



*Excellence in market research services*

**NexGen Market Research Services Pvt. Ltd.**



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

## ABOUT US

NexGen Market Research Services Pvt. Ltd. was established in 2007 with a vision to give cost effective and quality services. NexGen offers high quality marketing research, analysis and consulting services across the world. In a very short time span today NexGen has evolved as a leading market research service provider catering to the needs of clients from all industry verticals.

As a company, we work closely with our clients in providing a 'hands-on' approach to the management of all campaigns. NexGen works exclusively with companies looking for a personal guide through the varied cultures in India. The professional team of the company help clients to connect with the local populace, delivering a unique perspective on the market situation.

Instead of sighting opportunity as just another business deal, NexGen believes in building a long lasting relationship with clients. Since its inception, NexGen has established many friends & clients among international companies by acting as their personal guide through out the India and other Markets. With our ever-expanding research network, currently spanning in more than 300 cities within India across all region, NexGen is excellently poised to reach the target market.

**OUR VISION** To exceed our client's expectations, by extending our best services and working tirelessly to satisfy their requirements.

**OUR MISSION** To set new benchmarks in market research by constantly upgrading our existing capabilities.



### **MAHESH MAHTOLIA** | Managing Director

A Science post graduate from Kumaun University & management graduate from IPM, Mahesh has more than 17 years of experience in market research. Started career with ORG-MARG and worked with companies like A C Nielsen and IDC at key position. Having capability to design and execute both quantitative and qualitative research work. He has worked on several product and service categories.



### **KULDEEP ANTHWAL** | Chief Executive Officer

A science graduate from Delhi University, Kuldeep started his career with ORG-MARG. He has more than 25 years of experience in market research with Nielsen India as a Senior Manager Operations. He has a very good exposure with liaisoning with clients and associates across India. He is having excel in retail, channel studies and healthcare studies in India.

## SERVICES

NexGen offers a full range of market research services in all kinds of research categories and industries. Our core competencies in market research are:

- **Field Data Collection** (Primary research services) with all India coverage
- **Secondary Research Services** (web, telephonic & desk research)
- **Research & Analytical Services** (questionnaire design, data collection, analysis and report writing)
- **Online Research Services** (online panels, dedicated panels of consumers and doctors in India)
- **Database management service** (databases of Indian hospitals, diagnostic centres, labs, physicians, retail outlets in different cities, etc.)
- **Data entry services**
- **Marketing & sales lead generation services**

Each division headed by dedicated and expert professionals. Today NexGen is a one stop solution for all kinds of market research and support services in India. It started its operations from Delhi and today it is a nationwide agency with its large network of field staff across all major cities in India.



Mystery Shopping

Online Surveys

Retail/  
Channel Audits

Market Entry  
& Feasibility  
Studies

Market  
Segmentation

Opinion  
Polls/  
Surveys

Product  
Placement  
Studies

Product  
Tracking  
Studies

Healthcare  
Studies

Onsite  
Purchase  
Observations

Media  
Research

Employees/  
Customers  
satisfaction  
studies

Ad Test-  
Pre & after  
Launch

Market  
Potential &  
Trends  
Studies

# RESEARCH METHODOLOGIES

All market research work at NexGen start with "DECIDE" framework



From DECIDE model we do data collection

by using the following methodologies as per the project requirements



## SECONDARY RESEARCH

NexGen has its own library of diverse market research projects for secondary research. We also use the Government sources and other websites for secondary research.



## PRIMARY RESEARCH

NexGen has strong field network for primary research in India. We have capabilities for handling huge sample frames in any part of the country. Field interviewers are trained for conducting industry specific interviews.

## QUALITATIVE RESEARCH

NexGen has strong capabilities in qualitative research for all business verticals

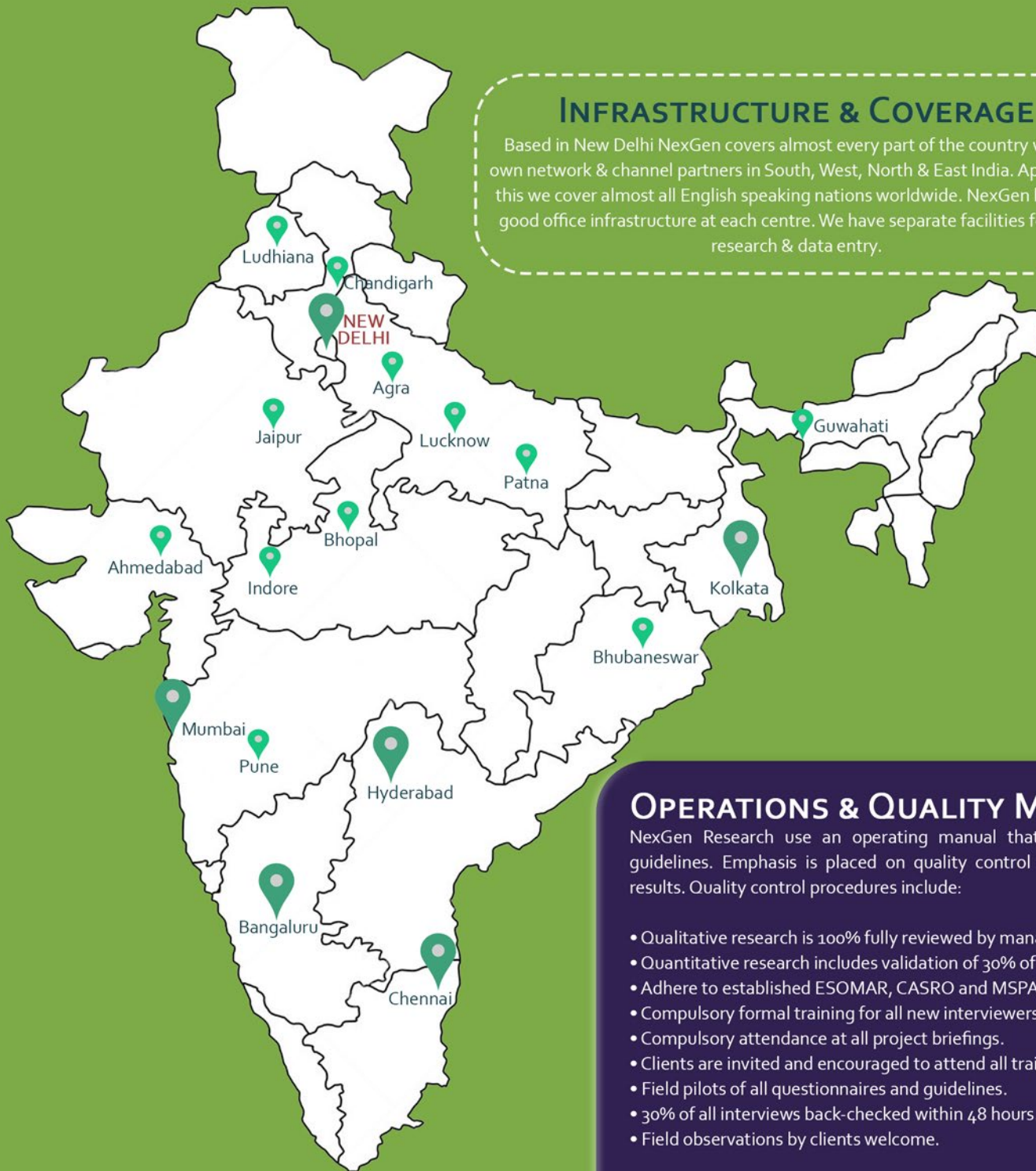
- Central Location Tests (CLT)– 50 Professional recruiters & 15 in hall executives
- Focus Group Discussions (FGD)– 4 Professional moderators & 12 recruiters
- In-depth Interviews (IDI)– 4 Professional moderators & 10 interviewers

## QUANTITATIVE RESEARCH

- Face to Face Interviewing (PAPI)– Nationwide more than 1200 trained interviewers coordinated by local supervisors
- CAWI & CAPI– Complete in house setup

## INFRASTRUCTURE & COVERAGE

Based in New Delhi NexGen covers almost every part of the country with its own network & channel partners in South, West, North & East India. Apart from this we cover almost all English speaking nations worldwide. NexGen has very good office infrastructure at each centre. We have separate facilities for field, research & data entry.



## OPERATIONS & QUALITY MANAGEMENT

NexGen Research use an operating manual that outlines strict research guidelines. Emphasis is placed on quality control to achieve only accurate results. Quality control procedures include:

- Qualitative research is 100% fully reviewed by management.
- Quantitative research includes validation of 30% of sample size.
- Adhere to established ESOMAR, CASRO and MSPA Standards.
- Compulsory formal training for all new interviewers.
- Compulsory attendance at all project briefings.
- Clients are invited and encouraged to attend all training sessions.
- Field pilots of all questionnaires and guidelines.
- 30% of all interviews back-checked within 48 hours.
- Field observations by clients welcome.

Fieldwork is always handled by qualified professional field managers throughout the country. Randomly selected data is validated by the respective field manager in New Delhi for quality control purposes.

# OUR CLIENTS

## AUTOMOBILE



## FMCG



## HEALTHCARE



## EDUCATION



## OUR CLIENTS

### EDUCATION



### MARKET RESEARCH & CONSULTING



### OTHER CLIENTS



### MEDIA & ADVERTISING





## **CONTACT US**

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