

**India's 1st & Only Listed
Market Research Company**



MRSSIndia.com

‘FUTUREPROOF THE ENTERPRISE’



3rd Annual Report 2014-15



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MRSS INDIA is the largest independent Market Research Agency in India relying exhaustively on usage of technology for data acquisition thereby ensuring reliability, validity checks as also faster turnaround time. The research team of MRSS India has presence in Mumbai, Delhi and Bangalore. The team has rich experience of working with both domestic as well as global majors. MRSS India offers a wide range of Qualitative and Quantitative Research Services both nationally and internationally. MRSS INDIA is a member of MRSI and DIN (Digital Insight Network - Global). Only company in MR space in India to be listed on BSE SME Exchange – greater vision, greater commitment! With this comes higher standard of service, delivery and transparency.

Our Company, engaged in the business of market research, was incorporated as ‘Majestic Research Services and Solutions Private Limited’ under the Companies Act, 1956 vide Certificate of Incorporation dated May 2, 2012 bearing registration number 063818 issued by the Registrar of Companies, Karnataka. Subsequently, vide fresh Certificate of Incorporation dated August 11, 2014, our Company was converted into a public limited company and the name of our Company was changed to ‘Majestic Research Services and Solutions Limited.’ The corporate identity number of our Company is U72200KA2012PLC063818.

Our registered office is situated at 2nd Floor Kalpak Arcade, No. 46/70 Churchstreet Bangalore 560001 and our Corporate office is situated at “Trellis”, Plot No.202/203, L.B.S. Marg, Kurla (West), Mumbai – 400070 India.

Our Company is the subsidiary of Majestic Market Research Support Services Limited also referred hereinafter as the “Parent Company”. Our Parent Company has a global reach with presence in 18 countries of Middle East and APAC region.

We provide actionable insights to our clients and assist them in making better strategic decisions in their respective lines of business. Our Company is professionally managed, with a Board of Directors comprising of three independent directors and two executive directors which are experienced in the business of our Company. We strive for the following values:

- Integrity: We are committed to act in an ethical, honest manner;
- Respect : We believe that all people should be treated with consideration and dignity;
- Teamwork : We are committed to long term, effective partnerships internally as well as with our clients

SERVICES

Net Promoter Score

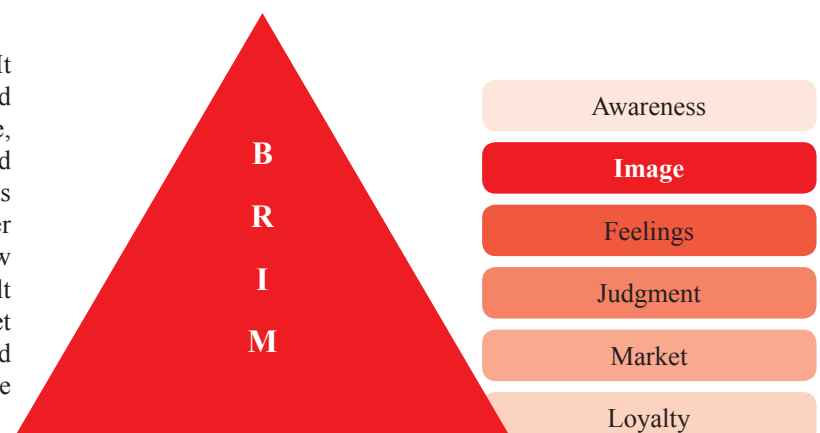
NPS is a metric that holds companies and employees accountable for how they treat customers by measuring the proportion of customers that would highly recommend the company (“Promoters”) minus the number of customers who would not recommend it (“Detractors”).

The Net Promoter Score is not a traditional customer satisfaction framework. Its data is used to develop an actionable plan to drive improvements in customer service loyalty, generally has total commitment from management and since the company acts on customer feedback, sustainable profitable growth is a distinct possibility!

The link between customer loyalty and true sustainable organic growth is well established which provides companies with powerful measurable financial incentives. But unlike financial accounting rules that tempt companies to chase short-term profits at the expense of customer loyalty via the Net Promoter Score framework which requires and inspires organizations to make it right for its customers and employees. It is the business equivalent of the Golden Rule: treat others, as you yourself would want to be treated.

Customer Based Brand Equity

Brand equity is critical in building a business. It is the outcome of positive brand attributes and favorable consequences of brand use. It takes time, patience, and great deal of effort to build brand equity. A brand with high brand equity is an asset as it creates awareness and goodwill resulting in higher revenues, price premium and acceptance of any new line extension. Brand equity is typically the result of brand loyalty that comes with increased market share. MRSS India offers BRIM Index (Brand Resonance Index) as a measure of brand equity. The framework of the model is shown below:





Once a customer is positive about brand's performance its behavior will reflect in future purchase along with the frequency of purchase. Market factors demonstrated by the strength of distribution will be measured to assess whether the power of brand has been leveraged or not. Brand preference and good word of mouth will create loyalty halo for the brand.

Pricing Research Methods

Price is the quintessential aspect that plays a major role in the purchase of a product or service by a customer. It is a good way of working out the most acceptable price point to consumers. We offer several different Pricing Research methods:

PSM (Price Sensitivity Meter) – to be used when you are looking for suitable price for your product

BPTO (Brand Price Trade-off) - when you want to study the brand and price relationship i.e. how the consumers trade-off between brand and price.

Choice Based Conjoint (CBC) - when you want to see how consumers tradeoff between brand, features and price

Gabor Granger - to be used when with optimal price, price elasticity and demand curve is required

U & A Studies

U & A studies provide information on usage and attitude of consumers. U&A study helps in solving the following marketing problems a business faces like directing market opportunities for existing or new products, efficient market segmentation, choosing the target market and determine product positioning, formulating the marketing mix strategy and evaluating the marketing activities of companies.

While it's not realistic to use the full set of methods on a given project, nearly all projects would benefit from multiple research methods and from combining insights. Unfortunately many design teams only use one or two methods that they are familiar with. The key question is what to do when which can be driven by a 3- **dimensional framework** with the following axes attitudinal vs. behavioural, qualitative vs. quantitative and context of use.

Mystery Customer Service Evaluation

A view within your organization, a complete observation of Customer Service including other aspect of your business like product promotion, training, compensation & motivation of employees through your customer's eye is called mystery customer audit. Customer feedback is an excellent way to track and measure the level of service. Mystery Customer Service evaluation will help you to not only meet, but exceeds your customer's expectations. Mystery shopping is the way to gage customer satisfaction. It is an asset to any company's self-improvement & growth. It can be useful to obtain feedback on a wide variety of company functions. Mystery shopper's comments, usually will help shed light on problem areas along with measuring your efforts on training but it will also check the level of commitment the Employee has towards their Customer's needs. Typically our mystery customer framework includes quantitative observations that very often is followed up with qualitative interviews.

Insights Community

We provide our client's access to a cutting edge online community to help get answers to all their business challenges. The insight community platform not only provides you with high quality data but user friendly tools to analyze and interpret the information. From here, it's a short step to gain actionable insights to help your business. Our flexible reporting tools allow you to shape data into images and tables, integrate CRM. The platform enables regular feedback from customers via interactive surveys and brings the voice of the customer directly to the brand. This functionality means that key business questions can be answered in hours or days, rather than weeks.

Access Panel – QUICK INSIGHTS!!

MRSS India has nationally representative pre mounted access panels with a cutting edge tool as a back end. A robust platform that promises quick turnaround and high quality data with innovative ways of keeping the members engaged.

A single platform with capabilities of simple to complex surveys along with heat maps and highlighters for all sorts of research and marketing challenges.

Curious Mobile Analytics

Helps our clients take data driven decisions by passively monitoring smartphone behavior on all ios and android devices. What apps are used? How long are they used? Where are they used? This tool helps one make **data-driven decisions**, about mobile strategy, tactics and products. This is Robust way to assess the frequency and usage of various applications on a respondent's phoe without reading personal and confidential information.



Suitable for all:
mobile application behaviour
Advertising
Services
New Lunches

Eye Tracking

Eye Tracking tells you what people see and – more important – what they miss! It is the key to an effective marketing campaign which turns people into buyers. Eyetracking allows us to stop guessing and use the unique features to get proof into people's attention and behaviour. MRSS India offers remote and wearable eyetracking solutions.

Best suited to:

Understanding what products grab people's attention
Identifying which communications work best and why
Assessing in-store communications
Exploring brand and packaging stand out and performance
Optimizing store layout, category, aisle and fixtures.

Market Potential/Sizing

Mapping market potential helps to assess important business decisions. Market potential can be expressed by:

The number of customers purchasing
Amount purchased
Frequency of purchase

It all depends on your specific needs. Market potential can advise you on the best approach to sizing any market. We employ various methodologies and use varying data sets to get the answers for any business. The principles of determining market share and market potential are the same for all geographic areas which is determining a customer profile (who) and the geographic size of the market (how many). This is the general market potential. Knowing the number and strength of your competitors (and then estimating the share of business you will take from them) will give you the market potential specific to your enterprise

We do a lot of market potential / demand estimation for industrial and business to business clients.

Segmentation, Targeting & Positioning

This research is useful when creating marketing communications plans since it helps marketers to prioritize propositions, develop and deliver relevant messages to engage with different audiences. Segmentation, targeting, and positioning together comprise a three stage process, first is determining which kinds of customers exist, then selecting which ones we are best off trying to serve and, finally, implementing our segmentation by optimizing our products/services for that segment and communicating the Brand message. Segmentation involves finding out what kinds of consumers with different needs exist.

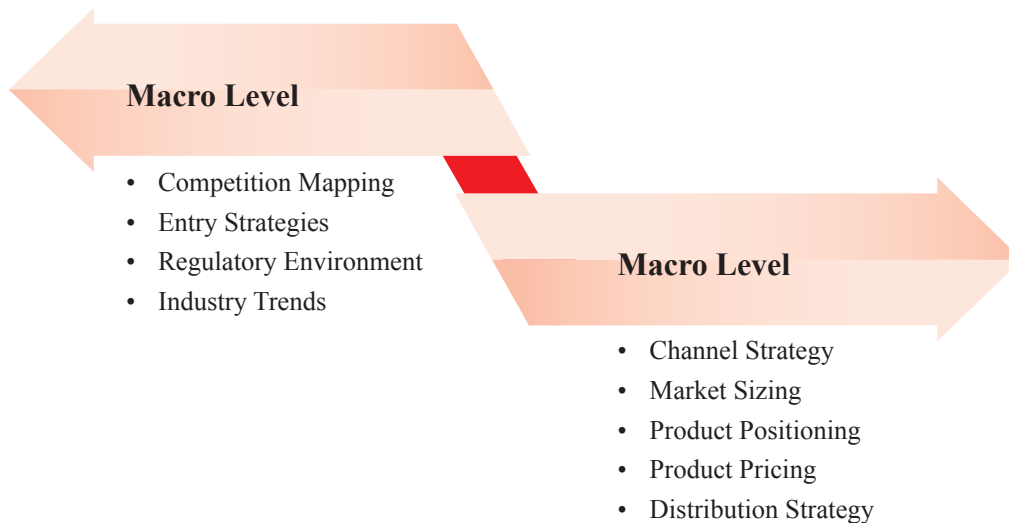
Agriculture Research

Indian agriculture is undergoing rapid trans-formation since the introduction of Green Revolution technology. The recent policy of liberalisation and globalisation has opened up new avenues for agricultural modernisation. This has not only stressed on improving agricultural inputs, infrastructural facilities in rural areas but liberalising imports, reducing subsidies, loosening ceiling laws and generating agricultural surplus for home and international markets. In view of the increasing prosperity in rural areas demands are being raised for agricultural taxation and according industry status to agriculture.

A large population is the key driver of demand for agricultural products as rising urban and rural incomes have also aided demand growth. Increasing demand for agricultural inputs has resulted in analyzing various agriculture segments including:



All the above solutions can be used to cater to the growth initiatives of agriculture sector at Macro & micro level:



B2B research enables marketers in being more pro-active, more dynamic and help them understand the future, design market strategies and be informed & prepared. Traditional research practices help in understanding the point of time challenges - end user/customer usage patterns, perceptions, satisfaction etc. B2B research comes in handy for future assessment and works in collaborative manner with the client, offering insights on the various constituents of the market including competition - current & future, products - existing & replacement, engineering breakthroughs offering insights on the way the future is likely to shape up and future plans of competition. The solutions that we provide helps a business in developing business strategy, marketing execution and service quality management.

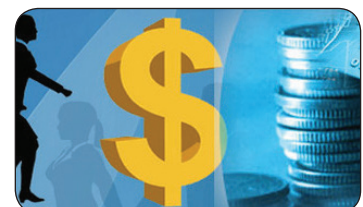
SEGMENTS



FMCG



AUTOMOBILE



BFSI



MRSSIndia.com



PHARMA



ICT



MEDIA

STRATEGIC PARTNERSHIPS

VISIONCRITICAL®

Partnering with Vision Critical provides our clients with access to the best of breed online community panel technology. As an official Certified Partner, Majestic has access to Vision Critical's suite of tools including its benchmark software Sparq™, the most advanced and widely used online community panel platform in the world.

Sparq™ platform enables regular feedback from customers via interactive surveys and allows them to listen to what customers are saying. This functionality means that key business questions can be answered in hours or days, rather than weeks



www.curiousanalytics.com

If you have a mobile app and are not sure of how it is being used, Curious will tell you! Or curious to know how your mobile app is working? Curious Analytics software monitors system level behavior passively on IOS and Android devices. What apps are used? How long are they used? Where are they used? This tool helps one make data-driven decisions about mobile strategy, tactics, and products. This is the Robust way to assess the frequency and usage of various applications on a respondent's phone without reading personal and confidential information



www.eyetracking-glasses.com

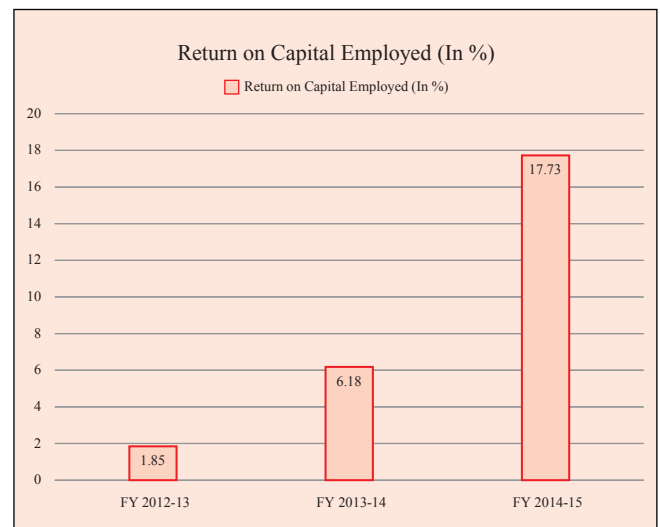
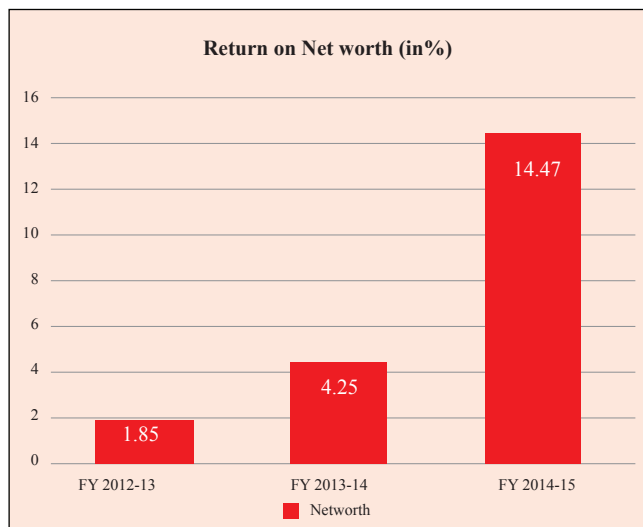
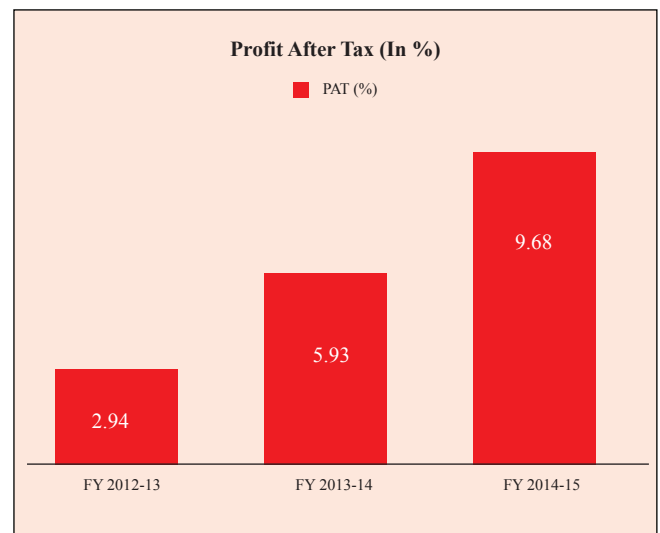
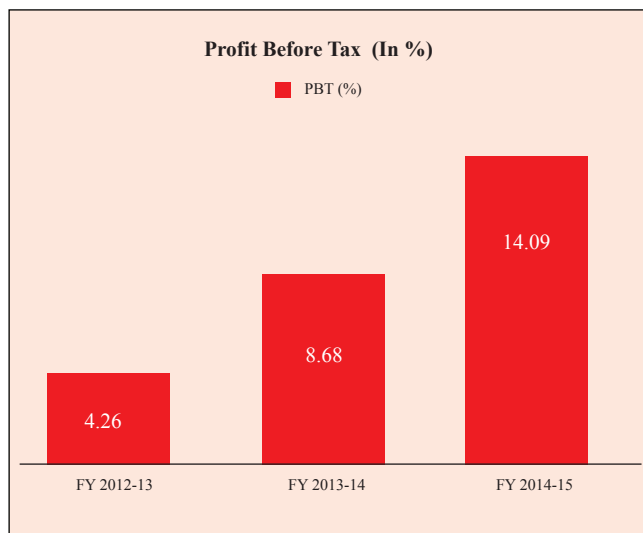
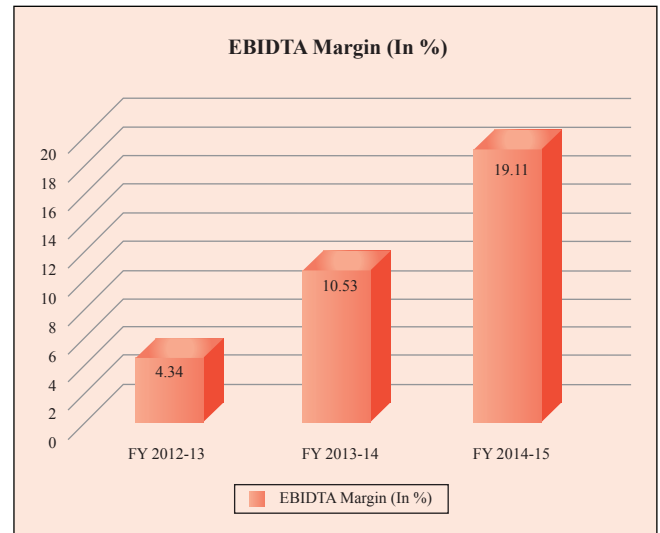
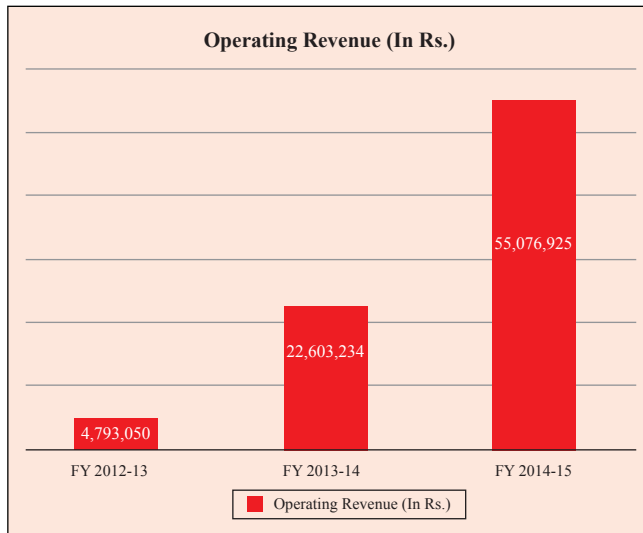
Eye tracking has become an extremely powerful tool in market research. Knowing what people see and - more important - what they miss is the key to an effective marketing campaign which turns people into buyers. Eye tracking allows us to stop guessing and use the unique features to get proof into people's attention and behaviour. Eye tracking solutions are used in a wide variety of different research fields - from commercial usability and market research studies to scientific psychology and vision research. MRSS India offers remote and wearable tracking solutions.



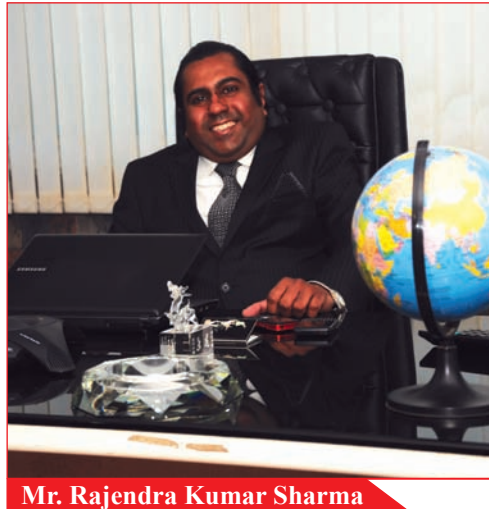
www.india-briefing.com

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Asia Briefing, the publishing house is a fully-owned subsidiary of Dezan Shira & Associates - a specialty foreign direct investment consulting firm with presence in Pan-Asia, Europe and US. Some of the core values that have driven the firm to develop and thrive within markets that can be often difficult to navigate for foreign investors include diligence, perseverance, innovation and creativity.

**FINANCIAL HIGHLIGHTS (Promising Growth Momentum)**

CHAIRMAN MESSAGE



Mr. Rajendra Kumar Sharma

Dear Shareholders,

One Year has flown by and it is my pleasure to share with you details of your Company's performance and the path we have carved going forward.

As most of you are aware, your Company has been delivering consistent returns over the years and is firmly on the growth path. The revenue for the financial year ended on 31st March 2015 was Rs 55.07 Millions. The revenue has grown by 144% in current Year as compared to previous Year.

"Success is nothing more than a few simple disciplines, practiced every day." Here at MRSS we practice, everyday to form an everlasting bond with our client and indulge in an ethical and honest partnership.

Majestic Research Services and Solutions Limited (MRSS INDIA) is the leading full service, independent Market Research firm. MRSS INDIA relies exhaustively on usage of technology for data acquisition offering reliability, validity and faster turnaround times to its clients. The company has wide range of offerings such as Eye Tracking, Mobile Analytics, Video Analysis, Facial Recognition, Digital Tracking, Online Communities, Neuroscience, Emotional Analysis, Automated Audience Measurement, Sensory Sciences, etc. It is India's 1st and only listed Market Research Company, also a member of MRSI and DIN (Digital Insight Network - Global). The bedrock of our strategy relies on products, partnerships and people. We are further pursuing strategic alliances and joint ventures in the Digital Market Research. We are committed to leveraging these for exponential profitable growth in 2016.

All conventional methods of market research utilize 'explicit' methods of research. These marketing metrics capture only a small part of what consumers truly think and feel about your brand. We believe in Implicit Research Methodologies. Implicit market research is a set of research methods which are not direct, deliberate, controlled or intentional self-assessment. Many market research companies are aware of the 'can't say/won't say' issues in explicit research methods. This is where implicit research methods helps in understanding the consumers better, as do not rely solely on what consumers are able and willing to self-report.

I firmly believe that strong relationships at every level remain at the core of a company's success in the long run. You are looking at a company that can look ahead to the future with as much confidence as it can look back upon its more than 3 years of rich legacy, and with the potential to deliver even more value for the investment you have committed it through the years.

In the customized research business people are at the core of it because it involves servicing, domain expertise and International knowhow, we are investing in all of the above. That is going to be key driving force behind revenues and profits. The core of your business is efficiently collecting data and consumer information. We are focusing on newer methods of data collection and quality control including implicit methodologies in the customized business mode which depends largely on repeat business from clients. We do this by having senior level management involved with all the projects, all this leads to client satisfaction.

We are involving innovative HR policies which gear towards retention and employee satisfaction.

We sincerely acknowledge the confidence and trust you have placed in us, right along the journey, equally through periods of growth and turmoil. You, our valued shareholder, are the cornerstone of our motivation for greater success.



CORPORATE INFORMATION

- **BOARD OF DIRECTORS**

Mr. Rajendra Kumar Sharma

Chairman and Whole time Director

Mr. Sarang Jayant Panchal

Managing Director

Ms. Priamvada Princeton

Independent Director

Mr. Rupesh Pandurang Bhujbal

Independent Director

Mr. Rajesh Dharambir Oberoi

Independent Director

- **Chief Financial Officer**

Mr. Rajendra Kumar Sharma

- **Company Secretary**

Ms. Sonali Gamne

- **Investor Relations**

Ms. Sonali Gamne

Tel. No. 022-26527276

Email Id: investors@mrssindia.com

- **REGISTERED OFFICE**

Majestic Research Services and
Solutions Limited

CIN : U72200KA2012PLC063818

2nd Floor, Kalpak Arcade,

No. 46/17, Church Street

Bangalore - 560001

- **CORPORATE OFFICE**

No. 601 & 701,

Trellis, Plot No. 202/203,

LBS Marg, Near Asha Petrol Pump,

Kurla West, Mumbai - 400070.

- **BANKERS**

ICICI Bank Limited

Axis Bank Limited

HDFC Limited

- **REGISTRAR & TRANSFER AGENT**

Bigshare Services Private Limited

E/2, Ansa Industrial Estate,

Saki Vihar Road,

Saki Naka, Andheri (East),

Mumbai 400072

- **AUDITORS**

M/s. R.T. Jain & Company, Mumbai