals, healthcare institutions, travel agencies, NBFCs, mutual funds, financial institutions and other commercial establishments.

5. The readership of the Souvenir represents a large and relevant audience of senior citizens, retirees and their families. Advertising in the Souvenir therefore provides an opportunity to introduce your organisation, products and services to this substantial customer segment.

6. We would be grateful if your esteemed organisation would support the **7th Triennial Conference** by placing an advertisement in the Souvenir.

#### Advertisement Rates

| Sl. No. | Advertisement Position                | Rate      |
|---------|---------------------------------------|-----------|
| 1       | Back Page – Outside, Full Page Colour | ₹1,25,000 |
| 2       | Back Page – Inside, Full Page Colour  | ₹1,00,000 |
| 3       | Front Page – Inside, Full Page Colour | ₹1,00,000 |
| 4       | Middle Page – Full Page Colour        | ₹75,000   |
| 5       | Middle Page – Half Page Colour        | ₹50,000   |
| 6       | Middle Page – Quarter Page Colour     | ₹25,000   |

7. We sincerely hope that your organisation will take advantage of this opportunity to reach a large and valuable segment of senior citizens and retirees and, at the same time, extend its support to the activities of AIBRF and the successful conduct of its **7th Triennial Conference at Indore**.

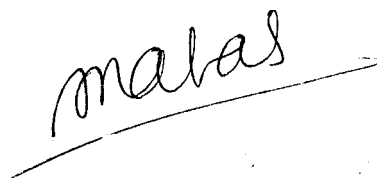
8. The advertisement material may kindly be provided in **digital format** to the AIBRF/Host Committee representative or Central Office. A suitable bill/invoice will be raised for the advertisement after receipt of the material.

9. We look forward to your valued support and an enduring association with your esteemed organisation.

Thank you in anticipation.

With warm regards

Yours Sincerely,



(S. C. JAIN)  
GENERAL SECRETARY

