

18.07.2018

To,

The National General Secretary

AIBOC


Respected Sir,

We are a business family doing trading business for the past 114 years. We have utmost respect to your esteemed organization and have very good relation with many of your members. We alongwith crores of countrymen salute the efforts of our bankers.

L & K Satchi, one of our creative agencies did a storyline for our recent "Trust" campaign series. We understand that your esteemed association feels that bankers have been portrayed in bad light. We state it on record that it is a pure fiction and at no point we have intended to generalize the bank officers at large.

Please accept our unconditional disclaimer for the same. We shall within 3 working days from today add, "*characters and situations depicted are fictional. The brand does not intend to disrespect or malign any person or community*" before the advertisement.

Yours faithfully



T K RAMESH

( Exec.Director – Marketing )



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