



## Factsheet

### **About Chrome Data Analytics and Media**

Founded in 2008, Chrome DM is India's largest primary research and data analytics company. As of July '16, the company has a team of 650+ field staff, 150+ managerial staff and 450 tele-callers speaking over 22 languages to gather data from over 3300 towns and 200,000 villages. Chrome DM operates in the fields of broadcast distribution audit & monitoring, market research and media services. The company currently has 6 proprietary tools which have gained wide industry acceptance and usage in the past 7 years, leading to over 400 clients.

### **About the Leadership**

With over 15 years of experience in the media space, Chrome DM Founder & CEO Pankaj Krishna, an industry veteran, has worn many hats. Having completed his O Levels from University of London, Pankaj finished an Executive Education Programme from Harvard Business School.

While his entrepreneurial journey began in 2008, Pankaj has learnt the ropes of the media industry at some of the best brands in the business- India Today, National Geographic, Star India- before going on to be the Business Head of UTV India.

### **Chrome DM's Offices -**

#### **Delhi**

- 819, World Trade Towers, DND Flyway, C-01, Sector 16, Noida – 201301
- C-40, Sector 27, Noida- 201301

#### **Mumbai**

- 614, Summit Business Bay, Andheri Kurla Road, Near Cinemax Theatre, Andheri (E), Mumbai 400 059

#### **Bangalore**

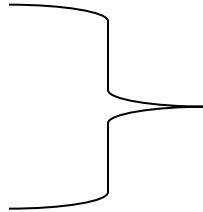
- 403, Block A, Maitri Pride 5th Main, 6th Cross Malleshpalya, Bangalore – 560075

### **Chrome DM's Infrastructure**

- All India Team Strength – **1,250+** (**650+** Field Staff, **450+** Tele Callers, **150+** Managerial Staff)
- All India Panel & Parallel Homes (U+R)- **34,000+**
- Coverage - **3,000+ Class 1 and LC1 towns & 2,15,000 villages** across India
- Client Base – **400+**

- India's **only Analytics firm that consolidates connectivity reports across all modes of delivery – Analog, Digital and DTH across the country providing access to data at headend level.**
- At every headend, the data collection for channel mapping is executed across **3+1 Chrome DM Panel Homes** – even if 1 respondent says “NOT AVAILABLE”, we report it as “NOT AVAILABLE” - **Hence a trigger for the client to rectify the problems immediately!**
- Data collection is done through Chrome Boxes, Field Research and Tele-calling. Audio Proofs from tele-callers are provided in below 10L markets and rural headends. Daily reporting across ~ 200 headends in Metros and 10-75L markets is carried out, through proprietary apps.
- Fastest turnaround time; re-report individual headends, within 24 hours.
- Trained tele-callers who can speak 22 languages including **Assamese, Bangla, Bodo, Kashmiri, Konkani, Maithili, Manipuri, Punjabi, Tamil, Telugu, Malayalam, Kannada, Marathi, Gujarati, Punjabi, Oriya, Bhojpuri, Urdu, English and Hindi**
- Chrome DM Satellite Offices: Apart from Noida and Mumbai, Chrome DM also has **Work-from-Home Tele-callers** across different parts of India such as **Chandigarh, Bhopal, Indore, Vadodara, Jaipur, Kolkata, Chennai, Bangalore, Vishakhapatnam, Hyderabad, Patna, Lucknow, Kanpur, Kochi etc.**

- Chrome DM Services offered -
- Chrome DM Track
- Chrome DM Digital
- Chrome DM Live
- Chrome DM LC1
- Chrome DM NE



**Now consolidated as  
Chrome DM Track 2.0**

- Chrome DM AV
- Chrome DM Language Feed
- Chrome DM DPi
- Chrome CPi
- Chrome DM Dii
- Chrome DM SES
- Chrome DM DRR
- Chrome DM Plus
- Chrome DM Piracy Track & IDS
  - Film Piracy
  - Channel Piracy
- Chrome DM DTH
- Chrome DM Geotag
- Chrome Rural Track
- Chrome RES
- Chrome HD
- Chrome Optimal
- Chrome OAP

<b>BACK-END EXPENDITURES</b>			
<b>DETAILS</b>	<b>Count</b>	<b>Wage</b>	<b>Total</b>
<b>Resource Strength</b>			
<b>Field*</b>	<b>683</b>	<b>15,000</b>	<b>1,02,45,000</b>
HSM	556		
South	117		
NE	10		
<b>Call-Centre (Delhi, Mumbai &amp; All Out of Home Tele-callers)</b>	<b>351</b>	<b>12,000</b>	<b>42,12,000</b>
<b>Panel Homes</b>	<b>33876</b>	<b>350</b>	<b>1,18,56,600</b>
Metros	568		
10 to 75	824		
Below 10	2824		
LC1	9024		
Rural	20636		
<b>Direct Expenses</b>			<b>26313600</b>
<b>Monthly Management Salaries</b>			<b>84,00,000</b>
<b>Office/Overheads</b>			<b>21,00,000</b>
<b>Out of Pocket Expenses</b>			<b>5,60,000</b>
<b>Monthly Total</b>			<b>3,73,73,600</b>
<b>Yearly Total</b>			<b>44,84,83,200</b>

## Chrome DM pays the respondents by 2 different modes of payment: Online Transfers:



M/S. CHROME DESIGN AND MEDIA  
 C/O CHROME DESIGN AND MEDIA  
 C-40 SECTOR-27,NOIDA COMPLEX GAUTAM BUDHA NAGAR  
 NOIDA 201301  
 UTTAR PRADESH INDIA

[File Upload DE80NES2408.006 24082016](#)

Account No : 02718630000380

Currency : INR

TXN Date : 25-Aug-16

Value Date	Account #	IFSC Code	Name On Account	TXN Amou
25-Aug-16	20180459183	SBIN000156	V Prabhu Dass	480.00
25-Aug-16	30551732466	SBIN0004827	G.Sugunakara Rao	210.00
25-Aug-16	20029760266	SBIN0000850	Palika Veerababu	400.00
25-Aug-16	912010048532612	UTIB0000585	G.Srinivas Rao	400.00
25-Aug-16	31532382198	SBIN0000915	Bontha Manikanta Vasu	200.00
25-Aug-16	20086196572	SBIN0000482	Gorle Ramesh	210.00
25-Aug-16	20065793084	SBIN0012870	Karri.Suresh Kumar	400.00
25-Aug-16	32367917841	SBIN0000754	Venkata Pushpa Latha Kota	1,280.00
25-Aug-16	31703516776	SBIN0003060	M.Vijay Kumar	1,280.00
25-Aug-16	10039437849	SBIN0007642	A.V.Sunanda	1,280.00
25-Aug-16	09460100003390	UCBA0000946	S. Sudha Rani	1,280.00
25-Aug-16	17523211000808	UCBA0001752	Kolapalli Venkata Ratnam	1,280.00
25-Aug-16	128101000000609	IOBA0001281	N.Sreedevi	480.00
25-Aug-16	043901505986	ICIC0000439	Madan Mohan A	480.00
25-Aug-16	448308709	IDIB000M006	M Ramulu	480.00
25-Aug-16	20192069609	SBIN0016349	Chitiprolu Pavan Kumar	560.00
25-Aug-16	20124467125	SBIN0011105	T Srinivasarao	480.00
25-Aug-16	52102000022	SBHY0020713	Jasty Ravi & Rama Devi	480.00
25-Aug-16	20086700151	SBIN0013274	Rama Sundari	480.00
25-Aug-16	32647787108	SBIN0013391	Challa Nagarjuna	480.00
25-Aug-16	62241000185	SBHY0020977	Buramdoddi Saritha	480.00
25-Aug-16	10699301735	SBIN0006644	N.Raj Kumar	280.00
25-Aug-16	32422818340	SBIN0000801	M.Sreekanth	280.00
25-Aug-16	30921076298	SBIN0007432	S Papaiah Chowdary	280.00
25-Aug-16	30664514383	SBIN0000825	Santhosh G	280.00
25-Aug-16	62298159785	SBHY0021387	Raja Juvvala	50.00
25-Aug-16	52141507922	SBHY0020135	Tummanapelly Ramesh	480.00
25-Aug-16	91059046687	APGB0002013	Panem Chennaiah	210.00
25-Aug-16	34518769851	SBIN0011085	Kursam Venkatswarlu	280.00

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Login ID - Chrome20135 (223360)

TxID	NUMBER	NETWORK	AMOUNT	STATUS	YOUR COST	TIME
163861250	9301211515	Reliance-CDMA	300	SUCCESS	300	09-09-16 16:03
163944080	9789090860	Airtel	250	SUCCESS	250	10-09-16 12:01
163944129	9791125410	Airtel	250	SUCCESS	250	10-09-16 12:02
163944194	8056333011	Airtel	200	SUCCESS	200	10-09-16 12:02
163945011	9994658048	Airtel	250	SUCCESS	250	10-09-16 12:13
163945073	9944508053	Airtel	250	SUCCESS	250	10-09-16 12:14
163945224	7708784945	Airtel	250	SUCCESS	250	10-09-16 12:15
163945269	8870599696	Airtel	250	SUCCESS	250	10-09-16 12:16
163945312	9994024924	Airtel	250	SUCCESS	250	10-09-16 12:16
163945482	8870384419	Airtel	250	SUCCESS	250	10-09-16 12:18
163945525	9994708505	Airtel	250	SUCCESS	250	10-09-16 12:19
163945588	8012908011	Aircel	250	SUCCESS	250	10-09-16 12:19
163945643	9367911172	Reliance-CDMA	250	SUCCESS	250	10-09-16 12:20
163948053	9418749388	BSNL	100	SUCCESS	100	10-09-16 12:50
163949198	9466262950	BSNL	500	SUCCESS	500	10-09-16 13:06