

2020 - 2021							
	CORRECT INCORRECT Image: Correct in the second se						
	Please fill in your selections						
	completely.						
Name of Organization :-							
Mailing Address : -							
City: -	in :-						
Office Telephone No.: -							
Activity Type : - 🚺 Full Service Research Agency 🚺 Research Users 🚺 Service Providers							
* see annexure on next sheet for definition of activity type and membership type							
Number of full time employees <u>in India</u> (total) :-							
Number of full time employees in India directly engaged in Market Research activities :-							
Type of company: - 📃 Public limited company 📃 Private limited company	LLP						
Partnership Proprietorship	Trust/association						
For Full Service Research Agencies:							
<u>Turnover in INR (2019-20)</u>							
up to 25 mn 25-100 mn More than 100 mn							
For Research users: -							
(Spend on Procuring Market Research Services in 2019-20 in INR)							
up to 15 mn 15-100 mn more than 100 r	mn						
<u>Main line of business</u> : -							
FMCG Clothing & Apparel Retail	IT services/software						
IT hardware Telecom services Telecom equipment							
Media (Publisher/Broadcaster) Advertising and media services							
White goods Industrial goods/services Others (Please	Specify)						
For Service Providers: - (Turnover from providing Market Research Services in 2019-20 in INR)							
up to 15mn 15 - 100 mn more than 100	mn						
50-100 mn more than 100 mn							
Type of services provided (tick all applicable): -							
Data Collection — Face to Face CATI	Focus Groups						
Coding and Data Entry Data processing	g Scripting						
Hosting and Web based services Advance Analyt	ics						
Transcription Translation Charting/Visual	ization						
IT /Application development Others (Please S	Specify)						

Names of Representative members to MRSI: - (Please nominate one individual as Key Contact)							
Sr. No.	Name	Designation	Mobile no	E-mail ID	Status (Key Contact/ Member)		
1							
2							
3							
4							
*Please note: Only <u>Full Corporate</u> members can nominate up to 4 representatives. <u>Associate Members</u> can nominate up to 2 representatives.							
What is your <u>one</u> main reason for seeking MRSI membership? {SINGLE REASON ONLY}							
To have a voice with regulators							
To have a voice in the issues which are critical for the industry							
To maintain a reputation for professional integrity and credibility							
To increase the exposure of our organization through networking							
\equiv	-	exposure of our	organization throug	sh showcasing our unique of	ferings		
Any others							
I/we declare that the information provided above is accurate and true and I/we agree to abide by the MRSI's rules and regulations and code of conduct.							
Signed by Authorized signatory							
Name		: -		Place: -			
Desig	nation	:-		Date: -			
Stamp)	:-					
For M	RSI office use only						
Propo	osed by	:-					
	ded by	:-					
Revie	wed in MC meeting on	:-					
Revie	w outcome	:-					
Appro	oved	:-					
Reject	ted	:-					



Annexure - Corporate Membership types and definition

(a) Corporate Members:-

All Companies, Firms or Association of Persons or a Division of a Company engaged in the business of providing market research and whose major revenue is from market research and all users of market research services whether a Company, Firm or Association of Persons will be eligible for corporate membership on payment of the entrance fee and the annual membership fee as determined by the Managing Committee as constituted from time to time, provided that it is an Indian registered entity / Indian subsidiary / wholly owned division of foreign company with at least one or more offices in India. Corporate Membership can be obtained under any of 3 (three) Activity Categories, as defined below. In each Activity Category, Corporate Membership requires fulfillment of certain criteria, as set out below failing which an applicant would be eligible for Associate Corporate Membership.

(i) Full Service Research Agencies (FSRA):-

1) Must be engaged in the business of providing complete market / consumer research services as major part of their business activities;

2) Following criteria also have to be met:

- 2.1 Employing 10 (ten) or more full-time employees engaged in research in India; or
- 2.2 Having business turnover of Rs.25,000,000 (Rupees Twenty Five Million) from providing services to research users; or
- 2.3 Has at least one director having minimum experience in research services of 12 (twelve) years and that cumulative experience of all the directors together is not less than 20 (twenty) years.

(ii) Research Users (RU):-

- 1) Must be engaged in the business of buying and using market/ consumer research services;
- 2) Following criteria also have to be met:
 - 2.1 Employs at least 3 (three) full-time employees dedicated to consumer insight/ market research; or
 - 2.2 Spends minimum of Rs.15,000,000 (Rupees Fifteen Million) per annum on consumer insights or market research.

(iii) Service Providers (SP):-

1) Must be engaged in the business of providing services to market / consumer research providers or directly to end users in the area of analytics /charting & reporting/ data collection (face to face, telephonic, on-line) / data processing / software & technology, as a major part of their activities;

2) Following criteria also have to be met:

- 2.1 Employs at least 10 (ten) full-time dedicated employees in India; or
- 2.2 Has a business turnover of over Rs.15,000,000 (Rupees Fifteen Million) from providing services to market/consumer research providers / users.

(b) Associate Corporate Membership:-

Full Service Research Agencies who cannot fulfill criteria 2.1, 2.2 & 2.3 above, Research Users who cannot fulfill criteria 2.1 & 2.2 above and Service Providers who cannot fulfill criteria 2.1 & 2.2 above shall be eligible to apply for Associate Corporate Membership.