



MRSSIndia.com

MRSS wins two Digital MR Excellence Awards

MRSS was conferred the **Digital Market Research Agency of the year** and **Mr. Raj Sharma Chairman, MRSS India.com** received **Digital Entrepreneur of the year** award at the “**MOBBYS AWARD’S**” @ **Mobile & Digital Marketing Summit**. The award ceremony heralded various marketing efforts and was **hosted by world marketing congress and powered by CMO Asia and CMO Council, held at Taj Lands’ End in Mumbai, on 27th November’2015**. MRSS was the only winner in the Digital Market Research category. This is our third CMO Asia award win, having won the **Technology innovation award & MR leadership award in past**.

The awards were judged by an independent jury comprising senior and accomplished professionals from Marketing, Branding, Advertising, Public Relations, Brand Strategy, and Corporate Communications. This award validates MRSS’s multipronged digital market research techniques to get useful insights for our clients making us the thought leader in Market Research industry.

Commenting on winning the award Mr. Sarang Panchal, Managing Director, MRSS INDIA.com said, “We will continue to bring newer technologies to India that are currently being used in developed countries primarily because consumerism is changing rapidly in our country. Exposure to media and an increasingly educated, active consumer base is a solid platform to help us deploy ahead of the curve digital tools and offer them as our repertoire of research services”.

On winning the Digital Entrepreneur award Mr. Raj Sharma, Chairman, MRSS India.com said, “From 9.6 kbs modems to broadband video streaming; from low telephone density to pervasive CATI operations; from Focus groups in houses to ethnostreaming - connecting boardroom to bedroom, it has been an exciting journey redefining the market research landscape in Asia”.



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