

Raj Sharma of MRSS - Jury Member at mCube Conference 2017

Mumbai, 9th, June 2017

Raj Sharma, chairman of MRSS India, presided as the esteemed jury member for the Masters of Modern Marketing (mCube) Conference awards 2017.

mCube awards are an endeavor to acknowledge and reward the pioneering and impactful work being done in the marketing space by individuals, agencies, brands, and communities.

Expressing gratitude for being made the jury member, Raj Sharma said, "It was an enlightening experience to see young professional across the marketing spectrum displaying some of unique innovative assignment successfully done in the new digital era."

Termed as one of the most exhaustive and all-inclusive awards programme held in the last week of May this year from the perspective of modern marketing methods, it was for the first time that marketing efforts were being recognized at such a comprehensive level in India.

Held on May 26 at Shangri-La's Eros Hotel in New Delhi, the winners included campaigns by Crompton Greaves, Croma, Fullerton india, Godrej, HDFC Bank, Merck, Nexa, Nissan, Zee TV and Aakash Institute among others.,

"Mr. Raj Sharma was one of the jurors in the eminent Jury panel of the masters of Modern Marketing Awards 2017 organized by Inkspell Media. Mr. Sharma was instrumental in providing key insights and remarks on the entries and helping us to decide the winners of the awards in an objective and effective manner," said **Chitra Surana**, Marketing and Alliances, Inkspell, mCube Conference and Awards.

According to the organizers of mCube awards, the marketing practices today have totally revolutionized the old school concepts and have set new benchmarks in the arena of advertising and promotions.

Other members of the jury included Arun Malkani, Chief Marketing Officer, IIFL; Vani Dandia, Marketing Director - Indian Snacks, Foods, PepsiCo India; Naveen Kukreja, Co-Founder & CEO - Paisabazaar.com, Group CMO - Policybazaar.com; Rachna Prasad, Chief Marketing Officer, Oxigen Wallet; Matthias Wurster, VP Marketing & Business Development, Unlimit by Reliance; Sugato Banerji, Head Marketing, Videocon D2H; Prashant Puri, Co-founder & CEO, AdLift; Poonam Vijay

Thakkar, Head - Marketing, Brand & Digital Communications, Aditya Birla Money – MyUniverse; Madhu S Dutta, Head Marketing & Digital, Raymond Limited; Sukhpreet Singh, Senior Vice President, DishTV (Zee Group); Sunita G.R., Head of Marketing, Facebook; Sanjeev Dhiman, Group Chief Marketing Officer & Chief Digital Officer, Dr. Batra's Healthcare; Aparna Lal, Digital & Social Media Marketing Lead, Microsoft APAC; Rahul Ramchandani, Programmatic Evangelist, Google; Vikrant Khanna, Founder & CEO, Cutting Edge Digital Pvt Ltd; Beena Koshy, Executive Vice President & Head - Advertising, Digital and Branding, Bajaj Electricals Ltd; Nandita Khaire, Consultant, RemBrand Consulting; Diptakirti Chaudhuri, Head of Marketing, Manipal Global Education Services; Navin Talreja, Founding Partner, The Womb; Sangeeta Thakral, Head - Communications and Marketing, Charities Aid Foundation (CAF) India; Nidhi Mahesh, Marketing Communication and Content Strategist, Nidhi Mahesh Consulting; Amit Daga, Managing Director, DBM Marketing India Pvt. Ltd; Yogi Udgire, Director, Institute of Digital Marketing; Anzaar Rana, Digital Marketing Strategist, Google.

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. (ENDS)

Thanks & Regards,

The Corporate Communication Team
(+91-7045337661/ +91-9833955978)