



# Audit Bureau Of Circulations

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CIN : U24999MH1948NPL006309

3<sup>rd</sup> June 2024

To

All Publisher Members,

## NOTIFICATION NO. 880

**Sub: Decisions of Bureau's Council of Management**

### PART – I:

**1. Option to submit audited circulation figures for the audit period January-June 2024:**

Bureau's Council of Management have since decided to offer to publisher members "**Optional Submission**" of audited circulation figures of member publications for the audit period **January-June 2024** at publishers discretion.

Publisher members are requested to please intimate ABC Secretariat on email before 17<sup>th</sup> June 2024 should they desire to opt for the option of **not submitting** audited circulation figures for the audit period **January-June 2024**.

**2. Amendments to audit guidelines for reader schemes (non-subscription copies as well as readers lottery scheme)**

Bureau's Council of Management have since decided that with effect from **audit period July-December 2024** the following audit guidelines would apply –

**a) Readers Scheme for non-subscription copies (Single copies):**

- Publisher member can offer gifts / incentives to a reader **upto 30% of the cover price** on non-subscription single copy.
- Cash and cash equivalent as defined earlier vide **Notification No.866 dated 28<sup>th</sup> September, 2020 (extract attached)** cannot be offered to readers.
- Gifts offered to readers would be valued at **cost to the publisher** and not on MRP. However, Publisher member should retain for verification all bills of purchase of gifts as well as detailed record for all gifts provided to readers.

- Non-compliance to the above guidelines would result in deduction of excess copies as compared to the period when no such reader scheme was offered by publisher.

**b) Publisher offering lottery scheme to readers:**

The following audit guidelines will apply w.e.f. audit period **July-December 2024** pertaining to lottery scheme for readers:-

- Publisher can offer gifts valued upto Rs.10 lakh per edition and/ or printing centre. However, the same lottery scheme can be offered on a **cumulative basis for all ABC member publications** as a single reader / lottery scheme covering many **member editions** and/or printing centres.

For e.g. if a reader lottery scheme covers five editions of a title then publisher member can offer gifts to readers on lottery basis aggregating upto Rs.50 lakhs (Rs.10 lakh per edition x 5 editions).

- Gifts would be valued **at cost to the publisher** and not on MRP. However, Publisher member should retain for verification all bills of purchase of gifts as well as detailed record for all gifts provided to readers.
- Cash and cash equivalent as defined in **Notification No.866 dated 28<sup>th</sup> September 2020 (Extract attached)** cannot be offered under any lottery scheme to readers.
- For non-compliant reader lottery scheme as per the above guidelines, excess copies achieved (if any) would be deducted as compared to a normal period where no scheme was offered to readers.

**c) Bureau Audit:**

Bureau's Council of Management also decided to undertake Bureau Audit by another empanelled audit firm as and when deemed appropriate. Bureau's Audit Committee consisting of non-publisher members would decide on such Bureau Audits from time to time.

Council also decided to do away with the earlier limits which were prescribed for recheck audit due to increase in circulation. Henceforth, Bureau's Audit Committee would decide on such audits as deemed appropriate.

Council also decided that publisher members would pay for one Bureau audit in a year (January to December) (as and when undertaken). However, if the Bureau audit picks up discrepancies in the books & records as compared to actual printing and distribution observed by the audit team in an obvious attempt to obtain higher ABC certificate, then the Audit Committee would issue a show cause notice spelling out the anomalies noticed. If no satisfactory response is received, the matter would be placed before the Bureau's Council of Management for appropriate action against the erring member. In such circumstances publisher member would have to pay for the audit as well as subject themselves to actions as determined by the Council.

Council also decided to heavily penalise any publisher member who do not co-operate during the audit process or do not provide correct and timely information or attempts to albeit obtain a higher circulation number certificate from ABC by preparing and maintaining dubious records. Such a member publication would not be considered for certification and would be named and shamed amongst members of ABC and / or disqualified from ABC membership.

However, before disqualification of ABC membership the publisher member would be provided an opportunity to explain his point of view in writing. This would be considered by the Bureau's Council of Management before taking any action against the Publisher.

## **PART – II: INFORMATION ON MEMBERSHIP**

### **2.1) NEW ADMISSION**

#### **I – PUBLISHER**

- |    |                                |               |  |
|----|--------------------------------|---------------|--|
| 1) | The Bombay Samachar Pvt. Ltd.  | in respect of | “MUMBAI SAMACHAR – DIPOTSAVI ANK” (Gujarati Annual), Mumbai          |
| 2) | Mahanagar Multimedia Pvt. Ltd. | in respect of | “JAIPUR MAHANAGAR TIMES” (Hindi Daily), Jodhpur and Udaipur editions |

#### **II – ADVERTISING AGENCY**

- 1) Hina Associates, Bangalore

#### **III) ADVERTISER**

- 1) Allen Career Institute Private Limited

### **2.2) CESSATION OF MEMBERSHIP**

#### **I PUBLISHERS:**

- |    |                                 |               |  |
|----|---------------------------------|---------------|--|
| 1) | Mathrubhumi Ptg & Pub. Co. Ltd. | in respect of | “Mathrubhumi” (Malayalam Daily), New Delhi edition<br>“Mathrubhumi Sports Masika” (Malayalam Monthly), Kozhikode edition |
| 2) | Good Morning India Media P Ltd. | in respect of | “Aaj Samaj” (Hindi Daily), Ambala edition  |

3) Pudhari Publications Pvt.Ltd.	In respect of	“Pudhari” (Marathi Daily), Ahmednagar, Aurangabad, Belgaum, Kolhapur, Panaji, Ratnagiri, Satara, Sindhudurg, Solapur, Mumbai, Palghar, Raigarh, Thane and Pune editions
4) Vasundhara Publications	In respect of	“ANNADATA” (Telugu Monthly), Hyderabad
5) Business Standard Pvt Ltd.	In respect of	“Business Standard” (English Daily), Ahmedabad, Bangalore, Bhubaneswar, Chandigarh, Chennai, Hyderabad, Kochi, Kolkata, Lucknow , Mumbai edition printed at Bhopal & Mumbai New Delhi, and Pune editions  “Business Standard” (Hindi Daily), Bhopal, Chandigarh, Kolkata, Lucknow, Mumbai and New Delhi editions
6) Bhaskar Prakashan (P) Ltd.	In respect of	“Dainik Bhaskar” (Hindi Daily), Akola, Chhatarpur and Singrauli editions
7) Lokmat Media Pvt. Ltd.	In respect of	“Lokmat” (Marathi Daily), Aurangabad edition printed at Aurangabad, Latur and Nanded

## II ADVERTISERS

- 1) Novita Healthcare Pvt Ltd., Mumbai

### 2.3) RESIGNATIONS:

#### I PUBLISHERS:

- 1) Metropolitan Media Co.Ltd. in respect of “Ahmedabad Mirror” (English Daily), Ahmedabad; “Pune Times Mirror” (English Daily) and “Sunday Pune Times Mirror” (English Weekly), Pune
- 2) Bennett, Coleman & Co. Ltd. in respect of “Sunday Times of India” (English Weekly), Bangalore

**2.4) CESSATION OF MEMBERSHIP UNDER ARTICLE 52(b)  
(due to non-payment of annual renewal subscription)**

**I) PUBLISHERS**

- |    |                                    |               |  |
|----|------------------------------------|---------------|--|
| 1) | Ashirbad Prakashan Private Limited | in respect of | "The Samaya" Bhubaneswar   |
| 2) | Asomiya Pratidin                   | in respect of | "Nandini", Guwahati  |
| 3) | Navakal Office And Navakal Press   | in respect of | "Navakal" & "Sandhyakal", Mumbai                                       |
| 4) | Sankha Press Pvt.Ltd.              | in respect of | "Jugasankha", Kolkata edition printed at Burdwan, Kolkata and Siliguri |

**II) ADVERTISERS**

- 1) United Breweries Ltd., Bangalore
- 2) Sudarshan Saur Shakti Pvt.Ltd. Aurangabad
- 3) Jubilant Agri & Consumer Products Ltd., Noida

**III) ADVERTISING AGENCIES**

- 1) Advertising & Marketing Associates, Mumbai
- 2) Bidhan Advtg & Mrktg Pvt Ltd., Ahmedabad
- 3) Goldmine Advertising Ltd., Mumbai
- 4) Metieta Advertising Pvt.Ltd., Ahmedabad
- 5) Speedways Advertising, Chandigarh

Thanking you,

Secretary General



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[Extract from Notification No. 866 dated 28<sup>th</sup> September 2020](#)

## NOTIFICATION NO. 866

### CASH & CASH EQUIVALENT

- 1) Gifts to readers in the form of **cash or cash equivalent** would not be permissible.
  - Cash and cash equivalent \* terminology would interalia include any cash or cash equivalent \* including gold, precious stones, cash back on debit and /or credit cards or gift cards or similar as mentioned hereunder :

Cash benefit (direct or indirect) or cash equivalent \* are NOT permitted as gifts / prizes ( or any other terminology ) under any readers / subscription scheme.

Cash equivalent \* would include but not limited to gift cheques, any type of voucher offering cash back or cash gift card or any other instrument thru any other means which would enable readers to benefit / convert the said voucher / card /gift/s etc into cash or receive any type of cash back .

- 2) Total amount of gifts / prizes in KIND ONLY that can be offered to readers.

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