



## PRESS RELEASE

### Ipsos India reinforces and realigns key specialties for better client orientation and delivery – ramps up roles and teams

**New Delhi, July 02, 2020:** Ipsos India has consolidated and realigned some of the key specialties, keeping in view emerging client exigencies and their business needs and has ramped up roles of some of the top key specialists in the apex team.

**Krishnendu Dutta, Country Service Line Leader of Market Strategy and Understanding (MSU)** now dons the new enhanced role of **Group Service Line Leader Innovation and MSU**. He will additionally also drive the business for Innovation Service Line in India. Meanwhile, **Archana Gupta** will now be leading the MSU service line.

Further, **Jyoti Malladi**, Country Service Line leader, Brand Health Tracking (BHT), in her new expanded remit, dons the mantle of Group Service Line Leader, BHT & Creative Excellence. Malladi has also consolidated her team, with **Ruchi Govind** leading Brand Health Tracking and **Ananya Roy Mathur** driving Creative Excellence service lines, respectively.

*"In the new normal, integration is the way forward, as we navigate the spectrum in focussing primarily on tech based solutions in addressing clients needs," said Amit Adarkar, CEO, Ipsos India.*

Elaborating on the integration, **Adarkar** further added, *"While MSU provides clients with market understanding, advisory, brand positioning and shopper insights; Innovation primarily works in innovation and forecasting, product testing and packaging research. Both service lines are complementary."*

*"Likewise if BHT provides counsel in brand activation tracking and brand equity measurement; then Creative Excellence lends expertise in creative development, assessment and effectiveness – their utility is complementary and both work in tandem."*

*"Marketers are nimble and forever strapped for time. This integration provides cross selling and addresses clients needs with fewer touch points. As clients get ready to rebound in the second half of the year, Ipsos has lined up a slew of contactless and agile solutions and these leadership changes reflect our commitment to partnering our clients in these turbulent times with agility and attentiveness," added Adarkar.*

#### ABOUT IPSOS

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

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GAME CHANGERS





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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1<sup>st</sup>, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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### GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

