

AUDIT BUREAU OF CIRCULATIONS

November 7, 2003

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TO ALL MEMBERS

NOTIFICATION NO. 722

Following results as examined and decisions taken thereon by Bureau's Executive Committee/Council of Management are notified for information -

PART - I RESULTS OF BUREAU'S AUDITS:

a) SURPRISE CHECK - JULY/DECEMBER 2003

- 1) Daily Deshonnati (Marathi Daily), Akola
- 2) Gujaratmitra Gujaratdarpan (Gujarati Daily), Surat
- 3) Nobat (Gujarati Daily), Jamnagar
- 4) Saurashtra Samachar (Gujarati Daily), Bhavnagar

Result of Surprise Check in each case were satisfactory.

b) SURPRISE-RECHECK AUDIT - JANUARY/JUNE 2003

The under mentioned publications were put through a surprise-recheck audit prior to certification of circulation figures as decided by Bureau's Executive Committee.

| Sr No | Name of Publication | Publisher Auditor | Recheck Auditor | Circulation Figures submitted | Circulation Figures Certified after R/C Audit | | |
|-------|-------------------------------------|------------------------------------|---|-------------------------------|---|------------|-------|
| | | | | | | Difference | |
| | | | | | | Copies | % |
| | DAILIES | | | | | | |
| 1 | Dainik Bhaskar - Bilaspur | Raghnunath Rai & Co., New Delhi | S.P. Chopra & Co., New Delhi | 45,530 | 40,075 | 5,455 | -12.0 |
| 2 | Dainik Bhaskar - Panipat | Davinder S. Jaaj & Co., Chandigarh | S.P. Chopra & Co., New Delhi | 1,34,827 | 1,22,584 | 12,243 | -9.1 |
| 3 | Dainik Ekmat - Latur | M V Bhide & Co., Mumbai | Thakur, Vaidyanath Aiyar & Co., Mumbai | 16,551 | 12,164 | 4,387 | -26.5 |
| 4 | Dainik Janambhumi *Guwahati, Jorhat | S N Mukherji & Co., Kolkata | Thakur, Vaidyanath Aiyar & Co., Kolkata | 32,010 | 31,708 | 302 | -0.9 |
| 5 | Dainik Jagran - Agra | Chandiok & Guliani, New Delhi | Thakur, Vaidyanath Aiyar & Co., New Delhi | 1,33,699 | 1,33,113 | 586 | -0.4 |
| 6 | Dainik Jagran - Bhopal | B.R. Kapoor & Co., New Delhi | Thakur, Vaidyanath Aiyar & Co., New Delhi | 50,177 | 45,076 | 5,101 | -10.2 |
| 7 | Dainik Jagran - Jalandhar | Raghnunath Rai & Co., New Delhi | Thakur, Vaidyanath Aiyar & Co., New Delhi | 1,65,247 | 1,60,794 | 4,453 | -2.7 |

| DAILIES | | | | | | | |
|----------------|---|---|--|----------|----------|--------|-----------|
| 1 | Aajchi Navi Mumbai - Navi Mumbai | Raj Niranjn Associates, Thane | Thakur,Vaidyanath Aiyar & Co., Mumbai | 2,093 | 2,093 | 0 | - |
| 2 | Asomiya Khabar - Guwahati | S K Bhattachariya & Co., Kolkata | Thakur,Vaidyanath Aiyar & Co., Kolkata | 55,127 | 45,522 | 9,605 | - 17.4 |
| 3 | Hari Bhoomi - Raipur | Anil Chadha & Associates, New Delhi | S.P. Chopra & Co., New Delhi | 59,482 | 56,443 | 3,039 | -5.1 |
| 4 | Punya Nagari - Ahmadnagar, * Aurangabad, Greater Mumbai, *Jalgaon, *Kolhapur, Nashik, Pune, *Satara, *Solapur, Thane | Raj Niranjn Associates, Thane | Thakur, Vaidyanath Aiyar & Co., Mumbai | 2,75,106 | 2,74,286 | 820 | -0.3 |
| 5 | Rajasthan Patrika - Ahmedabad | N C Dhadda & Co., Jaipur | Dalal & Shah, Ahmedabad | 17,530 | 17,936 | -406 | 2.3 |
| 6 | Sambad - Cuttack | S N Mukherji & Co., Kolkata | Thakur,Vaidyanath Aiyar & Co., Kolkata | 40,426 | 40,426 | 0 | - |
| 7 | Vijay Times - Mangalore, Shimoga | N C Dhadda & Co., Jaipur | Natvarlal Vepari & Co., Mumbai | 7,522 | 7,522 | 0 | - |
| 8 | Vijay Times - Bangalore, Mysore | N C Dhadda & Co., Jaipur | Natvarlal Vepari & Co., Mumbai | 19,677 | 19,677 | 0 | - |
| 9 | Vijay Times - Gangawati, Gulbarga, Hubli- Dharwad | N C Dhadda & Co., Jaipur | Natvarlal Vepari & Co., Mumbai | 13,469 | 13,469 | 0 | - |
| WEEKLY | | | | | | | |
| 10 | Outlook Saptahik - New Delhi | B. R. Kapoor & Co., New Delhi | Thakur,Vaidyanath Aiyar & Co., New Delhi | 1,01,040 | 85,161 | 15,879 | - 15.7 |

* Editions Rechecked

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| MAGAZINE | | | | | | | |
|-----------------|------------------------------|------------------------------|---|----------|----------|-------|----------|
| 11 | Outlook Money - New Delhi | C. Patel & Co., Ahmedabad | Thakur,Vaidyanath Aiyar & Co., New Delhi | 1,06,034 | 1,02,331 | 3,703 | - 3.5 |

c) CORRIGENDUM

Reference is invited to Page Nos.1 & 9 of Bureau's Preliminary List of Circulation issued earlier for the period January/June 2003. Entries at Sr. Nos.9 & 245 should be read as under:

| Sr.No. | Member- ship No. | Previous Audit Period Jul-Dec 2002 | PUBLICATION | Average Net Paid Circulation Jan-Jun 2003 | Average Trade Terms | Increase or Decrease over Past period % | Free Copies |
|--------|---------------------|--|----------------|---|---------------------------|---|----------------|
| | | | DAILIES | | | | |
| | | | ENGLISH | | | | |

| | | | | | | | |
|-----|-----|----------|---|---------|------|--------|-------|
| 9 | 311 | 2,77,960 | Deccan Chronicle, Anantapur, Hyderabad, Karimnagar, Rajahmundry, Visakhapatnam, Vijayawada & also printed at Nellore | 296,430 | 33.6 | 6.6 | 2,310 |
| | | | TELUGU | | | | |
| 245 | 515 | 48,137 | Andhra Bhoomi, Anantapur, Hyderabad, Karimnagar, Rajahmundry, Visakhapatnam, Vijayawada & also printed at Nellore | 39,528 | 22.9 | - 17.9 | 1,509 |

PART - II PROGRESS OF MEMBERSHIP

A) RESIGNATIONS

I - ADVERTISING AGENCY

| | |
|---|------------|
| Overture Communications Pvt. Ltd., Mumbai | 01.04.2003 |
|---|------------|

II - ORGANISATION

| | |
|----------------------------|------------|
| NFO MBL India Ltd., Mumbai | 01.04.2003 |
|----------------------------|------------|

B) CESSATION OF MEMBERSHIP

| | | |
|---|------------------|--|
| Hathway Investments Pvt. Ltd., New Delhi | In respect of | "INTELLIGENT INVESTOR" (English Fortnightly), New Delhi |
|---|------------------|--|

(with effect from November 2002)

C) CESSATION UNDER ARTICLE 44(b)

I - ADVERTISER

Snowcem India Ltd., Mumbai

II - ADVERTISING AGENCIES

1. Admiracle Advertising Pvt. Ltd., Rajkot
2. Aims Communications, Mumbai
3. Ambience D'Acry Advertising Pvt. Ltd., Mumbai
4. ARMS Advertising Pvt. Ltd., Mumbai
5. Avishkar Advertising Services, Mumbai
6. Herald Advertising Agency, New Delhi
7. Indian Publicity Bureau Pvt. Ltd., Kolkata
8. Jyeshtha Communications Pvt. Ltd., Mumbai
9. National Advtg. Service Pvt. Ltd., Mumbai
10. Sony Advertising, Kolkata
11. Stimulus Communications Pvt. Ltd., Bangalore

- 12. Union Publicity Bureau, Kolkata
- 13. Visesh Advertising Pvt. Ltd., Bangalore

III - ORGANISATION

M:Ideas Services Pvt. Ltd., Mumbai

Secretary General

