

MEMORANDUM OF ASSOCIATION
OF
THE MARKET RESEARCH SOCIETY OF INDIA

1. The Society shall be called “THE MARKET RESEARCH SOCIETY OF INDIA”

2. The Registered Office of the Society will be situated at Bombay, temporarily having Office at C/o. Messrs Nanu Hormasjee & Co., Fort Chambers (Hamam Street), Ambalal Doshi Marg, Bombay – 400 023.

3. The Objects for which the Society is founded are :
 - a) To promote, protect, improve, propagate market research in all its branches.

 - b) To organize or form organisations for the development and regulation of the field of market research and to afford opportunities in the field of market research, to secure the recognition for the art and science of market research from public, advertisers, advertising agencies, publishers and the Government.

 - c) To organise and hold exhibitions, lectures, classes, debates, conferences, tours, excursions or any other functions for the furtherance of the objects of the Society.

 - d) To promote the art and science of marketing research for diffusion of knowledge acquired by such research to advertisers, publishers and public, and like minded institutions.

 - e) To provide and maintain libraries, and such other services and protect the field of market research.

 - f) To collect, classify, circulate and/or publish statistics and other information relating to commercial interests, so as to diffuse commercial information and knowledge amongst members.

 - g) To establish just and equitable principles in the field of market research and regulate or restrict the conduct in the field of market research and to deal with such matters.

- h) To take all steps which may be necessary for promoting, supporting or proposing legislation, notifications, orders or other instruments affecting the aforesaid interest by the Government, or any other department thereof, or by any local bodies and in general to take the initiative to secure the welfare of the market research community in all respects.
- i) To institute and establish scholarships, rewards, grants and prizes to encourage the schemes of instruction in market research.
- j) To co-operate with Universities, educational and research institutions or bodies and to make payment for any charitable or useful purposes.
- k) To co-operate, associate or amalgamate with any other Association, or Society or to become affiliated to any Association or Federation having objects altogether or in any part similar to those of the Society.
- l) To carry out surveys in cities, towns and villages to investigate into use of family planning aids presently being used e.g. pills, condoms, vasectomy, IUD and other suitable ways and means, enhance their use by finding out reasons for refusal or reluctance to take to family planning and convey this data to the Union and State Ministry of Health and Social Welfare as well as the Family Planning Association of India, educational institutes, and other related organisations.
- m) To carry out surveys in cities of those categories coming under the term disabled namely deaf, blind, dumb, spastics, orthopaedically handicapped, mentally handicapped and convey this data to the Ministries both at the Central and State levels as well as educational and social welfare institutions and organisations working for the welfare of the handicapped.
- n) To carry out surveys in cities in locations where drug usage is widespread, to gauge extent of drug addiction among various strata of society, their availability and prices at different locations and convey this information to the concerned bodies.
- o) To aid other charitable organisations with a view to further their aims and activities.
- p) To do all such other lawful things as are incidental or conducive to the attainment of the above objects.

The following are the members of the Managing Committee to whom by the Rules and Regulations of the Society, the Management of its affairs is entrusted :

Name	Age	Address	Occupation
Ranjit Chib	47	MRAS Marketing Research & Advisory Services Pvt. Ltd. 803, Embassy Centre, Nariman Point, Bombay – 400 021.	Marketing Researcher
Ramesh Thadani	39	Indian Market Research Bureau Esplande Mansion Mahatma Gandhi Road Bombay - 400 023.	Marketing Researcher
Prem J. Kamath	39	Hindustan Lever Limited 165/166, Backbay Reclamation Bombay – 400 020.	Company Executive
S. Shyam Sunder	39	Marketing & Business Associates Pvt. Ltd. 227, T. V. Industrial Estate S. K. Ahire Marg Bombay – 400 025.	Marketing Researcher

Rama Bijapurkar	32	Mode Services Pvt. Ltd. 201-211, Neelam Building 108, Worli Sea Face Road Bombay – 400 018.	Marketing Researcher
Raghu Roy	37	Operations Research Group Shahi Baug House 13, Walchand Hiranchand Marg, Ballard Estate Bombay – 400 038.	
C. R., Sridhar	38	Market Maths 123 Era, N. M. Wadia Building N. C. Road Bombay – 400 023.	
M. K. Mahajan	35	Samir Court House, 3 rd Floor Dhobi Talao, L. T. Marg Bombay – 400 002.	Marketing Researcher
Sunil B. Karve	33	6, Shaan, Vasundhara Bhulabhai Desai Road Bombay – 400 026.	Market Researcher

Pranesh Misra	33	Pathfinders India 12A, Express House Nariman Point Bombay – 400 021.	Market Researcher
Joy Gupta	36	Richardson Hindustan Ltd. Dr. E. Moses Road Bombay – 400 011.	Business Executive
O. P. Nijhara	46	Hindustan Cocoa Products Ltd. Bhulabhai Desai Road Bombay – 400 026.	Company Executive
Sanghamitra Khanna	33	Marg Marketing & Research Group Pvt. Ltd. Bombay	Market Researcher

We, the several persons, whose names and addresses are hereunder subscribed, being the members of the present Managing Committee, the Management of the Society shall rest in the signatories of this Memorandum until election of the Managing Committee of the THE MARKET RESEARCH SOCIETY OF INDIA (which at present is not registered under the Societies Registration Act, 1860).