



Audit Bureau Of Circulations

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16th July 2009

To,

ALL MEMBERS

NOTIFICATION NO. 798

PART – I) Net Realisation Rate (NRR) – July-December 2009: [applicable to all Daily & Weekly Newspapers]

Reference is invited to para III on the subject of “Net Realisation Rate (NRR)” of Bureau’s Notification No. 783 dated 15th November 2007. As you are aware, Net Realisation Rate (NRR) is the term used for value of newspaper in waste per kg. as fixed by the Council from time to time.

Council at its recent meeting adopted the following rates per kg for all newspaper publisher members for the **audit period July-December 2009 as the Net Realisation Rate (NRR)**.

	NRR for the audit period Jul-Dec 2009
➤ Western Zone	
In the states of :	
Chhattisgarh, Dadra & Nagar Haveli, Daman & Diu, Goa, Gujarat, Maharashtra, Madhya Pradesh	Rs. 5.50 per kg.
➤ Eastern Zone	
Andamans & Nicobar Islands, Army Post Office, Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Orissa, Sikkim, Tripura, West Bengal	Rs. 5.50 per kg.
➤ Northern Zone	
Chandigarh, Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab, Rajasthan, Uttar Pradesh, Uttaranchal	Rs. 5.50 per kg.
➤ Southern Zone	
Andhra Pradesh, Karnataka, Kerala, Lakshadweep, Pondicherry, Tamil Nadu	Rs. 5.50 per kg.

PART – II) PROGRESS OF MEMBERSHIP**A) NEW ADMISSIONS**

	<u>w.e.f.</u>
I - ADVERTISING AGENCIES	
1. ORCA Creative Development Management [ORCA CDM], Bangalore	01.06.2009
2. Radeus Advertising Pvt. Ltd., Mumbai	01.06.2009
II - ADVERTISER	
M/s. Shree Chakra Papers Pvt. Ltd., Rajahmundry	01.07.2009
III - PUBLISHERS	

Following publications were admitted to Bureau Membership with effect from 1st July 2008. Circulation figures for the audit period July-December 2008 were accepted for certification after a satisfactory surprise recheck audit by Bureau's Auditors in each case:

1) Business Standard Ltd.	in respect of	BUSINESS STANDARD (Hindi Daily), Mumbai
2) Ideal Publications Trust	in respect of	MADHYAMAM (Malayalam Daily), Malappuram
3) Bennett, Coleman & Co. Ltd.	In respect of	THE TIMES OF INDIA (English Daily), Nagpur
4) Vasan Publications Pvt. Ltd.	In respect of	"NAANAYAM VIKATAN" (Tamil Weekly Magazine), Chennai

B) RESIGNATIONS**I - ADVERTISERS**

	w.e.f.
1) Colgate Palmolive (India) Ltd., Mumbai	01.04.2009
2) General Insurance Corporation of India, Mumbai	01.04.2009

II - ADVERTISING AGENCIES

	w.e.f.
1) Imageads & Communications Pvt. Ltd., Mumbai	01.04.2009
2) Ram Advertising Service, Chandigarh	01.04.2009

III – PUBLISHER

The Sher-I- Punjab Publications	in respect of	"PUNJABI DIGEST" (Punjabi Monthly), New Delhi
	[w.e.f. 1 st April 2009]	

C) CESSATION OF MEMBERSHIP**ADVERTISING AGENCIES**

	w.e.f.
i) Art Advertising & Marketing (India) Pvt. Ltd., Mumbai	01.04.2009
ii) TBWA Anthem Pvt. Ltd., New Delhi	01.04.2009

D) CESSATION UNDER ARTICLE 44(b)
[for non payment of annual membership subscription]**PUBLISHER**

Indian Express Newspapers (Mum) Ltd.	in respect of	SUNDAY EXPRESS (English Weekly), Pune
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[w.e.f. 1st April 2009]

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Secretary General