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A Majestic MRSS company

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

'FutureProof The Enterprise'

January 13, 2017

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

Sub: Press Release about Majestic Research Services and Solutions Limited partnered for EFFIE India 2016 awards.

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

Dear Sir/Madam,

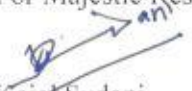
With reference to the above mentioned subject, kindly find enclosed the Press Release about Majestic Research Services and Solutions Limited partnered for EFFIE India 2016 awards.

Kindly take the same on your record and oblige.

Thanking You,

Yours Truly,

For Majestic Research Services and Solutions Ltd


Kajal Sudani
Company Secretary



Encl: Press release about MRSS partnered for EFFIE India 2016 awards.

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 - 2722202663



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MRSS partnered for EFFIE India 2016 Awards

Mumbai, 13th January, 2017: Effie India award organized by The Advertising Club, honors effective marketing communications across India. In its 16th edition held recently in Mumbai, over 1,000 advertising professionals attended the ceremony where in One Grand, 15 Gold, 36 Silver, and 49 Bronze Effies were awarded to the 196 entries received.

The entries, which witnessed 21% rise over the previous year, were judged by 275 industry leaders from across Mumbai, Delhi, and Bangalore. MRSS India, the country's first and only market research firm that is listed on the Bombay Stock Exchange was asked to be their analytics partner and deep dive into the judges views.

Best Practices/Learnings ; Way results were presented ; Getting the challenge right ; Story Telling were some of the key things worth sharing from the EFFIES Repository. The strongest aspect in all the contributions was the quality of 'insights/ideas 'compared to various other aspects.

"We were pleased to be associated with Effie 2016 and look forward to our increasing contribution in the domain of evaluation of creativity and content." said Raj Sharma, Chairman, MRSS India.

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).

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