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Date 31st December, 2016

To,
Bombay Stock Exchange Limited
The Corporate Services Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Sub: Press Release about "Odisha Tourism actions joint-study by FICCI-MRSS India to raise tourist footfalls in the state"

Ref: Scrip Code 539229 (Majestic Research Services and Solutions Limited)
Dear Sir/Madam

With reference to the above mentioned subject, kindly find enclosed Press Release about Odisha Tourism actions joint-study by FICCI-MRSS India to raise tourist footfalls in the state.

Kindly take the same on your record and oblige.

Yours Truly,

For Majestic Research Services and Solutions Ltd.

Rajendra Kumar Sharma Whole Time Director Encl: As Above.

## Majestic Research Services and Solutions Limited

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## ODISHA TOURISM ACTIONS JOINT-STUDY BY FICCI-MRSS INDIA TO RAISE TOURIST FOOTFALLS IN THE STATE

Mumbai, 31<sup>st</sup> December 2016: In a bid to increase the tourist inflow into the state, Odisha Tourism has commissioned a joint study by FICCI and BSE-SME listed Majestic Research Services and Solutions Ltd (MRSS India).

The study titled Odisha Tourism: The Emerging Destination of India, both for inbound and domestic tourism – A road map will be released on the eve of the state travel mart proposed to be held in early 2017.

The mandate will also include a white paper on new emerging and existing destinations of Odisha and the commensurate potential countries from where the state could expect foreign tourist inflow.

Expressing pleasure at being associated with FICCI as part of the joint study, MRSS India, chairman, Raj Sharma said, "This is one more feather in our cap after being associated with Great Indian Travel Bazar, India Inbound MICE Tourism 2016, Uttar Pradesh Tourism Mart and very recently with MP Tourism. We are extremely optimistic that the inputs from the proposed report will aid Odisha Tourism to attract more foreign tourists and increase their pie in the domestic circuit too."

The dynamic topographical and vegetational strength of Odisha have combined to extract some of the most stunning destinations which not only offers a visual feast for the untapped inquisitive visitors but also highly educative and culturally pleasing insight into one of the oldest civilizations of the world.

By being the 11<sup>th</sup> largest tourist inflow in the Asia Pacific region, Travel and tourism in India contributes 7% or Rs 90,000 crore to the Indian GDP and supports 4 crore jobs, as per the last available data.

About Majestic Research Services and Solutions Ltd: MRSS India relies exhaustively on usage of technology for data acquisition offering reliability, validity and faster turnaround times to its clients. The company has wide range of offerings such as Eye Tracking, Mobile Analytics, Video Analysis, Facial Recognition, Digital Tracking, Online Communities, Neuroscience, Emotional Analysis, Automated Audience Measurement, Sensory Sciences, etc. It is India's 1st and only listed Market Research Company, also a member of MRSI and DIN (Digital Insight Network - Global). It is the subsidiary of Majestic Market Research Support Services Limited, - One of Asia's largest full service market research firm. MMRSS is a member of ESOMAR, GRCA, MRA, etc. with presence in 18 countries across Middle East and Asia Pacific region.

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