



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 4.6M+ members span 28 countries and includes B2B audiences and consumers across all industry verticals. With 15+ 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

3 Million+

Surveys delivered
since inception

15+ Years

in MR Business

325+

Clients served
since 2011

22,000+

Completed projects
since 2011

100+

Clients give us
repeat business

WHO ARE WE?

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

With 15+ 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.

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)

david.winter@irbureau.com



Frederic Aden

(Sales Director, Europe)

frederic.aden@irbureau.com



Nimai Sharma

(EVP-Sales, North America)

nimai@irbureau.com



Mukta Prakash

(Director Sales, APAC)

mukta.prakash@irbureau.com



Ahmar Kamal

(Head - Client Services & Delivery)

ahmar.kamal@irbureau.com



Vaishali Nagpal

(Sr. Marketing Manager)

vaishali.nagpal@irbureau.com



Ankush Gupta

(Sr. Manager, IT)

ankush.gupta@irbureau.com



Sapna Singal

(R&D/ Quality Manager)

sapna.singal@irbureau.com



Navendu Mishra

(Assistant Manager- Research & Business Strategy)

navendu.mishra@irbureau.com

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



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



In-house Survey Programming Platform



Ensuring your presence Proprietary Online Market Research Panel Community.



OUR SERVICES

PANEL/ SAMPLE

- B2B Panel B2C Panel,
- Speciality Panel
- Panel in over 28 Countries
- Outreach in over 60+ Countries



CATI SERVICES

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



DATA PROCESSING

- Data Cleaning
- Open-End Coding
- Cross Tables



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

SURVEY PROGRAMING



- Excel and SPSS
- Graphical Reports

DATA REPORTING

Our Programming & Hosting Platforms

The logo for Forsta, featuring a stylized 'F' icon composed of two overlapping shapes, one purple and one pink, followed by the word 'Forsta' in a bold, black, sans-serif font.

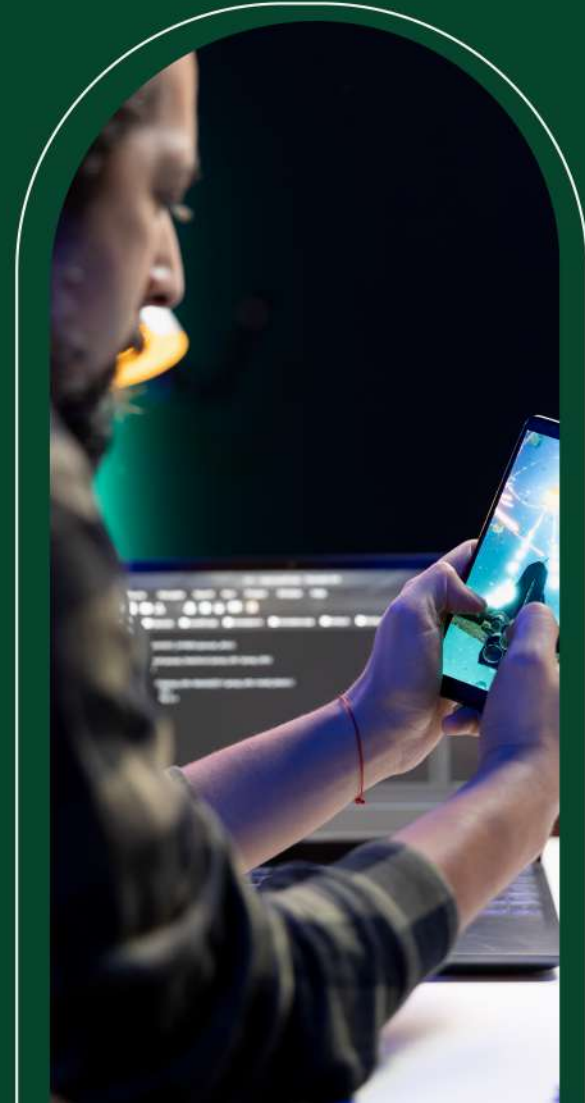
Forsta

The platform we use to program the surveys. We have successfully programmed and executed over 500+ surveys across all complexity levels.

The logo for The Capacity, featuring a stylized 'C' icon composed of four overlapping squares in orange, green, and blue, followed by the words 'THE CAPACITY' in a bold, black, sans-serif font.

**THE
CAPACITY**

Our proprietary survey programming platform that was launched in 2017. We continue progressing and improving the platform every year.



Our Achievements in 2025



We started CATI operations and continue to grow the team year on year. As of today, we have full-time CATI stations to cater to English-speaking countries better.



Grew in strength in the last one year



CATI + Qual projects completed

Our Clients

 IQVIA™

 Schbang.

 JOHN'S HOPKINS
UNIVERSITY

 UNIVERSITY OF
OXFORD

 SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants

 BAJAJ
FINSERV

 Kadence
International

 VansonBourne

 kudos
research

 Savanta
MSI

 ECONOMIST
INTELLIGENCE CLEARSTATE

 Voxpopme®

 IDC
Analyze the Future

 BWGStrategy

 proSapient

 dynata™

 entropik^{TECH}

 EPRI

 OX GALTON
PARTNERS

 emi
RESEARCH SOLUTIONS

 YouGov®

 NielsenIQ

 BlackBox

 SAGO

 reckitt

 Material+

 Harmon
Research

 Ipsos

 LE
London
Economics

 Razorpay