

BARC India wins the 'Make In India Award for Excellence - 2015'!

Mumbai, India, August 18th 2015

At a function in Ahmedabad today, Team Make In India conferred the 'Make In India Award for Excellence -2015' to BARC India.

A JIB, launched in April 2015, BARC India is extremely happy to be the recipient of this prestigious award in its year of launch itself and that too in the first year of the Award's institution. Attended and inaugurated by Shri. Kalraj Mishra (Cabinet Minister) and Chief Guest and Shri. Govindbhai Patel, MOS for Science and Technology, the event took place at Mahatma Mandir, Gandhinagar, Gujarat (Venue for Vibrant Gujarat).

In its pursuit of measuring "What India Watches", this early recognition and first Award - is inspiration for Team BARC India which is focusing on its 'Make In India' belief through its locally manufactured 'BAR-O-meter' at 1/6th cost of globally available meters thus providing scalability in future for robust and accurate data for generations to come.

Team BARC India, thanks all its stakeholders, associates and executives along with members of its Technical Committee, Board of Directors, the apex bodies of IBF, AAI, ISA and the Government of India and Prasar Bharti for their combined support and help in building the World's largest television audience measurement system.