



Audit Bureau Of Circulations

Wakefield House, Sprott Road, Ballard Estate, Mumbai – 400 001

Tel: +91 22 2261 18 12 / 2261 90 72 .

E-mail : abc@auditbureau.org ● Web Site : <http://www.auditbureau.org>

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NOTIFICATION NO. 866

REVISED AUDIT GUIDELINES FOR GIFT TO READERS THRU LOTTERY (DRAW OF LOTS)

Bureau's Council of Management at its recent meeting revised the audit guidelines pertaining to readers scheme offered to readers thru lottery (draw of lots).

Following provisions should henceforth be complied with for a reader's scheme thru lottery (draw of lots) to be compliant and eligible for certification under Part 'A' of ABC Certificate of circulation:-

- 1) Gifts to readers in the form of cash or cash equivalent would not be permissible.
 - Cash and cash equivalent * terminology would interalia include any cash or cash equivalent * including gold, precious stones, cash back on debit and /or credit cards or gift cards or similar as mentioned hereunder :

Cash benefit (direct or indirect) or cash equivalent * are NOT permitted as gifts / prizes (or any other terminology) under any readers / subscription scheme.

Cash equivalent * would include but not limited to gift cheques, any type of voucher offering cash back or cash gift card or any other instrument thru any other means which would enable readers to benefit / convert the said voucher / card /gift/s etc into cash or receive any type of cash back .

- 2) Total amount of gifts / prizes in KIND ONLY that can be offered under a reader's scheme should be within an overall cap of Rs. 10 lakhs per readers scheme thru lottery (draw of lots) per audit period .
- 3) Each reader's scheme should publish clearly the starting date and an ending date .
- 4) Amendments to the reader's scheme would not be permissible in between the duration of the scheme . If a scheme is required to be amended for any reason then such a scheme should be terminated and a new compliant scheme should be started subject to the overall cap of Rs 10 lakhs per audit period.
- 5) For readers scheme thru lottery (draw of lots) which is non-compliant with the above provisions , only the excess circulation achieved to be deducted and not certified under Part 'A' of ABC Certificate . Previous day's circulation where there was no reader's scheme would be considered as base circulation on which excess copies would be calculated.

- 6) The above provisions would be applicable to all Publisher members w.e.f 1st January 2021 to enable all Publisher members to terminate their existing readers schemes thru lottery (draw of lots) (if any) before 31st December 2020 .
- 7) Similar amendments for cash and cash equivalent as defined above would also be applicable to all other reader's / subscription schemes too.

Should you have any query on the above, please contact the Secretariat on Email: abc@auditbureau.org

Thanking you,

Secretary General