Concept BIU Acquires Businesses of Bluebytes News and IPC

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Mumbai, December 18, 2018: Concept Business Intelligence Unit (Concept BIU), one of the leading media monitoring and analysis companies in India, has acquired the businesses of Bluebytes News and Indian Press Clearing (IPC) in 2018. Concept BIU is part of Concept Group, which is India?s leading independent agency offering advertising, digital and PR services. Concept BIU has on-boarded 230 clients from the two acquired businesses taking its total client?s tally to 550 clients.

With the acquisition of renowned businesses like Bluebytes and Indian Press Clearing (IPC) Concept BIU has become the largest and most comprehensive Media Monitoring & Analytics service provider in India.

Commenting on the acquisitions Mr. Ankoor Choudharri, CEO, Concept BIU, said, "It?s been a terrific year for Concept BIU and it?s a proud moment for us to acquire businesses of two of the most renowned media monitoring agencies of India. The new clients will have access to Concept BIU?s service experience which offers an array of analytic tools, consultative client relations; mobile application based services and more allied services offered by us."

Commenting on the promising Media Monitoring Industry, he further added, "Media monitoring and analysis today has become more and more tech dependent as compared to the early 2000?s where hard copy reports were relied on and it is vital for us to keep innovating ways to embrace the upcoming technologies to help ensure that all our client requirements are met and the required data can be accessed in the easiest possible way."

Also, earlier in the year Concept BIU launched a Mobile App which will allow users to quickly view and manage the news coverage monitored by Concept BIU from across different platforms. It will also offer value added services that include press release impact reports and flagging of negative news on a priority basis to enable clients to plan and take timely, informed decisions.

About Concept BIU:

Concept Business Intelligence Unit is one of the leading and top-of-the-line media analysis agency. It tracks all major news outlets in print, online & electronic on a national and regional level and currently covers over 1,100 publications. The platform already covers over 1,000 companies from 140 different industries across 40 cities in India which includes the tier 2 and 3 cities as well. Concept BIU has a clear edge in the media tracking business with a database archive of article close to a crore since 2002.

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