



ARYA MARKET
RESEARCH

PROBLEM | RESEARCH | SOLUTION





ABOUT US

Arya Market Research Pvt. Ltd. is an independent market research company established in 2011. It has expertise in all types of data collection, data verification, data entry and data charting in all major industries, with its headquarterd in Ahmedabad, Gujarat, India. With a global network.

What makes us unique?

At Arya Market Research, we strongly believe in quality and understand the importance of research in the strategic decisions of a company. Our extensive experience in research and the dedicated service support of industry professionals allow us to consistently deliver highly accurate results as per our clients' expectations.

What drives us most?

We provide cost-effective services to our clients with high accuracy. We have a wide variety of services and a customized solution process to solve specific problems and give our clients a competitive advantage.





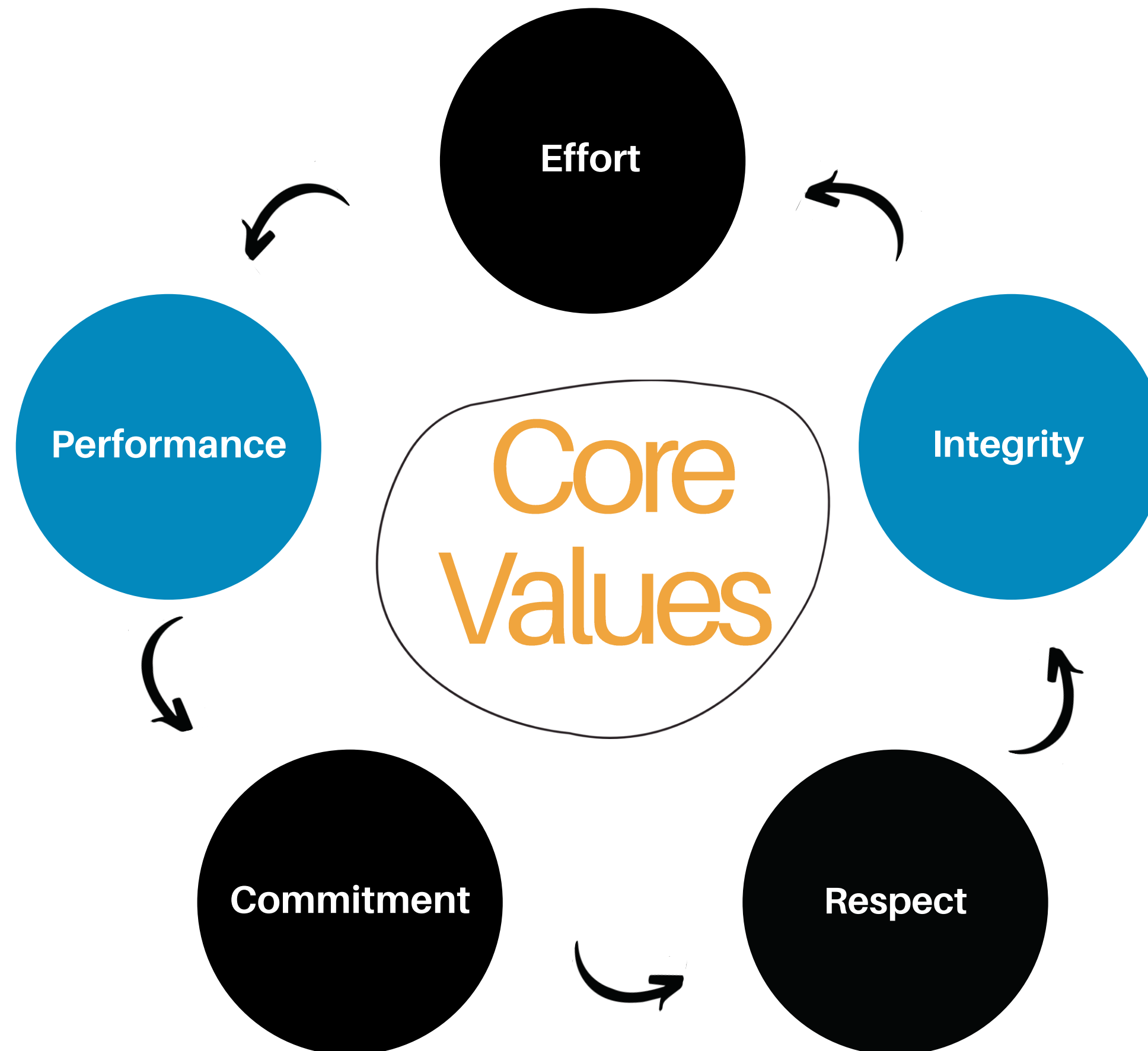
INTRODUCTION

Arya Market Research specializes in qualitative, quantitative and online market research fieldwork. Our team has in-house recruiters, interviewers, focus group moderators, data entry, tabulation, coding, project managers and market research analyst that make us the perfect partner to handle any projects over the globe. We are an independent set-up comprising high caliber, dedicated professionals. We adapt compliantly to the specific requirements of each project and are not limited by set protocols or rigid methodologies.

- Personalized client service.
- An innovative & creative approach for each project.
- Strong and well trained field team
- Field & data management services that meet exacting quality standards
- Effective Project management team
- Timely Delivery



CORE VALUES





OUR EXPERTISE



**Field Research /
Data Collection**



**Survey Scripting, Hosting,
Mobile app**



**Moderation, Translation
& Transcription**










**Data Entry / Data Charting
/ Data Analysis/Content
Analysis**



FIELD METHODOLOGIES

Quantitative

-  F2F - PAPI, CAPI AND CAWI INTERVIEWS
-  TELEPHONIC INTERVIEWS
-  MYSTERY SHOPPING
-  DOOR TO DOOR SURVEY / HOME USE TEST
-  CUSTOMER SATISFACTION SURVEY
-  OPINION / EXIT POLLS
-  PRODUCT TEST

Qualitative

-  FOCUS GROUP DISCUSSION
-  IN DEPTH INTERVIEWS
-  ETHNOGRAPHIES & OBSERVATION
-  CENTRAL LOCATION TEST
-  VIDEO CONFERENCE / INTERVIEWS
-  ONLINE INTERVIEWS
-  DYADS AND TRIADS



INDUSTRIES EXPERTISE

 RETAIL	 MANUFACTURING	 IT
 PUBLIC SECTOR	 MEDIA & ENTERTAINMENT	 TEXTILE
 EDUCATION	 BFSI	 LOGISTICS
 OIL & GAS	 TRAVEL & TOURISM	 CEMENT & STEEL
 FMCG	 AGRICULTURE	 REAL ESTATE
 PHARMA & HEALTHCARE	 TELECOMMUNICATION	 AUTOMOTIVE



FIELD COVERAGE





AFFILIATES



Market Research Society of India



Greenbook

ESOMAR²³

Individual



CONTACT US



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THANK YOU

FOR YOUR ATTENTION

