

# End-to-End Research

## Facts About Us

**May 2011**  
Inception

**13+ Years**  
In MR Business

**20,000+**  
Completed projects  
since 2011

**2,000+**  
Projects per year

**2.5M+**  
Surveys delivered  
since Inception

**300+**  
Clients served  
since 2011

**100+**  
Clients Served  
since 2011

**2.4M+**  
Members across  
the globe

**60+**  
Markets covered

## Operational Pillars

- ➔ **Privacy Compliant:** Adheres to GDPR, TCPA, ESOMAR, and ISO standards.
- ➔ **Agile & Dependable:** Efficient, time-sensitive, and consistent delivery.
- ➔ **Custom Solutions:** Curated and personalized solutions for specific problems.
- ➔ **Trustworthy:** We prioritize quality over quantity in all aspects of research.

P  
A  
C  
T

## Experts in Strategic Market Research



### Client-Focused Solutions

We engage with consumers and professionals to gather actionable market insights. We design tailored studies to address unique business needs and strategic goals.



### Research Leadership

Specialists in end – to – end research design and solution helping stakeholders with strategic insights for business gains.



### Quality Assurance

Committed to professional excellence through adherence to IQCS standards and continuous quality control.



### Global Presence

Offices in India, the Philippines, the US, and the UK, with 24/7 operations.



### Industry Pioneers

We innovate consumer research methodologies, crafting impactful surveys and studies.

## We Specialize in Comprehensive Research Solutions for Global Audience

13+ Years in  
MR Business

5500+  
Successful  
Projects

0.2M+  
Surveys  
Delivered

10+  
Fortune 500  
Clients

75+ Startups /  
Agencies  
Partnened

# Our Services

We are a research firm that partners with you throughout the entire research process. From defining your challenges to delivering actionable insights that fuel business growth, we are your strategic research ally.

## Processes

Investigating Problem Statement  
and Building Research Briefs

Building Research Plan and  
Operational Readiness

Collecting Data Via Primary  
& Secondary Methods

Data Analysis and Insight  
Generation

Reporting Actionable Insights  
for Business Growth

## Services

End-To-End Research

Questionnaire & Discussion  
Guide Preparation

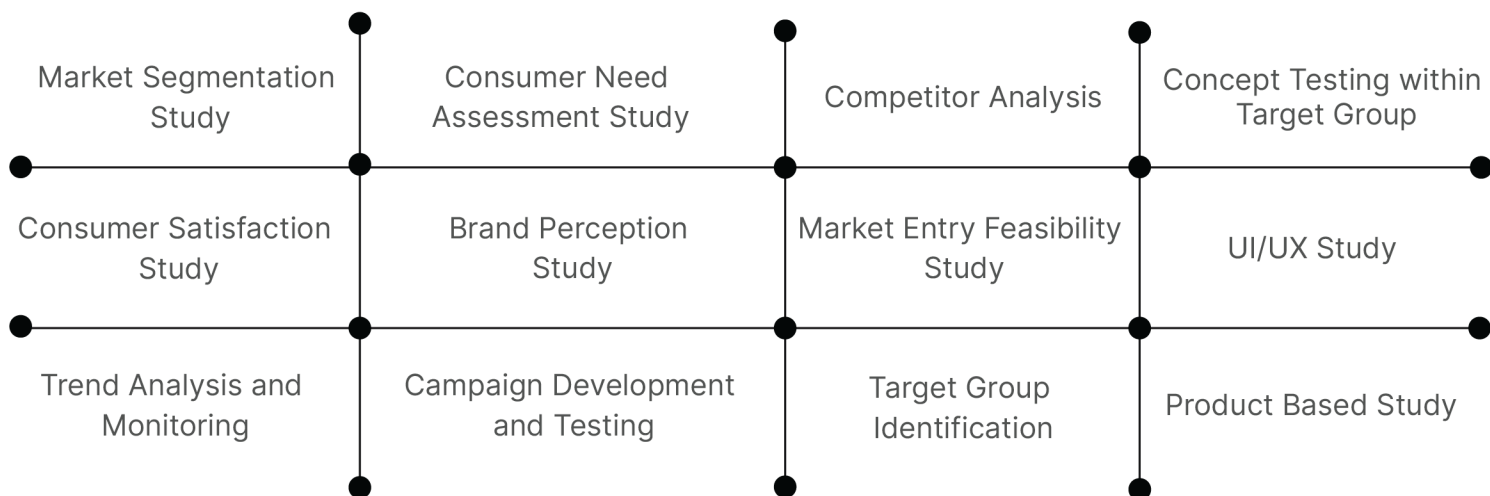
Data Collection  
(Primary & Secondary)

Data & Content Analysis  
and Insight Building

Findings, Recommendation  
and Conclusions

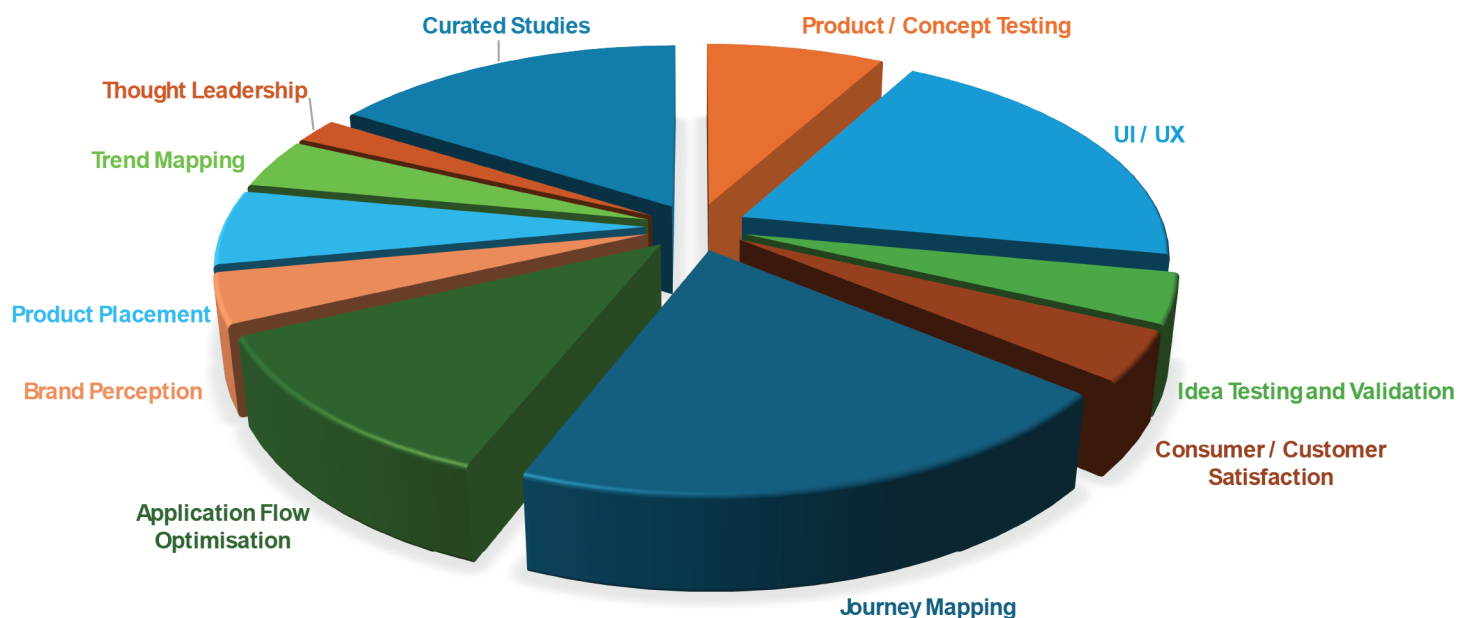
## Different Research Offerings

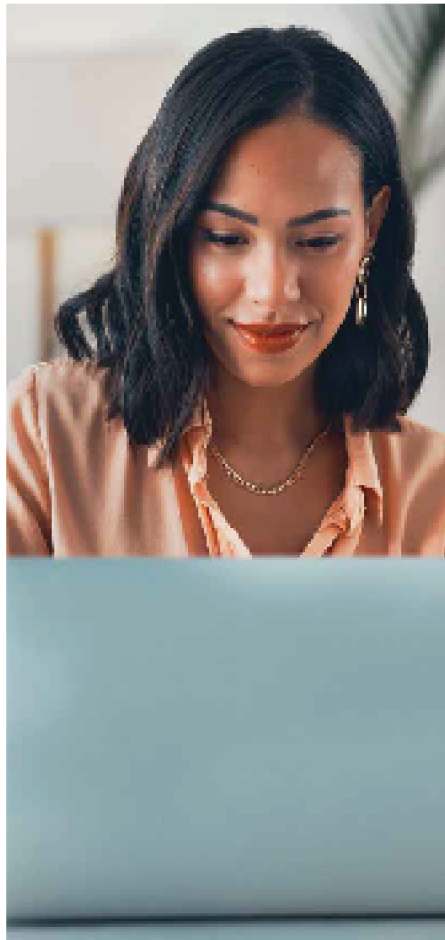
As a leading market research firm, we excel in crafting bespoke studies that directly address your specific business goals. Our tailored research solutions provide actionable insights to drive your strategic decision-making.



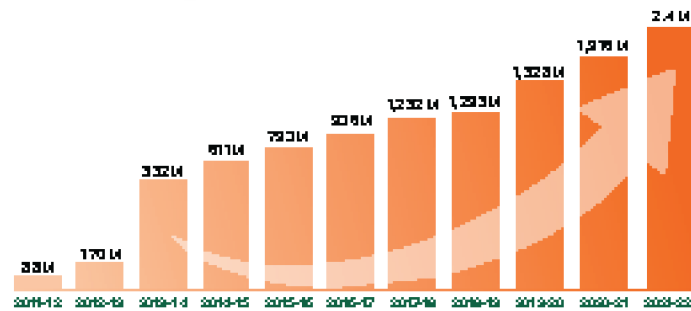
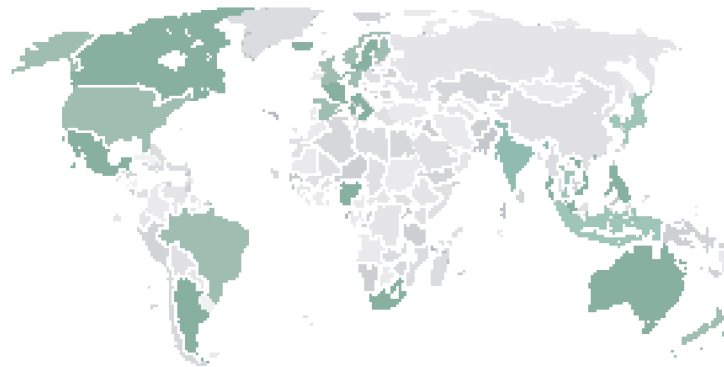
All the solutions and offerings that we deliver are curated and customized for the stakeholder to ensure best ROI and insights thus enhancing their growth and business further.

## Portfolio





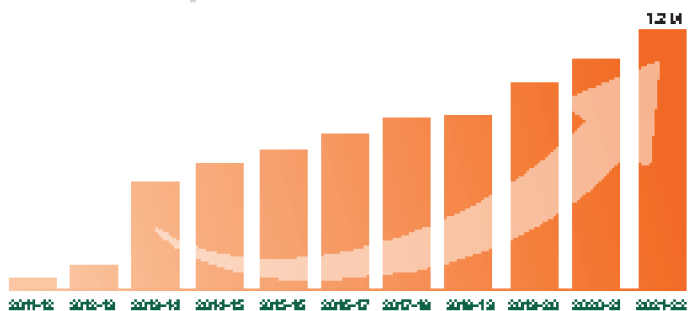
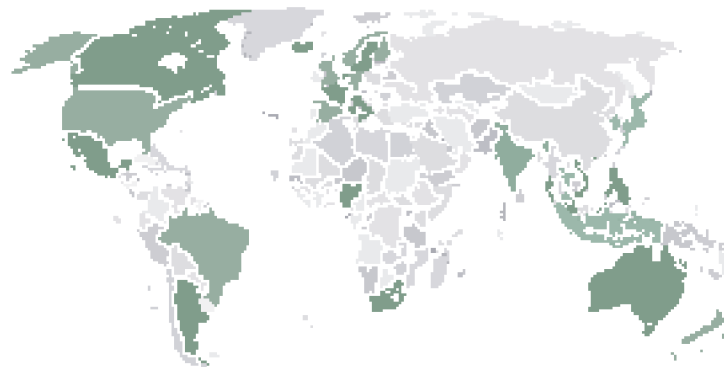
**B2C PANEL SIZE: 2,400,000** \_\_\_\_\_



30



**B2B PANEL SIZE: 1,236,690** \_\_\_\_\_



30

# Our Leadership



**Shakti Kumar**  
(CEO)

shakti.kumar@irbureau.com



**Ashutosh Singh**  
(President)

ashutosh@irbureau.com



**Anurag Sinha**  
(Director, Client Services)

anurag.sinha@irbureau.com

## Key Members



**David Winter**

(MD, Europe)

+44-7714 244686

david.winter@irbureau.com



**Nimai Sharma**

(SVP- Sales, North America)

+1 724-230-666

nimai@irbureau.com



**Elena Speer**

(Sales Director, Europe)

+44 7967790823

elena.speer@irbureau.com



**Frederic Aden**

(Sales Director, Europe)

+33 (0)667352123

frederic.aden@irbureau.com



**Mukta Prakash**

(Director Sales - APAC)

+91 11 40789940

mukta.prakash@irbureau.com



**Ahmar Kamal**

Head clients services  
& delivery

ahmar.kamal@irbureau.com



**Unnayan Ghosh**

Sales Director

unnayan.ghosh@irbureau.com



**Doug Slohm**

Vice President,  
Supply Operations

doug.slohm@irbureau.com



**Sapna Singal**

R&D/ Quality Manager

sapna.singal@irbureau.com



**Navendu Mishra**

Assistant Manager- Research  
& Business Strategy

navendu.mishra@irbureau.com