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WITH INDEPTH RESEARCH

market_xcel

ABOUT US

Established in the year 2000, Market Xcel currently operates from 14 offices in India and has a subsidiary in Singapore. With over 280 employees and a field team of over 250 people we cover entire India and also manage fieldwork in SAARC, East Asia, APAC and Middle East Africa.

The value, which defines and differentiates us, is the commitment and the attitude we attach to our people and clients, and that is our Competitive Advantage. We at Market Xcel encourage our people that at all stages of our relationship with the clients, the efforts and actions have to be only aimed at sole aspect “Client Satisfaction”

Market Xcel is a Joint Venture Company of Nomura Research Institute (Japan) and InfoBridge Asia (Japan)

ESOMAR

*(European Society for
Opinion and Marketing
Research)*

MRSI

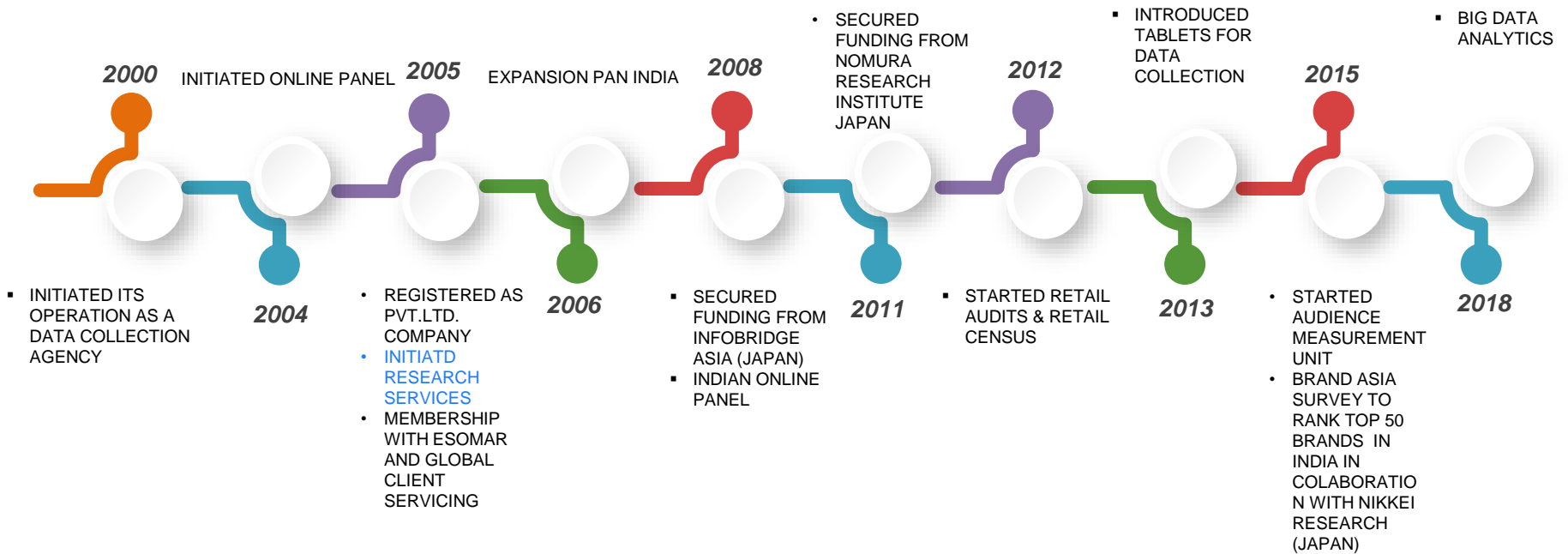
*(Market Research Society
Of India)*

MRS

*(Market Research Society,
Singapore)*

Insights Association

MILESTONES

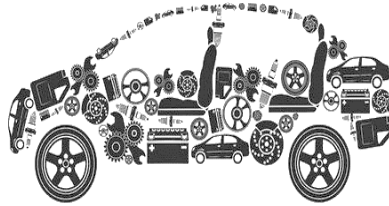




INDUSTRIES WE SERVICE



Consumer
Durables



Automotive



Real Estate



FMCG



Banking &
Finance



Retail



Healthcare



Information &
technology



Telecom



Energy



Many more

LOCATIONS



■ Offices
■ Field Team

MULTI COUNTRY FIELDWORK

INDIA

MEA

Middle East & Africa

EAST ASIA

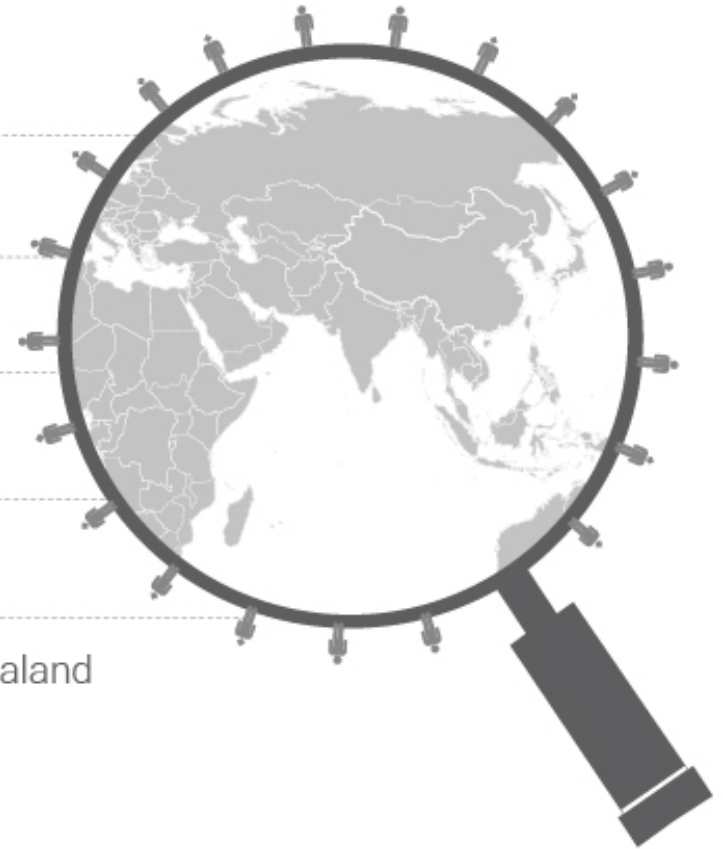
China, Japan, Korea, Taiwan
& HongKong

SAARC

Bangladesh, Bhutan, India, Nepal,
Pakistan, Myanmar & Sri Lanka.

APAC

Indonesia, Malaysia, Philippines, Vietnam,
Singapore, Myanmar, Thailand, Australia & New Zealand



QUALITATIVE PROJECTS – methodologies, logistics & recruitments

Qualitative

- In-person focus groups/diads/triads
- In-person in-depth interviews/home visits
- Phone in-depth interviews
- Ethnographic interviews
- Shop-alongs/shadowing/observation tours
- Recruitment, Facility, Incentive Management & AV arrangements
 - Recruiting Services
 - Incentive Management
 - Facilities – Hired, not owned
 - Household Facilities
 - Budget Hotel Facilities
 - 5-star facilities
 - AV Equipment
 - Video streaming facilities
 - Tablets for respondents
- Moderators
- Transcribers
- Simultaneous Interpreters
- Top Line / Full Report

“CONSUMER CONNECT” OFFLINE PANEL FOR QUALITATIVE RESEARCH

“Consumer Connect” is an offline panel of respondents who are recruited and categorized on usage and ownership of various consumables and durables. It's a source of accessing database of high quality respondents who have undergone a reliable and robust screening process to ensure top quality respondents; much improved respondent attendance and exceptional project management.

The respondents are profiled basis the data collected around –

- Demographics
- Employment
- Ownership of Automobiles, Durables & Electronics
- Telecom & Financial information
- Health profile
- Entertainment pursuits – travel, hotel, etc

QUANTITATIVE PROJECTS – methodologies & team **marketxcel**

Quantitative

- Door-to-Door surveys
- Street/Mall intercept surveys
- On-site/central location surveys
- In-home product placement / usage / testing surveys
- Mystery Shopping
- Census Surveys
- Retail Audits
- Web-based/Online surveys



“TEAM XCELERATE” IN-HOUSE DATA COLLECTION TEAM

- We at Market Xcel conceptualized this idea to bring in perspective of training, responsibility and commitment along with getting fresh talent and additional resources to the interviewer pool.
- The 3-week long comprehensive training module provides deeper insights into the market research industry and help new entrants in getting a clearer perspective when it comes to data collection.
- This program enthuses standardization in work process and quality control by encouraging the new entrants to imbibe professional tactics.
- Team Xccelerate has ensured us that we are able to deliver projects of any size and scale in a seamless and timely manner.

mCAPI – data collection using tablets & proprietary application

HOW IT WORKS

mCAPI

Market Xcel has an inventory of 1200 tablets for data collection using its own proprietary application.

The application runs both online and offline to enable seamless data collection in the absence of internet.

Our experience using tablets runs across both Urban & Rural areas and sample variation for one single study has been from a few hundreds to a maximum of 400 thousand interviews

Case Study : Large Scale FW using mCAPI published in Handbook of Mobile Market Research.

PROGRAMMING

Market Xcel programming team programs the questionnaire

HOSTING

Survey hosted on Market Xcel Servers

SURVEY DOWNLOADED ON TABS

Program is downloaded on the handheld device, which will be assigned to the interviewers

READY FOR USE IN FIELD

Interviewer visits the respondent and enter data directly on the handheld device

POST COMPLETION DATA REACHES SERVERS AUTOMATICALLY

Data will automatically get updated on the server as soon as the device gets connected to the internet

DATA QC TEAMS CHECKS DATA

QC team will download this data and check for accuracy and quality

Geo Tags



Picture



Spy Recording



Time Stamp

00:17:15:32

MULTI COUNTRY CATI COMPUTER AIDED TELEPHONE INTERVIEWING

We offer multi-country CATI (Computer Aided Telephone Interviewing), which is calling from our Interviewing Facility in India and interviewing in English Speaking countries/respondents. Our experience spans across B2B studies, primarily in telecom, technology & healthcare sectors.

35 workstations enabled with requisite equipment's for calling, interviewing, recording and with networked support for sample management and quality controls.

The interviewers are trained for basic interviewing techniques and also how to handle cultural and language aspects when calling in a foreign location.

24 X 7 FACILITY | **GLOBAL COVERAGE** | **FASTER RESULTS** | **CALL RECORDINGS** | **CONTROLLED COSTS**

ONLINE PANEL – Asia Coverage

INDIA PANEL

“xcel-onlinesurveys”

Proprietary Panel

- Sources of recruitment – Online (93%) & In-person (7%)
- Representative Sample
- Highly profiled sub-panels: Personal; Employment; IT; HH Technology; Finance; Automotive; Leisure , Shopping & Entertainment; Automotive; Ailment
- Multiple identity procedures to detect fraudulent respondents at the time of registration
- High response & completion rate
- Full fieldwork report that includes multiple data points

MULTI COUNTRY ONLINE PANEL

Cloud Panel - partner



JAPAN
20,00,000



CHINA
10,00,000



MALAYSIA
20,00,000



INDIA
2,50,000



VIETNAM
2,50,000



THAILAND
2,00,000



PHILLIPINES
2,00,000



KOREA
2,00,000



AUSTRALIA
30,000



INDONESIA
1,50,000



TAIWAN
1,00,000



SINGAPORE
20,000



HONGKONG
2,000

ONLINE QUALITATIVE PLATFORM - BlueJeans



- MX recommends usage of BlueJeans platform for conducting online qualitative research.
- BlueJeans Rooms is used for conducting online focus group discussions.
- This is a paid platform with a number of advantages:
 - Ease of usage, feasibility to show stimulus (audio/visual)
 - Simplicity - simple interface
 - Secure Platform
 - Security & privacy for collected data – from overall cloud to admin level
 - Low bandwidth requirement
 - Option to record the discussion
 - Private chat with client and moderator during discussion (without involving the respondents)

Setting of the discussion room: Online



ANALYTICAL CAPABILITIES

Market Xcel is staffed with professionals that have advanced degrees in Mathematics/Statistics and years of practical experience leveraging analytic methods to address our client's critical business issues

➤ Categorical Data Analysis	➤ Multivariate Regression	➤ AID/CHAID/CART
➤ Correspondence Analysis	➤ Principle Component Analysis	➤ Conjoint Analysis
➤ Key Driver Analysis	➤ Factor Analysis	➤ Discrete Choice Analysis
➤ Robust Regression	➤ Structural Equational Modeling	➤ TURF Analysis
➤ Response Surface Regression	➤ Canonical Correlation	➤ Maximum Difference Scaling
➤ Multidimensional Scaling	➤ Discriminant Analysis	➤ Variance Components
➤ Multi-dimensional Preference	➤ Logistic Regression	➤ Market Simulator Models
➤ Time Series Models	➤ ANOVA/MANOVA	
➤ Non-Linear Regression Models	➤ Clustering	

PROJECTS WE UNDERTAKE

**Concept Creation,
Developments &
Evaluation Research**

**Packaging & Design
Studies**

Creative ideation session

Segmentation Studies

**Brand therapy &
diagnostics**

Service evaluation

Brand Equity and imagery

**Entry plans for categories
and brands**

Brand Extensions

Idea Creation

Usage & Attitude Studies

Behavioral understanding

Consumer Panels

Multilayered Semiotics

Storyboard research

**New Product ideation,
development & evaluation
(product test)**

Trend spotting

**Retail Audits & Mystery
Shopping**

INDUSTRIES & CLIENTS

Food & Beverages



Media



Real Estate



Energy & Social Research



Tele-communication (Product & Services)



Electronics



Banking & Financial



Retail Research



Automotive Research






Information Technology Research



Healthcare & Pharmaceutical Research



Brand	Studies undertaken	To Decode...
	Decoding – Heavy Menstruation – Connotations, Current state and future expectations, Diaper usage studies, retail simulation, pack test, product efficacy	The key objectives revolved around Product development, Consumer acceptance of product and pricing, Need state fulfilment
	Category Understanding & Consumer Behavior Survey- Baby's Diaper Category	Understanding the Indian diaper market, usage traits and purchase behavior
	Product Performance Test- Baby Diapers	Acceptance of the private label brand and benchmarking the performance against established brands



OUR DOMAIN EXPERTISE PRODUCT PERFORMANCE TEST

DOMAIN EXPERIENCE - CLIENTELE

Brand		Brand	
 Givaudan	Detergents, Body Soaps, Shower Gels, Body Lotions, Deodorants	 Unilever	Ice Creams, Deodorants
 RAL Radiohms Agencies Limited	Shaving cream, razors, after shave, mosquito repellent, baby oil, baby soap, hand sanitizer, hand wash	 ADITYA BIRLA RETAIL	Pickles, jams, Soups, sauces, pasta
 PEPSICO	Snacks & beverage	 Dabur	Hair oil & honey
 LT Foods	Rice & rice-based snacks	 BUNGE	Edible oil
 IFF International Flavors & Fragrances	Chips & Other snacks	 Mondelēz International	Chocolates
 DSM	Biscuits	 Eat Well, Live Well. AJINOMOTO®	Tea/Coffee mix
 Reckitt Benckiser	Hand wash, toilet cleaner, talc, creams, soap		

EXEMPLEORY WORK



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Ease of consumption/usage

PRODUCT TEST “Seasoning Mix”

Objective –The core objective of the intended activity was to assess the perceived performance w.r.t new Fried Rice Mix – “Hot & Spicy”. The objective was to check:

- Product acceptance
- Overall liking
- Product aesthetics; e.g. Aroma, Color, Taste, Saltiness, Spiciness etc.
- Product Preference

Approach –In home use test were conducted with females aged 24- 35 years , SEC A/B/C & those having experience of cooking fried rice at home (or) have consumed Fried Rice at restaurant. They should be Current Users & Non Users of Hapima Fried Rice – ‘Original’

Coverage – The study was conducted in Chennai

Modus Operandi –

- Ingredients were provided to each respondent
- They were then asked to cook in the presence of the interviewer
- Cooking Experience as well as performance of Mix was then evaluated on pre defined parameters

PRODUCT FORMULATION TEST



Objective – We have conducted product formulation study for categories like cosmetics, personal grooming products food and beverages (flour, snacks, coffee, carbonated drinks etc.). Key objectives of such studies was to assess the perceived performance of developed product/s on various parameters.

Research Approach-

Method : Qualitative – Home Placement FGDs, Quantitative- Face to face interview via Structured questionnaire

Our Findings:

- Parameters liked or disliked by the target audiences were reported
- Improvement cues were generated for further refinement of the tested products

Study Centers- Cities representing all four zones

The client used the findings to fine-tune the products by modify the formulation

NPD

Respondents who are open to buying a concept are asked to try the product that the concept described.

- ✓ At an early stage of development, testing different varieties, flavors, or formulations can help determine which are most appealing to consumers and should be developed further.
- ✓ At a later stage of development, testing may assess how well a product performs compared to what may be expected from the concept.

REFORMULATION STUDIES

Test the current product versus a reformulation. A reformulation study can be done when a key ingredient is changed to reduce costs or improve quality. By surveying current and prospective customers, the study can test whether the new version performs as well as the current product, and whether core users are alienated by the changes.

DISCRIMINATION TESTS

Which measure whether consumers can differentiate one product from another. This type of study tests whether a new or reformulated version is indistinguishable from the current product. This research can be conducted with a “triangle test” in which a respondent tries three samples, including two samples of one formulation and one sample of another formulation. If the percentage of respondents correctly noticing a difference between the products is low, the change in ingredients can be made with low risk.



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INDIA | SINGAPORE