



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
Partnerved

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

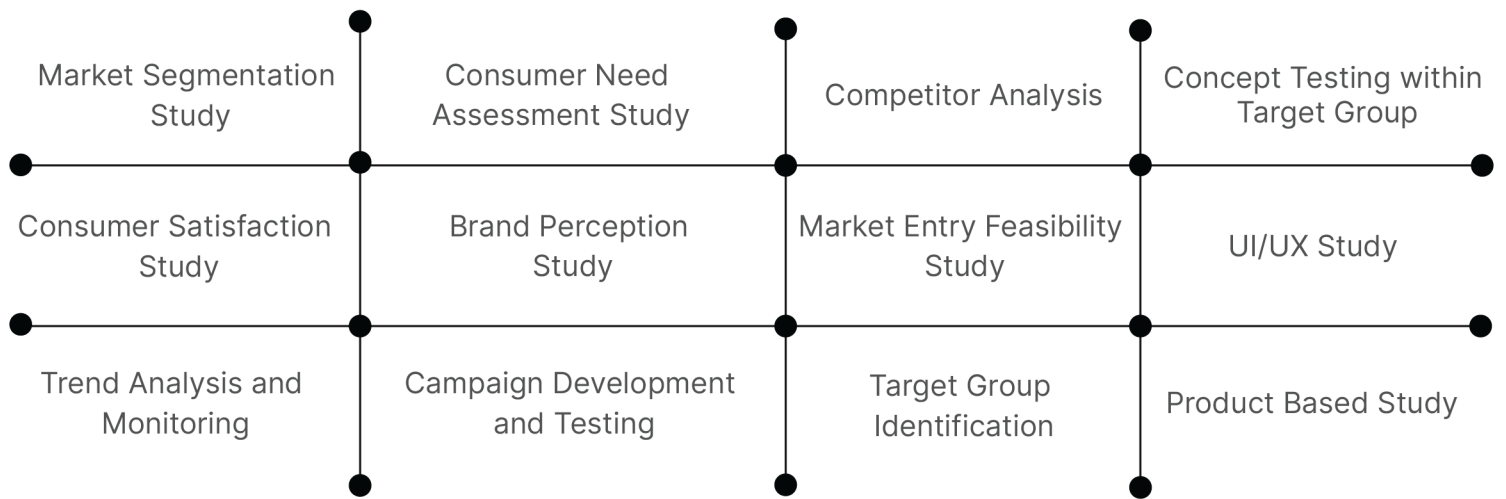
Data Collection
(Primary & Secondary)

Data & Content Analysis
and Insight Building

Findings, Recommendation
and Conclusions

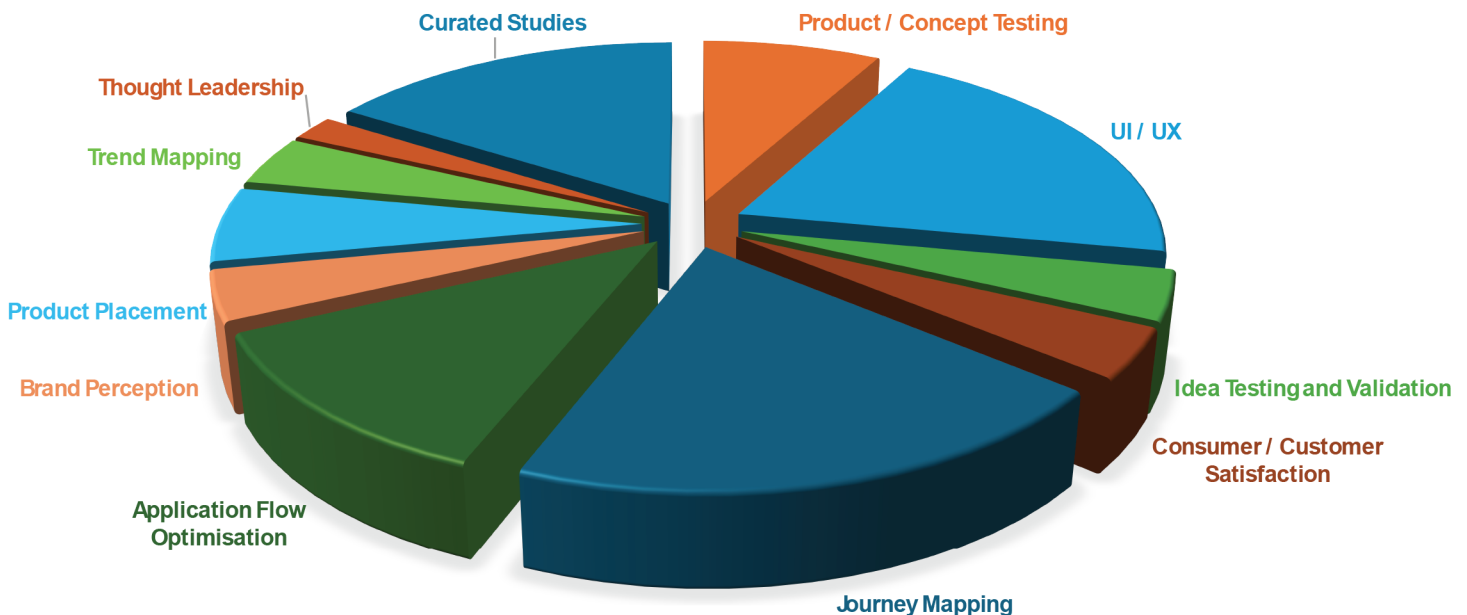
Different Research Offerings

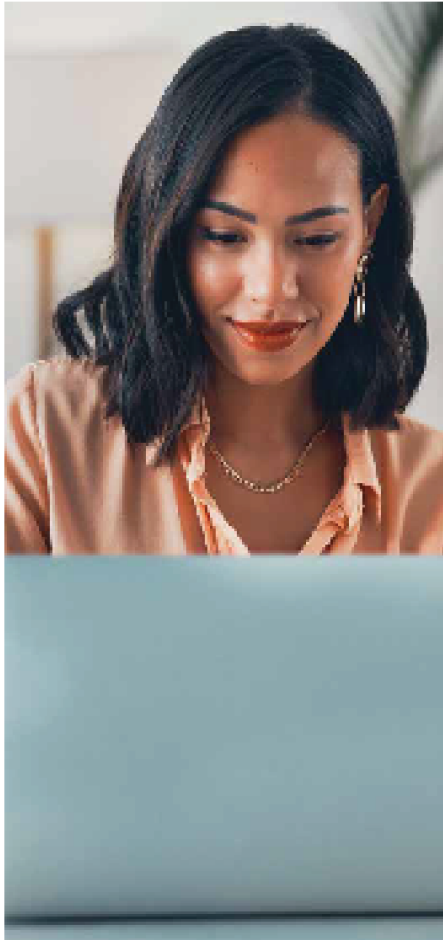
As a leading market research firm, we excel in crafting bespoke studies that directly address your specific business goals. Our tailored research solutions provide actionable insights to drive your strategic decision-making.



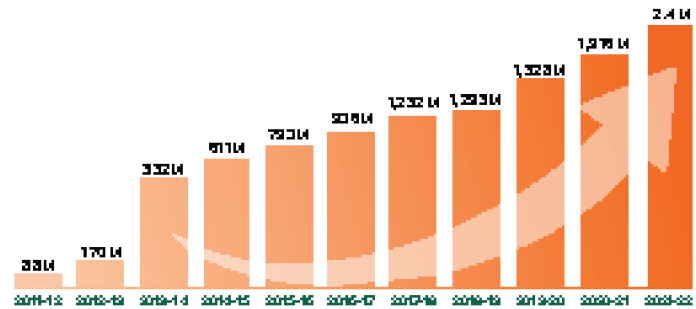
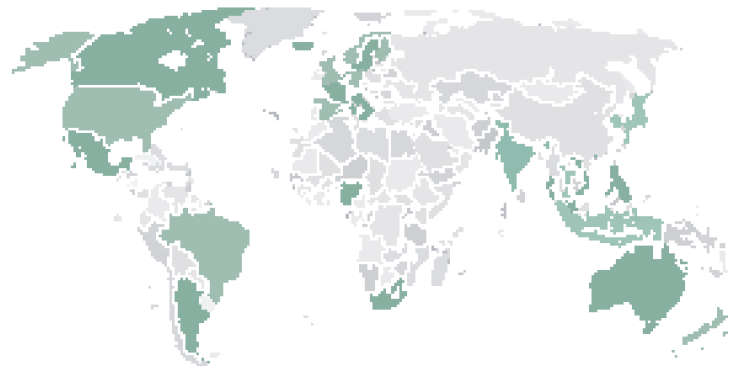
All the solutions and offerings that we deliver are curated and customized for the stakeholder to ensure best ROI and insights thus enhancing their growth and business further.

Portfolio





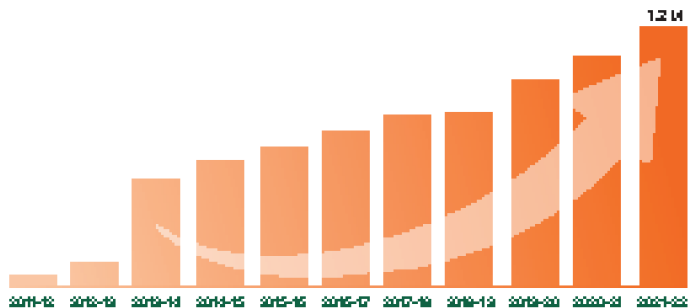
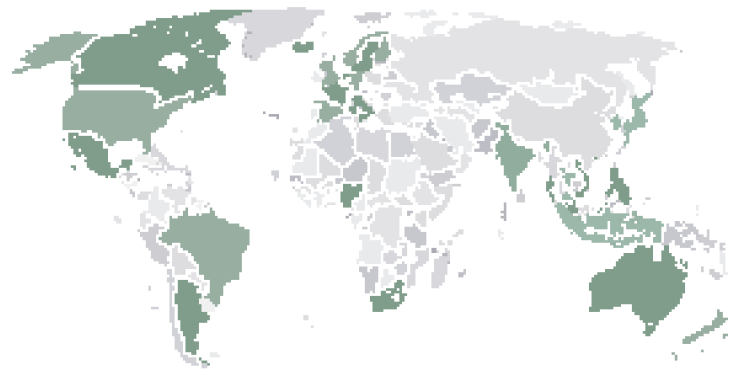
B2C PANEL SIZE: 2,400,000 _____



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