



MRSSIndia.com

A Majestic MRSS company

India's **1st** & Only Listed
Market Research Company

'FutureProof The Enterprise'

9th January, 2018

To,
The Corporate Services Department,
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Sub: Press Release about Majestic Research 'Social Research' Practice Wins Prestigious Contract.

Ref: Scrip Code 539229 (Majestic Research Services and Solutions Limited)

Dear Sir/Madam,

With reference to the above mentioned subject, kindly find enclosed the Press Release about Majestic Research 'Social Research' Practice Wins Prestigious Contract.

Kindly take the same on your record and oblige.

Thanking You,

Yours Truly,

For Majestic Research Services and Solutions Limited

Rajendra Kumar Sharma
Whole-Time Director



Encl: As Above

Majestic Research Services and Solutions Limited

Registered Office : 2nd Floor, Kalpak Arcade, No. 46/17, Church Street, Bangalore - 560001.

Corporate Office : No. C-509, 5th Floor, Kanakia Zillion, Gateway to BKC LBS Marg, Kurla West, Mumbai - 400070

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CIN No. : L72200KA2012PLC063818 An ISO Company

Entrepreneur / MSME Number - 2722202663



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MAJESTIC RESEARCH 'SOCIAL RESEARCH' PRACTICE WINS PRESTIGIOUS CONTRACT

Mumbai, 9th January, 2018.

MRSS India - BSE listed (1st & Only) Market Research Company recently completed a year of adding the Social Research Practice. They have been awarded with one of the country's most prestigious social research project in this time frame which is LASI (Longitudinal Ageing Study in India). 'Adult health and ageing' is a subject which is increasingly being investigated, but there is currently no comprehensive and internationally comparable survey data in India that covers and connects the full range of topics necessary to understand the economic, social, psychological, and health aspects of adults and the ageing process. LASI was designed strategically to fill this gap.

Dr. Srikant Patel, Head of Social Research Practice at MRSS commented "LASI is conceptually comparable to the Health and Retirement Study (HRS) in the United States and is appropriately harmonized with other health and retirement studies, including its sister surveys in Asia – such as the Chinese Health and Retirement Longitudinal Study (CHARLS) and the Korean Longitudinal Study of Aging (KLOSA) – thereby allowing cross-country comparison".

Raj Sharma, MRSS Chairman added "We are very proud of our Social Research Practice and the milestones it has achieved so rapidly. What is usually a long life cycle business has been hyper accelerated by our team. Apart from winning several key accounts, this victory puts us on path to being a significant player in this space."

The Longitudinal Aging Study in India is being sponsored by National Institute on Aging (NIA)/National Institute of Health, USA, Ministry of Health and Family Welfare (MoHFW) Govt. of India and The United Nations Population Fund (UNFPA) India. Various national and international Institutions namely International Institute of Population Sciences (IIPS), Harvard T. H. Chan School of Public Health (HSPH), USA, University of Southern California (USC), USA, University of California, Los Angeles, (UCLA), USA, RAND Corporation, USA are collaborating in this study.

LASI main wave comprises of 30 states and 6 union territories of India covering a sample size of 60,250 elderly persons aged 45 years and above. The long-term goal of LASI is to continue this survey for the next 25 years.

About MRSS India: BSESME Listed MRSSIndia is a Full Service Digital Insights Agency. MRSS follows the philosophy of IMPLICIT RESEARCH viz. Eye Tracking, Mobile Analytics, Video Analysis, Facial Recognition, Digital Tracking, Online Communities, Neuroscience, Emotional Analysis, Automated Audience Measurement, Sensory Sciences, etc. The clients benefit from the offering reliability, validity and faster turnaround times. MRSS is India's 1st and only listed Market Research Company that completed 2 years of listing. It is the subsidiary of Majestic Market Research Support Services limited.

Thanks & Regards,

Corporate Communications Team

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