

MMR Research opens two new offices in India and South Africa

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Specialist research agency expands to offer reliable local market knowledge and sensory expertise in two new regions.

MMR Research Worldwide (MMR) has opened two new offices in response to demand from global food, beverage, personal and household care brands for reliable, local insight and consumer and sensory research expertise in India and Africa.

The new operations are in Mumbai and Durban and will be managed by Sandeep Budhiraja and Maria Da Serra respectively. They and their research teams will offer MMR's full remit of research services including product development of both new and existing products, pack research and Brandphonics' emotion-based techniques, helping to align consumer experiences with the brand promise.

Sandeep Budhiraja is a brand and consumer insight professional with more than 19 years of experience working in India and China with agencies such as Millward Brown, Nielsen, icon Added Value and IMRB International. He has worked across a wide spectrum of industries covering FMCG, services, telecom, finance and media. Maria Da Serra brings 16 years' experience in FMCG, having held a number of Africa category and consumer insight roles at director level in Unilever.

“MMR's expansion into India and Africa reflects the increased importance placed on these large and diverse regions by our clients. Both are seen as huge growth opportunities and access to superior consumer insight combined with local knowledge will be key to maximising the success of new product launches there,” says Mat Lintern, MMR global CEO.

“By building experienced teams in India and Africa, MMR will be even better placed to offer both its international and domestic clients with more convenient access to our full range of services, strong in-market knowledge and context, and more reliable and higher quality fieldwork.”

MMR has three locations in the UK, where it is headquartered, and established operations in the USA, Singapore and China. The latest expansion brings the total number of MMR offices to eight and their total headcount to 225.