

The India Today Group stands for the highest standards of journalism. The editorial has always worked independent of commercial transactions. The business side of the organization, irrespective of their seniority or personal political and religious leanings, do not influence our editorial coverage in any way, nor is any sales representative of ours authorized to offer editorial coverage.

During the sting operation carried out by your undercover reporter, he had conversations with various sales employees of our Group for an advertising campaign. He did not meet anyone from our editorial team.

In fact, in the meeting with our senior management, as well as in the **advertising proposal** sent to the undercover reporter on 16<sup>th</sup> February 2018, it is clearly mentioned that all the creatives would have to be approved by The India Today Group. Senior management also told your reporter that the Group will not do anything unethical, and that any advertising creative that divides the country on religious or caste lines will not be acceptable, and will not be aired on our channels.

The India Today Group has always condemned paid news, and in its 43 years of existence, never indulged in any such practice. Any suggestion to the contrary would be malicious.