



IF YOU LOVE DIGGING FOR ANSWERS, LOOK NO FURTHER THAN IMRB KOLKATA

Your pot of gold awaits you at IMRB International, Kolkata, one of India's largest market research units, handling major national and international quantitative consumer research projects for blue-chip clients. As a researcher at IMRB Kolkata, you will constantly provide sophisticated solutions to our clients, applying the highest standards of innovative, quantitative market research tools.

Snapshot of our clients

ITC Tobacco: IMRB has been ITC's lead market research partner for over thirty years. ITC Tobacco is one of the largest market research accounts in the country with work on some of the biggest Indian brands like Gold Flake, Classic and Scissors.

ITC FMCG: ITC's vision is to grow into a fully diversified FMCG company. IMRB handles ITC's Foods Business (Aashirvaad Atta, Sunfeast Biscuits, Minto and Candyman confectionery, Bingo! chips), and ITC's Personal Care division which has launched a range of personal products like soaps, shampoo under the brand Fiamia di Wills, Vivel, and Superia.

British American Tobacco (BAT): the world's second largest tobacco company and the parent company of ITC. IMRB Kolkata has leveraged its tobacco research expertise in providing research & consultancy for BAT companies around the world. In the last three years, IMRB Kolkata has conducted research for BAT in all the continents in over 50 countries

across the world including Malaysia, Australia, Japan, Korea, Vietnam, South Africa, Nigeria, Canada, Brazil, Argentina, Spain and Netherlands. To service the BAT business, IMRB Kolkata has placed researchers from its office in London, Kuala Lumpur, Seoul, Tokyo and Amsterdam. This international business is now a very large and growing part of IMRB Kolkata. IMRB Kolkata's role in such projects is to develop the proposal, the research design & the questionnaire; process the data, conduct the analysis and work out the final presentation. Fieldwork is organised locally by the BAT Company.

IMRB Kolkata works together with BAT headquarters in London, to develop research protocols; conduct experimental projects; initiate changes & improvements to existing research methodologies.

Specialised work for other FMCG companies in India like **Pepsi** and **Colgate**.

Room For Entry Level Associate Research Managers

IMRB Kolkata is looking out for 2010 / 2011 batch MBAs from India's top 30 B Schools, interested in pursuing a career in Quantitative Consumer Market Research.

Room for Research Manager

Opportunities exist for market researchers at the level of Research Managers with 1-3 years' experience in Quantitative Consumer Market Research with established agencies.

Room for Insights Director

We are also looking for researchers at the level of Insights Director with an experience of 4-8 years in Quantitative Consumer Market Research.

There may also be positions for those with more than 8 years of experience in Quantitative Consumer Research.

Career Responsibilities

The Researcher's responsibilities will include:

- writing Research Proposals,
- developing Questionnaires,
- interacting with the Field,
- briefing Analytics about the data processing requirements,
- analysing the data,
- writing the Report or the Presentation,
- Researchers are expected to dig deep into the data - using the enquiry software, Magic - to extract incisive and marketing oriented analysis.

You can expect to work on studies such as

- Annual Brand Health Studies
- Tracking Brand Health & Evaluating effect of inputs
- Simulated Test Marketing (STMs) : forecasting the performance of a new brand pre-launch
- Consumer Segmentation & Category Understanding
- Using Segmentation studies across markets to help create Global portfolios, Regional portfolios, developing Brand Positioning, differentiating between Brands
- Pricing: Brand Price Trade Off, Choice Based Conjoint, Simulated Purchase
- Packaging Research
- Product Tests & Product Space Mapping
- Post Launch Tracking
- Measuring the effect of marketing initiative through creating short term panels and measuring Pre vs. Post
- Market Sizing Exercises

Career Requirements

We are interested in researchers who

- are perceptive to client's marketing problems and oriented to provide solutions,
- are very numerate,
- have very good analytical skills to draw meaningful insights from a mass of data,
- are willing & enthusiastic learners,
- have good written & oral communication skills.
- have the ability to service clients and perform under deadline pressure.

Opportunity to learn and grow in a dynamic environment

IMRB Kolkata offers:

- work which is mentally stimulating & challenging
- an environment where young researchers have the opportunity and freedom to contribute considerably to IMRB's final 'product' i.e. the report, the presentation, the insights, the quality of the solution
- variety in terms of researching a spectrum of different marketing issues e.g. segmentation, brand health, forecasting share of new brands, packaging research, tracking new brand launch, understanding the impact of price changes etc
- considerable opportunities for learning – new techniques, exposure to work in other IMRB units, work across the Kantar Group
- opportunity to learn software like SPSS, Sawtooth, and use advanced statistical techniques such as Structural Equation Modelling, Choice Based Conjoint
- a good fieldwork & data processing infrastructure
- a friendly, informal, open, cooperative work environment;
- an excellent opportunity for career growth – the industry is growing, company is growing, there are multiple opportunities both in India and abroad, and those who do well, will grow fast within the company

For details log on to the career section of our website www.imrbint.com

E-mail your profile to diya.sengupta@imrbint.com

