

IMRB International Wins The Market Research Agency Of The Year Award For The Third Consecutive Time

Contributed by IMRB

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At the recently concluded 18th 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 honour for the third successive time and is the only MR Agency in the country to have been bestowed this honour 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. A panel of eminent senior marketing and research professionals short listed the 15 best case studies from the 80 odd entries submitted by researchers and marketing professionals. These were showcased at the two day conference held on September 25 - 26, at Hyatt Regency, Mumbai. IMRB swept 4 of the five awards given and also won the MR Agency of the Year.

Commenting on the award, Thomas Puliye, President, IMRB International said, "We are elated at receiving this award for the third time in a row. This award is very special to us as there is no award greater than the recognition of our peers."

In the cutting-edge, innovative research section, the best paper award was won by the IMRB team of Ashish Karnad, Magesh Poondi who partnered with Tushar Dhingra of Adlabs Cinemas.

The best MR Works! award was bagged by the Jaydeep Guha of IMRB. The second prize in this section was also bagged by the IMRB team of Ashutosh Sinha and Neetika Agarwal who co-authored this paper along with the Airtel team of Sugato Banerji and Surekha Poddar.

The third prize in the MR Works! section, again went to IMRB team of Sukhdev Singh and Ajay Singh.

The seminar was attended by 300 marketing, advertising and research professionals.