

Market Research and Information Group (MRIG) is a Delhi based young Market research fieldwork only organization. Mr. Rajesh Berry and Rana Ranbir Singh promote MRIG. Both have a wealth of experience in the field of Marketing Research, Social Research and Industrial Research.

PROFILE: KEY PERSONS

1. Rajesh Berry

RESEARCH EXPERIENCE:

More than 20 years of Market research experience in operations- having worked in the areas of Consumer research, corporate research, Industrial research, Social research &, Advertising research. Was head of operations for leading International Market Research agencies.

- TNS-MODE: (1984-1990) left the company as its Operations Controller
- FEEDBACK :(1990-1995) As Operations Manager
- AC NIELSEN: (1995-1997) As Regional Manager Operations
- PATHFINDERS INDIA (1998-2001) As General Manager Operations

(Since 2002 as managing partner for Market Research & Information Group which is independently handling Market research & consultancy projects).

MARKET RESEARCH ASSIGNMENTS UNDERTAKEN:

- Product test, Usage & attitude and Brand Image studies on FMCG-child care, Hair care, health care, skin care, Oral care, Personal care, home care, Consumer Durables, Automobiles, Publication, Confectionery, Beverages, etc.
- Observation studies
 - At point of purchase
 - At homes, on Skin Care, child care, laundry cleaning habits etc.
- Mystery shopper studies for
 - Cars
 - Computers
 - Consumer durable
- Auto clinic (Car/2wheeler)
- Tracking studies
- Customer satisfaction studies
- Price sensitivity studies (Cars, 2wheelers, FMCG etc.)
- Day After Recall (DAR) /Week after Recall (WAR) studies
- Retail Audits.

- Study to understand habits and usage of Almonds in the Indian diet
- Census study in Delhi among all types of shops stocking bakery & Confectionary Products.
- Study to understand triggers and barriers to mobile communication among lower S.E.C and income group
- Census study among Pharmaceutical distributor in Delhi, Punjab, Rajasthan, Haryana & UP.
- Study to analyze the current conventional & Hybrid rice seeds market in terms of current usage, motivators/growth drivers and barriers towards Hybrid rice.
- On-line studies on
 - Current social issues (Valentine day celebrations, extra marital affairs)
 - Readers opinion for a specific publication for a media house

INDUSTRIAL & B2B EXPERIENCE:

- Study to understand solid waste management & logistics support required by all units in the industrial areas of Haridwar & Pantnagar
- Customer satisfaction study for a manufacturer of following Products-Transmitters, Converters, Micromotion & flow meters, Online Liquid and Gas analyzers
- Customer satisfaction study among customers of a Steel Manufacturer
- Demand estimation & feasibility for a domestic all cargo Airline.
- Market study on the international cargo industry for cargo forwarding business.
- Market size estimation for skin and neural care products
- Demand estimation Study for a lifestyle shopping mall in kolkata
- Demand estimation Study for an exclusive Fashion Boulevard in Delhi
- Feasibility & demand & supply estimation for a commercial cum residential Cum shopping mall cum entertainment complex of international standards.
- Feasibility, concept testing & demand estimation for a privately promoted Industrial estate
- Demand & Supply for IT related construction services
- Demand estimation study for an integrated township development in Ghaziabad
- Study to understand housing preference, for location and property type in Raipur for developing a township

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Most assignments required interactions with Central and State Govt. departments, Chambers of Trade & Commerce, Industrial Development Corporations and other local statutory agencies and key players for obtaining information and opinions
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2. Rana Ranbir Singh

RESEARCH EXPERIENCE:

More than 10 years of Market research experience having worked in the areas of Consumer research, corporate research, Social research, advertising research & Trade research. Has worked with AC Nielsen as its Field Executive and then as a Senior Field Executive from 1994-2001.

(Since 2002 as managing partner for Market Research & Information Group which is independently handling Market research & consultancy projects).

ASSIGNMENTS UNDERTAKEN:

- Product test, U&A and Brand Image studies FMCG, child care, Hair care, skin care, oral care, fabric care, beverages, confectionery, consumer durables,, Automobiles etc.
- Tracking studies
- DAR/WAR studies
- Studies on Advt.effectiveness
- Study among professional still & video camera users
- Customer satisfaction studies.
- Study to understand triggers and barriers to mobile communication among lower S.E.C and income group
- Study among users of SMSs in vernacular languages
- Study among farmers on Pesticides for Cotton Pest.
- Listing of Tractor owners in various states.
- Census study of Chemists in 40 cities of Rajasthan, Haryana, U.P. and Punjab.
- Census study among shops stocking Cameras and cells (Photo studio, General store, Pan shops etc.)
- Census study of shops selling garments in 5 districts of Rajasthan.
- Census (Pharmaceuticals, camera & Magnetic tapes)
- CATI (Computer Aided Telephonic Interviews)
- CAPI (Computer Aided Pursuation Interviews)
- Social Research
 - NFHS (National family Health survey)
 - Benchmark study on primary Health worker performance
 - Family planning survey
 - Rural Health survey
- Agricultural Research

PROFILE: MRIG

Area of Activity:

MRIG is well equipped and able to provide any information related to Marketing, Industrial and Social Research. Apart from these, we can also work in other areas as desired by the client.

Types of Research Handled:

Focus Group discussion
In-depth interviews
Usage & attitude studies
Day after recall (DAR) & Week after recall (WAR)
Advertising pre & post test
Market potential measurement studies
Attitude and belief measurement studies
Track studies
Competitive product studies
Market share analysis
Product test
Concept cum use test
Concept test
Name test
Pack test
Price sensitivity studies
Consumer panel studies
Observation studies
Mystery shopper
Consumer satisfaction studies
Dealer satisfaction studies
Social research
Industrial & B2B research
Executive depth interviews
On-line studies

Industries Served:

FMCG
Food & drink
Durables
Automobile
Advertising
Broadcasting
Farm Automotive
Media
Real Estate/infrastructure/management consulting Industry
Building & construction
Pharmaceutical
Health
Courier
IT & Telecom
Hotel
Airlines

Main Clients

The main clients of MRIG are various leading Corporates, Marketing Research Organizations, Consultants and Advertising agencies.

Nestle
Dabur
J&J
Godrej Consumer Products
Sony
Maruti
Hyundai
Mahindra & Mahindra (Farm Equipment)
Mahindra International
Bajaj Auto (commercial Vehicles)
Dish TV
MTR Foods
Nokia
Magicbricks (Times of India Group)
Colliers Intl.
TCM
Scott Wilson
IMRB
Research International
IRIS

Innocean
McCann Erickson
Dentsu Marcom

OFFICES & ASSOCIATES

Our Head office is at Delhi. We have associates all over India to serve our clients in a better way. We have Associates in:

NORTH INDIA: Lucknow, Kanpur, Ckamdigarh, Ludhiana

EAST INDIA: Kolkata, Guwahati, Bhubaneshwar, Patna

WEST INDIA: Mumbai, Nagpur, Nasik, Ahmedabad, Indore, Bhopal

SOUTH INDIA: Chennai, Bangalore, Hyderabad, Madurai, Coimbatore, Cochin

CENTRES WITH LOCAL MODERATORS/TRANSLATORS

NORTH INDIA: Delhi, Lucknow

EAST INDIA: Kolkata, Guwahati, Bhubaneshwar

WEST INDIA: Mumbai, Nagpur

SOUTH INDIA: Chennai, Bangalore, Hyderabad, Cochin

CONTACT DETAILS

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