



MRSSIndia.com
A Majestic MRSS company

India's **1st** & Only Listed
Market Research Company

'FutureProof The Enterprise'

June 21, 2017

To,
Bombay Stock Exchange Limited
The Corporate Services Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Sub: **Updated Investor Presentation June 2017.**

Ref: **Scrip Code 539229 (Majestic Research Services and Solutions Limited)**

Dear Sir/Madam

With reference to the above mentioned subject, kindly find enclosed Updated Investor Presentation.

A Copy of Investor Presentation is also placed on the Company's website.

Kindly take the same on your record and oblige.

Yours Truly,

For **Majestic Research Services and Solutions Ltd.**


Kajal Sudani
Company Secretary



Encl: As above

Majestic Research Services and Solutions Limited

Registered Office : 2nd Floor, Kalpak Arcade, No. 46/17, Church Street, Bangalore - 560001.

Corporate Office : No. 601 & 701, Trellis, Plot No. 202/203, LBS Marg, Near Equinox Business Park, Kurla West, Mumbai - 400070

Tel./Fax No. : 022-26502751 / 52 **Email :** info@mrssindia.com **Web site :** www.mrssindia.com

CIN No. : L72200KA2012PLC063818 An ISO Company

Entrepreneur / MSME Number - 27222202663

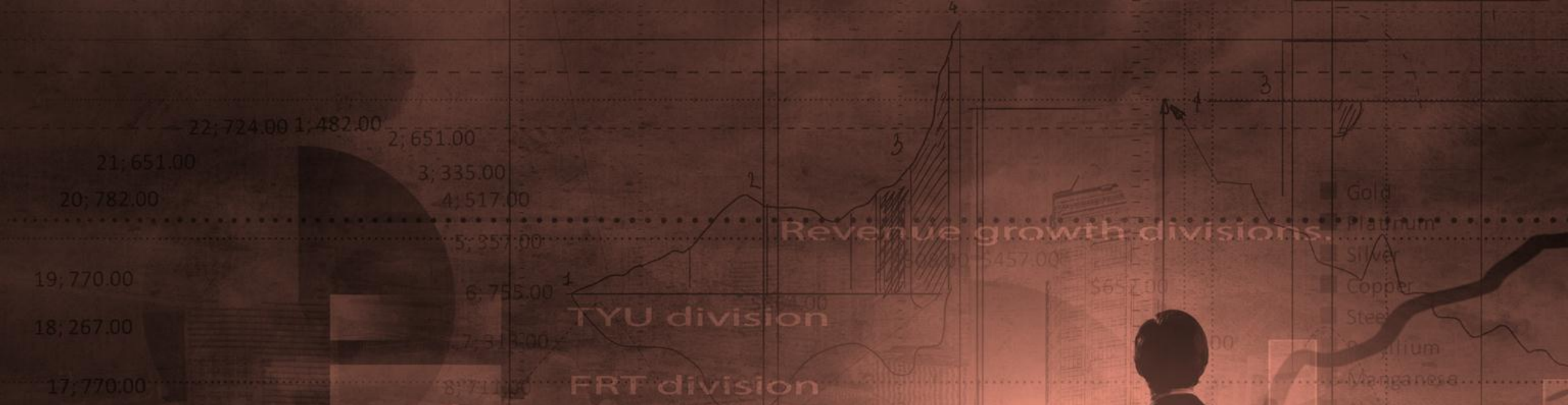


MRSSIndia.com

MRSS LTD INVESTOR PRESENTATION



JUNE 2017



EXECUTIVE SUMMARY





- Majestic Research Services and Solutions (MRSS) Private Limited was founded in 2012.
- The Company is an Independent Market Research Agency.
- MRSS is an aggregator of innovative tools and technologies in market research, providing customised market research solutions to marquee clients.
- The Company came out with an Initial Public Offer and got listed to SME exchange of BSE Ltd. on July 16, 2015.
- The Company aims to become the largest and most profitable Independent MR Agency in Asia by FY20.

Financials – FY17

Topline
INR (Lac)
2,297

EBITDA
INR (Lac)
750

EBITDA Margin
33%

PAT
INR (Lac)
463

PAT Margin
20%

This presentation captures salient features and key aspects for potential investor(s).



COMPANY OVERVIEW



Relying exhaustively on usage of technology for data acquisition thereby ensuring reliability, external validity as also faster turnaround time

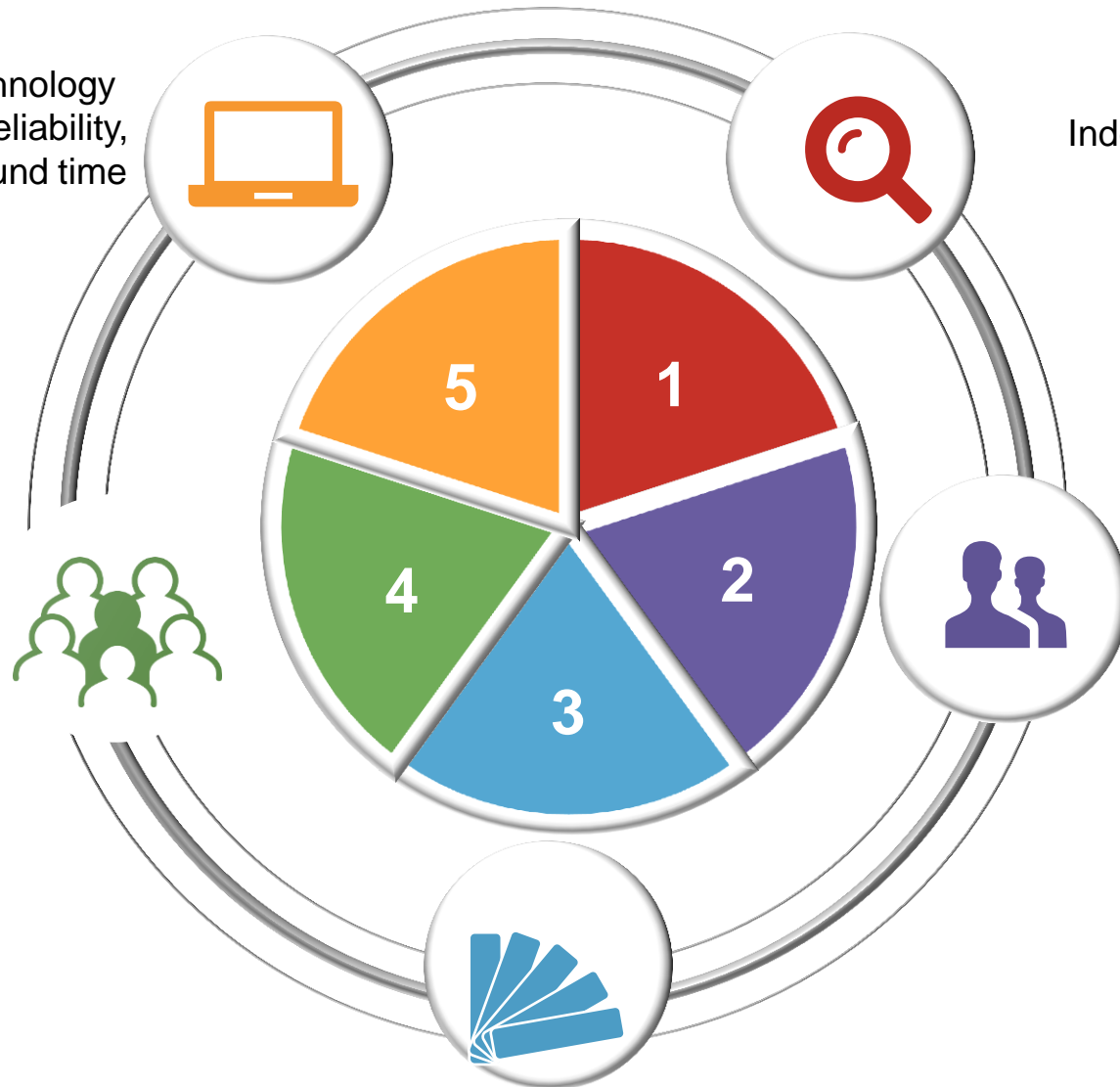


Independent Market Research Agency in India



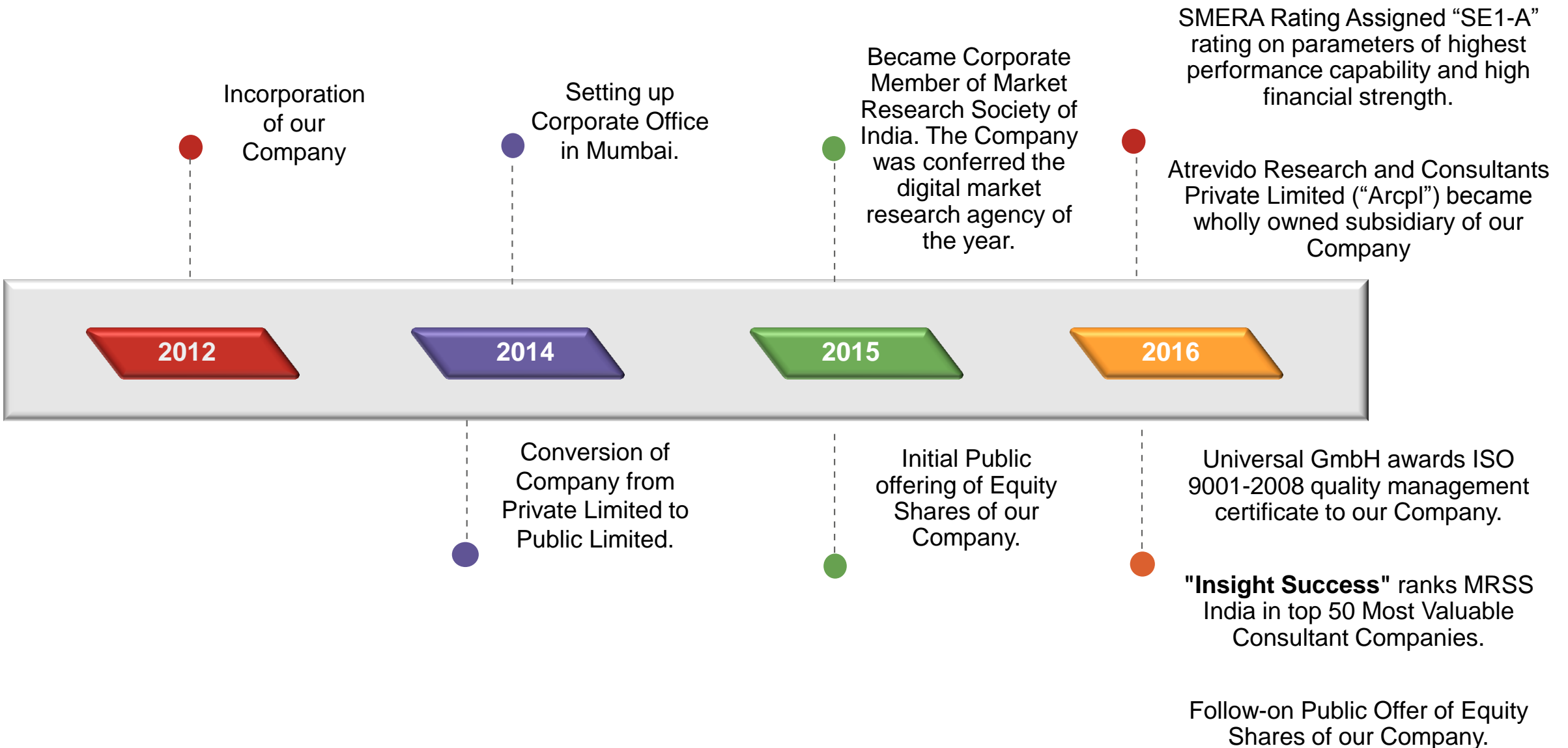
Expertise in communities. mobile and online panels for quicker and richer contact with consumers.

Highly Experienced, Reputed & Professional Management in Market Research



Offering includes a wide range of Qualitative and Quantitative Research Services nationally and internationally

KEY MILESTONES DURING OUR JOURNEY



Mr. Raj Sharma - Promoter, Chairman, Whole Time Director & CFO

- Engineer (Electronics and Telecommunications) and MMS (Marketing)
- Prior to forming Majestic MRSS in 1998, worked with Godrej, Océ- a Dutch, Tata Nelco spearheading product launches, international business development and customer management functions.

Mr. Sarang Panchal - Promoter & Managing Director

- Bachelor's degree in commerce from University of Bombay and Master's degree in Management studies from University of Bombay.
- More than 25 years of experience in the field of research, alternative construction, strategy, consulting and e - commerce.

Mr. Rupesh Pandurang Bhujbal - Independent Director

- Bachelors' Degree in Science from University of Bombay.
- He has an aggregate experience of 30 years in the field of marketing.

Ms. Shwetambari Rao Chandrakant - Independent Director

- She holds a B.S.L., L.L.B., University of Pune (2004).
- She specializes in M&A, JV, PE & Venture Capital, Inbound & Outbound Investments, Project Finance, Commercial Contracts, Ecommerce & Corporate Restructuring.

Mr. Rajesh Dharambir Oberoi - Independent Director

- Holds a graduation degree in Bachelors of Commerce.
- He has an aggregate experience of over 25 years in the field of marketing and sales in water purification segment and also provide training in areas of Memory Technique, effective communication and human relations.

Innovative Technology

1

Our Company has invested significant resources in technological capabilities and has developed a scalable technology system which serves as per the client's requirements and needs.

The research capability of our country is not geographically limited to India but also covers other countries across the globe. We also provide global research analysis to the clients in their respective areas of business.

2

Multi-Country research capability

Specialists with industry/sector knowledge

3

Our Company focuses on attaining highest level of customer satisfaction. The progress achieved by us is largely due to our ability to address and exceed customer satisfaction. The Promoter and Key Managerial Personnel of the Company have years of expertise and are well acquainted with domestic markets. This helps to us to understand the needs of customers better and design the products to not only meet but beat their expectations.

Being a listed entity, provides huge exposure, client recall, ensures transparency and boosts confidence.

4

Only Listed Company in Market Research

Enhancing Operating Efficiency

- To improve operating efficiencies to achieve cost reductions to secure a competitive edge over the peers
- This can be achieved through economies of scale and by channelizing expertise of our Promoter and Key Managerial Persons

Increase market share in our core business

- Focus on developing market skills and relationships
- Continuously explore growth opportunities through the acquisition of new clients and retention of existing clients
- Continue to provide high quality service and improve our brand visibility and penetration through wider marketing initiatives.

Focus on consistently meeting Quality Standards

- To focus on adhering to global standards in providing market research service.
- To make sure that we get retain business with our existing clients.
- Enhancing our brand image.



Digital Market Research Agency of the year at the Mobile & Digital Marketing Summit

CMO -Digital Innovation Award

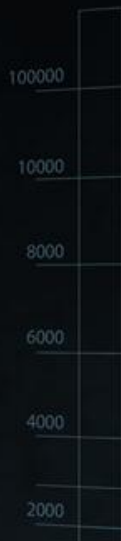
Raj Sharma, Chairman, MRSS Ltd. won Digital Entrepreneur award at the Mobile & Digital Marketing Summit

MRSS India ranked in top 50 most valuable consultant companies by 'Insight Success'

SMERA Rating of SE-1A

(Highest performance and financials ratings)





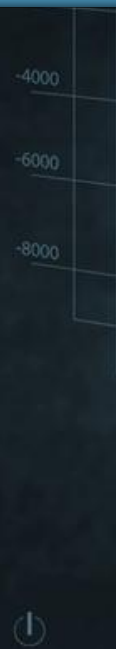
Success

Solution

Business Strategy

- Innovation
- Branding
- Solution
- Marketing
- Analysis
- Ideas
- Success

BUSINESS OVERVIEW



- Innovation
- Branding
- Solution
- Marketing
- Analysis
- Ideas
- Success
- Management

SOCIAL NETWORK



MRSS India has a robust business model with defined work flows to ensure a timely and efficient delivery of Services.



Generates new clients by a variety of Methods including:

The pre-engagement Process begins with MRSS India receiving a RFQ from potential customers.

Prepares a presentation / proposal consisting of:

Experienced qualitative and / or quantitative teams in the respective geographies will run the project.

Word of mouth	Its brand name in the market
Targeted pitching to short listed Potential clients	Regular participation in events

Usually approaches larger MNCs

Design & methodology of study	Study
Project Costing	Study duration

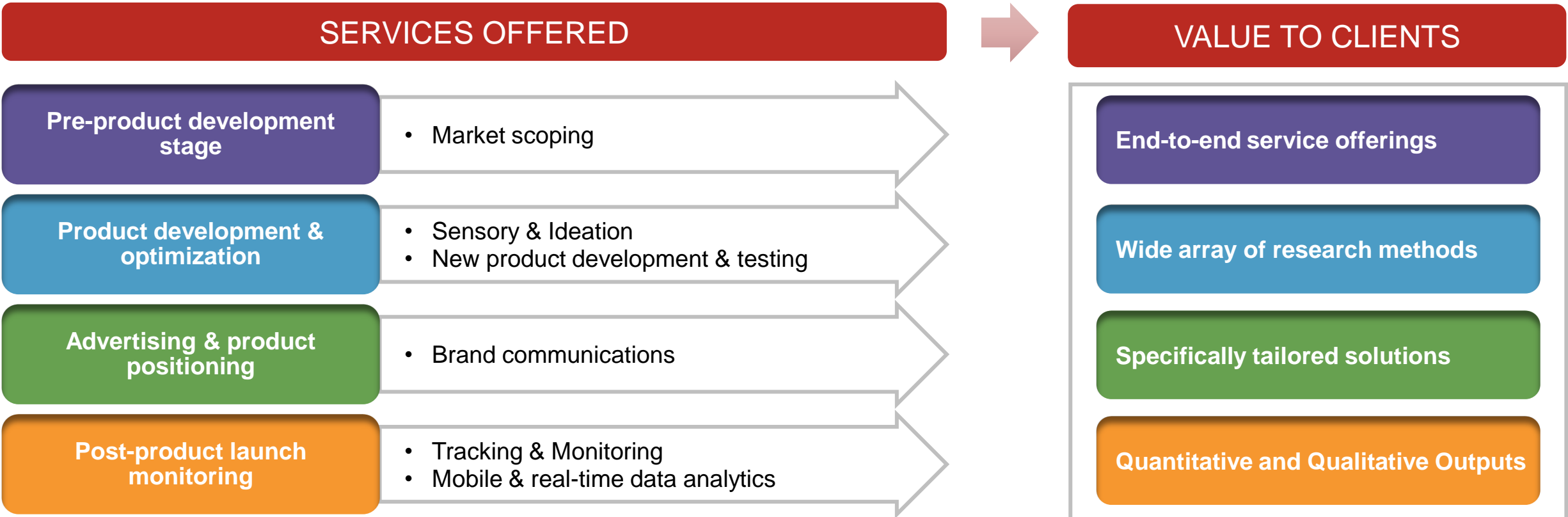
The engagement success is usually Dependent on the quality of the proposal, price, relationship with client and the track record of the firm.

Revenue Model

Services	Revenue Model	Current Share of Revenues	Projected Share of Revenues (After 5 years)
Ad hoc Projects	One time fees	75%	50%
Syndicated Products	Subscription	5%	15%
Multi Year Contracts	Annual Fees	20%	30%

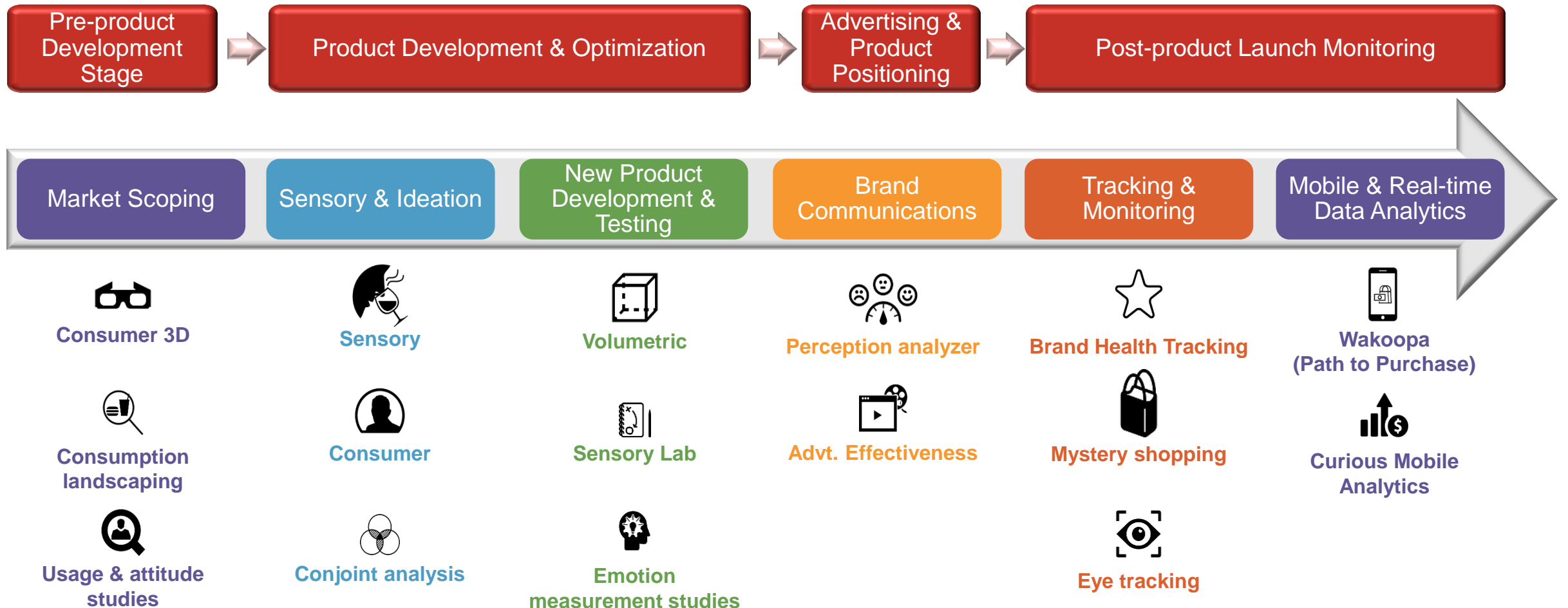
Revenue Break-Up Sector wise

Sector	March 31, 2017 (Rs. in Lac)	% Share
Consumer	485	21.1%
Information & Communication Technology	413	18.0%
Media	152	6.6%
Auto	154	6.7%
Government/ Quasi-Government	223	9.7%
Agriculture	28	1.2%
BFSI	200	8.7%
Healthcare	420	18.3%
Real Estate	175	7.6%
Education	48	2.1%
Total	2,297	100%



Comprehensive suite of end to end service offerings

MRSS India offers a broad suite of customized solutions that cater to business at various stages of product development or launch. The Company focuses on market research, advertising research, brand research and consumer research, but also offers an array of other research services to assist companies in developing more successful products and stronger brands. From pre-production market sizing to post-product launch monitoring, MRSS India has the appropriate resources and regional expertise to provide tailored solutions for its clients.







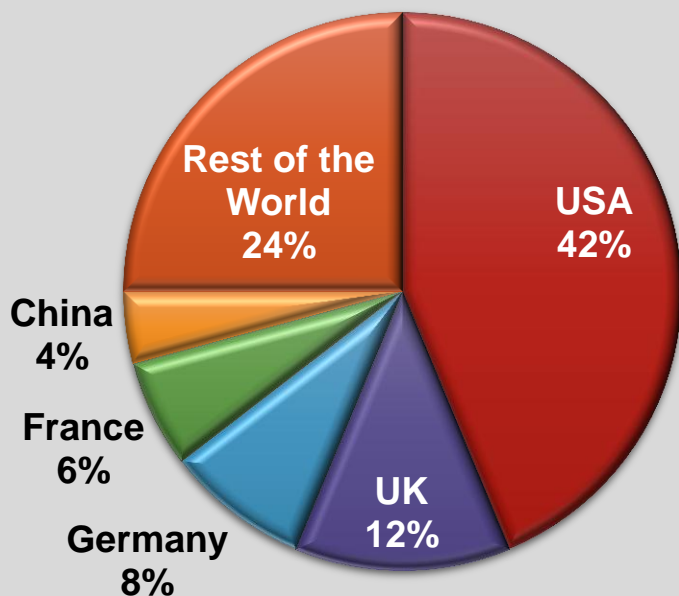
STEADY CUSTOMER BASE OF MARQUEE CORPORATE CLIENTS

STEADY CUSTOMER BASE OF MARQUEE CORPORATE CLIENTS

A person in a dark suit and tie is shown from the chest down, holding a silver pen over a bar chart. The bar chart is constructed from white blocks and shows an upward trend from left to right. The entire image has a green tint. A dark green horizontal bar is positioned across the middle of the image, containing the text 'INDUSTRY TRENDS' in white capital letters.

INDUSTRY TRENDS

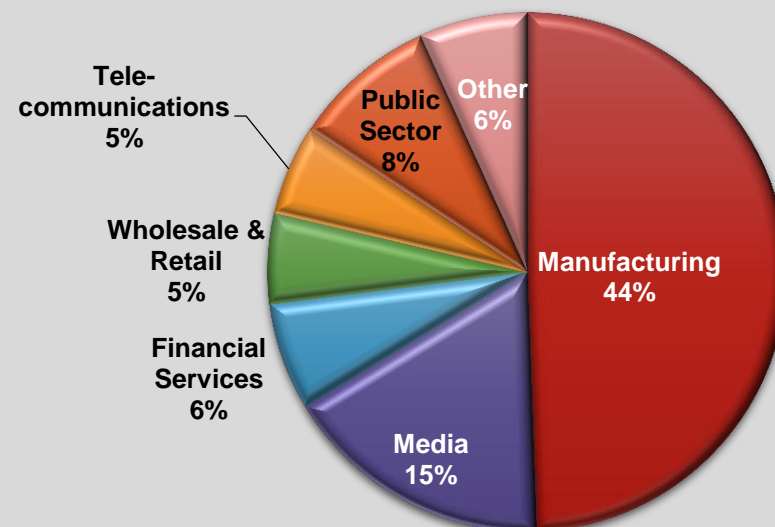
Total Revenues



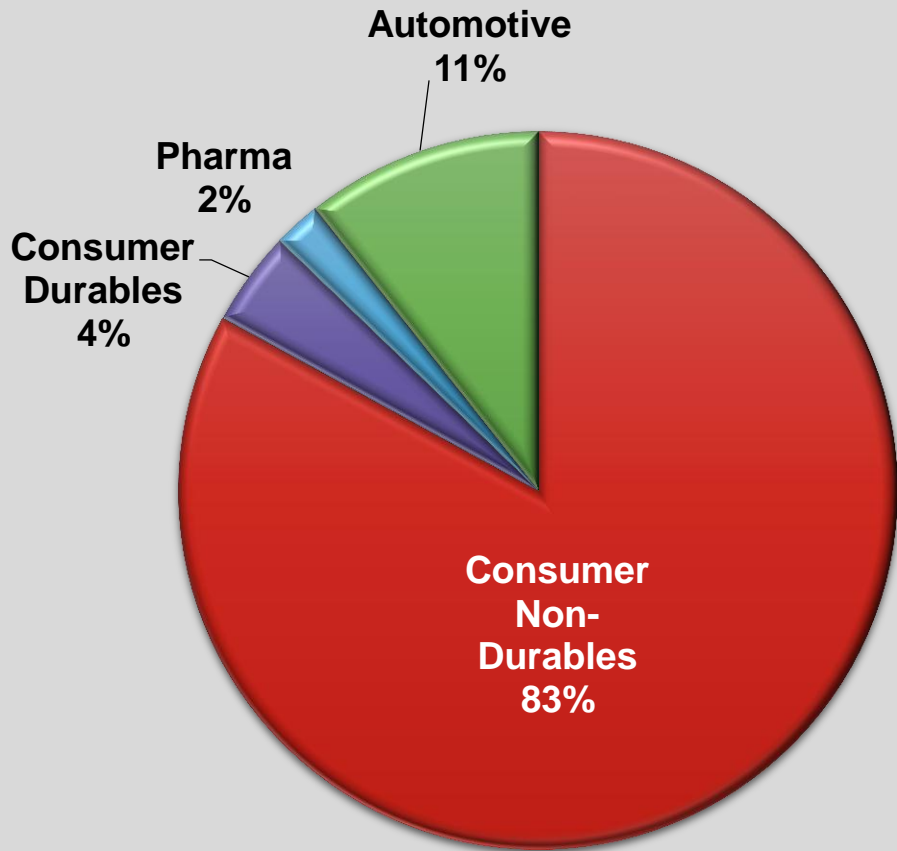
- The total research spend, 44% (US \$ 19.3 Billion) is from the Manufacturing Sector.
- Media is the second largest sector globally at 15% and (US \$ 6.58 Billion).
- Financial Services account for 6% (US \$ 2.6 Billion) followed by Telecommunications and Wholesale & Retail both at 5% (US \$ 2.19 Billion each).
- Public Sector is at 8% (US \$ 2.63 Billion) and the remaining 6% (US \$ 4.83 Billion) is from all other sectors.

- The six largest research markets represent 76% of global revenues.
- USA has the single largest industry at US \$19 Billion on current estimates.
- UK is the second largest industry at around US \$ 5.24 Billion. Germany is the third largest market worldwide with US \$ 3.57 Billion.
- France and China are the fourth and fifth largest worldwide with US \$ 2.59 Billion & US \$ 1.78 Billion respectively.
- China has been growing at 5.58 % after adjusting for inflation.

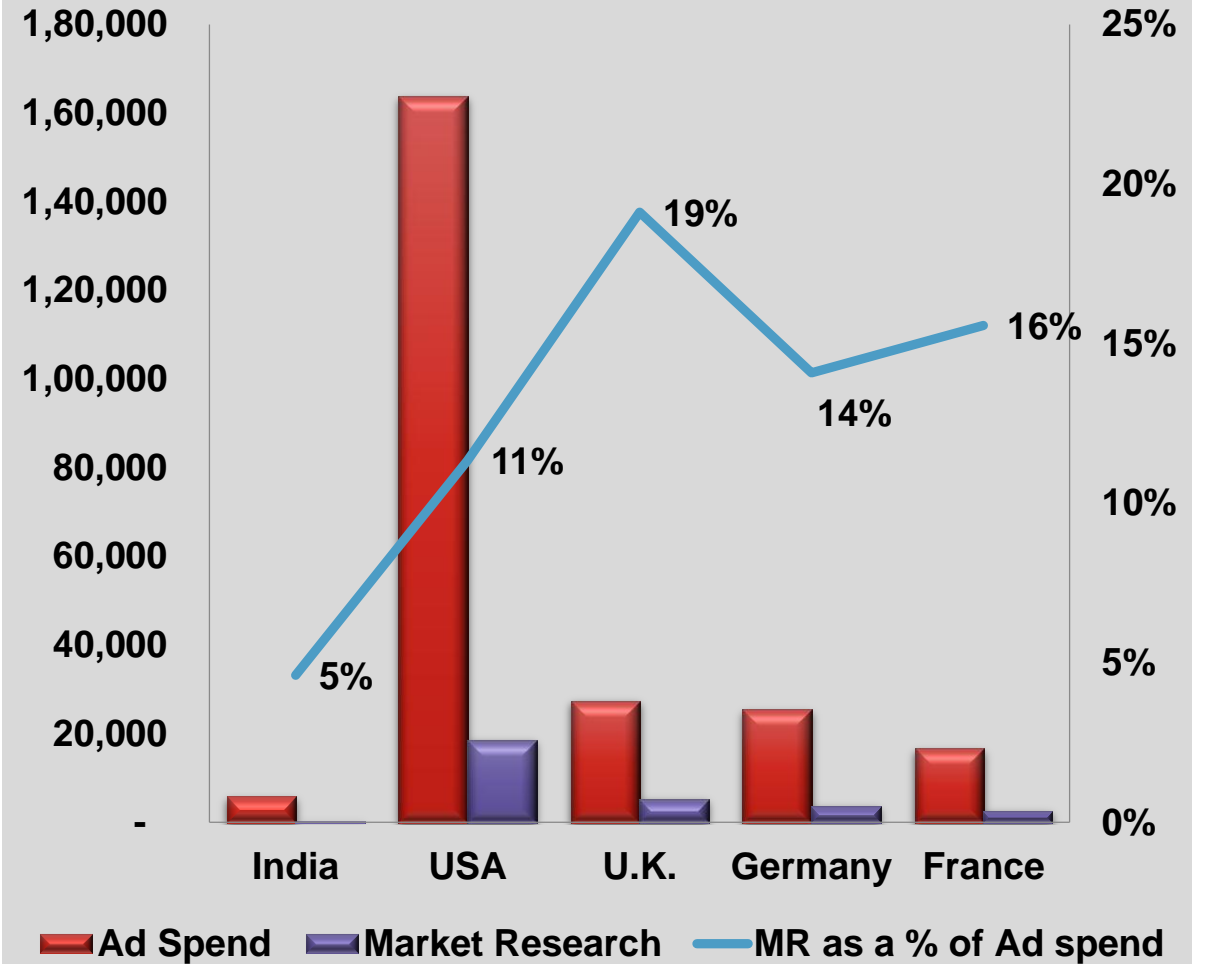
Global Sector Breakdown – Total Revenues



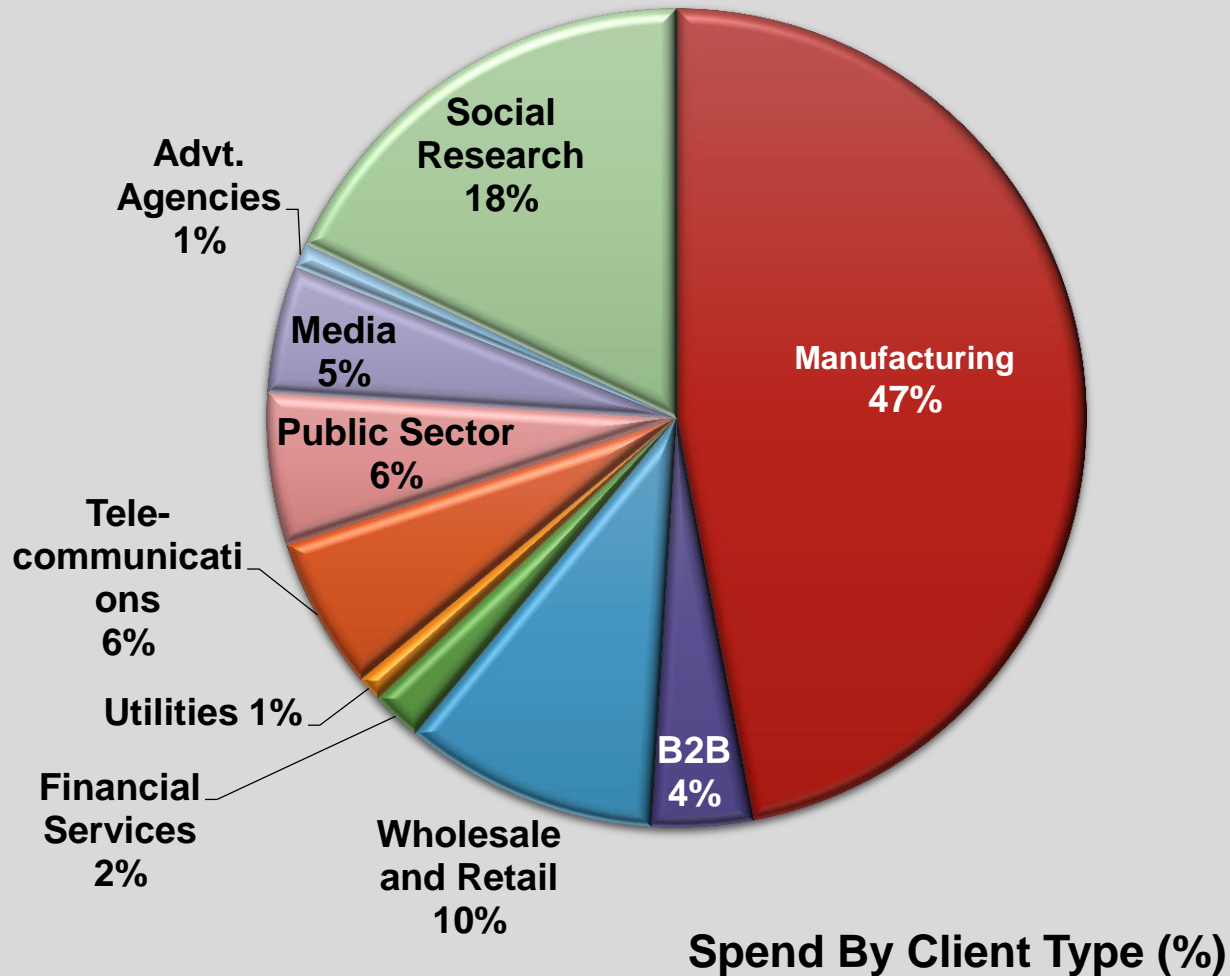
Breakdown of Manufacturing Clients in India



Marketing Research as % of Advertisement spend

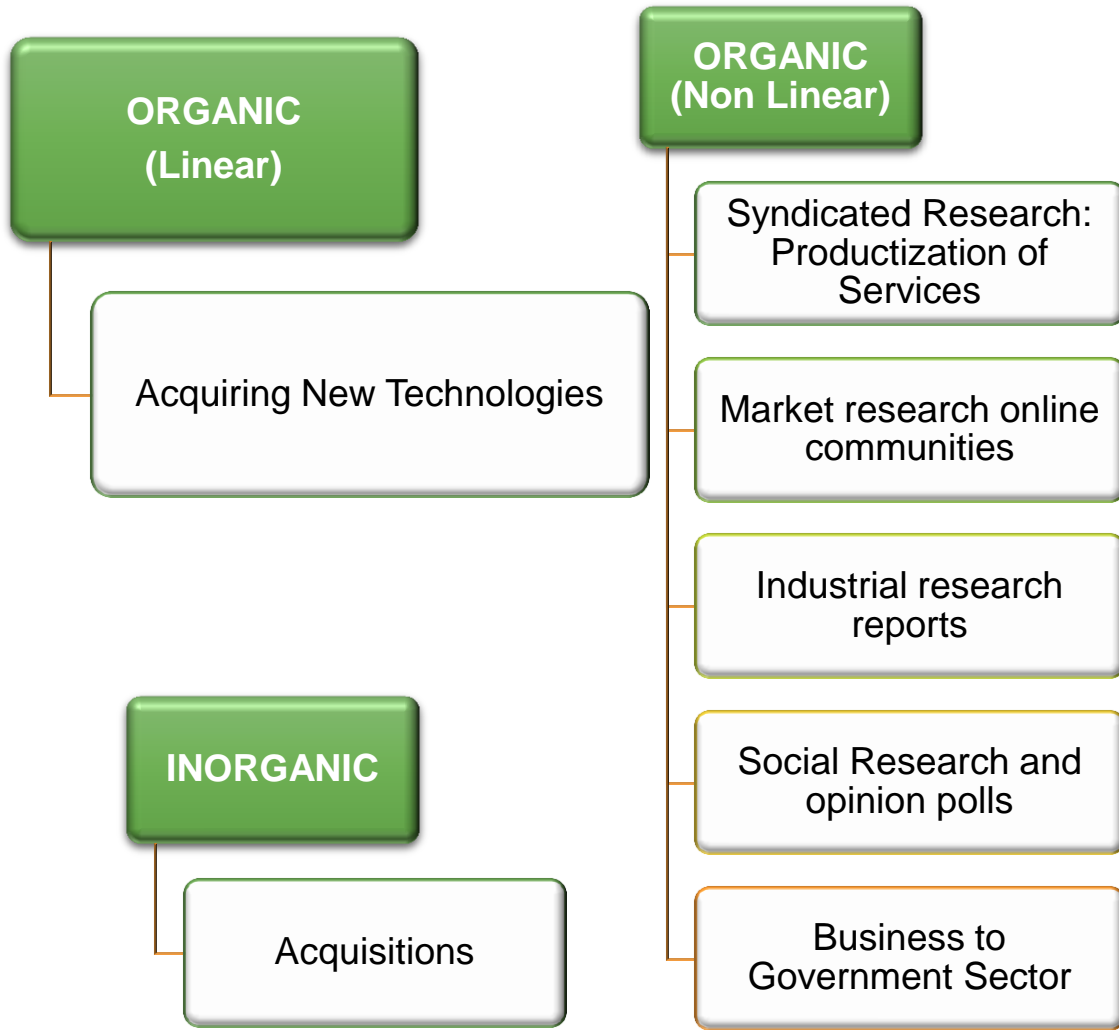


India Ranked 17th as Per Market Size



- Significant change is expected within the market research industry reflecting two major two factors:
- Firstly and perhaps most importantly, while market growth is quite modest, the worldwide market value estimates takes a jump to US\$ 43Bn, from US\$ 40 Bn last year. For the first time, China became the 5th largest market and overtook Japan with a US\$ 1.7 Bn turnover in 2014. Eventually, there will be a strong influx of research spending into emerging economy like India as well.
- Secondly, there is shift in spending towards observational, co-creative, and anticipatory tools, and thus it is expected that a significant reallocation of spending shall take place within the industry.
- Taking a closer look at each region, Asia Pacific remains one of the most optimistic regions. The growth of emerging markets and non-interrogatory tools will reshape the industry. Thus, the growth of the Indian market research industry seems very bright as time passes.

(Source: ESOMAR, 2015)



Plans to implement strategic initiatives for growth



FINANCIALS



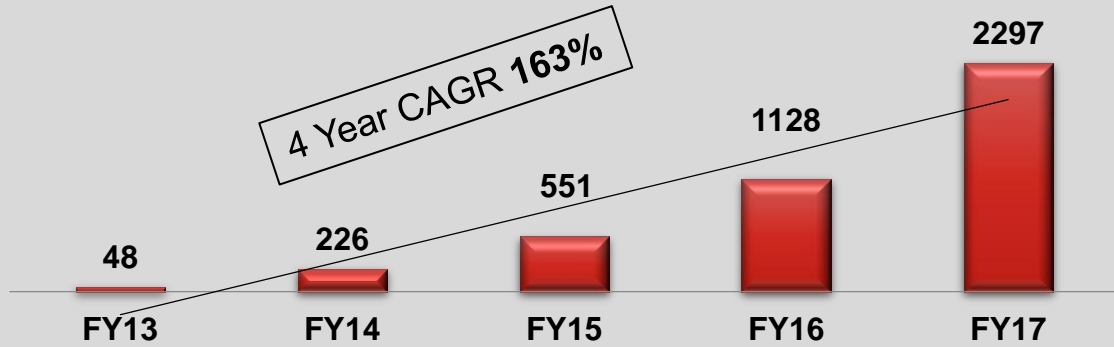
INCOME STATEMENT - STANDALONE

Particulars (INR Lac)	FY13	FY14	FY15	FY16	FY17
Total Revenue	47.9	226.0	550.8	1127.5	2296.6
Total Expenses	46.9	202.5	438.1	813.8	1546.7
EBITDA	1.0	23.5	112.7	313.7	749.9
EBITDA Margin (%)	2.2%	10.4%	20.5%	27.8%	32.7%
Interest	0.0	0.1	9.4	14.2	26.6
Deprecation	0.0	4.2	27.7	18.0	23.9
PBT	1.0	19.2	75.6	281.5	699.4
Tax Expense	0.3	6.4	23.8	91.5	236.3
PAT	0.7	12.8	51.8	190.0	463.1
PAT Margin (%)	1.4%	5.7%	9.4%	16.9%	20.2%
EPS	1.7	0.4	2.3	5.0	10.5

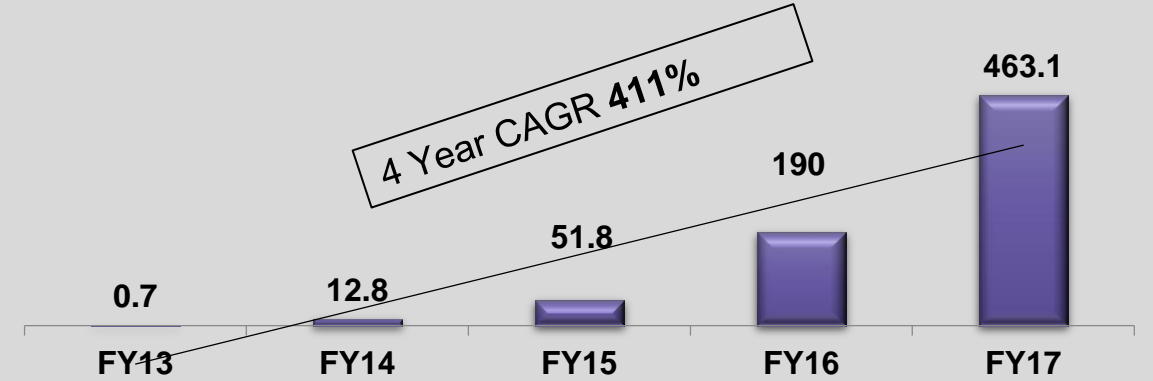
BALANCE SHEET - STANDALONE

Particulars (INR Lac)	FY13	FY14	FY15	FY16	FY17
Sources of fund					
Share Capital	74.5	300.2	300.2	412.2	499.8
Reserves & Surplus	0.7	13.5	65.3	258.1	1519.2
Total Net-worth	75.2	313.7	365.5	670.3	2019.0
Long term borrowing	-	-	-	-	-
Deferred Tax Liability	0.0	0.8	-	-	-
Long Term Provisions	1.0	1.4	3.4	-	11.1
Short Term Borrowings	-	4.9	122.5	70.8	32.7
Trade Payables	-	82.0	7.3	19.7	89.5
Other Current Liabilities	12.6	16.1	42.0	117.0	153.2
Short Term Provisions	0.0	1.4	10.3	69.0	174.6
Total	88.8	420.4	551.0	946.7	2480.1
Total Fixed Assets	0.4	14.2	15.8	24.9	62.9
Long Term Loans and Advances	-	11.1	11.6	15.0	23.6
Deferred Tax Asset	0.3	0.1	5.5	7.4	14.0
Other Non Current Investments	-	-	1.2	1.5	1.0
Total Current Assets	88.1	395.0	516.9	897.9	2378.7
Total	88.8	420.4	551.0	946.7	2480.1

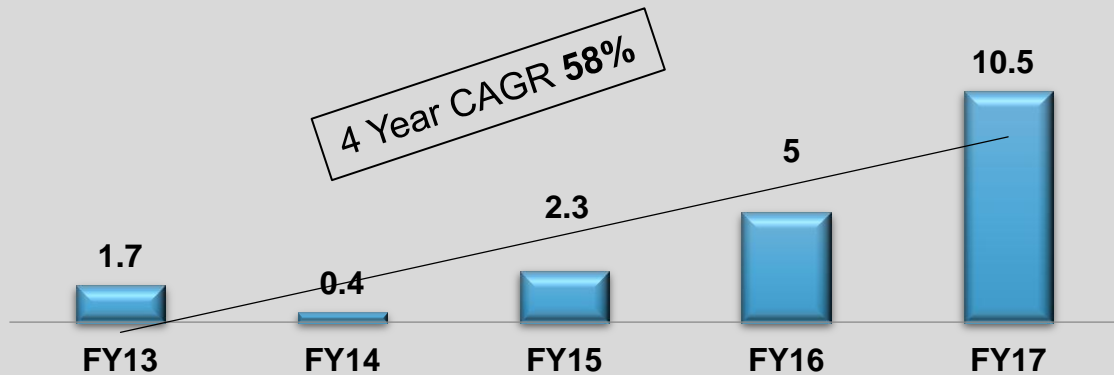
Revenue (INR Lacs)



PAT (INR Lacs)



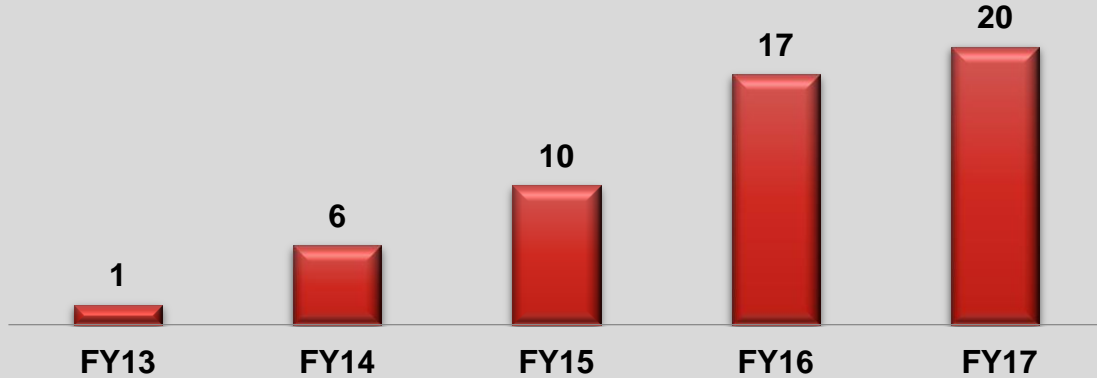
EPS (INR)



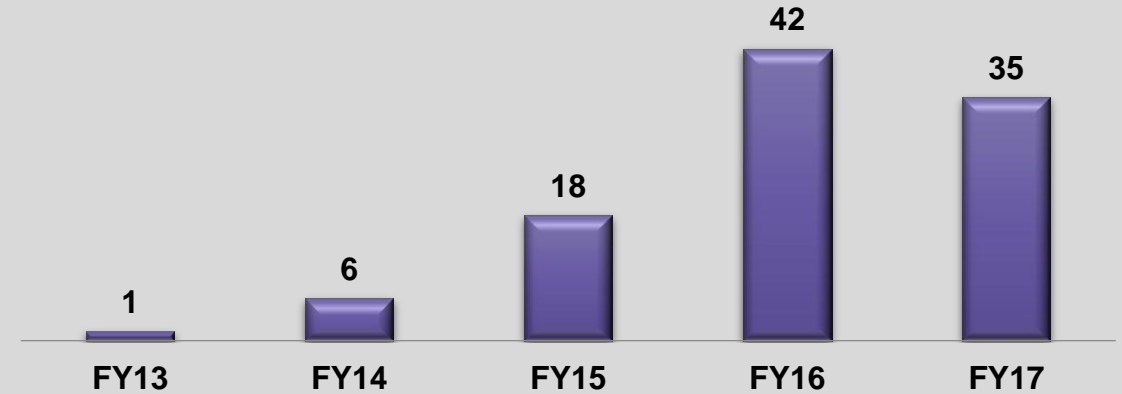
Book Value Per Share (INR)



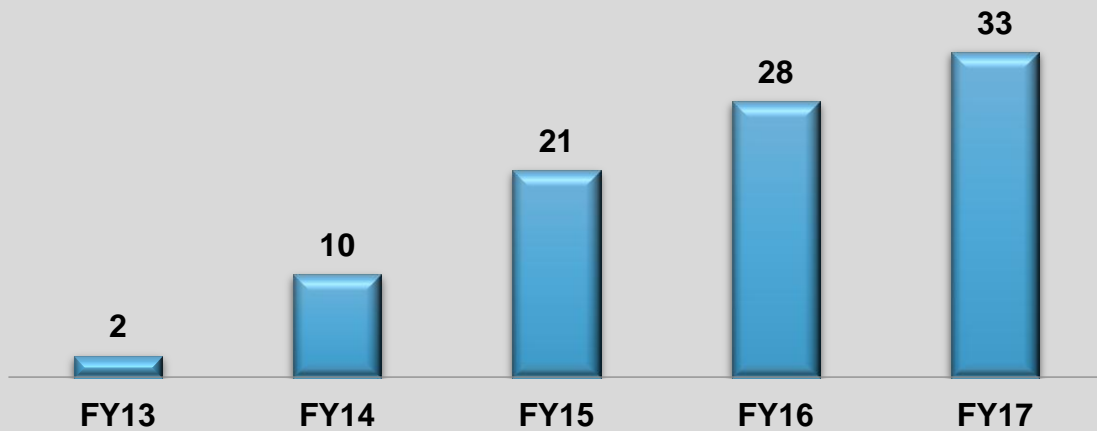
PAT Margin (%)



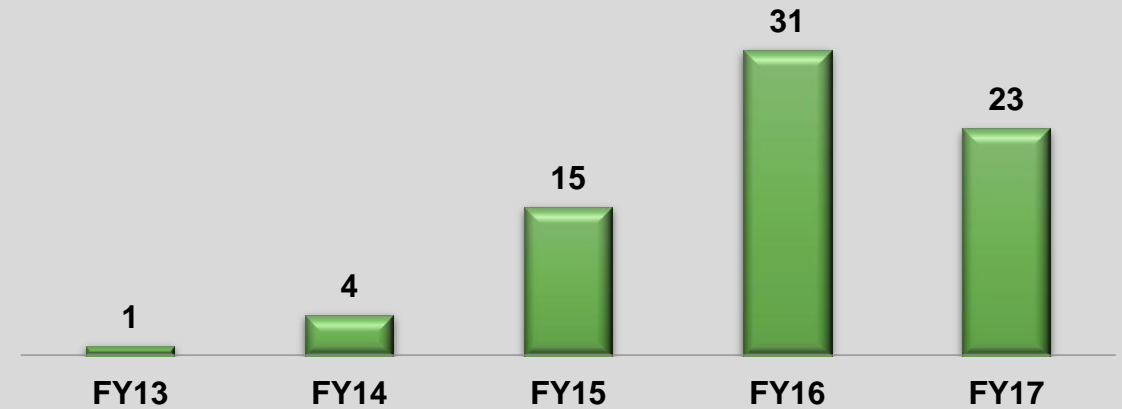
Return on Capital Employed (%)



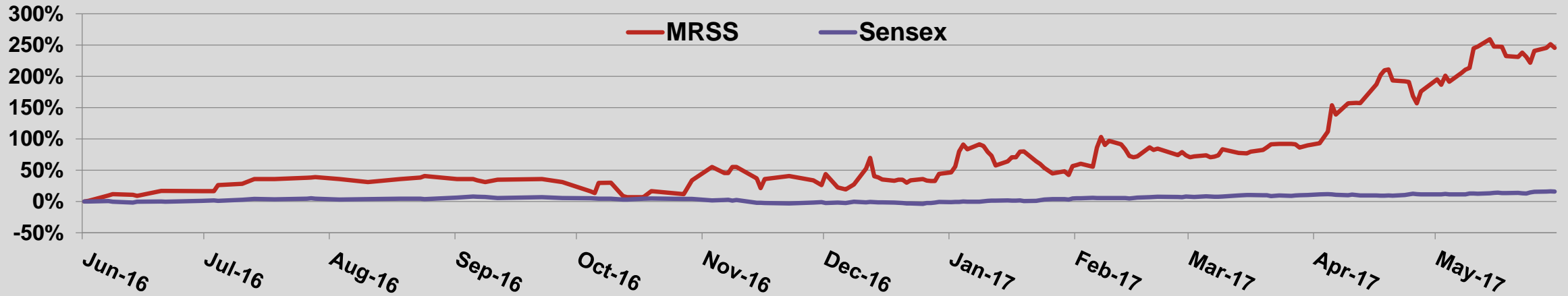
EBITDA Margin (%)



Return on Net Worth (%)



Share Price Data as on 31st May, 2017

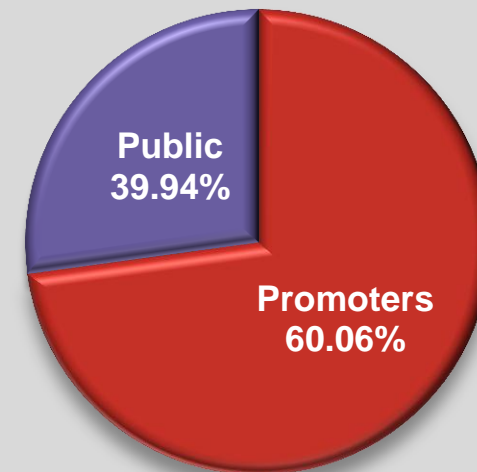


Price Data (31st May, 2017)

INR

Face Value	10
Market Price	356
52 Week H/L	390.8/93
Market Cap (Lac)	17,793
Equity Shares Outstanding (Lac)	49.98
1 Year Avg Trading Volume ('000)	16.94

Shareholding Pattern as on 31st March, 2017



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Email: info@valoremadvisors.com



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THANK YOU