

Martinking <martinking@dinamalar.in>
to newsdesk, DirectorSriAdi.

May 23 (1 day ago)



Just resending....In case you have missed it.

Hope to get a line of acknowledgement.

Martin King

From: "Martinking" <martinking@dinamalar.in>
To: "newsdesk" <newsdesk@cobrapost.com>
Cc: "DirectorSriAdimoolamavl" <adimoolam@dinamalar.in>
Sent: Tuesday, May 22, 2018 12:33:47 PM
Subject: Response from Dinamalar.....narrated by Mr. Adimoolam.....

Dear team Cobrapost

Greetings from Dinamalar!!

It was nice to have met Mr. Sharma in disguise.

I am aware of the fact that the initial meeting was with Martin who is the National head - Advertisement. The meetings were in line with the huge quantum of business. The advertisement volume was huge and needed special pricing/rate sanction from the Business Director. This being the only reason he was asked to meet me and we had also met.

However, to make it clear I am a Technical and Business Director who is not authority on the Editorial/policy decisions.

He projected himself as a person from UK wanted to carry advertisement spreading Hindu spirituality. He wanted to take high impact ads and hence the meeting with me happened.

The meeting was in general and a lot circled around political situation in Tamilnadu/Nation and was always my personal views and not that of my official position.

To write a few lines on Dinamalar.

- We are a 65 year old Publication was denied government ads for being fair and ethical and had to go the court recently to get justice.
- **We are the only newspaper to have formed a code of ethics even in advertisement**
- Dinamalar does not carry any advertisement insisting readers/people to send money even if it for books.
- We do not carry ads traditional medical practitioners curing diseases like asthma, cancer..
- We do not carry vasthu ads
- We do not carry foreign private institute ads which is not recognised by any indian universities or who issue their own certificates
- In all the education programmes, we conduct them free of cost and do not allow any outside organizations to collect any data to sell CD or old Qbanks to exploit students.
- We do not accept ads study in Russia/China for MBBS
- We do not carry recruitment ads of females in private place/hotel
- Any obscene visuals even in lingerie ads are not carried
- We do not carry private finance ads claiming to give more than bank interest ads.
- Medical help advertisements are carried free almost daily for more than two decades
- Students/ loosing certificates/passports and child missing ads are also carried free

The brand being so strict in protecting the reader and public interest at large, on any exploitation Dinamalar will be the publication not to carry any advertisement which will shed hatred and disharmony.

Anyone in disguise can try this from any of our offices even by prepayment and will only fail.

Recently a full page ad from Kerala from a Hindu Mutt on Black Magic/Witch craft was rejected but appeared on other newspapers

Just to conclude I see nothing wrong in Martin pursuing and trying to push his budget ahead in having this discussion. But it is always the final call of the editorial board to finally approve the content of the advertisement that is to be carried, wherein I also do not have any say.

I hope you will appreciate the explanation and will understand what Dinamalar stands for.

A line of acknowledgement will be appreciated. In case of any doubts please do write in.

Regards

Martin King

Note: As dictated by Mr. Adimoolam,