



All India RRB Officers' Federation (AFFILIATED TO AIBOC)

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Circular # 64:2018

23rd July 2018

All Affiliates/ Members
(Please re-circulate)

CONGRATULATIONS! GOOD SENSE PREVAILS - M/S KALYAN JEWELLERS P LTD WITHDRAWS ITS IMPRUDENT AD

We reproduce hereunder the text of All India Bank Officers' Confederation Circular No. 43 dated 23rd July, 2018.

QUOTE

We are glad to inform you that the collective efforts of each and every one of you who constitute the Indian Banking Industry has made M/s Kalyan Jewellers realise that they have indeed gone wrong in conceiving/conceptualizing an advertising idea which meant downgrading the 'Trust' which is the corner stone of the Banking Industry and highlighting the 'Trust' which was the Jeweller's tagline. The obvious idea of the 'creator' would have been to simply paint the most pertinent strata of the society to which people associate the term 'trust' in black so that the Jeweller's tagline will get more prominence.

The entire Banking Industry got rightfully offended and there was a spontaneous outburst of protests right across the country, spearheaded by All India Bank Officers' Confederation. The Advertisement was ill-conceived, derogatory, did cast aspersions on Banks and Bankers and overall it portrayed the entire Banking Community in poor light. Even though there were explanations being offered at a later stage that it was an act of fiction and the hurt was unintended, those were not at all enough to soften the impact.

People were wondering that how on earth such a proposition could be termed as a product of a 'creative team' and how did it get the final approval of the Jeweler to go on air. As the crusader to protect the interest of Banking Industry, AIBOC could not remain a silent spectator when the dignity and self esteem of the Banking Community were being questioned by this so called 'creativity'. The Confederation had to act. Act we did:-

- A Press Release was issued on 18th July 2018 itself, which was widely carried by the media across the country
- Protest Letters addressed to the Jeweller from various State Units including the Kerala State Unit where the Jeweller is based.
- Letter addressed to IBA calling upon to initiate action, including examination of termination of banking connection with the Jeweller.
- Complaints were lodged with Advertisement Standards Council of India (ASCI).



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- Legal Notice was slapped on the Jeweller.
- All the affiliates swung into action at the call of AIBOC to use every possible media to lodge our protest.
- Raipur Unit marched to the new showroom of the Jeweller and submitted a memorandum
- UFBU organized a 'DHARNA' in front of the Jeweller's showroom in Thrissur in Kerala, the Head Quarters of the Jeweller.

The act of adding a 14 second 'tiny disclaimer' at the bottom of the advertisement was not at all acceptable to the Banking Community as fiction is not a license to offend and discredit the Banks and Bankers who had been the pillars of the Nation Building process.

We are also thankful to the 'The Hindu Business Line' for hosting a poll on this topic. We also express our gratitude to all our members and fellow bankers including the senior executives who participated in the poll to express their anger. This proved an appropriate platform to vent our resentment against the advertisement.

The action was about to spread to more areas across the length and breadth of the country. The affiliates and state units were in preparedness. All these combined efforts made sure that the 'jeweller' realising the negative impact that this campaign was causing to their brand, decided to withdraw this advertisement campaign with immediate effect and tendered an apology acknowledging the valuable contribution of the Banking Community to the country. AIBOC welcomes this move.

In a time when the attack on Banks and Bankers are on the rise, we are proud to say that this is a victory of our team spirit and unity. The result of quick and firm action, with the unstinted support of all our affiliates and members, we could convey, in clear terms, that we do not tolerate any attack on Banks and the Bankers. We earnestly hope that this will have a demonstrative effect and will deter any such attempt on Banks and Bankers. Any attempt to malign us will be ably and suitably responded.

UNQUOTE

With greetings,

(S.K. Bhattacharjee)
GENERAL SECRETARY