



IMRB International: The MR Agency of the Year, since 2005

September 29th 2009 At the recently concluded 19th Annual Seminar of the Market Research Society of India (MRSI), IMRB International was adjudged the “**MR Agency of the Year**”. IMRB has bagged this prestigious honor for the fourth successive time and is the only MR Agency in the country to have been bestowed this honor since the inception of this award in 2005.

The annual MRSI conference is a competitive showcase of the best work carried out by research professionals and also showcases the latest technological developments in the market research industry. This year the area of focus being the “Challenge of Change”. Seven of the 14 papers presented at the Seminar were from IMRB.

Commenting on the award, Thomas Puliyeel, President, IMRB International said “We are elated at receiving this award for the fourth consecutive time this year. This award is very special as it is recognition from our peers.”

A panel of eminent senior marketing and research professionals short listed the best research papers from the entries submitted by researchers and marketing professionals. These were showcased at the two day conference held in Delhi Sept 24th & 25th and the seminar was attended by 300 marketing, advertising and research professionals.

About IMRB International

Established in 1971, IMRB International is India’s largest market research agency. A member of the Kantar Group; WPP’s information, insight and consulting division. IMRB’s footprint extends across 26 offices in 12 countries – Algeria, Amsterdam, Bangladesh, Egypt, India, Japan, Malaysia, Saudi Arabia, Sri Lanka, South Korea, UAE-Dubai and United Kingdom.

With over 1200 full time staff, IMRB provides high quality research and strategic consultancy services. Besides the core consumer research practice, IMRB International has nine specialist units focusing on Qualitative research (PQR), industrial and B2B research (BIRD), social and rural research (SRI), media research (MPG), retail research (IMRB | Retail), stakeholder satisfaction (CSMM), internet and IT research (eTechnology Group), automotive research (Team Moto) and healthcare research (IMRB| Health)

About Market Research Society of India (MRSI)

MRSI was established in 1988 and is a non-profit autonomous market research body formed by research providers and users to uphold and enhance the professional standards of market research and consumer insight in the country. The quality of talent in India has been well-recognized in the research industry internationally, among the insight functions in global companies and in academia. MRSI has more than 40 corporate and 100 individual members.

For further information:

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