

BANK OF CREDIT AND COMMERCE INTERNATIONAL S.A.

INSTRUCTION CIRCULAR NO. 006

10th November, 1976

TO: ALL BRANCH MANAGERS


RE: PRESS ADVERTISING

The Bank has not yet framed any definite publicity and advertisement policy. It has, however, been noted that from time to time some of our offices are obliged to give Press Advertisements and other publicity material to meet local requirements.

Since the number of such Press releases has increased in recent months and the material published affects the image of the Group Banks, it is felt that this subject should be centralised at one point. The purpose is to standardise and improve the quality of Advertisements and Publicity material and to use this medium as a positive instrument to enhance the general image of the Group.

A department is therefore being set up in London for this purpose. For the time being Mr. R. Plant, General Manager, would look after this department.

If you wish in future to insert advertisements in the press or issue any other publicity material, kindly make a reference to this department beforehand to ensure proper compilation and presentation of the advertisement and any other publicity material.


SWALEH NAQVI

EXECUTIVE IN-CHARGE