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### Ipsos India hires 2 Executive Directors for strategic roles in Client Servicing

**New Delhi, March 08, 2022:** Ipsos India has roped in Garima Mall and Pooja Doshi as Executive Directors effective immediately.

Garima's remit includes servicing Market Strategy & Understanding (MSU) and Brand Health Tracking (BHT) Clients in Mumbai and Bengaluru, while Pooja will be focusing on servicing key CPG accounts apart from driving business development.

**Amit Adarkar, CEO, Ipsos India** speaking on the development said, *"Our Client First approach ensures that despite being among the top 3 MR firms in India and around the world, we provide our clients with small agency kind of attentiveness and counsel. "Accessibility of senior staff to clients is extremely critical. It also sends a tacit message that your work is our priority too."*

**Vivek Gupta, MD (Research)** who is responsible for Mumbai and Bengaluru business further elaborated, *"Both **Mall** and **Doshi** come with rich experience and sectoral expertise. Our endeavor is to provide our clients access to specialists as opposed to generalists, thus further strengthening our servicing capabilities in these focused geographies."*

**Garima Mall** moves from Kantar and has previously worked with Nielsen and GfK. Her work experience of 16 years has primarily covered different categories in the consumer and shopper domain. She likes unearthing human stories in data, taking consumer stories to boardrooms and making social and commercial impact.

**Pooja Doshi** moves from BASES NielsenIQ, where she served as Director - Commercial Lead. Pooja has largely led innovation research, leveraging consumer insights and analytics, helping clients build their brand portfolios. She is credited with establishing best practices. An alumna of the Sydenham Institute of Management Studies, Research & Entrepreneurship Education, she also holds a BE degree from Dwarkadas J Sanghi College of Engineering.

Both **Mall** and **Doshi** will report to Vivek Gupta, Managing Director (Research).

#### ABOUT IPSOS

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities





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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.**

