



GRIEVANCE REDRESSAL POLICY

June 2026

Background

MIB has, on 27th March 2026, issued the TV Ratings Policy: Guidelines for the Regulation of Television Ratings ("Guidelines"), which supersede the existing TRP Guidelines. As an existing rating agency, BARC India is required to adhere to the terms and provisions of the 2026 Policy.

As per the Guidelines:

"The Agency shall put in place an effective grievance redressal system and publish it on its website." (Para 6 of the Guidelines)

Also, the policy has mandated the following:

- The Agency shall maintain and publish data on its website regarding grievances received and disposed along with time taken to dispose it off. (Para 6.6.1)
- The records as mandated in para 6.6.1 shall be kept till the expiry of three months from the date of resolution of a grievance and the Agency shall produce the relevant records whenever called upon by the Ministry of Information and Broadcasting.
- Government may forward to the Agency for redressal the grievances received by it directly.
- The Agency shall resolve or redress such grievances as per the procedure prescribed above in para 6.

Definition of Grievance

For the purpose of para 6, it is important to define what is included and excluded from the definition of grievance, in order to ensure transparency, consistency, fairness, and prompt resolution of concerns.

Based on standard industry practices, the breakdown of **inclusions** is given below:

1. **Service deficiencies:** Delays in service, incorrect information provided or failure to deliver promised services.
2. **Attitudinal issues:** Misbehaviour or unprofessional conduct by the agency employees.
3. **Contractual non-compliance:** Violation of agreement or terms of service agreed with the subscriber.
4. **Process issues:** Complaints regarding the efficacy or effectiveness of the agency's processes as published in the Description of Methodology and made available on the agency's website.

Based on standard industry practices, the breakdown of **exclusions** is given below:

1. **Anonymous Complaints:** Grievances lacking specific details, supporting documentation, or identification of the complainant.

2. **Suggestions/Guidance:** General suggestions, feedback, or requests for information/guidance rather than remedial action.
3. **Sub-judice Matters:** Complaints that are already pending before a court, tribunal, or external arbitration authority.
4. **Specific Specialized Complaints:** Issues covered under other specialized policies (e.g., POSH for sexual harassment, detailed code of conduct/fraud allegations).
5. **Third-Party Disputes:** Conflicts between customers and third-party vendors, unless it involves the agency's direct service.
6. **Non- subscribers:** BARC India is not bound to respond to queries/ complaints received from those who have not subscribed to BARC data.
7. **Queries that are in the nature of queries relating to weekly ratings, and any complaints thereof*** will not be considered as grievances.
8. **Queries regarding the BARC India's YUMI application used for viewing ratings/ Spottrek application* – access, training etc.**

Please note that the above list is inclusive and not exhaustive.

*For queries relating to weekly data ratings and application usage/ access, there is a customer query redressal process published on BARC website. Please refer the same:

<https://barcindia.co.in/policy-updates/customer-query-redressal-process.pdf>

The customer query redressal statistics is also published on the website on a quarterly basis.

Grievance redressal mechanism

As regards customer grievances, the following is the procedure and timelines for resolution:

Sr no.	Process	Timelines for resolution
1	Subscribers can send an e-mail of their grievance to the designated account manager mentioned in the End User Licence Agreement (EULA)	7 working days
2	If subscribers are still not satisfied with the resolution received, they can write to Nodal Officers , BARC India Nodal.west@barcindia.co.in Nodal.north@barcindia.co.in Nodal.south@barcindia.co.in Nodal.east@barcindia.co.in (Regional Sales Heads)	10 working days (in line with para 6.4 of the Guidelines)
3	If subscribers are still not satisfied with the resolution, they can write to the Appellate Authority at Appellate.authority@barcindia.co.in	15 working days (in line with para 6.5 of Guidelines)

	(Chief of Partnerships & Analytics)	
4	Hard copies of complaints can be sent to Nodal Officer/ Appellate Authority at BARC India, 61, Valencia Tower, 4th Floor, Raj Kamal Marg, Parel (E): 400012 Tel: 022 – 49192000 Fax: 022 – 49191906.	
5	Queries forwarded by Government	Process as outlined above

Version Control: This is the first version (June 2026)