



प्रेस विज्ञप्ति
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IDBI Bank gets Hi – Five at ABCI Awards Nite

Mumbai, November 18, 2010: The House Journals of IDBI Bank, 'Shree Vayam' and 'Vikas Prabha', collectively won 5 awards from the Association of Business Communicators of India (ABCI). 'Shree Vayam' bagged two gold awards for 'Best Bilingual Publication' & 'Hindi Feature' written by Dr. R.P Singh, and a Silver award for 'Best Magazine Design'. 'Shree Vayam', edited by Shri Edwin Fernandes, bagged gold under 'Best Bilingual Publication' category for the second year in row. Further, the Bank's quarterly Hindi publication 'Vikas Prabha', edited by Shri Sunil Kumar Lahoti, won gold & silver awards for 'Best Hindi Magazine' and 'Best Hindi Article' written by Smt. Anuradha Mahendra respectively.

The awards were presented to IDBI Bank at the 50th Annual Awards Nite organized by ABCI at the Hotel Taj Mahal Palace, Mumbai on November 11, 2010. ABCI established in 1960 is the oldest body of communicators in the country.

The winners were selected, by ABCI, from amongst over 860 nominations.



Shri. Edwin Fernandes, Editor Shree Vayam, receiving the award for best bilingual publication

All representatives of Print, Wire and Electronic Media.

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