



# ALL INDIA BANK RETIREES' FEDERATION (Regd.)

(Regn. No:G 6601 under the Trade Union Act 1926)

D-1/1, Sector-C, Scheme-71,

Near Kasara Bazar School, Indore – 452 009.

## Chairman

Sri D.A.Masdekar

## President

Sri S.M.Deshpande

## Vice President

Sri J.B.Dave

Sri D.P.Gupta

Sri F.Martis

Sri Anindya Basu

Sri N.Mishra

Sri C.N.Prasad

Sri A.K.Mondal

Sri H.C.Gandhi

Sri K.Vishwanath Naik

Sri O.P.Varma

## General Secretary

Sri S.C.Jain

## Dy. Genl. Secretary

Sri Debesh Bhattacharyya

Sri S.V.Srinivasan

Sri Ashok Patil

Sri A.K.Bansal

## Organising Secretary

Sri Sunil Srivatsav

Sri V.K.M.Varma

Sri C.Gopinathan Nair

Sri M.N.Pandit

Sri Pratap Shukla

Sri S.Velayudam

Sri Kalyan Sen Gupta

Dr.G.S.Jog

Sri Kishore Gujarati

Sri K.K.Gupta

Sri Rajendra Prasad

Sri N.T.Hegde

Sri S.Radhakrishnan

Sri B.Venkat Rao

Sri Rajan Dhargalkar

Sri Suresh Sharma

Sri R.Shirambekar

Sri B.G.Raithatha

Sri Ranjit Bhattacharyya

## Treasurer

Sri M.S.Chourey

Ref:2018/71

Date :21.07.2018

**T.S. Kalayanaraman**  
**Chairman & Managing Director**  
**M/s Kalyan Jewellers**  
**Trissur**

Dear Sir

**Re: Your TV Advertisement depicting Poor and Wrong image of bank employees**

**Re: Demand to withdraw it immediately.**

**We have seen your video advertisement appearing in TVs and other video channels depicting bank employees and their behaviour towards customers in highly objectionable and derogatory manner which is completely far from ground realities, in order to promote your business interest. It is ethically and legally wrong. Banking industry is life line of the country and its work force has made significant contribution in its economic growth.**

**2. We also note with pain that Super star Shri Amitabh Buchan name has been used dragging him also in controversy.**

**3. We on behalf of more than 1.80 lakhs bank retirees who are members of our organisation and part of banking fraternity to immediately withdraw the advertisement and tender unconditional apology to the bank fraternity. Your plan to add only disclaimer to the advertisement is not acceptable and we demand its complete withdrawal.**

**4. We hope you will take immediate action otherwise we be compelled to take further action in the matter.**

With Regards,

Yours Sincerely,

( S.C.JAIN )  
GENERAL SECRETARY

c.c. to Shri Amitabh Buchan, Mumbai  
c.c. to Advertising Standard Council of India.