

Good afternoon everyone,

Today is not just about numbers or years... it's about the people, the journey, and the belief we've carried through all the ups and downs.

Eight years ago, Maximize Market Research Pvt. Ltd. began not as a big company, but with a big mindset - and here we are, growing, surviving, and building something truly meaningful in one of the most competitive industries out there.

Today, as we celebrate that journey, I want to take a few minutes to share how this company shaped mine - and introduce something new we've quietly been building.

For someone like me, who joined as an intern not even a year and a half ago, it's honestly hard to explain in words what this place has given me - but today, I'll try.

#### From "Doing Tasks" to "Owning the Vision"

When I first entered the company, I came with one simple goal: learn as much as possible.

I was the only full stack developer at the time - no senior devs to fall back on, no tech team. Just me and the belief that I'll figure it out.

Ganesh sir used to double-check every task I completed - which, looking back now, I'm actually thankful for. It pushed me to be more careful, more thorough, and most importantly - more responsible.

Over time, the trust grew. The scope grew. But more than that, my thinking changed - from "what task do I have today" to "what value can I create?"

And that mindset led me to something very close to my heart - MMR Statistics.

#### MMR Statistics - Not Just a Website, But a Statement

In early February this year, Vikas sir mentioned something in a conversation - a simple idea, that we have thousands of tables, market data, and estimations from our research reports... but we're only sending them as Excel sheets.

He asked, "What if we build something like a SaaS platform - something like Statista?"

Now I could've stayed quiet, nodded, and carried on with my regular work. But something clicked. I went home that day and thought - "This is our chance. This could be big."

What followed was 2 months of planning, user flows, design drafts, and late nights. I estimated we'd need a team of 12-15 people.

But when we reached out to outsource it, the budget and timeline didn't match the vision. That's when Vikas sir asked me directly - "Can you build it in-house?"

And I won't lie - I was scared. But I said Yes.

Because saying Yes meant believing in something bigger than my own comfort zone.

### Execution Over Ideas

With support from the company, I started building a team from scratch. To build something of this scale, you need more than code - you need a small, passionate team.

I interviewed over 30 students. I hired Parth, Ritanshu, Sakshi - and together, we designed prototypes, user flows, and began development.

Every day involved new challenges - architecture, optimization, handling subscriptions, designing visibility rules, securing payments.

By August, things started to take shape.

When the first interns' tenure ended, it was bittersweet - but their work remained foundational.

Later, Siddhi and Kiran joined, and today they're part of the engine pushing this forward.

We've implemented 4 subscription tiers, dynamic URL access depending on subscription, custom report section options, and data visibility systems that restrict or allow based on subscription - all built in-house using Next.js, MongoDB, and our own pipelines.

### What MMR Statistics Means for Us

This platform is not just a project. It's a pivot.

It's a move from being a traditional research company to becoming a product-driven insights platform.

- A client can now subscribe, see visualized data, and even buy just a section of a report - no unnecessary steps, no over-buying.
- A student, consultant, or enterprise can access live dashboards, explore data by industry, and get real-time insights with the trust of MMR behind it.

Most importantly - it brings new business models, organic traffic, and scalable growth for the company.

It's not about replacing reports. It's about amplifying the hard work of our research, sales, content, and SEO teams - by making their output more accessible, more sellable, and more modern.

### Why This Isn't Just "My Project"

MMR Statistics exists because of the culture of this company.

Because of leaders like Vikas sir and Ramesh sir, who don't just make decisions - but give chances.

Because of mentors like Ganesh sir, who guide even when they don't know the code, and interns who gave their 100% during their short time.

And because of the belief that we don't need to be a tech company to create something technical - we just need ownership, trust, and the freedom to try.

And honestly, I couldn't have done it alone.

"If you want to go fast, go alone. If you want to go far, go together." - African Proverb

That one line defines what MMR stands for - not just speed, but sustainable, collective progress.

### Looking Ahead - Together

In 2 years, I see MMR Statistics as a platform used by every serious researcher, analyst, strategist, and decision maker.

Not just in India - globally.

Not just as an alternative to existing tools - but as a category of its own.

But to get there, I can't do it alone. I need everyone in this room - not just to support it, but to feel part of it.

Every report, every research slide, every effort you put in - this platform is the stage where your work gets seen.

## Closing

So today, on our 8th anniversary, I just want to say - thank you.

Thank you to the people who believed in a 24-year-old intern. Thank you to those who gave me feedback, trust, and the occasional push.

And thank you to MMR - a place where I didn't just find a job, but found a purpose.

MMR Statistics is live, and we're calling this a soft launch - but for me, it's a strong start.

Let's build the next 8 years together - with more vision, more courage, and more ownership.

Thank you.