



## Majestic MRSS Monthly Newsletter

December Issue

Tel: +91-22-2654 2741 | Email: [info@mmrss.com](mailto:info@mmrss.com) |   

*Industry News*

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

**2015 Preview: The biggest trends, 29 December 2014**

<http://www.research-live.com/features/2015-preview-the-biggest-trends/4012699.article>

**2014 Review: The biggest disappointments, 24<sup>th</sup> December '14**

<http://www.research-live.com/features/2014-review-the-biggest-disappointments/4012689.article>

**Online surveys need handling with care, 17 December 2014**

<http://www.research-live.com/opinion/online-surveys-need-handling-with-care/4012684.article>

**100% view ability measurement 'not yet possible, 17 December 2014**

<http://www.research-live.com/news/100-viewability-measurement-not-yet-possible/4012682.article>

**Profiling the positives of Generation Rent, 16 December 2014**

<http://www.research-live.com/opinion/profiling-the-positives-of-generation-rent/4012676.article>

**Herd mentality, 15 December 2014**

<http://www.research-live.com/features/herd-mentality/4012664.article>

**UK internet economy one of the strongest in the world, 12 December 2014**

<http://www.research-live.com/news/uk-internet-economy-one-of-the-strongest-in-the-world/4012663.article>

**Brand USA 'most valuable' at \$19 trillion, 11 December 2014**

[http://www.research-live.com/news/brand-usa-most-valuable-at-\\$19-trillion/4012654.article](http://www.research-live.com/news/brand-usa-most-valuable-at-$19-trillion/4012654.article)

**I'm a Celebrity Endorser, Get Me Out of Here!, 10 December 2014**

<http://www.research-live.com/blogs/i%E2%80%99m-a-celebrity-endorser-get-me-out-of-here!/4012649.article>

**Re-positioning the survey, 5 December 2014**

<http://www.research-live.com/opinion/re-positioning-the-survey/4012629.article>



Are you finding it difficult to locate Top 5 Market Research Companies in India? Then we will help you. Please fill details below

Name	Description of what you looking for?
Your Location	
Email ID	
Company	
Contact no	
<input type="submit" value="Submit"/>	

Overview

## MRSS India



MRSSIndia.com

### About us

The parent company of MRSS India has been in business for nearly 12 years and focused on multi country research sourced from abroad. Given the changes in consumer behavior and the significant role technology plays today, they realized the burning need to have an agency that leveraged technology in market research in India. With this vision in mind, they launched MRSS India.com to cater to the needs of the Indian clients who recognized that the landscape is changing rapidly and marketers need to get rich feedback from consumers quickly to give them an edge over their competitors.



**Key Management:**  
Sarang Panchal, CEO

**WEBSITE:**  
[www.mrssindia.com](http://www.mrssindia.com)

<http://www.siliconindia.com/Market-Research/MRSS-India-catid-35-cid-584.html>



**Keep ‘em coming back for more**

## **4 business strategies for companies to stay relevant in 2015**

Vision Critical, December 10, 2014

In 2014, we’ve seen the continued rise of the empowered customer. From the arrival of privacy-conscious social networks to the rise of the collaborative economy, customers have more choices and more opportunities to be heard than ever. In his recent *Entrepreneur* article, Vision Critical Founder and Chief Product Officer Andrew Reid offers advice for companies on how to keep customers coming back in the year ahead. He argues creating quality products and delivering exceptional services won’t be enough in the new year because customers know that their true value goes well beyond their wallets. “Companies will need to consider the true value of their customer relationships and provide meaningful value in return,” he writes.

In a world where customers continue to expect more from companies, Andrew believes companies need to do the following 4 things to keep the attention of customers alive and well.

## **Keep it human.**

Get customers feedback and insight on an ongoing basis. Chico's knows this very well: Using its secure, cloud-based customer community, it engages thousands of its customers regularly. Recently, the leading retailer sent pants with a new length to its community members and learned that women didn't know which shoes to pair the product with. That insight drove the final creative, which featured the pants in head-to-toe outfits. Chico's example shows that delivering a personal touch provides customer intelligence that can drive business results.

## **Customize.**

Customization has never been easier or more widespread. As Andrew writes in the article, "People want products that seem original and cater to individual wants and needs."

There is money in customization. Bain & Company says 25 to 30% of people are interested in customized products. Companies like Converse, Nike and BMW have increased their capacity to customize offerings for customers. Expect that trend to accelerate in 2015.

## **Reward your customers.**

Make your customers feel special by rewarding them for their purchases and feedback. Offer exclusive perks to your top customers. Andrew also says today's empowered customer craves status. "Clout encourages friendly competition, creates a sense of ownership and keeps customers coming back for more."

## **Entertain.**

Red Bull's transformation from an energy drink company to a content powerhouse is a masterclass for companies that want to engage today's distracted customer. Andrew adds, "No matter the industry, the entertainment factor is critical to building a brand that can successfully attract new customers, retain existing ones and deliver a lasting, multidimensional experience."

- See more at: <http://www.visioncritical.com/blog/4-business-strategies-companies-stay-relevant-2015#sthash.Pgpwowej.dpuf>

## **How to Navigate India's Employment Visa Procedures**

By Adam Pitman, Dezan Shira & Associates

In September, Prime Minister Narendra Modi announced plans to relax visa restrictions for Non-Resident Indians. Expatriates have long been seeking a simplified application process for employment visas in India, and the reform initiative has buoyed the hopes of foreign nationals with an interest in the country.

While the Indian government may introduce tourist visas on arrival to boost the tourism industry, employment visa reform will prove a tough sell for a government that needs to create more jobs

for its growing workforce. Expatriates employed in India will therefore need to learn and master the current visa regime. Employment visas are an annual headache for foreign

businesses and businesspeople in India – Indian authorities typically issue one-year multiple entry visas that can be renewed for up to five years. To ensure a quick turn-around time on a successful application, applicants and employers should take a collaborative, hands-on approach.

### **Documents Required from Applicants**

Indian authorities require documentation from the applicant and his or her employer. While the necessary documents are dependent on the applicant's nationality, the majority are the same for developed economies in Europe and North America. Still, applicants and their employers should verify all required documentation with the Indian consulate in the applicant's home country.

The documents the applicant can prepare are straightforward and should not take more than a day to complete. In addition to various checklists, order forms and disclaimers, foreign nationals from most developed economies must ordinarily provide the following documents in their application:

- A completed visa application form;
- A valid passport;
- A passport sized photo;
- Proof of address, such as a driver's license or utility bill;
- A detailed resume or curriculum vitae.

### **Documents Required by Applicant's Employer**

In contrast to the applicant, the documents the employer needs to prepare can take up to one business week to gather and complete. Employers ordinarily need to provide the following documents to support visa applications:

- A permission letter that requests approval for the applicant's visa;
- A sponsorship letter that pledges responsibility for the applicant's activity in India and promises to repatriate the applicant at company cost if any adverse conduct comes to notice;
- A tax liability letter pledging responsibility for the applicant's income tax in India;
- A justification letter that confirms that the employer was unable to find a qualified Indian candidate for the job and details the applicant's unique specialization and professional capabilities;
- An appointment letter detailing the job role and salary;
- A comprehensive employment contract;
- A copy of the company's Permanent Account Number (PAN) card;
- The company's Incorporation Certificate.

With exceptions for the Incorporation Certificate and PAN card, which can be scanned or photocopied, every other document provided by the employer needs to be an original copy. Each of these original copies need to be drafted on company letterhead, signed by a senior manager, and marked with the company's official stamp. Due to these stipulations, overseas applicants need the employer to send original copies by mail.

*This article was first published on [India Briefing](#).*

*For further details or to contact the firm, please email [info@dezshira.com](mailto:info@dezshira.com) or visit [www.dezshira.com](http://www.dezshira.com).*