

## **BARC INDIA AWARDED MOST INNOVATIVE COMPANY 2018**

Emerged winner in the Service- Medium-sized Enterprise category at the 5th CII Industrial Innovation Awards. BARC India also recognized among the Top 25 Most Innovative Companies in India.

10th December 2018

BARC India bagged the “Most Innovative Company in Service – Medium Enterprise Category” at the CII Industrial Innovations 2018 awards. Apart from that, the company has also been recognized as one of the ‘Top 25 Most Innovative Companies in India’. The announcement was made in a grand ceremony of the 5<sup>th</sup> CII Industrial Innovation Awards 2018 held in New Delhi on 3rd Dec 2018.

The Industrial Innovation Awards identify and celebrate innovative Indian enterprises across various sectors. The award has been instituted by the Confederation of Indian Industry (CII), and is one of the most coveted innovation awards in India.

The winners have been decided after a 4-stage process, spanning across 8 months. This also included an assessor visit to understand BARC India’s robust technology set up on the back of some path-breaking innovations and a presentation in front of an eminent Jury.

The award is a validation of the rigorous and credible measurement system that BARC India has established in a short span of 3 years. With its robust methodology and constant Tech innovations, BARC India has developed a world class system for the TV industry. It can also be recalled that BARC India’s BAR-O-Meters were developed indigenously at 1/6<sup>th</sup> the cost of globally available meters. This ensured scalability as well as ensured that the meters could handle the weather/power/telecom fluctuations which is unique to the Indian market.

The other innovation which has helped BARC India achieve the status of Most Innovative Companies is the Panel Management System (PMS). This indigenously developed system has helped in bringing efficiency in the field force that installs, manages and trains the panel homes. This has played an important role in ensuring reporting from the panel homes at par with global standards.

The third innovation is the BIO suite of products which is a visualization tool that provides interactive UI, 90% reduction in output time and helps in faster and better decision making.

“BARC India was set up with the aim to give the industry a measurement system that it deserved, and this could not have happened without having a strong technology backbone. The team at BARC India has been able to give the industry a technology marvel which is capable of providing the industry a representative data that helps them take better business decisions. The CII Industrial Innovation Award is proof of the great work done by the team,” said Shashi Sinha, BARC India Technical Committee Chairman and CEO, IPG Mediabrands.

BARC India Chairman Nakul Chopra added, “BARC India has been a key-change agent in the viewership measurement space, and its initiatives have already started to redefine the industry. Since its inception, BARC India has tackled several challenges. But, considering we work in a dynamic industry, these challenges are never-ending. The key to success is to constantly keep

innovating and be the change-maker. BARC India has been successful in doing so. We are now looking at implementing some key future projects such as Unified Video Measurement and Return Path Data, which will bring another paradigm shift in the industry.”

“In future, technology will disrupt every single business, be it Cement, Retail, Telecomm, E-Comm or Media. It is therefore important to keep pace with the changing technology. As is said, in tomorrow’s world, the big fish will not eat the small fish, but a fast fish will eat the slow one. We at BARC India firmly believe that innovation is imperative and not a choice. We also believe that it is important to be the fearless first to inspire change and not be a mere follower. I am delighted to see that our efforts have been recognized by CII. We shall continue to empower the industry with our robust measurement,” said BARC India CEO Partho Dasgupta.