



Majestic MRSS Monthly Newsletter

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Source – www.research-live.com & www.mrweb.com

Industry News

Twitter Unveils Audience Insights Tool/ May 29 2015

<http://www.mrweb.com/drno/news20946.htm>

Funds for Digital Behavior Analyst Jumpshot/ May 29 2015

<http://www.mrweb.com/drno/news20944.htm>

Ipsos Swedish Study Hopes to Revolutionise TV Panels/ May 28 2015

<http://www.mrweb.com/drno/news20941.htm>

Apple replaces Google as world's most valuable brand/ 27 May 2015

<http://www.research-live.com/news/apple-replaces-google-as-worlds-most-valuable-brand/4013377.article>

25% Growth for eDigitalResearch / May 19 2015

<http://www.mrweb.com/drno/news20900.htm>

Ipsos Hires Audience Measurement Leader/ May 18 2015

<http://www.mrweb.com/drno/news20889.htm>

Pressing play with the cross-platform viewer/ 15 May 2015

<http://www.research-live.com/features/pressing-play-with-the-cross-platform-viewer/4013325.article>

'Insights 2020' to Study Future of MR and Analytics/May 14 2015

<http://www.mrweb.com/drno/news20876.htm>

Smurfit Kappa Debuts Product Performance Tool/ May 1 2015

<http://www.mrweb.com/drno/news20812.htm>

Internal News:

MRSS India makes Senior Pharma Appointment

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MRSS India makes senior pharma appointment

29 May 2015

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INDIA — Prachi Athavale has been hired by MRSS India to be its new senior director of client servicing.

Prior to joining MRSS India Athavale was associate director healthcare at Kantar Health. In her career she has also worked with organisations including Merck Consumer Health, Merck India and IMS Health India.

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MRSS India Makes Senior Pharma Appointment

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MUMBAI, May 28, 2015 /PRNewswire/ --

MRSS India today announced the appointment of **Ms. Prachi Athavale** as a Senior Director-Client Servicing.

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

(Photo: <http://photos.prnewswire.com/prmh/20150528/747501>)

Prachi Athavale brings with her 14 years of experience in Market Research, product development, business development, client servicing & team management. Prior to joining MRSS India, she was associated with Kantar Health as "Associate Director Healthcare" spearheading qualitative and quantitative projects, client relationships, revenue growth and prior to that, she had worked with organizations like Merck Consumer Health, Merck India Ltd and IMS Health India Ltd.

"This is a very exciting time for MRSS INDIA," said **Sarang Panchal, CEO MRSS INDIA**. "Budding leaders like Prachi have demonstrated their ability to deliver innovative approaches and build businesses in the MR space that really serve the needs of our clients."

ESDM Industry Primed for India's Growing Electronics Market

Posted on May 27, 2015 by [India Briefing](#)

By [Dezan Shira & Associates](#)

Editor: Nishant Dixit

India's hardware industry is not as strong as its world-beating software industry. Domestic manufacturing capacity is weak – as much as 65 percent of local demand in the electronics market is met by imports. Despite this, Prime Minister Narendra Modi has stated that he would like India to hit net zero imports in electronics by 2020. How can India achieve this ambitious goal?

India's Huge Market

The Electronic System Design & Manufacturing (ESDM) industry consists of four key components: electronics products, electronics components, semiconductor design and electronics manufacturing services. In India, semiconductor design is the number one growth area among the components.

The government and industry bodies are attempting to increase the competitiveness of the ESDM industry as a whole to attract foreign investment and meet domestic demand. Beyond this, the Indian market presents an attractive opportunity for manufacturers.

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India's electronics manufacturing industry is valued at US \$94.2 billion; it grew at 9.68 percent year-on-year between 2011 and 2015. A rise in disposable incomes, strong consumer appetite and demand from the Indian government has largely driven this growth. The semiconductor design industry alone has generated above US \$12 billion in revenues in 2014, and it has grown 18 percent since 2009.

Indian Electronics and Semiconductor Association (IESA) President M.N. Vidyashankar says that “many companies have realized the need to manufacture in India to tap its huge domestic market. The future holds promise, with very bright prospects, for the industry”.

- See more at: <http://www.india-briefing.com/news/esdm-industry-primed-indias-electronics-market-10766.html/#sthash.6q5rA91v.dpuf>