

## Information Sources From the Internet

### **Advertising:-**

[Exchange4media](#)  
[Magindia.com](#)  
[Squared Monitoring](#)  
[Televisionpoint.com](#)

### **Association:-**

[Advertising Agencies Association of India \(AAAI\)](#)  
[Bombay Adclub](#)  
[Direct Marketing Association](#)  
[Indian Society of Advertisers \(ISA\)](#)  
[Market Research Society of India \(MRSI\)](#)  
[Public Relations Society of India \(PRSI\)](#)  
[Rural Marketing Agencies Association of India \(RMAAI\)](#)  
[Brand Finance \(India\) Private Limited](#)

### **Consumer:-**

[National Council for Applied Economic Research \(NCAER\) - 1956](#)  
[National Sample Survey Organization \(NSSO\) - 1970 \(Household consumer expenditure, Social Consumption\)](#)  
[CSO\(Central Statistical Organisation \)](#)  
[Nielsen \(Retail Audit, Lamp & Fluorescent Tube Audit, Liquor Audit, Pharmaceutical Audit \(IMS\), Consumer Durable Audit \(GFK\)\)](#)  
[IMRB International \(Market Pulse: IMRB's Household Purchase Panel, National Food Survey\)](#)

### **Economy and Statistics:-**

[IBEF \(India Brand Equity Foundation\)](#)  
[Asian Development Bank \(ADB\)](#)  
[Bharat Nirman](#)  
[Bombay Stock Exchange](#)  
[CARE](#)  
[Census of India - 1872](#)  
[Central Statistical Organization \(CSO\) - 1951 \(Monthly Abstract of Statistics, Statistical Abstract\)](#)  
[Confederation of Indian Industry \(CII\)](#)  
[Country Profiles by BBC](#)  
[District Information](#)  
[FICCI](#)  
[ICRA](#)  
[Incredible India](#)  
[India.gov.in \(National Portal of India\)](#)  
[India Image](#)  
[Indian Brand Equity Foundation \(ibef\)](#)  
[National Stock Exchange](#)  
[Ministry of Finance \(Economy Survey and Budget\)](#)

[Ministry of Commerce & Industry: Department of Commerce](#)

[Planning Commission - 1950](#)

[Reserve Bank of India - Statistics](#)

[penn world](#)

[The US Misery Index](#)

[CA alley.com](#)

[IndianOneStop.Com](#)

[Trading Economics](#)

[OECD \(Organisation For Economic Co-operation And Development](#)

[APEDA \(Agricultural & Processed Food Products Export Development Authority](#)

[DAILY EXPORT-IMPORT DATA](#)

[MPEDA \(Marine Products Export Development Authority](#)

[Time series Forecasting](#)

[The Central Marine Fisheries Research Institute](#)

[FAO \(Food and Agriculture Organization of United Nations](#)

**General:-**

[Reserve Bank of India - India's Central Bank](#)

[Directorate of Advertising and Visual Publicity](#)

[Ministry of Broadcasting and Information](#)

[World Bank - Countries and Regions](#)

[HBAT \(Hair Balck Babin Anderson Tatham \(Multivariate Data Analysis\)](#)

## **Media Communication**

### **Radio**

[All India Radio - Prasar Bharati](#)

[All India Radio - Radio Audience Reports](#)

[MRUC and Nielsen \(Indian Listenership Track\)](#)

[Radio Broadcasters](#)

### **Television:-**

[Audience Measurement and Analytics Ltd. \(aMap\) \(Television\)](#)

[Doordarshan - Prasar Bharati](#)

[Indian Television](#)

[Television Audience Measurement \(TAM\) \(TAM Viewership: Television, AdEx](#)

[India: TV, Press, Radio\)](#)

[Television Channels](#)

<http://www.ncaer.org/>

<http://www.ibef.org/>

<http://www.careratings.com/scripts/Home.aspx>

<http://finmin.nic.in>

<http://commerce.nic.in>

<http://pwt.econ.upenn.edu>

<http://www.miseryindex.us>

<http://www.caalley.com>

<http://www.indiaonestop.com>

<http://www.tradingeconomics.com>

<http://stats.oecd.org/Index.aspx>

<http://www.apeda.com>

<http://www.dailyexportimportdata.com>

<http://www.mpeda.com/>

<http://www.robjhyndman.com//forecasting/>

<http://www.cmfri.com/>

<http://www.fao.org/>