

Who we are

IMAS Research, a full service Marketing Research & information enterprise managed by industry professionals with long and extensive experience in marketing research, advertising research, consumer research, & B2B research

Our Vision

To create one of the most trusted, Reliable & admirable Research company to be known for its excellent researchers with integrity & high professional standards.



Our Mission

To provide an Accurate, Actionable & focused Information / Research timely for better planning and strategic decisions.

IMAS value propositions

- IMAS has a well-focused, compact team of research professionals who have demonstrated experience of handling complex issues in research & Surveys.
- IMAS is a small size Research & consultancy outfit hence our services are very cost effective & competitive without compromising the quality and standard of services.
- IMAS has a very wide network of its own trained and experienced field researchers for its field operations, this make us capable to execute any size of research project in any part of the country.

OUR CLIENTS:

IMAS has been providing its services to India's most valued FMCG / Auto lubricants / Tractor Manufacturers / Cement / Electronics / Advertising / Cigarette Companies

OUR SERVICES



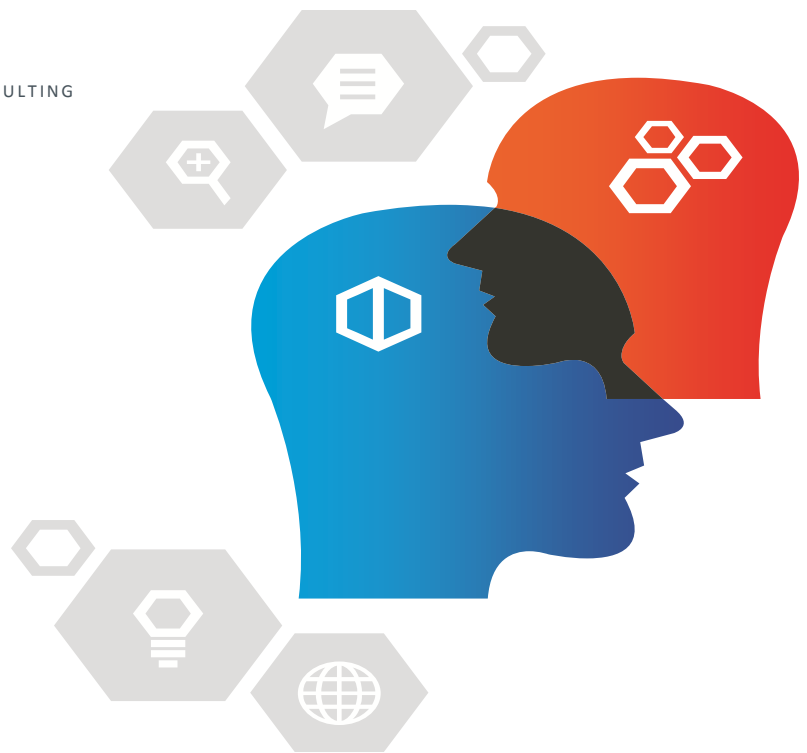
- Marketing Research
- Advertising Research
- Consumer Research
- B2B research
- Socio- Economic Research
- Strategic research
- Analytic Services
- Outsourcing
- Consulting



- Customer Satisfaction Research
- Mystery shopper's insight
- Pricing Research
- Competitions mapping
- Panel Research
- Farmer's survey
- Household survey
- Durable survey
- Automobile studies



- Retail & whole sale outlet census / mapping
- Marketing intelligence
- Merchandising Audits
- Tracking research
- Doctors / Hospital / Chemist Census
- Rural retail & Whole sale outlets census
- Agri-input channel mapping
- SME Mapping



The Team

The team led by Mr. R. S. Rathore. He has over 34 years of work experience in Marketing Research, Media Research and Socio-Economic Research. He started his career with ORG – MARG (Currently known as A. C. Nielsen ORG- MARG) in 1979 and worked with the company till 1999 at different level and in various capacities. He has handled over 600 Research Projects / studies spanning a wide gamut of Marketing, Economic and Advertising & Media Research.

RESEARCH

SURVEYS

ANALYTICS

CONSULTING

OUTSOURCING

IMAS Network: AMRITSAR | AHMEDABAD | BANGALORE | BHUBNESWAR | BHOPAL | CHANDIGARH | CHENNAI | DELHI DEHRADOON | HYDERABAD | INDORE | JAIPUR | KOLKATA | KOCHI | LUCKNOW | LUDIANA | MADURAI | MUMBAI | PATNA RAIPUR



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