



**MEMORANDUM OF ASSOCIATION**

**AND**

**ARTICLES OF ASSOCIATION**

**OF**

**MEDIA RESEARCH USERS COUNCIL INDIA**





सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF CORPORATE AFFAIRS

Office of the Registrar of Companies  
Everest, 100 Marine Drive, Mumbai, Maharashtra, India, 400002

**Certificate of Incorporation pursuant to change of name**  
*[Pursuant to rule 29 of the Companies (Incorporation) Rules, 2014]*

Corporate Identification Number (CIN): U99999MH1994NPL076530

I hereby certify that the name of the company has been changed from MEDIA RESEARCH USERS COUNCIL to MEDIA RESEARCH USERS COUNCIL INDIA with effect from the date of this certificate and that the company is limited by guarantee.

Company was originally incorporated with the name MEDIA RESEARCH USERS COUNCIL.

Given under my hand at Mumbai this Third day of March two thousand twenty.



V T SAJEEVAN

Registrar of Companies  
RoC - Mumbai

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Mailing Address as per record available in Registrar of Companies office:

MEDIA RESEARCH USERS COUNCIL INDIA

128 TV INDUSTRIAL ESTATES.K.AHIRE MARG, WORLI, MUMBAI, Maharashtra, India,  
400025





THE COMPANIES ACT, 1956

COMPANY LIMITED BY GUARANTEE AND  
NOT HAVING A SHARE CAPITAL

**MEMORANDUM OF ASSOCIATION**

**OF**

**MEDIA RESEARCH USERS COUNCIL INDIA\***

- I. The name of the Company is MEDIA RESEARCH USERS COUNCIL INDIA.\*
- II. The registered Office of the Company will be situated in the State of Maharashtra.
- III. The objects for which the company is established:
- (A) The main objects of the Company to be pursued by the Company on its incorporation are:
1. To determine the needs and frequencies of research and/or surveys required for the assessment of various media for advertising.
  2. To conduct surveys and/or research into the readership, viewership and/or listenership of various media for advertising such as newspapers and periodicals, television, radio, outdoor hoardings and all other media which carry advertisements.
  3. To maintain and propagate the highest possible standards of integrity, fairness and reliability in media research and to ensure that its output are not misused to convey a misleading impression by or to any party.
  4. To disseminate the findings of such surveys and/or research as are mentioned in Clause 2 above through any medium with or without charge.
  5. To develop and disseminate software and other methods of handling media research and other data.
  6. To provide a forum for the discussion and resolution of disputes and/or issues relating to media research.
  7. To provide, maintain and uphold fair, sound, ethical and healthy principles and practices of media research.
  8. To promote better understanding of the benefits of fair, sound and ethical media research amongst media, advertisers and advertising agencies.
  9. To represent, protect, inform and guide the members of the Company on matters relating to media research.
- (B) The objects incidental or ancillary to the attainment of the main objects of the company are:-
10. To arrange and provide facilities for conferences, exhibitions, demonstrations, lectures and other functions relating to or in furtherance of the aims and objects of the Company and to disseminate sound principles of media research.
  11. To collect, analyse and circulate information and statistics relating to the aims and objects of the Company.
  12. To originate, consider and support improvements in media research principles and practices.
  13. To print and publish pamphlets, leaflets, circulars or other literature or material that may be considered desirable for the promotion of or carrying out of the objects of the Company and disseminate it through any medium of communication.

\*Altered vide Special Resolution passed at EOGM held on 24th January 2020

14. To enter into any arrangement with the Central or a State Government or with any foreign Government or Chambers of Commerce, municipal or other local authorities or any other public or private authorities that may further, or be conducive to the attainment of, all or any of the aims and objects of the Company.
15. To establish, promote or associate in establishing or promoting and to subscribe to or become a member of or affiliate of any other society, institution, association or company whose objects are similar to the objects of the Company or the establishment or promotion of which may be beneficial to the Company in connection with its aims and activities.
16. To purchase, take on lease or in exchange or otherwise acquire any moveable or immovable property, rights or privileges which may be deemed necessary or convenient for any of the purpose of the Company.
17. To sell, improve, manage, develop, lease, mortgage, charge, hypothecate, dispose of or otherwise deal with all or any of the property, rights and privileges of the Company.
18. To accept any gift or property whether subject to any trust or not for any of the objects of the Company.
19. To operate or raise or secure the payment of any money which may be required for the purposes of the Company in such manner as the Company may think fit, and in particular, by issue of promissory notes, bonds, debentures or debenture stock, perpetuated or otherwise charged upon all or any of the Company's property, both present and future and to purchase, redeem and pay off such securities in such manner as the Company may think fit.
20. To invest and otherwise deal with monies of the Company in such manner from time to time, as may be determined by the Company and to open and operate on current, savings, and/or fixed deposits accounts with any bank or banks.
21. To draw, make, accept, endorse, discount, execute and issue promissory notes, bills of exchange, hundies, bills of lading, railway receipts, warrants, debentures and other negotiable or transferable instruments or securities.
22. To employ and remunerate employees and to provide for the welfare of the employees or ex-employees of the Company and wives, widows and families or the dependents of such persons, and to give award or allow any pension, gratuity, compensation, grant of money, allowances, bonus or other payments, to or for the benefit of such persons and from time to time subscribe or contribute to Provident and other funds or trusts.
23. To establish and maintain branches of the Company in India and/or abroad and regulate the policy, work and activities of any such branches by rules, regulations or bye-laws from time to time to be made or varied by the Company and to federate with other Associations, Societies, bodies corporate having objects altogether or in part similar to those of the company on such terms and conditions as the Company may deem fit.
24. To sell, let, mortgage, dispose of or turn to account all or an of the property or assets of the Company as may be thought expedient with a view to promoting its objects.
25. To undertake and execute any trusts which may lawfully be undertaken by the Company in connection with its activities and / or which may be conducive to its objects.
26. To borrow or raise money for the purpose of the Company on such terms and on such security as may be thought fit.
27. To pay all the expenses connected with the formation and incorporation of the Company:  
Provided that the Company shall not support with its funds or endeavour to impose on, or procure to be observed by, its members or others, any regulation or restriction which, if an object of the Company would make it a Trade Union.

C. OTHER OBJECTS

NIL

IV. The objects of the Company shall extend throughout the World.

- V. (1) The income and property of the Company whensoever derived, shall be applied solely for the promotion of the objects of the Company as setforth in this Memorandum of Association.
- (2) No portion of the income or property aforesaid shall be paid or transferred, directly or indirectly, by way of dividend, bonus or otherwise by way of distribution of profit, to persons who, at any time are, or have been members of the Company or to any one or more of them or to any person claiming through any one or more of them.
- (3) Except with the previous approval of the Central Government, no remuneration, or other benefit in money or moneys worth shall be given by the Company to any of its members whether officers or servants of the Company or not, except payment of out of pocket expenses, reasonable and proper interest on money lent, or reasonable and proper rent on premises let to the Company.
- (4) Except with the previous approval of the Central Government, no member shall be appointed to any office under the Company which is remunerated by salary, fees, or in any other manner not excepted by sub-clause 3.
- (5) Nothing in this clause shall prevent the Company in good faith from paying reasonable remuneration to any of its officers or servants (not being members) or to any other person (not being a member) in return for any services actually rendered to the Company.

VI. No alteration shall be made to the Memorandum of Association or to the Articles of Association of the Company which are for the time being in force unless the alteration has been previously submitted to and approved by the Regional Director Western Region of the Company Law Board.

VII. The liability of the members is limited.

VIII. Every member of the Company undertakes to contribute to the assets of the Company in the event of its being wound up while he is a member or within one year after he ceases to be a member for payment of the debts and liabilities of the Company contracted before he ceases to be a member and to the costs, charges and expenses of the winding up, and for the adjustment of the rights of the contributories among themselves such amount as may be required not exceeding a sum or Rs. 100 (Rupees One Hundred Only)

IX. True accounts shall be kept of all sums of money received and expended by the Company and the matters in respect of which such receipts and expenditure take place and of the property, credits and liabilities of the Company, and subject to any reasonable restrictions as to the time and manner of inspecting the same that may be imposed in accordance with the regulations of the Company for the time being in force, the account shall be open to the inspection of the members. Once at least every year, the accounts of the company shall be examined and the correctness of the balance sheet and the income and expenditure account ascertained by one or more properly qualified auditor or auditors.

X. If upon winding up or dissolution of the Company there remains, after the satisfaction of all of the debts and liabilities, any property whatsoever, the same shall not be distributed amongst the members of the Company but shall be given or transferred to such other Company having objects similar to the objects of the Company, to be determined by the members of the Company at or before the time of dissolution or in default thereof by the High Court of Judicature that has or may acquire jurisdiction in the matter.

We, the several persons, whose names, addresses, descriptions and occupations are hereunto subscribed are desirous of being formed into a Company not for profit, in pursuance of this Memorandum of Association.

Sr. No.	Names, addresses, descriptions, and occupations of subscribers	Signature of the subscribers	Names, addresses, descriptions, and occupation and signature of witness
1.	Mohini Bhullar D/o Pratap Singh Bakshi Living Media (India) Ltd. 28A & B Jolly Maker Chambers II Nariman Point Bombay 400 021 Publishing Executive	sd Mohini Bhullar	<p style="text-align: center;">Sd Lalit Khanna Lalitmarain C Khanna Son of Chand Narain Khanna 4<sup>th</sup> Floor, Commissariat Building 231, Dr. D. N. Road Bombay 400 001 Chartered Accountant</p>
2.	Pheroza Bilimoria W/o Jimmy S. Bilimoria The Business India Group of Publications Nirmal, Nariman Point Bombay 400 021 Publishing Executive	sd Pheroza Bilimoria	
3.	Kuryan Kurian S/o Alummottil Cherian Kuryan Radeus Advertising P. Ltd. 19 Shah House 55 S. Bhagat Singh Road Bombay 400 039 Advertising Executive	sd Kuryan Kurian	
4.	Om Prakash Nijhara S/o Shri Bodh Raj Nijhara Cadbury India Ltd. Bhulabhai Desai Road Bombay 400 026 Business Executive	sd Om Prakash Nijhara	
5.	Narsimhan Swamy (Alias Shekar Swamy) S/o R. K. Swamy R.K. Swamy/BBDO Advtg. P. Ltd. Elphinstone House Murzban Road Bombay 400 001 Advertising Executive	sd Narsimhan Swamy	
6.	Mukul Upadhyaya S/o Martand Upadhyaya Bajaj Electricals Ltd. 51. M. G. Road Bombay 400 023 Business Executive	sd Mukul Upadhyaya	
7.	Brahm Vasudeva S/o Hari Datt Vasudeva Hawkins Cookers Ltd. Maker Tower F101 Cuffe Parade Bombay 400 005 Business Executive	sd Brahm Vasudeva	

Bombay date 30th November, 1993

THE COMPANIES ACT, 1956

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**PRELIMINARY**

1. Save as hereinafter provided and by law required the regulations contained in Table H in Schedule I of the Companies Act, 2013 (hereinafter referred to as “The Act”) shall not apply to the Company.<sup>1</sup>
2. (i) Unless the context otherwise requires, words or expressions contained in these regulations shall bear the same meaning as in the Act or any statutory modification thereof in force at the date at which these regulations become binding on the Company.
- (ii) In these Articles, unless there be anything repugnant to the context or meaning –
  - (a) “The Act” or “the said Act” shall mean The Companies Act, 18 of 2013 or any statutory modification, amendment or re-enactment thereof for the time being in force.<sup>1</sup>
  - (b) “The Company” shall mean MEDIA RESEARCH USERS COUNCIL INDIA\*.
  - (c) “Financial Year”, in relation to any company or body corporate, means the period ending on the 31st day of March every year, and where it has been incorporated on or after the 1st day of January of a year, the period ending on the 31st day of March of the following year, in respect whereof financial statement of the company or body corporate is made up:<sup>1</sup>

Provided that on an application made by a company or body corporate, which is a holding company or a subsidiary of a company incorporated outside India and is required to follow a different financial year for consolidation of its accounts outside India, the Tribunal may, if it is satisfied, allow any period as its financial year, whether or not that period is a year:<sup>1</sup>

Provided further that a company or body corporate, existing on the commencement of this Act, shall, within a period of two years from such commencement, align its financial year as per the provisions of this clause;<sup>1</sup>

- (d) “The Board” shall mean the members for the time being of the Board of Governors of the Company constituted in the manner prescribed by these Articles and shall correspond to the Board of Directors of a Company as contemplated or used in the said Act.
- (e) “Member of the Board” shall mean and correspond to the term “Director” as used in the said Act.
- (f) “Person” shall include any individual, firm, society, organization or Company.
- (g) The words “Byelaws”, “rules and regulations” mean the bye-laws, rules and regulations of the Company from time to time in force.
- (h) Words importing the singular number include, where the context admits or requires, the plural number and vice versa and words importing the masculine gender include the feminine and the neutral genders.

\*Altered vide Special Resolution passed at EOGM held on 24th January 2020

<sup>1</sup> substituted vide Special Resolution passed at the AGM held on 29.09.2016.  
(Alteration was approved by the ROC vide Letter No. ROC/Appln/Sec 8/55/6/16 dated 01.09.2016)



## **MEMBERS**

3. (a) For the purpose of registration the number of members of the Company is declared to be unlimited.
  - (b) The members of the Company shall be the Founder members as given in the Annexure and such other persons as the Board shall admit to membership from time to time.
  4. The membership of the Company shall be open to the following categories:
    - (a) advertisers
    - (b) publishers of newspapers and periodicals
    - (c) advertising agencies and allied communication concerns
    - (d) broadcast and other media
  5. The Founder Members shall have all the rights, and duties of the members except that they shall not be required to pay entrance fee. Each Founder member will have the option to become either a life member or an ordinary member.
  6. (a) If a company or a partnership firm or association of persons is a member of this Company, such company, firm or association shall be entitled to appoint any individual from within its organization as its nominee or representative to discharge its functions as a member of the Company including being appointed as a member on the Board of Governors of the Company and attend and vote at general meetings.
  - (b) Such nomination or change in nomination shall be made by the company, firm or association by a written communication addressed to the Chairman of the Company and shall become effective on its being received at the registered office of the company. The company, the partnership firm or the association shall have from time to time the right to change the nomination.
  - (c) Any reference in these Articles to "a member" if the member is a corporate member or a partnership firm shall mean and include unless the context otherwise requires reference to its nominee and/or representative and vice versa.
  7. (a) Persons desiring to become members of the Company shall make an application in the prescribed form to the Chairman of the Company setting out the particulars required.
  - (b) Persons desiring to become members may choose to be either life members or ordinary members of the Company.
  - (c) Every life member shall at the time of admission pay such fees as may be fixed by the Board of Governors from time to time.
  - (d) Every ordinary member shall at the time of admission pay such entrance fees, not exceeding Rs. 5,000 and annual subscription not exceeding Rs.5,00,000 as may be fixed by Board of Governors from time to time and shall during the continuance of its membership duly pay all annual and other subscriptions as shall be fixed by the Board of Governors from time to time.<sup>1</sup>
  - (e) Every ordinary member shall be entitled to become a life member at such times and on such terms as may be determined by the Board of Governors from time to time.
- \*7A.** Notwithstanding the provisions of Article 4, the Board of Governors shall have the right to consider from time to time applications from persons or institutions not belonging to categories covered under Article 4, and to admit such persons or institutions as Associate Members on such terms and conditions and for such period or periods as the Board of Governors may from time to time decide subject always to the fact that an Associate Member shall not have the right to vote at general meetings, or to be represented on the Board of Governors.

\*Article 7A inserted vide Special Resolution passed at the EGM held on 15.10.2012.  
(Alteration was approved by the ROC vide Letter No. ROC/Sec.25(8)/19/8/12/2437 dated 27.08.2012.)

<sup>1</sup> substituted vide Special Resolution passed at the AGM held on 29.09.2016.  
(Alteration was approved by the ROC vide Letter No. ROC/Appln/Sec 8/55/6/16 dated 01.09.2016)

8. The Board of Governors shall have the right to reject any application for membership without assigning any reason.
  9. Every person admitted to membership shall sign an authority authorizing his enrollment as a member in the register of members and agreeing to be bound by the Memorandum and Articles of Association.
  10. A member shall be liable to be removed from membership at the discretion of the Board if he fails to pay his annual subscription, contribution or other sums within three months of:
    - (a) the said sums becoming due, and
    - (b) a written notice for payment being served on him by the company through registered post.
- \*10. A.** Any entity, institution or body corporate that was a member of the Company and whose membership was cancelled due to non-payment of annual subscription or who had voluntarily ceased to be a member may be reinstated as a member of the Company subject to approval of the Board of Governors, only on payment of restoration fees as spelt out herein below:

<b>Timeline</b>	<b>Amount (Rs.)</b>
Within 3 months of cessation of membership	50,000/-
Between 91 and 180 days of cessation of membership	1,00,000/-
Between 181 and 270 days of cessation of membership	1,50,000/-
Between 271 and 365 days of cessation of membership	2,00,000/-

In respect of any application for membership received after a period of 365 days from cessation of membership, a fee amounting to Rs. 3 Lakhs will be charged.

Such restoration fee will be payable in addition to entrance fees and annual subscription.

11. (a) A member shall cease to be a member of the Company:
    - (i) If he tenders his resignation in writing to the Company.
    - (ii) If the member is removed under Article 10 hereof;
    - (iii) If the member being a limited company is wound up or being a partnership firm is dissolved;
    - (iv) If the member acts in a manner prejudicial to the interests, objectives or activities of the company and a special resolution to the effect that such member shall cease to be a member shall have been passed at a General Meeting of the company.
  - (b) Any member who shall cease to be a member under any of the circumstances aforesaid or other means shall nevertheless remain liable for and pay to the Company all moneys which at the time of his ceasing to be a member were due from him to the Company.
  - (c) The General Body shall have the right to investigate into the suitability of membership of any member in any of the four categories stated in Article 4 from time to time and so decide upon his eligibility for and continuance of membership.
12. The company shall cause to be kept a Register and Index of Members in accordance with the provisions of the Companies Act, 2013.<sup>1</sup>

\*Article 10 A inserted vide Special Resolution passed at the AGM held on 29.09.2016.  
(Alteration was approved by the ROC vide Letter No. ROC/Appln/Sec 8/55/6/16 dated 01.09.2016)

<sup>1</sup> substituted vide Special Resolution passed at the AGM held on 29.09.2016.  
(Alteration was approved by the ROC vide Letter No. ROC/Appln/Sec 8/55/6/16 dated 01.09.2016)

## GENERAL MEETINGS

13. The company shall in each year hold in addition to any other meeting a General Meeting as its Annual General Meeting and shall specify the meeting as such in the notices calling it and not more than fifteen months shall elapse between the date of one annual general meeting of the Company and that of the next. Provided that the Company may hold its first annual general meeting within a period of not more than eighteen months from the date of its incorporation.
14. Every Annual General Meeting shall be called during such hours, on a day excluding a public holiday and shall be held either at the Registered Office of the Company or at some other place in the Republic of India, as may be determined from time to time by the Board under the powers vested in the Board by the Central Government and the terms and conditions under which the Company has been allowed to be incorporated and registered under Section 8 of the Act and the Notices calling the meeting shall specify it as the Annual General Meeting.<sup>1</sup>
15. The Annual General Meeting shall be called for the following purposes :-
  - (i) To receive the Balance Sheet as at the end of the period specified in sub-section (2) of Section 129, an Income and Expenditure Account for the period, and the reports of the Board of Governors and auditors.<sup>1</sup>
  - (ii) To elect members of the Board in the place of those retiring.
  - (iii) To appoint an Auditor or Auditors to hold office from the conclusion of that meeting until the conclusion of the next annual general meeting and to fix their remuneration.
  - (iv) To transact any other business as may be included in the Notice by the Board and of which due notice has been given.
16.
  - (i) The Board may call an Extra Ordinary General Meeting whenever in their opinion any question of such importance shall arise as to require it and shall be bound so to do on receiving a written requisition signed by such members as would exercise at least one tenth of the total voting power of all the members having at the said date a right to vote in regard to that matter, notifying the object for which the Extra Ordinary General Meeting is to be called. No business shall be transacted at an Extra Ordinary General Meeting other than for which the meeting has been called.
  - (ii) If the Board does not, within twenty one days from the date of the deposit of a valid requisition in regard to any matter, proceed duly to call a meeting for the consideration of these matters on a day not later than forty five days from the date of the deposit of the requisition such of the requisitionists as represent not less than one tenth of the total voting power of all the members of the Company may call the said meeting. <sup>1</sup>
  - (iii) A meeting called by the requisitionists or any of them -
    - a) shall be called in the same manner as possible as that in which meetings are to be called by the Board; but
    - b) shall not be held after the expiration of three months from the date of the deposit of the requisition.
17. At least fourteen days notice in writing of every General meeting specifying the place, the day and the hour of the meeting and the general nature of the business to be transacted thereat shall be given in the manner herein specified to such members of the Company and also to other persons as are under the provisions of the Act entitled to receive notices from the Company. Accidental omission to give notice of a meeting to or the non-receipt of such notice by any member or other person to whom it should be given shall not invalidate any resolution passed or proceedings at the meeting.<sup>1</sup>
18. The quorum at all General Meetings of the Company shall be as prescribed by the Companies Act, 2013.<sup>1</sup>

<sup>1</sup> substituted vide Special Resolution passed at the AGM held on 29.09.2016.  
(Alteration was approved by the ROC vide Letter No. ROC/Appln/Sec 8/55/6/16 dated 01.09.2016)

## PROCEEDINGS AT GENERAL MEETINGS

19. No business shall be transacted at any General Meeting unless a quorum is present when the meeting commences.
20. If within half an hour from the time appointed for the holding of a General Meeting, a quorum is not present, the meeting, if convened on the requisition of members, shall be dissolved. In any other case it shall stand adjourned to the same day in the next week at the same time and place, or at such other time and place as the Board shall appoint by notice to the Members, and if at such adjourned meeting a quorum is not present, within half an hour from the time appointed for holding the meeting, the members present shall be the quorum.
21. With the consent of any meeting at which a quorum is present, the Chairman may adjourn a meeting from time to time and from place to place, as the meeting shall determine. Whenever a meeting is adjourned for twenty one days or more, seven days notice of the adjourned meeting shall be given in the same manner as for an original meeting. Save as aforesaid, the members shall not be entitled to any notice of an adjournment or of the business to be transacted at an adjourned meeting. No business shall be transacted at any adjourned meeting other than the business left unfinished at the meeting from which the adjournment took place.
22. The Chairman of the Board of Governors shall preside at every General Meeting, but if there be no such Chairman or if at any meeting he is not present within fifteen minutes of the time appointed for holding the same, or he is unwilling to preside, the Vice Chairman, if present, shall preside. In the absence of both the Chairman and the Vice Chairman, the members present shall choose some member of the Board of Governors or if all the members of the Board of Governors present decline to take the chair, the members shall choose some other member of the Company, who is present, to preside.
23. Each life and ordinary Member shall be entitled to one vote.
24. At all General Meetings, a resolution put to the vote of the meeting shall be decided on a show of hands by a majority of the members present in person or in the case of corporate or firm members through their duly appointed nominee or representative and entitled to vote, unless before or upon the declaration of the result of the show of hands a ballot be demanded in writing by the Chairman or by at least five members present in person or through their duly appointed nominee or representative and entitled to vote and unless a ballot be so demanded a declaration by the Chairman of the Meeting that a resolution has on a show of hands been carried unanimously or by a particular majority or lost and an entry to that effect in the books of the proceedings of the Company shall be conclusive evidence thereof without proof of the number or proportion of the votes recorded in favour of or against such resolution.
25. If a ballot be demanded in the manner aforesaid, it shall be taken forthwith or at such time and place and in such manner as the Chairman of the meeting shall direct and the result of the ballot shall be deemed to be the resolution of the meeting at which the ballot was demanded.
26. A ballot demanded on the election of the Chairman of the meeting or on any question of adjournment shall be taken forthwith. A ballot demanded on any other question shall be taken at such time and place as the Chairman of the meeting may direct.
27. In case of an equality of votes, either on a show of hands or a ballot, the Chairman of the meeting shall be entitled to a second or a casting vote.
28. The demand of a ballot shall not prevent the continuance of a meeting for the transaction of any business other than the question on which a ballot has been demanded.
29. No member shall be entitled to vote at any meeting unless all monies due from him and presently payable by him to the Company have been paid.
30. A corporate member of the Company entitled to attend and vote at a meeting of the Company shall in the absence of its usual nominee or representative appointed pursuant to Article 6, be entitled to appoint any other individual from within its organization as its representative by a proper written instrument. Such representative shall be entitled to attend, vote and speak at such meeting.

31. No article shall be made, altered or repealed and no new Article shall be added or made unless the proposal to make, alter, repeal any such article or articles has previously been submitted to and approved by the Regional Director, Company Law Board as required under clause VI of the Memorandum of Association and thereafter unless the same is passed by a majority of not less than three-fourths of the members of the Company present and voting at the General Meeting of the Company. Twenty-one clear days notice shall be given of any such resolution giving full particulars of the proposed alterations, repeals or additions. Such alteration, repeals or additions shall come into force on and from the date of the General Meeting accepting the same, or from such date as the General Meeting may resolve.
32. The Chairman may invite such persons as he may, in his discretion decide to attend (but not vote at) any General Meeting of the Company and such invitees shall have the right to address the meeting if called upon so to do by the Chairman and otherwise participate in the deliberations of the meeting.

### BOARD OF GOVERNORS

33. The General Management and control of the Company shall be vested in the Board of Governors.
34. Subject to the provisions of the Articles hereof the number of members of the Board of Governors shall not be less than twelve and not more than sixteen.\*\*
35. The first members of the Board of Governors shall be the following:

Name	Category under Article 4
1. Mr. Arun Adhikari	(a)
2. Mr. Bhaskar Bhat	
3. Mr. N. Jayaraman (Nagarajan Jayaraman)	
4. Mr. Om Prakash Nijhara	
5. Mr. Mukul Upadhyaya	
6. Mr. Brahm Vasudeva	
7. Ms. Mohini Bhullar	(b)
8. Ms. Pheroza Bilimoria	
9. Mr. Vivek Goenka	
10. Mr. Bharat Kapadia	
11. Mr. Vijay Maroo	
12. Mr. Hanuman Prasad Tiwari	
13. Mr. Madhukar Kamath	(c)
14. Mr. K. Kurian (Kuriyan Kurian)	
15. Ms. Roda Mehta	
16. Ms. Tara Sinha	
17. Mr. Narasimhan Swamy (a/k/a Shekar Swamy)	
18. Mr. Ravi Gupta	
19. Wing Commander Chitaranjan	(d)
20. Mr. K. Kunhikrishnan (Kana Kunhikrishnan)	
21. Mr. Madhukar Parashuram Lele	

36. (a) The number of members of the Board of Governors in each of the two categories of Publishers of Newspapers and Periodicals and Advertising Agencies and Allied Communication Concerns shall not be more than six nor less than five. The number of members of the Board of Governors in each of the two categories of Advertisers and Broadcast and Other Media shall not be more than two nor less than one.\*\*

\*\* Altered vide Special Resolution passed at EOGM held on 24th January 2020

- (b) At every Annual General Meeting of the Company, one third of the members of the Board of Governors from each of the categories shall retire from office. If the number in any category is not three or a multiple of three, the number nearest to one third shall retire from office.
  - (c) The members of the Board of Governors to retire by rotation under Article 36 (b) hereof at every Annual General Meeting shall be those who have been longest in office since their last appointment but as between the incumbents who become members of the Board of Governors on the same day, those who are to retire shall in default of and subject to any agreement among themselves be determined by lot.
  - (d) Retiring members shall be eligible for re-election; Provided, however, that if a member has been on the Board of Governors for two consecutive terms, he can stand for election only after a break of one year. A year for this purpose is the period from the conclusion of the Annual General Meeting at which his second term expires to the conclusion of the next Annual General Meeting.
- 37.
- (a) If at any meeting at which election of members of the Board of Governors is to take place, the number of persons eligible for and contesting the election to a particular category is equal to, or, less than the number of vacancies in the said category such persons will be deemed to have been elected uncontested.
  - (b) If at any meeting at which election of members of the Board of Governors is to take place, the number of persons eligible for and contesting the election to a particular category exceeds the number of vacancies to the office of the Board of Governors in the said category, there shall be an election by ballot.
  - (c) The Board of Governors shall from time to time frame rules for election to the office of the Board of Governors by ballot. Such rules shall, inter alia, contain the following provisions :-
    - (i) Eligibility criteria for members to vote and/or to contest the election
    - (ii) Preparation of list of members entitled to vote and contest the election.
    - (iii) Procedure for inviting nominations for election to the Board.
    - (iv) Procedure for scrutiny and publication of final list of valid nominations.
    - (v) Appointment of scrutineers, distribution of authenticated ballot papers and counting of ballot papers and declaration of results.
    - (vi) Such other rules as may be necessary to ensure fair and efficient elections.
  - (d) The aforesaid rules shall be framed by the Board and circulated to the members in the first instance at least two months before the election. Any subsequent amendment of the said rules shall be made and circulated at least two months before the date of the ensuing elections.
- 38.
- (a) In the event of a vacancy arising in the office of a member of the Board, the remaining members of the Board shall appoint a member from the same category to which the member whose vacancy is proposed to be filled belongs, to fill in the vacancy. The member so appointed shall hold office only upto the date of the next Annual General Meeting of the Company.
  - (b) If by any reason whatsoever, the strength of the Board falls below 12, the remaining members of the Board shall continue to act and exercise their usual powers: Provided, however, that if the number is reduced to below 8, the remaining members of the Board can act for the purpose of summoning a general meeting of the Company and for no other purpose.\*\*
39. The office of a director shall be vacated if – <sup>1</sup>
- (a) he incurs any of the disqualifications specified in section 164;
  - (b) he absents himself from all the meetings of the Board of Directors held during a period of twelve months with or without seeking leave of absence of the Board;

\*\* Altered vide Special Resolution passed at EOGM held on 24th January 2020

- (c) he acts in contravention of the provisions of section 184 relating to entering into contracts or arrangements in which he is directly or indirectly interested;
- (d) he fails to disclose his interest in any contract or arrangement in which he is directly or indirectly interested, in contravention of the provisions of section 184;
- (e) he becomes disqualified by an order of a court or the Tribunal;
- (f) he is convicted by a court of any offence, whether involving moral turpitude or otherwise and sentenced in respect thereof to imprisonment for not less than six months:  

Provided that the office shall be vacated by the director even if he has filed an appeal against the order of such court;
- (g) he is removed in pursuance of the provisions of this Act;
- (h) he, having been appointed a director by virtue of his holding any office or other employment in the holding, subsidiary or associate company, ceases to hold such office or other employment in that company.
- (i) he is found to be of unsound mind by a Court of Competent jurisdiction;
- (j) he is adjudged insolvent;
- (k) he or any firm of which he is a partner or any private company of which he is a director without the sanction of the Company in General Meeting and also of the Central government in terms of clause V of the Memorandum of Association accepts or holds any office of profit under the Company;
- (l) by notice in writing to the Company, he resigns his office;
- (m) he ceases to be a nominee or a representative of a member of the Company.

#### **PROCEEDINGS OF THE BOARD OF GOVERNORS**

- 40. The Board may meet together for the despatch of business, adjourn and otherwise regulate their meetings as they think fit.
- 41. Save as otherwise expressly provided in the Act, questions arising at any meetings shall be decided by a majority of votes.
- 42. The Chairman of the Board, upon the request of at least four members of the Board, shall convene a meeting of the Board. The Chairman may otherwise also call a meeting of the Board at any time.
- 43. The quorum for a meeting of the Board of Governors shall be either 8 members or twenty five percent of its total strength whichever is less provided that the quorum shall not be less 2 members.<sup>1</sup>
- 44. **Clause amended at the EGM held on 4th August'97**
  - (a) Subject to the provisions of clause (b) hereof, the Board of Governors shall at their first meeting elect from amongst its members a Chairman and a Vice-Chairman who shall remain in office till the next election of Chairman and Vice-Chairman. Subsequent elections of Chairman and Vice-chairman shall take place at the first meeting of the Board of Governors held immediately after each Annual General Meeting. No Chairman and Vice-Chairman shall hold the same office for more than two terms in a block of four years, a year for this purpose being the period commencing from the date of one election of the Chairman and Vice-Chairman till the date of the next election of Chairman and Vice-Chairman.
  - (b) The first Chairman of the Board shall be from amongst its members mentioned in clause (a) of Article 4 hereof while the first Vice Chairman shall be from amongst the members mentioned in category (b) of Article 4.

<sup>1</sup> substituted vide Special Resolution passed at the AGM held on 29.09.2016.  
 (Alteration was approved by the ROC vide Letter No. ROC/Appln/Sec 8/55/6/16 dated 01.09.2016)

**Clause amended at the EGM held on 4th Aug. '97**

- (c) At any given time the Chairman and the Vice-Chairman shall not be from the same category.
- (d) The Chairman shall preside at all meetings of the Board at which he shall be present, or if at any meeting the Chairman be not present within fifteen minutes after the time appointed for holding the meeting, the Vice Chairman, if present shall preside. In the absence of both the Chairman and the Vice Chairman, the members of the Board present may choose one of their members to be Chairman of the meeting.
45. In the event of the Chairman or the Vice Chairman dying, resigning, ceasing to be qualified or otherwise vacating his office, the Board of Governors shall have the power to nominate in his place as Chairman or Vice Chairman as the case may be any one of its members of the same category to hold office for the balance of the period for which the original Chairman or Vice Chairman was elected.
46. A meeting of the members of the Board for the time being at which a quorum is present shall be competent to exercise all the authorities, powers and discretion as by or under the Act or the Articles of the Company are for the time being vested in or exercisable by the Board generally.
47. Subject to the restrictions imposed by the Act, the Board may delegate all or any of their powers to committees consisting of such person or persons as they think fit and it may from time to time revoke and discharge any such Committee either wholly or in part and either as to persons or purposes, but any Committee formed shall conform to any regulations imposed on it by the Board.
48. All acts bonafide done by any meeting of the Board or of any Committee appointed by the Board or by any person acting as a member of the Board shall notwithstanding, it be afterwards discovered that there was some defect in the appointment of any such member or person acting as aforesaid or that they or any of them were disqualified, be as valid as if every such person had been duly appointed and was qualified to be a member of the Board.
49. The Board shall cause proper minutes to be made of the proceedings of all meetings of the Company and of the Board and any Committees appointed by the Board in accordance with the provisions of Section 118 of the Act.
- The minutes of the proceedings of a meeting of the Board or of a Committee appointed by the Board shall be confirmed with or without modification, at the next meeting of the Board or of a committee appointed by the Board, as the case may be, and on such confirmation shall be signed by the Chairman of the meeting to which the proceedings related or by the Chairman of the meeting at which the minutes are confirmed.
- The minutes of the proceedings of a general meeting shall be signed by the Chairman of the same meeting within thirty days of the conclusion of the said meeting or, in the event of the death or inability of the Chairman within that period, by a member of the Board of Governors duly authorized by the Board for that purpose.
- On being signed as aforesaid the minutes shall be conclusive evidence without any further proof of the facts therein stated in respect of the business transacted at the concerned meeting.
50. Subject to the provisions of Section 175 of the Act, a resolution passed without any meeting of the Board or of a Committee appointed under these Articles and evidenced by writing under the hands of all members of the Board or of its Committee as aforesaid for the time being in India, shall be valid and effectual as a resolution duly passed at a meeting of the Board or of its Committee and held in accordance with the provisions of these Articles.

**POWERS OF THE BOARD OF GOVERNORS**

51. (a) The affairs of the Company shall be managed by the Board who may pay all expenses incurred in promoting and registering the Company and who may exercise all such powers of the Company as are not by the Act, or any statutory modification thereof for the time being in force, or by these Articles, required to be exercised by the Company in General Meeting, subject nevertheless to any regulation of these articles, to the provisions of the Act, and to such regulations being not inconsistent with the aforesaid regulations, or provision as may be prescribed by the Company in General Meeting; but no regulation made by the Company in General Meeting shall invalidate any prior act of the Board which would have been valid if that regulation had not been made.
- (b) The Board is empowered to make and modify from time to time such rules as it deems fit for the definition of eligibility for membership and other matters, subject to their ratification by the Company in the next Annual General Meeting. A decision by the Company in the said Annual General Meeting not to ratify a particular rule or modification of a rule shall not, however, invalidate any action taken pursuant thereof in the intervening period.



## **ACCOUNTS**

52. The Board shall cause proper books of accounts to be kept with respect to -
- a) the assets and liabilities of the Company; and
  - b) all sums of money received and expended by the Company and the matters in respect of which such receipts and expenditure take place.
53. The books of account shall be kept at the Registered Office of the Company or at such other place or places as the Board shall think fit, and shall be open for the inspection of the members of the Board during business hours.
54. The Board shall from time to time determine in accordance with the provisions of clause IX of the Memorandum of Association, at what time and places and under what conditions or regulations, the accounts and books of the Company or any of them shall be open to the inspection of members not being members of the Board.
55. At some date not later than eighteen months after the incorporation of the Company and subsequently once at least in every year the Board shall lay before the Company in Annual General Meeting an Income and Expenditure Account for the period since the last preceding accounts or in the case of the first accounts since the incorporation of the Company made up to a date not more than nine months before such meeting, in the case of first accounts and not more than six months in the case of subsequent accounts, together with a balance sheet made up as at the same date. Every such balance sheet shall be accompanied by a report of the Board and a report of the Auditors and a copy of such accounts, balance sheet and reports shall not less than twenty one days before the meeting be sent to all the members in the manner in which notices are hereinafter directed to be served. The auditor's report shall be read before the meeting as required by Section 145 of the Act.<sup>1</sup>
56. Once at least in every year the accounts of the Company shall be examined and the correctness of the Income and Expenditure account and balance sheet ascertained by one or more properly qualified auditor or auditors.
57. Auditors shall be appointed and their duties regulated in accordance with Sections 139 and 140 of the Act.<sup>1</sup>

## **NOTICES**

58. (a) A notice may be given by the Company to any member either in writing or through electronic mode to him to the registered address supplied by him to the Company for the giving of notices to him.<sup>1</sup>
- (b) Where a notice is sent by post, service of the notice shall be deemed to be effected properly by addressing, pre-paying and posting a letter containing the notice and unless the contrary is proved, to have been effected at the time which the letter would be delivered in the ordinary course of post. A certificate in writing signed by such person as the Board may authorize for the purpose that the letter containing the notice was so addressed, prepaid and posted shall be conclusive evidence thereof.
59. Notice of every General Meeting shall be given in same manner herein before provided to every member except those members who have not supplied to the Company an address within the Republic of India for the giving of notices to them.
60. No member of the Company shall be subject to any liability beyond payment of entrance fee, annual subscription and contribution under Article 10 and except as provided by the Memorandum of Association.

## **OTHER MATTERS**

61. Every officer or Office-Bearer for the time being of the Company shall be indemnified out of the assets of the Company against any liability incurred by him in defending any proceedings, whether civil or criminal in which judgement is given in his favour or in which he is acquitted or in connection with an application under section 463 of the Act in which relief is granted to him by the Court.
62. The Board shall adopt a Common Seal for the Company and shall have power from time to time to destroy the same and substitute a new Seal in lieu thereof, and the Board shall provide for the safe custody of the Seal for the time being and the Seal shall never be used except by the authority of the Board previously given.

<sup>1</sup> substituted vide Special Resolution passed at the AGM held on 29.09.2016.  
(Alteration was approved by the ROC vide Letter No. ROC/Appln/Sec 8/55/6/16 dated 01.09.2016)

We, the several persons, whose names, addresses, descriptions and occupations are hereunto subscribed are desirous of being formed into a Company not for profit, in pursuance of these Articles of Association.

Sr. No.	Names, addresses, descriptions, and occupations of subscribers	Signature of the subscribers	Names, addresses, descriptions, and occupation and signature of witness
1.	Mohini Bhullar D/o Pratap Singh Bakshi Living Media (India) Ltd. 28A & B Jolly Maker Chambers II Nariman Point Bombay 400 021 Publishing Executive	sd Mohini Bhullar	<p style="text-align: center;">Sd Lalit Khanna Lalitarain C Khanna Son of Chand Narain Khanna 4<sup>th</sup> Floor, Commissariat Building 231, Dr. D. N. Road Bombay 400 001 Chartered Accountant</p>
2.	Pheroza Bilimoria W/o Jimmy S. Bilimoria The Business India Group of Publications Nirmal, Nariman Point Bombay 400 021 Publishing Executive	sd Pheroza Bilimoria	
3.	Kuryan Kurian S/o Alummottil Cherian Kuryan Radeus Advertising P. Ltd. 19 Shah House 55 S. Bhagat Singh Road Bombay 400 039 Advertising Executive	sd Kuryan Kurian	
4.	Om Prakash Nijhara S/o Shri Bodh Raj Nijhara Cadbury India Ltd. Bhulabhai Desai Road Bombay 400 026 Business Executive	sd Om Prakash Nijhara	
5.	Narsimhan Swamy (Alias Shekar Swamy) S/o R. K. Swamy R.K. Swamy/BBDO Advtg. P. Ltd. Elphinstone House Murzban Road Bombay 400 001 Advertising Executive	sd Narsimhan Swamy	
6.	Mukul Upadhyaya S/o Martand Upadhyaya Bajaj Electricals Ltd. 51. M. G. Road Bombay 400 023 Business Executive	sd Mukul Upadhyaya	
7.	Brahm Vasudeva S/o Hari Datt Vasudeva Hawkins Cookers Ltd. Maker Tower F101 Cuffe Parade Bombay 400 005 Business Executive	sd Brahm Vasudeva	

Bombay date 30th November, 1993

**Media Research Users Council India**  
**(Formerly known as Media Research Users Council)**

Summary of Founder Members

<b>Category</b>		<b>Number</b>
Category A:	Advertisers	66
Category B:	Publishers of Newspapers and Periodicals	38
Category C:	Advertising Agencies and Allied Communication Concerns	49
Category D:	Broadcast and Other Media	12
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**MEDIA RESEARCH USERS COUNCIL INDIA**  
**(Formerly known as Media Research Users Council)**

**List of Founder Members**

Category A : Advertisers

1. Asian Paints (India) Ltd.  
Nirmal,  
5<sup>th</sup> Floor,  
Nariman Point,  
Bombay – 400 021
2. ANZ Grindlays Bank  
90, Mahatma Gandhi Road,  
Bombay – 400 001
3. Bajaj Electricals Ltd.  
51, M. G. Road,  
Flora Fountain,  
Bombay – 400 023
4. Bank of America  
DCM Building,  
6<sup>th</sup> Floor, 16, Barakhamba Road,  
New Delhi – 110 001
5. Blur Dart Express Pvt. Ltd.  
Lumbini Palace, 4 Tejpal Road,  
Vile Parle (East),  
Bombay – 400 057
6. Boots Pharmaceuticals Ltd.  
107, Sion East,  
Bombay – 400 022
7. BPL Limited  
BPL Towers,  
13, Kasturba Road,  
Bangalore – 560 001
8. Britannia Industries Limited  
Britannia Gardens  
Airport Road,  
Vimanapura,  
Bangalore – 568 017
9. Cadbury India Ltd.  
Cadbury House,  
19, Bhulabhai Desai Road,  
Bombay – 400 026
10. Cadila Laboratories Limited  
244, Ghodasar,  
Maninnagar,  
Ahmedabad – 380 008
11. Carona Ltd.  
New Udyog Mandir Compound,  
Mogul Lane,  
Mahim,  
Bombay – 400 016
12. Citibank N. A.  
P.O. Box 11662,  
Nariman Point,  
Bombay – 400 021
13. Colgate Palmolive India Ltd.  
Appejay House,  
3 Dinsha Wacha Road,  
Churchgate,  
Bombay – 400 020
14. Crompton Greaves Ltd.  
1, Dr. V. B. Gandhi Marg,  
Post Box No. 1277,  
Bombay – 400 023
15. Dalmia Industries Ltd.  
Gopala Tower, 8<sup>th</sup> Floor,  
25 Rajendra Place,  
New Delhi – 110 008
16. DHL Worldwide Express  
(Express Division of Airfreight Ltd.)  
8 – 10 Kumpta Street,  
Bombay – 400 038
17. Escorts Limited  
Corporate Centre,  
15/5, Mathura Road,  
Faridabad – 121 003
18. Eskayef Limited  
Devanmhalli Road,  
Off Old Madras Road,  
Bangalore – 560 049
19. Eureka Forbes Limited  
Forbes Building, 4<sup>th</sup> Floor,  
Charanjit Rai Marg,  
Bombay – 400 001
20. Expo Machinery Limited  
Pragati Tower,  
26 Rajindra Place,  
New Delhi – 110 008
21. Finolex Cables Limited  
26/27 Bombay Pune Road,  
Pimpri,  
Pune – 411 018

22. Geoffrey Manners & Co. Ltd.  
Magnet House,  
Narottam Morarjee Marg,  
Ballard Estate,  
Bombay – 400 038
23. Godrej Soaps Limited  
Godrej Bhavan,  
4A Home Street,  
Bombay – 400 001
24. Godrej Ge Appliances Limited  
Pirojsha Nagar,  
Vikhroli,  
Bombay – 400 079
25. Grasim Industries Ltd.  
(Textiles Division)  
Birlagram,  
Nagda.
26. Gujarat Ambuja Cements Ltd.  
122 Maker Chambers III,  
Nariman Point,  
Bombay – 400 021
27. Hawkins Cookers Ltd.  
Maker Tower F 101,  
Cuffe Parade,  
Bombay – 400 005
28. Hero Honda Motors Ltd.  
34 Basant Lok,  
Vasant Vihar,  
New Delhi 110 057
29. Hindustan Lever Ltd.  
Hindustan Lever House,  
Backbay Reclamation,  
Bombay – 400 020
30. Indian Institute of Management  
Vastrapur,  
Ahmedabad-380 056
31. Indian Institute of Management  
Bannerghatta Road,  
Bangalore – 560 076
32. Indian Shaving Products Ltd.  
34, Okhla Industrial Estate,  
New Delhi – 110 020
33. I.T.C. Ltd. (India Tobacco Division)  
Virginia House,  
37 Chowringhee,  
Calcutta – 700 071
34. JCT Limited  
Thapar House,  
124, Janpath,  
New Delhi 110 001
35. Johnson & Johnson Ltd.  
30 Forjett Street,  
P. O. Box No. 9301,  
Bombay – 400 036
36. Kwaliti Biscuits Limited  
6<sup>th</sup> Mile, Mysore Road,  
P. O. 3902,  
Bangalore – 560 039
37. Lakme Limited  
Maker Tower 'E' 18<sup>th</sup> Floor,  
Cuffe Parade,  
Bombay – 400 005
38. Liberty Group Marketing  
Liberty House,  
4/42 Punjabi Bagh,  
New Delhi – 110 026
39. Life Insurance Corporation of India  
Central Office,  
P.B. No. 19953  
Bombay – 400 021
40. Lipton India Limited  
Lipton House,  
9/2 Mahatma Gandhi Road,  
Bangalore – 560 030
41. LML Limited  
Flat No. 131 – 140  
Ansal Chamber – 1,  
3, Bhikaji Cama Place,  
New Delhi – 110 066
42. Mafatlal Industries Ltd.  
Rustom Building, 4<sup>th</sup> Floor,  
Veer Nariman Road,  
Fort,  
Bombay – 400 023
43. Monginis Foods Pvt. Ltd.  
B-6 Veera Desai Industrial Estate,  
Link Road,  
Andheri (West),  
Bombay – 400 058
44. Motor Industries Co. Ltd.  
Post Box No. 3000,  
Bangalore – 560 030

45. Narsee Monjee Institute of Management Studies  
V. L. Mehta Road,  
Vile Parle (West),  
Bombay – 400 056
46. Nuchem Ltd.  
E-46/12 Okhla Industrial Area,  
Phase II,  
New Delhi – 110 020
47. Pan India Parayatan Ltd. (Esselworld)  
P.O. Box 6591,  
Continental Building,  
185, Dr. A. B. Road,  
Worli,  
Bombay – 400 018
48. Parle Products Ltd.  
North Level Crossing,  
Vile Parle (East),  
Bombay – 400 057
49. Petrosil Oil Co. Ltd.  
3 Dinsha Wacha Road,  
Bombay – 400 020
50. Proctor & Gamble India Ltd.  
Tiecicon House,  
Dr. E. Moses Road,  
Mahalaxmi,  
Bombay – 400 011
51. Rallis India Ltd.  
Agrochemicals Division,  
Ralli House,  
21, D. S. Marg,  
Bombay – 400 001
52. Reckitt & Coleman of India Ltd.  
8 Palam Marg,  
Vasant Vihar,  
New Delhi – 110 057
53. Ross Murarka Finance Ltd.  
Sterling Centre,  
Dr. Annie Besant Road,  
Bombay – 400 018
54. Sah Agencies  
Mahmoorganj,  
Varanasi – 221 010. (U.P)
55. Shriram Industrial Enterprises Ltd.  
(Shriram Foods & Fertilisers)  
Kanchanjunga Building,  
Barakhamba Road,  
New Delhi – 110 001
56. Siemens Ltd.  
CMS/ COM,  
130, Pandurang Budhkar Marg,  
Worli,  
Bombay – 400 018
57. Smithkline Beecham Consumer Brands Ltd.  
Bharat Yuvak Bhawan,  
1 Jaj Singh Road,  
New Delhi
58. Srichakra Tyres Ltd.  
10, Jawahar Road,  
Madurai – 625 002
59. State Bank of India  
Public Relations Dept.,  
Central Office,  
Post Box No. 12,  
Bombay – 400 021
60. Tata Chemicals Ltd.  
Bombay House,  
Homi Mody Street,  
Fort,  
Bombay – 400 001
61. Tata Tea Limited  
1 Bishop Lefroy Road,  
Calcutta 700 020
62. Tata Oil Mills Co. Ltd.  
Bombay House,  
Bruce Street,  
Bombay – 400 001
63. The Associated Cement Companies Ltd.  
Cement House,  
121, Maharshi Karve Road,  
Bombay – 400 020
64. The Mysore Lamp Works Ltd.  
Old Tumkur Road,  
Malleswaram West,  
Bangalore – 560 055
65. The Raymond Woolen Mills Ltd.  
P.O. Jekegram,  
Pokharan Road,  
Thane – 400 606
66. Titan Watches Ltd.  
Sona Towers, 5<sup>th</sup> Floor,  
71 Miller Road,  
Bangalore – 560 052

### Category B : Publishers of Newspapers and Periodicals

1. Anand Vikatan  
757, Anna Salai,  
Madras – 600 002
2. Andhra Printers Ltd (Andhra Jyoti)  
Andhra Jyoti Building,  
P. B. No. 712,  
Vijayawada – 520 010
3. Bartaman Printers & Publishers Pvt. Ltd.  
76A, Acharya Jagdish Chandra Bose Road,  
Calcutta – 700 014
4. Blitz Publications Private Ltd.  
17/17 H Cawasji Patel Street,  
Fort,  
Bombay – 400 001
5. Business India  
18<sup>th</sup> Floor,  
Nirmal,  
Nariman Point,  
Bombay – 400 021
6. Chitrallekha  
62, Vaju Kotak Marg,  
Fort,  
Bombay – 400 001
7. Competition Review Pvt. Ltd.  
604, Prabhat Kiran,  
Rajindra Place,  
New Delhi – 110 008
8. Dalal Street Communications Pvt. Ltd.  
31-A Noble Chambers, 4<sup>th</sup> Floor,  
Janmabhoomi Marg,  
Fort,  
Bombay – 400 001
9. Dainik Bhaskar  
Bhopal
10. Deccan Chronicle  
36 Sarojini Devi Road,  
Secunderabad – 500 003
11. EFY Enterprises Pvt. Ltd.  
D-87/1 Okhla Industrial Area,  
Phase – 1,  
New Delhi – 110 020
12. Fortune Publications Pvt. Ltd.  
G-12, Tulsiani Chambers,  
Nariman Point,  
Bombay – 400 021
13. Hitavada,  
Wardha Road,  
Nagpur
14. Indian Express  
Express Towers,  
Nariman Point,  
Bombay – 400 021
15. Jai Hind  
211, Marine Chambers,  
43, New Marine Lines,  
Bombay – 400 020
16. Jagran Prakashan Ld.  
2 Sarvodaya Nagar,  
Kanpur – 208 005
17. Living Media India Ltd. (India Today)  
28A & B Jolly Maker Chambers,  
Nariman Point,  
Bombay - 400 021
18. Lok Prakashan Ltd. (Gujarat Samachar)  
Mehta Building,  
Nagindas Master Road,  
Bombay – 400 001
19. Lokmat Newspapers Ltd.  
Lokmat Bhavan,  
Pt. Jawaharlal Nehru Marg,  
P. B. No. 216,  
Nagpur – 440 012
20. M. M. Publications Ltd.  
P. B. No. 226,  
Kottayam – 686 001  
Kerala
21. Maharashtra Herald  
Atur Foundation House,  
4 Dr. Ambedkar Road,  
Pune – 411 001
22. Mathrubhumi Printing & Publishing Co. Ltd.  
Sheel Chambers,  
Bombay – 400 001
23. Maurya Publications Private Ltd.  
Basement,  
Centaur Hotel,  
Juhu Beach,  
Juhu Tara Road,  
Bombay - 400 049
24. Mid-Day Publications Ltd.  
156-D, J. Dadajee Road,  
Bombay – 400 034

25. Pioneer Book Company Private Ltd.  
160 D. N. Road,  
Fort,  
Bombay – 400 001
26. Rajasthan Patrika Ltd.  
Kesargarh,  
J.L.N. Marg,  
Jaipur – 302 002
27. Ranchi Express  
5/14 INS Marg,  
Rafi Marg,  
New Delhi – 110 001
28. Readers Digest  
RDI Print & Publishing Pvt. Ltd.  
Orient House,  
Ballard Estate,  
Bombay – 400 038
29. Sakal Papers Ltd.  
586 Budhwar Peth,  
Pune – 411 002
30. Saurashtra Trust  
Janmabhoomi Bhavan,  
Janmabhoomi Marg,  
Fort,  
Bombay – 400 001
31. Shakti Publications Private Ltd.  
Shakti House,  
Chakravarti Ashok Road,  
Kandivli (East),  
Bombay – 400 101
32. Sterling Newspapers Ltd.  
Tulsiani Chambers,  
Nariman Point,  
Bombay – 400 021
33. The Afternoon Despatch & Courier  
Sasoon Building,  
1<sup>st</sup> Floor,  
143 M. G. Road,  
Fort,  
Bombay – 400 023
34. The Daily Amar Ujala  
Sikandra Road,  
Agra – 282 007
35. The Hind Samachar Ltd.  
Civil Lines,  
Jalandhar – 144 001
36. The Hindu  
Kasturi Building,  
859 & 860 Anna Salai,  
Madras – 600 002
37. The Kerala Kamudi Private Ltd.  
Post Box No. 77  
Thiruvananthpuram – 695 024
38. Ushodaya Publications  
Eenadu,  
Eenadu Compound,  
Somajiguda,  
Hyderabad – 500 482



### Category C : Advertising Agencies and Allied Communication Concerns

1. Adroit Advertising & Marketing Pvt. Ltd.  
Ismail Building,  
Flora Fountain,  
Bombay – 400 023
2. Adverts Advertising & Marketing Private Ltd.  
Mani Mahal,  
5<sup>th</sup> Floor,  
11/21 Mathew Road,  
Bombay – 400 004
3. A. Kumar & Associates  
1 Bhandus Court,  
1<sup>st</sup> Pasta Lane,  
Colaba,  
Bombay – 400 005
4. Ambience Advertising Pvt. Ltd.  
401-E, Neelam Centre A,  
S.K. Ahire Marg,  
Worli,  
Bombay – 400 025
5. Anthem Communications Private Ltd.  
25-C Shopping Centre,  
Paschimi Marg,  
Vasant Vihar,  
New Delhi – 110 057
6. Anugrah Marketing and Advertising Services Pvt. Ltd.  
Geo Towers,  
1<sup>st</sup> Floor,  
319, Anna Salai,  
Madras – 600 035
7. Bidhan Advertising & Marketing  
64 Madhuban,  
Near Town Hall,  
Ellis Bridge,  
Ahmedabad – 380 006
8. Canco Advertising Pvt. Ltd.  
518, Tulsiani Chambers,  
Nariman Point,  
Bombay – 400 021
9. Clea Advertising  
MB House,  
3<sup>rd</sup> Floor,  
79 Janmabhoomi Marg,  
Fort, Bombay – 400 001
10. Contour Advertising Private Limited  
Neelam Centre,  
202, B Wing,  
Hind Cycle Road,  
Worli,  
Bombay – 400 025
11. Contract Advertising (India) Limited  
Brown Boveri House,  
264 Dr. Annie Besant Road,  
Bombay – 400 025
12. Corporate Voice Pvt. Ltd.  
David Sasoon Building  
143 M. G. Road,  
Bombay – 400 023
13. Cosmos Publicity and Display  
15/227 P. D'Mello Road  
Mashreque Building, 3<sup>rd</sup> Floor,  
Bombay – 400 001
14. Creative Unit Pvt. Ltd.  
Sasoon Building  
2<sup>nd</sup> Floor,  
143 M. G. Road,  
Bombay – 400 023
15. D.S. Mittle & Sons  
15 A Everest,  
156, Tardeo Road,  
Bombay – 400 034
16. Dacunha Associates Pvt. Ltd.  
36 Maker Chambers III,  
Nariman Point,  
Bombay – 400 021
17. Everest Advertising Pvt. Ltd.  
Dhiraj Chambers,  
9/16 Hazarimal Somani Marg,  
Bombay – 400 001
18. Graphisads Private Ltd.  
219, Hans Bhawan,  
1, Bahadurshah Zafar Marg,  
New Delhi – 110 002
19. Insight Advtg. and Communications Pvt. Ltd.  
168, Lloyds Road,  
Gopalapuram,  
Madras – 600 086
20. Impressions Advertising Pvt. Ltd.  
61 Anjali, 6<sup>th</sup> Floor,  
Behind Radio Club,  
Colaba,  
Bombay – 400 005
21. Impact Advertising Pvt. Ltd.  
46, 54/21, Ansari Road,  
Daryaganj,  
New Delhi – 110 002

22. Inter Publicity Private Ltd.  
Ballard House,  
Adi Marzban Path,  
Bombay – 400 038
23. Jaya Advertising Agency  
9 Elphinstone House,  
3<sup>rd</sup> Floor,  
17 Murzban Road,  
Bombay – 400 001
24. Kanara Advertising Services  
15 Luz Church Road,  
Madras – 600 004
25. L A Advertisers  
22 Panoom Chambers,  
Raj Bhavan Road,  
Somijiguda,  
Hyderabad – 500 482
26. Lintas India Ltd.  
Express Towers,  
Nariman Point,  
Bombay – 400 021
27. Madison Advertising  
Zoroastrian Building,  
3<sup>rd</sup> Floor, 26 Horniman Circle,  
Bombay – 400 023
28. Mudra Communications Limited  
C/o Vision Advertising & Marketing,  
3 Scheherasade,  
Colaba,  
Bombay – 400 005
29. Multimedia Acquarius  
Bhargavadutt,  
Plot No. 1256/B,  
Old Prabhadevi Road,  
Bombay – 400 025
30. Navnital & Co.  
1161, Bhadra,  
Post Box No. 354,  
Ahmedabad,  
Gujarat
31. National Publicity Service  
A-6, Connaught Place,  
P.o.Box 94,  
New Delhi – 110 001
32. Network Advertising Pvt. Ltd.  
11A-2 Takshila  
Mahakali Caves Road,  
Bombay – 400 093
33. Nexus Advertising Pvt. Ltd.  
A 302 Neelam Centre,  
S. K. Ahire Marg,  
Worli,  
Bombay – 400 025
34. Ogilvy & Mather Ltd.  
Apeejay House,  
Dinshaw Vacha Road,  
Churchgate,  
Bombay – 400 020
35. Parade Advertising & Marketing Pvt. Ltd.  
Post Bag No. 101,  
8/1 – Ali Asker Road,  
Bangalore – 560 052
36. Percept Advertising  
1 Esplanade,  
160 Dr. D. N. Road,  
Bombay – 400 001
37. R.K.Swamy/ BBDO Advertising  
Elphinstone House,  
Murzban Road,  
Post Bag No. 10125,  
Bombay – 400 001
38. Radeus Advertising Pvt. Ltd.  
19 Shah House,  
55 Shahid Bhagat Singh Road,  
Bombay – 400 039
39. Raka Advertising & Marketing Pvt. Ltd.  
Contractor Building,  
Ground Floor,  
41 R. Kamani Marg,  
Bombay – 400 038
40. Ratan Batra Private Limited  
Gul Manor,  
8, Strand Road,  
Opp. Telephone Bhavan,  
Colaba,  
Bombay – 400 005
41. Rediffusion Advertising Pvt. Ltd.  
1<sup>st</sup> Floor,  
167, Dr. Annie Besant Road,  
Worli,  
Bombay – 400 018
42. Rhizic Communications Private Ltd.  
63/65 Wodehouse Road,  
Colaba,  
Bombay – 400 005

43. Roger Pereira Communications Pvt. Ltd.  
46/55/66 Whitehall,  
143 A. K. Marg,  
Kemp's Corner,  
Bombay – 400 036
44. Sista's Pvt. Ltd.  
United Bank of India Building,  
25 Sir P.M. Road,  
Bombay – 400 001
45. Speer Communications Pvt. Ltd.  
Eucharistic Congress Bldg III,  
5 Convent Street,  
Bombay – 400 039
46. Tara Sinha McCann – Erickson Pvt. Ltd.  
3 Zarudpur Community Centre,  
Near Kailash Colony,  
New Delhi – 110 048
47. The Associated Advertisers  
602, 6<sup>th</sup> Floor,  
Mogul's Court,  
Basheerbagh,  
Hyderabad – 500 001
48. Trikaya Grey Advertising India Ltd.  
Great Western Building,  
2<sup>nd</sup> Floor,  
130/ 132 Bhagat Singh Road,  
Fort,  
Bombay – 400 023
49. TV ADS  
Usha Printery  
Post Box No. 143,  
Gheekanta Road,  
Vadodara – 390 001

#### Category D : Broadcast and Other Media

1. 1 UP ADS  
Nawab Building,  
2<sup>nd</sup> Floor,  
Fort,  
Bombay – 400 001
2. Aaren Advertising Pvt. Ltd.  
54 Bajaj Bhavan,  
Nariman Point,  
Bombay – 400 021
3. All India Radio  
Broadcasting House,  
Backbay Reclamation,  
Bombay – 400 020
4. Doordarshan Commercial Service  
Government of India,  
Doordarshan Bhavan,  
Mandi House,  
New Delhi – 110 001
5. Hindustan Publicity Pvt. Ltd.  
4727/21 Darya Ganj,  
New Delhi – 110 002
6. Plus Channel India Pvt. Ltd.  
Hotel Ajanta Complex,  
Ground Floor,  
Juhu Tara Road,  
Bombay – 400 049
7. Selvel Advertising Pvt. Ltd.  
Selvel House,  
10/18 B Diamond Harbour Road,  
Calcutta – 700 027
8. United Television  
(A division of United Software  
Communications Pvt. Ltd.)  
“A” Block, Shivsagar Estate,  
Dr. Annie Besant Road,  
Bombay – 400 018
9. The Press Trust of India Ltd.  
(Television Service)  
4, Parliament Street,  
New Delhi 110 001.
10. Zee Telefilms Limited  
135, Dr. Annie Besant Road,  
Worli,  
Bombay – 400 018
11. Primetime Media Service Pvt. Ltd.  
4, Parekh Apartments,  
Vile Parle (W),  
Bombay – 400 056
12. Nimbus Communications Pvt. Ltd.  
101 B Vidyanand,  
107, 24<sup>th</sup> Road,  
Bandra,  
Bombay – 400 050