



## PRESS RELEASE

### Ipsos opens offshore Data Services Centre in Mumbai

Haribabu Rajendran appointed managing director

**Mumbai, April 19, 2022** - Ipsos, a global market research company with offices in 90 markets, employing around 18,000 employees worldwide, is opening a new global offshore Data Services Centre in Mumbai, India, on April 19th catering to offshore production work for North America and subsequently for other global markets. **Haribabu Rajendran** has been appointed its **Managing Director**.

**Hamish Munro, global CEO, Ipsos Interactive Services (IIS) and Operations**, said, *"India has a great talent pool and we are capitalizing the resources for high end data analysis and project management for our global clients, to provide them with high quality outputs."*

**Rajendran** has been at the heart of establishing the Data Services in India. He is extremely bullish on the Indian market and said, *"Our focus will be to work with Ipsos global teams on production, programming, data processing and data analytical roles and we are actively recruiting. India has a large pool of talent, and apart from the experts, we also plan to hire at the entry level and train the youngsters."*

Ipsos is actively recruiting for over 300 positions in offshore production, primarily in the areas of **survey programming, project management, data processing, and data analytical roles**.

*"India is a key priority market for Ipsos and the setting up of the offshore hub reinforces Ipsos' commitment to India not only as a key player in full service market research entity, but also as a key market for offshore production work for the long haul," said **Amit Adarkar, CEO Ipsos India**.*

#### 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.

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.

Ipsos  
303, 3rd Floor, Vipul Square  
B Block, Sushant Lok, Part 1  
Gurgaon - 122003, Haryana  
India  
+91 01244692400

Madhurima Bhatia  
Content & Media Relations Lead  
madhurima.bhatia@ipsos.com  
+91 9999318885

GAME CHANGERS





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“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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[www.ipsos.com](http://www.ipsos.com)

### 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.**

