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Government of India
Ministry of Information and Broadcasting

New Delhi, Dated the 27th March, 2026

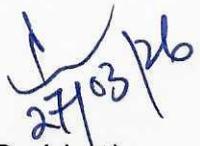
ORDER

The Government of India had issued the “*Policy Guidelines for Television Rating Agencies in India*” on 16.01.2014 to regulate the functioning and operations of television rating agencies in the country.

2. In view of the evolving media landscape and the need for a more robust, transparent, and accountable television audience measurement framework, the Government has undertaken a comprehensive review of the existing policy framework.

3. Accordingly, the Government of India has decided to amend the aforesaid guidelines and introduce a revised policy titled “*TV Ratings Policy 2026 – Guidelines for the Regulation of Television Ratings.*”

4. This “*TV Ratings Policy 2026 – Guidelines for the Regulation of Television Ratings*” shall come into force with immediate effect and shall supersede the earlier Policy Guidelines, dated 16.01.2014.


27/03/26
(Prabhat)

Additional Secretary to the Government of India
Tele No.011-24015803



**Government of India
Ministry of Information & Broadcasting**

TV Ratings Policy 2026

Guidelines for the Regulation of Television Ratings

PREAMBLE

Television ratings form the foundational currency of India's broadcasting ecosystem. They inform programming decisions, advertising investments, and content strategies across a sector that reaches hundreds of millions of viewers. The integrity and credibility of this data are therefore a matter of significant public interest, bearing directly on the diversity, quality, and accessibility of television content available to citizens.

A robust regulatory framework for television ratings is essential to ensure transparency, independence, and accountability in the measurement of television audiences. In pursuance of its mandate to regulate and develop the broadcasting sector, the Ministry of Information and Broadcasting, Government of India, hereby issues these Policy Guidelines for Television Rating Agencies.

These Guidelines establish clear standards for the registration, operation, audit, and oversight of all entities engaged in providing television rating services in India. Their overarching objective is to safeguard the public interest and foster a fair, competitive, and well-governed broadcasting environment.

1. ELIGIBILITY CRITERIA

1.1 The applicant seeking registration as a Television Rating Agency (“the Agency”) for providing television rating services shall be a company registered in India under the Companies Act, 2013.

1.2 The company shall make full disclosure, at the time of application, of Shareholders Agreements, Loan Agreements and such other Agreements that are finalized or are proposed to be entered into. Any subsequent change in these, having a bearing on the foregoing Agreements, shall be disclosed to the Ministry of Information and Broadcasting, within 15 days.

1.3 The company shall have, in its Memorandum of Association (MoA), specified rating services or market research, as one of its main objectives.

1.4 Any member of the Board of Directors of the television rating company shall not be in the business of broadcasting / advertising / advertising agency.

1.5 The company shall have a minimum net worth of Rs. 5 crore. The net worth shall be calculated as per the prescribed proforma (Table 3) and shall be certified by the Statutory Auditor of the company.

1.6 The company shall comply with the following cross-holdings requirements:

- (a) No single company / legal entity, either directly or through its associates or inter-connected undertakings, shall have substantial equity holding in rating agencies and broadcasters / advertisers / advertising agencies.

(b) No single company / legal entity, either directly or through its associates or inter-connected undertakings, shall have substantial equity holding in more than one rating agency operating in the same area.

(c) The cross-holdings restriction will also be applicable in respect of individual promoters besides being applicable to legal entities.

(d) A promoter company / member of the Board of Directors of the rating agency cannot have stakes in any broadcaster / advertiser / advertising agency either directly or through its associates or inter-connected undertakings.

Explanation: For the purpose of para 1.6, substantial equity shall mean equity of 10% or more of paid-up equity. Having a substantial equity holding in companies shall constitute a cross-holding.

Provided that the eligibility conditions stipulated at 1.4, 1.5 and 1.6 will not be applicable in the self-regulation model where the industry-led body, such as the Broadcast Audience Research Council (BARC), itself provides the rating.

1.7 Guidelines regarding Foreign Direct Investment (FDI) in Television Rating Agencies will be issued separately.

2. PERIOD OF REGISTRATION

2.1 Period of registration for the rating agency shall be 10(Ten) years from the date of issue of such registration by the Ministry of Information and Broadcasting.

3. REGISTRATION FEE

3.1 The applicant company will pay an amount of Rs. 10 lakh as registration fee in favour of Pay & Accounts Officer, Ministry of Information and Broadcasting, New Delhi through a Demand Draft payable at New Delhi or through online mode on *Bharatkosh portal* of Government of India.

4. BASIC CONDITIONS AND OBLIGATIONS

4.1 The company, all Directors on the Board of the company and such key executives like Managing Director / Chief Executive Officer, Chief Financial Officer (CFO), Chief Security Officer (CSO), Chief Technical Officer (CTO), Chief Operating Officer (COO) as may be specified by the Ministry of Information and Broadcasting from time to time, shall require to be security cleared from the Ministry of Home Affairs, Government of India.

4.2 In case of appointment of Directors on the Board of the company and such key executives like Managing Director / Chief Executive Officer, Chief Financial Officer (CFO), Chief Security Officer (CSO), Chief Technical Officer (CTO), Chief Operating Officer (COO), etc., as may be specified by

the Ministry of Information and Broadcasting from time to time, prior permission of the Ministry of Information and Broadcasting shall have to be obtained.

4.3 At least 50% of the Board of Directors shall comprise Independent Directors, with no direct or indirect association with broadcasters, advertisers, or advertising agencies, to ensure neutrality, independence, and high governance standards.

4.4 It shall be obligatory on the part of the company to also take prior permission from the Ministry of Information and Broadcasting before effecting any change in the Board of Directors.

4.5 After being held eligible, the applicant company shall furnish two separate Bank Guarantees (BG) of Rs. 25 lakh and Rs. 75 lakh before the issuance of registration, in the format so specified by the Ministry of Information and Broadcasting, in order to ensure that the company complies with the provisions of these guidelines during the period of registration. The validity of Bank Guarantees shall be 10 years from the date of issuance of registration.

4.6 The company shall not undertake any activity like consultancy or any such advisory role, which would lead to a potential conflict of interest with its main objective of rating.

4.7 The company shall not have any conflict of interest with broadcasters.

4.8 The company shall ensure its continued eligibility as applicable throughout the period of registration and adhere to provisions of these guidelines, failing which, action will be taken against the company as specified in Para 10.

5. METHODOLOGY FOR AUDIENCE MEASUREMENT

The company shall put in place a rating methodology that conforms to the following conditions / standards / norms:

5.1 Viewing Platform

5.1.1 Ratings ought to be technology neutral and shall capture data across multiple viewing platforms viz. cable TV, Direct-to-Home (DTH), Terrestrial TV, OTT, connected TVs, and any other platform wherever feasible.

5.2 Selection of metered homes

5.2.1 The company shall carry out an establishment survey to estimate the “TV universe” — the total number of households with televisions, their socio-economic profiles, and viewing infrastructure. The establishment survey shall be conducted annually to reflect changes in the growth of TV homes, shifts in demographics, the expansion of new delivery platforms, and variations in growth across different markets. The number of households included in the establishment survey shall be at least ten times of the metered homes.

5.2.2 The selection of metered homes shall be based on the distribution of target viewership for particular segments such as age group, socio-economic class, gender, working status, multiple delivery platforms, all States, and urban and rural markets. Geographic representation shall be provided in proportion to the TV viewing population.

5.2.3 The data shall be captured from all the TV viewing screens of the metered homes.

5.2.4 The company shall deploy statistically sufficient metered homes and shall deploy at least 80,000 metered homes within 18 months of registration as a Television Rating Agency. Thereafter, the number of metered homes shall be increased by 10,000 every year until it reaches the figure of 1,20,000.

Provided that the existing TV Rating agency shall increase the number of metered homes to 80,000 within 6 months from the date of notification of these Guidelines and the number of metered homes shall be increased by 10,000 per year until it reaches the figure of 1,20,000.

Provided further that it shall be open to the Agency to deploy more than 1,20,000 metered homes as per its business requirements.

5.2.5 The rating agency shall not include any officer, employee or representative of broadcasters, advertisers and advertising agencies in identified metered homes.

5.2.6 The metered homes shall be updated periodically to reflect the developments taking place in the delivery platforms, growth in viewership, etc.

5.3 Privacy

5.3.1 Privacy of the metered homes must be maintained. All stakeholders must develop mechanism to comply with the Digital Personal Data Protection (DPDP) Act, 2023 and Rules made thereunder.

5.3.2 10% additional metered homes beyond the required quantity shall be deployed. The actual metered homes required for computation shall be randomly sampled from the total metered homes deployed. The agency will use necessary algorithms to detect outliers having unusual viewing behaviour and discard such data.

5.3.3 25% of the metered homes shall be rotated every year. The rotation shall be in such manners that older metered homes are removed first while maintaining the representativeness. Such rotation shall be achieved in a staggered manner by rotating metered homes every month.

5.4 Data Analysis

5.4.1 All weighting or data adjustment procedures utilized by the Agency in the process of converting basic raw measurement data to rating reports shall be based on systematic and logical procedures and applied consistently.

Provided that any viewership arising out of Landing Page shall not be counted in the viewership measurement. Landing Page can be used only as a marketing tool.

Provided also that the Broadcasters shall disclose the availability of its channel on the landing page, if any, to the rating Agency.

5.4.2 Any shortcomings, deficiencies, limitations in the rating system shall be clearly disclosed in the rating reports and also brought to the notice of users of the rating system.

5.4.3 In the event that the Agency identifies an attempt to bias measurement results by a respondent's submission of fabricated information, it shall eliminate such cases from analysis. In the event that such cases have been included in published data, the Agency shall be required to assess the effect on results and notify users about the same along with an indication of its practical significance.

5.5 Transparency

5.5.1 The procedure adopted for selection of metered homes and the rotation of the metered homes shall be published for public access on the website of the Agency.

5.5.2 The Agency shall submit the detailed methodology and anonymised data used to calculate ratings to the Government and also publish it on its website.

6. GRIEVANCE REDRESSAL MECHANISM

The Agency shall put in place an effective grievance redressal system and publish it on its website.

6.1 Grievance Management

6.1.1 The company shall accept grievances from customers, or stakeholders through multiple modes such as letters, email, mobile messaging, tele calls etc.

6.1.2 All grievances received through the above channels shall be duly acknowledged, recorded, and disposed of in accordance with the grievance redressal mechanism prescribed.

6.2 Appointment or Designation of Nodal Officer

6.2.1 The Agency shall, with the commencement of its operations, appoint or designate one or more Nodal Officers for the purpose of grievance redressal.

6.2.2 The Agency shall, immediately on appointment or designation or change of a Nodal Officer:

- (a) give wide publicity about appointment or designation of such Nodal Officers or any change thereof;
- (b) display, at each of its offices, and website and at the office of the Nodal Officer, the name of the Nodal Officer(s), their address(es) and telephone numbers, e-mail addresses, facsimile numbers and other means of contacting them.

6.3 Handling of Grievances by Nodal Officers

6.3.1 Every Nodal Officer shall:

- (a) be accessible to the complainant at the address so publicized,
- (b) register every complaint / grievance lodged,
- (c) issue an acknowledgement to the concerned complainant within three days from the date of receipt of the complaint indicating therein the unique complaint number,
- (d) Intimate, within the time limit specified under para 6.4 below, the decision taken in respect of such complaint, to the complainant, immediately after taking the remedial measure for redressal of the grievance.

6.4 Time Limit for Redressal of Grievances by Nodal Officer

6.4.1 The Nodal Officer shall resolve or redress the grievances within ten days of the registration of such grievances.

6.5 Establishment of an Appellate Authority

6.5.1 The Agency shall establish an Appellate Authority for redressal of complaints in case a complainant is not satisfied with the redressal of his grievance by the Nodal Officer.

6.5.2 The procedure for filing an appeal shall be available on the Agency's website. Any grievance not addressed within the scheduled timeframe by the Nodal Officer shall be automatically escalated to the Appellate Authority.

6.5.3 Appellate Authority shall dispose of complaints within 15 days from the receipt of an appeal.

6.6 Maintenance and Publication of Records of Grievances

6.6.1 The Agency shall maintain and publish data on its website regarding grievances received and disposed along with time taken to dispose it off.

6.6.2 The records as mandated in para 6.6.1 shall be kept till the expiry of three months from the date of resolution of a grievance and the Agency shall produce the relevant records whenever called upon by the Ministry of Information and Broadcasting.

6.7 Grievances Forwarded by the Government

6.7.1 Government may forward to the Agency for redressal the grievances received by it directly.

6.7.2 The Agency shall resolve or redress such grievances as per the procedure prescribed above in para 6.

7. SALE AND USE OF RATINGS

7.1 The rates for rating data / reports shall be non-discriminatory and transparent and the rate card for sale or use of rating data / reports shall be published in the public domain by the Agency.

7.2 The data generated by the Agency shall be made available, on payment basis, to all interested stakeholders in a transparent and equitable manner.

7.3 Use of such data to be governed by the terms and conditions specified by the Agency providing the rating data.

7.4 The Agency shall publish the categories of data / reports available for use along with the terms and conditions on its website.

7.5 Sharing of the data / reports with a third party or in the public domain shall be allowed subject to the fair usage policy of the Agency. Such fair usage policy shall be provided on the website of the rating agency.

8. TRANSPARENCY

8.1 The following information shall be disclosed by the Agency on its website:

- (a) Detailed rating methodology in clear terms including possible sources of errors.
- (b) Details about the coverage in terms of geographical and other socio-economic representation.
- (c) Possible sources of conflict of interest, which could impair its ability to make fair, objective and unbiased ratings.
- (d) Quality control procedures with respect to all external and internal operations which may reasonably be assumed to exert significant effects on the final results.
- (e) Rate card for the various reports and discounts offered thereon.
- (f) Ownership pattern of the Agency, including foreign investment / joint venture / associates in the Agency.
- (g) Quarterly / Annual audit reports.
- (h) Complaint redressal statistics.
- (i) Comments / viewpoints of the users of the rating data.
- (j) Details of key executives and Board of Directors.

9. REQUIREMENT FOR AUDIT

9.1 The Agency shall set up an internal audit mechanism for ensuring that its internal processes and the guidelines issued by the Government are being followed. This shall be conducted quarterly and the report placed on its website.

9.2 The Agency shall get their rating process / system audited annually by a qualified independent auditor. The auditors of the Agency shall state in their report whether proper mechanisms and procedures exist for a credible rating system. The report of the independent auditor shall be placed on the website of the Agency.

9.3 The cost of audit shall be borne by the concerned Television Rating Agency.

9.4 The Ministry of Information and Broadcasting reserves the right to audit the systems / procedures / mechanisms of the Agency, should such a need arise.

9.5 A Ministry-level Audit & Oversight Team shall be constituted to conduct periodic statistical, technical, and field-level audits and inspections of Television Rating Agencies. The Team may co-opt independent experts or specialised agencies for this purpose.

9.6 Such audits shall be conducted at least once every year, in addition to special audits based on complaints, risk profiling, or intelligence inputs.

10. NON-COMPLIANCE OF GUIDELINES

Any non-compliance of these Guidelines by the Agency shall attract penalties to be imposed by the Ministry of Information & Broadcasting, Government of India.

10.1 Penalties

10.1.1 Any violation shall attract graded penalties as follows:

(a) First violation: Suspension of ratings for one month.

(b) Second violation within one year from the date of first violation: Suspension of ratings for two months along with forfeiture of Bank Guarantee of Rs. 25 Lakh furnished by the company.

(c) Third violation within one year from the date of first violation: Suspension of ratings for three months along with forfeiture of Bank Guarantee of Rs. 75 Lakh furnished by the company.

(d) Fourth violation within one year from the date of first violation: Cancellation of registration.

10.1.2 In the event of imposition of penalties, the Government shall not be responsible for any investment already made by the Agency or its investors.

10.1.3 Any action taken against the Agency by the Central Government under Para 10.1.1 shall be taken only after giving a written notice to the company to show cause and allowing reasonable time for a response. On receiving non-satisfactory response from the Agency, penalties shall be imposed.

10.2 Surrender of the Registration

10.2.1 The company may surrender the registration, by giving an advance notice of one month to the Ministry of Information and Broadcasting as well as to all concerned / affected parties.

11. INSPECTION

11.1 The Government of India, Ministry of Information & Broadcasting or its authorized representative(s) shall have the right to inspect premises of rating agencies where ratings are generated. No prior permission / intimation shall be required to exercise the right of Government or its authorized representative to carry out the inspection. The Agency shall, if required by the Government or its authorized representative(s), provide necessary facilities for continuous monitoring for any particular aspect of the Agency's activities and operations.

11.2 The Government of India, Ministry of Information & Broadcasting or its authorized representative(s) will ordinarily carry out the inspection after reasonable notice except in circumstances where giving such a notice is not in the interest of fair and transparent rating.

12. NATIONAL SECURITY AND OTHER CONDITIONS

12.1 The Government may restrict the Agency from operating in any sensitive area from the National Security angle. The Government of India, Ministry of Information & Broadcasting shall have the right to take over the entire services and networks of the Agency. The Government may revoke / terminate / suspend the rating operations of the Agency for a specified period in the interest of national security or in the interest of emergency or war without giving prior notice to the company. The company shall immediately comply with any directives issued in this regard, failing which the registration granted shall be cancelled and the company may be disqualified to hold any such registration in future for a period of five years.

Provided that any taking over of the services or suspension of registration, issuance of a directive as described above shall neither be a ground for extension of registration period nor any compensation.

12.2 The company shall not transfer databases to any person / place outside India unless permitted by relevant Law.

13. SECURITY CLEARANCE

13.1 The registration of the Agency shall be subject to the company remaining security cleared throughout the currency of registration. In case the security clearance is withdrawn, the registration granted is liable to be terminated forthwith.

13.2 In the event of security clearance of any of the persons associated with the Agency being denied or withdrawn by the Government for any reasons whatsoever, the Agency shall ensure compliance with registration requirement as per para 4.1 of these Guidelines, failing which the registration shall be cancelled and the Agency shall be disqualified to hold any such registration for a period up to five years.

14. PROVISIONS WITH RESPECT TO EXISTING RATING AGENCIES

14.1 These guidelines shall also be applicable to the existing TV Rating Agencies. Existing agencies shall register under these Guidelines within 30 days on notification.

14.2 No rating agency shall generate and publish ratings till such time that they comply with the provisions of these guidelines.

14.3 TV Distribution Platforms and / or OTT platforms may publish periodic viewership data of broadcasters / channels being played on their platforms, on their websites, without obtaining registration or permission under these guidelines.

15. PROCEDURE FOR APPLICATION AND GRANT OF REGISTRATION

15.1 All applicants shall apply to the Secretary, Ministry of Information & Broadcasting, in triplicate, in the prescribed proforma.

15.2 On the basis of information furnished in the application form (FORM 1), if the applicant is found eligible, after security clearance as prescribed, the Ministry of Information and Broadcasting will issue registration to the applicant as a Television Ratings Agency.

16. DISPUTES

16.1 The company shall undertake to fully indemnify and keep the Government harmless in respect of any action, claim, suit, proceeding, damage or notice to / against the Government for any act of omission or commission on the part of the Agency or the company, its agents, employees, representatives or servants.

17. JURISDICTION

17.1 The courts at New Delhi shall have the jurisdiction over all disputes arising out of these Guidelines.

18. RENEWAL OF REGISTRATION

18.1 After the expiry of registration, the Agency may apply for renewal of registration as per extant Guidelines.

19. TRANSFER OF REGISTRATION

19.1 Transfer of registration as a Television Rating Agency is not permissible.

20. ACTION UPON NON-GENERATION OF RATINGS

20.1 The Ministry of Information and Broadcasting may cancel the registration if ratings are not generated and published by the company continuously for more than 180 days. The Agency may be given an opportunity to represent its case before cancellation of registration.

21. ACTION UPON FURNISHING FALSE INFORMATION

21.1 If the company furnishes false information to the Central Government, registration of the company shall be cancelled. The Agency may be given an opportunity to represent its case before cancellation of registration.

22. MISCELLANEOUS

22.1 The company shall be required to comply with any orders, regulations, guidelines, directions, etc. issued by the Ministry of Information and Broadcasting in this regard, from time to time.

22.2 The Government, Ministry of Information and Broadcasting shall have the right to modify at any time the provisions of these guidelines. The decision of the Government shall be final and binding in this regard.

Form for application for registration as Television Rating Agency

To
The Secretary
Ministry of Information & Broadcasting,
New Delhi-110001.

Dated

Subject: Application for registration as Television Rating Agency

Sir,

I, authorized person on behalf of company (*name of the Company*)
....., hereby submit the following details for registration
of the company as a **Television Rating Agency**:

1. Name of the Applicant Company:
.....
2. Date of Incorporation of the Company:
.....
3. Registration details of the Company:
.....
4. PAN of the Company:
.....
5. Main objects of the Company:
 - a.
 - b.
 - c.
6. Contact Details:
 - a. Address of Head Office:
.....
 - b. Address of Regional Office:
.....

c. Telephone Numbers:

i. Landline:

.....

ii. Mobile:

.....

iii. Fax:

.....

d. Email address:

.....

7. Net worth of the Company:

Rs.....

a. Structure of Equity Capital:

i. Authorised share capital:

Rs.

ii. Paid up share capital:

Rs.....

b. Share-holding pattern:

i. Direct investment:

1. Indian.....%

2. Foreign.....%

3. Breakup of Foreign Direct Investment:

a. Individual:.....%

b. company%

c. NRI:%

d. OCB.....%

e. PIO.....%

ii. Portfolio Investments:

1. Indian.....%

2. Foreign.....%

3. Breakup of Foreign Portfolio Investment:

- a. FIIs:
- b. NRIs:
- c. OCBs:
- d. PIOs:

iii. Total foreign equity in the company (direct & Indirect):

.....

8. Equity Shareholding in other Companies:

S. No.	Name of the other companies in which the applicant company has equity shareholding	Is this Company a Rating Agency or Broadcaster/ advertiser/ advertising agency?	Paid-up Capital of that company	Paid-up Capital of the Applicant company	%age of Paid up equity of the applicant company in the other company
(1)	(2)	(3)	(4)	(5)	(6)

9. Particulars of the Board of Directors (starting with CEO/MD):

S. No.	Name	Percentage of share holding, if any	Date of Birth	Nationality	Passport details, if any	Current position held	Address	Are you in the business of Broadcasting/ advertising / advertising agency? (Yes/No)

10. Details of registration fee paid:

a. Amount:

Rs.....

b. Date:

.....

c. Transaction Reference Number of Bharatkosh:

.....

(Please attach a copy of the receipt)

11. Documents attached:

a. A copy of the Registration Certificate of the Company:
Yes/No

b. A copy of PAN of the Company:
Yes/No

c. A copy of Memorandum of Association (MoA):
Yes/No

d. Shareholding pattern for Applicant Company (in the prescribed format – Table-1) and for investing Companies (in the prescribed format – Table - 2)
Yes/No

e. Calculation sheet for Foreign Equity in the Company (direct & Indirect) with a copy of DPIIT approval.
Yes/No

f. Details of the Board of Directors of the Company:
Yes/No

g. Audited Balance Sheet, Profit & Loss Account for immediately preceding financial year and certificate of net worth (in the prescribed format – Table-3) by a Chartered Accountant.

Yes/No

h. Details of the paid-up equity capital of the other companies in which the applicant Company has holding and the percentage of the holding of the applicant company in all those Companies.

Yes/No

i. Other attachments

- i.
- ii.
- iii.
- iv.

12. Affidavits: Affidavits, as required in Form-1A, on a non-judicial stamp paper of Rs 20, duly attested by Notary are attached.

I/We,.....the applicant(s) do hereby declare that the above facts are correct in all respects.

Place:

(Signature of the Applicant)
[Authorised signatory of the company]

Date:

Name:
Seal of the company

AFFIDAVIT/ UNDERTAKING (on Rs 20/- Stamp Paper& Notarized)

WHEREAS I, Shri..... S/O
 Shri.....in the capacity of..... (Designation)
 have applied to the Ministry of Information & Broadcasting on behalf of
 M/S.....for registration as a Television
 Rating Agency do declare/Undertake that-

- i) We are registered as a company under the Companies Act, 2013
- ii) As specified in our Memorandum of Association (MoA), one of our main objects is: Rating services* or Market research (*Delete whichever is not applicable)
- iii) The company shall not undertake any activity like Consultancy or any such advisory role which would lead to a potential conflict of interest with main objective of rating.
- iv) Promoter company/Any member of the board of Directors of our company are not in the business of broadcasting/advertising/advertising agency and would not take up this business activity or become a board of Director in any other company dealing with such activity.
- v) No change of the Board of Directors of the company would be made without the prior approval of Ministry of Information & Broadcasting.
- vi) Our company/legal entity's total equity holding either directly or through its associates or interconnected undertakings in both rating agencies and broadcasters/advertisers/advertising agencies or more than one rating agency operating in the same area is less than 10% of the paid up capital.
- vii) Each individual promoter of the applicant company has less than 10% holding of the paid up equity in all the companies taken together.
- viii) Our company shall carry out the Television Audience Measurement in accordance with the provisions of the Policy Guidelines for the regulation of Television Ratings in India & regulations/orders/directions issued by the Central Government from time to time.
- ix) We shall not include any officer, employee or any other member of broadcasting/advertising/advertising agency in identified metered homes.
- x) There is no criminal case pending in any court of law against Board of Directors/Key Executives of the company. Also it is certified that the Board of Directors/Key Executives of the company have not been convicted of any offence in any court of India for last 10 (ten) years.

Place:
Date:

Signature
Name
Designation
Seal of company

Table-1

FORMAT FOR SHAREHOLDING PATTERN TO BE FURNISHED ALONG WITH APPLICATION

SHARE HOLDING PATTERN OF APPLICANT COMPANY

M/s _____ AS ON _____

FACE VALUE OF THE SHARE in Rs. _____

S. No.	Category of Shareholders	Share Holding			
		Direct Investment		Portfolio Investment	
		No. of Shares	% of total paid up shares	No. of Shares	% of total paid up share
1	Indian individual				
2	Indian company				
3	Foreign individual				
4	Foreign company				
5	NRI				
6	OCB				
7	FII				
8	PIO				
9	Any other				

(i) For Indian company(ies), information as per proforma in Table-2 also to be supplied for each company.

(ii) Complete break-up of number of shares of the applicant company held by each Indian company should also be provided.

(iii) In case of FDI, enclose copy of DPIIT approval.

TABLE-2**DETAILS OF SHAREHOLDING PATTERN OF EACH INDIAN COMPANY HOLDING SHARE IN THE APPLICANT COMPANY****i) SHARE HOLDING PATTERN OF COMPANY**

M/s _____ AS ON _____

FACE VALUE OF THE SHARES IN Rs. _____

S. No.	Category of Shareholders	Share Holding			
		Direct Investment		Portfolio Investment	
		No. of Shares	% of total paid up shares	No. of Shares	% of total paid up share
1	Indian individual				
2	Indian company				
3	Foreign individual				
4	Foreign company				
5	NRI				
6	OCB				
7	FII				
8	PIO				
9	Any other				

Note: Repeat same information about each Indian company holding share in the applicant company.

Table-3**Format for the Certificate of Net Worth by the Statutory Auditors**

We have audited the Books of Account of M/s. _____ for the financial year ended March 31, 20____ and certify that the Net Worth of M/s. _____ as on March 31, 20____ is Rs. _____ (Rupees in words _____)

We further certify that the net worth of M/s. _____ (Name of the company) is computed as follows:-

Sl. No.	Particulars	Amount in Rs. Lakh
1.	Book Value of assets	
2.	Book value of fictitious and intangible assets	
3.	Liabilities other than owner's funds	
4.	Net Worth{1-(2+3)}	

Notes:-

“Net Worth” means the sum total of the paid-up capital and free reserves after deducting the provisions or expenses as may be prescribed. Net worth is equal to the excess of the book value of assets (other than fictitious assets) of an enterprise over its liabilities.

“Book value of assets”

The amount at which an item appears in the books of account or financial statements. It does not refer to any particular basis on which the amount is determined. e.g. Cost, replacement value etc.

“Fictitious Assets”

Items grouped under the assets in a balance sheet which has no real value (e.g. The debit balance of the profit and loss account)

“Liabilities”

The financial obligation of an enterprise other than owner's funds.

“Owner's funds” means paid-up capital and free reserves

Explanation for the purpose of this clause, “free reserves” means all reserves created out of the profits and share premium account but does not include reserve created out of revaluation of assets, write back of depreciation provisions and amalgamations.