



PRESS RELEASE

For Immediate Release

Vikram Sakhuja and Dhruba Mukherjee to continue as Chairman and Vice Chairman of MRUCI respectively;

Mumbai, September 28, 2026: Media Research Users Council India (MRUCI) held its 32nd Annual General Meeting (AGM) on Monday, September 28, 2026 at Hotel Sahara Star.

Mr. Vikram Sakhuja, Partner and Director, Madison World and Mr. Dhruba Mukherjee, CEO, ABP Pvt. Ltd. will continue in their respective roles as Chairman and Vice Chairman of MRUCI. The leadership duo was unanimously re-elected at MRUCI's Board meeting which was held shortly after its AGM.

New members have also been appointed to the Board of Governors, viz:

1. Mr. Samudra Bhattacharya, CEO – Print and Radio, HT Media Ltd.
2. Ms. Janhavi Abhijit Pawar, Director, Sakal Media Pvt. Ltd.
3. Mr. Kartik Sharma, CEO, Omnicom Media, India
4. Mr. Navin Khemka, President, Client Solutions, WPP Media South Asia

Mr. Sakhuja stated, "The revival of the IRS comes at a critical time for the Indian media industry. The new IRS will provide a contemporary and robust measurement framework that looks beyond reach to reflect the evolving media landscape, including Trust, Attention and digital consumption. I am excited about its launch and the opportunity it presents to enable more informed and balanced deployment of media budgets, allowing every medium to gain from a credible and common currency."

Mr. Dhruba Mukherjee in his vote of thanks said, "I would like to extend my sincere thanks to the MRUCI Board, the Technical Committee, and all our members for their unwavering commitment and rigorous effort in shaping the approach for a new IRS. Reviving the IRS is a collective industry mission. This progress would not have been possible without the resolve and the shared belief of the MRUCI members regarding the need for a credible, contemporary and cross-media currency. We would like to express our sincere gratitude to all stakeholders."

Vikram Sakhuja, Partner and Director, Madison World is a respected member of India's marketing and media fraternity.

Across his 38 year career, he has been the Global CEO of Maxus WW, a GroupM company; the CEO of GroupM South Asia and CEO of Mindshare South Asia. He has also held senior marketing, media and market research positions in P&G, Coca-Cola and Star TV.

Vikram has served on several industry body boards/ committees including ASCI, ABC, RSCI, BARC, FICCI, ASSOCHAM, AAI committees with ISA, INS and IBDF. He is the current Chairman of the Technical Committee for BARC, Board member of ABC and Ad Club past President. He has consistently been voted one of the most influential persons in Indian Media by the Economic Times.

He is an engineer from IIT Delhi and MBA from IIM Calcutta. He is married to Simmi – a fitness trainer, and has two daughters Tara and Diya.

Mr. Dhruva Mukherjee, CEO, ABP Pvt. Ltd. joined in 1997. He joined as a management trainee and during his career in ABP spanning over two decades he has handled responsibilities in brand management, audience development, advertisement sales and production functions before taking over as CEO.

Born and brought up in Calcutta and a die hard Calcuttan at heart, he is a B.Com (Hons) from St. Xavier's College, Calcutta; MBA from IISW&BM under Calcutta University and an alumnus of London School of Economics & Political Science. He has also graduated from the Senior Executive Leadership Program of the Harvard Business School. Travel, food and sports are some of the things that excites him beyond his interest areas in work.

About MRUCI:

Founded in 1994, MRUCI was formed with the sole purpose of organising accurate, timely and efficient media research in the country, across all forms of media. As the name suggests, the MRUCI exists solely to serve the interests of its members, as far as media research is concerned.