

IMRB International yet again crowned 'MR Agency of the Year'

Yet again, IMRB International was adjudged the "MR Agency of the Year" at the recently concluded 22nd Annual Seminar of the Market Research Society of India (MRSI). IMRB International has bagged this prestigious honour for a record sixth time since the inception of the award in 2005.

The annual MRSI seminar is a competitive showcase of the best work carried out by research professionals during the year. It highlights the latest technological and statistical developments in the market research industry. This year, the seminar focused on the theme 'Research in the Age of Pragmatism'. The research industry showcased how the industry is reinventing itself by reinterpreting and redesigning its offers, approaches and solutions. 11 of the 21 competitive papers presented at the Seminar were from IMRB and 6 of these were awarded for their excellence.



Preeti Reddy & Sunil Bakshi, SVPs, IMRB International receiving the trophy from Ashok Das, President, MRSI

Commenting on the award, Thomas Puliyel, President, IMRB International said "This is indeed a very proud moment for us. This peer recognition of IMRB's quality, coming on the back of the award of the ISO 20252 Certification for our Field and Analytics units is a great way to end 2012."

A panel of eminent senior marketing and research professional shortlisted the best papers from the entries submitted by researchers and marketing professionals. These were showcased at the two day conference held in Delhi on December 17 & 18.