



Press Release
For Immediate Release:

MRUC issues RFP for Research Agency partner

Mumbai, November 15, 2019: In its bid to sustain the momentum and ensure IRS continues to release every quarter with further enhancement in research and technology, MRUC (Media Research Users Council) is all set to invite research partners to pitch for the contract to conduct IRS (Indian Readership Survey) – the world’s largest and continuous multi-media and consumer habits survey .

The RFP (Request for Proposal) issued by MRUC outlines the essential prerequisites for the agency in executing the IRS fieldwork. Agencies with proven expertise in the field, as well as entities with sound domain knowledge and financial capabilities to handle a project of this magnitude, are invited to participate in the pitch process. Use of latest technology to enhance efficiency in administering the questionnaire as well as ensuring the most stringent security protocols to prevent infiltration / external influences will be key deliverables for the new Agency. A fair evaluation process, as per standard MRUC practice, will be in place to whet all proposals and ensure the best Agency wins the contract.

Mr Pratap Pawar, Chairman, MRUC and Chairman of Sakal Media stated, “We are looking forward to receiving and studying each and every proposal from various research agencies. They will be evaluated basis their understanding on IRS, on meeting our research requirements stated in the RFP and of course what more they can offer beyond our stated requirements.”

Mr Shashi Sinha, Vice Chairman, MRUC and CEO of IPG Media Brands said, “Security enhancements and measures taken to ensure accuracy in data will be some of the key objectives in selecting the new research partner. We will be working closely with industry stakeholders in the selection process and ensure the industry gets the best partner to conduct the world’s largest study - IRS”.

Mr Vikram Sakhuja, Chairman, IRS Technical Committee and Group CEO Media & OOH, Madison, “Over the years we have brought in a lot of automation, technology and controls to ensure that we get valid and reliable data for IRS – India’s most widely used Media establishment study. In this RFP we are looking for an Agency who can give us confidence in their mastery in Fieldwork, and who can impress us on enhancing the controls while minimizing the cost. I wish all participants the very best.”

MRUC’s contract with the incumbent Agency, Nielsen India, concludes with the release of the last and final quarter of IRS 2019 data - Q4 2019.