

# BENCHMARK

An exciting, rewarding opportunity to join a leader in a high-growth industry that will outstrip other industries within the next few years.



## Benchmark Broadcast Systems

We are a company that provides on-site Systems Integration and engineering consultancy services to the Broadcast Industry in South Asia, SE Asia, China and the Middle East... and **we are looking for engineering graduates** for our strong technical team.

We are looking for **bright, enthusiastic, articulate engineers** who are willing to work in a collaborative and dynamic environment. In return, we offer exciting and interesting career opportunities in one of the fastest growing industries, exposure to cutting edge technologies and extensive travel both within India and abroad. All factors that will help in professional growth and attainment of career goals.

## What we offer you

We offer you the **opportunity to work with one of the leading Systems Integrators in India and South East Asia.**

You will work with the latest technologies and

developments in broadcasting, broadcast automation, broadcast IT, graphics solutions... and much more. You will work with international clients and international principals.

We will give you training in the cutting edge technologies of the broadcast industry. We will help you grow professionally.

We offer you international work exposure. You will travel to the East and to the West. You will interact with clients and principals in India and abroad. You will attend and participate in industry trade shows – both domestic as well as international.

## What you will do

You will be at the frontline of designing systems and workflows for the broadcast – Television – and allied industries. You will be working closely with the project team for systems design and integration. You will be expected to **interact with clients and use your imagination and ingenuity to solve design and workflow issues.**

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## What we expect from you

We expect you to grasp the fine points of the technologies you will be integrating and to be able to employ them effectively in your designs and work-flows. When you don't know something or don't



understand it, we expect you to tell us. Someone will help you.

We want people who are committed to their work. Not because of the Company, but because you enjoy what you are doing, you find it challenging.

We expect you to grow yourselves – with help from us when you need it. We expect you to have an inquisitive mind. To not take things for granted but to ask the whys, the wheres and the wherefores.

## Where the Broadcast Industry is today

According to a report by the Federation of Indian Chambers of Commerce and Industry (FICCI) the Indian Entertainment Industry is expected to cross Rs. 45,000 crores by 2009-10. A little more than double the 2004 figures; and, "...the largest contributor to this growth will be the television segment followed closely by the film segment."

A white paper by the School of Broadcasting & Communication states that the media industry is projected to be the next prime economic driving force in India – well ahead of the IT sector - with television predicted to be a major contributor to India's GDP in the near future.

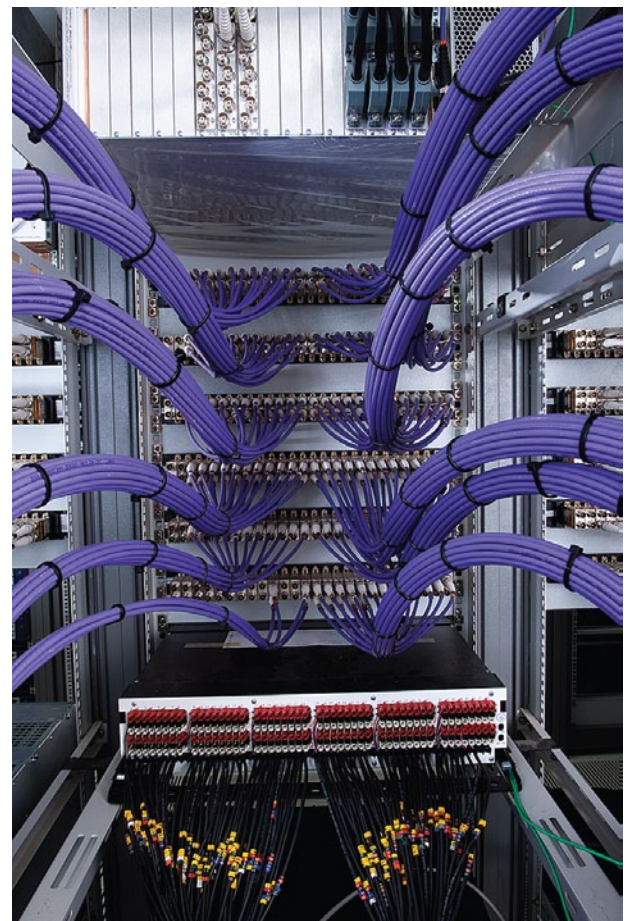
## Who we are

Benchmark Broadcast Systems is one of **the leading Systems Integrator in India and South East Asia**. We provide on-site system integration and engineering consultancy services to Broadcasters

throughout the ASEAN, SAARC and Gulf regions. With our strong broadcast and IT engineering know-how, we have numerous clients in Bangladesh, China, India, Malaysia, the Middle East, Singapore, Sri Lanka, Taiwan, Vietnam...

Our on-site engineering, software programming, software & system integration, testing and support services are highly specialized. We

work in network mode with senior managers operating out of Chennai, Delhi, Mumbai and Singapore.



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Some of our clients – an A to Z of broadcasting

## Domestic Clients

- Asianet Television: Trivandrum
- BAG Films: New Delhi
- CNBC TV 18: New Delhi, Mumbai
- Doordarshan: New Delhi
- Eenadu Television: Hyderabad
- India TV: New Delhi
- INX: New Delhi
- Jaya TV: Chennai
- NDTV: New Delhi
- P7: NOIDA
- Polimer TV: Chennai
- Sony Entertainment Television: Mumbai
- Star News: Mumbai
- Times Now: Mumbai
- TV Today Network Ltd.: New Delhi
- Zee News Ltd., NOIDA

## International Clients

- ATN TV : Bangladesh
- Audio One: Malaysia
- Bernama: Malaysia
- Channel News Asia: Singapore
- Express News (TMN), Pakistan
- ESPN Star Sports: Singapore
- HBO: Singapore
- Jamuna TV: Bangladesh
- Maharaja TV: Sri Lanka
- MediaCorp: Singapore
- Metro TV: Indonesia
- NTV 7: Malaysia
- nTV: Bangladesh
- RTV: Bangladesh
- SCTV: Indonesia
- TV3: Malaysia

The positions we're offering could locate you either in Chennai, Delhi, Mumbai or Singapore.

So, if you are B.E. or B.Tech in Electronics & Communication with an aggregate of 70% or above and with a "go-places" attitude, do register with the Professor in charge of Placements at your institute. We look forward to meeting you when we come for the on-campus recruitment.

## BENCHMARK BROADCAST SYSTEMS

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