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Market Research Company

'FutureProof The Enterprise'

April 24, 2017

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

**Sub: Press Release about MRSS-FICCI release Knowledge paper on Rajasthan Tourism at Great India Travel Bazaar 2017.**

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-FICCI release Knowledge paper on Rajasthan Tourism at Great India Travel Bazaar 2017.

Kindly take the same on your record and oblige.

Thanking You,

Yours Truly,

For Majestic Research Services and Solutions Limited

  
Kajal Sudani  
Company Secretary



**Encl: Press release about MRSS-FICCI release Knowledge paper on Rajasthan Tourism at Great India Travel Bazaar 2017.**

## Majestic Research Services and Solutions Limited

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CIN No. : L72200KA2012PLC063818 An ISO Company

Entrepreneur / MSME Number - 27222202663



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## MRSS-FICCI release Knowledge paper on Rajasthan Tourism at Great India Travel Bazaar 2017

Mumbai, April 24, 2017: Rajasthan has seen 18% rise in domestic tourist and 3% foreign tourists, as per a joint study conducted by FICCI and MRSS India.

These insights were part of the Knowledge paper released as part of the three-day fair of The Great Indian Travel Bazaar – 2017 at Jaipur by Rajasthan state minister for tourism, art and culture, Krushnendra Kaur, NC Goel, Additional Chief Secretary – Tourism, Government of Rajasthan, Rajendra Vijay, joint secretary, tourism department in Rajasthan government, Suman Billa and Dr Jyotsna Suri, chairman of the FICCI tourism committee.

Delivering his key note address at the fair, Goel pointed out that the State has already submitted proposals to the Union Tourism Ministry to the tune of Rs. 500 crores for developing innovative circuits like Spiritual, Heritage, Mega Desert, Tribal and Eco-Adventure. Some infrastructure projects under the schemes of PRASAD and SWADESH were also being developed.

Commenting on the report, MRSS India, chairman, Raj Sharma said, "This is our 2nd year of associating with the Great Indian Travel Bazaar, apart from studies undertaken for Orissa, Uttar Pradesh and now with Rajasthan. Our report has recommended a need to create a market intelligence system to track trends and competition as also the need for synergy with the neighbouring states.

Speaking at the fair, Billa pointed out that following the introduction of electronic visa facility, the arrival of foreign tourists into the country could grow by 16% in 2017 compared to 11% in 2016, going by trends in the first few months of the current calendar year.

Speaking on the occasion, Suri said that the Great Indian Travel Bazaar is the most significant platform and the sole promoter of Inbound Tourism in India. Giving a snapshot of GITB over the past few years she highlighted that the number of buyers have increased from 260 to 275. There has also been significant rise in the number of B2B meetings from 3000 to 10,800 since it began. (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 Ltd, - 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.

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