



# Audit Bureau Of Circulations

Founder Member : International Federation of Audit Bureaux of Circulations  
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24<sup>th</sup> December 2012

To,

**ALL MEMBERS**

## NOTIFICATION NO. 830

### **PART – I - Net Realisation Rate (NRR) – January-June 2013:** [applicable to all Daily & Weekly Newspapers]

Net Realisation Rate (NRR) is the term used for value of newspaper in waste computed on the basis of waste rate per kg. as fixed by the Council from time to time.

Council at its recent meeting adopted the following value in waste per kg for all newspaper publisher members for the **audit period January-June 2013.**

**Value in waste rate - per  
kg applicable  
for the audit period  
January-June 2013**  
[no change from earlier audit  
period July-December 2012]

➤ **Western Zone**

In the states of :

Dadra & Nagar Haveli, Daman & Diu, Goa, Gujarat,  
Maharashtra, Madhya Pradesh

Rs. 9.00 per kg.

➤ **Eastern Zone**

Andamans & Nicobar Islands, Arunachal Pradesh, Assam,  
Bihar, Chhattisgarh, Jharkhand, Manipur, Meghalaya,  
Mizoram, Nagaland, Orissa, Sikkim, Tripura, West Bengal

Rs. 9.00 per kg.

➤ **Northern Zone**

Chandigarh, Delhi, Haryana, Himachal Pradesh, Jammu &  
Kashmir, Punjab, Rajasthan, Uttar Pradesh, Uttaranchal

Rs. 9.00 per kg.

➤ **Southern Zone**

Andhra Pradesh, Karnataka, Kerala, Lakshadweep,  
Pondicherry, Tamil Nadu

Rs. 8.00 per kg.

## PART - II - BUREAU AUDITS

### 2.1 BUREAU AUDITS – (Surprise Recheck Audits) JANUARY-JUNE 2012

#### Results satisfactory

- 1) Annadata (Telugu Monthly), Hyderabad
- 2) Bangalore Mirror (English Daily), Bangalore  
Dainik Bhaskar (Hindi Daily), Raipur
- 3) Dainik Jagran (Hindi Daily), Ranchi edition printed at Dhanbad, Jamshedpur, Kolkata and Ranchi
- 4) Dainik Jagran (Hindi Daily), Bareilly edition printed at Moradabad
- 5) Dainik Statesman (Bengali Daily), Kolkata edition printed at Kolkata & Siliguri
- 6) Deshabhimani (Malayalam Daily), Kochi, Kottayam and Thrissur editions
- 7) Hindustan (Hindi Daily), Agra
- 8) Ravivasriya Hindustan (Hindi Weekly), Agra
- 9) I Next (Bi-lingual – Hindi/English), Patna
- 10) I Next (Bi-lingual – Hindi/English), Gorakhpur
- 11) Pune Mirror (English Daily), Pune
- 12) The Economic Times Wealth (English Weekly), New Delhi edition printed at Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata, Mumbai and New Delhi
- 13) The Times of India Crest, Ahmedabad (a weekly variant of TOI Daily)
- 14) The Times of India Crest, Kolkata (a weekly variant of TOI Daily)
- 15) Malayala Manorama (Malyalam Daily), Kottayam edition printed at Alappuzha

### 2.2) BUREAU AUDITS – (Direct Bureau Audits) JANUARY-JUNE 2012

Result unsatisfactory – circulation figures **“Not Accepted”** for certification

- 1) Ajir Dainik Batori (Assamese Daily), Dibrugarh and Guwahati

## PART - III - PROGRESS OF MEMBERSHIP

### 3.1) NEW ADMISSIONS

#### i) ADVERTISING AGENCY:

Publicis Capital [A Division of Publicis Communications Pvt. Ltd.], Gurgaon

#### ii) ORGANISATIONS:

- 1) Centre for Monitoring Indian Economy Pvt. Ltd., (CMIE), Mumbai
- 2) Edelman India Pvt. Ltd., Gurgaon

#### iii) PUBLISHERS:

- |    |                               |               |   |
|----|-------------------------------|---------------|---|
| 1) | Bennett, Coleman & Co. Ltd.   | In respect of | “BANGALORE MIRROR” (English Daily), Bangalore   |
| 2) | Hindustan Media Ventures Ltd. | In respect of | a) “HINDUSTAN” (Hindi Daily), Agra<br><br>b) “RAVIVASRIYA HINDUSTAN” (Hindi Weekly), Agra |
| 3) | Bennett, Coleman & Co. Ltd.   | In respect of | “iDIVA” (English Weekly), Mumbai and New Delhi  |

### 3.2) RESIGNATIONS

#### PUBLISHERS:

- |    |                             |                  |   |
|----|-----------------------------|------------------|---|
| 1) | Samag True Enterprises Ltd. | In respect<br>of | “SACH KAHOON” (Hindi<br>Daily), Sirsa                       |
| 2) | Bennett, Coleman & Co. Ltd. | In respect<br>of | “THE SPEAKING TREE”<br>(English Weekly), Chennai<br>edition |

### 3.3 (i) TERMINATION UNDER ARTICLE 5-A OF BUREAU'S ARTICLES OF ASSOCIATION (For failure to submit circulation figures for two consecutive audit periods)

- |    |                         |                  |  |
|----|-------------------------|------------------|--|
| 1) | D B Corp Ltd..          | In respect<br>of | “DAINIK BHASKAR” (Hindi<br>Daily), Jalandhar         |
| 2) | Ashirbad Prakashan Ltd. | In respect<br>of | ”THE SAPTAHIK SAMAYA”<br>(Oriya Weekly), Bhubaneswar |

### 3.3 (ii) TERMINATION UNDER ARTICLE 5-A OF BUREAU'S ARTICLES OF ASSOCIATION (For failure to obtain an ABC certificate of circulation for three consecutive audit periods)

- |    |                                      |                  |   |
|----|--------------------------------------|------------------|---|
| 1) | Navajat Printers & Media<br>(P) Ltd. | In respect<br>of | “DHARITRI” (Oriya Daily),<br>Bhubaneswar & other editions |
| 2) | Gavakari Prakashan                   | In respect<br>of | “GAVAKARI” (Marathi Daily), Jalgaon                       |
| 3) | Tilakraj Publications P. Ltd.        | In respect<br>of | “ODISHA BHASKAR” (Oriya Daily),<br>Bhubaneswar            |
| 4) | Suryo Media Pvt. Ltd.                | In respect<br>of | “THE DINALIPI” (Oriya Daily),<br>Bhubaneswar              |

Thanking you,

Sd/-  
Secretary General