

# INVEST IN THE **RIGHT DATA** WITH CONFIDENCE

## About Us

We are one of the leading marketing data and analytics companies in the world. We specialize in data collection (quant & qual), survey design, and sampling methodologies. Our unrivalled panel network of 2.4M+ members span 28 countries and includes B2B audiences and consumers across all industry verticals. With 13+ years in the industry, we thrive on quality by delivering the most meaningful data with accuracy—all at a quick speed backed by industry validated technology.

## Facts About Us

**May 2011**

Inception

**13+ Years**

in MR Business

**20,000+**

Completed  
projects since 2011

**2,000+**

Projects  
every year

**2.5 million+**

Surveys delivered  
since inception

**300+**

Clients served  
since 2011

**100+**

Clients give us  
repeat business

## Who Are We?

With 13+ years in business, we are an indispensable partner to the world's top companies which believe in data and looking to shape products and services based on consumer insights.

**WE HAVE DEVELOPED FUTURE-READY PROJECTS FOR 100+ CLIENTS**



## Our Leadership



**Shakti Kumar**  
**CEO**

 [shakti.kumar@irbureau.com](mailto:shakti.kumar@irbureau.com)

 [Shakti Kumar](#)

14+ Years Of Leadership  
& Market Research  
Business Experience



**Ashutosh Singh**  
**President**

 [ashutosh@irbureau.com](mailto:ashutosh@irbureau.com)

 [Ashutosh Singh](#)

15+ Years Of Leadership  
& MR Business  
Experience



**Anurag Sinha**  
**Director, Client Services**

 [anurag.sinha@irbureau.com](mailto:anurag.sinha@irbureau.com)

 [Anurag Sinha](#)

15+ Years Of Client  
Management  
Experience



# Key Members



**David Winter**  
Managing Director, EU

[in](#) David Winter



**Nimai Sharma**  
SVP Sales, North America

[in](#) Nimai Sharma



**Ankush Gupta**  
Senior Manager, IT

[in](#) Ankush Gupta



**Ahmar Kamal**  
Head, Client Services  
& Delivery

[in](#) Ahmar Kamal



**Mukta Prakash**  
Sales Director, APAC

[in](#) Mukta Prakash



**Unnayan Ghosh**  
Associate Director, Sales

[in](#) Unnayan Ghosh



**Georgi Dzhiev**  
Sales Director, UK

[in](#) Georgi Dzhiev



**Frederic Aden**  
Sales Director, France

[in](#) Fredric Aden



**Vaishali Nagpal**  
Sr. Marketing Manager

[in](#) Vaishali Nagpal



**Doug Sihom**  
Director, Supply

[in](#) Doug Sihom



**Sapna Singal**  
R&D/Quality Manager

[in](#) Sapna Singal



**Navendu Mishra**  
Assistant Manager - Research  
& Business Strategy

[in](#) Navendu Mishra

# Our Vision

IRB stands for B2B quantitative and qualitative data collection. Our vision is to bring the right audience for B2B research through technology, process, and innovation, irrespective of data collection methods.



## Our Brands



In-house Survey  
Programming Platform



Proprietary Online Market  
Research Panel Community



An Open Survey Platform For  
Internet Users Who Come Through  
Social Media And Advertising Sites

# Our Services



## PANEL/ SAMPLE

- B2B Panel, B2C Panel, Specialty Panel
- Panel In Over 28 Countries
- Outreach In Over 60+ Countries



## SURVEY PROGRAMING

- Forsta (Licensed)
- The-Capacity (IRB's Proprietary Platform) Multiple Language
- P&H Surveys
- 20 Programmers
- 24\*7 Coverage



## CATI SERVICES

- 30 Full Time Interviewers
- 4 Dedicated Qualitative Moderators
- & 10 Programmers
- Hybrid Data Collection Approach



## DATA REPORTING

- Excel And SPSS
- Graphical Reports



## DATA PROCESSING

- Data Cleaning
- Open-End Coding
- Cross Tables



## Our Programming & Hosting Platforms

### Forsta



The platform we use to program the surveys. We have successfully programmed and executed more than 200 surveys across all complex levels.

### The Capacity




Our proprietary survey programming platform that was launched in 2017. The platform is capable of programming basic to medium level surveys.

## Our Achievements In 2023



We added 25 CATI stations to cater to English-speaking countries better



We grew in strength by 27.14%



We opened a new CATI operation in the Philippines



We completed 213 projects

# Our Clients

