**Axis My America – Website Flow**

**About Axis My America**

**Axis My America** is a fully integrated research and consumer insights partner delivering end-to-end solutions across customized and syndicated research as well as strategic business consultancy. Our expertise spans the entire data lifecycle — from brand research on consumer preferences and consumption patterns to deep-dive sentiment analysis, real-time go-to-market strategies, content engagement studies and beyond. We empower businesses with actionable insights that drive smarter decisions and fuel growth.

**Our distinct strength lies in establishing grassroots ‘Connect’ — a capability that not only uncovers authentic insights but also enables near-real-time data acquisition. This empowers organizations to strengthen their social initiatives and strategically identify areas where social interventions can create transformative change.**

**Our services go beyond identifying high-potential markets and areas. We offer a comprehensive suite of solutions that includes impact assessment, ongoing monitoring and measurable outcome tracking — ensuring that our clients investments are visible, sustainable, and results-driven.**

**Harvard Business Study**

Axis My America has been at the forefront of election forecasting for over a decade.  
Harvard University has recognized this expertise by developing a case study on our approach to predicting elections in the world’s largest democracy. The study highlights the immense complexity involved — navigating diverse geographies, shared borders with six countries, vast rural populations, and 23 languages spoken across India.

Authored by Professor Ananth Raman, Senior Associate Ann Winslow, and Research Associate Kairavi Dey, the case study delves into the rigorous processes that underpin our forecasting. It covers how AMI achieves unparalleled accuracy through meticulous selection and training of field surveyors, advanced technology-driven data collection, strict quality audits, and sophisticated data analysis — culminating in reliable and actionable election forecasts.

**US Elections**

**US Presidential Election 2024 – Poll Prediction by Axis My America Inc.**

Axis My America accurately predicted the outcome of the 2024 US Presidential Election by leveraging on-the-ground, face-to-face interviews and in-depth panel discussions.  
By directly engaging with voters, we gathered authentic opinions and sentiments that often remain hidden in conventional surveys. Our structured methodology, combined with a targeted questionnaire focused on key factors influencing public opinion enabled us to decode voter behavior with precision. The result — insightful, data-driven forecasts that reflect the real pulse of the electorate.

Our research covered all 50 US states and the District of Columbia, with 9,593 interviews conducted nationwide. This included 4,677 interviews across the 7 critical swing states — Pennsylvania, North Carolina, Georgia, Michigan, Arizona, Nevada, and Wisconsin — and 4,916 interviews across the remaining states and D.C. This approach ensured a comprehensive, representative view of voter sentiment across diverse regions. By engaging voters directly, Axis My America captured the demographic diversity and regional nuances that shape public opinion. This enabled us to identify both local and national issues influencing voter behavior, resulting in more accurate, insightful, and actionable forecasts.

**Axis My America – Our Services**

With diversified offering including but not restricted to election forecasting, Axis My America can offer the following services:

1. **Consumer Trust Index**: Measurement of current and future purchase intent across multiple consumer good category
2. **Live Brand Trust Tracker:** Measurement and real time reporting for a product (Awareness, Consideration, Purchase Intent)
3. **Content Preference Tracker:** Tracking of current content preferences and future content expectation through a continuous viewership panel.
4. **Availability & Visibility at Retail:** Monitoring of brand visibility and display at hypermarkets and other retail outlets
5. **Sales Team Audit and Consultancy:** Monitoring the sales team’s real-time performance by tracking key qualitative and quantitative KPIs, input vs output and progress towards revenue goals
6. **Brand Equity Measurement:** M&A demands analysis beyond financial understanding. Our equity study measures a brand’s true value and demand across demographics and markets
7. **Consumer Sentiment Tracker:** Monthly report delivering real-time insights on consumer sentiments across various sectors
8. **Corporate Social Responsibility Study:** Identifying real social needs and providing simple implementable solutions + monitoring
9. **Employee Satisfaction Survey:** A feedback tool that uncovers experience, satisfaction and needs across employees, channel partners and businesses
10. **Customized market research:** Tailored market research aligned with brand goal – from usage & attitude, product testing to opportunity assessment and brand health
11. **Business Consultancy Services:** Strategic guidance to help businesses overcome challenges and unlock growth opportunities. Data driven insights & expert recommendation with market dynamics and future growth potential
12. **Axis My America – Political Advisory:** Axis My America’s Political Advisory delivers unmatched expertise in understanding voter behavior, electoral trends and policy impact across diverse regions. Combining deep grassroots engagement with advanced analytics, we provide real-time, data-backed insights that empower political leaders, campaigns and stakeholders to make informed decisions, craft effective strategies and connect authentically with constituents. Our advisory services go beyond numbers — we decode sentiments, anticipate shifts and offer actionable recommendations that shape winning campaigns and sustainable governance.

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| **Electoral Analysis** | **Candidate Assessment** | **Governance & Development** | **Voter Insights & Behavior** | **Strategic Planning and Communication** |
| **Winnability Analysis:**  Detailed seat by- seat evaluation of electoral prospects. | **Personality Analysis**  Comparison of incumbent candidates versus probable opposition contenders. | **Social Welfare Scheme:**  Awareness Voter knowledge and perceived benefits of government initiatives. | **Voter Expectations U**  Understanding voter aspirations for the next government. | **Strategic Action Plan**  Customized strategies and roadmaps for addressing challenges and seizing opportunities. |
| **Voting Pattern Analysis:**  Breakdown of voting trends by ethnicity, gender, age, occupation, education, and income groups. | **Candidate Performance**  Report Card Evaluation metrics: awareness, visibility, satisfaction, and voter desire for change. | **Development Work**  Evaluation Seat-specific review of candidates’ developmental achievements. | **Key Issues Affecting Voting Patterns**  Identification of critical concerns shaping electoral decisions. | **Localized Messaging and Speech Design**  Creation of targeted, seat-specific speeches to connect with voters on a personal level. |

**Axis My America – List of clients**

Design team please use high res images of the following companies under the List of Client sections. Have taken only global companies and no Indian company

1. Unilever
2. Procter & Gamble
3. Colgate Palmolive
4. Bill & Melinda Gates Foundation
5. Google Pay
6. Airtel
7. Citibank
8. Mondelez
9. Garnier
10. General Motors
11. Glaxo Smithline
12. Vodafone

**Axis My America – Case Studies**

**MMTC-PAMP**

Gold is the world’s top investment—but in a digital age, only 2.5% invest in digital gold. MMTC-PAMP partnered with us to uncover the barriers and opportunities, delivering a deep-dive analysis across 5,000 respondents across demographics using stratified random sampling approach to unveil the next wave of digital gold adoption

**Tagros Chemicals**

This study maps the market size and growth potential for poultry insecticides by uncovering the key challenges poultry farmers face and their current usage patterns. By quantifying the total market, average monthly spend, and overall industry value, we’ve equipped Tagros Chemicals with data-driven insights to shape product formulations and craft a targeted go-to-market strategy for success

**PMO’s office – Sustainable Development Goals**

To tackle the stigma and discrimination surrounding Tuberculosis, we conducted in-depth research to uncover the root causes. Based on our findings, we developed a tailored messaging framework—**“Addressing Stigma around Tuberculosis”**—designed specifically to support the Prime Minister’s Office in India’s national TB elimination efforts

**Unilever**

Unilever aimed to drive mass reach and trial through product sampling. We designed a first-of-its-kind solution—embedding trial packs onto utility bills—ensuring nearly 100% distribution while leveraging the ad space for maximum visibility and impact

**Mahindra Tractors**

This research delved into rural farmers present and future tractor preferences, maps the competitive landscape across regions and uncovers the key drivers behind market share shifts. The insights go beyond surface-level trends—identifying unmet needs, emerging opportunities and structural challenges to help brands refine strategies, reclaim lost share and fuel sustainable growth.

**Mahindra Commercial Vehicles**

This research aimed to assess brand saliency, consideration and perception of Mahindra commercial vehicles by identifying core issues at a granular level. Based on these insights, we provided targeted solutions and strategic recommendations to enhance customer experience and build a deeper sense of pride and ownership in the brand

**Bill and Melinda Gates Foundation**

We partnered with the Bill & Melinda Gates Foundation to assess the social impact of the “Your Inner Voice” an initiative by India’s Prime Minister. Through monthly radio podcasts featuring real-life stories narrated by PM Modi, we evaluated how these messages influence and transform the daily lives of people across India—capturing the authentic experiences that reflect the heart of the nation.

**Why Axis My America**

**Understanding People’s Needs** : At the core of our approach is a deep commitment to understanding individuals and communities. We employ a blend of qualitative and quantitative techniques to uncover real concerns, aspirations, and priorities. This empathetic and meticulous approach ensures that every insight we deliver is not only accurate but also deeply relevant to the stakeholders involved.

**Real-Time, Specific Research-Based Consulting:** In an era where timely decisions can define success, AMA leverages advanced analytics and proprietary tools to provide research insights in real- time. Our recommendations are tailored, precise, and actionable, enabling clients to respond swiftly to evolving challenges and opportunities.

**List of Directors**

Pradeep Gupta

Anmol Gupta

Dr. Raj Bhayani

**Pradeep Gupta:** Pradeep Gupta, a leading name in market research, is India’s top psephologist and Chairman and Managing Director of Axis My America. A Harvard Business School alumnus, Pradeep has a unique intuitive personality and a passion for understanding the pulse of the nation. His quest to empower and to democratize knowledge has led him to author significant books – How India Votes and What It Means, Modi@20, Blueprint for an Economic Miracle and Who Gets Elected, How and Why?

Pradeep Gupta’s ‘simple living high thinking’ philosophy, honesty towards his craft, unrelenting passion to innovate and above all, empathy towards citizen of a country which enabled him to start Axis My America.

**Dr. Raj Bhayani:** Dr. Raj Bhayani is a renowned ENT and Facial Plastic Surgeon in New York, the first in India who trained in neurosurgery and holds a fellowship in microvascular surgery. He has published over 50 research papers and received multiple awards, including the USA Triologic Society award and United States Congressional Achievement Award. A dedicated philanthropist and social activist, he has led initiatives like organizing PM Modi’s address at Madison Square Garden and supporting healthcare, road safety and education in India. He holds leadership roles in organizations such as AAPI and Hindu Center New York and has been honored globally for his service to the Indian community.

**Anmol Gupta:** Anmol write 5-6 lines about yourself. Ideally you should capture your education and what role will you be playing as Director at Axis My America. Also mention what’s your personal ambition towards Axis My America

**Contact Us – Anmol do share the above details**

Email ID:

Telephone Number:

Address: