

AUDIT BUREAU OF CIRCULATION

FORM OF PUBLISHERS CONFIRMATION TO THE BUREAU

(to be sent on publisher.s letter-head)

Date:

The Secretary General,
Audit Bureau of Circulations,
Wakefield House, 4th Floor,
Sprott Road,
Ballard Estate,
MUMBAI 400 001

Dear Sir,

Re: Membership - Audit Procedure

(Name of Publication/s)

After consulting our circulation auditor, we hereby confirm that we are in a position to comply with all requirements relating to maintenance of essential books and records inter-alia covering the following audit procedures:

1. Average daily paid sales in respect of the above mentioned publication works out to more than 50% of the total daily sales.
2. Minimum an maximum commission and allowances paid to the trade works out to average % and% respectively on the cover price.
3. Cash payments or payments received by way of demand drafts from agents are duly supported by proper documentary evidence such as payment advices, correspondence or statement of account.
4. Advance written indents/orders from agents in support of copies supplied to them are obtained. Wherever advance indents are not available, subsequent confirmation of supplies made to agents and/or monthly statements from the agents showing number of copies received and sold to them and those remaining unsold are available.
5. Cash receipts on account of sale of newspapers and from ALL other sources including

advertisements and loans etc. is deposited with the bank intact on the following day except on a bank holiday. In such cases, these are deposited on the next working day.

We have appointed M/s. _____
_____ (Name
& Address of the approved auditors) who are Bureau's Approved Auditors as Auditors to carry out
audit of circulation figures of our above publication/s.

Thanking you,

Yours faithfully,

Authorised Signatory

(Name and Designation)