



Chrome DM 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, '25, 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 5700 towns and 5,99,000 villages. Chrome DM operates in the fields of broadcast distribution audit & monitoring, market research and media services. The company currently has over 10 proprietary tools which have gained wide industry acceptance and usage in the past 17 years, leading to over 500 clients.

About the Leadership

With over 25 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

- C-40, Sector 27, Noida- 201301

Mumbai

- Garage One, Ground Floor, Shree Bhavan, Plot number 744, Vima Dalal Road, Parsi Colony, Dadar East, Mumbai 400014

Bangalore

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

Raipur

- G-200, B-15, In front of GSI, Rohinipuram DDU Nagar, Raipur C.G. 492010



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+**
- Mobile/ CTV SDKs – **1,45,000+**
- Coverage - **5,000+ Class 1 and LC1 towns & 5,99,149 villages** across India
- Client Base – **500+**

- 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!

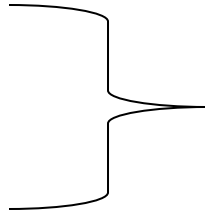
- Data collection is done through Chrome Boxes, Field Research and Tele-calling. Audio Proofs from tele-callers are provided in below 10L markets and rural headends. Daily reporting across ~ 200 headends in Metros and 10-75L markets is carried out, through proprietary apps.

- 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
- Chrome OTT
- Chrome Digital Track
- Chrome Ratings+

Chrome DM respondents' payment via Online Transfers (Sample):



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

[File Upload AN94NE53112-012-31122025](#)

Account No : 02712320005194

Currency : INR

TXN Date : 31-Dec-25

TXN Amount : 1,85,200.00

Value Date	Account #	IFSC Code	Name On Account	TXN Amount
31-Dec-25	0396053000035121	SIBL0000873	SHAKUNTALA . R	130.00
31-Dec-25	32664337443	SBIN0008631	SMITHAMOL K.S	130.00
31-Dec-25	12510100081946	FDRL0001251	SELVARAJ S.	130.00
31-Dec-25	026101000020412	IOBA0000261	AGANYA G	120.00
31-Dec-25	1119155000210037	KVBL0001119	M.RAMAKRISHNAN	130.00
31-Dec-25	214910100007569	UBIN0821497	RJOTHI LAKSHIMI	130.00
31-Dec-25	50180003041696	BOBL0001835	V.PREM KUMAR	130.00
31-Dec-25	091401000009411	IOBA0000914	K.Rajeswari	300.00
31-Dec-25	67123911814	SBIN0070788	PURUSHOTHAMAN V	130.00
31-Dec-25	62322210010837	CNR80016232	ASINA I	130.00
31-Dec-25	1509101148029	CNR80001509	J.BANU	130.00
31-Dec-25	023601000032201	IOBA0000236	MSTERVIGNESH M	300.00
31-Dec-25	43341987588	SBIN0018327	Mrs.Sharmila	120.00
31-Dec-25	166201000016311	IOBA0001662	L KALAIVANI	300.00
31-Dec-25	0396053000035121	SIBL0000873	SHAKUNTALA . R	130.00
31-Dec-25	5780103000013	CNR80005780	CHACKO THOMAS THAVUMKERIL	300.00
31-Dec-25	32664337443	SBIN0008631	SMITHAMOL K.S	130.00
31-Dec-25	12510100081946	FDRL0001251	SELVARAJ S.	130.00
31-Dec-25	166201000016311	IOBA0001662	L KALAIVANI	300.00
31-Dec-25	6307413112	IDIB000A027	JOHN PAUL JEGATHESH A	120.00
31-Dec-25	026101000020412	IOBA0000261	AGANYA G	120.00
31-Dec-25	1119155000210037	KVBL0001119	M.RAMAKRISHNAN	130.00
31-Dec-25	214910100007569	UBIN0821497	RJOTHI LAKSHIMI	130.00
31-Dec-25	125001000012228	IOBA0001250	MR.SATHISH KALLANAI	130.00
31-Dec-25	50180003041696	BOBL0001835	V.PREM KUMAR	130.00
31-Dec-25	091401000009411	IOBA0000914	K.Rajeswari	300.00
31-Dec-25	64612200109494	CNR80000953	ELUMALAI A	130.00
31-Dec-25	611771855	IDIB000T111	A ELUMALAI	130.00
31-Dec-25	67123911814	SBIN0070788	PURUSHOTHAMAN V	130.00
31-Dec-25	62322210010837	CNR80016232	ASINA I	130.00
31-Dec-25	023601000032201	IOBA0000236	MSTERVIGNESH M	300.00
31-Dec-25	43341987588	SBIN0018327	Mrs.Sharmila	120.00
31-Dec-25	166201000016311	IOBA0001662	L KALAIVANI	300.00
31-Dec-25	0396053000035121	SIBL0000873	SHAKUNTALA . R	130.00
31-Dec-25	5780103000013	CNR80005780	CHACKO THOMAS THAVUMKERIL	300.00
31-Dec-25	32664337443	SBIN0008631	SMITHAMOL K.S	130.00
31-Dec-25	12510100081946	FDRL0001251	SELVARAJ S.	130.00
31-Dec-25	166201000016311	IOBA0001662	L KALAIVANI	300.00

Chrome DM Respondent Details (Sample):

Browse

Structure

SQL

Search

Insert

Export

Import

Operations

Tracking

Triggers

Profiling

[Edit inline]

[Edit]

[Explain SQL]

[Create PHP code]

[Refresh]

1

>

>>

Number of rows: 500

Filter rows:

Search this table

Extra options

un_id	role_id	added_by	first_name	last_name	referral_code	city_id	state_id	pincode	status	total_points	remaining_points	updated_at	created_at
		User ID of that admin or supervisor by whom this ...							"0" = "Inactive", "1" = "Active"				
dsbkqjbqw	4	NULL Sunny	Shreemali		3OPAcnAyywZ	NULL	NULL	NULL	1	7268	473	2026-01-21 10:23:56	0000-00-00 00:00:00
od30x5w6omss8o	4	NULL sunny	kumar singh		fKDD26wUou	saran	bihar	841403	1	6503	227	2026-01-21 10:23:56	2023-09-24 22:47:39
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