



Audit Bureau Of Circulations

Founder Member : International Federation of Audit Bureaux of Circulations
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29th September 2009

TO,
ALL PUBLISHER MEMBERS

NOTIFICATION NO. 800

PART I

Consequent to election / re-election of Council Members at the Bureau's 61st Annual General Meeting, the new Council of Management as constituted for the year 2009-2010 is as under:

I - Council of Management

Office Bearers

Chairman:	Mr. Subroto Chattopadhyay	The Peninsula Foundation	New Delhi
Dy. Chairman:	Mr. Vijay Darda	Lokmat Newspapers Pvt. Ltd.	Nagpur
Hony. Secretary:	Mr. Shashidhar Sinha	McCann Erickson (India) P. Ltd.	Mumbai
Hony. Treasurer:	Mr. Sam Balsara	Madison Communications Pvt. Ltd.	Mumbai

Publishers

Mr. Ch. Kiron	Ushodaya Enterprises Ltd.	Hyderabad
Mr. Ravi Dhariwal	Bennett, Coleman & Co. Ltd.	New Delhi
Mr. T. Venkatram Reddy	Deccan Chronicle Holdings Ltd.	Secunderabad
Mr. Shailesh Gupta	Jagran Prakashan Ltd.	Kanpur
Mr. M. Venkatesh	HT Media Ltd.	New Delhi
Mr. Amit Mathew	Malayala Manorama Co. Ltd.	Kottayam
Mr. Aritra Sarkar	ABP Pvt. Ltd.	Kolkata

Advertising Agencies

Mr. Madhukar Kamath	Mudra Communications Pvt. Ltd.	Mumbai
Mr. Vikram Sakhuja	Group M Media India Pvt. Ltd.	Mumbai

Council of Management [contd.]**Advertisers:**

Ms. Paulomi Dhawan	Raymond Ltd.	Mumbai
Mr. S.M. Ahmad	ITC Limited	Kolkata
Mr. Ravi Pisharody	Tata Motors Ltd.	Mumbai

Bureau's Executive Committee and other sub-committees of the Council have been reconstituted as under:

A. EXECUTIVE COMMITTEE

Composition : Chairman, Dy. Chairman, Hony. Secretary, Hony. Treasurer, Senior Council Members – two (such that all three constituents are represented)

Mr. Subroto Chattopadhyay, Chairman
 Mr. Vijay Darda, Dy. Chairman
 Mr. Shashidhar Sinha, Hony. Secretary
 Mr. Sam Balsara, Hony. Treasurer
 Mr. Ravi Dhariwal
 Mr. S.M. Ahmad

B. 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 : Some Council Members and Bureau Auditors.

Council Members:

Mr. Subroto Chattopadhyay, Chairman
 Mr. Vijay Darda, Dy. Chairman
 Mr. Shashidhar Sinha, Hony. Secretary
 Mr. Sam Balsara, Hony. Treasurer
 Mr. Ravi Dhariwal
 Mr. T. Venkatram Reddy
 Mr. S.M. Ahmad
 Mr. M. Venkatesh

Sr. Bureau Auditors:

Mr. N. Jayendran – Natvarlal Vepari & Co.
 Mr. K.N. Gupta - Thakur, Vaidyanath Aiyar & Co.
 Mr. Sanjiv Gupta - S.P. Chopra & Co.

C. 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 : Four Non-Publisher Council Members

Mr. Subroto Chattopadhyay
 Mr. Shashidhar Sinha
 Mr. Sam Balsara
 Mr. S.M. Ahmad

D. REVIEW COMMITTEE:

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

Composition : 4 Non Publisher Council Members plus Sr. Bureau Auditors & Bureau's Solicitors.

Council Members:

Mr. Subroto Chattopadhyay
 Mr. Shashidhar Sinha
 Mr. Sam Balsara
 Mr. S.M. Ahmad

Sr. Bureau Auditors: (*)

Mr. N. Jayendran – Natvarlal Vepari & Co.
 Mr. K.N. Gupta - Thakur, Vaidyanath Aiyar & Co.
 Mr. Sanjiv Gupta - S.P. Chopra & Co.

[* If any of the Bureau Auditors have carried out the Bureau's assignment which is the subject of discussion, then the said Bureau Auditor would not form part of the Review Committee for that particular case]

Bureau's Solicitors:

representative of M/s. Mulla & Mulla & Craigie Blunt & Caroe.

E. DISCIPLINARY COMMITTEE:

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

Mr. Subroto Chattopadhyay
 Mr. Vijay Darda
 Mr. Shashidhar Sinha
 Mr. Sam Balsara
 Mr. S.M. Ahmad

F. MEMBERSHIP COMMITTEE:

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

Mr. Subroto Chattopadhyay

Mr. Vijay Darda

Mr. Shashidhar Sinha

Mr. Sam Balsara

Mr. Ravi Dhariwal

Mr. S.M. Ahmad

PART II - PROGRESS OF MEMBERSHIP**A) NEW ADMISSIONS****I - PUBLISHERS**

Following publications were admitted to Bureau Membership with effect from 1st January 2009. Their circulation figures for the audit period January-June 2009 were accepted for certification after a satisfactory surprise recheck audit by Bureau's Auditors:

- | | | | | |
|----|--------------------------------------|---------------|----|--|
| 1) | Bennett, Coleman & Co. Ltd. | in respect of | a) | Ahmedabad Mirror (English Daily), Ahmedabad |
| | | | b) | The Economic Times (Gujarati Daily), Ahmedabad |
| 2) | Amar Ujala Publications Ltd. | in respect of | a) | Amar Ujala Compact (Hindi Daily), Agra |
| | | | b) | Amar Ujala Compact (Hindi Daily), Allahabad |
| | | | c) | Amar Ujala Compact (Hindi Daily), Dehradun |
| | | | d) | Amar Ujala Compact (Hindi Daily), Kanpur |
| | | | e) | Amar Ujala Compact (Hindi Daily), Meerut |
| 3) | Bhaskar Prakashan Pvt. Ltd. | in respect of | | Dainik Bhaskar (Hindi Daily), Chindwara |
| 4) | Hari Bhoomi Communications Pvt. Ltd. | in respect of | | "Hari Bhoomi" (Hindi Daily), Jabalpur |

- 5) Jagran Prakashan Ltd. in respect of
- I Next (Hindi Daily), Allahabad
 - I Next (Hindi Daily), Kanpur
 - I Next (Hindi Daily), Lucknow
 - I Next (Hindi Daily), Patna
 - I Next (Hindi Daily), Ranchi
 - I Next (Hindi Daily), Varanasi
- 6) Omega Printers & Publishers Pvt. Ltd. in respect of
- The Sentinel (English Daily),
Guwahati, Dibrugarh and Silchar

II - ADVERTISERS

- Bombay Well Print Inks Pvt. Ltd., Nagpur
- Corporate Ispat Alloys Ltd., Nagpur
- EMCO Limited, Thane
- Ganga Papers India Ltd., Pune
- Gaurav Paper Mills Ltd., Nagpur
- Harshavanthini Trading Company, Tirupur
- Intercontinental Pulp & Fibres Inc., Ahmedabad
- Lohia Paper & Board Pvt.Ltd.,
- Malu Paper Mills Ltd., Nagpur
- Print Tech, Nagpur
- Shah Pulp & Paper Mills Ltd., Vapi
- The Peninsula Foundation, New Delhi
- Vivek Ranade Graphics, Nagpur

III - ADVERTISING AGENCIES

- Abhishek Advertisers, Aurangabad
- Akruti Advertising Agency, Nagpur
- Megha Advertising Agency, Aurangabad
- Profit Advertisers (I) Pvt. Ltd., Nagpur

B) CESSATION OF MEMBERSHIP

PUBLISHER

ABP Pvt. Ltd. in respect of ANANDA BAZAR PATRIKA (Bengali Daily), Mumbai

C) RESIGNATION

PUBLISHER

- V. Ammaji Balaram in respect of

 - "Swati Sapari Vara Patrika" (Telugu Weekly), Vijayawada
 - "Swati" (Telugu Monthly), Vijayawada

D) CESSATION OF MEMBERSHIP UNDER ARTICLE 44(b)

(For non-payment of Annual Subscription)

I - ADVERTISERS

- i) MRC Trans Solutions Pvt.Ltd., Pune
- ii) Eveready Industries India Ltd., Kolkata
- iii) ITI Limited, Bangalore

II - ADVERTISING AGENCIES

- i) International Advertising Agency, Kolkata
- ii) Jupiter Publicity Co., New Delhi
- iii) Sobha Advertising Services, Hyderabad

III - ORGANISATION

Banyan Netfaqs Pvt.Ltd., Mumbai

IV - PUBLISHER

. BHARAT DUTT

in respect of "THE NEW MUMBAI STREET"
(English Weekly), Navi Mumbai

PART III – AMENDMENT TO THE BUREAU’S AUDIT GUIDELINES

Para 10.1 – Advertisement contents in a publication

“All advertisements taken by a publisher should appear in all copies of the respective edition / printing centre unless a separate advertisement rate is prescribed and offered for a specific edition / printing centre”.

Bureau’s Council of Management at its recent meeting decided to **DELETE** the above guidelines from the “Guide to ABC Audit”

Sd/-

Secretary General