

## BARC India welcomes Dolly Jha as Chief of Product & Research

23<sup>rd</sup> May 2023  
Mumbai

Broadcast Audience Research Council India (BARC), the world's largest Television Audience measurement body, today announced the appointment of **Ms Dolly Jha** as its *Chief of Product & Research*.

Ms Jha is a Postgraduate in Management from IRMA and has an experience of close to three decades across KANTAR, ITC Foods & Nielsen. She comes with a rich experience across Consumer Research, Audience Measurement, Media Analytics, ROI Measurement and Innovation Research.

Dolly needs absolutely no introduction neither to the BARC Team nor to the industry at large. Prior to joining BARC India, she has been associated with Nielsen for 13 years where she has held multiple leadership roles. Her last role was as the Managing Director for Nielsen Media - India. At Nielsen, she led large Audience Measurement Mandates for multiple Industry Bodies. She has also steered the launch of various industry-first solutions in the Digital Measurement space in India. She has worked extensively with Broadcasters, Agencies and Publishers and strongly believes in an attitude of collaborative team spirit.

**Dolly Jha** on her appointment said, "I am excited to join BARC India as the *Chief of Product & Research*. BARC today runs the largest Audience Measurement system in the world. With all the experience behind me, I am looking forward to contributing to BARC by evolving the Measurement further to meet the growing needs of stakeholders."

Welcoming Dolly, **Nakul Chopra**, *CEO, BARC India* said, "It is indeed wonderful that Dolly will join the BARC Leadership Team. As the *Chief of Product & Research* – she will expectedly bring immense value to our eco-system, both from the perspective of working back from our output, to improve input quality and, over time in helping build value added services that will benefit all our subscribers. Both these vital functions are new capabilities that we seek to add to BARC – given her vast experience, I cannot think of a leader more suited to this role. In her stint at Nielsen, Dolly has already deep exposure and understanding of what BARC does – I am confident that this will augur for an extremely fulfilling partnership. I warmly welcome her and look forward to working closely with her."

## About BARC India

BARC India is a statistical and measurement science company which is 'Of the Industry, By the Industry and For the Industry'.

The company is registered with the Ministry of Information & Broadcasting (MIB) as a self-regulated, not-for-profit Joint Industry Body (JIB) that provides the most authentic audience estimates of *What India Watches*, to Broadcasters, Advertisers and Advertising Agencies. The Big Data driven insights generated by BARC India, is built upon a robust and future-ready technology backbone which powers efficient media spends and content decisions in a highly dynamic and growing broadcasting sector.

Commencing operations in 2015, today BARC manages the world's largest and most diverse TV measurement system covering approximately 2,30,000+ individuals in 55,000+ households, in 505+ districts covering over 4200+ towns and villages, across India which is adequately representative of India's TV viewing microcosm.

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