



# Audit Bureau Of Circulations

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CIN : U24999MH1948NPL006309

30<sup>th</sup> July, 2025

To,

All Members

## NOTIFICATION NO. 885

### 1 FIXATION OF WASTE RATE OF PUBLICATIONS FOR THE AUDIT PERIOD JULY – DECEMBER 2025 (only for Publisher Members)

As informed earlier, the Bureau has re-introduced the concept of Net Realisation Rate (NRR) w.e.f. audit period July- December 2025.

In this context Council of Management at its meeting had fixed the waste rate of newspapers and magazines at **Rs. 14/- per kg** for all the publisher members, for the purpose of calculating Net Realisation Rate (NRR) for the audit period July – December 2025.

All Publisher Members are requested to take note of the above and give effect to the same while submitting the circulation figures for the said audit period.

### 2 INFORMATION ON MEMBERSHIP

#### 2.1 New Admission

##### Publisher

1) Immaculate Broadcasting Consortium World News Pvt Ltd Bangalore	in respect of	City Hilights (English Daily) Bangalore edition – printed at Hubli and Mangalore
2) Omega Printers & Publishers Pvt Ltd	in respect of	Sentinel (English Daily) Guwahati Edition

##### ADVERTISING AGENCY

M/s. Fast Communication, Cuttack

## **2.2) RESIGNATIONS**

### **Publisher**

1) Sakal Group	in respect of	Agrowon (Marahti Daily) Pune edition printed at Akola, Aurangabad, Jalgaon, Kolhapur Mumbai, Nagpur, Nanded, Nashik, Pune and Solapur
2) Bennett Coleman & Co Ltd.	in respect of	The Economic Times on Saturday Weekly - Ahmedabad, Bangalore, Bhubaneswar, Chandigarh, Chennai, Hyderabad, Jaipur, Kochi, Kolkata, Lucknow, Nagpur, Patna, Ranchi and Pune editions
3) HT Media Ltd	in respect of	Hindustan – Gaya edition

### **ADVERTISING AGENCY**

Ogilvy & Mather Ltd , Mumbai

### **ADVERTISER**

Tata Consumer Ltd., Bangalore

**For Audit Bureau of Circulations**

**Secretary General**