

Punit Goenka Named New BARC India Chairman

29th January 2019

Punit Goenka, MD & CEO, Zee Entertainment Enterprises Ltd (ZEEL) has been elected as the new Chairman of TV Viewership measurement company, BARC India by the Board at its meeting held on 29th Jan. Punit will be taking over from Nakul Chopra who successfully completed his one year tenure as Chairman of the Joint Industry Body.

It may be recalled that Punit was the founder Chairman of BARC India and played an instrumental role in setting up of the TV Viewership measurement company. Under his leadership, BARC India established a robust measurement system that has helped industry grow with accurate data and actionable insights.

"It is indeed an honour and a privilege to be re-elected as BARC India Chairman. The company has grown and evolved over the years under the able Chairmanship of Sudhanshu and Nakul. Partho and his highly talented team has been able to achieve what we had all set out to. I am honoured to be back as this responsibility has come to me at a time when our industry is undergoing enormous changes and BARC India's robust and accurate measurement system will only accelerate this transition. I am hoping that in my tenure, we will be able to take BARC into the next generation of viewership measurement and stay true to its mission of 'What India Watches'" said Punit Goenka, MD & CEO, ZEEL on his appointment.

"Being the Chairman of BARC India has been a great experience. BARC India in the past one year has made enormous strides in the insights and analytics piece. That apart, with visualisation products like the BIO suite of products as well as OOH viewership measurement, BARC India has been able to give to the industry a powerful tool which will help in the growth of the industry. I am glad that I have been a part of this journey. I wish Punit all the best for all the future endeavours," added Nakul Chopra, Former Chairman, BARC India.

"We welcome Punit as our new Chairman. He played a critical role in setting up of BARC India, and has also been guiding us all through. His support has always helped the organisation take bold steps and innovate. We look forward to his leadership when the whole distribution paradigm is changing," concluded Partho Dasgupta, CEO, BARC India.