

Particulars of the Business Activities

Esha Media Research Limited specializes in comprehensive media monitoring, analysis, and research services.

Our core activities include:

- **Media Monitoring:** Tracking and analyzing media coverage across various platforms including print, broadcast, and online media to provide actionable insights.
- **Broadcast Monitoring:** Recording and analyzing television and radio broadcasts to help clients understand their media presence and impact.
- **Print Media Monitoring:** Scanning and summarizing articles from newspapers, magazines, and other print publications to keep clients informed about their coverage.
- **Social Media Listening:** Monitoring social media platforms to track mentions, sentiment, and trends related to our clients.
- **Audit Monitoring:** Verifying that advertisements, promos, and other media content are aired as per the negotiated schedules.
- **Data Management:** Organizing, storing, and securing data to ensure easy access and effective utilization for strategic decision-making.