



Audit Bureau Of Circulations

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E-mail : abc@auditbureau.org ● Web Site : <http://www.auditbureau.org>

CIN: U24999MH1948NPL006309

20th August 2018

To,

All Publisher Members,

NOT TO BE PUBLISHED

Dear Sir/Madam,

**Sub: Second violation of Bureau's Code for Publicity –
"The Hindu", Hyderabad**

Attached please find a communication pertaining to the second violation of Bureau's Code for Publicity by "The Hindu", Hyderabad as per the provisions of Bureau's Code for Publicity applicable to all publisher members.

The same is for your kind information ONLY which is NOT to be published anywhere.

Thanking you,

Secretary General



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Contravention of Bureau's Code for Publicity by "The Hindu", Hyderabad

"The Hindu", Hyderabad in its issue dated 23rd May 2018 had wrongly claimed the following:

- 1) "The Hindu raises the bar **in** Hyderabad"
- 2) "The Hindu is now **Hyderabad's No.1 English Newspaper**"
- 3) "The numbers are in. Hyderabad has chosen The Hindu **as its No.1 English Newspaper**".

"The Hindu", Hyderabad city circulation figures (main plus variant) for the audit period July-December 2017 were lesser than its immediate competitor and was therefore not the number 1 English newspaper in Hyderabad city.

Certified circulation figures as per ABC for the audit period July-December 2017 were as under:-

	Audit period: July-December 2017 average copies					
	Hyderabad City			Hyderabad edition		
	Main	variant	Total	Main	variant	Total
The Hindu	166,201	26,196	192,397	184,993	32,126	217,119
The Times of India	161,765	39,082	200,847	162,452	39,082	201,534

Bureau's Disciplinary Committee as well as Council of Management has decided to invoke the provisions of violation of Bureau's Code for Publicity for the second time within a period one year in respect of "The Hindu", Hyderabad.

Secretary General

Place: Mumbai

Date : 20th August 2018