

Romil Ramgarhia quits ZEEL, to join BARC India

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Mumbai, India, August 4, 2014 - Broadcast Audience Research Council (BARC) India has appointed Romil Ramgarhia as Chief Business Officer of the organisation. This is a move to strengthen its core management team as BARC INDIA moves closer to the launch of its services. In his new role, Romil will report into Partho Dasgupta, CEO of BARC INDIA.

Romil brings with him more than 12 years of experience across media, telecom and manufacturing sector. In his last role, Romil was the Chief Commercial Officer at ZEEL. Before joining ZEEL, he was also associated with Viacom18, Bharti Airtel, Asian Paints and ACC, in different capacities.

Punit Goenka, MD and CEO, ZEEL and chairman, BARC INDIA, said "Romil has played a key role during his limited assignment at ZEEL. It is unfortunate that he has quit ZEEL however I am confident that his rich experience will bring greater value to BARC INDIA. As he now moves on to a new challenge in a new role and domain, I wish him luck for his continued success."

Dasgupta, BARC INDIA CEO, says, "BARC INDIA is moving closer to launch. Romil has an excellent background in broadcast, in telecom and in other industries. He was already associated with BARC INDIA as part of its Commercial Committee and hence is well initiated in the processes. With his great business acumen he will further strengthen the organization."

Talking about his appointment, Romil said, "My assignment with ZEEL and Viacom18 has been one of my most challenging as well as gratifying periods of my professional career. It is great to be a part of a start-up which is slated to be the biggest audience measurement system across the world."