

CONFIDENTIAL

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29th June, 2006

TO ALL PUBLISHER MEMBERS OF THE BUREAU

NOTIFICATION No. 767

**Circumstances under which a Surprise Recheck Audit
may normally be caused**

Council at its recent meeting considered and reframed the circumstances under which a Surprise Recheck Audit may normally be caused by the Bureau's Audit Committee consisting of non Publisher Council Members. The said circumstances are as under:

1. New Publication being enrolled to Bureau Membership.
2. Starting of a new publication centre / edition of an existing publication.
3. Reduction in cover price which could possibly result in change (increase) in the trade terms
4. Increase in circulation figures individually for an edition and / or printing centre as under:

**Increase in average circulation
for an audit period**

- | | |
|--|---------------|
| ➤ Upto 50,000 ave. copies | 20% and above |
| ➤ Between 50,001 copies and upto 200,000 ave. copies | 15% and above |
| ➤ Above 2,00,000 ave. copies | 10% and above |
5. Circulation figures of a publication for the previous audit period are either not filed or not certified by the Bureau for any reason.
 6. Result of surprise check and/or surprise recheck audit of the previous period is unsatisfactory or there are issues arising from the surprise check/surprise recheck audit report which needs to be verified for compliance before certification of circulation figures.
 7. Any other reason for which the committee feels a surprise recheck audit is necessary (reasons to be recorded).

The above guidelines will be effective from **1st July, 2006**.

Surprise Check :

Surprise checks undertaken by the Bureau randomly through its empanelled Auditors will however continue to be carried out as per the prevalent practice.

Sd/-

Secretary General