

# India B2B Panel Book 2025





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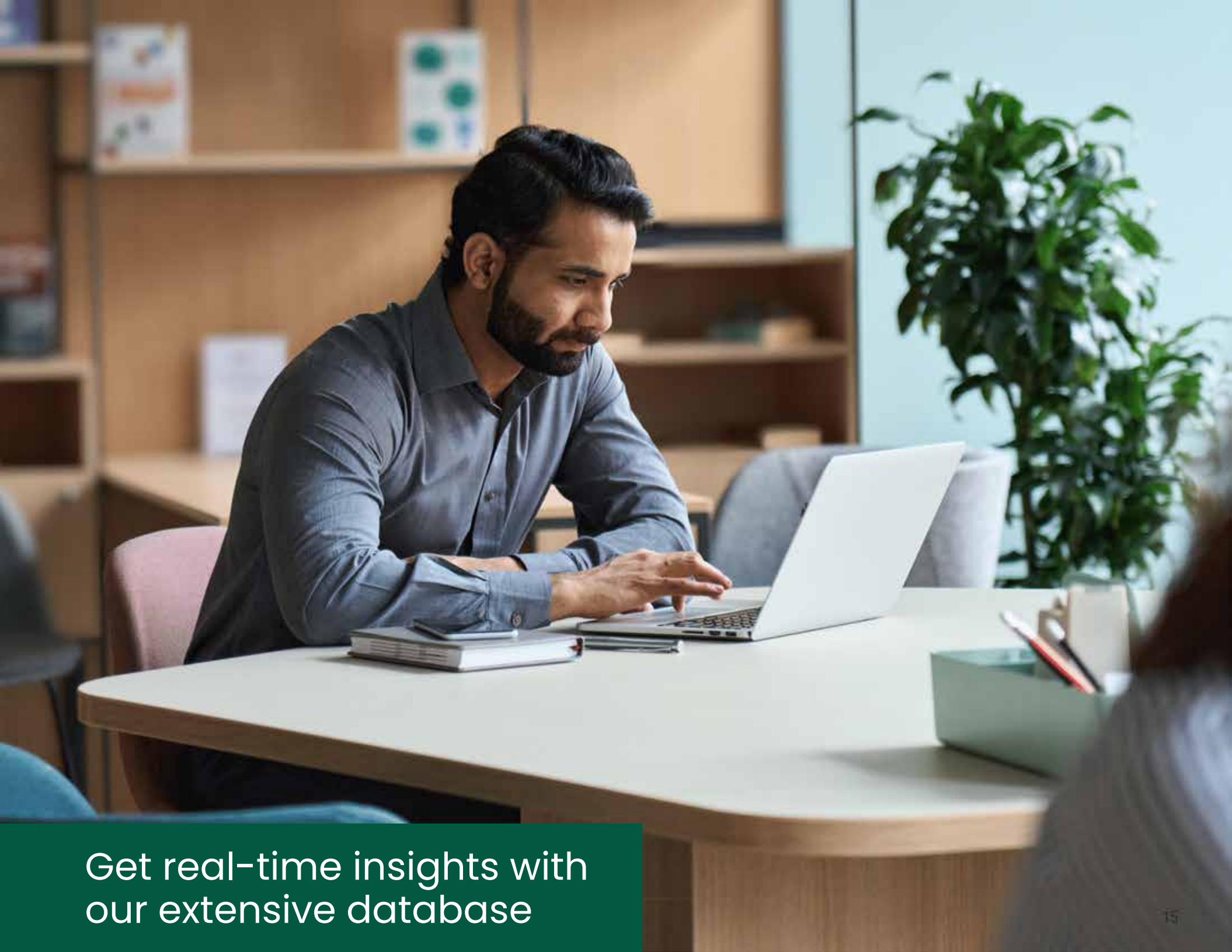
## We are IRB



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: 3,18,249

## Sector

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

## Decision Makers

ITDMs	1,43,561
BDMs	94,944
HRDMs	4,413
FDMs	22,391
IT-PDMs	26,312
Non IT PDMs	21,395
Marketing DMs	5,251

## Job Role/Level/Title

C-level Executive	40,408
High-Level Executive(Director+)	61,516
Mid-Level(Manager +)	1,00,322
Small Business owners	1,15,684

## Company Size

Small(1-99)	1,51,727
Midium(100-999)	84,090
Larger(1,000+)	65,199

## Company Revenue

Larger than 100k	52,085
100-500k	17,361
500k-1M	19,290
1-5M	19,290
5-10M	11,574
10-50M	28,936
50-100M	11,500

## Top Professional

Teachers	40,689
Accountants	38,232
Engineers	19,278
HVAC Pros	1080
Drivers	270
Architectects	3,321
Auto Mechanics / Repairers	783
Hair Dressers/Beautician/Salon	216
Workers Charered Accountants	1,782
Pharmacist	1,998
Computer Engineers	27,270
Dentists	864
Electricians	3,861
Enterpreneurs	3,213
Event Managers	864
Farmers	5,238
Financial/Investment Managers	5,049
Graphic Designers	2,241
Hotelliers	1,971
Insurance Brokers	1,080
Interior Designer	378
Lawyers	1,215
Nurses	1,188
Painters	243
Photographers	1,458
Plumber	486
Travel Agents	810
VAR's	216



# INDIA:3,18,249



## Industry

Accounting, auditing, payroll, tax	2,18,68
Aerospace	6,930
Agriculture/Forestry/Fishing	14,960
Airlines	12,298
Automotive	16,280
Banking/Financial services	35,618
Biotechnology/ Life Sciences	5,764
Business Services/ Consulting	12,650
Chemicals & Plastics	3,982
Construction	8,404
Distribution & Delivery	814
Education, Training, Library	19,492
Electronics	7,304
Engineering	14,872
Entertainment, Movies & Media	2,508
Food, Beverages & Tobacco	4,554
Healthcare	7,436
Hospitality/ Hotels/ Restaurants	4,400
Industrial & Architecture Design/ Interior	1,474
Design Information Technology	24,508
Insurance	3,058
Internet/E-Commerce	2,926
Law enforcement or security	352
Legal Services	1,716
Manufacturing/Production Marketing/ Advertising	12,364
Mining & Quarrying	462
Pharmaceuticals	2,926
Real Estate	2,156
Retail	5,434
Telecommunications	4,004
Transportation, Logistics	2,530
Travel & Tourism	1,958
Utilities, Energy, Water	1,298
Wholesale/Trade	2,288



# Contact Us

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