



## **IMRB International awarded 'The MR Agency of the Year 2013', continues the winning streak for a record seventh time**

**Mumbai, Nov, 14, 2013**

IMRB International has won the coveted 'The MR Agency of the Year 2013' for a record-breaking seventh time. The winners were declared at the recently held 23rd Annual Market Research Seminar of the Market Research Society of India (MRSI), which was attended by over 200 industry professionals.

Of the 22 papers presented at the seminar, seven were from IMRB and three papers went on to win in their respective categories.

The Annual MRSI Seminar showcases some of the finest technological developments, innovative approaches and methodological advances from the Indian market research industry. This year's Seminar titled 'Marketing Research: Journey: 2.0, New Paradigms- New Challenges' focused on how market research is partnering businesses in exploiting the new and emerging opportunities and helping them address the challenges of consumer connectivity in a complex business ecosystem. Different perspectives were shared on how consumer - brand relationships are evolving today and the role of technology in influencing this as well as the readiness of market research industry in understanding this transformation.

Speaking on the occasion, **Thomas Puliye, President, IMRB International** said, "With the markets and consumers getting more complex, our clients are increasingly leaning on us to give them a fresh and innovative perspective to help them build greater consumer intimacy and stronger businesses. Innovating for future challenges has been our core philosophy. This award is a testimony and recognition of our endeavor in providing out of the box solutions. We are very pleased and humbled to be recognized as the MR Agency of the Year once again. This continued endorsement by the fraternity makes me very proud to be part of team IMRB"

A panel of distinguished senior marketing executives and research experts selected the best entries from the 150 papers submitted by the researchers and marketers on the basis of comprehensive evaluation criteria. These papers were showcased at the two day conference held in Mumbai on 11th and 12th November 2013.

**ENDS**

### **For further information, please contact:**

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### **About IMRB International**

Established in 1971, IMRB International is a pioneer in market research. IMRB is a member of the Kantar Group, part of the WPP company. Kantar is one of the world's largest data investment management and consumer insight networks. IMRB's footprint extends across 44 offices in 17 countries spanning South

Asia, Middle East, North Africa, South East Asia and Europe. With over 1400 full time staff, IMRB provides high quality conceptualization, strategic thinking, execution and interpretation skills. IMRB International's specialized areas includes consumer market research both quantitative and qualitative, industrial market research, business to business market research, social and rural market research, media research, retail research, and consumer panels.

**About MRSI Awards:**

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.