
Company Brochure

The Quintessential Research

In the fast paced world of commerce, business dynamics always seem a step ahead of us. The faster we move to catch up with the demands, the more elusive it gets. At the end of the day, most companies are left not feeling fully satisfied with their decisions. The question on their minds then is, "Wish I had done my homework thoroughly".

Business risks cannot be done away with completely, but it can definitely be mitigated. And hence, the job of that lone researcher sitting in the corner of your office, searching for data should never be underestimated. In fact, today, that very researcher is your man of the hour.

In the past few years, there has been a complete turnaround in the manner in which managers take decisions. Traditional combination of gut-instinct and the 'informers' have been supplemented by formal, professional and in-depth research. Research empowers the decision-maker with all that he needs to know from stock performance of a company to the brand of liquor preferred by the other party (Over 40% of business decisions are made over drinks or dinner - see, research told us that!!!).

Welcome to the world of BUSINESS RESEARCH.

About IndiQuest

IndiQuest is your trusted aide, who helps you plan your footing and moves in the mesh of decision-possibilities. We provide research on any subject that you wish to know about and equip you with the most powerful facts. We are headquartered in Mumbai, the financial capital of India, with marketing and sales arms in India and the UK. Our success stands firmly on the four robust pillars of our practices

Quality

- Our customised research services are of superior standards and are based on the best practices that have been actively developed over several years.
- We obtain and deliver unbiased and tangible information.
- All studies are subject to stringent internal quality control procedures.

Service

- We ensure that the best standards and suitable emphasis are maintained on every project, whether large or small.
- Strict confidentiality norms are followed and data on a project is not shared with anybody.

Methodology

- Our data collection techniques encompass appropriate methodologies that are relevant and adhere to industry norms.
- Our analyses and recommendations are a result of several years of experience backing the team as well as our network with subject matter experts in various industries.

Employee care

- We respect the fact that our greatest asset is our employees. We provide a virtual as well as physical environment that is conducive to highest productivity and continuous ideation.
- Senior managers act as mentors to juniors and provide a sense of purpose and direction to their professional achievements.

Our Services

IndiQuest's range of offerings can be broadly classified into four areas:

- Research – Some of the products in this section include executive profiles and C-level movement tracking under 'People Research', SWOT analysis and peer benchmarking under 'Company Research', trends report and Five Forces analysis under 'Industry Research', and country competitiveness study under 'Country Research'.
- Consulting – Our research studies provided above are supplemented by our consulting services which include market assessment, strategy definition and others.
- Support – We provide support to our client's internal research initiatives by writing final reports or representing their findings on spreadsheets and presentation slides in the most optimum and effective fashion.
- Analyst Services – Instead of conducting the study at our premises, the client may wish to have the analyst co-located at their premises to be able to closely network with their delivery teams. We provide researchers and analysts who function as the client's dedicated, in-house resources yet save them the overhead costs associated with recruiting, training and retention.

Our Clients

As an organization we believe that our client's overall experience of working with us is as important as the satisfaction with the results of our study. It has been our constant endeavor to provide services that will create long term value to our clients at no additional costs.

Some of our clients who look up to us as knowledge partners rather than information suppliers are listed below.



A big thank you to everybody on the team for their hard work on getting through this project. It has been challenging at times and we have learned a few lessons, but you have all worked very hard to make it a success in the end. I think we have plenty of food for thought for our strategic thinking.

- Group Marketing & Strategy Director of The Economist Group

Thank you very much for the excellent work. It exceeded my expectations and has proved to be of even greater use than I had anticipated as it very clearly articulates much about the requirements market internationally as well as in India, so resonated very well with our sales people. I agree with your conclusions and recommendations. It behooves us now to identify how best we can address this rich market, given your recommendations. I have no hesitation in recommending you to others.

- Chief Executive Officer of SteelTrace (now part of Compuware)



INDIQUEST

6th Floor, MET Building
Gen. A. K. Vaidya Chowk
Bandra Reclamation
Bandra West
Mumbai 400 050
INDIA

T: +91 22 26440000

F: +91 22 26440001

E: IndiQuest.Services@indiquest.co.uk

W: www.indiquest.co.uk

IndiQuest