

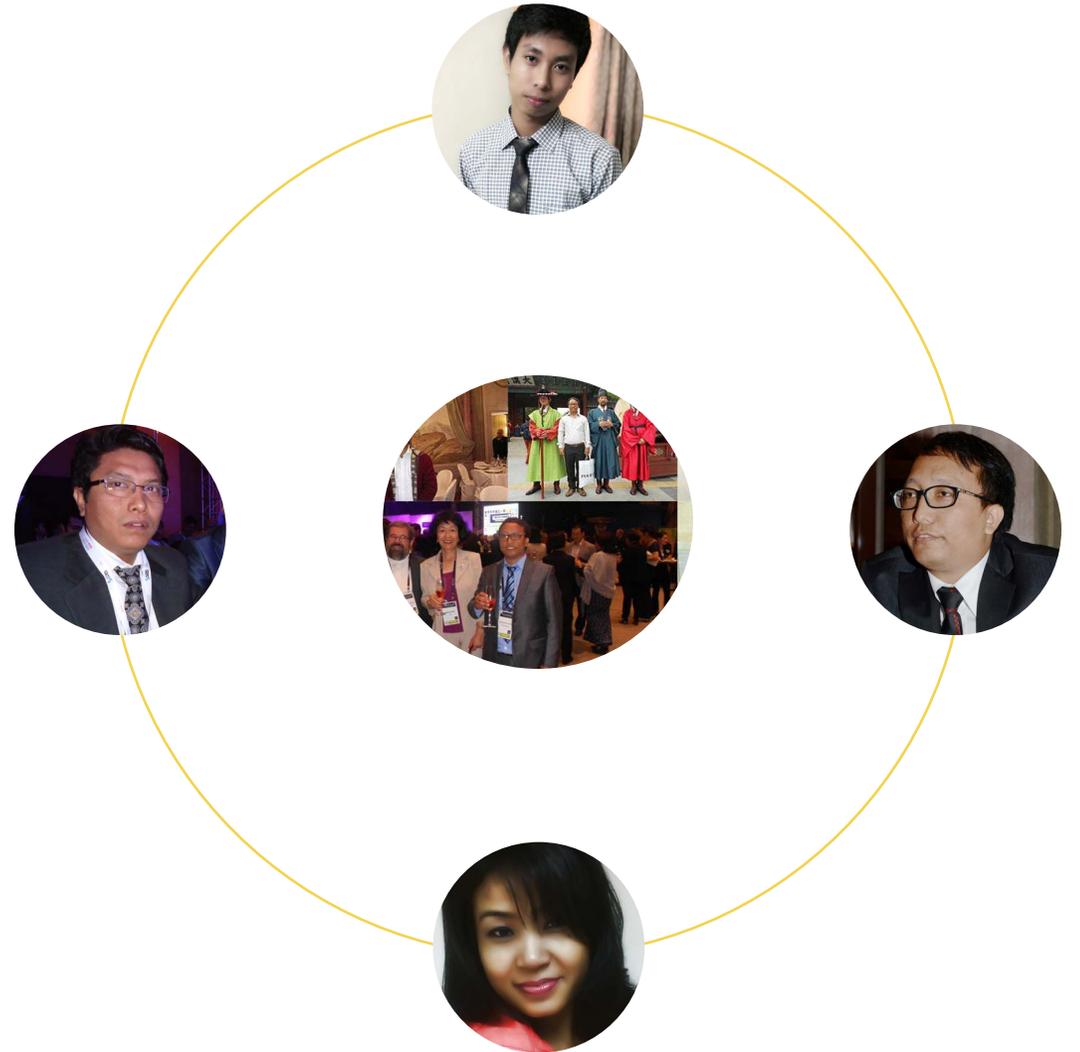
Centaur Research



SETTING NEW DIMENSIONS IN MARKET RESEARCH

Have a look At our profile

Our team, the services we offer and we do



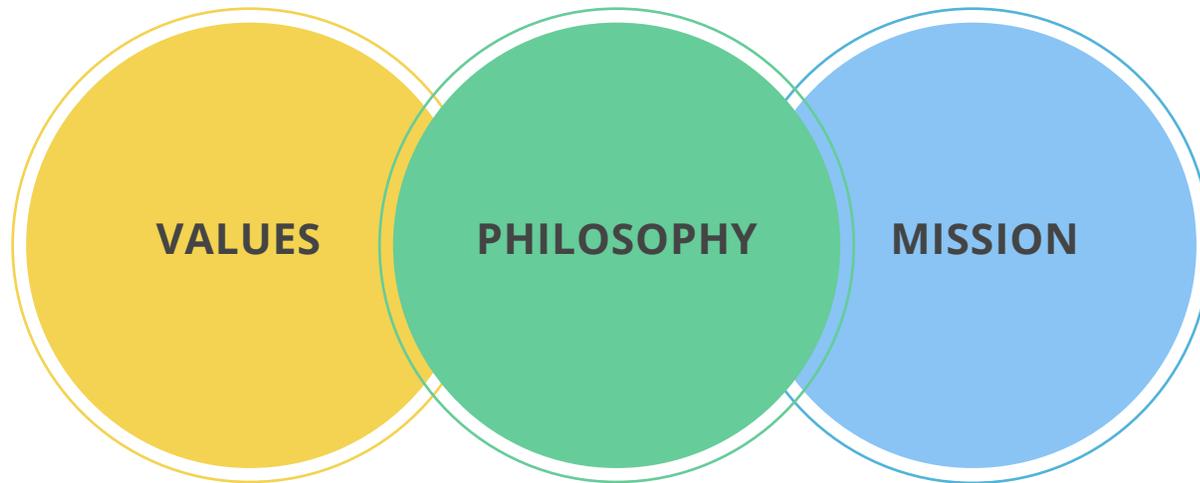


INTRODUCTION

4 years back from now, this company was founded under the leadership of Mr. Chandrashekhar Singh who took the first steps towards the ladder of being successful.....

since that day we have never looked backwards and we are still marching ahead with the ideas and our expertise which make us one of the truly unique and successful company out there. Our spectacular service is one of the key trade-in points that makes us a leading Market Research company both in India and the Asia-Pacific region.





Our Philosophy is the main core belief that helps us keep standing and be what we are.

The values that we bring with our service are one of the most important asset we earned which helps us to maintain a unique quality and integrity while providing exceptional service to our clients.

Our Mission is to help your business grow globally by leveraging our market research expertise.

🕒 OUR TIMELINE

🏢 WE FOUNDED THE COMPANY.



⌚ OUR TIMELINE



WE WENT ONLINE

2012



OUR GOLDEN YEAR

2013



WE ARE STILL GROWING

2014

OUR TEAM



Chandra Shekhar

Founder & Director

He is MBA IB & M.Sc. in Mathematics from University of Mumbai, India.

He has 15 years of experience working with some of the finest companies in the market research domain



Shantibala

Chief Operating Officer

She is an MBA, ICWAI with more than 10 years experience in Strategy & Management Consulting.

Her area of expertise is to understand their need and offer customized research solutions to clients.



Chandra Kumar

Global Research Exec.

He is holding a BCA degree and also handles most of the IT related task and overlook multi-country projects.

He have good experience in IT department, Designing and Development works.



Jeremy Lee

Proj. Operations Mgr.

He is an MBA & M.Sc in Statistics with more than 10 years of experience at multinational companies.

His field of expertise includes Market Research, Survey Design and Data Analysis using Multivariate Techniques

⚙️ SERVICES OFFERED

ONLINE RESEARCH

Our extensive catalog of Online Research services includes programming, hosting, scripting questionnaire, sample design, panel management .etc



TRAVEL RESEARCH

We provide **travel research** services which includes benchmarking travel & tourism, policy research, country/region research, travelers interview .etc

VIRTUAL RESEARCH

Virtual Focus Groups provide a fast, valid, insightful and cost effective way to conduct group discussion in with qualified respondents from all over the globe.



MYSTERY SHOPPING

Our network of more than thousand trained mystery shoppers can help you with insights which improve the customer experience and sales of your brand.

CONSUMER RESEARCH

Our consumer research services covers general consumer research survey, customer satisfaction survey, consumer perception and behavior survey.



PRODUCT RESEARCH

We provide general product research, concept development, product development, product testing, concept testing, product branding.

ANALYTICAL SERVICES

We can and are able to provide analytical services for you using the analytical tools like SPSS, SAS .etc, we also provide Social Media Analytics.



FMCG RESEARCH

We cover many FMCG sectors which includes but not limited to Apparel, Cosmetics & Personal Care, Consumer Electronics and Household Products.

📱 VIRTUAL INTERVIEWS

With the advent of tablets and smartphones, Interviewing has become very easy and less time consuming.

100% AUTHENTICITY

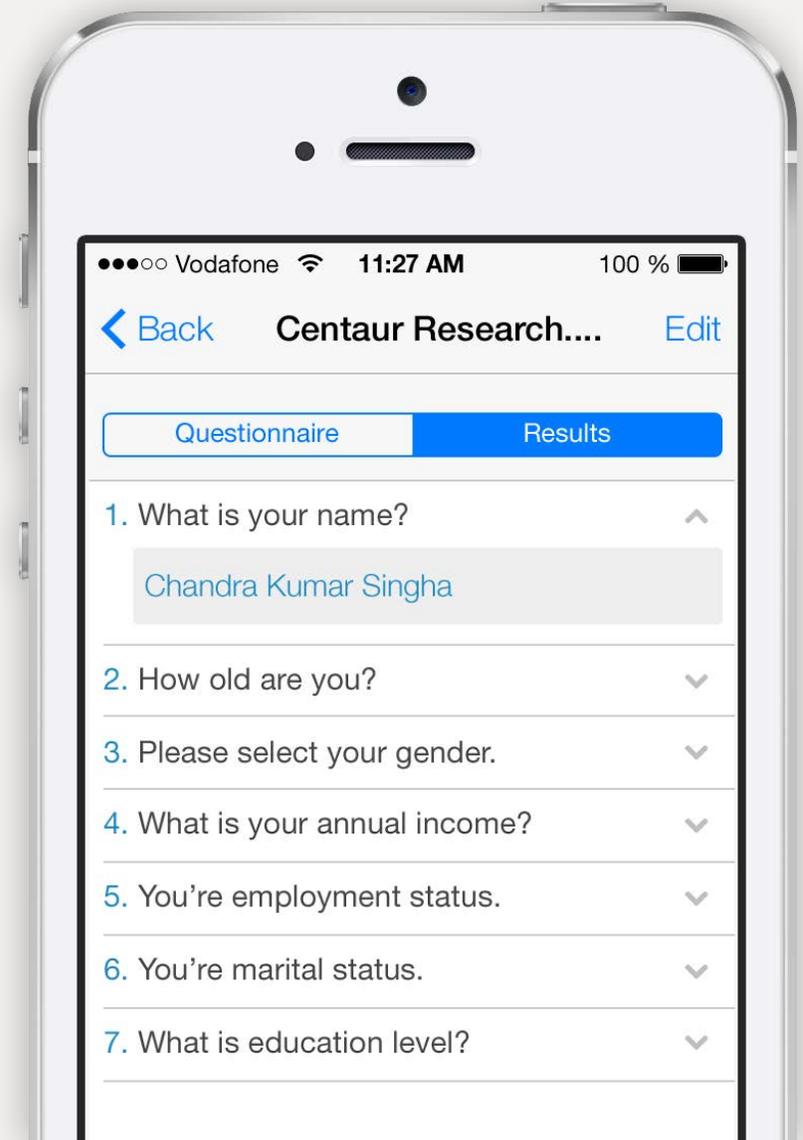
In Virtual Interviews, GPS locations of all the places of the completed interviews is recorded and uploaded on a real time basis. This serves as an ultimate proof of authenticity.

SAVES TIME AND EFFORTS !!

In Virtual Interviews, data are simultaneously being fed and uploaded on a real time basis. So the time effort required for data entry is saved!

ENHANCES QUALITY

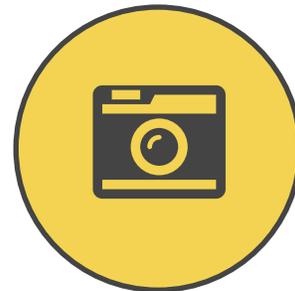
In Virtual Interviews, quality checks can be directly programmed into the software which would alert the interviewer in case of any inconsistent response by respondent.



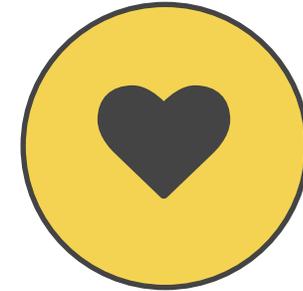
RESEARCH SECTORS



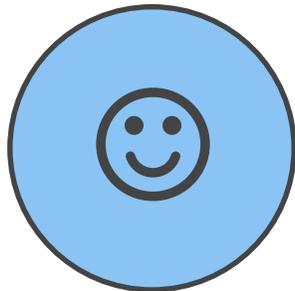
AUTOMOBILE



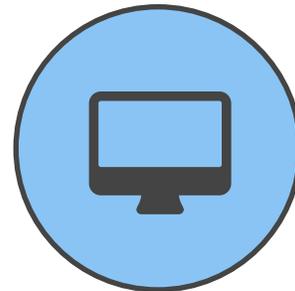
MEDIA



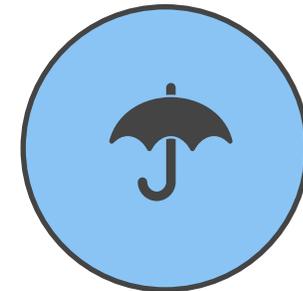
APPAREL



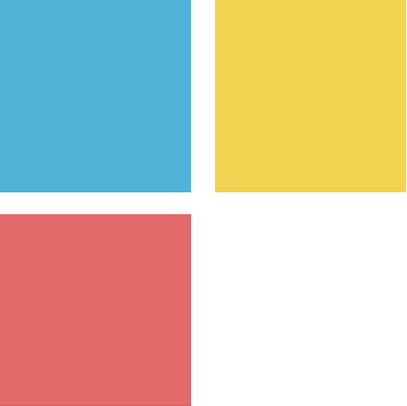
PERSONAL CARE



**CONSUMER
ELECTRONICS**



**HOUSEHOLD
PRODUCTS**



Healthcare research

Centaur Research is specialized in pharmaceutical and healthcare research fieldwork, bringing clarity to the market forces, trends, and impacts of physician and consumer use of information technology.



THERAPEUTIC AREAS

-  Allergy & Immunology
-  Anesthesiology
-  Cardiology
-  Dermatology
-  Endocrinology
-  Gastroenterology
-  Hematology
-  Infectious Disease
-  Medical Devices
-  Rheumatology
-  Nephrology
-  Neurology
-  Obstetrics
-  Gynecology
-  Urology
-  Oncology
-  Ophthalmology
-  Orthopedic Surgery
-  Psychiatry
-  Radiology

THERAPEUTIC AREAS

-  Survey targeted physician and patient groups to forecast demand and rate of adoption for new products.
-  Test target product profiles to investigate strengths, weaknesses, opportunities, and positioning relative to the competitive set.
-  Identify unmet therapeutic needs and determine potential barriers to new product adoption.
-  Collect feedback from physicians, payers, and patients to inform new product design and development of target product profiles.
-  Evaluate key drivers of market share to guide product enhancements and post-marketing efforts.

OUR COVERAGE



41 000 000

Panel Members all across the Asia-Pacific

Deep

Penetration in even hard to reach areas

Best In Class

Support and commitment towards you

INDIA CHINA MALAYSIA JAPAN S.KOREA INDONESIA

VIETNAM TAIWAN THAILAND PHILIPPINES HONG KONG

■ ■ SOME OF OUR PAST PROJECTS



Eye Drop Research - Artelac : Ophthalmologist & Patients - Central location one-on-one interviews and focus groups



Sari Sari shop - Mock Up, Gathered shop-pers perception for RTD Beverage .



In-depth interviews of QA/QC Managers in the food, pharmaceutical, and toiletries industries in multiple countries in Asia



Levis Revel jeans brand customer awareness and perception study

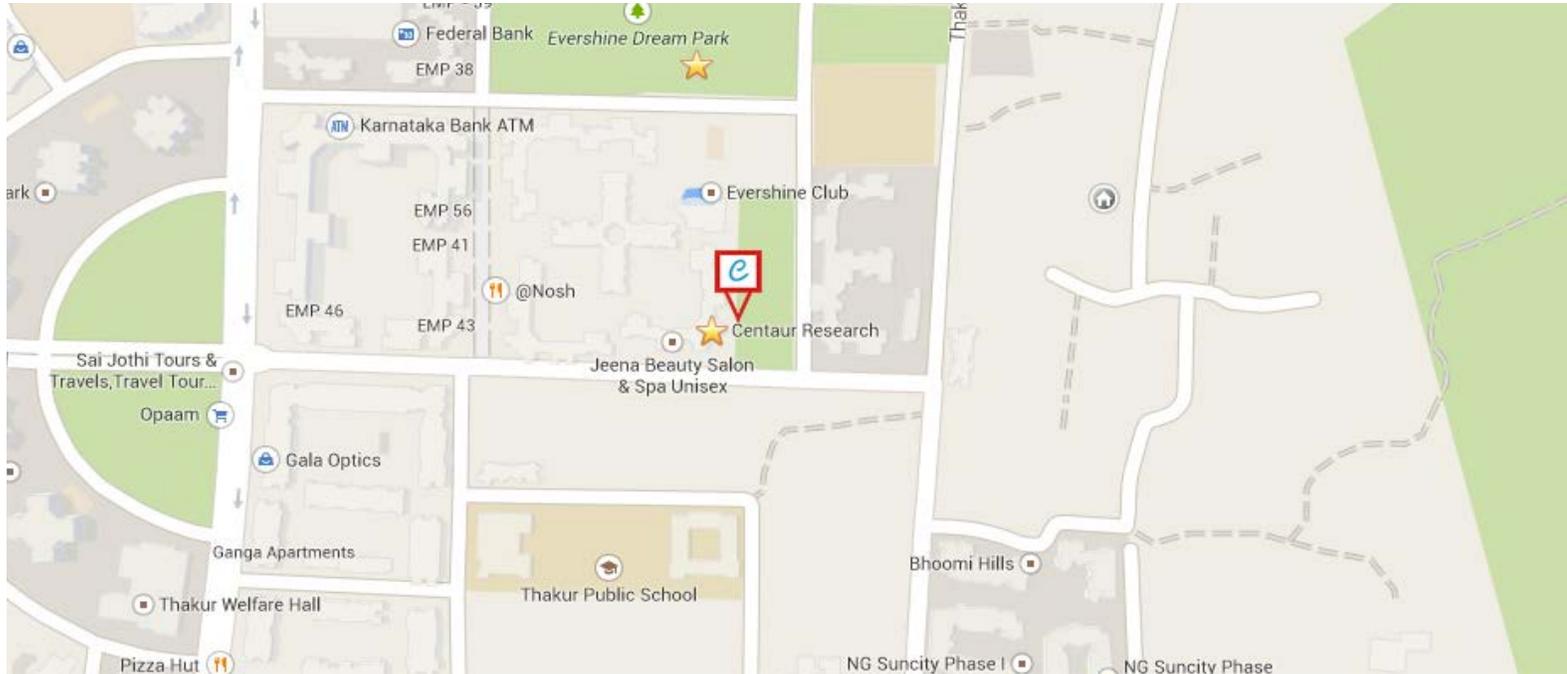
- Gain an understanding of Rhesus Disease prevention and the market along with evaluating a new product profile
- To determine the extent to which the availability of degludecPlus – in addition to degludec – will impact LANTUS



👍 SOME OF OUR CLIENTS



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