

India B2B panel Book 2024





We are IRB



We are a global survey management and data collection company, specializing in quantitative and qualitative online research and respondent engagement.

Headquartered in New Delhi and a regional HQ in the US and the UK, Internet Research Bureau services clients across the world including India.

Our core services include conducting market research surveys for brands and engaging with B2B panel to gain deep market insights in India. We understand that the Indian market research industry needs modern and better ways to conduct B2B research surveys, and IRB is proud to take the lead in this direction.



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our extensive database

INDIA: 289,317

Sector

Private(for-profit) Organisation	108, 667
Public Organization	98, 379
Non-profit Organization	16, 816

Decision Makers

ITDMs	154, 936
BDMs	164, 768
HRDMs	3, 653
FDMs	57, 715
Marketing DMs	7, 102

Job Role/Level/Title

C-level Executive	29, 612
High-Level Executive(Director+)	52, 631
Mid-Level(Manager +)	86, 991
Small Business owners	108, 648

Company Size

Small(1-99)	130, 243
Midium(100-999)	44, 841
Larger(1,000+)	46, 804

Company Revenue

Larger than 100k	72,560
100-500k	25, 608
500k-1M	13, 158
1-5M	12, 608
5-10M	6, 719
10-50M	11, 380
50-100M	6, 281

Top Professional

Teachers	27, 555
Accountants	22, 346
Engineers	38, 145
HVAC Pros	610
Drivers	2, 863
Architects	1, 572
Auto Mechanics / Repairers	1, 760
Hair Dressers/Beautician/Salon	501
Workers Charered Accountants	939
Pharmacist	2, 534
Computer Engineers	16, 613
Dentists	555
Electricians	3, 105
Entrepreneurs	2, 393
Event Managers	665
Farmers	4, 067
Financial/Investment Managers	2, 182
Graphic Designers	1, 345
Hotelliers	1, 353
Insurance Brokers	579
Interior Designer	321
Lawyers	845
Nurses	884
Painters	235
Photographers	954
Plumber	329
Travel Agents	516
VAR's	172



100-250M	5,921
250-500M	4, 490
500M-1B	5, 342
1-3B	3, 481
3-5B	2, 933
More than 5B	11, 560

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Industry

Accounting, auditing, payroll, tax	11, 670
Aerospace	3, 230
Agriculture/Forestry/Fishing	11, 599
Airlines	5, 671
Automotive	14, 126
Banking/Financial services	37, 410
Biotechnology/ Life Sciences	5, 311
Business Services/ Consulting	8, 510
Chemicals & Plastics	2, 542
Construction	6, 023
Distribution & Delivery	712
Education, Training, Library	14, 814
Electronics	6, 328
Engineering	12, 022
Entertainment, Movies & Media	2, 949
Food, Beverages & Tobacco	3, 457
Healthcare	5, 694
Hospitality/ Hotels/ Restaurants	2, 698
Industrial & Architecture Design/ Interior	1, 212
Design Information Technology	17, 215
Insurance	1, 994
Internet/E-Commerce	242
Law enforcement or security	1, 337
Legal Services	6, 789
Manufacturing/Production Marketing/ Advertising	3, 864
Mining & Quarrying	993
Pharmaceuticals	1, 760
Real Estate	1, 072
Retail	4, 568
Telecommunications	2, 368
Transportation, Logistics	1, 314
Travel & Tourism	1, 369
Utilities, Energy, Water	767
Wholesale/Trade	1, 463



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