



## PRESS RELEASE

### Ipsos brings Product Testing (PT) Express into India

**New Delhi, India, September 16, 2021:** Ipsos a global market research company has brought its agile product testing solution, Product Testing (PT) Express, into India.

**Amit Adarkar, CEO, Ipsos India,** said, *"We wait too long for early-stage product learnings on low-risk initiatives. The industry needs research solutions that are lower in cost and with much faster turnaround. The launch of PT express will provide greater agility and value to our business partners."*

What makes PT Express unique, and why should clients be interested?

**Anthony Dsouza, Country Service Line Leader, Innovation at Ipsos India,** is highly enthused about this new offering: *"PT Express can provide you simple "go/ no-go, decision making". It's suitable for any type of Product Testing (benchmarking, new product, existing product improvement) that meet the streamlined requirements. It expedites output without compromising on quality. It is a game-changer as it enables clients to make critical, timely business decisions."*

Ipsos is the world's no.1 Product Testing Company and has been partnering with clients across the globe in the Consumer-Packaged Goods space.

#### About Ipsos Innovation

Building the future faster, smarter, bolder with Innovation

At Ipsos, we are passionate about helping clients identify, qualify, optimise, and forecast the business potential of innovations for consumer goods, services and durables, products, packaging and new business models.

#### About Ipsos

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

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company





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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**

