



Names of Representative members to MRSI: -

Sl no	Name	Designation	Mobile no	E-mail ID
1				
2				
3				
4				

**What is your main reason for seeking MRSI membership {SINGLE REASON ONLY}?**

- To have a voice with regulators
- To have a voice in the issues which are critical for the industry
- To maintain a reputation for professional integrity and credibility
- To increase the exposure of our organization through networking
- To increase the marketing exposure of our organization through showcasing our unique offerings
- Any others \_\_\_\_\_

I/we declare that the information provided above is accurate and true and I/we agree to abide by the MRSI's rules and regulations and code of conduct.

Signed by Authorized signatory

Name :- Place: -

Designation :- Date: -

Stamp :-

Proposed by :-

Seconded by :-

For MRSI office use only :-

Reviewed in MC meeting on :-

Review outcome :-

Approved :-

Rejected :-

## **Annexure - Corporate Membership types and definition**

### **(a) Corporate Members:-**

All Companies, Firms or Association of Persons or a Division of a Company engaged in the business of providing market research and whose major revenue is from market research and all users of market research services whether a Company, Firm or Association of Persons will be eligible for corporate membership on payment of the entrance fee and the annual membership fee as determined by the Managing Committee as constituted from time to time, provided that it is an Indian registered entity / Indian subsidiary / wholly owned division of foreign company with at least one or more offices in India. Corporate Membership can be obtained under any of 3 (three) Activity Categories, as defined below. In each Activity Category, Corporate Membership requires fulfillment of certain criteria, as set out below failing which an applicant would be eligible for Associate Corporate Membership.

### **(i) Full Service Research Agencies (FSRA):-**

1) Must be engaged in the business of providing complete market / consumer research services as major part of their business activities;

2) Following criteria also have to be met:

2.1 Employing 10 (ten) or more full-time employees engaged in research in India; or

2.2 Having business turnover of Rs.25,000,000 (Rupees Twenty Five Million) from providing services to research users; or

2.3 Has at least one director having minimum experience in research services of 12 (twelve) years and that cumulative experience of all the directors together is not less than 20 (twenty) years.

### **(ii) Research Users (RU):-**

1) Must be engaged in the business of buying and using market/ consumer research services;

2) Following criteria also have to be met:

2.1 Employs at least 3 (three) full-time employees dedicated to consumer insight/ market research; or

2.2 Spends minimum of Rs.15,000,000 (Rupees Fifteen Million) per annum on consumer insights or market research.

### **(iii) Service Providers (SP):-**

1) Must be engaged in the business of providing services to market / consumer research providers or directly to end users in the area of analytics /charting & reporting/ data collection (face to face, telephonic, on-line) / data processing / software & technology, as a major part of their activities;

2) Following criteria also have to be met:

2.1 Employs at least 10 (ten) full-time dedicated employees in India; or

2.2 Has a business turnover of over Rs.15,000,000 (Rupees Fifteen Million) from providing services to market/consumer research providers / users.

### **(b) Associate Corporate Membership:-**

Full Service Research Agencies who cannot fulfill criteria 2.1, 2.2 & 2.3 above, Research Users who cannot fulfill criteria 2.1 & 2.2 above and Service Providers who cannot fulfill criteria 2.1 & 2.2 above shall be eligible to apply for Associate Corporate Membership.