

# MRSI-Connect concludes its 1st edition in Mumbai

MUMBAI, MAHARASHTRA, INDIA, August 2, 2016 /EINPresswire.com/ -- Last week, MRSI (The Market Research Society of India) concluded its first ever 'Technology/Analytics buyer seller meet' christened MRSI-Connect at the Westin, Mumbai.

Since the day of announcement the event was in a great buzz and drew interest of various startups including, Avention –OneSource, Cint, Cloudcherry, Gain Theory, InsightsIO, Jooji Software, Ma Foi Analytics, Skript, Survelytics, Textient Analytics, Unomer, Unpickle and others.



Speaking on the success of the event, Sanjoy Datta, President of MRSI commented “Market Research needs to acquire new skills, tools and build an eco-system of specialists to deliver Insights in an increasingly digital world. I had shared the concept of this event after our very successful 25th Annual Seminar in February this year. From ideation to execution in such a short span of time is only because of the efforts of the MRSI Management committee “

The event had buyer participation from the likes of AIP, Datamatics, Datawise, GFK, Hansa Research, Hindustan Unilever, IMRB, IPSOS, ITC, Karvy Insights, Market Excel, Milward Brown, MRSS India, TNS. This transformed the event from being an expo to that one that could facilitate transactions.

Mr. Raj Sharma, MRSI Spokesperson concluded “This was a superb 1st MRSI Connect. The buyer-seller format is not usually easy to execute but we managed it clinically. All the stakeholders involved had elaborate interactions and had full value from participating in the event. We hope to establish similar properties in the future.”

## About MRSI

The Market Research Society of India (MRSI) is not for profit autonomous body established by the fraternity of researchers spread across India in 1988. MRSI strives to uphold the highest standards of professionalism in the industry and showcase the developments and innovations taking place in this field in India and to help develop common tools for the industry. MRSI also works with ESOMAR to bring Indian industry's voice to the global forum.

[www.mrsi.in](http://www.mrsi.in)

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