

'We maintain a personal touch'



R. Vishal Oberoi
CEO
Market Xcel

My friend and co-founder of Market Xcel Manish Narang and I started our market research business back in 2000. Our short stint at a leading market research firm before we started this venture proved very useful. We have restrained the creation of hierarchy; the structure is flat and entails the team leader's active role and participation in the domain

he/she handles. Our work culture is highly professional, yet we maintain a personal touch. We believe that our commitment towards our employees is as important as towards our clients. To be in the domain of services, human capital is the biggest investment one has to make.

We have experienced double digit growth in the past few years. Clients have started understanding the importance of market research in their businesses. Market research helps create a business plan, launch a new product or service, fine tune existing products and services, and expand into new markets. Thus, market research has become an essential part of driving the business.

The growth plans we have set for ourselves are ambitious. There are plans to launch products, generate higher volumes and to undertake marketing initiatives.

As told to Roopshree Nair