



**MRSSIndia.com**

A Majestic MRSS company

India's **1<sup>st</sup>** & Only Listed  
Market Research Company

'FutureProof The Enterprise'

15<sup>th</sup> December 2016

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

**Sub: Press Release about Majestic Research Services bags MP Tourism mandate to conduct customer satisfaction survey**

**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 Majestic Research Services bags MP Tourism mandate to conduct customer satisfaction survey.

Kindly take the same on your record and oblige.

Yours Truly,

For **Majestic Research Services and Solutions Ltd.**

**Sonali Gamne**  
Company Secretary



## **Majestic Research Services and Solutions Limited**

**Registered Office :** 2nd Floor, Kalpak Arcade, No. 46/17, Church Street, Bangalore - 560001.

**Corporate Office :** No. 601 & 701, Trellis, Plot No. 202/203, LBS Marg, Near Equinox Business Park, Kurla West, Mumbai - 400070

**Tel./Fax No. :** 022-26502751 / 52 **Email :** info@mrssindia.com **Web site :** www.mrssindia.com

**CIN No. :** L72200KA2012PLC063818 An ISO Company

**Entrepreneur / MSME Number -** 27222202663





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## **Majestic Research Services bags MP Tourism mandate to conduct customer satisfaction survey**

Mumbai, 15<sup>th</sup> December 2016: Madhya Pradesh State Tourism Development Corporation Ltd has mandated BSE-SME listed Majestic Research Services and Solution Ltd to conduct customer satisfaction survey at all its locations across all seasons

As per the prescribed norms by MP Tourism, Majestic Research Services will conduct the survey using CATI (computer assisted telephonic interviewing) technique, Mystery Shopping and field visit and personal interview while MP Tourism will provide data for CATI.

During the survey the Majestic Research enumerators are going to interview more than 10,000 guests spread across 69 properties owned by MPTDC Ltd as per the survey mandate.

Expressing pleasure at being short-listed and selected to undertake the survey, Chairman- MRSS said, "In the last couple of years, in conjunction with FICCI, we have launched several reports viz. UPTM 2016, GITB 2016 and MICE 2016 establishing ourselves in the 'Tourism' space. The MP Tourism study is a step forward in that direction and should trigger a number of similar projects in the coming few quarters."

As per the tender norms by MP Tourism, the study would evaluate the satisfaction levels of guests at the units with their demographic profile owned by it or directly under its governance within a four month time frame.

Madhya Pradesh has three formats including 9 premium units, 19 resorts and 41 standard units across the state. The nine premium units are located at seven locations, 19 resorts at 16 locations and 41 standard units at 30 locations. **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, QRCA, MRA, etc. with presence in 18 countries across Middle East and Asia Pacific region. (ENDS).

Regards,

Corporate Communications Team,  
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