



## Majestic MRSS Monthly Newsletter

April Issue

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Source – [www.research-live.com](http://www.research-live.com) & [www.mrweb.com](http://www.mrweb.com)

### Industry News

**Research Firms Launch Digital Insight Alliance, April 29 2015**

<http://www.mrweb.com/drno/news20800.htm>

**Is it time to rethink the tracking study? /29 April 2015**

<http://www.research-live.com/features/is-it-time-to-rethink-the-tracking-study/?/4013256.article>

**The shape of the tolerance zone / 27<sup>th</sup> April 2015**

<http://www.research-live.com/impact-magazine/the-shape-of-the-tolerance-zone/4013241.article>

**Mobile participation growing rapidly in MR but some companies too passive/ 24 April 2015**

<http://www.research-live.com/news/technology/mobile-participation-growing-rapidly-in-mr-but-some-companies-too-passive/4013231.article>

**eDigital harnesses beacon technology/ 22 April 2015**

<http://www.research-live.com/news/edigital-harnesses-beacon-technology/4013221.article>

**Instantly and Quant Edge build online ethnic panel, 20 April 2015**

<http://www.research-live.com/news/instantly-and-quant-edge-build-online-ethnic-panel/4013200.article>

**Everything counts / 16 April 2015**

<http://www.research-live.com/features/everything-counts/4013186.article>

**'First Real-time Reporting for Outdoor Ads', April 14 2015**

<http://www.mrweb.com/drno/news20720.htm>

**Personality is everything: can the geek win the election? /9 April 2015**

<http://www.research-live.com/features/personality-is-everything-can-the-geek-win-the-election/?/4013158.article>

## Internal News:

### Majestic Annual Founder's day event covered by E4M



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Happenings Home

#### MAJESTIC MRSS CELEBRATES ANNUAL FOUNDERS DAY, ANNOUNCES MRSS INDIA IPO AT THE EVENT



### MRSS INDIA is now a member of Global Digital Insight Network, story covered by Telegraph

# The Telegraph

calcutta, india

| Friday, May 8, 2015 |

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## Press Releases



### MRSS INDIA is now a Member of Global Digital Insight Network

PR Newswire

MUMBAI, April 29, 2015 /PRNewswire/ --

As founding members, Voice of the Customer specialist eDigitalResearch is delighted to announce the launch of the **Digital Insight Network, the world's first research association focused purely on digital methodologies.**

(Logo: <http://photos.prnewswire.com/prnh/20130912/10075151-a>)

The Digital Insight Network is an international association of independent market research agencies focused on best practice in digital and agile insight solutions. eDigitalResearch is the leading pioneer of digital customer feedback solutions in the UK and will work alongside the likes of Effience 3, Wallis Consulting, Buzz Channel, Brado and **MRSS INDIA** to provide global, digital insight on a local level.

With founding member agencies based in the UK, US, France, Australia, New Zealand and India, the Digital Insight Network provides brands and business a responsive alternative to large, multinational research corporations. Working together, the Digital Insight Network offers global feedback programmes with local insight delivered to local stakeholders.

The network offers members a profiled list of approved partners from around the world to offer help and advice on global insight projects, as well as a platform to bid effectively for major international assignments. Their mission is to connect like-minded, progressive research agencies from across the globe to share best practice and innovations, as well as assist each other in global research projects.



Posted on April 30, 2015 by [India Briefing](#)

By **Nishant Dixit**

The 2015-2016 Indian budget includes a proposal to set up manufacturing hubs in CLMV countries. The CLMV includes four Southeast Asian nations – Cambodia, Myanmar, Laos, and Vietnam, which are seeing the highest foreign direct investment growth in the region, especially in manufacturing.

As India seeks to deepen economic partnerships with Southeast Asia under an “Act East” policy declared by Prime Minister Modi, it has prioritized CLMV economies. The commerce ministry has sought Rs. 100 crore (US\$16.1m) in budgetary allocations for a Project Development Fund to oversee investment in the CLMV manufacturing hubs. There is a history of industrial cooperation between India and the CLMV countries. Major Indian investment in Vietnam includes large projects such as oil exploration, power generation, and chemical manufacturing. In January 2015, there are a total of 84 projects funded by Indian investments in Vietnam. The EXIM bank of India has contributed a total of 20 Letters of Credit worth US\$ 1 billion in CLMV countries towards power, irrigation, and manufacturing projects. Trade between India and CLMV countries grew tenfold from US\$1.1 billion in 2004 to US\$11.2 billion in 2013. In terms of FDI, approved Indian foreign investment in CLMV countries stood at US\$40.9 million in 2013. For the same year, total FDI from India to the ASEAN region as a whole stood at US\$ 1.3 billion.

### **Why CLMV?**

India and the CLMV countries share similar economic characteristics when it comes to prospects for manufacturing. All of these countries have a large young labor force and inexpensive operating costs. However, CLMV countries have become a major source of competition for India in manufacturing due to their position in integrated value chains in Southeast Asia. For instance, in 2013-14, the phone manufacturer Nokia moved its operations from India’s Chennai to Vietnam’s Bac Ninh province largely to take advantage of cheaper regional logistics.

Along with being a preferred region for manufacturing, CLMV countries are also large potential markets for Indian products. The region has a population of 165 million, growing incomes, and a rapidly expanding middle class. In Vietnam alone, the middle class is expected to increase from 2 million in 2014 to 33 million by 2020.

A survey by the Japanese External Trade Organization (JETRO) in December 2014 showed that base monthly salaries for manufacturing employees of Japanese-invested companies in CLMV countries were lower than those in India. While base monthly salaries in India were reported at US\$239, those reported for CLMV countries were US\$113 in Cambodia, US\$112 in Laos, US\$127 in Myanmar, and US\$176 in Vietnam.

- See more at: <http://www.india-briefing.com/news/clmv-indias-act-east-policy-10559.html/>