

Corporate Members

All Companies, Firms or Association of Persons or a Division of a Company engaged in the business of providing market research and whose major revenue is from market research and all users of market research services whether a Company, Firm or Association of Persons will be eligible for corporate membership on payment of the entrance fee and the annual membership fee as determined by the Managing Committee as constituted from time to time, provided that it is an Indian registered entity / Indian subsidiary / wholly owned division of foreign company with at least one or more offices in India. Corporate Membership can be obtained under any of 3 (three) Activity Categories, as defined below. In each Activity Category, Corporate Membership requires fulfillment of certain criteria, as set out below failing which an applicant would be eligible for Associate Corporate Membership.

(i) Full Service Research Agencies (FSRA):

1) Must be engaged in the business of providing complete market / consumer research services as major part of their business activities;

2) Following criteria also have to be met:

2.1 employing 10 (ten) or more full-time employees engaged in research in India; or

2.2 having business turnover of Rs.25,000,000 (Rupees Twenty Five Million) from providing services to research users; or

2.3 has at least one director having minimum experience in research services of 12 (twelve) years and that cumulative experience of all the directors together is not less than 20 (twenty) years.

(ii) Research Users (RU):

1) Must be engaged in the business of buying and using market/ consumer research services;

2) Following criteria also have to be met:

2.1 employs at least 3 (three) full-time employees dedicated to consumer insight/ market research; or

2.2 spends minimum of Rs.15,000,000 (Rupees Fifteen Million) per annum on consumer insights or market research.

(iii) Service Providers (SP):

1) Must be engaged in the business of providing services to market / consumer research providers or directly to end users in the area of analytics / charting & reporting / data collection (face to face, telephonic, on-line) / data processing / software & technology, as a major part of their activities;

2) Following criteria also have to be met:

2.1 employs at least 10 (ten) full-time dedicated employees in India; or

2.2 has a business turnover of over Rs.15,000,000 (Rupees Fifteen Million) from providing services to market/consumer research providers / users.

Benefits of Corporate Members:

The Corporate Members shall be eligible for following benefits:

1) A Corporate Member can nominate upto 4 representatives free, and more at a payment of additional annual fees. The Corporate Member will specify who would be the authorized signatory for all communications and instructions to the Society and who will be designated as the voting member at an AGM / EGM. The Corporate Member will designate one of the representatives as the Chief Representative who will be the designated nominee for elections to Managing Committee or other Committees (only one representative will sit on any Committee at a time on behalf of the Corporate Member). The Corporate Member can change the list of representatives and the Chief Representative by issuing a request in writing to the Society duly signed by the Authorised Signatory. The Society will make the changes in the member register within 7 working days and issue an acknowledgement upon payment of such fees as may be prescribed by the Managing Committee from time to time;

2) A Corporate Member can nominate one representative for election to the Managing Committee.

- 3) A Corporate Member can nominate one representative for election / selection to any standing committee, expert committee, arbitration council etc. as may be set up by the Society for any specific purpose;
- 4) Elected representatives of the Corporate Members in the Managing Committee can further stand for election as office bearers of the Society;
- 5) A Corporate Member will have one vote as full voting member in any voting called for in an AGM or EGM and elections of the Managing Committee. Only the pre-designated voting member will be allowed to vote in the meetings of the Managing Committee;
- 6) A Corporate Member will have the right to raise issues for discussion in the Managing Committee by prior notification in writing where such issues concern the common good of the research profession and that of providers and users, subject to approval from the Managing Committee;
- 7) A Corporate Member will be eligible to get member rates towards participation fees for any number of participants in the annual seminars, conferences, workshops or any other activities where participation fee is charged by the Society;
- 8) The Corporate Member will get a free listing in the Directory of Members of the Society and will get a free write-up in the format and word length /size as mandated by the Society;
- 9) The Corporate Member will get members rates for placing advertisements in any of the Society publication or stalls in any of the Society activity wherever such paid options may be available;
- 10) The Corporate Member shall be eligible to get free access to the society's online library.

(b) **Associate Corporate Membership:** Full Service Research Agencies who cannot fulfill criteria 2.1, 2.2 & 2.3 above, Research Users who cannot fulfill criteria 2.1 & 2.2 above and Service Providers who cannot fulfill criteria 2.1 & 2.2 above shall be eligible to apply for Associate Corporate Membership.

Benefits of Associated Corporate Members:

The Associate Corporate Members are eligible for following benefits:

- 1) An Associate Corporate Member can nominate 2 members free, and more at a payment of additional annual fees;
- 2) An Associate Corporate Member will be eligible to nominate one representative for election / selection to any standing committee, expert committee, arbitration council etc. as may be set up by the Society for any specific purpose, but not to the Managing Committee;
- 3) An Associate Corporate Member will have the right to raise issues for discussion in the Managing Committee by prior notification in writing where such issues concern the common good of research profession and the providers and users, subject to approval from the Managing Committee;
- 4) An Associate Corporate Member would get member rate towards participation fees for a max limit of four participants in the annual seminars, subject conferences, workshops or any other activities where participation fee is charged by the Society;
- 5) The Associate Corporate Member will get a free listing in the Directory of Members and will get a free write-up in the format and word length /size as mandated by the Society;

6) The Associate Corporate Member will get members rates for placing advertisements in any of the Society publication or stalls in any of the Society activity wherever such paid options may be available;

7) The Associate Corporate Member shall be eligible to get free access to the society's online library.