



Kumar Sambhav Shrivastava [REDACTED]

Urgent: Media Query from Al Jazeera

Kumar Sambhav Shrivastava [REDACTED]

9 March 2022 at 17:17

To: [REDACTED]

Shalabh Upadhyay
Founder & CEO
NEWJ

Dear Mr Upadhyay,

I am a journalist with [The Reporters' Collective](#). We are currently working on a series of stories commissioned by Al Jazeera. The reportage has references to your company and its actions.

According to the Meta Ad Library, your company New Emerging World of Journalism Ltd (NEWJ) has been placing political advertisements on Facebook. In this regard we have the following queries.

Kindly respond to the queries by 6 PM on Friday, March 11, so that we can appropriately incorporate the information you provide into our reportage.

1. NEWJ Facebook page published over 170 political advertisements over the three months leading up to the parliamentary elections in 2019, according to the Meta Ad Library. Their content show that most ads either glorified Bhartiya Janata Party (BJP) leaders, projected voters' support for the Prime Minister Narendra Modi, stoked nationalistic and religious sentiments —the poll planks of BJP – or mocked opposition. Did BJP or its candidates pay and authorise NEWJ to publish these political ads on Facebook? If yes, please share the details of the amount and the records of the payments made by the party and its candidates to NEWJ for placing these ads?
2. Some of the political ads published by NEWJ presented inaccurate information about the elections candidates (such as [this](#)) while others showed election candidates with distorted context (such as [this](#)). Some political ads pitted one religious group against the other. Did NEWJ get these ads pre-certified by the Election Commission of India? If yes, please share the records of the pre-certification.
3. Did NEWJ place advertisements on behalf of any other political party or political candidates? If yes, please share the details and records of the payments by such

political parties or candidates to NEWJ for placing the ads.

4. Has NEWJ been paid by any other entity to place political advertisements on Facebook? If yes, please provide the details and the records of the payments?
5. How much revenue has NEWJ earned from its clients specifically for placing advertisements on Facebook in the last three financial years? Please provide a break up of such revenue from placing political ads and non-political ads separately. Please provide details of any other streams from which NEWJ has generated revenue in the past three financial years.
6. Reliance group companies, Reliance Industrial Investment and Holdings Limited (RIIHL) and Jio Platforms Limited (JPL), have consistently invested money in NEWJ. Could you please provide details of the terms and conditions of the investment made by the Reliance group companies in NEWJ?
7. Did RIHL or JPL or the Board of the NEWJ company authorise its editorial team under its Content Guidelines to place political ads on Facebook to promote BJP using the money invested by these companies?
8. Any other comments that NEWJ would like to make on its practise of putting political advertisements favouring the BJP on Facebook.

We look forward to your responses to the queries. The information you provide is important to comprehensively report the facts in the story.

Thank you,

[REDACTED]

[REDACTED]