

## **BARC India Expands Its Leadership Team With Two Senior Appointments**

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BARC India, the TV viewership measurement provider in India, has expanded its leadership team with the addition of two senior resources. BARC India has roped in Rohit Sarma as the Business Head for its TV business and Kumar Rao as the Chief of Measurement Science. Both of them will be based out of BARC India's Mumbai office.

"In the last two years, we built the TV measurement business by roping in talent and insights from across the globe. We are now transitioning from a start-up phase to a more process oriented company. Both Rohit and Kumar bring very relevant skills and experience for this phase of our journey, which will help us better meet the needs of the industry," said Partho Dasgupta, CEO, BARC India.

"Excellence can be achieved only when people commit to constantly raising the bar. At BARC India, we are doing that by first raising the bar on talent. I am looking forward to working with them," added Romil Ramgarhia, Chief Business Officer, BARC India.

Having worked with Nielsen, GfK and Gallup Organization, Kumar Rao brings in 17 years of global work experience in the space of research, analytics, statistics and measurement. He will be reporting to Partho Dasgupta.

"I am happy to be joining BARC India. I hope to be able to bring in my experience in the sector from global markets into India. It is interesting times ahead for the industry and I am glad to be a part of this huge change," said Kumar Rao.

Rohit Sarma has spent over 20 years in the FMCG and Media sectors across India and South Asia with companies like ITC, Diageo, Turner and HT Media. He has managed leading brands as well as run large business operations and will work closely with both Partho and Romil in his new role.

"What BARC India has been able to achieve for the TV industry in terms of viewership measurement in such a short span of time is truly outstanding. I am very excited with the opportunity to carry this momentum through the next phase of BARC's journey" added Rohit Sarma.

BARC India was set up to design, commission, supervise and own an accurate, reliable and timely television audience measurement system. Its ongoing television audience measurement data acts like a currency basis which the TV industry derives its advertising revenues.