

29th March, 2012

By RPAD/ Courier

Adv. Rafik J. Shah
Secretary
Jalgaon District Lawyers Foundation
258, Baliram Peth,
Jalgaon District,
Jalgaon

Dear Sirs,

This has reference to your notice dated February 13, 2012 (the said notice) in relation to the content namely "SMS Joke of the Day" appearing in Bombay Times and also on our website (e-paper) dated February 7, 2012 .

At the outset, we regret any inconvenience caused to you due to publication of the aforesaid content and would like to state that there was no intention on our part to defame or disparage anybody by publishing the said content. We, as a publishing house and a responsible citizen appreciate the legal profession's invaluable contribution to the society for being in the forefront of the fight to create, foster, and further just social order and civilized society. We reiterate that we treat judiciary and the law of the nation with highest regard and pursue journalism well within its realm and would like to affirm that the said content was not intended to cause you grief in any way whatsoever.

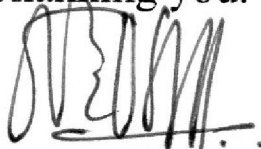
Whilst taking note of your grievance in relation to the said content, we would like to state that we, apart from bringing a fair and unbiased report of the events around the world, also believe in providing leisure read to our discerning readers through jokes, gags, funny stories, comic strips etc. You would also appreciate that various jokes and humorous stories on different professions are very popular and prevalent in the society as such jokes and anecdotes are easily relatable to one's professional life and sphere. Such stories, jokes should be taken in the right spirit and should be treated in the same degree of seriousness as any harmless humor deserves. We, as a responsible media house, do not endorse views or humor which have the effect of denigrating any profession in any way whatsoever.

We would also want to bring to your notice the fact that we, Bennett, Coleman and Co. Ltd. are one of the largest media services conglomerate in India enjoying unstinted patronage from millions of loyal readers worldwide and are a responsible corporate citizen. We have a heritage of over 170 years and all our publications are well known to consumers. We firmly believe in the Constitution of India and do everything within our means to strengthen our rich and diverse society through responsible media coverage. We reiterate that we are known to maintain an impeccable standard of honest journalism and foster and implement purely ethical and professional practices in all the areas of our presence.



In view of the aforesaid, we urge you to kindly take the humour/ jokes column of our publication in the right spirit and request you to gracefully excuse us for all inconvenience and withdraw your legal notice.

Thanking you.



Yours faithfully,

For **BENNETT, COLEMAN & CO. LTD.**,

Vijay Devadiga

AGM – Corporate Legal & Secretarial,

Cc:

1. The Bar Council of India ,21,
Rouse Avenue Institutional Area,
Near Bal bhawan,
New Delhi – 110002
2. The Bar Council of Maharashtra & Goa,
High Court Extension,
Fort, Mumbai 400032
3. The Press Council of India
Soochna Bhavan,
8-C.G.O. Complex, Lodhi Road,
New Delhi - 110003.