

## **Dr. Sumit Chowdhury joins BARC India as Technical Advisor**

Mumbai, India, March 30th, 2015

Broadcast Audience Research Council (BARC India) India has appointed Dr. Sumit Chowdhury as Technical Advisor to the organisation. This is a move to align and streamline technology processes since almost 76% of BARC India spends are on technology. As BARC India moves closer to launch, Dr. Sumit Chowdhury's mandate is to measure and automate all critical processes and to create a mission-critical infrastructure that scales to the requirements of the industry. Sumit will also contribute to the creation of other information products from the vast amount of data collected by BARC India.

Dr Sumit D Chowdhury is the Founder of Gaia Smart Cities, an M2M/IOT company focused on telecom and ICT solutions for smart cities. Until recently, he was a President of Reliance Jio where he was initially the CIO and then establishing their Enterprise business. Prior to Jio, he was a Vice President of IBM, CIO of Reliance Communications and Partner with KPMG. He is an authority on Telecom, Media, Entertainment and Information Technology. He is an undergraduate from IIT Kanpur and MS and Ph.D. from Carnegie Mellon University, where he is an adjunct faculty teaching various aspects of industrial automation, telecom and Smart Cities.

Partho Dasgupta, BARC India CEO, says, "As we are gearing up for launch, Sumit's excellent background and experience in telecom, media entertainment and other industries will ensure all systems scale and are in sync and automated for the big data factory that we would be running."

Talking about his appointment, Sumit said, "It is great to be a part of a start-up which is slated to be the biggest television audience measurement system across the world and I look forward to a whole new world of excitement as I join Team BARC India in Solving the Puzzle."