

To cater to its growth, especially, its growing international business, IMRB Calcutta Office is looking for experienced quantitative market researchers at all levels as well as trainee MBAs and postgraduates without Market Research experience for a career in quantitative consumer research.

IMRB International, established in 1971, is South Asia's leading market research consultancy organisation. IMRB International with over 800 full time staff and over 30 offices in South Asia and the Middle East offers full spectrum research consultancy to leading multinational and Indian clients in India and outside India. International projects accounts for about a third of IMRB's business.

IMRB International is a part of WPP's Insights & Consultancy Division – Kantar.

WPP, one of the world's leading communications service companies with billings of 36 billion, provides national, multinational and global clients with advertising, media investment management, information, insight and consultancy, public relations and public affairs; branding & identity, healthcare and specialist communications. Collectively, WPP employs 91,000 people in over 2000 offices in 106 countries. WPP companies include JWT, Ogilvy & Mather, Y&R Advertising, Grey Worldwide, Mindshare.

Kantar is one of the world's largest research, insight and consultancy networks and brings together a diverse group of outstanding marketing insight and consulting companies. Kantar companies include: Millward Brown, Research International, Added Value Group, BMRB, IMRB, BPRI, Glendinning Management Consultants, Henley Centre Lightspeed (online) Research. The group operates in 160 offices across 60 markets worldwide.

(For further information please visit : www.kantargroup.com)

In India, IMRB International is an autonomous division of Hindustan Thompson Associates Limited (HTA), HTA's divisions include JWT (Advertising), Fortune (Advertising), Thompson Connect (direct marketing), IPAN (Public Relations).

About Market Research

The purpose behind market research is to provide solutions to marketing problems of clients.

Typically, there are three different professional streams in a market research organisation – Research, Field, Analysis:

Research: who obtain client briefs, plan & coordinate research projects, develop research proposals and research designs, develop questionnaires, analyse the data and report the findings

Field: who are responsible for data collection. The actual data collection is usually done through freelance interviewers, under the strict control & briefing of Field Executives and Field Managers

Analysis: who are responsible for data processing i.e. transforming data on questionnaires to an electronic database

Worldwide Market Research is a US 20 billion \$ industry employing more than 150,000 professionals. In India, the market for market research is estimated at around Rs. 400 crores with the outsourcing MR industry accounting for a similar size of business. Market Research in India is a rapidly growing at 20% & above every year.

About IMRB

IMRB Offices & Staff

IMRB operates in India through thirteen units

- **Four quantitative consumer research units** in Mumbai, Delhi, Calcutta, South (Bangalore & Chennai)
- **Six specialist research units**
 - § Qualitative Research: PQR
 - § Customer Satisfaction: CSMM
 - § Media & Panel Research: MPG
 - § Business –to-Business and e-technology Research: BIRD
 - § Social Research: SRI
 - § Strategic Marketing: Henley Centre
- **Three operations & software units**
 - § Field: Abacus
 - § International: Data Processing (a BPO unit): Abacus
 - § Software for MR: Mind Tech Systems

IMRB has also set up market research companies in

- Sri Lanka : LMRB
- Bangladesh : Sirius Marketing & Social Research
- Middle East : AMRB with offices in Dubai, Cairo & Jeddah

and has a tie up with Oasis Research in Pakistan.

Within India, IMRB has full service research offices in Mumbai, Delhi, Calcutta, Bangalore and Chennai as well as Field Offices in ten other large cities (like Hyderabad, Pune, Ahmedabad, Lucknow, Cochin) in India covering all major languages.

IMRB has over 650 project professionals

- over 300 researchers, almost all of whom are MBAs
- over 150 Analysis/Data Processing executives with IT qualifications
- over 200 Field & Operations executives

IMRB Offers

Through its consumer research offices, IMRB offers full spectrum customised consumer research such as:

- Market Measurement
- U&A Studies
- Brand Image/Tracking
- Segmentation
- New Brand Research
- Concept Testing
- Positioning
- Product Testing
- Advertising Research
- Packaging Research
- Pricing Research
- Simulated Test Marketing (STM)
- Sponsorship Research
- Lifestyle Research
- Specialised Retail Audits
- Trade Research

In addition, IMRB offers in the Indian sub continent & the Middle East, the Millward Brown suite of products

- Link: advertising pre-testing
- ATP: brand & advertising tracking programme
- Brand Dynamics: quantitative measurement of brand equity

Millward Brown, an associate Kantar company, specialises in brand & communications research.

IMRB Clients

IMRB works for a large number of clients – multinationals and Indian companies.

Some of IMRB's leading & regular clients are

- Bharti Airtel
- Britannia
- British American Tobacco (BAT)
- Cadbury
- Castrol
- Cavinkare
- De Beers
- Radio Mirchi
- Ford
- Frito Lay
- Gillette
- Glaxo Smithkline
- Heinz
- Hero Honda
- Honda
- Hutch
- ICICI Bank
- Idea Mobile
- Indian Airlines
- Indian Oil
- Intel
- ITC Ltd
- Johnson & Johnson
- Kodak
- Madura Garments
- Mahindra & Mahindra
- Marico Industries
- Microsoft
- Nestle
- Pepsi
- P & G
- Philips
- Reckitt Benckiser
- Shaw Wallace
- Taj Hotels
- Tata Tea
- Tata Teleservices
- Telecom Regulatory Authority of India
- Titan
- Unilever
- VST Industries

About IMRB Calcutta Office

IMRB Calcutta Office, with revenues of Rs. 25 crores, with a current staff of 90, and with a planned expansion to 120 in 2006, is one of the largest market research offices in India.

IMRB Calcutta's key clients are:

- § ITC Tobacco: ITC Tobacco is one of the largest market research accounts in the country with work on some of the biggest Indian brands like Wills, Gold Flake, Classic, Scissors. IMRB is ITC's lead market research partner & has been so for over thirty years.
- § ITC FMCG: ITC's vision is to grow into a fully diversified FMCG company. IMRB handles ITC's Foods Business (Aashirwaad atta, Sunfeast biscuits, Minto & Candyman confectionery and other new categories) . ITC Paper Divn (Greeting Cards, Stationery, Matches) and its major, planned diversification into Personal Products like soaps, shampoo & other products
- § VST Industries : the Hyderabad based company, which like ITC is another tobacco company within the British American Tobacco (BAT) Group, and has cigarette brands like Charminar and Charms
- § British American Tobacco (BAT) : the world's second largest tobacco company, and the parent company of ITC & VST. IMRB Calcutta has leveraged its tobacco research experience in doing research consultancy for BAT companies around the world. In the last three years, IMRB Calcutta Office has conducted research for BAT in over 40 countries across the world in all the continents e.g. in Malaysia, Australia, Japan, China, Korea, Vietnam, South Africa, Nigeria, USA, Canada, Brazil, Argentina, Costa Rica, France, Italy, Netherlands, Poland, etc. To cater to the BAT business, IMRB Calcutta has placed researchers from its office in London, Kuala Lumpur and Seoul. This international business is now a very large & growing part of IMRB Calcutta's business. IMRB's role in such projects is to develop the proposal, the research design & the questionnaire; process the data, conduct the analysis and work out the final presentation. Fieldwork is organised locally by the BAT company.
With BAT's headquarters in London, IMRB works together to develop research protocols; conduct experimental projects; initiate changes & improvements to existing research methodologies
- § Local Calcutta based clients like Tata Tea

Types of Research Studies conducted at IMRB Calcutta Office

- Annual Brand Health Studies & Brand Equity Measurement
- Tracking of Communication & Brand Health
- Simulated Test Marketing (STMs) : forecasting the performance of a new brand pre launch
- Consumer Segmentation & Category Understanding
- Pricing
- Packaging Research
- Name Research
- Ad Pre Tests
- Product Tests
- Post Launch Tracking

- Market Sizing Exercises
- Media Planning for non traditional media like Retail Outlets
- Segmentation of Retail Outlets
- Experimental Studies

Most of the clients of Calcutta Office like ITC, BAT are among the most sophisticated users of market research; they seek high quality & innovative work, and are prepared to pay for it. Exposure on such accounts will provide the researcher exposure to the highest standards of research in all areas of quantitative research.

All quantitative researchers have the support of a 30 man Analysis/DP team, statistics experts, and in addition, are provided with the state-of-the-art enquiry package, MAGIC, with which they can conduct all possible analyses themselves, along with the latest version of SPSS.

The Job

A typical quantitative market research projects goes through the following process:

- § Client briefs Research e.g. his new brand is not performing well – he needs to find out why & take corrective action
- § Research works out a Proposal which covers the Research Objective, the Research Design & Methodology, Sample Size & Coverage, Timing & Costs
- § On commissioning of the project by the client, Research plans the project – Questionnaire Design, Sampling Plan, Field Instructions – and hands over the questionnaire & instructions to the Field
- § Field briefs its team of interviewers; the interviewers collect the data from respondents using the questionnaire
- § After completion of data collection, Analysis receives the filled in questionnaires, and organises data entry & data editing. Once the raw data is ready, Analysis processes the data i.e. it transforms the data from raw data to a database or a set of tables/printouts which can be used by Research
- § Research then works on the database/ set of tables to analyse the data & interpret it, and write a report or a presentation – with the objective of solving the client's problems. So, if the clients wanted to know why his brand is under performing, Research will have to understand the key reasons, and suggest changes

Positions exist at both the Researcher level (as Research/Senior Research Executive) as well at the Research Group Head level (as Project Director/Senior Project Director).

The Researcher's responsibilities will be to plan, coordinate and report on market research projects, and will include

- § Writing Research Proposals
- § Developing Questionnaires
- § Working out Field Instructions
- § Briefing Field about the Project & the Questionnaire

- § Briefing Analysis about the data processing requirements
- § Analysing the data
- § Writing the Report or the Presentation. Researchers are expected to dig deep into the data to extract incisive and marketing oriented analysis.

The Research Group Head will lead a group of researchers for all research projects allocated to it. He/she will guide the group in developing appropriate research designs to answer the marketing issue; in developing research proposals and questionnaires; in reporting of findings; in working out conclusions and recommendations; and in overall client servicing. Will also be responsible for training and developing researchers in the group.

IMRB is looking for people who

- § Are oriented towards understanding Client's marketing problems and oriented to be solution providers
- § Are very numerate
- § Have very good analytical skills e.g. the ability to derive meaningful relationships in the data to draw meaningful insights
- § Are willing & enthusiastic learners
- § Have good written & oral communication skills
- § Have the ability to service clients and perform under deadline pressure

In turn , IMRB is able to offer

- § Work which is mentally stimulating & challenging
- § An environment where researchers have the opportunity & freedom to contribute considerably to IMRB's final 'product' i.e. the report, the presentation, the insights, the quality of the solution
- § Variety in terms of researching a wide variety of different marketing issues e.g. segmentation, brand health, forecasting share of new brands, packaging research, tracking new brand launch, understanding the impact of price changes etc
- § Considerable opportunities for learning – new techniques , work in other IMRB units, work across the Kantar Group
- § A good fieldwork & data processing infrastructure
- § A friendly, informal, open, cooperative work environment
- § An excellent opportunity for career growth – the industry is growing, company is growing, there are multiple opportunities both in India and abroad, and those who do well, will grow fast within the company

Qualifications

Researcher: should have 1-3 years' experience in quantitative research in a domestic or in an outsourcing market research organisation.

Research Group Head: should have a minimum of 4 years' quantitative market research experience.

Entry level: should be a MBA from a reputed institute from either the 2006 or 2005 batch with a consistently good academic record. Very good post graduates in other disciplines like Economics, Statistics from reputed institutions will also be considered

Compensation and designation: will be commensurate with experience, and will be the best within the industry.

The City

Calcutta does not perhaps quite enjoy the best of reputations but reality is much better than perception. Once people move into, they start enjoying their stay, and warm up to the city.

It is one of the less expensive metros to stay; infrastructure (electricity, telephones, water) is possibly the best in India. Chances are that your work place and residence will not be too far.

And Calcutta is changing with new shopping malls; coffee parlours, multiplexes, restaurants, flyovers coming up every month.

Please apply with detailed CV to the Asst. Manager, HR, IMRB International, 30 Bondel Road, Calcutta 700019 or mail to susmita.shawnag@imrbint.com

Your CV should include names of all educational institutes attended from Class X onwards and % grade obtained in each public examination. If you are working give your annual Cost to Company (CTC) along with the detailed break down of the annual CTC.