## **AUDIT BUREAU OF CIRCULATIONS**

October 22, 2001

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### To ALL MEMBERS

#### **NOTIFICATION NO. 703**

Following results as examined by the Bureau's Council of Management are notified for information

## **PART - I RESULTS OF BUREAU'S AUDITS:**

#### **SURPRISE CHECKS - JANUARY/JUNE 2001**

1)	The Times of India, Mumbai
2)	The Sunday Times of India, Mumbai
3)	The Economic Times, Mumbai
4)	The Economic Times on Saturday, Mumbai
5)	Navbharat Times, Mumbai
6)	Maharashtra Times, Mumbai
7)	Filmfare, Mumbai
8)	Femina, Mumbai

# Result satisfactory.

9)	Competition Refresher (English Monthly), New Delhi
10)	Junior Science Refresher (English Monthly), New Delhi

In view of publisher's inability to offer necessary facility to Bureau's Auditors for surprise check of their above two publications, no scrutiny of books and records could be carried out.

It was accordingly decided that the publisher's circulation figures for the period of surprise check namely, July/December 2001, when submitted, will be treated as `Not Accepted' and filed.

## PART - II

# PROGRESS OF MEMBERSHIP

## A) NEW MEMBERS

(I) - ADVERTISER	w.e.f
Rajvaidya Shital Prasad & Sons, New Delhi	01.07.2001

II - ADVERTISING AGENCY	w.e.f
Maitri Advertising Works (P) Ltd., Chennai	01.07.2001

# (III) - PUBLISHERS

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11 1	Aaj Ka Anand Papers Ltd.,	In respect of	"AAJ KA ANAND" (Hindi Daily), Pune
2.	Shri P.K. Maheshwari,	In respect of	"NAVA BHARAT" (Hindi Daily), Chindwara
11 1	Lokmat Newspapers Ltd.,	In respect of	"LOKMAT" (Marathi Daily), Pune
11 1	Ashirbad Prakashan P. Ltd.	In respect of	"SAPTAHIK SAMAYA" (Oriya), Bhubaneswar
5.	Sakal Papers Limited		"YUVA SAKAL" (Marathi Daily), Mumbai, Aruangabad, Kolhapur, Nasik & Pune

# **B) RESIGNATIONS**

## **PUBLISHERS**

1. Mr. Surendra Patel	In respect of	"Dainik Sandhya Prakash" (Hindi Daily), Bhopal			
(w.e.f. 1st July 2001)					

2. Express Publications (Madurai) Ltd.,	In respect of "Samakalika Malayalam Varika",	ect of Samakalika Malayalam Varik	
Chennai	Kochi	Kochi	

(w.e.f. 1st July 2001)

# C) CESSATION UNDER ARTICLE 44(b)

I - ADVERTISERS	w.e.f
Gujarat State Fertilizers & Chemicals Ltd., Vadodara	01.04.2001
Sundaram Industries Ltd., Chennai	01.04.2001

II - ADVERTISING AGENCIES	w.e.f
1. Dawn Communications Pvt.Ltd., New Delhi	01.04.2001
2. Dynamic Advertising & Research Team Pvt.Ltd., Mumbai	01.04.2001
3. Efficient Publicities Pvt.Ltd., Chennai	01.04.2001
4. Percept Advertising, Mumbai	01.04.2001
5. Sharpline Advertising, Chennai	01.04.2001
6. Tnq Communications Pvt.Ltd., Chennai	01.04.2001

III - ORGANISATION	w.e.f
Directorate of Information & Public Relations, Govt. of Himachal Pradesh, Shimla	01.04.2001

# D) TERMINATION UNDER ARTICLE 5-A OF BUREAU'S ARTICLES OF ASSOCIATION (Non-submission of circulation figures for two consecutive audit periods)

1) Indian Express Newspapers (Bom) Ltd.		"INDIAN EXPRESS" (English Daily), New Delhi, Chandigarh and Jammu
2) Sant Sipahi Trust, Amritsar	In respect of	"Sant Sipahi" (Punjabi Monthly), Amritsar

3)	M/s. Dainik Ganadoot		"DAINIK GANADOOT" (Bengali Daily), Agartala
4)	Sahyadri Trust	In respect of	"KESARI GARJANE" (Marathi Daily), Solapur
	Maharashtra Centre for Entrepreneurship Development	In respect of	"UDYOJAK" (Marathi Monthly), Aurangabad

(On account of failure to avail ABC Certificate for three consecutive audit periods)

#### PART - III

#### A) Bulk Sales:

In order that a user gets a full overview of the entire circulation of a publication, whether as Net Paid Sales or otherwise, Bureau's Council of Management recently decided to **withdraw the cap of 5% of Net Paid Sales for certifying bulk sales**. On the subject, it was felt that the term 'bulk sales' did not represent correct nature of sales. It was accordingly decided to re-categorise bulk sales as "Institutional Sales".

With effect from 1<sup>st</sup> January 2002, all copies sold to non newspaper distribution trade would be classified and considered as "**institutional sales**" provided these copies are sold within the prescribed ceiling of trade discounts permitted by the Bureau from time to time. The certification of Net Paid Sales will however be subject to the conditions laid down in Bureau's certification policy as notified vide Bureau's Notification No. 700 dated 8th June 2001.

In light of the above amendment, the definition of "Institutional Sales" effective 1st January 2002 would be:

"All copies of newspapers and periodicals which are either sold directly by the publishers and/or his distributing trade to organisations not connected with newspaper distribution trade at trade terms not exceeding the maximum rate prescribed by the Bureau for distribution trade provided bonafides of the organisation(s) involved in bulk sales are established to the satisfaction of the auditors (Unless Auditors/Bureau having any evidence to the contrary)

Secretary General

