

**AUDIT BUREAU OF CIRCULATIONS**

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

**Certificate for Newspaper Publisher Members**

For period

**Jul-Dec 2014**

(All items on this form must be filled in. No variation is permissible.)

Certificate Number **67****1. Publication : HINDUSTAN TIMES**

Proprietor(s) H T MEDIA LTD.

Address 18-20, KASTURBA GANDHI MARG, NEW DELHI

RNI Reg. No. 503/57

**2. Established** 1926Language : **English****3. Cover Price**

Single Copy : Rs. 1.25, Rs. 1.50, Rs. 2.00, Rs. 2.50, Rs. 3.50, Rs. 4.00, Rs. 4.50, Rs. 5.00 &amp; Rs. 7.50

Combo Copy : Rs. 3.00, Rs. 6.00, Rs. 6.50, Rs. 7.00, Rs. 7.50, Rs. 8.00, Rs. 8.50, Rs. 9.00, Rs. 10.00, Rs. 10.50, Rs. 11.00, Rs. 11.50 &amp; Rs. 14.50

**4. Published from** Noida  
**Printed at** NoidaFrequency of issue : **Daily Average****5. Name and Address** L.K. Maheshwari & Co., - New Delhi  
of Approved Auditor(s) J-2/80-A, Ground Floor, DDA Flats, Kalkaji, Opp. Alaknanda Shopping Complex, New Delhi - 110019**6. Publisher's Remark :** In case of increase or decrease in circulation of +/- 10% either during the audit period or as compared to the previous audit period publishers to provide detailed reasoning for such increase or decrease.**7. Total Monthly Qualifying Circulation**

(Please give figures for January-June and/or July-December as may be applicable.)

|                |                    |
|----------------|--------------------|
| July           | 27,345,980         |
| August         | 27,433,237         |
| September      | 29,646,410         |
| October        | 28,183,440         |
| November       | 27,404,326         |
| December       | 28,571,554         |
| <b>Total :</b> | <b>168,584,947</b> |

**8. NUMBER OF PUBLISHING DAYS** during each month

(A publishing day is a day on which the publication is normally published whether as a regular issue or a special issue.

Special issues will be excluded only if they are IN ADDITION to the regular issues).

|                |            |
|----------------|------------|
| July           | 27         |
| August         | 26         |
| September      | 26         |
| October        | 26         |
| November       | 25         |
| December       | 27         |
| <b>Total :</b> | <b>157</b> |

**9. Average Monthly Qualifying Circulation**

|           |           |
|-----------|-----------|
| July      | 1,012,814 |
| August    | 1,055,124 |
| September | 1,140,247 |
| October   | 1,083,978 |
| November  | 1,096,173 |
| December  | 1,058,206 |

**AVERAGE FOR THE PERIOD**(Total of item No. 7 divided by total of item No. 8) **1,073,789**

## 10. CHANNELS OF DISTRIBUTION

### 10. (A) NON SUBSCRIPTION SALES

#### Single Copy Sales (other than institutional sales)

|                |                  |
|----------------|------------------|
| 41             | copies @ 0.00 %  |
| 3,206          | copies @ 23.00 % |
| 15,738         | copies @ 25.00 % |
| 52,868         | copies @ 30.00 % |
| 15,409         | copies @ 30.60 % |
| 106,957        | copies @ 30.67 % |
| 2              | copies @ 31.67 % |
| 41,340         | copies @ 36.00 % |
| 88,185         | copies @ 36.80 % |
| 184,713        | copies @ 40.00 % |
| 1,211          | copies @ 44.00 % |
| 1,096          | copies @ 45.00 % |
| 10,232         | copies @ 48.00 % |
| 67,937         | copies @ 52.80 % |
| 106            | copies @ 53.25 % |
| 567            | copies @ 55.71 % |
| 325            | copies @ 58.00 % |
| <b>589,933</b> | <b>Total</b>     |

#### Single (Non Subscription) copies sold to the distribution trade above the NRR\*

|  |                |
|--|----------------|
| 1. 0 to 10% above the NRR                                | 131,642        |
| 2. 10.1% to 20% above the NRR                            | 30,124         |
| 3. More than 20.1% above the NRR                         | 370,031        |
| 4. Below the NRR, however within the qualifying criteria | 58,136         |
| <b>Total</b>   | <b>589,933</b> |

\* Net Realisation Rate (NRR) is the term used for value of newspaper in waste per kg.

### 10. (B) COMBO SALES (OTHER THAN INSTITUTIONAL SALES)

#### Combo Sales (other than institutional sales)

|                |                  |
|----------------|------------------|
| 2,911          | copies @ 31.67 % |
| 6,895          | copies @ 31.76 % |
| 2,128          | copies @ 31.88 % |
| 1,729          | copies @ 32.00 % |
| 5,148          | copies @ 32.83 % |
| 2,509          | copies @ 33.47 % |
| 226            | copies @ 33.77 % |
| 4,984          | copies @ 34.00 % |
| 15,156         | copies @ 34.29 % |
| 979            | copies @ 34.54 % |
| 700            | copies @ 35.24 % |
| 37,189         | copies @ 38.45 % |
| 138,735        | copies @ 38.94 % |
| 3,650          | copies @ 39.50 % |
| 358            | copies @ 40.00 % |
| 2,099          | copies @ 40.72 % |
| 5,809          | copies @ 46.88 % |
| 5,018          | copies @ 48.00 % |
| 1,210          | copies @ 49.65 % |
| 39             | copies @ 50.54 % |
| 199            | copies @ 57.15 % |
| 13             | copies @ 58.50 % |
| <b>237,684</b> | <b>Total</b>     |

#### Combo (Non Subscription) copies sold to the distribution trade above the NRR\*

|  |                |
|--|----------------|
| 1. 0 to 10% above the NRR                                | 19,699         |
| 2. 10.1% to 20% above the NRR                            | 12,565         |
| 3. More than 20.1% above the NRR                         | 195,989        |
| 4. Below the NRR, however within the qualifying criteria | 9,431          |
| <b>Total</b>   | <b>237,684</b> |

\* Net Realisation Rate (NRR) is the term used for value of newspaper in waste per kg.

### 10. (C) SUBSCRIPTION SALES

#### [I] Single copy subscription offer(s)

|                |  |
|----------------|--|
| 18             | Direct subscription copies @ Nil %                       |
| 14             | Subscription copies distributed through agents @ 23.00 % |
| 27,544         | Subscription copies distributed through agents @ 25.00 % |
| 27,122         | Subscription copies distributed through agents @ 30.60 % |
| 136,086        | Subscription copies distributed through agents @ 30.67 % |
| 1              | Subscription copies distributed through agents @ 36.80 % |
| 1,071          | Subscription copies distributed through agents @ 52.80 % |
| 343            | Subscription copies distributed through agents @ 58.00 % |
| 23,885         | Subscription copies distributed through agents @ 30.00 % |
| 1,051          | Subscription copies distributed through agents @ 36.00 % |
| <b>217,135</b> | <b>Total single copy subscription</b>                    |

### [II] Joint subscription offer(s)

|              |  |  |
|--------------|--|--|
| 0            | Direct subscription copies @ Nil %                       |  |
| 1,198        | Subscription copies distributed through agents @ 25.00 % |  |
| 609          | Subscription copies distributed through agents @ 30.00 % |  |
| 1,020        | Subscription copies distributed through agents @ 30.60 % |  |
| 5,149        | Subscription copies distributed through agents @ 30.67 % |  |
| 28           | Subscription copies distributed through agents @ 52.80 % |  |
| 9            | Subscription copies distributed through agents @ 58.00 % |  |
| <b>8,013</b> | <b>Total Joint subscription</b>                          |  |

### [III] Institutional Subscription (Upto 5% of qualifying circulation)

|              |  |  |
|--------------|--|--|
| 0            | Direct subscription copies @ Nil %                       |  |
| 895          | Subscription copies distributed through agents @ 25.00 % |  |
| 59           | Subscription copies distributed through agents @ 30.60 % |  |
| 302          | Subscription copies distributed through agents @ 30.67 % |  |
| 3            | Subscription copies distributed through agents @ 52.80 % |  |
| 5            | Subscription copies distributed through agents @ 58.00 % |  |
| 162          | Subscription copies distributed through agents @ 30.00 % |  |
| 27           | Subscription copies distributed through agents @ 36.00 % |  |
| <b>1,453</b> | <b>Total Institutional subscription</b>                  |  |

### Subscription categories

|                |                |
|----------------|----------------|
| General        | 225,148        |
| School         | 0              |
| Institutional  | 1,453          |
| Others         | 0              |
| <b>Total :</b> | <b>226,601</b> |

### [I] Single copy subscription offer(s)

(attach copies of all subscription schemes included in the undermentioned table)

| Scheme (s)                      | Cover price Rs. | Subscription Rate Rs. | Discount in cover price Rs. | Value of *gift(s) | Maximum delivery charges Rs. | Any other expenses Rs. | Balance amount retained Rs. | No. of copies |
|---------------------------------|-----------------|-----------------------|-----------------------------|-------------------|------------------------------|------------------------|-----------------------------|---------------|
| General Subscription            | 4.50            | 4.50                  | 0                           | 0                 | 0                            | 0                      | 4.5                         | 18            |
| Delhi No. 1 Offer 599           | 599             | 599                   | 831                         | 0                 | 438.40                       | 0                      | 160.6                       | 2             |
| Delhi No. 1 Offer 699           | 699             | 699                   | 736                         | 0                 | 439.93                       | 0                      | 259.07                      | 185642        |
| Delhi No. 1 Offer 649           | 649             | 649                   | 786                         | 0                 | 439.93                       | 0                      | 209.07                      | 3             |
| Gurgaon Leadership Offer 499    | 499             | 499                   | 926.5                       | 0                 | 356.38                       | 0                      | 142.62                      | 12053         |
| HT Celebration Offer 599        | 599             | 599                   | 836                         | 0                 | 358.75                       | 0                      | 240.25                      | 1770          |
| HT Re. 1.25 (Rs. 189)           | 189             | 189                   | 125                         | 0                 | 141.30                       | 0                      | 47.7                        | 1135          |
| HT Student Offer 499            | 499             | 499                   | 573.5                       | 0                 | 328.80                       | 0                      | 170.2                       | 304           |
| HT Gurgaon Leadership Offer 599 | 599             | 599                   | 836                         | 0                 | 358.75                       | 0                      | 240.25                      | 10370         |
| HT Gurgaon Offer 599            | 599             | 599                   | 1069.5                      | 0                 | 417.13                       | 0                      | 181.87                      | 2961          |
| HT Student Offer 2014           | 499             | 499                   | 577.5                       | 0                 | 330.03                       | 0                      | 168.97                      | 2640          |
| HT Elite Offer 2013             | 399             | 399                   | 673.5                       | 0                 | 268.13                       | 0                      | 130.87                      | 237           |

### [II] Joint Subscription offer(s)

(attach copies of all subscription schemes included in the undermentioned table)

| Scheme (s)                             | Cover price Rs. | Subscription Rate Rs. | Discount in cover price Rs. | Value of *gift(s) | Maximum delivery charges Rs. | Any other expenses Rs. | Balance amount retained Rs. | No. of copies |
|--|-----------------|-----------------------|-----------------------------|-------------------|------------------------------|------------------------|-----------------------------|---------------|
| HT & SHT Delhi No. 1 Offer (60 Months) | 71              | 71                    | 71                          |                   | 149.56                       |                        | 210.44                      | 345           |
| HT & SHT Celebration Offer 899         | 899             | 899                   | 795.5                       |                   | 537.54                       |                        | 361.46                      | 6862          |
| HT & SHT Celebration Offer 2914        | 2914            | 2914                  | 843                         |                   | 603.76                       |                        | 295.24                      | 84            |
| HT & SHT Celebration Offer 699 699     | 699             | 699                   | 567.5                       |                   | 401.47                       |                        | 297.53                      | 529           |
| HT & SHT Festival Offer 1249           | 1249            | 1249                  | 446                         | 515.78            | 537.69                       |                        | 195.53                      | 33            |
| HT & Mint Celebration Offer 999        | 999             | 999                   | 78.5                        |                   | 684.60                       |                        | 314.4                       | 18            |
| HT & SHT Bonanza Offer 999             | 999             | 999                   | 747.5                       | 98.13             | 553.13                       |                        | 347.74                      | 49            |
| HT & SHT Celebration Offer 999         | 999             | 999                   | 507.5                       |                   | 452.82                       |                        | 346.18                      | 73            |
| HT & SHT Offer 12M 1500                | 1500            | 1500                  | 242                         |                   | 603.76                       |                        | 896.24                      | 20            |

**[III] Institutional Subscription (Upto 5% of qualifying circulation)**  
(attach copies of all subscription schemes included in the undermentioned table)

| Scheme (s)                   | Cover price Rs. | Subscription Rate Rs. | Discount in cover price Rs. | Value of *gift(s) | Maximum delivery charges Rs. | Any other expenses Rs. | Balance amount retained Rs. | No. of copies |
|------------------------------|-----------------|-----------------------|-----------------------------|-------------------|------------------------------|------------------------|-----------------------------|---------------|
| Gurgaon Leadership Offer 499 | 499             | 499                   | 926.5                       |                   | 356.38                       |                        | 142.62                      | 133           |
| HT Celebrations Offer 599    | 599             | 599                   | 836                         |                   | 358.75                       |                        | 240.25                      | 235           |
| HT Student Offer 499         | 499             | 499                   | 577.5                       |                   | 330.03                       |                        | 168.97                      | 124           |
| HT Institutional Offer 799   | 799             | 799                   | 943                         |                   | 603.76                       |                        | 195.24                      | 920           |
| HT Rs. 1.25 Offer 249        | 249             | 249                   | 166.75                      |                   | 140.40                       |                        | 108.6                       | 41            |

**10. (D) INSTITUTIONAL SALES**

Copies (included in qualifying sales) distributed to organisation not connected with newspaper distribution trade, upto 10% of qualifying circulation

**Institutional Sales**

|                          |               |
|--------------------------|---------------|
| Airlines                 | 5,503         |
| Body Corporates          | 0             |
| Educational Institutions | 243           |
| Hotels                   | 8,382         |
| Libraries                | 0             |
| Others (to specify)      |               |
| Hospitals                | 1,026         |
| Post Office              | 376           |
| Tour & Travel Agents     | 3,509         |
| Miscellaneous            | 532           |
| <b>Total</b>             | <b>19,571</b> |

**10. (E) Average rate in waste per kg. prevalent in the market place. (Rs.)**

**11.00**

(Rate per Kg)

**11. SUMMARY OF AVERAGE QUALIFYING SALES**

|                                      |                  |
|--------------------------------------|------------------|
| 1) Single copy sales                 | 589,933          |
| 2) Combo sale copies                 | 237,684          |
| 3) Single copy Subscription          | 217,135          |
| 4) Joint Subscription copies         | 8,013            |
| 5) Institutional Subscription copies | 1,453            |
| 6) Institutional Sale copies         | 19,571           |
| <b>Total</b>                         | <b>1,073,789</b> |

**12. BREAK UP OF QUALIFYING SALES (PART A)**

**(A) Non subscription copies (single) sold without any incentive to the reader at full cover price**

589,932

**(B) Non Subscription copies (single) sold under any scheme to the readers (attach copies of each scheme)**

Gifts/ Incentives to readers upto 50% of the cover price 0

**(C) Combo copy sales (Non subscription)**

|  | Cover Price Rs. | Copies |
|--|-----------------|--------|
| Combo along with with Hindustan                    | 7               | 26,562 |
| Combo along with with Hindustan                    | 8               | 4,593  |
| Combo along with with Hindustan                    | 9               | 29,262 |
| Combo along with with Hindustan                    | 11              | 76     |
| (Dehradun Edition)                                 | 6               | 7,793  |
| Combo along with with Hindustan (Dehradun Edition) | 8               | 61     |
| Combo along with with Mint (Business Paper)        | 11              | 39     |

**Total combo copies :**

**237,684**

**(D) Subscription Copy Sales (Single, Joint & Institutional)**

|  |                |
|--|----------------|
| At NIL inducement on the cover price   | 18             |
| upto 50% inducement on the cover price | 0              |
| upto 90% inducement on the cover price | 226,583        |
| <b>Total</b>                           | <b>226,601</b> |

**13. BREAK UP OF TOTAL QUALIFYING SALES BY COVERPRICE**

| At various cover price Rs. | No. of Publishing days (relevant to cover price) | Total Copies | Copies per publishing Day (relevant to cover price) |
|----------------------------|--|--------------|---|
| 1.25                       | 126  | 31,774,100   | 252,175   |
| 1.50                       | 27   | 7,086,024    | 262,445   |
| 2.00                       | 2  | 505,603      | 252,802   |
| 2.50                       | 119  | 28,659,779   | 240,838   |
| 3.50                       | 131  | 1,989,644    | 15,188  |
| 4.00                       | 25   | 376,704      | 15,068  |
| 4.50                       | 131  | 50,041,875   | 381,999   |
| 5.00                       | 25   | 10,061,835   | 402,473   |
| 7.50                       | 1  | 378,987      | 378,987   |
| 3.50                       | 131  | 338,896      | 2,587   |
| 4.00                       | 25   | 55,036       | 2,201   |
| 7.00                       | 130  | 4,170,241    | 32,079  |
| 7.50                       | 130  | 2,346,056    | 18,047  |
| 8.00                       | 26   | 721,126      | 27,736  |
| 8.50                       | 130  | 22,863,933   | 175,876   |
| 9.00                       | 26   | 4,594,163    | 176,699   |
| 10.00                      | 1  | 35,578       | 35,578  |
| 10.50                      | 1  | 11,888       | 11,888  |
| 11.50                      | 1  | 175,795      | 175,795   |
| 8.00                       | 130  | 783,274      | 6,025   |
| 11.00                      | 1  | 6,179        | 6,179   |
| 14.50                      | 26   | 150,256      | 5,779   |
| 6.00                       | 131  | 1,223,506    | 9,340   |
| 6.50                       | 24   | 224,934      | 9,372   |
| 7.50                       | 1  | 9,535        | 9,535   |

**14. BREAKUP OF NON-QUALIFYING SALES (PART B)****Copies not qualifying for certification****A. Single copies sold to the distribution trade below the NRR\***

|                               |              |
|-------------------------------|--------------|
| 0 to 10% below the NRR        | 1,512        |
| 10.1 to 20% below the NRR     | 12           |
| More than 20.1% below the NRR | 93           |
| <b>Total :</b>                | <b>1,617</b> |

**B. Combo copies sold to the distribution trade below the NRR\***

|                               |            |
|-------------------------------|------------|
| 0 to 10% below the NRR        | 83         |
| 10.1 to 20% below the NRR     | 173        |
| More than 20.1% below the NRR | 442        |
| <b>Total :</b>                | <b>698</b> |

\* Net Realisation Rate (NRR) is the term used for value of newspaper in waste per kg.

**C. Summary of non qualifying sales (Please provide reasons in each case)**

|                                   |              |
|-----------------------------------|--------------|
| Single copy sale                  | 1,644        |
| Combo sale copies                 | 858          |
| Single copy Subscription          | 0            |
| Joint Subscription copies         | 0            |
| Institutional Subscription copies | 0            |
| Institutional sale copies         | 0            |
| Free and complementary copies     | 2,688        |
| <b>Total :</b>                    | <b>5,190</b> |

**Calculation of Net Realisation Rate**

Statement to be furnished for each printing centre individually for different pagination, cover price at cutoff point or at maximum trade discount and at maximum pagination level.

| Cover Price | Trade Discount | Net Realisation | Pages /Issue    | Cutoff page level | GSM | Page Size | Wt./Copy                     | Cutoff Wt. | Wt./pg | Waste rate /kg | Value in waste/pg | waste price /issue  |
|-------------|----------------|-----------------|-----------------|-------------------|-----|-----------|------------------------------|------------|--------|----------------|-------------------|---|
| 1.25        | 0.66           | 0.59            | Min: 12<br>Max: | 12                | 45  | 1911      | @Min.Pg.: 50.40<br>@Max.Pg.: | 50.40      | 4.20   | 11.00          | 0.0462            | Page 5<br>@Min.Pg.: 0.55<br>@Max.Pg.: 0.65<br>@Cutoff pg.: 0.55 |

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**Signature and stamp of the Publisher/ Authorised Signatory**

We have checked and audited the circulation figures as above as per the prescribed audit guidelines contained in the guide to ABC audit & notifications issued from time to time.

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**Stamp & Signature of the Auditor**