Ugam Research Solutions Celebrates Its 10th Anniversary

Contributed by Ugam Research
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Ugam Research Solutions, a leading provider of market research operations and analytics solutions to global market research firms celebrates its 10th anniversary in July this year.

Ugam kicked off the grand celebration at its annual employee excellence ceremony, the â€œGolden Pyramid Awardsâ€•, held recently in Mumbai.

In commemoration of this milestone, a unique 10 year logo was unveiled at the event, and special awards were given to employees who significantly contributed to the organization over the last decade.Â Â

Ugam started off in July 2000 providing survey programming and data processing support to a few market research firms. The company now provides end-to-end market research operations solutions using industry-standard and proprietary technologies such as FLOWâ„¢, Paradigmâ„¢ and Headstartâ„¢.Â Â

Commenting on the occasion, Sunil Mirani, Chief Executive Officer, Ugam Solutions, said,
â€œ What started as a business plan put together by a few of us 10 years ago, with limited resources, but lots of ideas and enthusiasm, has turned out to be a journey beyond our wildest dreams. We have a lot to feel proud of â€“ being partners to over 100 global clients, includingÂ 10 of the top 25 MR firms which are marquee names in the industry and several small and medium-sized firmsÂ â€“ all of whom, we have delighted with our services. We are proud of having achieved a steady growth through the years, taking our people strength from 16 to 1000 and becoming a truly global firm, with operations in UK, USA and India. Going forward, as our industry continues to evolve with new technologies and methods such as social media research, mobile research and so on, we will continue to improve our capabilities and be at the forefront by offering the best to our clients and employees alike.â€•

Milestones
2000-2001
â€¢ Ugam Research Solutions is founded.
- Signed up first Honomichl Top 25 full service Market Research client

2002Â Â Â
- First offshore company to use AscribeTM

- Increased portfolio of service offering â€“ Survey Programming, Data Processing, Open ended coding and Report writing

- Introduction of 24*7 support

2003
- First offshore company to adopt mr Interview as a platform for survey programming

2004
- Partnered 9 of Top 25 MR firms

2005Â Â Â
- Started second facility in Mumbai, India

- Introduction of CATI center in India

2006
- Launch of Project Management services

- Addition of Advanced Analytics capability

2007
- Started London facility for CATI and European operations

2008
- Introduction of proprietary workflow management software, FLOWTM

2009
â€¢ StartedÂ third facility inÂ Coimbatore, India

â€¢ Expansion of sales & marketing team and set up of project management team in Rochester, NY, USA

Early 2010
â€¢ Launched fourth facility inÂ Mumbai, India

About Ugam Research Solutions
Ugam Research Solutions is online at www.ugamresearch.com

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