



## Majestic MRSS Monthly Newsletter

October Issue

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### Industry News

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

**Brands must help customers do more with less – 31<sup>st</sup> October 2014**

<http://www.research-live.com/news/brands-must-help-customers-do-more-with-less/4012465.article>

**When words aren't enough – 29<sup>th</sup> October 2014**

<http://www.research-live.com/opinion/when-words-arent-enough/4012457.article>

**Only 3% of over 50s think advertising targets them – 24<sup>th</sup> October 2014**

<http://www.research-live.com/news/only-3-of-over-50s-think-advertising-targets-them/4012437.article>

**Qualtrics launches panel management product – 23<sup>rd</sup> October 2014**

<http://www.research-live.com/news/qualtrics-launches-panel-management-product/4012431.article>

**Dominance of touchscreen 'will reduce over the next five years' – 23<sup>rd</sup> October 2014**

<http://www.research-live.com/news/dominance-of-touchscreen-will-reduce-over-the-next-five-years/4012432.article>

**European purchasing power climbs - 22nd October 2014**

<http://www.research-live.com/news/european-purchasing-power-climbs/4012427.article>

**Timing set for newspaper audience measurement system – 21<sup>st</sup> October 2014**

<http://www.research-live.com/news/timing-set-for-newspaper-audience-measurement-system/4012418.article>

**'Wellness uprising' sweeping US – 21<sup>st</sup> October 2014**

<http://www.research-live.com/news/wellness-uprising-sweeping-us/4012420.article>

**Snapchat becomes latest app to welcome ads – 21<sup>st</sup> October 2014**

<http://www.research-live.com/news/snapchat-becomes-latest-app-to-welcome-ads/4012415.article>

**CMOs struggle to deliver measurable ROI despite added pressure – 21<sup>st</sup> October 2014**

<http://www.research-live.com/news/cmos-struggle-to-deliver-measurable-roi-despite-added-pressure/4012421.article>

### Internal News

**Cook It Raw! competition at Majestic MRSS as part of Diwali celebration**





Other companies promising to invest include fellow multi-service conglomerates Essar Group and Adani Group, with each pledging to inject around Rs. 20,000 crore, collectively creating a slew of new jobs for the state's 75 million strong population.

The announcements for investment in Madhya Pradesh come in the wake of Narendra Modi's ambitious 'Make in India' campaign, which aims to oversee a comprehensive increase of investment in India.

Speaking at the state government's mega investor conference, Anil Ambani stated that his company's activities in Madhya Pradesh are indeed directly related to Modi's new campaign, remarking that Reliance Group are "not only going to 'Make in India'" but also "make in 'Madhya Pradesh'".

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