



SantShri AsaramJi Foundation  
For Societal Affairs & Change – “SAFSAC”

संतश्री आशारामजी समाज कल्याण एवं समाज परिवर्तन संस्थान

Date: 20-Apr-2015

Ref: APR-15/03

To

Madhavi Kochar,

PR Manager,

Amazon India, Amazon Seller Services Private Ltd,

Brigade Gateway, 8th floor, 26/1, Dr. Rajkumar Road,

Malleswaram(W), Bangalore-560055 (India)

CC: [amznindpr@amazon.com](mailto:amznindpr@amazon.com) , [kocharm@amazon.com](mailto:kocharm@amazon.com)

We condemn very disgusting after knowing the sale of a product - T-Shirt (See attachment) on your e-commerce website [www.amazon.in](http://www.amazon.in). The image printed on aforesaid T-Shirt is casting a mockery of H.H. Sant Shri Asaram BapuJi and it, overtly, hurts the religious sentiments of the crores of his followers. The caricature and usage of phonetically twisted word which pronounces his name in abusive way are quite offensive and stay this deed as breach of the relevant sections of Indian Penal Code and other IT & Commercial laws.

As soon as we got to know about this, we tried to approach to you but there was a NIL response from your side and we had to press the issue at the manufacturing company “Enquote Merchandising Solutions, Kanpur(India)” and due to our hard protest, manufacturing company had to take back the product and shut down the link. Although we are just to register the FIR against the proprietor of Enquote Merchandising Solutions, Kanpur (India) as well as Amazon.in”

*Contd.*



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The illicit attempt of selling and commercialising such product by Amazon not only attacks the dignity of H.H. Sant Shri Asaram BapuJi and his followers but also cause in the loss of faith by them in the brand “Amazon”. Your unethical commercialising tactics of selling a product ideated on the controversies regarding the Sant Shri Asaram BapuJi had the motive to gain advantage on the negative sentiments against him which is created by media. You may perceive like this but we as followers believe that all matters regarding him are merely a conspiracy and further, these are still subjudice. So, you have no right to denigrate him and play with the sentiments which rise in favor of him.

So, here, we urge, we warn you that any such attempts in future to denigrate H.H. Sant Shri Asaram BapuJi and other Hindu deities by your company will open the door for us to fetch you in legal proceedings before the court of law and further, will compel us to boycott the Amazon products. We seek your apology for concerned matter and give an assurance in written for no occurrence of such matter in future.

Yours,

**Nishant Sharma.**

Converner, SAFSAC.

E-Mail:- nishant.sharma469@gmail.com

*About SAFSAC – SantShri AsaramJi Foundation for Societal Affairs and Change (SAFSAC) is a followers’ body which looks after the affairs of his followers’ society, in legal ways.*



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## ATTACHMENT

The screenshot shows the Amazon India product page for 'Enquotism Super Saver Combed Cotton Fabric Round Neck Men Tshirt Assaram and football Combo'. The page features two t-shirt options: a blue one with a cartoon character and 'Ass-araam' text, and a black one with 'football food money work' text. The product details include a size selector, a color option of 'multi coloured', and a list of features: 100% Combed Cotton Fabric, 200 GSM Shrinkage Controlled Fabric, High Quality Screen Print, Wash Inside Out, and Don't Iron on the Print. The page also has a 'Share' button, a 'To buy, select Size' prompt, and 'Add to Cart' and 'Add to Wish List' buttons. The browser address bar shows the URL: www.amazon.in/Enquotism-Combed-Cotton-Assaram-football/dp/B00TH80TXY. The bottom of the screenshot shows a file explorer with two images: 'Mayank Image.jpg' and 'gaurav-20th-dec-14-....jpg'.



Link:

<http://www.amazon.in/Enquotism-Combed-Cotton-Assaram-football/dp/B00TH80TXY>