



MRSSIndia.com
A Majestic MRSS company

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

'FutureProof The Enterprise'

March 23, 2016

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

Sub: **Investor Presentation**

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

Dear Sir/Madam

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

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

Kindly take the same on your record and oblige.

Yours Truly,

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

Sonali Gamne

Company Secretary

Encl: **Investor Presentation**



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



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A Majestic MRSS company

Majestic Research Services And Solutions Ltd.

INVESTOR PRESENTATION

March 2016



Table of Contents

01 MRSS Introduction

02 Industry Trends

03 Techniques We Use

04 Our Clients

05 Our Promoters & Executive Board

06 Financial Highlights

07 The Road Ahead

08 Awards and Ratings

Brief Introduction

MRSS INDIA: largest independent Market Research Agency in India

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

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

MRSS is a part of Majestic MRSS

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

Importance of Market Research



Audiences are increasingly screen, platform and device agnostic

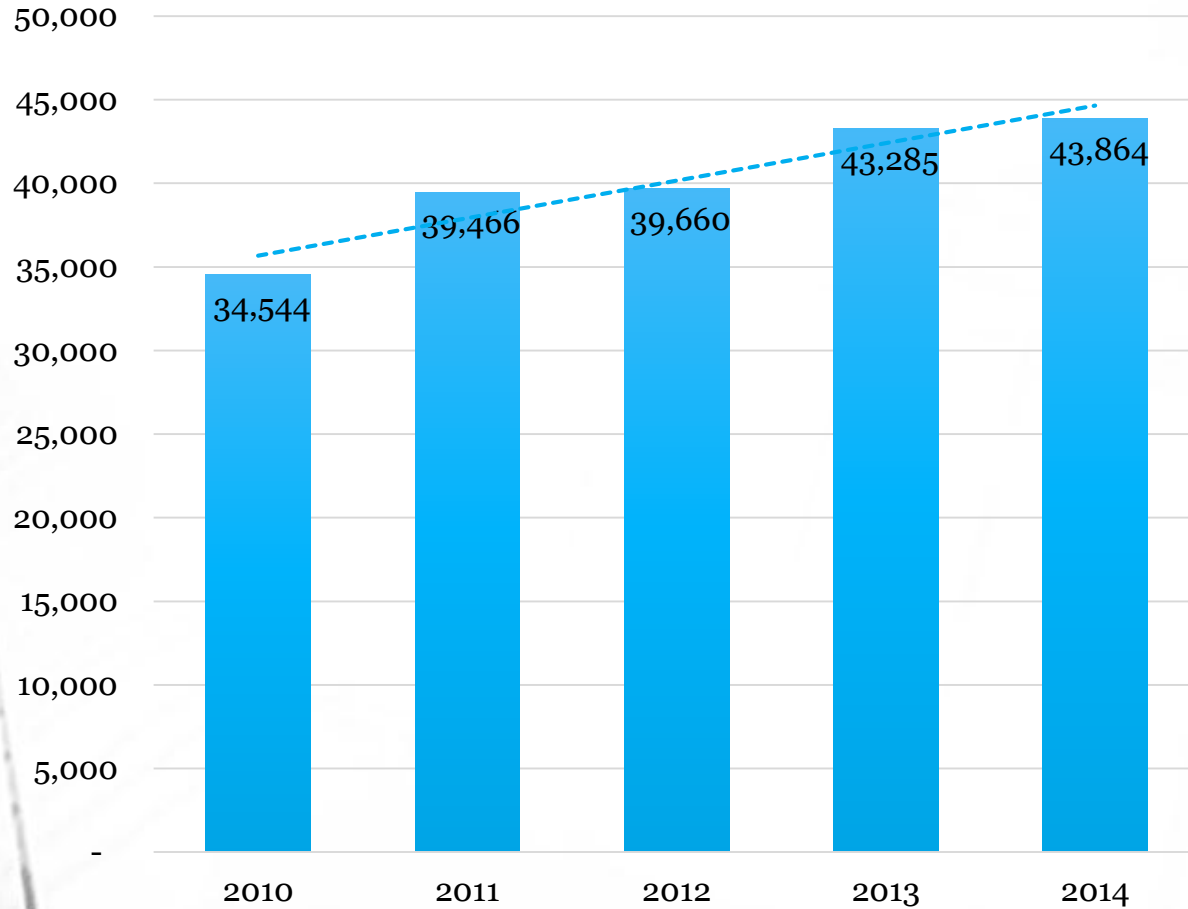
Consumers are buying in new ways, across new channels

Clients' information and insights needs are increasing

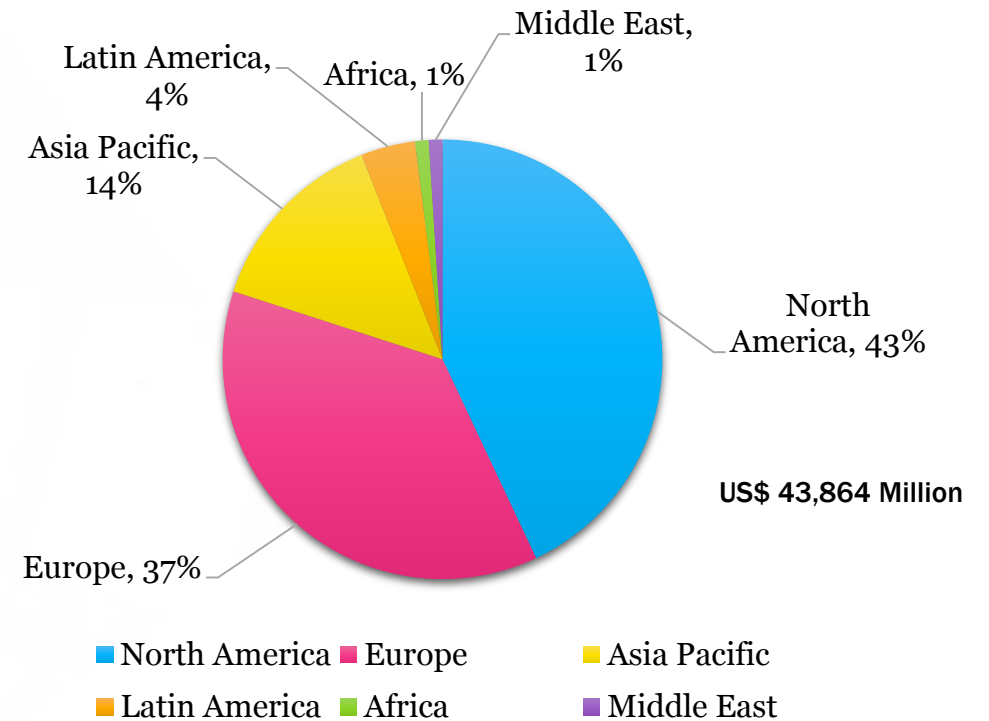
INDUSTRY TRENDS



Global Market Research Turnover (Us\$m)

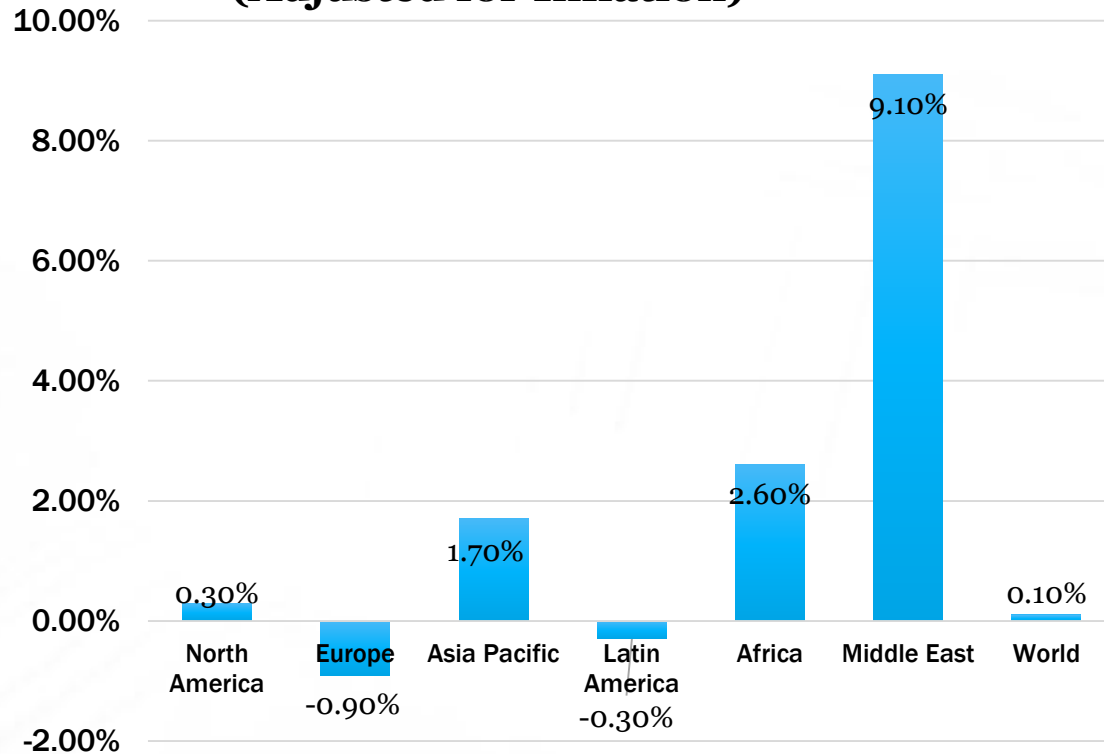


Global Market research Turnover 2014

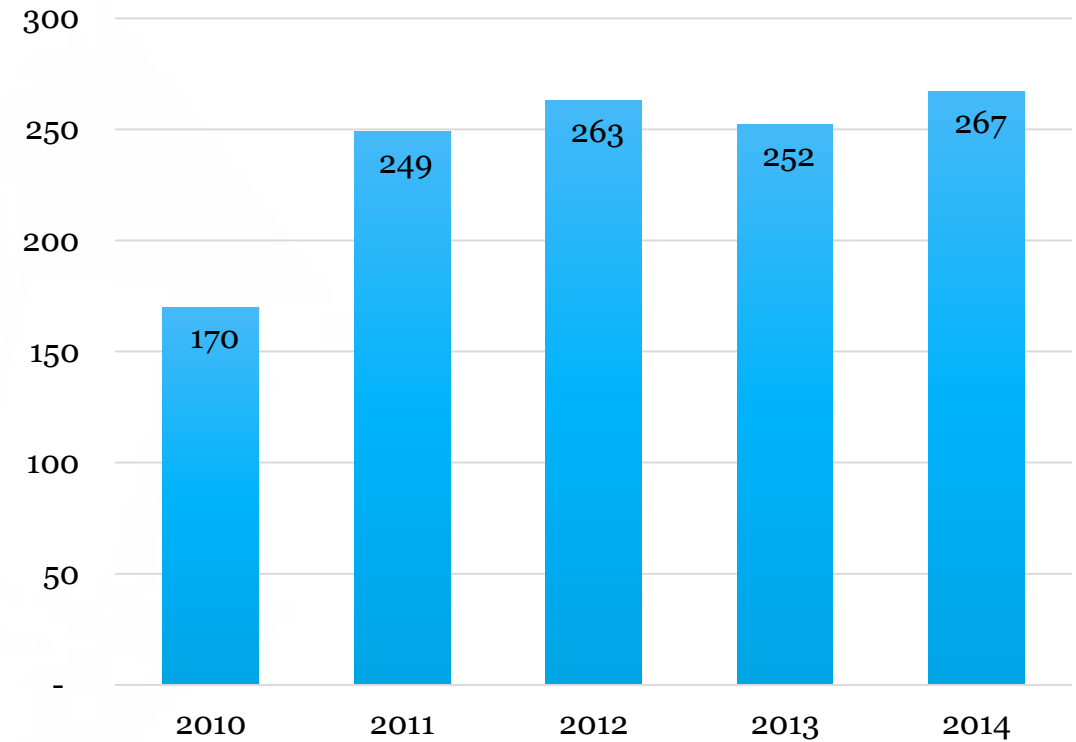


Asia Pacific is one of the most optimistic regions

Net Growth Rates (Adjusted for Inflation)

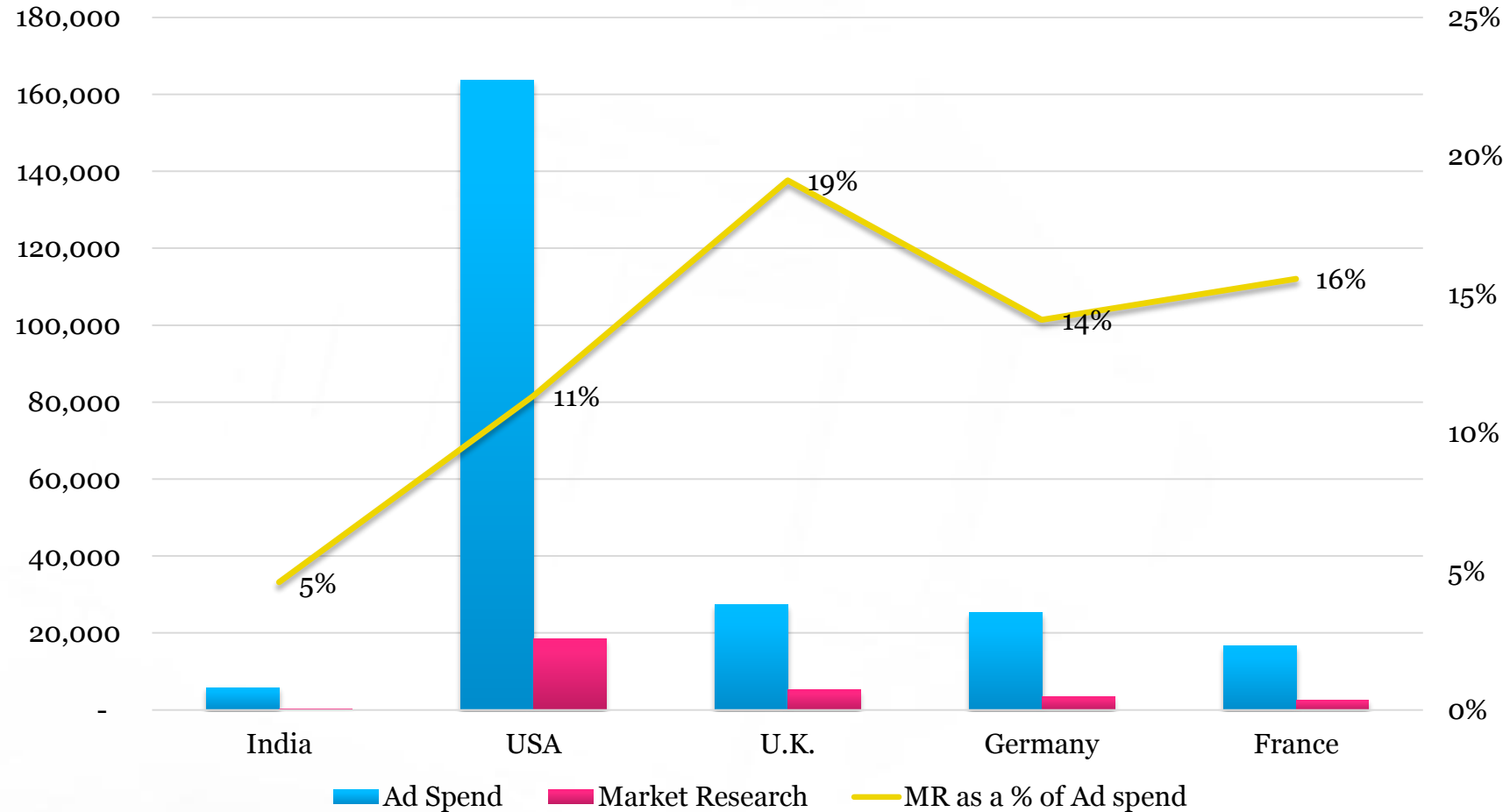


India Market Research Turnover (US\$m)

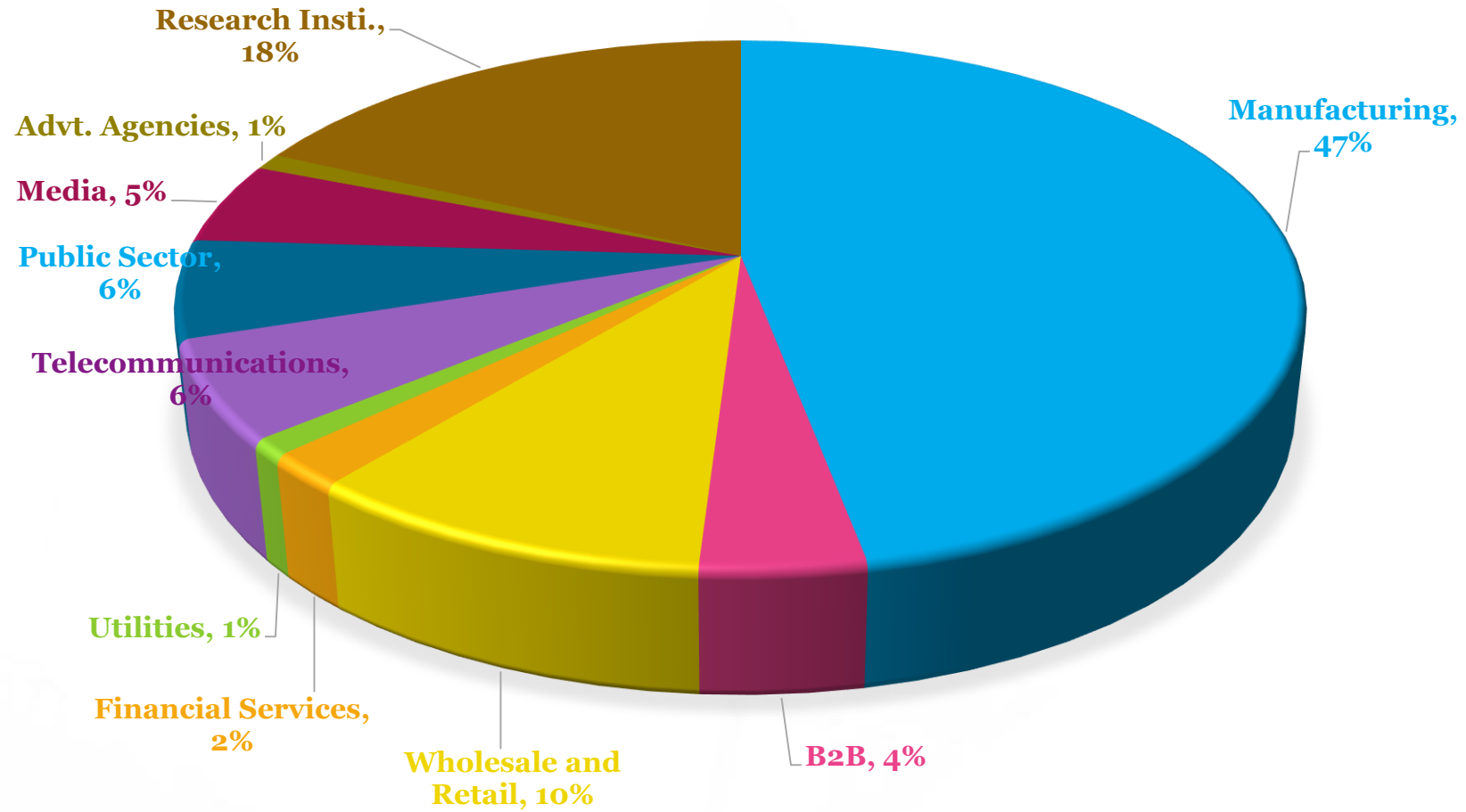


India Ranked 17th as Per Market Size

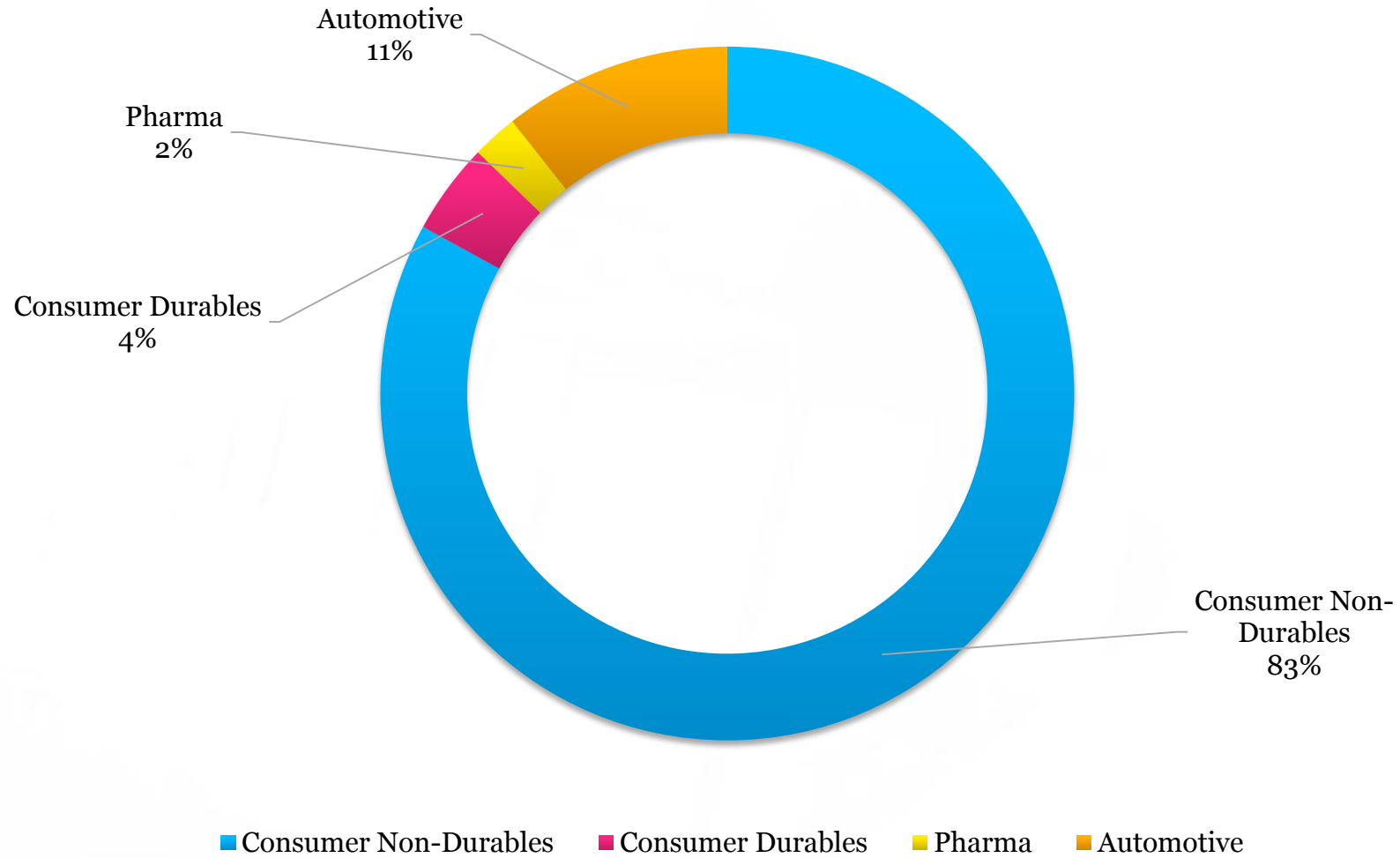
MR as % of Advertisement spend



Spend by client type (%)



Breakdown of Manufacturing clients (%)





MRSS HOLDINGS

TECHNIQUES WE USE

Quantitative Techniques



Face to Face Interview



Online Survey



SMS Based Survey



Perception Analyser



Eye Tracker



CATI & CAPI



Neuroscience



Digital Behaviour Tracking



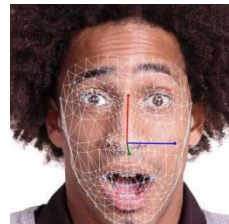
Communities



Sensorial MR



Indoor Audience Management



Facial Recognition



Social Media Listening

Qualitative Techniques





OUR CLIENTS



Across Industry Verticals

<p>HDFC BANK We understand your world</p>	<p>Birla Sun Life</p>	<p>www.star.com</p>	<p>UltraTech CEMENT The Engineer's Choice</p>	<p>YAMAHA</p>	<p>Panasonic ideas for life</p>	<p>RANBAXY Trusted medicines. Healthier lives</p>
<p>Boehringer Ingelheim</p>	<p>NSDL Technology, Trust & Reach</p>	<p>naukrigulf.com أسرع مواقع التوظيف نمو في الخليج</p>	<p>NIMHANS</p>	<p>Kellogg's Since 1906 - Bringing Our Best to You</p>	<p>Hero MotoCorp</p>	<p>NISSAN</p>
<p>Cipla</p>	<p>The Complete Man Raymond SINCE 1925</p>	<p>WOCKHARDT</p>	<p>Unilever</p>	<p>snapdeal.com</p>	<p>dishtv</p>	<p>MARUTI MARUTI UDYOG LIMITED</p>
<p>JUBILANT Caring. Sharing. Growing.</p>	<p>विद्युत्वात पेशीकरण HP</p>	<p>vodafone</p>	<p>VIBGYOR HIGH</p>	<p>syngenta[®]</p>	<p>ACC Limited India's No. 1 Cement Company</p>	<p>TATA MOTORS</p>



Our Team

Our Promoters & Executive Board



Sarang Panchal (Managing Director)

A dynamic personality from the field of Market Research. Professional experience in Procter & Gamble India Ltd, MRAS, Dun & Bradstreet. Last role with AC Nielsen where he spent over a decade, and left as MD South Asia and Greater China 2007-08. An alumnus of Jamnalal Bajaj Institute of Management Studies. Has worked as a partner with MRAS Burke, Smart Spaces. A member of Market Research Society, London, Managing Committee at MRSI, the Brand Protection Committee at FICCI



Raj Sharma (Chairman & CFO)

A visionary and entrepreneur working in the field of Market Research from the last 20 years with a mission to excel in the Industry with trust and confidence. Co-founder of Majestic Group, Asia's Largest Independent Full Service Market Research Firm. Extremely good understanding of global markets - Extensive interactions with the US from the east to the west coast. International Features Editor for QRCA VIEWS, a publication of QRCA (Qualitative Research Consultants Association). Associations with ESOMAR, AEMRI, MSPA, WAPOR, AIAI, FICCI, CII, ePHMRA, AQR



Sandeep Bhatia (Executive Director – Majestic MRSS)

Executive Director of Majestic Group with exceptional experience in the field of marketing with fortune 500 companies Juris Doctor (JD) from Duke Law School BA in Economics from UCLA. Close relationships with several FTSE 100 and Fortune 500 companies. Has close relationships with some of the largest Market research firms in the world including various arms of The WPP group, The VNU group and The Omnicom Group

Our Team



Mr. Rajesh Kumar (Head of Public Sector Practice)

Rajesh has a Market Research career spanning 36 years, spent in reputed organizations like L&T, Voltas & Tata Motors. Joined Tata Motors in 1986 and was responsible for setting up Market Research Department from scratch. He has conducted surveys on Need-based segmentation of SUV & MUV markets, and on forecasting relative shares of cars operating on different fuels for different fuel prices.



Mr. Chandramouli Guin (Head Government Practice)

Chandramouli Guin has 20 years of rich experience in market research & business advisory services across industry, trade & development sectors in India for leading private enterprises, government and international funding agencies. His core competency lies in Skill Development, Textile, Agriculture and allied industries, Automobiles, Infrastructure, Oil and Gas, Power, Chemicals and Petro Chemicals, Consumer Durables, Environmental Science, Food Processing FMCG (limited), Pharmaceuticals, Housing and Real Estate, Travel & Tourism industry etc.



Dr. Manish Ganvir (Vice President - Insight sciences.)

Dr. Manish has 13 years of rich experience in areas of market research and consumer insights. His experience spans both qualitative and quantitative researches in sectors such as Auto, FMCG, Insurance, Media, OTC and Pharma. He has expertise in marketing / advertising campaigns, NPD, media buying and activation. He also has training in sensory evaluation and has managed evaluation and expert sensory panels.

**Satish Belani (Measurement Science Guru)**

Satish has over 25 years of work experience in Market Research Analytics, multivariate & Conjoint analysis. He was the Director Operations, South Asia at Nielsen and responsible for all Data analysis delivery, training, recruitment and helping client service in project design and management. He is a IBM certified SPSS Modeler (A Data Mining Software) Professional. A member on MRSI panel to develop new SEC system. In Nielsen he won Global Excellence Award for Pricing Research on Reverse BPTO (Brand Price Trade Off). Satish has a degree in M. Phil & specialization in Laser Physics from Mumbai University and research at BARC. He has also completed a certificate course in Data Analysis for Marketing Decisions from IIM (A).

**Iftexhar Shaikh (Senior Research Manager)**

Iftexhar has 9+ years experience in the core market research with successful track record of delivering best research solutions to Indian and MNC clients. Expertise in B2C, B2B & Agri Research Analysis, Consulting, Relationship Management and business development. Main areas of focus being projects related to Brand Awareness, , Market analysis, Opportunity assessment, Customer satisfaction studies, Consumer U&A, Customer segmentation,, Competitive intelligence and Strategy formulation. Prior to joining MRSS India, Iftexhar has worked with leading companies like Nielsen and Market Probe.

**Jyoti Katke (Head – Client Servicing)**

Jyoti comes with a wealth of research and leadership experience across sectors. Jyoti has over 14 years of research experience across sectors working with Market Research companies like Nielsen and Market Probe. Her range of experience includes handling research projects for industry segments such as BFSI, Auto, Agri, Chemicals and petrochemicals, Engineering, Pharma, Paper and packaging, Textile and several other service industries and successful handling of 200+ clients in a span of 15 years. Jyoti 's main activities are to utilize her project management skills from a large variety of research methodologies to manage one of MRSS India's customized research teams, to build value added research services for MRSS India's current and potential clients.

**Archana Pai (Vice president custom research (south))**

Ms Archana Pai has 9 years of work experience and 4 years of significant experience handling projects in diverse domains such as Ecommerce, Retail, Telecom, Manufacturing, Infrastructure etc at CSMM, IMRB. Her key strengths are in Project & Team Management, Client/Account Management, Solution based thinking, Focused execution, proficient presentation skills. Archana's core competence lies in Planning, Interviewing/Interacting, Communication, Delivering under pressure circumstances, End Presentation of findings.

**Meghna Mathur (Project Head)**

Meghna has over 12 years of work experience in IT, Media research and Planning. Her expertise spans across IT Programming and consulting, Media research and campaign planning. She has worked extensively on TV measurement system, indepth quantitative analysis of TV viewing habits and competition. She has also been involved with the holistic campaign planning across print, TV, digital and radio for Telecom, FMCG and Media

**Jyotsana Bohra (Engagement Manager - Qualitative)**

Jyotsana has 9 years of research experience in Pharmaceutical industry, ranging from making presentation on critical customer and market trends, analyzing customer needs, perceptions and behavior through combination of proprietary and syndicated customer research studies. She is involved in end-to-end process of Market Research studies, right from developing research questionnaires, analyzing and interpreting the data to preparing deliverables with useful insights from the findings.

She has done B.Sc in Biology from Lachoo Memorial College of Science and Technology Rajasthan and her Post Graduate Programme in Finance and Marketing from Indian Institute of Planning and Entrepreneurship Management, New Delhi.

FINANCIALS



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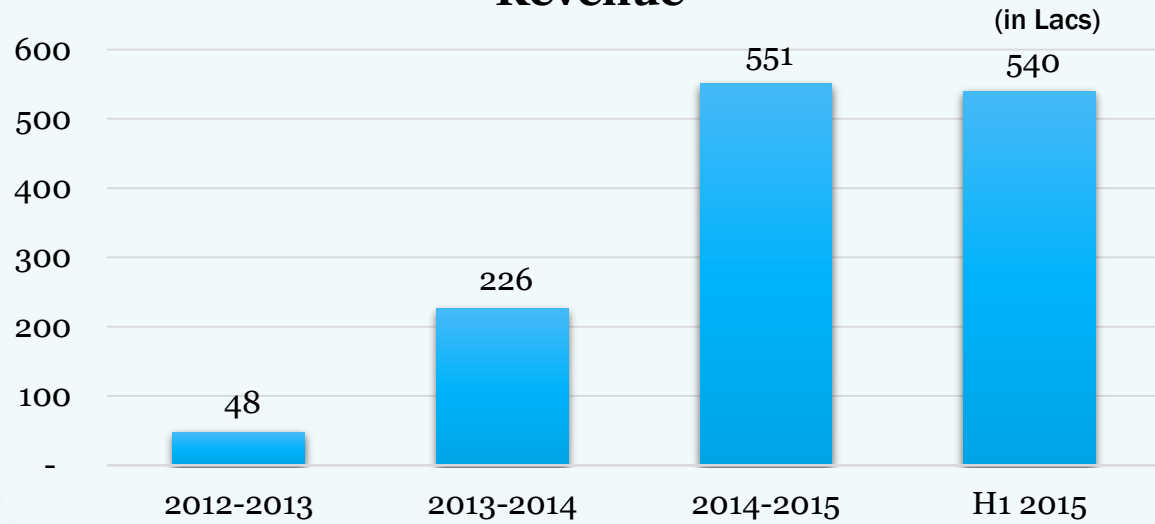


Financial Highlights

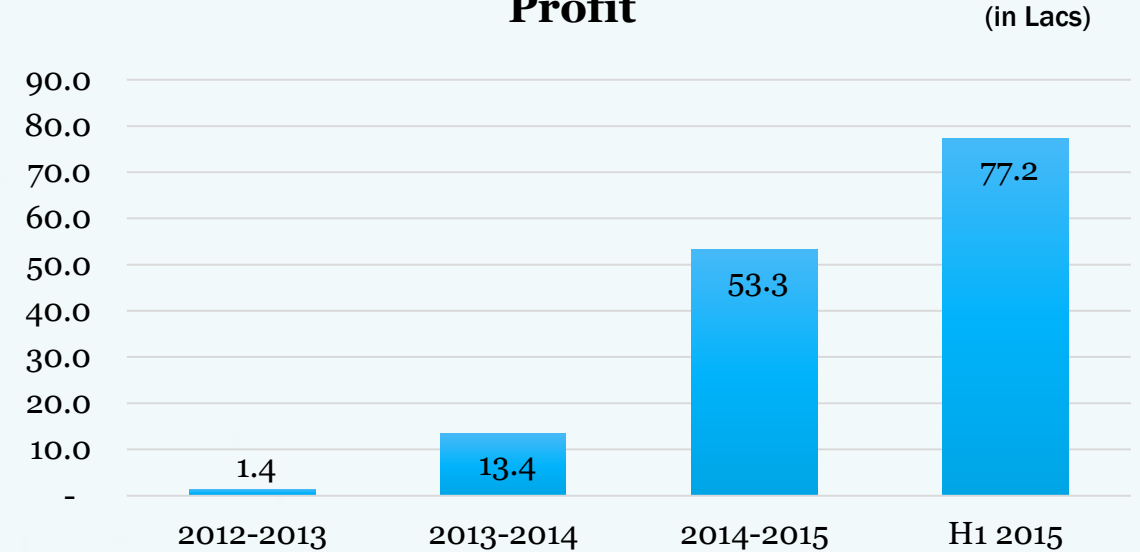


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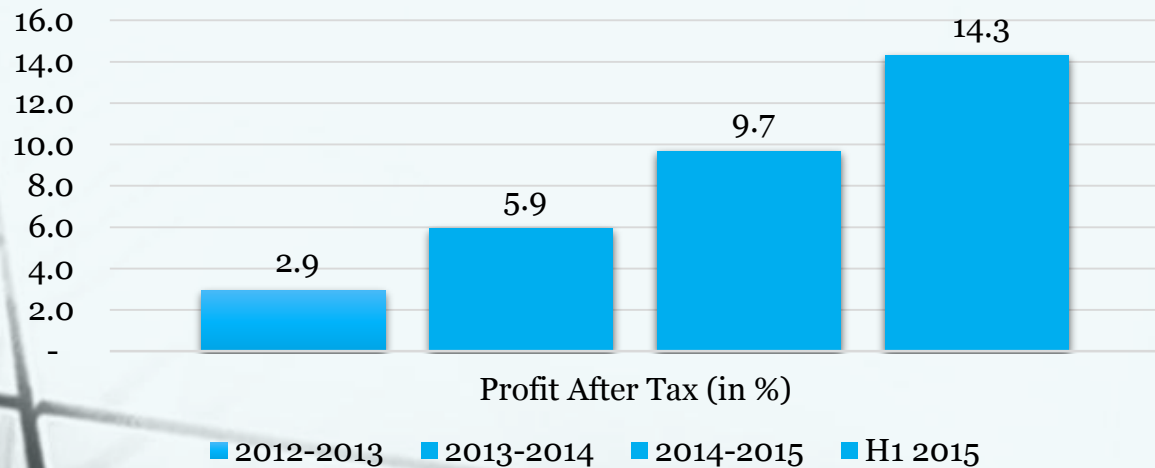
Revenue



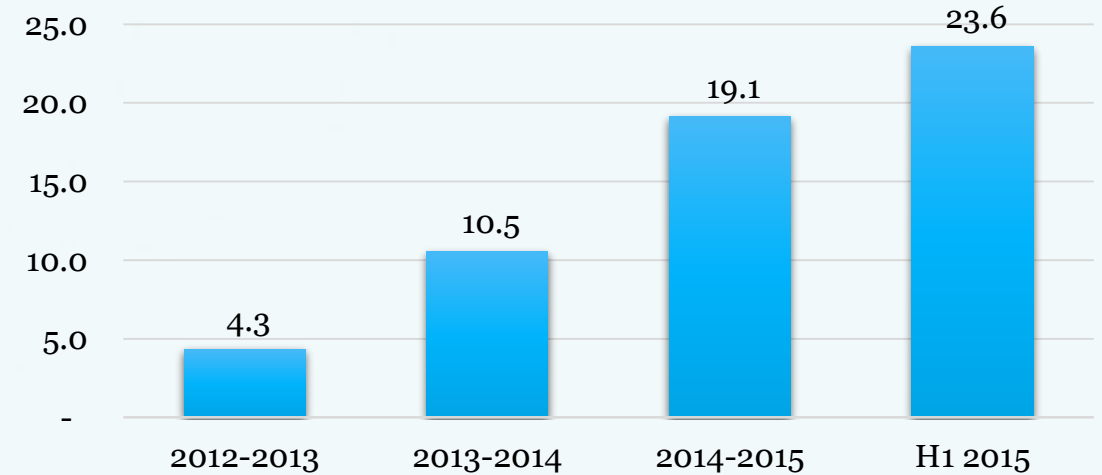
Profit



PAT Margin (in %)

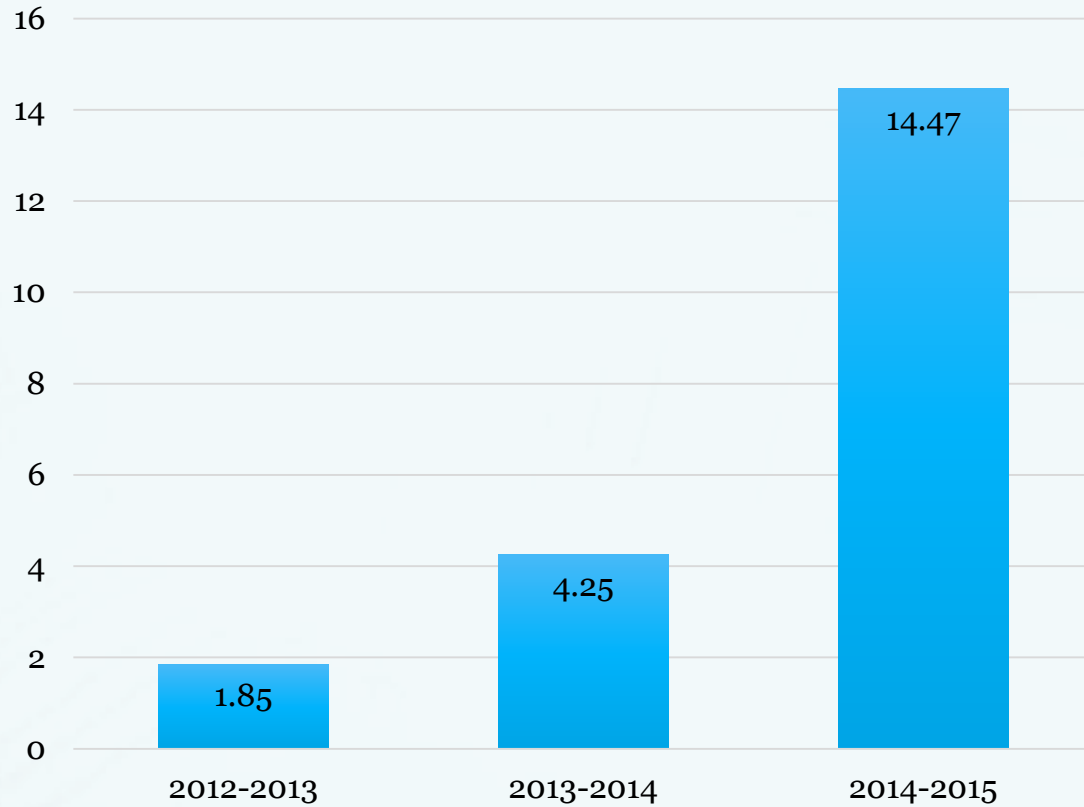


EBITDA Margin (in %)

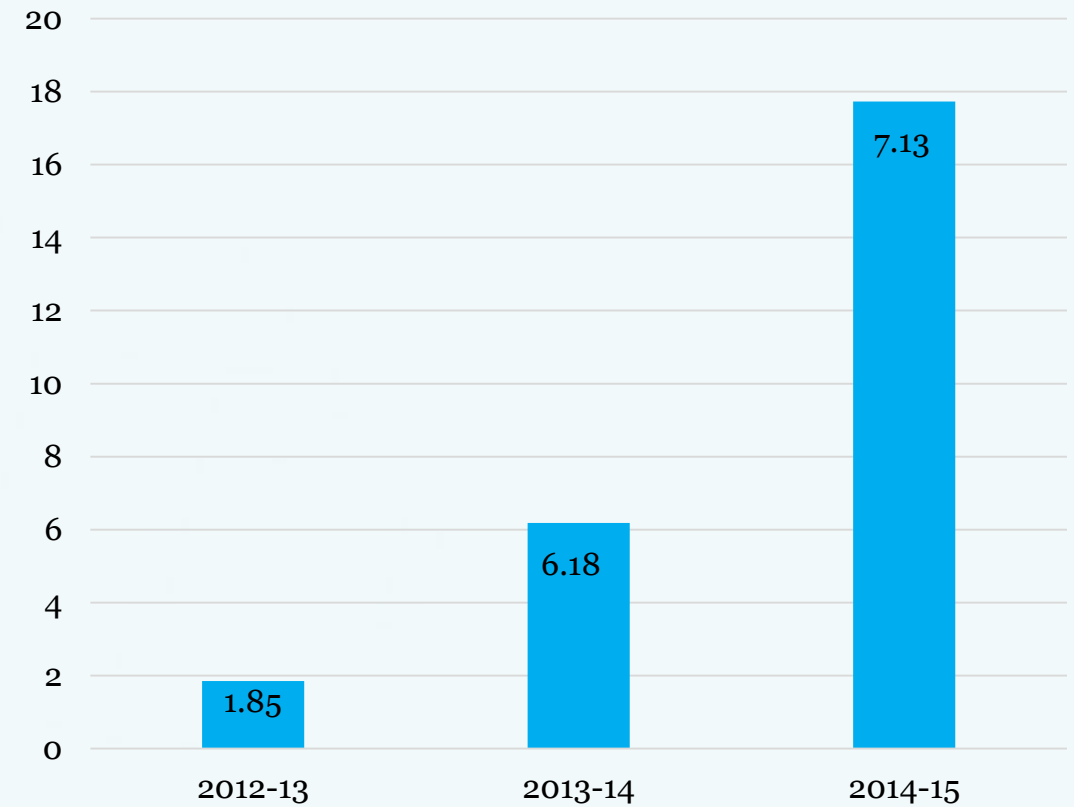


Consistent Performance

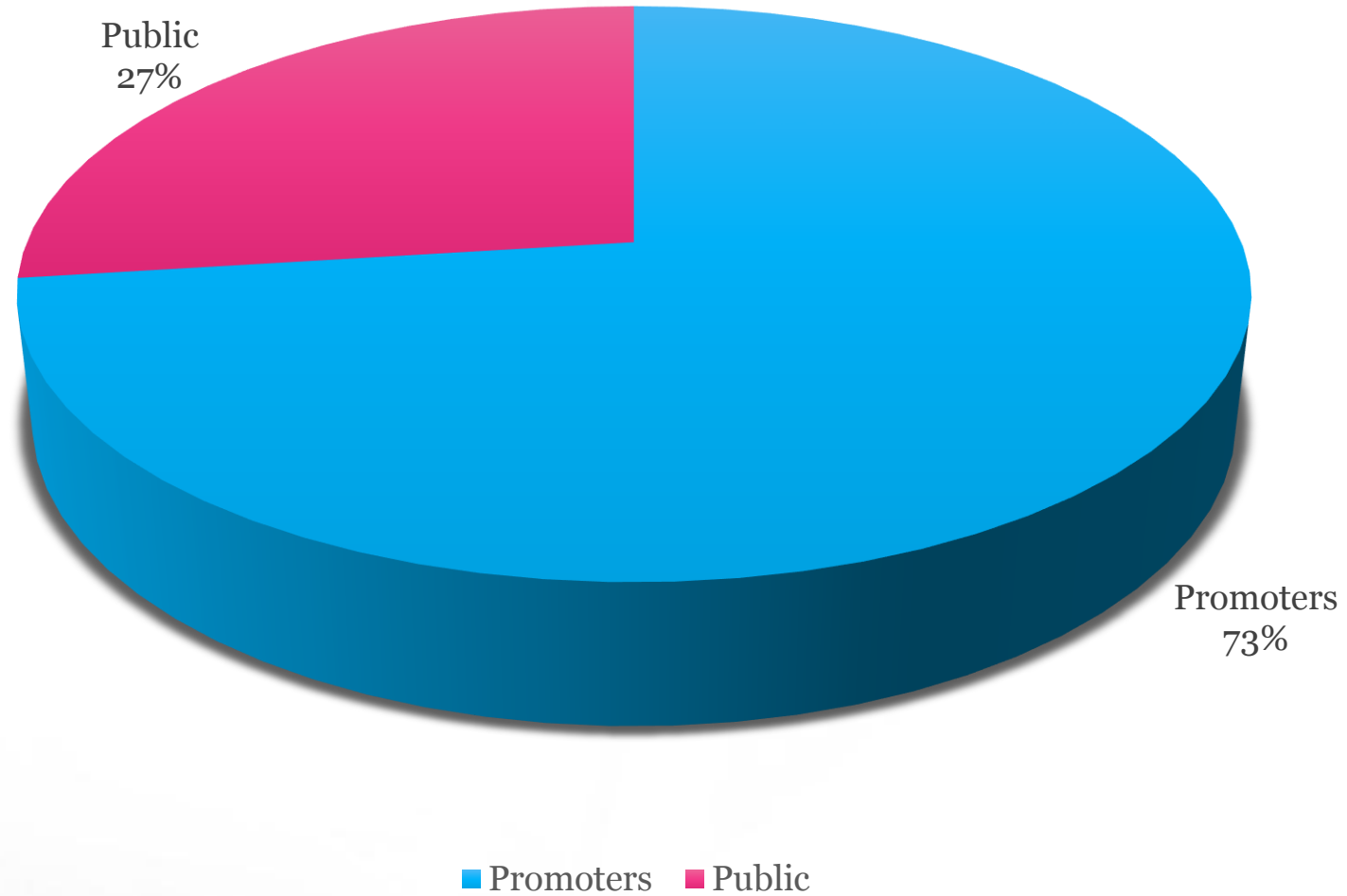
Return on Net Worth (%)



Return On Capital Employed (%)



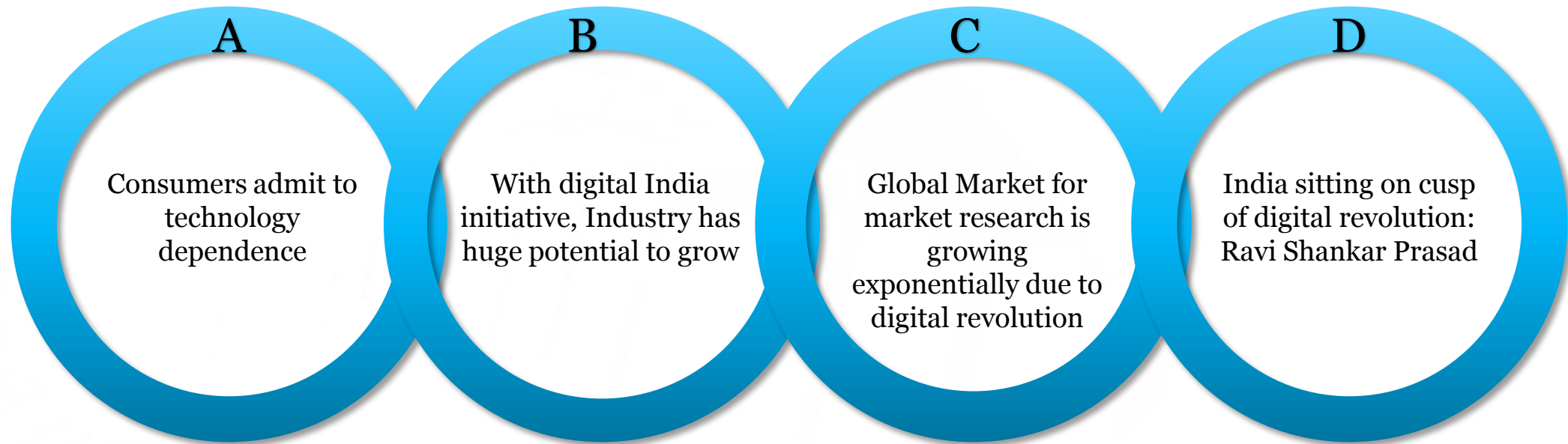
Share Holding Pattern



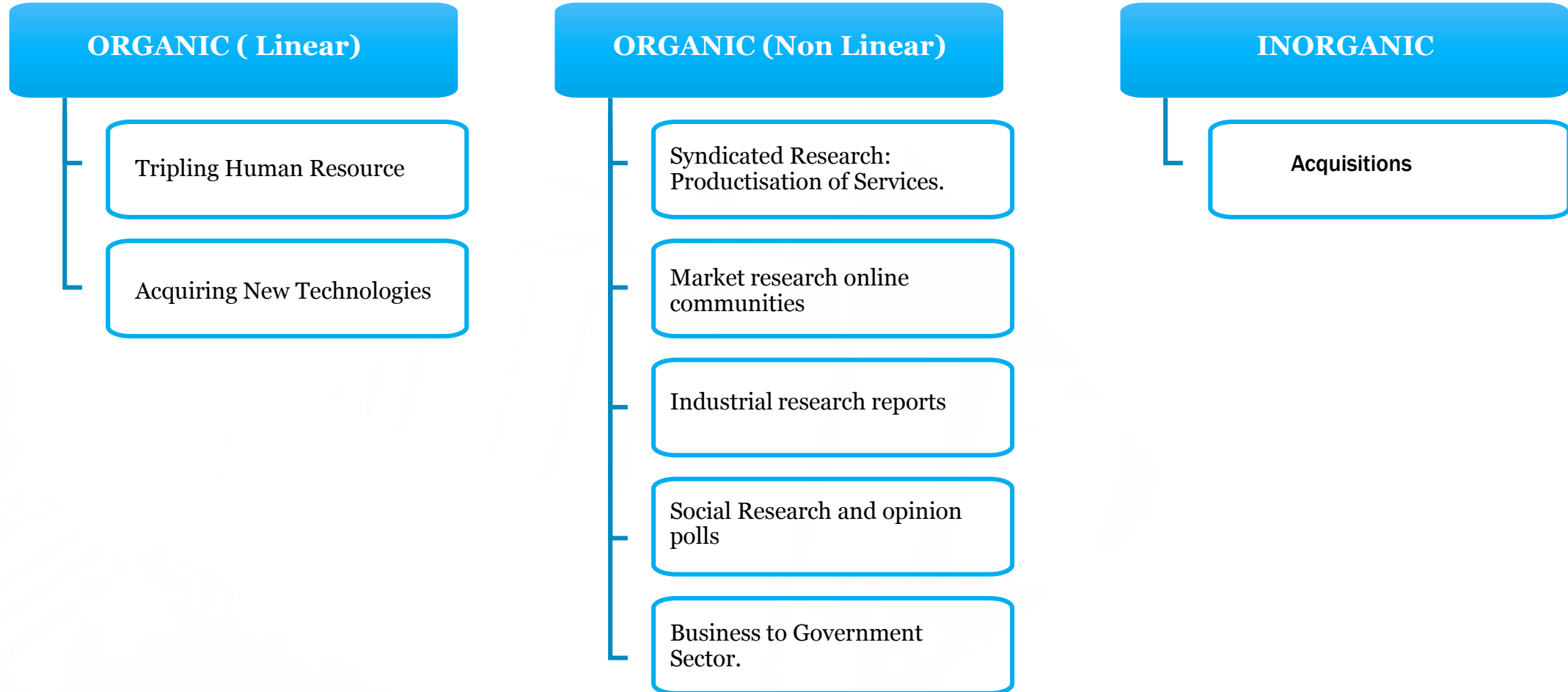
The Road Ahead



Industry Outlook



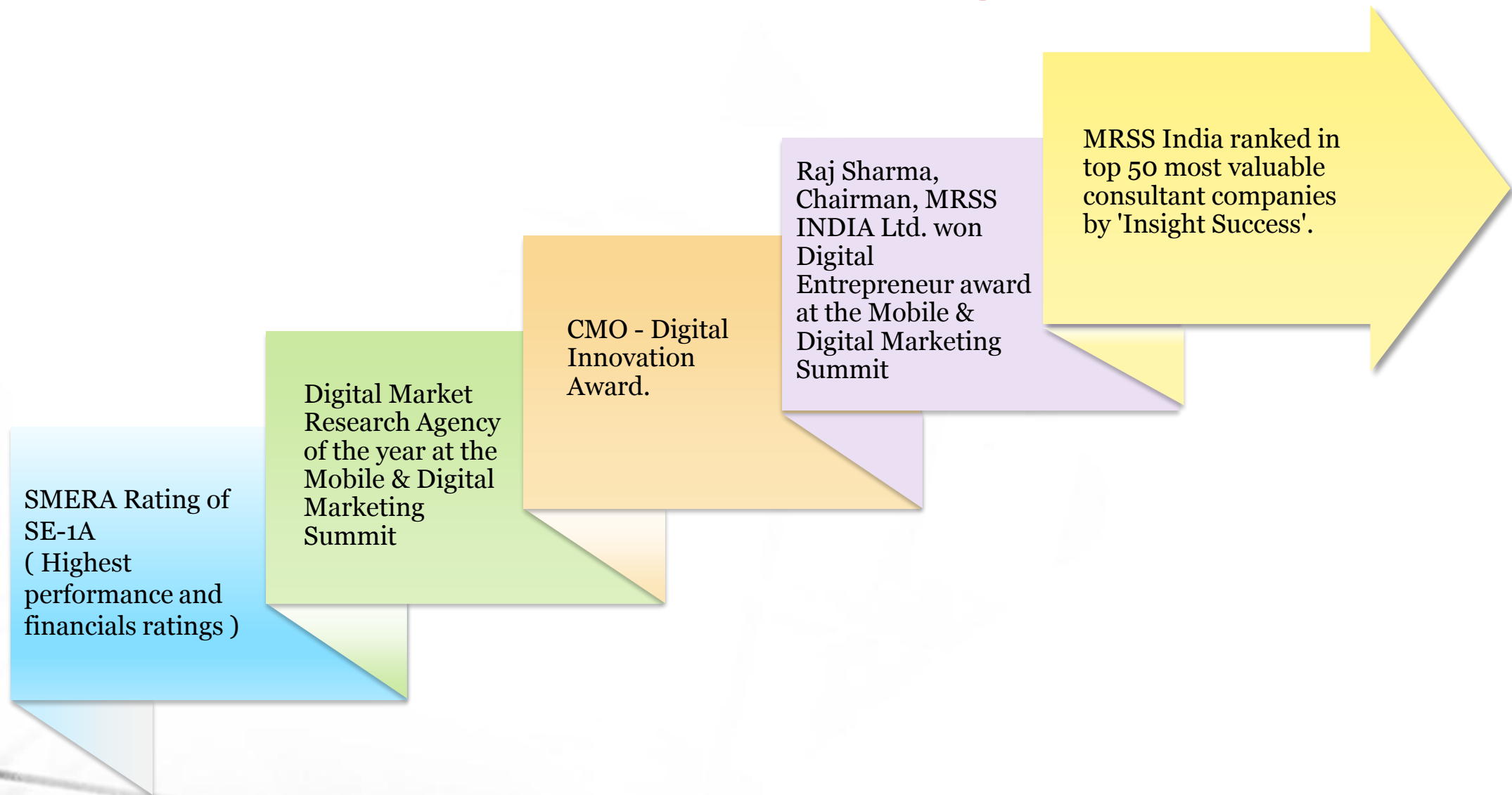
Future Growth Drivers





Awards and Ratings

Awards and Ratings



Objective :

To become the largest and most profitable Independent Asian MR agency by FY 2018

Strategic intent :

Continue to drive sustainable exponential growth in revenues and profits over next decade.

This document contains certain forward-looking statements based on current expectation of MRSSIndia. Actual results may vary significantly from the forward-looking statements in this document due to various risks and uncertainties. These risks and uncertainties including but not limited to the effect of economic and political conditions in India, and outside India, new regulations and government policies that might impact the business of MRSSIndia, the general state of the Indian economy and the management's ability to implement the company's strategy. MRSSIndia doesn't undertake any obligation to update these forward-looking statements. This document does not constitute an offer or recommendation to buy or sell any securities of MRSSIndia or any of its subsidiaries or associate companies. This document so doesn't constitute an offer or recommendation to buy or sell any financial products offered by MRSSIndia .

Thank You

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