

# NexGen WORLD

## Market Research Services

*Excellence in market research services*



NexGen Market Research Services Pvt Ltd

NexGen Market Research Services stands at the forefront of innovation in the industry, offering comprehensive solutions tailored to meet the diverse needs of businesses across various sectors. Founded with a vision to empower organizations with actionable insights, NexGen has a reputation for delivering high-quality research that drives strategic decision-making. With a team of seasoned professionals, the company leverages advanced methodologies and cutting-edge technology to ensure that clients receive accurate and timely information, positioning them for success in an ever-evolving marketplace.






In an age where data is paramount, NexGen continues to lead the way by embracing innovation and staying ahead of market trends. The company is committed to ethical research practices, ensuring transparency and integrity in all its operations. NexGen remains resolute in its mission to provide clients with the tools and insights necessary to navigate the complexities of the market landscape, ultimately driving growth and fostering success. With a steadfast focus on quality, service, and client satisfaction, NexGen is poised to redefine the standards of excellence in market research.



# NexGen Milestones



 Experience	 Network	 Quality	 Cost	 Priorities
<ul style="list-style-type: none"><li>✓ 15 year old company</li><li>✓ Team with vast industry exposure to work with global and national brands</li><li>✓ Industry expert operation teams</li></ul>	<ul style="list-style-type: none"><li>✓ PAN India coverage</li><li>✓ Network of nationwide Interviewers and Supervisors</li><li>✓ Network coverage of Tier II, Tier III and Rural India</li></ul>	<ul style="list-style-type: none"><li>✓ Differentiate with the industry by delivering the superior quality</li><li>✓ 100% authentic data, no compromise on quality</li></ul>	<ul style="list-style-type: none"><li>✓ Moderate prices</li><li>✓ Most competitive cost offering</li></ul>	<ul style="list-style-type: none"><li>✓ Customer value</li><li>✓ Customer service comes first</li><li>✓ Live update with 100% transparency</li></ul>

Two decades of experience of delivering the success stories

500+  
Clients

3000+  
Projects

1000+  
Freelancers

1,10,00,000+  
B2C Panel

# NexGen Area of Expertise: Market Research

NexGen stands as a leader in providing cutting-edge research solutions tailored to meet the diverse needs:

B2C Research

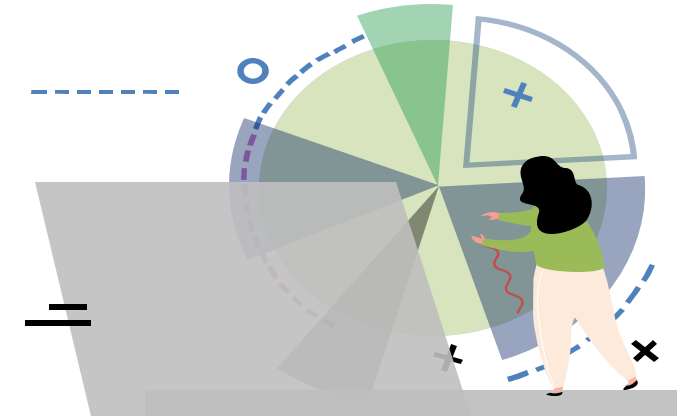
B2B Research

Healthcare Research

Feasibility Studies

Social Research

Surveys/ Polls



**Comprehensive Suite of Services** with actionable insights:

Market Analysis &  
Competitive Intelligence

Customer Insights &  
Behavior Analysis

Product Development &  
Testing

Market Sizing &  
Forecasting

Brand Strategy &  
Positioning

Emerging Market  
Research



NexGen offers a wide array of academic research types designed to empower students, researchers, and institutions:

Specializing in various academic research types, NexGen leverages quantitative, qualitative, or mixed methods methodologies to provide robust and actionable data to the academicians.

NexGen has been instrumental in supporting over 100 colleges and universities globally with their data collection needs since its establishment. We have provided assistance to numerous prestigious management institutions worldwide for their market research endeavours. NexGen has successfully tackled some of the most demanding projects. We operate directly on the live links supplied by our clients, ensuring the reliability and confidentiality of the data we handle. We are committed to upholding ethical standards in all academic research initiatives. Additionally, NexGen is always willing to share sample sets with clients, including contact details.

Cross-Sectional Surveys

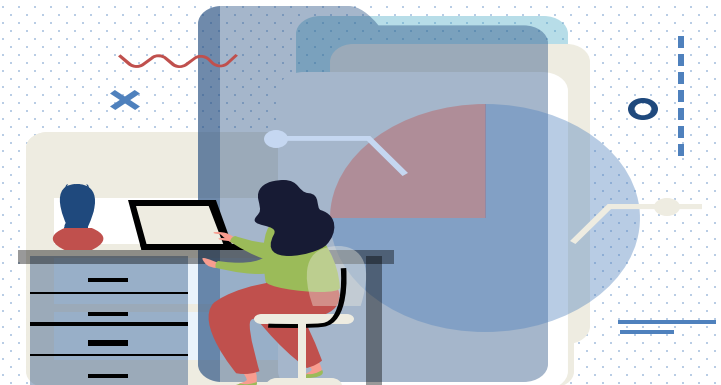
Longitudinal Surveys

Exploratory Surveys

Dyadic & Multi-Wave Surveys

Experimental Surveys

Explanatory Surveys





# NexGen DIGITAL: Marketing Services & Capabilities



We optimize your website and content for search engines, driving organic traffic and boosting your visibility.

We build a strong online presence for your brand on social media, engaging your audience & fostering community.



Brand  
Innovation

Digital  
Advertising

Social  
Media  
Campaigns

Content  
Development



Our digital campaigns reach your target audience on search engines and social media platforms, maximizing your ROI.

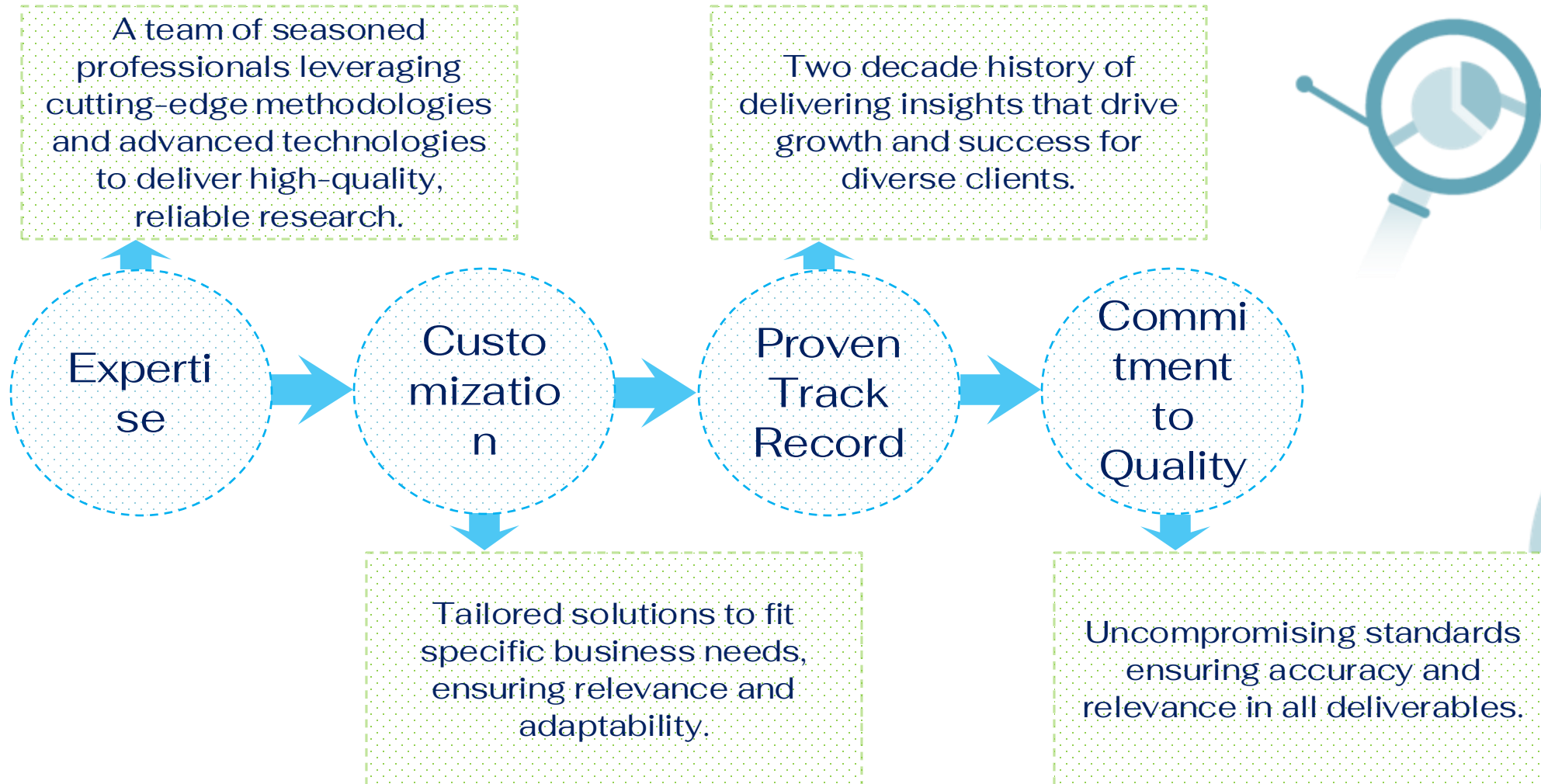
We create high quality content that resonates with your target audience, building brand awareness and driving conversions.



# NexGen Proven Credentials



## Unlocking business success with NexGen







# NexGen Research Methodologies: Qualitative



## In-Depth Interviews (IDIs)



-  One-on-one, conversational interviews with individuals, allowing for flexibility and deeper exploration of individual perspectives.
-  Our experienced moderators conduct IDIs both in-person and virtually, utilizing probing techniques to uncover hidden insights.


## Focus Group Discussions (FGDs)



-  Guided discussions with 6-10 persons in a group, led by a skilled moderator.
-  NexGen utilises state-of-the-art focus group facilities and employs highly trained in-house moderators adept at facilitating productive discussions, managing group dynamics, and extracting key insights. At NexGen, we conduct in-person, online, or hybrid focus groups.

## Ethnographic Research/Observation




-  NexGen observe consumers in their natural environment (e.g., homes, workplaces, retail spaces) to understand their behaviours, routines, and interactions firsthand. We meticulously document observations, capturing both verbal and non-verbal cues to provide a holistic understanding of consumer behaviour in context.

# NexGen Research Methodologies: Qualitative




## Usability Testing / Central Location Tests



 NexGen conducts usability testing sessions with representative users, recording their interactions and gathering detailed qualitative feedback on their experiences.


## Case Studies



 NexGen in-depth investigation of a specific individual, group, event, or organisation to provide a comprehensive understanding of a particular phenomenon. We analyse specific market successes, failures, or emerging trends. We collect data from sources like interviews, documents, and archival data.

## Content Analysis (Qualitative)





 NexGen employs qualitative content analysis techniques to analyse vast amounts of unstructured data, uncovering nuanced insights into customer feedback, brand sentiment, and market trends.

# NexGen Research Methodologies: Quantitative

NexGen quantitative research: Understanding "how many" and "how much"


## Surveys



-  To quantify market size, preferences, attitudes, and behaviours within a target population with the help of a structured questionnaire.
-  We utilize Online Survey Platforms, CATI (Computer-Assisted Telephone interviewing), CAPI (computer-assisted personal Interviewing), and Face-To-Face survey methods depending on the target audience and research needs.


## Longitudinal Studies (Multi-Wave)



-  NexGen collects the data from the same sample of respondents at multiple points in time (longitudinal) to track changes in attitudes, behaviours, and trends over time. We try to understand the impact of interventions and identify long-term patterns.

## Observational Studies / Mystery Audits




-  NexGen conducts structured observational studies using trained observers to collect quantitative data on consumer behaviours. This includes footfall counts in retail stores, traffic counts, vehicular movements, website navigation patterns, or product selection in retail stores.

# NexGen Research Methodologies: Quantitative




## Secondary Data Collection & Analysis



 NexGen has expertise in collecting and analysing existing datasets (e.g., company data, customer data, government statistics, industry reports) to identify patterns, trends, and correlations.


## Social Surveys



 NexGen social survey includes CSR surveys, sustainability surveys, impact assessments studies, evaluation surveys, etc. We cover every part of rural and urban India.

## Web Analytics



 NexGen leverages web analytics platforms to track and analyse website data, providing clients with detailed reports on website traffic, user engagement, conversion rates, and campaign performance. We help clients optimize their online presence and improve their digital marketing ROI.

NexGen: Data Integrity is Our Priority: Not just data, but authenticated and trustworthy insights built on a foundation of unwavering quality control

## Comprehensive Training Programs

- \* Regular training sessions for field staff and data analysts.
- \* A deep briefing session before the start of the project.

## Ethical data collection practices

- \* Adhering strictly to ethical standards set by MRSI, & ESOMAR.
- \* Ensure the confidentiality of respondents & protect their data.
- \* Maintaining transparent communication with clients regarding research limitations & methodologies.

## Rigorous Survey Design

- \* Detailed questionnaire design that prioritizes clarity & relevance.
- \* Pre-testing & piloting surveys to identify potential issues before full deployment.
- \* Inclusion of demographic & psychographic considerations.

## 100% Quality Checks

- \* Every survey and dataset undergoes thorough validation.
- \* Automated and manual checks to identify inconsistencies or anomalies in data.

## Real-time Monitoring and Feedback

- \* Continuous monitoring of data collection processes.
- \* Immediate rectification of errors or deviations from the research protocol.
- \* Regular feedback loops for field teams.

## Advanced Analytical Tools

- \* Utilization of cutting-edge software for data analysis.
- \* Implementation of AI & ML to enhance data accuracy and interpretation.
- \* Regular updates to analytical tools.

## Client Collaboration and Reporting

- \* Engaging clients throughout the research process for feedback.
- \* Comprehensive reporting that provides actionable insights.



# NexGen Industry Expertise: Academics

More Than Just Data, Understanding the Nuances of Academic Rigor: Unwavering Commitment to Data Quality & Accuracy

**IIMs**  
Trust us



Association  
With  
Leading  
Institutions





# NexGen Industry Expertise: Academics

Trusted Partner for  
Global Universities  
Academic Institutions



EMORY  
UNIVERSITY



## Type of research studies undertaken by NexGen in academic space

B2C Surveys

Survey with  
consumers on  
different topics

B2B Surveys

Surveys in  
companies,  
industries, partners,  
vendors, etc

Experimental  
Surveys

To observe effects  
between independent  
variables & dependent  
variables

Dyadic Studies

Manager-  
Subordinate or  
Buyer-Seller Surveys

Longitudinal Surveys

To observe the same  
variables in the same  
subjects over a period  
of time

# NexGen Industry Expertise: FMCG

Industry Expertise, Actionable Insights, & Customized Solutions For FMCG Companies

Tailored  
Solutions for  
**FMCG**  
Giants and  
Emerging  
Players



## Understanding the Consumer: The Heart of FMCG Success

Understanding the  
Consumer

Consumer Profiling &  
Segmentation

Usage & Attitude  
Studies (U&A)

Consumer Journey  
Mapping

Trend Tracking &  
Forecasting

Product  
Development &  
Innovation

Concept Testing

Sensory Testing &  
Performance

Packaging Research

Name Testing

Brand Building &  
Communication

Brand Health Tracking

Advertising Testing &  
Communication

Brand Positioning

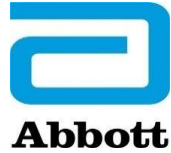
Competitive  
Landscape Analysis

# NexGen Industry Expertise: Pharma & Healthcare

Beyond Data, Into Understanding: Deciphers the Complex World of Pharma and Healthcare

## Pharma & Healthcare

Delving Deeper  
Than the Surface



## Beyond Generic Insights: Industry Specific Expertise Matters

Market Landscape  
and Opportunity  
Assessment

Market Sizing and  
Segmentation

Competitor Analysis

Unmet Needs Analysis

Disease Area  
Analysis

Product  
Development &  
Clinical Trial

Concept Testing

Patient Journey  
Mapping

Clinical Trial Feasibility  
Studies

Patient Recruitment  
and Retention  
Research

Commercialization  
and Launch Research

Branding and  
Messaging Research

Pricing and  
Reimbursement  
Research

Key Opinion Leader  
(KOL) Identification  
and Engagement

Sales Force  
Effectiveness  
Research

# NexGen Industry Expertise: Startups

Beyond Guesswork: NexGen Helps Startups Conquer Markets

NexGen's **STARTUP**  
Centric Approach:  
More Than Just Data, It's  
Partnership



Unlocking Startup Success: Growing Smarter, Not Just Harder

Market Opportunity  
Assessment & Validation

Market Sizing and  
Segmentation

Demand Forecasting

Feasibility Studies

Competitive Landscape  
Analysis

Competitor Profiling

Competitive Benchmarking

Need Gap Analysis

Customer Understanding &  
Insights

Customer Persona  
Development

Customer Needs & Wants  
Research

User Experience (UX)  
Research

Product & Service  
Development Research

Concept Testing

Product Feature  
Prioritization

Pricing Research

Brand Building & Marketing  
Research

Brand Perception Studies

Marketing Channel  
Effectiveness Research

Content & Messaging Testing

# NexGen Industry Expertise: Research & Consulting

More Than Just Data Collection – A Strategic Partnership

Top Research  
& Consulting  
Firms Believe  
NexGen For Data



## Revolutionizing Data Collection for Research and Consulting Firms

Quantitative Data Collection

online surveys, telephone interviews (CATI), face-to-face interviews (CAPI), panel research, and omnibus surveys

Qualitative Data Collection

focus groups, in-depth interviews, ethnographic studies, and online communities

Specialized Data Collection

C mystery shopping, observational studies, mobile research



# NexGen Industry Expertise: Other Industries

More Than Just Data Collection – A Strategic Partnership

Automobiles	    
Consumer Durables	     
Other Industries	                 





**MAHESH MAHTOLIA**  
Founder Director

- Mahesh Mahtolia, the head of Research and Marketing Operations at NexGen Market Research services, brings more than two decades of experience in market research across various industry verticals. With a vast experience of working in several product and service categories, Mahesh has been instrumental in the remarkable growth of NexGen since its inception in 2007. One of Mahesh's key strengths is his ability to design and execute both quantitative and qualitative research projects. Mahesh's expertise is not limited to domestic clients, as he has also dealt with national and international clients.
- Prior to his role at NexGen, Mahesh held various positions at ORG-MARG, Nielsen, and IDC, where he gained valuable experience in market research and analysis. His educational background, which includes a postgraduate degree in science from Kumaun University and a management graduate degree from IPM, has also contributed to his success in the field.



**DEVENDRA BHATT**  
Director Client Services

- Devendra's role at NexGen is multifaceted, encompassing the crucial backstage operations. He is adept at secondary research, leveraging existing data sources to enrich project understanding and provide valuable context.
- Prior to joining NexGen, he honed his skills at HCL Technologies, 3D Research and Research360, immersing himself in the nuances of the market research landscape. Devendra has created a good image across the academic institutions in India.
- Devendra holds a BCA from Kumaun University and an MCA from Uttarakhand Open University Nainital.



PROF (DR) S ARUN  
Advisor

## NexGen Fortifies its Strategic Vision with Professor S. Arunachalam as Advisor

- Prof. S. Arunachalam is a distinguished marketing faculty member at the Rawls College of Business, Texas Tech University. Before joining Texas Tech, he served as an Assistant Professor at ISB and was the academic director of ISB's Centre for Business Innovation. Prof. Arunachalam holds a Ph.D. in Business Administration from Iowa State University and has a strong background in industry, having worked with companies like Godrej Industries and Tata Consultancy Services.
- His research focuses on marketing and sales strategies, the marketing-finance interface, and innovation outcomes. He is an award-winning researcher and teacher, having won the prestigious 2020 Sheth Foundation Best Paper Award and multiple Professor of the Year awards at ISB.



TARUN MAHTOLIYA  
Manager Digital Media

- Tarun's journey and role at NexGen is instrumental in the company's success. He recognizes the limitations of traditional market research methods and champions the integration of new technologies to provide more comprehensive, nuanced, and actionable insights.
- Tarun is an active Digital Creator. His Digital innovation unfolds the limitless insights in research findings.
- Tarun holds the BBA degree.



**NISHA JOSHI**  
Manager Projects

- With more than 4 years of experience in accounts and research Nisha is a seasoned professional.
- She has a very good interpersonal skills.
- Nisha is coordinating all the online and offline studies.
- She is also having hands on experience of accounts and corporate taxes.
- Nisha is graduated in Commerce.



**GEETIKA**  
Asst Manager

- Young and talented Geetika has an year of experience in market research.
- She is very good creating and developing new gingals in market research and creates new ideas.
- Geetika perusing her B Com and Digital Marketings.



**POOJA KHATRI**  
RE

- Pooja has started her career with NexGen.
- She is quick learner and learning new skills of secondary research.
- Pooja holds MCA degree.



**KAMINI CHAUHAN**  
RE

- Kamini is an Operation Executive at NexGen.
- She is very smart in communication and moderating.
- She is perusing commerce graduation



# Get in Touch NexGen

Corporate Office

NexGen Market Research Services Pvt. Ltd.  
203, 2<sup>nd</sup> Floor, 2-A/3, Kundan Mansion Asaf Ali Road  
Turkman Gate, Delhi-110002, INDIA

Haldwani Office

NexGen Market Research Services Pvt. Ltd.  
Gorapadav, Bareilly Road, Haldwani, Uttarakhand, INDIA

Lucknow Office

NexGen Market Research Services Pvt. Ltd.  
59/29 Rampur Alambagh Near Gokul Atta Chakki  
Lucknow- 226005, INDIA

Call Us

844 844 3001, 987 317 7449

WhatsApp Us

844 844 3001, 987 317 7449

Email Us

mail@nexgenint.com

Visit Us

www.nexgenint.com

