



TAM fortifies its TV Panel Home Security Process by setting up a dedicated Vigilance Desk

*Appoints a President's Medal awardee & veteran in Vigilance, Investigation & Crime Detection;
A first of its kind move by any Market Research Service Provider*

May 14, 2013; Mumbai: TAM Media Research, industry's centrally appointed, Television Audience Measurement cell, in a bid to further fortify its TV Panel Home Security process, has set up a dedicated desk for Vigilance, Investigation and Crime Detection. This desk will be chaired by Mr. Ravi Ratanjankar as Head, Vigilance & Corporate Risk Mitigation. He is a President's medal awardee and a Crime Investigation veteran with over 22 years experience in this field. Ravi's special role in TAM will help fortify the organization against any potential vested interest parties trying to break into the TAM system.

This move, probably, is a first of its kind, proactive initiative undertaken by any market research service provider to safe guard its operations.

Commenting on this proactive initiative, **LV Krishnan, CEO, TAM Media Research**, said, "Our core service of Television Audience Measurement (TAM) has played a silent, yet, central role in helping the Indian Broadcast and Advertising industry reach the size and stature we know of today. This has only happened because of our regular proactive measures, one of them being constant expansion and enhancement of our TV audience panel home. Today, our TV audience measurement panel covers over 225 towns & cities across urban and semi-rural markets covering all the key states of India."

"The key here is, and which a very few realize, that the complexity of such huge on-ground operations do run a risk of potential external threats. In our unrelenting focus towards quality and the need to protect the services from any types of external threats, TAM is taking further necessary steps that will ensure a deeper safeguard to the services via stronger walls of security and vigilance in the coming months and years. Ravi's appointment towards this is not the end but one of the many more initiatives that Industry will see. I am very pleased to have Ravi as part of my team. We are very sure that his role and involvement will further elevate TAM to new performance benchmarks.", **added Krishnan.**

Ravi comes with an experience of over 22 years as Assistant Commissioner in Maharashtra Police and was leading teams in special investigations, traversing various types of investigative projects. Prior to joining TAM, he was with the HDFC Bank Ltd. handling vigilance functions for pan-India and helping the implementation of fraud management systems. He is a President's Medal awardee and possesses a varied array of experience and in-depth knowledge of detection, investigation, first-hand knowledge regarding working of the local police, procedure, practice of Courts, legal proceedings. His repertoire of experience has been enriched by stints in the CBI, Mumbai Crime Branch, various police stations in Mumbai, combat experience in Naxalite districts etc.

About TAM Media Research

TAM is a joint venture between Nielsen (India) Pvt. Ltd. & Kantar Market Research. Besides measuring TV Viewership, TAM also monitors Advertising Expenditure of Television, Print & Radio through its division AdEx India. Since 2004, it extended its presence in the PR Measurement & Analysis space for Corporate/Marketing Clients by setting up a separate division – Eikona PR Measurement.

In 2007, the joint venture introduced RAM (Radio Audience Measurement) service to track Radio Listenership for the Indian Radio Broadcast Industry. In year 2009, TAM launched a division, called TAM Sports that specializes in monitoring Sports Sponsorship ROI.

TAM Media Research's objective is to fuel media insights that will drive the growth of the Indian Media Industry.