

TENFOLD DATA AND FACTS

Discover | Connect | Execute



Corporate Credential

25 August 2024

Who we are

TENFOLD is a dynamic full-service research & consulting firm based in New Delhi, India.

Founded by industry veterans, our mission is to leverage our expertise and knowledge to become a leading choice in research and consulting. We pride ourselves on delivering exceptional client service, strategic insights, innovation, quality, and unwavering commitment.

At TENFOLD, our core strength lies in our deep understanding of human behavior. Our team is comprised of professionals equipped with extensive knowledge and specialized expertise in research and consulting. We empower our clients to achieve growth by making informed decisions based on data-driven actionable insights.

Driven by passion and a love for what we do, we approach every project with enthusiasm and dedication. Our goal is not only to meet but exceed our clients' expectations, ensuring their success in an ever-evolving business landscape.

In summary, at TENFOLD, we are young, passionate, and dedicated to delivering superior research and consulting services that drive meaningful outcomes for our clients.

As TENFOLD chases aggressive expansion, it will never compromise on its core values in its offering to clients ie Integrity, Innovation & Accountability.



The **Market Research Society of India (MRSI)** is a not-for-profit autonomous market research body, to guide, encourages and upholds the highest quality standards of professionalism

Core values are the fundamental beliefs and principles that shape a company's culture, behavior, and decision-making. They are the guiding principles that help define what the company stands for and how it operates. Our core values is a roadmap for everyone at TENFOLD to follow, ensuring everyone in the organization is aligned with the same goals and vision.

Our presence

WEST

- Mumbai
- Pune
- Ahmedabad
- Indore

NORTH

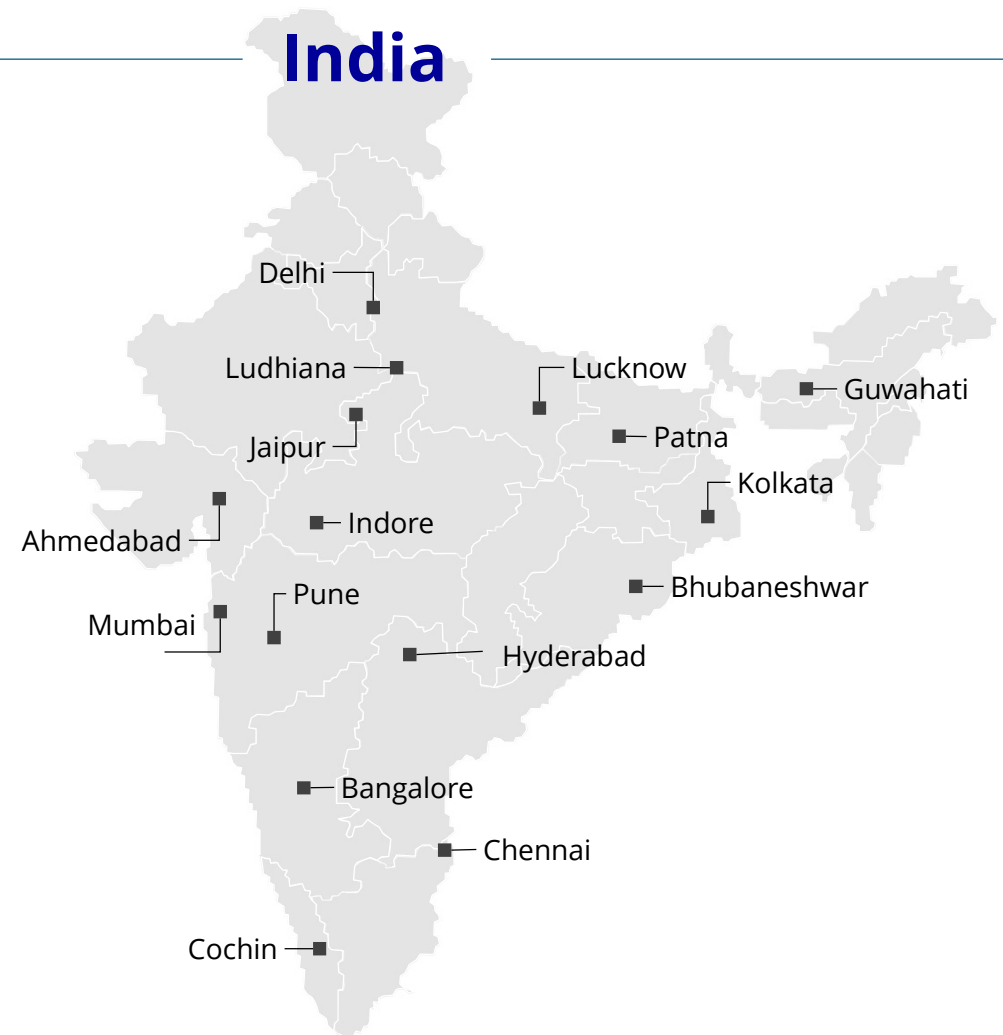
- Delhi
- Lucknow
- Ludhiana
- Jaipur

EAST

- Kolkata
- Patna
- Bhubaneswar
- Guwahati

SOUTH

- Bangalore
- Chennai
- Hyderabad
- Cochin



TENFOLD - A quick snapshot



Professional Team

We are a mix of dynamic young and experienced insights professionals with cumulative team experience of over 100 years.



Proven Diversified Work Experience

Our team is experienced for executing wide range of studies spanning large scale surveys in healthcare, agriculture, livelihood, education, water and sanitation, rural and development sector, financial inclusion, consumers etc.



USP

We are known for quick turnaround, cost-effective, flexible in approach and quality focus.

Being a boutique agency, TENFOLD is more quick and agile, and willing to work in partnership which makes our client comfortable, and the results are appreciated.



Diverse Academic Background

We enjoy a multi-faceted team with diverse academic backgrounds - economics, statistics, analytics, agriculture, MSW, healthcare, engineering, and management.



Experts On Board

Team of highly experienced industry experts are in our Panel to offer their expertise for different ongoing studies based on study requirement.



Experience in all type of social research

Worked on many projects in social research in the past. We understand the expectation of project and team hence we are flexible for the same



PAN INDIA Network

Collaborative field operations:
Covering 50 towns: 2000+ enumerators CAPI Devices



In-house IT & Analytics Infrastructure

Highly qualified and experience inhouse IT and analysis team

“
We believe in offering Superior Client Service, Strategic Insights, Innovation, Quality & Commitment”

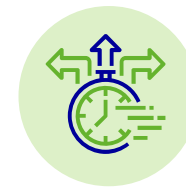


The TENFOLD Advantage

TENFOLD aims to understand the problems and helps to find the right solution and at the same time focuses on adding value.



Ask questions and get answers specific to your needs; Build confidence about your product and service



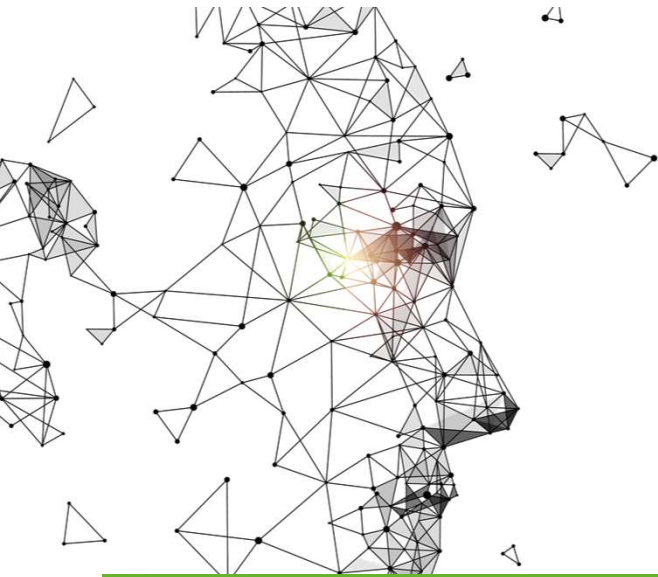
TENFOLD gives you fast, real-time feedback and solutions to your problems for quicker results



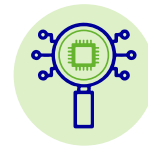
Get access to a wide number of qualified consumers relevant to your business across the country.



Experience and expertise of 20+ years, Innovative research methods: Get the best of both Mentorship and Guidance at every step of your journey, at affordable and flexible rates.



Services Spectrum



Primary market research

- Qualitative Research
- Quantitative Research
- Online Survey
- Mobile Survey
- Competitor Bench Marking
- Data Analysis



Advanced Analytics

- Traditional analysis
- Social Media Analysis
- Big data analysis



Market intelligence

- Primary competitor surveys
- Industry monitoring & profiling
- Market Opportunity Assessment
- Customer Profiling



Business advisory

- For Companies
- Lean market research for startups
- For companies investing in startups

We at TENFOLD provide you Market Research, Advanced Analytics, Market Intelligence Services and Consulting. We are here to assist you create decisions at

We specialize in TECHNOLOGY DRIVEN HUMAN VALIDATED SOLUTIONS. This is a mixture of efficient research technologies with human intelligence to deliver the knowledge that's relevant for your organization and business objectives. Our analysts offer highlighted summary translated or validated for our clients.

Primary Market Research



QUANTITATIVE RESEARCH

- Brand Studies – Track, Perception, Health Monitor, Brand Equity Index
- CSAT Trend Analysis, Net promoter surveys
- Communication Testing
- Product Development, Concept Development and Testing
- Price Tracking, Obtaining right price point
- Consumer U & A, Behaviour,
- Shopper Insights, Profiling



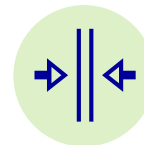
QUALITATIVE RESEARCH

- In Depth Interviews
- Focus group discussions
- Diads/ Triads
- Ethnographic Studies
- Brand Stakeholder workshops



ONLINE AND MOBILE SURVEY

- Internet based research survey design by keeping in mind the target audience & scope of study through Email, SMS, WhatsApp mode.
- Online Qualitative research – FGDs, DIs using online platforms



END-TO-END RESEARCH

- Designing Appropriate Research tools
- Qualitative and Quantitative data is analyzed using statistical and other models in order to draw conclusions.
- Conclusions are then used to generate key insights and building the report

— Advanced Analytics

1

TRADITIONAL ANALYTICS

- Factor Analysis
- Cluster Analysis
- Time Series Analysis
- Linear Regression Analysis
- Correspondence Analysis
- Key Driver Analysis
- Conjoint Analysis
- Discriminant Analysis

2

SOCIAL MEDIA ANALYTICS

- Social Media Listening
- Mining Consumer Conversations
- Deriving Brand Association Maps
- Voice of Customer Analysis

3

BIG DATA ANALYTICS

- Data Visualization
- Predictive Analytics
- Customer Analytics
- Channel Analytics



What Happened?

- Descriptive Analytics
- Hindsight



What Will Happen?

- Insight
- Predictive Analytics



What Needs to be done

- Prescriptive Analytics
- Foresight

Market Intelligence



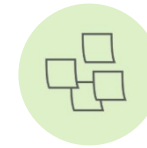
Primary Market Research- Qualitative and Quantitative

Identifying and profiling target segments for sharper focus using attitudinal data layered on the basic demographic data through multivariate cluster analysis and other tools



Competitor Assessment

Finding main industry participants, market share, value proposition, SWOT, Evaluating strategies to build an advantage



Business and Secondary research

Syndicated Published Sources, Government and Industrial bodies



Market and Competitor Surveys

Mystery audits for channel assessment, store assessment v/s standard operating procedures, competitor information through use of intelligent networks at the ground level.



Brand Positioning Assessment

Gap Analysis, Perceptual Mapping, Brand Health Measurement (Behavior, Perception, Image and Performance), Brand Asset and Equity measurement, Customer Touch Point Experience



Market Opportunity Assessment

Size, growth, key segments, attractive segments, market potential, critical success factors

Business Advisory



For companies

- Competitor benchmarking
- Perceptual Maps and Market Intelligence Data
- Market Demand Estimation
- Market Strategy
- Evaluating Go-To-Market strategies
- Supply Chain research Employee Excellence/Satisfaction
- Front line sales person – satisfaction, motivation, rewards and recognition
- Co Creation Research



For start-ups

- Quick Testing of New Ideas
- Platform for beta testing of mobile app/website
- Revenue Model/Ticket Size which would work
- “Go-No Go” Decision
- 3-month Accelerator program for growth and strategy



For pe funds and investors

- Evaluate current business status and scale up potential of start-ups funded by investor/PE funds through primary research
- Inputs for Due Diligence- market share, customer profile

TENFOLD "Plus"



CONSOLIDATION

We provide a consolidation of the **best amount of data in a short amount** of time.



RESPOND FASTER

We assist to understand the **impact with more informed decisions.**



KNOWLEDGE

Apart from that **human validated content means getting simply relevant information.**

Our Exposure - An Overview - Sectors



Automotive



FMCG



Healthcare / Pharma



BFSI



IT & Telecom



E Commerce



Travel & Hospitality



Social & Development, Rural



Opinion Polls



B2B & Corporate

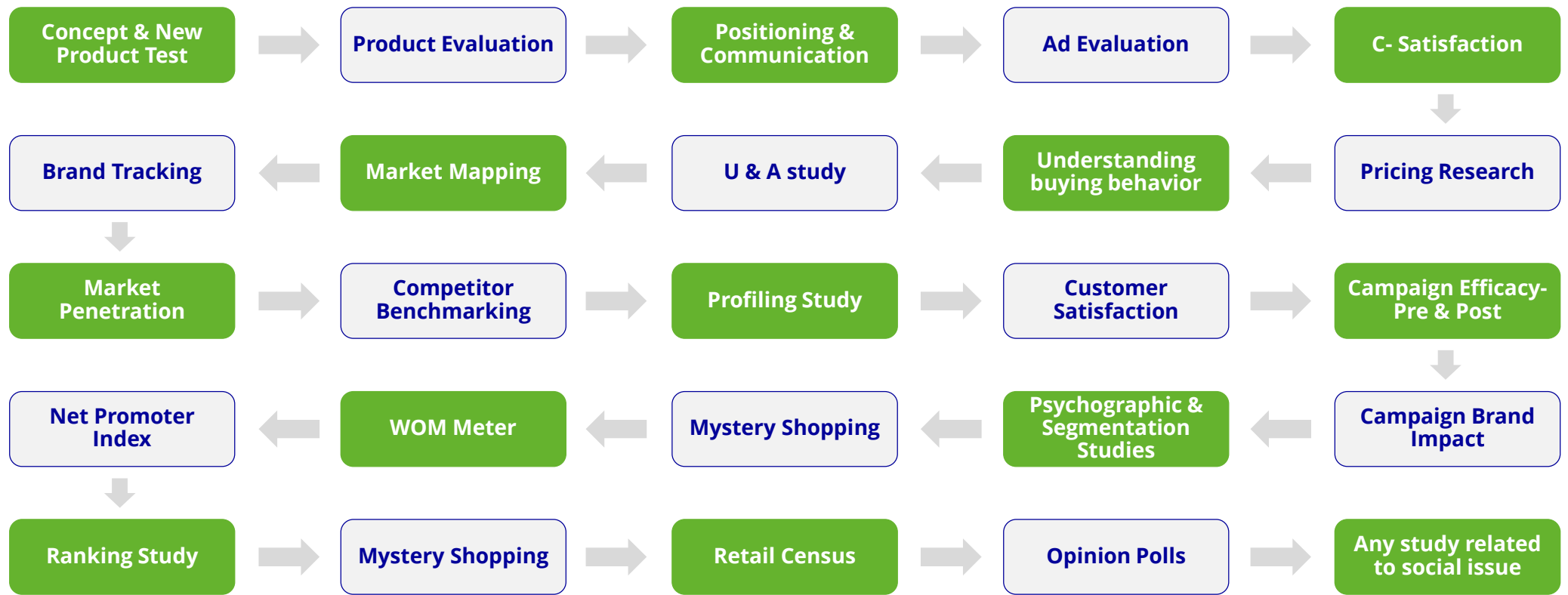


Advertising, Media & Entertainment



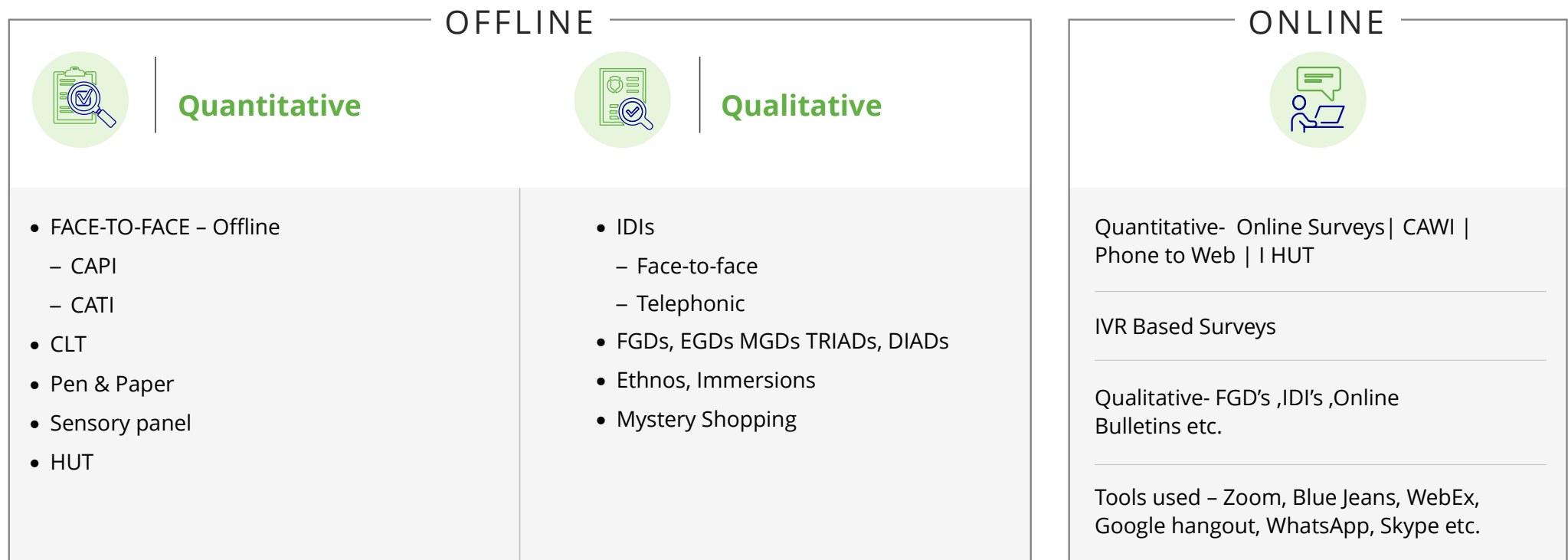
Social Media

Our Exposure - An Overview - Type of Studies

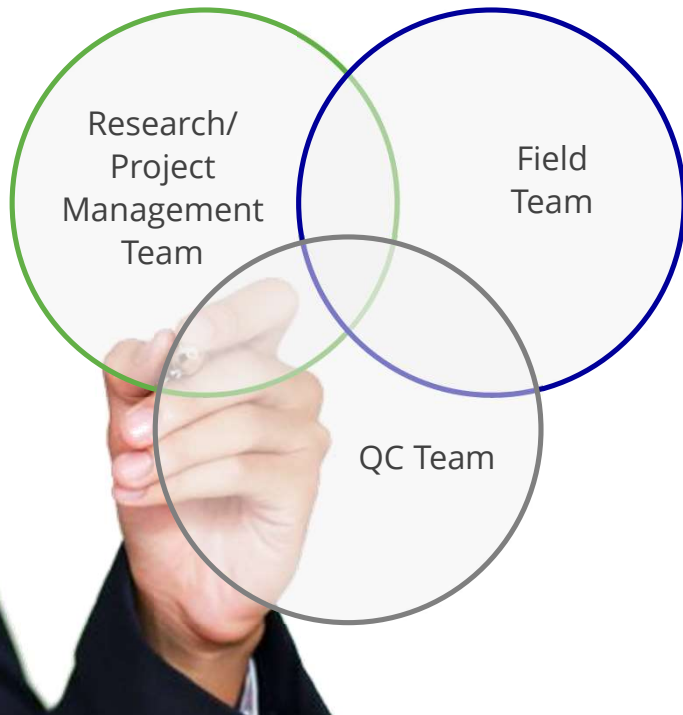


And many more...

Data Collection Approach



“TENFOLD team is open for adopting new technologies as per project requirement”



A comprehensive multipronged - multilayer quality control system is deployed...

Our operational approach

Overall control by TENFOLD Team

- Field team following the stipulated quality Norms – multi-layer, 30% B/C & 100% Scrutiny
- An Independent QC Agency to conduct Quality Checks – attempt 100% telephonic B/C & 100% Scrutiny

Research/Project Management Team

- Overall Briefing, Training, Supervision & Quality Check
- Continuous monitoring of fieldwork & data collected
- Field Visits – accompaniments, Back-checks & training

Field Team

- Multi Layer Quality Control
- Field Executive – Supervisor – Interviewer
- Selection of Appropriate Interviewer in consultation with Research/Project Management Team
- 30% Back-check of each Interviewer's work & 100% scrutiny

QC Team

- 80%-100% Back-check (telephonic) – attempted
- 100% scrutiny

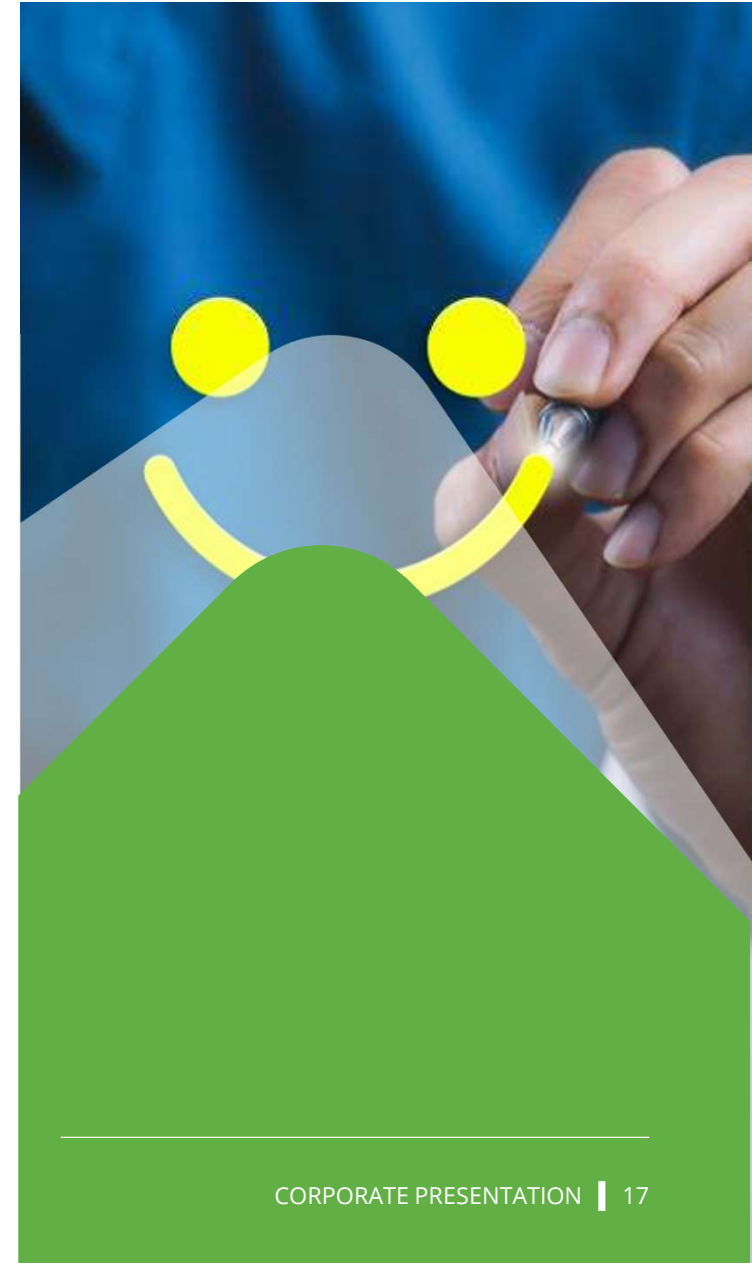


**OUR GROWTH
PARTNERS**

Our Experience working with- Brands

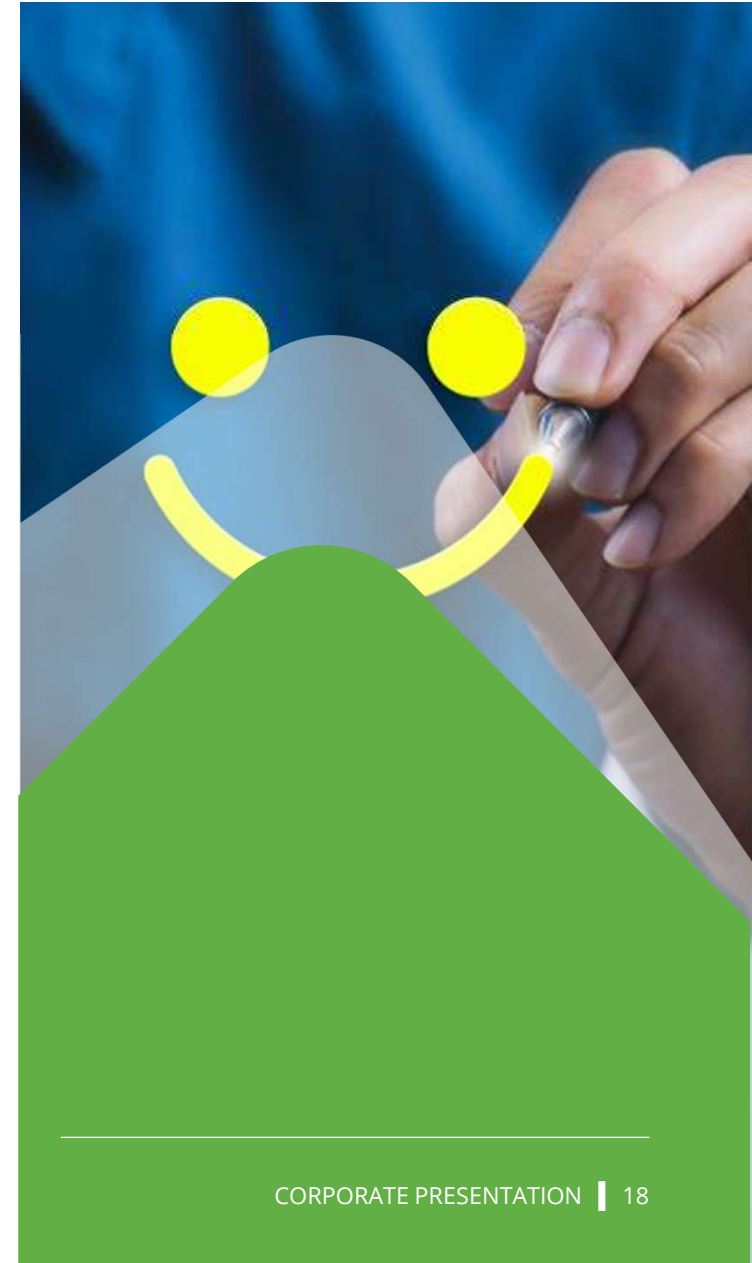
And many more...



Our Experience working with- Brands



And many more...



Clients served- Social & Development Sector





MEET THE LEADERS



RAHUL VERMA

Director - Sales & Partnerships

Rahul has more than 15 years of Consumer Insights experience working across different sectors with multiple Indian and International clients.

- He has done his MBA from Amity University,
- He has worked with Indica Research, Synovate (now IPSOS), Hansa Research, Market Probe, Sigma and Aeon, before joining hands with TENFOLD as Co Founder and Head of Sales & Partnerships.
- Rahul has experience of handling multiple research projects spanning different stages of product lifecycle (New Product Development, Pricing, Positioning, Customer Satisfaction, Brand image/equity and Ad testing) as well as B2B studies.
- He is client focused and believes in delivering excellent value to clients through dedication and timely response. He is known for his commitment and problem-solving skills.
- He can be found trying new cuisine and gossiping in his free time. He always strikes for a good conversation over a cup of nice coffee to discuss interesting findings of a business.



MANOJ KUMAR JHA

Director - Research & Strategy

A legendary market researcher who has spent more than two decades in the industry across various sectors and segments. He always believes in pushing through the windy roads to achieve his goal.

- Manoj has envisioned establishing an agency that pronounces value through their work. He has consistently supported his clients with effective strategies and next-generation insights.
- Manoj aims to make research a catalyst for the best informed and most insight-driven business decisions for the organizations. Always available for a meaningful discussion, his knowledge of the industry gives you the confidence to stride ahead with better understanding of the market, customers and culture.
- Manoj's Mantra - "The role of leaders is not to get other people to follow them but to empower other to lead."



TUSHAR SHANKHDHAR

Vice President - Partnerships

Tushar has more than 2 decades of Research experience working across different sectors with multiple Indian and International clients.

- He is a science graduate having post graduate qualification in marketing management.,
- He has worked with Nielsen, Kantar , Sigma Research, Grass Roots, Praxis Global Alliance, Unimrkt Research in the past
- Tushar has rich experience of handling U&A study, Brand Health Track, Needscope, Product Test, Concept Test, Customer Satisfaction studies
- He has handled several offshore projects and international clients
- He has worked a lot in social and development sector related research
- He is a sport enthusiastic and avid music lover



MEENAKSHI GANDOTRA
Group Account Director

Meenakshi has a decade of experience in structuring the impacts of social development programs and in facilitating capacity-building workshops for diverse audiences

- She possess comprehensive knowledge in areas of gender equality, politics and active citizenship
- She has managed monitoring and evaluations for thematic areas of education, gender equality at the workplace, POSH ACT, 2019 with national and international clients
- She has worked with organizations of repute like British Council, Change Alliance, CMS Bangalore, Abdul Latif Jameel Poverty Action Lab, Change.org

Media Mentions

In City Headlines News on June 1, 2020 link is <https://bit.ly/2Yuq2Qp>

Dainik Bhaskar E-paper on April 21st 2020 link is : <https://bit.ly/3hfueMt>

Corona Warriors Talk show on April 18th, 2020 link is : <https://bit.ly/37mT4VX>

A Non-Binary World Of Possibilities article in Mans World India shorturl.at/ouBFT

Article in Youth Ki Awaz on March 2nd 2020 shorturl.at/zCJZ3

In Indian Women Blog on 28th March 2019 shorturl.at/tAB29



SHAKTI VARDHAN

Head - Analytics

Shakti has 35+ years of market research experience across category in market research.

- He is BA (Economics from Delhi University).
- His specialties lies in Data Analysis in SPSS and Quantum software
-Advance analysis in SPSS
- He has worked with worked with leading agencies RMS,WNS Global,GfK,IMRB,Research Pacific and i3RC before joining TENFOLD
- He headed the Data Processing division for all the leading agencies during his stint.
- He has exposure in working Nigeria ,Singapore including India



VANYA SINGH

Sr. Manager-Business Development

Vanya is MBA with 6 years of rich experience in Market Research Industry. Adept in planning, executing and delivering projects. Expertise in executing projects in compliance to the quality standards and timelines

- Have worked extensively on brand health tracking studies, retail track, product and concept testing, usage and attitude as well as healthcare and social studies with exposure of both urban and rural coverage
- She is a quick learner and great in networking.
- She served Kantar in data acquisition role before joining TENFOLD and took challenge of business development to enhance her expertise in market research.
- Vanya loves spending time with family and friends. She is foody by nature and loves exploring new places in her free time.



KASHISH KHAN

Sr.Manager-Project Management

Kashish has 8 Years of market and Social research experience on various products ,services and issues.

- She has done her M.Com from Madhya Pradesh University, PGDBA from NDIM Delhi.
- She has worked with TNS, Sigma Research & Consulting, Aeon Research before joining TENFOLD.
- She is well equipped to handle Qualitative and Quantitative both assignments,
- She has experience of handling multiple research projects spanning different stages of product life cycle (Concept test, Product & Package tests, Pricing, Positioning, Customer Satisfaction, Brand image/equity and Ad testing) as well as social and development sector studies.
- She is a dedicated and result oriented professional.



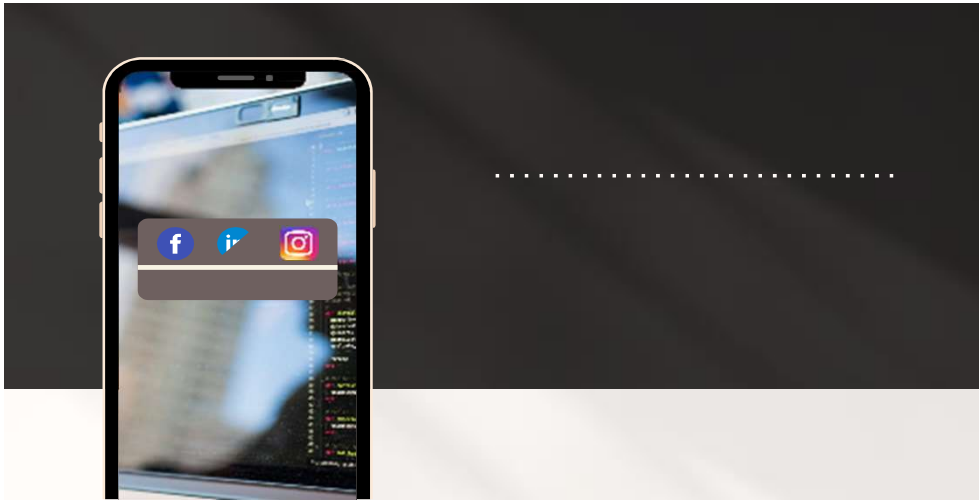
RAJNI SHARMA
Director-Human Resource

Rajni has over 18 years of experience in core HR functions within start-ups as well as established organizations in education, market research and NGOs

- Formulating talent acquisition & retention strategies to suit the business plan
- Driving key initiatives with a focus on building leadership capabilities
- Seeding of organization's Culture and Value propelled by diversity initiatives
- Augmenting employee's experience & morale through focused employee engagement initiatives
- Analyzing business realities and crafting customized, real-time HR solutions

Accolades:

- Bottom – line driven with solid business understanding
- Strategic Thinking and interpersonal skills with the ability to drive change
- Employee development & engagement concepts
- Effective communication and negotiation skills
- Stakeholder Management



GET IN TOUCH WITH US

Web- www.tenfoldglobal.com

Email- rahul@tenfoldglobal.com

Call- +91 98118 06274

