



## Welcome to Sindhuja Consultants

SINDHUJA CONSULTANTS is a full service marketing research provider, which has conducted research throughout India. Our core competency is providing "Best in Class" customized Marketing Research solutions throughout India. We are independent and professionally managed.

Through our Hyderabad based headquarters and four Regional Client Service Offices, we offer clients real regional project management consistency and control, as well as a "one-stop" point of communications for clients conducting research anywhere in India. Our real network of India, provide us with local field coverage and insights unique to each market.

## Market Research Process

With deep knowledge of market research data and its implications, the team at Sindhuja Consultants provides outsourcing services of unrivaled quality and technical expertise for market research and data analytics processes.

## People

People are the most important asset at Sindhuja Consultants and substantial efforts are made to preserve and develop this human capital. The company recruits best of breed talent and provides them regular training to keep them updated on the best practices in their functional area.

## Field Setup

Sindhuja Consultants have had one great advantage right from its early set up days. It has one of the best fields set up both qualitative and quantitative for an agency of our size. We have 4 senior field managers located in towns like Chennai, Mumbai, New Delhi, and Kolkatta with a Market Research experience of more than 18 years. Controlling a team of 26 field executives and 120 field investigators each individual team member has 2 to 3 years experience. Our network covers 26 major towns in India – from where we could support field work in more than 555 towns.

## Systems and Processes

Sindhuja Consultants has well defined systems for managing people and operations. There are separate planning teams for major service areas that manage resource allocation and schedule projects.

## Infrastructure

Apart from the professional mentioned SINDHUJA consultants have set up elaborate back end operations, which includes fieldwork coordinators statisticians, coders, and tabulators? Fully equipped and centrally located office in Hyderabad. Internet backed research infrastructure that can accommodate major works and have state-of-the-art hardware and software and monitored to deliver high standards of data security.

## Commitment to Quality

Sindhuja Consultants maintains ESOMAR, CASRO, MRSI and AMA standards and adheres to their respective codes. Every service delivery has a strong quality system supported by quality manuals and documented processes.

**Expertise in:**

**Qualitative Research**

- Central Location Test (CLT)
- Focus Groups
- In Depth Interviews
- In Hall
- In Home Visit
- Mystery Shopping
- Product Test
- Product Placement Studies

**Quantitative Research**

- Dairy Data Collection
- Feedback Studies
- House Hold Studies
- Self Completing data collection

**Retail Store Audits**

- FMCG
- Consumer durable
- Distributor Area wise Retail Mapping
- Pharmaceutical
- Prescription Audits
- Retail Mapping
- Third Party Audits (Neutral Audits)

**Agriculture Crop Surveys**

- Farmer Interviews
- Farmer Groups
- Farmer Panel
- Farmer CLT
- Farmer Field Visit

**Social Research**

- Health & HIV Related Projects
- Urban & Rural Development
- Women and Child Development
- R & R Projects

**Opinion Polls**

- All Elections
- Constituency wise (MP & MLA)
- All type of Opinion Polls



#### **Some of the major Clients**

Cadbury, Coca-Cola, Tata Tea, Tata Salt, Tata teleservices, Amul, Monsanto, Rallis, Bayer, HLL, Reliance info, ACC cement, Samsung, Colgate, Godrej, Symrise, 3F

#### **Data Processing**

The company has expertise across industry standard packages and tools such as Quantum, SPSS, SPSS Dimensions, Wincross and others.

#### **The data processing services include**

Data preparation (includes data cleaning, merging & summarization)  
Open-ended coding  
Translation  
Tabulation

#### **Preparing Reports and Presentations**

Sindhuja Consultants has extensive experience of converting market research data into highly effective and insight full reports and presentations. Reports and Presentations can be Prepared in client specified formats and key issues in the slides can be brought forth. Sindhuja Consultants undertakes the report preparation work for end-to-end projects and also for the projects where tabulations are done by the client.

#### **Data Analytics**

Sindhuja Consultant's analytics team has expertise in providing data analytics solutions using SPSS and SAS. Its capabilities range across a wide variety of statistical methods including, Multiple and Logistic Regression, Factor Analysis, Cluster Analysis, Conjoint Analysis, Discrete Choice Modeling and Multidimensional Scaling. The analysis is supported with valid statistical tests such as Chi-Square, Analysis of Variance, t-test, z-test etc.

#### **Secondary Research**

Sindhuja Consultants has an experienced team of business analysts and library scientists trained in finding the most relevant information from the ever increasing ocean of available public and private data. The team is adept at putting together strategic market summaries, working on competitive profiles, newsletters/ research updates, blog-mining, etc.

#### **Quality Checks**

Sindhuja Consultants has rich experience in quality processes in every step of the market research Value chain. The company utilizes this expertise to perform quality checks for its clients. The quality check service includes Survey Link QC, Interim Data QC, Final Data QC, Scorecard QC and PowerPoint Report QC. This is done using very detailed checklists and internal review templates, which could be customized to client requirements.

#### **Strong Leadership**

Sindhuja is led by Mr. CH S Prasad and supported by a strong team of professional associates. The management team at Sindhuja has extensive experience of managing large scale quantitative & qualitative assignments.



## CH.S. PRASAD

### PROFESSIONAL EXPERIENCE:

20YEARS IN MARKET RESEARCH.

- ▶ **M/S.SINDHUJA CONSULTANTS**  
Managing Director
- ▶ **M/s. AC NIELSEN (MNC)**  
FIELD MANAGER
- ▶ **M/s. AIMS RESEARCH**  
FIELD EXECUTIVE
- ▶ **M/s. OPERATIONS RESEARCH GROUP**  
RESEARCH INVESTIGATOR

### *PROJECTS HANDLED:*

#### AMUL

Product audit done Amul in Hyderabad

Dipstick study for AMUL SUGAR FREE & PROLIFE ICECREAM across 14 cities in 3000 outlets

Dipstick study for AMUL MASTI SPICED BUTTERMILK & AMUL KOOL LASSEE across 39 cities in 10000 outlets

#### CADBURY

Cocoa cultivation: contacted 5000 farmers in 10 districts of Andhra Pradesh

Product audit in 4000 outlets every month for CADBURY in four metro cities

Product audit in 1000 RDs and 14 depots for CADBURY across India

#### HINDUSTAN COCA-COLA BEVERAGES PVT.LTD.

ITMO+TPM+CSS survey in 555 towns –a regular (monthly) monitoring exercise in 50,000 outlets in India.

SGA Physical verification in 35242 outlets in 10 districts in AP.

#### PARLE AGRO

Sample collection of 26 SKUs monthly 1109 samples will collect across India 28 towns and dispatch to quality department at Mumbai for Product audit.

#### GODREJ HERSHEY'S

3500 sample candies collected in 4 metro towns across India for product audit

#### 3F – FOODS FATS & FERTILISERS LTD

Super market censuses (Listing) in Mumbai, New Delhi, Kolkatta, Hyderabad, Bangalore, Chennai Bakery outlet census in Hyderabad Vizag

#### JUXT CONSULTS, DELHI

India online 2010 household survey sample size 5300 in Andhra Pradesh and Kerala



**SUNWAY MALAYSIA**

House purchase intention contacted 500 respondents

**PBEL – ISRAEL**

Brand awareness study for PBEL

**COLGATE PALMOLIVE**

Toothpaste stocking dealers in Hyderabad / Secunderabad covered 21,337 shops

**HINDHUSTAN LEVER LIMITED**

POP census for HLL in Hyderabad, Chennai, Bangalore

Retail Store Audit for FAIR & LOVELY AYURVEDA in Warangal

Retail Store Audit for FAIR & LOVELY TALCUM POWDER in Vijayawada

Retail store Audit for TOILET SOAPS, SHAMPOO, WASHING POWDER/DETERGENT  
CAKES in Hyderabad

**TVU SOUTH ASIA**

Customer Satisfaction Survey 60,000 Mobile & Basic users for TUV South Asia

**MEDYBIZ.COM**

Medical Practitioners census to know their practicing pattern, prescription pattern etc., for Medybiz.com

**ORG – IMS**

18000 Doctors validation work across India

**YOUNGBUZZ.COM**

Census on Educational Institutes/Colleges/Consultants in Hyd / Sec'bad for youngbuzz.com

**RELIANCE INFO**

Basic telephony users listing for RELIANCE INFO

**DECCAN AIRWAYS**

Evaluating Air Traffic Potential in 5 important cities in AP

**ASIAN PAINTS**

CODE RED: To understand customer's responsiveness to Home Solutions, their perception, tastes choices & preferences.

**ADITYA VIKRAM BIRLA GROUP**

CORIES: Corporate image study for ADITYA VIKRAM BIRLA GROUP

**COLOMBIA PICTURES**

FILM TRACK: The film released under COLOMBIA banner was tracked among the viewers to know their reaction.

**LINEX**

LINEX: Market potential assessment of linex operating system among users and vendors



#### ACC CEMENT

FGD & DI among ACC cement and competitor brand users. And among dealers and masons

#### SAMSUNG INDIA

FGD among intending purchasers white appliances

#### WATER BASE

FGD among Shrimp farmers and DI with dealers

#### TATA TELESERVICES

A pre-launch survey on Mobitel Pre-paid cards

#### TATA TEA

Tea stocking outlet census in Hyderabad Vijay Wada and Vizag

#### TATA CHEMICALS

Salt stocking outlet census in Hyderabad Vijay Wada and Vizag

#### MYSTERY SHOPPING

Mystery shopping for **TITAN SHOW ROOMS** across India

Mystery shopping for **RAYMONDS SHOW ROOMS** across South and North

Mystery shopping for **MADURA COATS** across India

Mystery shopping for **PLANET M** across Hyderabad

Discount Mystery shopping for **TOYOTA** across Andhra Pradesh

#### ACNIELSEN / Aims Research

**(Retail Measurement Services):** Overall in-charge for recruitment, developing and in establishing a panel of 328 consumer retail outlets, 33 super markets, 60 liquor outlets for monitoring and periodic stock taking. To oversee a group of 10 investigators

**AIMS Household Panel Benchmark Survey:** In-charge for collecting information regarding buying behavior with respect to different consumer products and their usage in 1200 households of Hyderabad/Secunderabad managing around 10 people

**AIMS Retail Store Audit:** Overall in-charge for Fixation & Periodical stock taking from a panel of 135 selected shops in Hyderabad/Secunderabad. Work executed through a batch of 8 investigators

**AIMS Shop Census:** Overall responsibilities in complete enumeration & listing of FMCG/Lubricants/Consumer durable shops in different categories based on product and brand stocking, turnover, size, location etc., in 28 selected towns of Andhra Pradesh

**AIMS Doctors Census:** Overall responsibility in listing of all private medical practitioners as well as practitioners in clinics, nursing homes and hospitals with several details like profile of the doctor, practices etc. and in case of hospitals bed strength and facilities available etc. Census is carried in 28 towns of Andhra Pradesh.



### **Operations Research Group**

**Retail Store Audit:** Worked as a team member in regular monitoring the stocks and purchases for FMCG products in different types of outlets.

**Pharmaceutical Audit:** Monitoring the purchases in assigned Pharmaceutical outlets.

**Prescription Audit:** This activity entails fixing selected Medical practitioners to understand the Prescribing pattern

**Adhoc Studies:** Client specific studies are carried regularly amongst various segments of respondents to find out corporate image, brand image, customer satisfaction and awareness

**Crop Surveys:** To determine the production and extent of cultivation of different crop in Talangana, Andhra and Rayalaseema Region.

**Advertising / Media Monitoring:** This includes Readership surveys (IRS, NRS), Press and Television monitoring.

**Opinion Polls:** Opinion polls are carried out at several elections and on current issues like Pre and Post Budget periods.

### **PRODUCT / CONSUMER SATISFACTION SURVEY:**

Product satisfaction survey for MARUTI CARS in 5 towns of AP.

Product satisfaction survey for BAJAJ AUTO on models ASPIRE AND BOXER CT.

Product satisfaction surveys for TITAN WATCHES on product and show room.

### **Social Research**

**A.P.State High Ways Project** 1400 Kms. For R & B Dept., Govt. of AP funded by THE WORLD BANK: An Identification, verification and Socio-Economic Survey of the project affected persons.

**IMMUNIZATION PROGRAMME:** Andhra Pradesh immunization coverage evaluation study. **BILL & MELINDA GATES CVP/PATH/GOAP/RPI**

### **AGRI CULTURE PROJECTS**

**RICE HERBICIDES STUDY (WEED PROBLEM):** Contacted 75 dealers & 1000 farmers in 19 districts covering 100 villages.

**MARKET MAP ON SEEDS:** Contacted 57 dealers & 750 farmers in 19 districts covering 175 villages.

**RICE SHEATH BLIGHT (PODDA TEGULUG/MAGADU TEGULU):** Contacted 400 farmers in 19 districts

**INSECTICIDE USAGE AGAINST STEM BORER IN PADDY:** Covered 2 districts contacting 240 farmers

**FARMER STUDIES ON SEED TREATMENT-COTTON HYBRIDS:** Covered 4 districts contacting 250 Farmers and 40 dealers

**FARMERS PANEL 2003:** 400 farmers were recruited for the study for different crops like cotton, chilly, paddy & vegetable. The panel is maintained for the crop period i.e. from sowing to harvesting. The panel is to understand their cultivating practices.

**FARMER PANEL 2004:** Contacted 4000 Farmers, of which 671 Farmers were recruited for the study for different crops like cotton and paddy. The panel is maintained for the crop period i.e. from sowing to harvesting. The panel is to understand their cultivating practices.

**HYBRID PADDY STUDY:** Farmer satisfaction on Hybrid Paddy Study Seeds. Covered 6 districts contacting 500 farmers

**Monsanto:** Pre-launch survey among 400 cotton farmers in AP on Roundup Ready Cotton Seeds (RRC)

## **Raghu Siddavaram**

Management graduate and a 'research & strategy' professional with 18 yrs of experience with focus on market insights - using analytical methods to bring a high degree of predictability and repeatability to outcomes of marketing initiatives

- have good knowledge of both quantitative and qualitative market research methods
- adept in use of primary & secondary research for addressing strategic marketing/ business issues, and to guide decision making
- understand business problem, apply suitable research (primary/ secondary) technique; create data gathering systems/ processes; data compilation, analysis and communicate findings

Help sales & marketing teams to be more precise in segmentation and targeting, valuing customers, designing campaigns, measuring outcomes and ROI, and in tracking behavioral changes. Create presentations that include analysis of economic and business cycles, industry value chain, market size, market segments, market share/ drivers/ trends, products and services

### **Specialties**

- Business Planning, Research and Strategy
- Market Intelligence and Industry Monitoring
- Market Analysis and Market Potential Assessment
- Wallet Size and Feasibility Studies
- Benchmarking and Best Practices Research
- Usage and Attitude Studies, Demographic/ Consumer Research, Retail Tracking

### **Competencies**

Conduct and analyze market research studies to provide accurate and timely information for strategic and operational decisions. Plan, design, and execute (qualitative & quantitative; primary & secondary) market research studies; analyze the results; and write reports and recommendations so that the 'C' - level management can evaluate alternatives against the organization's business objectives.

- Well versed in Spreadsheet, Power point and Word
- Strong and well rounded business and macro economic understanding
- Strong reasoning mind with a structured problem solving approach
- Possess excellent project, client/people management, report writing, organization, communication (both verbal and written) and presentation skills
- Experience of working with globally dispersed project teams
- Guide research teams to deliver maximum insight & impact to clients
- Conceptualizing, Planning and Managing projects through to presentation
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- Conceptualizing, Planning and Managing projects through to presentation





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