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Shivanand Shenoy joins MRSS India

In the past Shenoy has been associated with big companies like A.C. Nielsen, IntelCorp, DHL Express and Reliance Industries Ltd.

MRSS India has brought on board Shivanand Shenoy, a senior marketing professional. MRSS India is the Indian arm of One Asia's leading market research agency Majestic MRSS. Shenoy, a senior marketing professional has completed almost 15 years analyzing the Markets and the overall scenario for various industries. He specializes in providing market/consumer insights to companies in Services, IT – Hardware and FMCG industries. He is equipped with international experience in designing & implementing diverse and complex market research & business intelligence programs across multiple countries.

Joined in June 2012, Shenoy will be working with MRSS India as a Sr. Director Client Servicing. Given his background, he will be supervising the IT, Online and FMCG verticals for MRSS. He will also be heading the new vertical of 'Digital Research'. Digital penetration being the most easy and accessible source for market researchers, Majestic will be exploring this vertical more for its research operations and Mr. Shenoy will be leading this.

On his appointment Shenoy said, "Market Research is no more only about questionnaires and telephonic surveys. When the largest section of consumers are into social networking and mobile phones, so in order to make them understand we need to speak in their own language. Thus we need to use modern ways to gather more information and reach the target audience. MRSS India is pioneer is getting many technologies to India. This not only helps to reach the target audience in easy and most convenient way but also helps in filtering and sorting the information gathered. The verticals that I am looking into will mainly be revolving around social networking sites, mobile penetration etc. I am just hoping that this new venture with MRSS India will be a joy ride."

Commenting on Shenoy's appointment, Sarang Panchal, Chief Mentor and Principal Adviser, MRSS India said, "We know Shivanand through his work and contribution to the market research industry in India as well as abroad. His knowledge, associations and active presence in the industry will contribute a lot to make MRSS India as a brand with global technological leadership and hyper-local understanding. We believe that embracing digital is the new marketing imperative. It is a game changer, and how companies will win, moving forward."

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