



Romil Ramgarhia, COO - BARC India

Romil Ramgarhia is the Chief Operating Officer of BARC India, the world's largest and India's sole television audience measurement company.

Romil leads the overall business & operations verticals which include Sales and Marketing, Product Leadership, Communications, Commercials, Market Analytics, Management Assurance and Legal. He oversaw the rollout of BARC India's ratings systems in April 2015 and has since been the driving force behind all the current and future initiatives.

Mr. Ramgarhia is vastly experienced across Media, Telecom and Manufacturing sectors, and has the rare distinction of being part of two historic launches - "Colors" a B2C brand and "BARC India" a B2B brand, both of which have created benchmarks in their respective space.

Romil has been invited to present the unique BARC business model at various National and International forums such as Connected TV World Summit in London, The Asia Video Industry Association (AVIA) in Hong Kong, and Advertising Seminars International (ASI) in Singapore, to name a few.