

Nakul Chopra, Appointed as Chief Executive Officer of BARC India Was the Past BARC India Chairman and Board Member

Sunil Lulla Embarks on an Entrepreneurial Journey

20th August 2021. Mumbai

Broadcast Audience Research Council India (BARC), the Industry's Television Audience measurement body, today announced **Mr. Nakul Chopra** as its new Chief Executive Officer effective 25th August 2021.

Sunil Lulla has resigned his remit to pursue his ambition as an entrepreneur.

Nakul Chopra, who has been appointed as the incoming CEO, joined the BARC India Board in 2016 and was subsequently appointed the Chairman of the company (2018-19). In January 2020, he was appointed a member of its Oversight Committee. Mr. Chopra has been an integral part of the Advertising and Media fraternity and served as the CEO, India and South Asia Publicis Worldwide, for over a decade. BARC will benefit from his wealth of knowledge and experience of over four decades.

Speaking on his appointment, Mr. Chopra says, "I have had the benefit of a long association with BARC. The organisation has grown in measure and strength. TV continues to be the definitive screen of the Indian home – its strong reach and connect continues to elicit the trust of advertisers. I look forward to working with the very capable BARC team in further building on TV measurement and continuing the journey toward screen agnostic measurement."

Mr. Lulla, while speaking on his future plans and thanking all at BARC, said, "After four decades of an exciting career in professional services, I now embark upon an entrepreneurial journey. I am privileged to have been able to contribute to BARC and this has been possible only because of the excellent team of professionals, a very supportive Board and the gold standard of Board-appointed committees. I wish Nakul Chopra, all the success".

Punit Goenka, Chairman, BARC India, while thanking Sunil Lulla and welcoming Nakul Chopra, said, "I thank Sunil for his stewardship of BARC and his efforts to enhance the strength of the BARC currency. I am very happy to welcome Nakul as the natural and unanimous choice of the Board for the continuing journey of adding robustness to the BARC currency and strengthening the governance of the world's largest television audience measurement body".

About BARC India

BARC India is a statistical and measurement science company which is 'Of the Industry, By the Industry and For the Industry'.

The company is registered with the Ministry of Information & Broadcasting (MIB) as a self-regulated, not-for-profit Joint Industry Body (JIB) that provides the most authentic audience estimates of *What India Watches*, to Broadcasters, Advertisers and Advertising Agencies. The Big Data driven insights generated by BARC India, is built upon a robust and future-ready technology backbone which powers efficient media spends and content decisions in a highly dynamic and growing broadcasting sector.

Commencing operations in 2015, today BARC India manages the world's largest and most diverse TV measurement system covering approximately 187000 individuals in 44,000 households, in 513 districts covering over 600 towns and 1300 villages, across India.

Please visit: www.barcindia.co.in for more information.