

Press Release

Cross-Tab Group secures significant deal from Kantar Group

Strategic partner for outsourced services and innovation

Mumbai, March 8, 2016: Cross-Tab Group, India's leading research and analytics provider announced on February 23, the signing a multi-year mandate worth up to USD 25mn with one of the world's largest insight, information and consultancy groups - the Kantar Group.

In accordance to the agreement inked, Cross-Tab would be operating as the strategic outsourcing partner for Kantar Group in India for a period of four years. Kantar has a substantial presence in India through their own captive facility and this new facility will integrate seamlessly with their existing Global Delivery Centre in accordance with Kantar's "One India" objective.

The deal which has been bagged by Cross-Tab after countering stiff local and global competition is one of the largest deals in terms of scale and value signed in the international market research and KPO industry in the last 10 years.

As a part of the agreement, Cross-Tab group is all set to launch a dedicated services, innovation and incubation facility exclusively for Kantar at Airoli, Navi Mumbai which will provide a range of services including testing new technologies and methodologies and developing technology based solutions for automation and value addition. The Cross-Tab Group that has over 1200 employees has started hiring more staff for this exclusive new facility being set up for the Kantar Group.

Cross-Tab group's long-term orientation and specialized focus in the domain of market research and analytics and their deep understanding of Kantar's business and technology expertise have been cited as the key factors that enabled the company to bag the deal. With this deal, while Kantar would be outsourcing certain processes to Cross-Tab to augment its own capabilities, it will also have access to the Cross-Tab Group's ongoing technology and process innovations which will add further value for Kantar.

Ms. Sharon Potter – Chief Officer, Global Operations, Kantar said - "We have made significant investments in enhancing our global delivery capabilities in India and selecting the right strategic partner for the future was an important component. We wanted a partner capable of meeting our stringent requirements around deep knowledge of the research and analytics domain; and the ability to drive technology and process innovation for higher productivity, faster turnaround and greater scalability in our operations. The deal was awarded to Cross-Tab through a very competitive process in view of their capabilities matching our evaluation criteria."

Cross-Tab Group – President, Ashwin Mittal said " This is a significant milestone in Cross-Tab's 15-year growth story in the international Research and Analytics industry. We are honored to be chosen from among stiff global competition to work with Kantar as a part of their strategic initiative to leverage India

for their global innovation and scalability requirements. We will continue building strengths in the research and analytics domain through process and technology innovation to enable our global clients enjoy the benefits of rapid scalability and faster turn-around-time while being assured of information security and quality.”

About Cross-Tab group:

The Cross-Tab group has a 15 year track record of helping clients globally, across industries, to get a holistic view of their target market segments. The group has capabilities across the information value chain comprising data collection, categorization, integration, warehousing, analytics and creative visualization through infographics and interactive dashboards. Cross-Tab has also developed advanced technology platforms customized for the specific requirements of research and analytics managers in large organizations. The company uniquely combines market-leading analytics and research expertise and technology product portfolio with value-driven project management and operational expertise. This is delivered by a global team of over 1000 knowledge workers working with an array of Fortune 500 clients, leading global consultancies and market research organizations. Cross-Tab has two subsidiary companies – Blueocean Market Intelligence and Borderless Access Panels. The group has won several global recognitions and awards from world leading organizations like IAOP, Fortune Magazine, Deloitte, Red Herring and Inc. Magazine.

About Kantar:

Kantar is the data investment management arm of WPP and one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 12 specialist companies, the group is the pre-eminent provider of compelling data and inspirational insights for the global business community. Its 30,000 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group’s services are employed by over half of the Fortune Top 500 companies.

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