



बेसिल  
**BECIL**

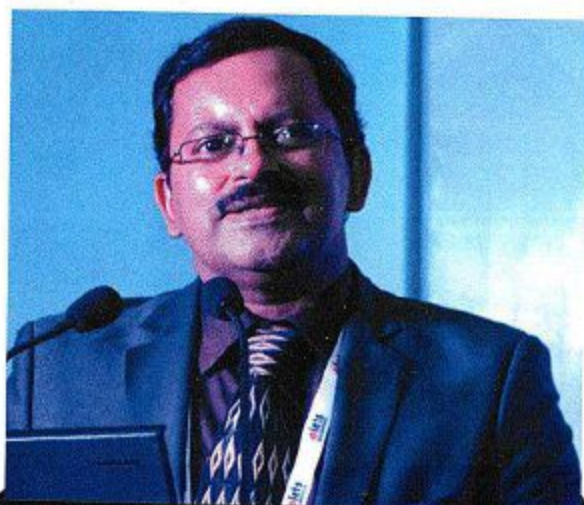
A  
"Mini Ratna  
Company"

ISO 9001 : 2015



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Providing Best Project Consultancy Services and Turnkey Solutions



**George Kuruvilla**  
Chairman and Managing Director

**D**igital transformations have redefined customer experiences and expectations, not just in broadcasting but across every industry worldwide. At the same time with the rise of new platforms, consumers now have far more choices in where to spend their entertainment currencies. This has made the service itself an integral part of the customer experience, with the potential to make content more accessible, attractive and engaging.

Currently, broadcasters are looking to create a value, which is to develop a more fragmented market with a mixture of propositions tailored to customers' needs and their willingness to pay. The use of analytics, driven by the collection of accurate usage, content-preference and subscription data, provides an

opportunity for broadcasters to truly understand segment dynamics and offer segment-only propositions based on deep insights.

This enables the broadcasters to establish direct-to consumer models and offer low-cost bundles, attracting customers while minimizing the cannibalization of customer's dissatisfaction. This transformation would be to increase the size of the broadcasting market by attracting consumers who would have never been engaged to traditional broadcast services.

**Broadcast Engineering Consultants India Limited (BECIL)** an ISO 9001:2015, ISO 27001:2013 and ISO/IEC 20000:2012 certified, Mini Ratna, Central Public Sector Enterprise of Government of India was established on 24th March 1995. BECIL provides project consultancy services and turnkey solutions encompassing the entire gamut of radio and television broadcast engineering viz ; content production facilities, terrestrial transmission facilities, satellite and cable broadcasting facilities in India and abroad. BECIL is headquartered in Delhi with corporate office in Noida and regional office in Bengaluru.

Currently, BECIL is engaged in social media projects for the Government of India Ministries of I & B, Labor, and Transport. The Government of Uttar Pradesh has also invited the company to establish the Social media Command and Control Platforms. BECIL has, inter alia, expertise in monitoring the TV channels etc. For this purpose, BECIL has formed an Electronic Media Monitoring Center (EMMC) for the Ministry of I&B. This Centre monitors more than 800 TV channels on a daily basis utilizing an automated software analysis to generate monitoring reports. BECIL endeavors to provide their clients services spanning from concept to commissioning & from regulatory to realization.



### The Creative Leader of BECIL

**Mr. George Kuruvilla**, is an Indian Broadcast Engineering Service Officer (1987batch) and an M. Tech in Digital Communication System from IIT Roorkee. After serving in All India Radio, Doordarshan and Prasar Bharati Secretariat for about 23 years in different senior positions, he joined BECIL as General Manager and thereafter as a full-time Director (O&M). He took charge as the **Chairman and Managing Director** in 2015.

Mr. Kuruvilla has taken several steps to empower and motivate young officers and staff of the company. Among others, these include, ensuring well-timed promotion at every level, creating three new verticals and assigning independent charge to the officers at the level of the AGM/Managers, besides DGMs and a General Manager. CMD is supported by a Defense veteran as Director (O&M).

Mr. Kuruvilla has also utilized the services of a few retired senior government officers to mentor personnel working in new verticals he had created. His efforts have fructified in building a strong middle management in the company, who have sound experience in project management and technical expertise in their respective domains.

Magnificent Services and Solutions BECIL is already at the forefront in its field. It has been actively involved in establishing a number of TV channels and satellite teleports in India and overseas. This invaluable experience enables BECIL to offer tailored and cost-effective solutions for detailed broadcasting projects.

With a positive approach towards addressing commercial aspects and developing a business model, BECIL is

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We  
build,  
execute  
and  
advance  
specialized  
broadcasting  
consultancy  
solutions  
that enriches  
the maximum  
level of  
client  
satisfaction  
”

keen, capable and confident in realizing the relevant vision and providing state-of-the-art Broadcast and Turnkey experiences.

From past 25 years, BECIL's senior executives are providing its expertise by distinguishing the need of broadcast and establishing new setup for fulfilling client's requirements. BECIL involves the client right from the beginning of the project and implements the same in close consultation with them. In all, experience and expertise of BECIL meets all industry standards and deliver maximum user satisfaction.

For BECIL, client/customer satisfaction is the first priority. The challenges faced during the establishment were addressed by counseling employees starting a work culture among them. The marketing business development and project implementation strategies are given special focus, and innovative ideas from clients, staff and agencies are welcome at the start & during the currency of the project.

### Sparkling Future March

BECIL progress the development of broadcasting all over India and concomitant Asian regions. Their world class consultancy services undertake turnkey jobs in the specialized fields of Broadcast Engineering and Information Technology. They play a key role in Transformation and Development of Radio and Television Broadcasting through Terrestrial, Cable and Satellite Transmission in the world, accomplishing excellence.

The drive for 'Make in India' products in the area of broadcasting has always been a challenge for companies and BECIL is looking forward to emerge as a leader in this sector. 



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**Broadcast Engineering Consultants**  
*is recognized by Insights Success magazine in*

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**Pooja M. Bansal**  
Editor-in-Chief