

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO.1635

(TO BE ANSWERED ON 10.12.2025)

TRP GUIDELINES.

1635. DR. KIRSAN NAMDEO:

SHRI CHARANJIT SINGH CHANNI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) The current status of the draft "Policy Guidelines for Television Rating Agencies in India" (TRP Guidelines) issued by the Government in July 2025;
- (b) the details of stakeholders, experts or organizations consulted and key recommendations submitted in the first round of consultation;
- (c) whether the Government has fixed a date by which the new framework likely to be operational across all platforms and if so, the details thereof; and
- (d) the manner in which the Government is likely to ensure transparency and prevent biased or conflicted measurement of television ratings?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND
PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (d): Television ratings in India are governed by the Policy Guidelines for Television Rating Agencies in India, 2014.

On 02.07.2025, the Government published a draft amendment to these guidelines for public consultations. Proposed amendments aim to enable fair competition, generate more accurate and representative data, and ensure that the TRP system reflects the diverse and evolving media consumption habits of viewers from across the country.

After examining the inputs, a revised draft amendment has been further published on 06.11.2025 for public consultation.
