



PRESS RELEASE

Ipsos India reorganizes leadership team to drive ambitious and aggressive growth plans

New Delhi, March 16, 2022: Ipsos India has announced a host of management changes in the Leadership Team, to gear up for the new fiscal and beyond.

Detailing the changes **Amit Adarkar, CEO, Ipsos India**, said, *"The pandemic is almost behind us, and we are entering an era of exciting opportunities. Our clients, across industry verticals, are gearing up for a rebound, pursuing their own aggressive strategies for growth and they look at us to partner them in their growth journey. At the same time, **Ben Page, Ipsos Global CEO** has included India in Ipsos' top priority markets for 2022. Keeping in mind client as well as internal expectations, we have reinforced and revamped the Leadership Team with the announcement of top management changes, effective immediately. This sets the tone for the growth path to 2025."*

Changes in the top deck

Krishnendu Dutta is being elevated as **Group Service Line Leader, Innovation, MSU and Strategy3, Ipsos India**. In this role, he will support our pan India, Client facing teams and lead strategic client conversations in areas of innovation, foundational consumer as well as shopper understanding and research-based advisory.

Rinku Patnaik will take on a new role as **Managing Director, Research, Ipsos India**. She will lead our select businesses in North & South India.

Geeta Lobo will take on a new role as **Chief Client Officer (CCO), Ipsos India**. In this role, Geeta will report to **Amit Adarkar, CEO, Ipsos India**, and will be tasked with deepening our business relationship with key Clients.

Ashwini Sirsikar is being elevated to **Group Service Line (GSL) Leader, Ipsos UU (qualitative research) and SIA (Social Intelligence Analytics)**.

Geetika Singh, Executive Director, Ipsos UU (Mumbai) has been elevated to the role of **Country Service Line Leader, UU (qualitative research), Ipsos India**.

Maitreyi Mangrati, Executive Director, Ipsos UU (Qualitative Research, Delhi) will now take up the additional charge of the **Country Service Line Leader, Social Intelligence Analytics (SIA)**.





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*“There is a clear need to integrate survey data with social data to provide a 360 degree perspective to Clients. **Sirsikar, Singh & Mangrati** will be tasked with connecting these two data streams more,” added **Adarkar**.*

With the reducing Covid threat and ‘physical’ world opening, Ipsos India is bullish for Channel Performance Service Line, which is not limited to mystery shopping, but also covers retail execution management and audits. With this aim, **Abhishek Jha** will lead the Channel Performance service line and would report to Rinku Patnaik.

*“Ipsos India is guided by our value of Client First and our tagline of Game Changers. It is always our endeavor to galvanize our team towards providing the best expertise and globally proven tools to our clients to enable them to stay ahead of the curve. These & such changes provide exciting opportunities to our staff and help us in our mission to be the best place to work for, in the research industry,” concluded **Adarkar**.*

ABOUT IPSOS

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers, or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

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To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:

You act better when you are sure.

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