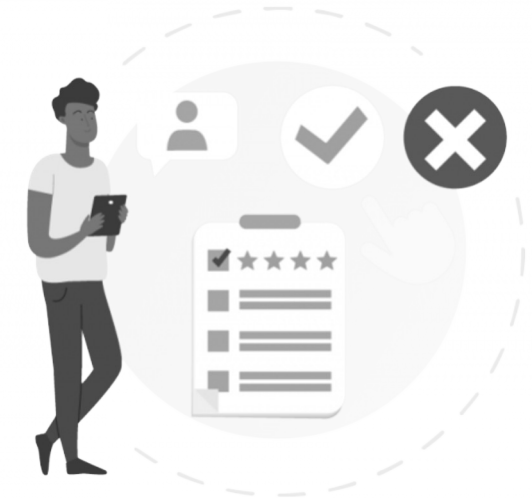
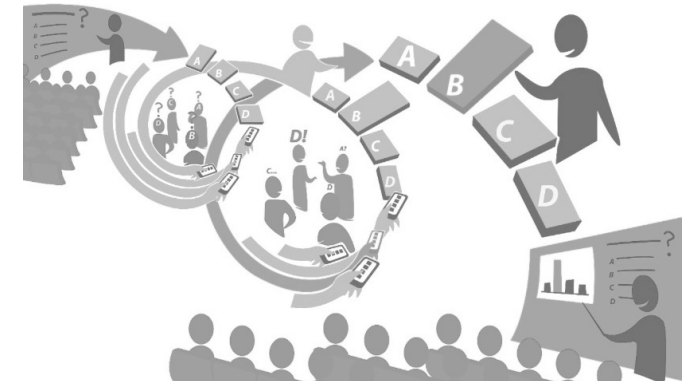


# NexGen Market Research Services Pvt. Ltd.

Company Credentials



- NexGen Market Research Services Pvt Ltd is a multidimensional market research agency, offers high quality marketing research, analysis and consulting services. With more than 15 years into the industry NexGen has evolved as a leading market research services provider catering to the needs of clients from all verticals.
- As a company, we work very closely with our clients in providing a very 'hands-on' approach to the management of all campaigns. NexGen works exclusively with companies looking for a personal guide through the varied cultures.
- Instead of sighting opportunity as just another business deal, NexGen believes in building a lasting relationship with clients. Since its inception, NexGen has established many friends & clients among international companies.
- With our ever-expanding research network, currently spanning 300 cities within India across all region, NexGen is excellently poised to enable you to reach your target market.





# NexGen Milestones



Incorporated in 2007  
NexGen is one of the  
premier market  
research agency in  
India



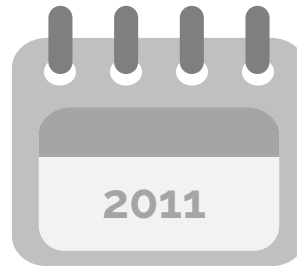
Started NexGen  
Healthcare Research  
Services: Established  
a panel of Super  
Specialist in major  
metro cities in India



Operational in  
more than 50  
cities in India



Started secondary  
research with focus  
on data from Govt  
websites, published  
research reports, and  
various paid sources



Achieved a sample  
size of more than  
10,00,000  
consumers in a  
calendar year



Started the  
multidimensional  
services:

- NexGen Digital Marketing Services
- NexGen Lead Generation Services
- NexGen Sales Promotion Services



# NexGen Philosophy



## Our Vision

"We're a company that never stops trying to do it better. Clients are the essence of our business with whom we deal. We work tirelessly to satisfy our clients' requirements and anticipate their needs. To exceed our client's expectations, always we strive to extend our best services."



## Our Mission

Our aim is to set new benchmarks in market research by constantly upgrading our existing capabilities.

NexGen Research will never rest until its clients are satisfied. We will 'go the extra mile' to fulfill our commitments.

NexGen endeavors to provide timely services and client care with the mission of establishing a long-lasting relationship.



## Our Values

Our core values are highest level of authenticity, confidentiality, integrity and transparency in the research process. We value the time and cost.

# NexGen Advantage



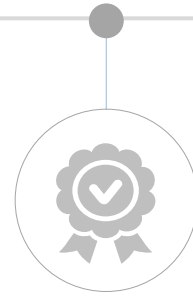
## Experience

- ✓ 15 year old company
- ✓ Team with vast industry exposure to work with global and national brands
- ✓ Industry expert operation teams



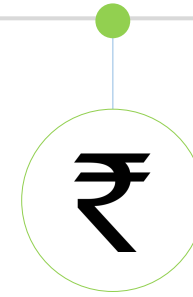
## Network

- ✓ PAN India coverage
- ✓ Network of nationwide Interviewers and Supervisors
- ✓ Network coverage of Tier II, Tier III and Rural India



## Quality

- ✓ Differentiate with the industry by delivering the superior quality
- ✓ 100% authentic data, no compromise on quality



## Cost

- ✓ Moderate prices
- ✓ Most competitive cost offering



## Priorities

- ✓ Customer value
- ✓ Customer service comes first
- ✓ Live update with 100% transparency

Continuously delivering the success stories (to sum up)

• 300+ clients

• 2000+ projects

• 1000+ freelancers

• 10,00,000+ consumer panel

# NexGen Areas of Expertise



## Market research

- Advertising Research
- Consumer Research
- Pricing Research
- B2B Research
- Product Test and Analysis
- Socio-Economic Research
- Agriculture Research
- E Commerce Research
- Report and Presentation
- Mystery Shopping



## Healthcare research

- Pharmaceutical Research
- Hospital Feasibility Studies
- Patient Research
- Health Care and Public Health
- Concept Test
- Consulting Services
- Report and Presentation



## Data Collection Services

- Primary Data Collection
- Online Data Collection
- Secondary Data Collection
- FGD's/IDI's/Ethnographies
- Moderation & Transcription
- Translations
- Survey Programming
- Data Tabulation
- Data Analysis

## Offline

### Quantitative



- Face to Face – Offline
  - CAPI
  - CATI
- Central Location Tests
- Pen & Paper
- Sensory Panel

### Qualitative



- IDIs
  - Face-to-face
  - Telephonic
- FGDs
- Diads & Triads
- Ethnography, Immersions
- Mystery Shopping

## Online

### Quantitative



- Online Surveys
- CAWI
- Phone to Web
- IVR Based Surveys
- Qualitative- FGD's, IDI's, Online Bulletins etc.

We are always ready to adopt the best suit methodology or the methodology suggested by the client



# Research Tools Used

## Survey programming tools



## Analytical tools



We are open to research tools suggested or given by the client





# Our Presence

## North

- Delhi
- Haldwani
- Lucknow
- Chandigarh

## West

- Mumbai
- Pune
- Ahmedabad

## South

- Chennai
- Bengaluru

## East

- Kolkata
- Guwahati

Global Presence: UK & Bangladesh





# Project Planning



## Understanding the project requirements

Detailed discussion with the team to gain better understanding of the requirements

Evaluation of resources



## Selection of teams

Selection of research and data collection team as per project requirement

Allocation of best possible resources



## Briefings & trainings

Team training – Training of interviewers and supervisors.

We always give the live training to our teams



## Pilot interviews

Conducts the pilot interviews to check the flow of the questionnaires

Share feedback with client and finalize the questionnaires



## Creating dashboard

Create a dashboard to update daily progress reports

Limited access to the client to check daily progress



## Project monitoring

Create a WhatsApp group of the project (include client contacts)

Live tracking of the interviewers & supervisors



# Project Implementation & Execution



- Mobilization of teams
- Team movement to the selected/targeted centers
- Database management and samplings
- Project initiation as per defined guidelines
- Inform local body regarding the survey, if required

Project Execution



- Approach to respondents at HH/ Office or any other places defined as sampling protocol.
- Separate team is used from different respondent profile/ research approach

Data Collection



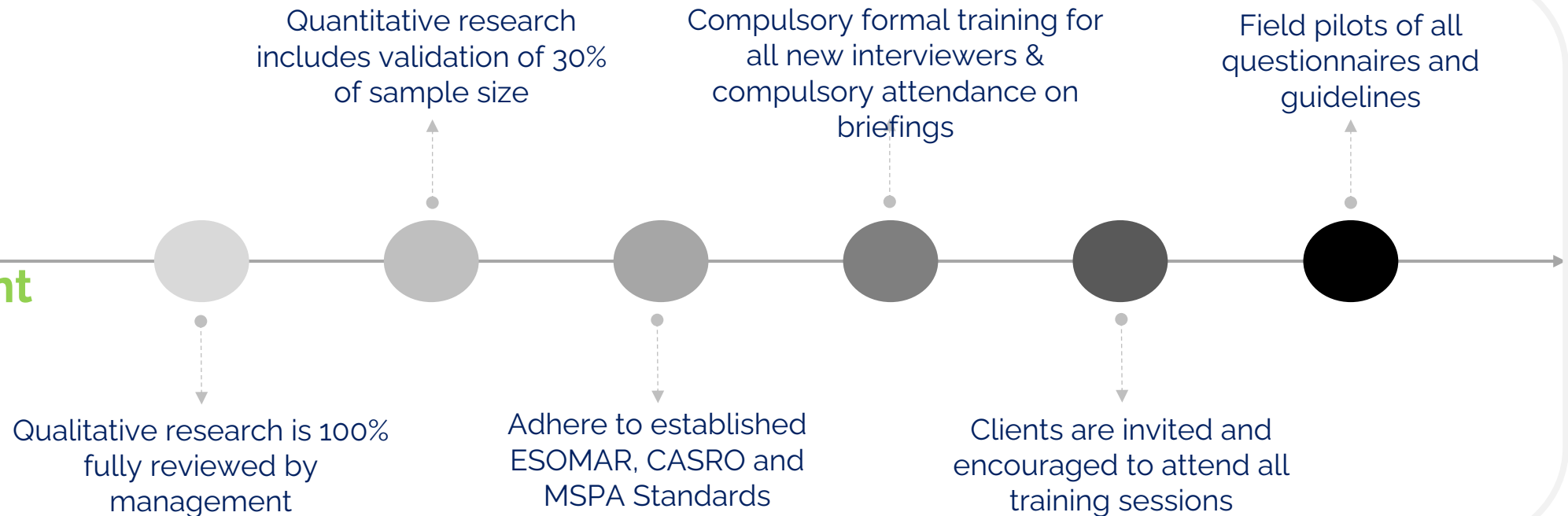
- Accompany Back-Checks and Scrutiny is done during data collection

Quality Control



- NexGen has a proprietary Quality Measurement Tool **FactCheck**.
- We use an operating manual that outlines strict research guidelines. Emphasis is placed on quality control to achieve the accurate results. Fieldwork is always handled by qualified professionals throughout the country. Randomly selected data is validated by the respective Field Manager for quality control purposes.

## Quality Management





## Location Validation

- Verify the exact location of the interview
- Track the interviewer movements
- Review the travel time and directions



## Interview Duration

- Verify the number of interviews in a day
- Verify the duration of interview
- Gap between two interviews



## Response Quality

- Verify the responses of the respondents
- Verify if anyone rush through interview
- Open end responses for junks, non-sense response



## Recording Validation

- Verify the sound recordings during interview
- Verify if interviewer clear in instructions
- Timing of the response through recording



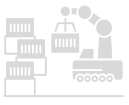
## Respondent Quality

- Verify the respondent SEC meeting survey need
- Verify the quotas with the respondents information's
- Random checks to verify genuine respondents



## Data Consistency

- Consistency in responses
- Inter question validation
- Logical errors



# Our Industry Expertise

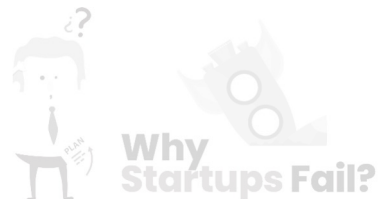
We have a vast experience across all the industry verticals:

- Startups
- FMCG
- Automobile
- Healthcare & Pharmaceuticals
- BFSI
- Education
- Industrial
- Social & Development Sector
- Government Departments
- Agriculture Sector
- IT and Telecom
- E-Commerce
- Advertising, Media & Entertainment
- Fashion & Apparels
- Travel & Hospitality
- Opinion Polls



To serve exclusively to the “Startups” we have a separate division, Research360. We offer end to end, 360 degree services to startups. Our services includes:

- **Business registrations:**
  - **Company registrations:** Private Limited company, LLP, Partnership or Proprietorship, etc.
  - **Other registrations:** GST, Trademark, TAN, PAN, Current Account, MSME, etc.
- **Consulting services:**
  - **Business idea/concept:** Ideal business/ startup suggestions
  - **Brand name:** Startup name
  - **Investment and prospects:** Ideal amount to be invested and future prospects
- **Market research:**
  - **Feasibility study:** Feasibility study to start the business
    - ✓ **Location analysis:** Ideal location / cities to start the business
    - ✓ **Market overview and trend:** Market size, competitors, growth, SWOT, etc.
    - ✓ **Consumer's studies:** Consumer's perception, acceptance, customer engagement, psychometric analysis, habits, etc.
  - **Concept test:** Likeability of the new concept, willingness to go, cost willing to pay, etc.
- **Website design:** Website development and promotions
- **Digital marketing:** Online/ Google promotions, SEO, SMO, and lead generation, etc.





# Our Industry Expertise: Startups



Concept validation

Market dynamics

Feasibility study to start a business

U&A studies

New concept test studies

Market size, growth, competitors & demand estimation studies

Including financial feasibility

Consumer perception and acceptance study





# Our Industry Expertise: Healthcare



Doctors surveys

Patient studies

Hospital interviews

Feasibility studies

Brands track

Chemist surveys

Doctors interviews of different specialty

Awareness, perception, usage, satisfaction surveys

Survey with purchase & other hospital authorities

To start a new hospital or specialty

Prescription audits

Brand availability, salesman visit



# Our Industry Expertise: Education



Academic surveys

In-depth studies on recent topics

B2C surveys

B2B surveys

Diads or Triads

Concept validation

Assistance to PhD scholars in data collection

Quick surveys on current situations

Survey with consumers on different topics

Corporate or industrial surveys

Supervisor-subordinate surveys

New concept test



# Our Industry Expertise: Automobile



Mystery shopping

Sales and service evaluation

Consumer satisfaction surveys

Satisfaction with sales, service, features, performance

Consumer insight survey

Awareness, perception, U&A, assessment

Feasibility studies

Open a new showroom, plant or unit



# Our Industry Expertise: FMCG



Feasibility study

CSAT

Mystery shopping

U&A studies

Concept test

F&B studies

Sampling & placement

Retail audit

New product launch

Satisfaction with the product

Track products or services at retailers

Consumer usage & aptitude studies

New product or service concept test

HORECA

Product feedback

Stock & purchase audits



# Our Industry Expertise: Other industries



**TOYO INK**

**NEC**

**OKAYA**  
NEVER STOP INDIA

**Panasonic**  
ideas for life



**somfy**

**Zamil**  
Air Conditioners



**Godrej** | PROPERTIES

**AUTODESK**



**DTDC**  
Delivering Value

**vodafone**

**EXIM BANK**  
भारतीय निर्यात-आयात बैंक  
EXPORT-IMPORT BANK OF INDIA

**ICICI Bank**

**ChildFund**  
International

**Hindustan Times**

**EFY**  
SINCERELY YOURS

**WEBDUNIA**

Feasibility study

CSAT

Mystery shopping

U&A studies

Concept test

B2B studies

Opinion polls

New product launch

Satisfaction surveys, NPS

Mystery shopping of products or services

Consumer usage & aptitude studies

New product or service concept test

B2B & industrial surveys

Public opinions



# Our Industry Expertise: Research & Consulting



 Data Resources, Inc. 株式会社データリソース

 GlobalData

 nielsen

 DATAMONITOR

 LEYHAUSEN  
Field Services International

 teri

 EY

 BAIN & COMPANY

 accenturestrategy

 FROST  
SULLIVAN

 BENORI

 Knight  
Frank

 spire  
RESEARCH & CONSULTING  
The Knowledge to Decide

 IDC  
Analyze the Future

 ims

B2C surveys

Quantitative &  
Qualitative

Data collection

Support services

Concept validation

Consumer surveys

Awareness, usage,  
perception,  
behavior

Field data  
collection for  
surveys

Questionnaire  
design, data entry,  
transcription,  
translation

New concept test

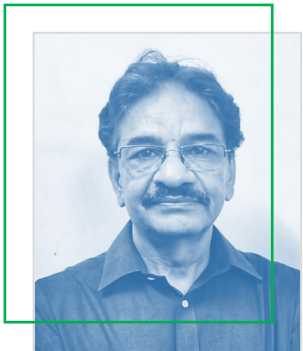


# Our Team



**Mahesh Mahtolia**  
*Founder Director*

- More than 20 years of experience in market research across the industry verticals. Vast experience of working in several product and service categories.
- Heading the research and marketing operations.
- Dealing with national and international clients.
- Mahesh has given a remarkable growth to the NexGen since its inception in 2007. He has capability to design and execute both quantitative and qualitative research projects.
- He is a science post graduate from Kumaun University & management graduate from IPM.
- He has worked with ORG-MARG, Nielsen and IDC at various capacities.



**Kuldeep Anthwal**  
*Co-Founder*

- Around 30 years of market research experience mainly in retail measurement services, FMCG, pharmaceuticals and healthcare domains.
- Heading the Business Developments and Operations at NexGen.
- Good exposure of liaising with clients and channel associates in India.
- More than 20 years of experience in Indian retail markets.
- Very good pharmaceutical and healthcare industry experience.
- Science Graduate from Delhi University.
- Kuldeep has worked for 20 years with ORG-MARG and Nielsen at various capacities.



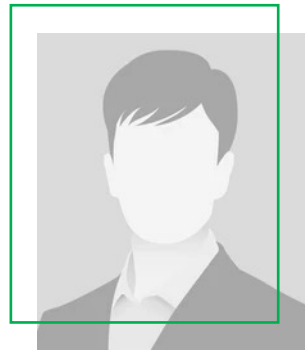
# Our Team



Devendra Bhatt

*Asst. General Manager Research*

- He looks after survey programming, database management, secondary research and analytical tools.
- Before joining NexGen, Devendra has worked with companies like HCL Technologies, 3D Research, and Research360.
- He has very good reputation in management institutions in India.
- Devendra has assisted more than 20 startups for market research requirements.
- Devendra has completed the BCA from Kumaun University and MCA from Uttarakhand Open University Nainital.



Rohit Garg

*AGM Client Services*

- 15 years of market research experience with companies like IMRB, Ipsos and TNS.
- Around 10 years of experience in leading BPO companies in India.
- Exposure to deal with international clients.
- Rohit is a keen learner and developed very good skills in-depth interviews.
- He takes care to train the teams for field operation and quality control.
- Independently handles some of the key accounts.
- M.Sc. Physics from NIT Jamshedpur and B.Ed. from Delhi University.





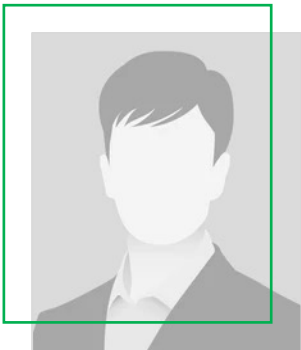
# Our Team



Digambar Singh

*Manager Administration*

- He is the key account manager for some key accounts.
- He has a very good contacts with local vendors and team members in different cities.
- Digambar is having more than 25 years of experience in market research at operation level with the well known companies like ORG-MARG, Indica Research and IMRB.
- He handles a lot of BTL activities for many clients.
- Digambar is a very good in managing the Mystery Shopping activities in India.
- He is graduated from Delhi University.



Tarun

*Operation Executive*

- 2+ years in market research with NexGen Market Research Services.
- Keen learner and focused.
- Expertise in academic and industrial research.
- Good exposure in secondary and desk research.



# Our Team



Suman

*Operation Executive*

- More than 3 years of experience in a manufacturing company.
- Little less than 1 year of market research experience with NexGen.
- Science graduate and passionate market researcher.
- Good exposure of database management and analytics.
- Hands-on experience of Social Media and Google Adword campaigns.
- Understanding of google metrics assist in secondary research.



Sunil Bharti

*Operation Executive*

- More than 6 years of market research experience with NexGen.
- Sunil is the handling all accounts and finances in NexGen. All the payments, billing and documentation works handled by Sunil.
- He is responsible for vendor empanelment and verifications.
- He is good in database management and secondary data collection.
- Sunil is a Commerce Graduate.



# Contact us



## Address

# H-17, First Floor  
South Extension Part 1  
New Delhi-110049, India



## Contact Numbers:

+91-98731 77449



## Email Address:

mail@nexgenint.com



# Thank you