



**MRSSIndia.com**

A Majestic MRSS company

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

'FutureProof The Enterprise'

June 3, 2016

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

**Sub: Press Release about MRSS India inks agreement with Wakoopa for cross platform digital tracking**

**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 MRSS India inks agreement with Wakoopa for cross platform digital tracking.

Kindly take the same on your record and oblige.

Thanking You,

Yours Truly,

For **Majestic Research Services and Solutions Ltd**

**Rajendra Kumar Sharma**

**Whole Time Director**



## **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**

## Press Release



# MRSS India inks agreement with Wakoopa for cross platform digital tracking

Mumbai, June 3, 2016 -- MRSS India announced today its strategic partnership with Wakoopa, an Amsterdam-based company specializing in behavioral data. This business alliance marks the launch of Wakoopa Hub in India, a new behavioral data marketplace.

Wakoopa Hub provides behavioral data to market researchers through a global network of panel companies that have implemented Wakoopa technologies into their panel. This marketplace broadens industry access to behavioral data while simplifying the purchase process and driving economies of scale.

Under this partnership, MRSS India can now offer digital behavior data from PC or mobile devices helping clients capture a 360 degree view of their specific target audience's digital journeys. Clients can use this to build digital profiles of their consumer segments, or understand the path to purchase with richer insights than what can be provided from survey research alone.

**Mr Raj Sharma, Chairman, MRSS India said,** " We are excited to tie-up with Wakoopa to bring passive metering technology in India. This strategic tie-up gives brand owners and researchers an access to the ability to decode the digital consumer across the world. Its a huge boost to our recruitment expertise to work with best in class technology."

**Simon van Duivenvoorde, Managing Director of Wakoopa said,** "This is an exciting step for market research. By connecting supply and demand in the market for behavioral data, Wakoopa Hub lowers the barriers to conduct behavioral data fuelled studies. We look forward to continuing the journey of driving adoption of behavioral data as a standard element in market research."

### **About MRSS India 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 a 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 first and only listed market research company, and also a member of MRSI and DIN (Digital Insight Network - Global). MRSS India is a 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.

<http://www.mrssindia.com/>

### **About Wakoopa**

Founded in 2007 in Amsterdam, Wakoopa is the world's leading supplier of passive metering technologies. Wakoopa unlocks high quality behavioral data from research participants on personal computers, smart phones and tablets. Together with online access panels and market research companies we establish user centric behavioral datasets. This data fuels innovative research designs such as consumer journey studies and audience profiling.

[www.wakoopa.com](http://www.wakoopa.com)

For more information write to [corporate.communications@mrssindia.com](mailto:corporate.communications@mrssindia.com)