



MRSSIndia.com
A Majestic MRSS company

India's **1st** & Only Listed
Market Research Company

'FutureProof The Enterprise'

March 23, 2017

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

Sub: Press Release about Majestic Research Services and Solutions Limited inks strategic pacts with 3 global development agencies in SOCIAL RESEARCH practice.

Ref: Scrip Code 539229 (Majestic Research Services and Solutions Limited)

Dear Sir/Madam,

With reference to the above mentioned subject, kindly find enclosed the Press Release about Majestic Research Services and Solutions Limited inks strategic pacts with 3 global development agencies in SOCIAL RESEARCH practice.

Kindly take the same on your record and oblige.

Thanking You,

Yours Truly,

For Majestic Research Services and Solutions Limited

Rajendra Kumar Sharma
Whole-Time Director



Encl: Press release about MRSS India inks strategic pacts with 3 global development agencies in SOCIAL RESEARCH practice

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

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CIN No. : L72200KA2012PLC063818 An ISO Company

Entrepreneur / MSME Number - 27222202663



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MRSS India inks strategic pacts with 3 global development agencies in SOCIAL RESEARCH practice

Mumbai, March 23, 2017:

Within four months of its foray into social research practice, BSE-SME listed Majestic Research Services and Solution Ltd (**MRSS India**) has created a mark in this arena by collaborating project work with America India Foundation (**AIF**), Aga Khan Foundation (**AKF**) and Population Council (**PC**)

"We have taken baby steps into this segment as a novice and have already made a positive impact with slew of new clientele. We hope to maintain this momentum going forward," said **Raj Sharma**, Chairman of **MRSS India**. **AKF** project pertains to students centered in three districts in Bihar to improve the quality of education in Muzaffarpur, Patna and Samastipur. Under this project, **MRSS India** will provide technical support in analyzing the data and prepare the report.

Speaking about the mandate to **MRSS India**, **Mr. Prasann Thatte**, Senior Programme Officer (Knowledge Management) of **Aga Khan Foundation (India)** said, "We find substantial scope for partnering with **MRSS** in helping understand the needs, constraints and aspirations of the communities we work with – and those we will work with as we expand into new territories – as well as measure the quantum of change our program have brought to their lives"

The second project with **AIF** pertains to evaluation of learning resources centers in certain parts of Odisha. Under this project, **MRSS India** is executing a quasi-experimental design and mix-method for data collection, to be undertaken in two phases. The first phase will have an exploratory or formative approach which will help up the research design and prepare the data collection instruments. The evaluation would also involve learners' achievement test where **MRSS** will prepare test papers for literacy and numeracy. "We also intend to evaluate pedagogical intervention and classroom practices along with learning outcomes of children," said **Ms. Varna Shriraman**, Director - Learning, Evaluation and Impact of **AIF**.



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The third project is from **Population Council**, which has involved MRSS in as an advisory member for its project titled Climate-induced Disasters in Odisha, India: Impacts, Adaptation and Policy Implications. "The main objective of the study is to understand the perceived impact of climate-induced disasters (e.g. Cyclone/Flood, Drought and Heat Wave) from societal, program and policy perspectives," said **Dr. Sangram Kishor Patel**, Senior Program Officer & Principal Investigator, (Climate Induced Disasters Project, Odisha) at **PC**. (ENDS)

About MRSS India: 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).

For further enquiries please contact:

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