



PARTHO DASGUPTA
CEO, BARC INDIA

Partho Dasgupta is a general management professional with diverse experience in consumer goods industries and in media, across print, television and out-of-home.

A keen observer of consumer and media trends, Mr. Dasgupta is the CEO of BARC India, the joint initiative of Broadcasters, Media Agencies and Advertisers, and the largest Television Measurement system of its kind in the world. The Big Data and Insights generated by BARC India powers efficient media spends and content decisions in a highly dynamic and growing television sector.

In his illustrious career, Dasgupta has led start-up and management teams for Times Now, Future Media, The Economic Times and Times Multimedia.