



# Audit Bureau Of Circulations

Founder Member : International Federation of Audit Bureaux of Circulations  
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19<sup>th</sup> October 2011

## SUB-COMMITTEES FOR THE YEAR 2011-2012

### A. SPECIAL COMMITTEE:

- To be consulted for any clarification / interpretation of an existing rule.
- To advice and recommend to the Council any changes in the Bureau's audit guidelines.

#### Composition

Mr. Sam Balsara, Chairman  
Mr. Shashidhar Sinha  
Mr. Vikram Sakhuja  
Mr. T. Venkatram Reddy  
Mr. Shailesh Gupta  
Mr. M. Venkatesh  
Mr. Amit Mathew  
Mr. I. Venkat  
Mr. Hormusji N Cama  
Mr. S.M. Ahmad  
Mr. Ravi Pisharody

#### Sr. Bureau Auditors:

Firms of Senior Bureau Auditors (if required on invitation)

### B. AUDIT COMMITTEE:

- To consider putting publications thru recheck, routine surprise check audits
- To consider results of surprise check and recheck audits
- To consider circulation figures of such publications which show high increase in circulation

#### Composition

Mr. Sam Balsara, Chairman  
Mr. Shashidhar Sinha  
Mr. Madhukar Kamath  
Mr. Vikram Sakhuja  
Mr. S.M. Ahmad  
(non publisher members only)

**C. REVIEW COMMITTEE:**

- To review cases of disagreements between publisher member and Bureau specially concerning Bureau's audit guidelines.

**Composition**

Mr. Sam Balsara, Chairman  
Mr. Shashidhar Sinha  
Mr. Madhukar Kamath  
Mr. Vikram Sakhuja  
Mr. S.M. Ahmad  
Mr. Ravi Pisharody

**Publisher Members:**

Any two publisher representatives on the Council who are not competitors to the aggrieved publisher member to be included on a case to case basis.

**Sr. Bureau Auditors:**

Firms of Senior Bureau Auditors if required on a case to case basis

**Bureau's Solicitors:**

Representative of Bureau's Solicitors, if required on a case to case basis

**D. DISCIPLINARY COMMITTEE:**

- To consider cases of violation of Bureau's Code for Publicity by members.

**Composition**

Mr. Sam Balsara, Chairman  
Mr. Shashidhar Sinha  
Mr. Vikram Sakhuja  
Mr. T. Venkatram Reddy  
Mr. M. Venkatesh  
Mr. Aritra Sarkar  
Mr. I. Venkat  
Mr. Hormusji N Cama  
Mr. Devendra V. Darda  
Mr. S.M. Ahmad  
Mr. Debabrata Mukherji  
Mr. Anil Dua

**E. MEMBERSHIP COMMITTEE:**

- To consider applications received for Bureau membership
- To enroll more members to Bureau membership

**Composition**

Mr. Sam Balsara, Chairman  
Mr. T. Venkatram Reddy  
Mr. Shailesh Gupta  
Mr. Amit Mathew  
Mr. Aritra Sarkar  
Mr. Hormusji N Cama  
Mr. Devendra V. Darda  
Mr. Debabrata Mukherji  
Mr. Anil Dua

**F. NOMINEES OF ABC ON RSCI:**

**Publisher Members**

Mr. Vijay Darda  
Mr. T. Venkatram Reddy (Vice Chairman, RSCI)  
Mr. Jacob Mathew  
Mr. Ashish Bagga  
Mr. Benoy Roy Choudhuri

**Advertising Agency Members**

Mr. Sam Balsara  
Mr. Vikram Sakhuja  
Mr. Shashidhar Sinha

**Advertiser Members**

Mr. Ravi Pisharody  
Mr. S. M. Ahmad

**G. OTHER COMMITTEES / TASK FORCES:**

- **Task Force from an user's perspective:**  
To be headed by Mr. S.M. Ahmad
- **Web measurement & Digital publications:**  
To be headed by Mr. Aritra Sarkar
- **Expanding Bureau's services in Middle East and SAARC countries:**  
Under the leadership of Mr. Shailesh Gupta & Mr. Amit Mathew

Sd/-  
Secretary General