



# **VIRABH RESEARCH SOLUTIONS & CONSULTANCY PVT LTD**

[www.virabh.in](http://www.virabh.in)



# About us

Conducting market research is an essential step for businesses to gather insights about their target market, stay informed of industry trends, and assess the competitive landscape. This process empowers companies to make well-informed decisions, identify opportunities, and gain a comprehensive understanding of customer needs.

## Mission

We connect the dots to get an exact image with a scientific approach. we do not leave things to chance and guess work, we ensure that all the data we procure, collect and convert for you is done using high-tech tools to give you accurate results.

## Vision

We stand by both our clients and core teams, we grow together as a company in a symbiotic and natural manner.





# Core Team

We stand by both our clients and core teams, we grow together as a company in a symbiotic and natural manner.



**BASAVARAJ  
HURAKADLI**

*FOUNDER AND CEO*



**SAMMOD  
WADAPPI**

*MANAGING DIRECTOR*



**LALITHA  
NAGARAL**

*DIRECTOR -  
OPERATIONS*



**ISHWAR  
PATIL**

*DIRECTOR – SALES  
AND STRATEGY*

# Solutions We Offer

## Market Research

We conduct market research tests and utilize large volumes of relevant data and convert it into usable information that is suitable for your business needs.

## Engaging Surveys

We build custom surveys and also handle complex logics. We develop the high level technology interface for both online and offline surveys.

## Peoples Voice

We get accurate information by right people filtering with validated response is highest priority in our proprietary panel.

## Analytics

We spend endless hours of converting big data and raw data to create a systematic and simplified data system that can fulfil your requirements

## Business Consulting

We help you convert raw ideas to create practical action plans for a whole new and improved business model.

# Methodology

## Qualitative

- Allowing right target group of people to discuss in a forum to understand the behaviour and expectation of end users.
- Handle in-depth interviews, focus groups, observation methods, ethnographic research etc.
- Listen, moderate, record, transcribe, and prepare reports with the content analysis including summary and recommendation.

## Quantitative

- In a new era of technology, data collection through online method has the highest rate of response. We design and collect data with right respondents
- Speak to people with the systematic designed instrument in-person or through phone or web based platforms
- Quality data collection, tabulating the inputs and statistical analysis will give right direction for the solutions.

## Library Research

- Extract the open source reports and conglomerating them with respect to identify the market scenario.
- Analyse the multiple reports and come up with the conclusion as per the clients objective.
- Generate and upgrade the reports with latest trends with customized layout.



# Our Forte

Virabh advises research methodologies that benefit your business the most. We take into account your budget, the available timeline to-go-to-market, and other pre-identified restrictions like target segment and location.



**Focus Group**



**Online Surveys**



**Field Surveys**



**CATI**



**Secondary  
Research**

## B2B and B2C - Panel Count



- To get right information by right people filtering with validated response is highest priority in our proprietary panel.
- Since quality counts, we go an extra step by measuring through profiling the right audience with double opt-in validation.






	Market	Count
	India	650,000
	USA	540,000
	Canada	140,000
	Russia	280,000
	South Korea	240,000
	China	280,000
	Hong Kong	70,000
	Taiwan	135,000
	Australia	120,000
	Europe	460,000+
	UAE	8,600
	Turkey	50,000


# HealthCare Panel



<u>Markets</u>	<u>Counts</u>
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	USA	75,705
	Canada	26,113
	UK	15,224
	France	7,204
	Germany	6,889
	Italy	8,034
	Spain	7,796
	Australia	4,995





We assist you in developing a business model to accomplish goals such as strategy implementation, investments, and staying updated with the latest market trend reports.

- **Birds Eye View**

We help you to build a relevant model with insightful inputs.

- **Product insight**

Develop the product insights as per the customer preference in consumer, healthcare and technology.

- **Innovation**

With out-of-the-box thinking and technology assistance innovative ideas will rise and it creates extraordinary concepts. Bring your ideas we will make it a planned blue print.

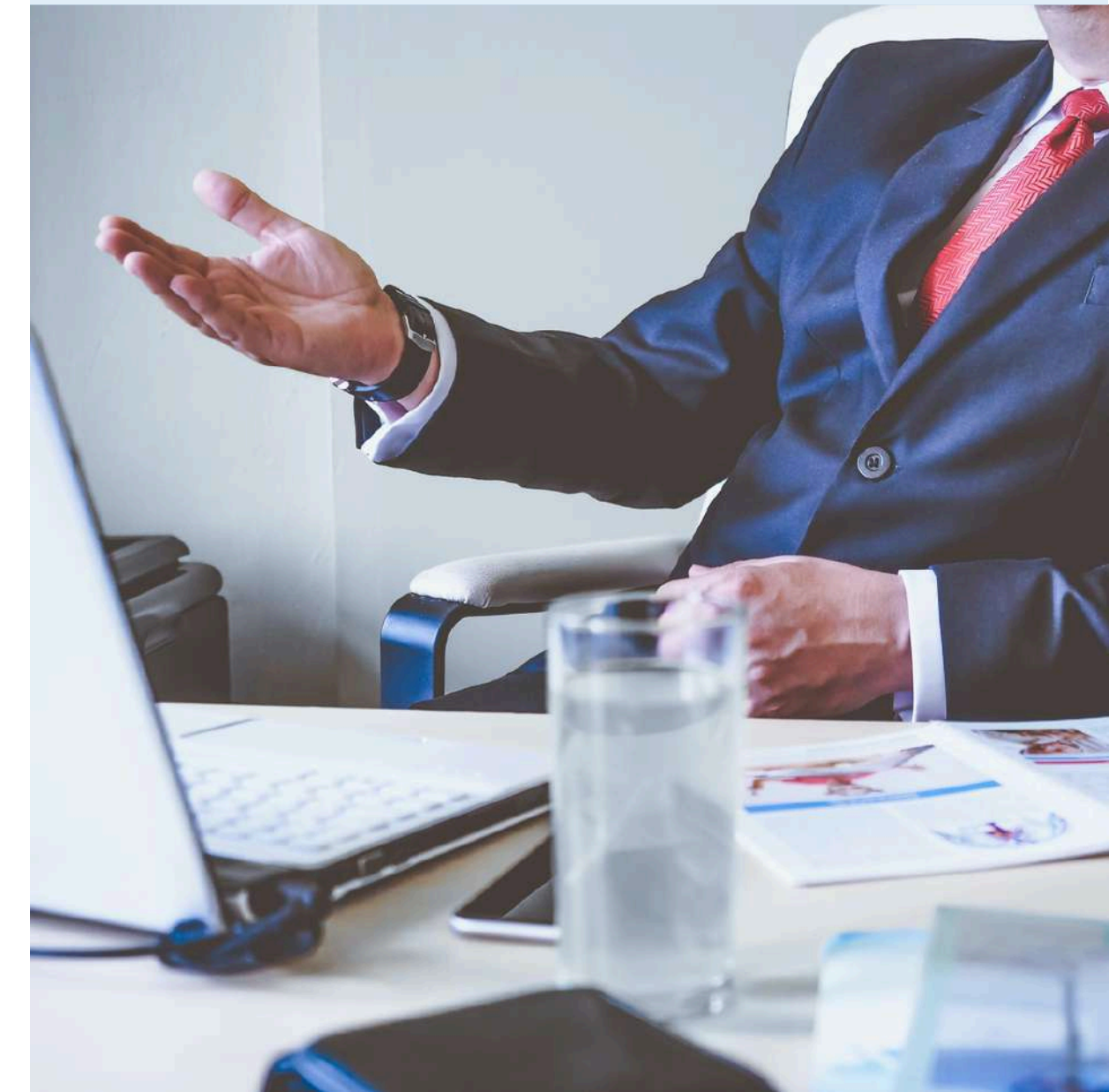
- **Investment**

We guide you through various investment models for right directions for your business.

- **Marketing Strategies**

We help with better market mix by building systematic marketing strategies which will help to scale up your product or service.

# Business Consulting





# Analytics

To enhance the effectiveness of data utilization, achieving the intended goal goes beyond simply possessing quality data. It involves understanding raw data through various cuts and systematically quantifying it, which are crucial steps in research activities. Our team consists of experts skilled in managing data using tools such as SPSS, Advanced Excel, SAS, Quantum, Python, and more. We actively engage our clients with a robust resource pool of computer programmers and statisticians.

- Consumer Analytics
- Business Analytics
- E-commerce
- Big data analytics
- Retail Analytics



# Technology Services



## Software Solutions

- Software Development
- Website Development
- App Development
- eCommerce



## Digital Marketing

- Email Marketing
- Social Media Marketing
- Search Engine Optimization
- Content Marketing
- Search Engine Marketing



## Graphic Designing & Branding

- Social Media Profile Maintenance
- UI/UX
- Logo Designing
- Print Design
- Motion Graphics



## Photographic Artistry

- Corporate Films
- Documentary Films
- AD Films /TV Commercials
- Animation Films
- Product Photography





# Virabh Studios

## Documentary Films

Dive into the art of reality through our Documentary Films, where storytelling meets authenticity.

## Product Photography

Elevate your product presentation with our meticulous Product Photography services

## Corporate Films

Step into the realm of impactful narration with our meticulously crafted Corporate Films.

## Animation Films

Immerse yourself in a world where fiction meets animation, explore enchanting realms with our Animation Films.

## AD Films / TV Commercials

Captivate your audience and elevate your brand presence with our dynamic Ad Films/TVCs.

## Post Production

- VFX
- CGI
- DI
- EDITING



# Thank You



[www.virabh.in](http://www.virabh.in)



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