

Virabh Research Solutions & Consultancy Pvt. Ltd

Credential Deck

Confidential
6/17/2025

ABVIRABH

ESOMAR²⁵
Individual

MRSI
Market Research Society of India
CORPORATE MEMBER

Task Optima

 VIR SURVEYS

ABVIRABH
TECHNOLOGIES

 VIRABH STUDIOS

nebu

We transform data into clarity and strategy. We are a next-generation research and insights firm, purpose-built to help organizations navigate complexity, uncover opportunity and act with confidence.

What Defines Us



Consultative Approach

We act as research partners, not just vendors



Custom Solutions

Every study is tailored to your unique context and decisions



Tech-Enabled Execution

Tools built in-house for faster, smarter fieldwork



Pan-India Coverage

Extensive presence across Tier 1, Tier 2 and Tier 3 cities



Global Online Panels

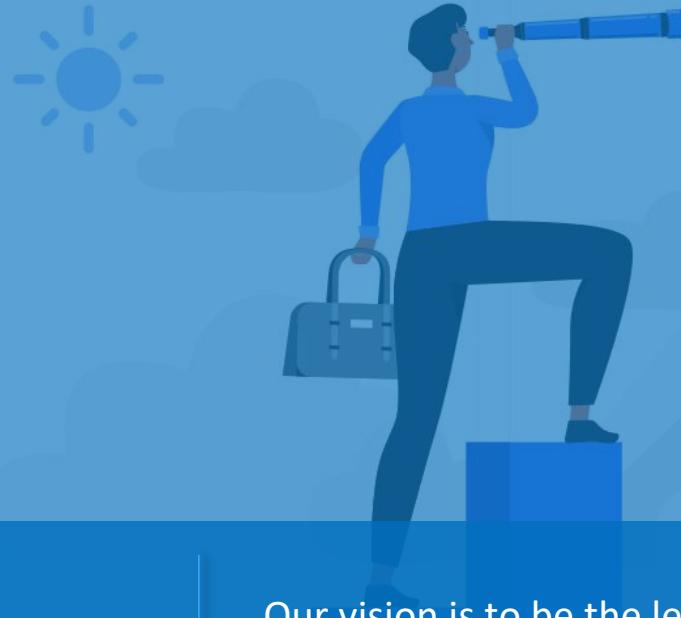
Robust access to validated B2B and B2C respondents across **14+ markets**, including India, USA, UK, UAE, Singapore, Indonesia and others



Outcome-Driven Insights

We deliver clarity with purpose-built insights that enable action

Our Vision and Mission



Vision

Our vision is to be the leading provider of innovative market research solutions globally. We aim to set industry standards by delivering unparalleled insights that empower businesses to thrive in dynamic markets.



Mission

At Virabh, we are dedicated to transforming data into actionable insights that drive strategic decisions and foster business growth. Our mission is to provide our clients with the highest quality market research solutions tailored to their specific needs.

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

Core Offerings



Primary Research



Customized quantitative and qualitative research methodologies



Targeted online and offline data collection frameworks



Double opt-in panels to ensure high-quality and validated responses



Survey scripting through sophisticated tools and real-time execution via Task-Optima for accurate and efficient project delivery



Deep expertise in specific industries, geographies, and audience segments



Secondary Research



Actionable insights from reliable and verified secondary sources



In-depth competitor profiling, industry benchmarking, and trend mapping



Utilization of public, commercial, and proprietary databases



Cross-source triangulation for data accuracy and insight reliability



Operational and Analytical Capabilities



Translation and localization in Indian and global languages



Thematic coding and analysis of open-ended responses



Transcription and qualitative content analysis



Advanced analytics: regression, segmentation, and multivariate methods (factor, cluster, conjoint)



Reporting and insights for qualitative and quantitative studies

Our Approach



Focus Group Discussions
(FGDs)



In-depth Interviews
(IDIs)



Central Location Tests
(CLTs)



Online Panels
(B2B & B2C)



Ethnographic and
Observational Studies



CATI / CAPI / CAWI
Survey Modes

CLT Capabilities



We offer Central Location Test (CLT) services
across India



Centralized, equipped
venues



Scientific sensory &
advertising testing



Expert moderators and
real-time analytics



High compliance with
data privacy

Industries We Serve



Agriculture, Automotive, FMCG,
IT & Tech



Healthcare & Pharma



Education, BFSI, Media and
Retail



Social Research, Rural
Development



Real Estate, Travel, E-commerce,
and more

Global Online Panel

B2B & B2C respondents across 14+ markets



HealthCare Online Panel



Panel Composition



B2B

CXOs, Functional Heads,
Influencers



B2C

Consumers from SEC A/B/C, HNIs,
youth, rural & urban profiles

Data Integrity Measures



Double opt-in
validation



Real-time
response
verification



Profiling by industry,
demography and
behavior

Offline Capabilities

Geographic Reach



- **Tier 1:** Delhi, Mumbai, Bangalore, Chennai, Hyderabad, Kolkata
- **Tier 2 & 3:** Pune, Ahmedabad, Patna, Indore, Coimbatore, Madurai, Lucknow, Varanasi, Vizag & more

Quality Assurance

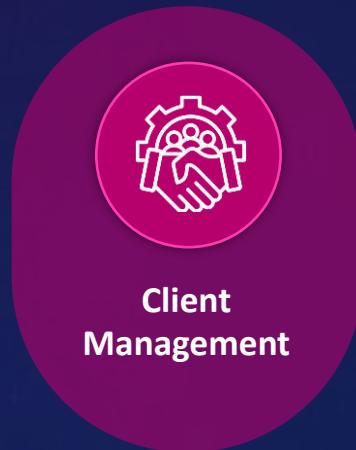
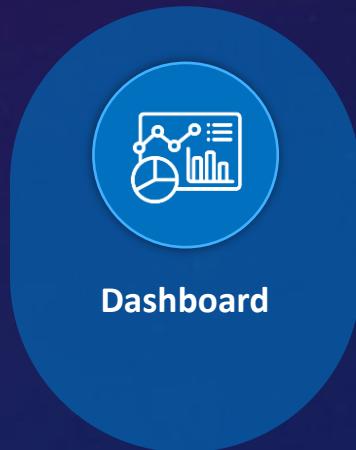


- Detailed team briefing & frequent training
- Supervisor verification (30%) & Team Lead back-checks (5%)
- Spot checks and telephonic validations
- Expert moderation with domain-specific allocation

Task Optima enhances operational efficiency by streamlining and automating project workflows, ensuring seamless execution and driving superior project performance for consistently high-quality results.

Task-Optima Aspects

Task-Optima elevates project management with a centralized dashboard, enhancing team collaboration, project tracking, and vendor integration for seamless, efficient delivery.





Success Story Snapshots



HNI Homebuyer Study – Bangalore

Targeted interviews with high-net-worth individuals (INR 3–6 Cr income) for luxury apartments priced above INR 6 Cr. Insights guided product positioning and sales strategy.



Off-Campus Student Life Study – PAN India

Focus groups with 200–300 students across cities to assess academic expectations, hostel/mess feedback, and reasons for choosing off-campus housing. Led to improved campus planning.



Retail Buying Behavior – Chennai

300 consumer interviews near key outlets (SEC A/B) to understand grocery and FMCG purchase patterns. Data supported catchment expansion and product placement strategy.



Premium Housing Research – Pune & Hyderabad

FGDs and surveys targeting affluent 40+ consumers exploring luxury 3–4 BHK units. Insights influenced design, pricing, and market prioritization.



Central Location Tests (CLT) – Multiple Cities

CLTs conducted across Tier 1/2 cities for sensory testing, prototype evaluation, and ad pre-tests. Delivered unbiased, high-quality consumer preference data under controlled settings.



B2B Decision-Maker Surveys – PAN India & International

Online and telephonic interviews with senior stakeholders across healthcare, IT, BFSI sectors. Helped brands refine B2B go-to-market strategies in 14+ global markets.



Rural Market Sentiment Tracking – Northern India

Fieldwork-led study to capture shifting rural attitudes post-policy changes. Guided client's rural outreach and media planning.

Virabh 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

Photographic Artistry

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

Graphic Designing & Branding

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

www.virabhtech.com





Virabh Studios



Documentary Films

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



Corporate Films

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



AD Films / TV Commercials

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



Product Photography

Elevate your product presentation with our meticulous Product Photography services



Animation Films

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



Post Production

- VFX
- CGI
- DI
- EDITING



www.virabhstudios.com

Thank you!



Contact Us



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