



Nexora Research

Delivering Quality, Every Time

Empowering Smarter Decisions with Reliable Insight

About Us

Full-Service Research & Insights Partner

Nexora Research is a comprehensive research and insights firm specializing in qualitative and quantitative solutions across Consumer, Agriculture, Social, Political, and B2B domains.

With nationwide coverage, a reliable network of trained field professionals, and technology-enabled research systems, we deliver fast, accurate, and dependable insights that enable confident decision-making.



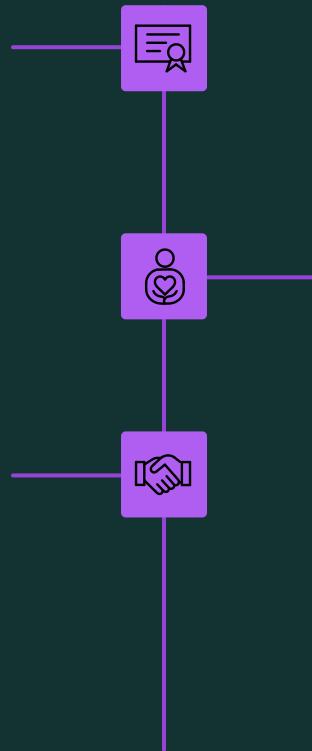
Why Partner with Nexora Research

Proven Industry Expertise

Over 10 years of collective experience across Healthcare, Retail, BFSI, FMCG, and more than 15 industry sectors

Trusted Advisory Partner

Supported by trade chambers and consulates, with 24/7 client assistance and senior-level engagement



Local & Independent

Research aligned with regional regulations, local market realities, and unbiased consumer behavior insights

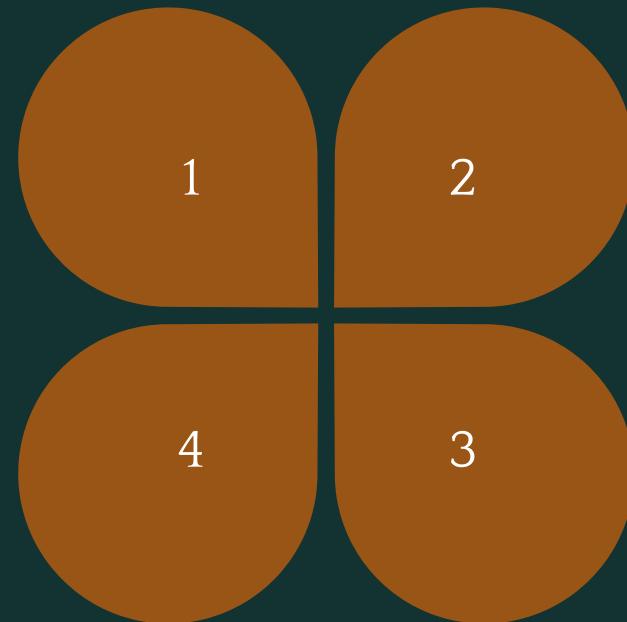
Our Competitive Advantages

Strong Data & Advanced Tools

Access to global and local databases supported by robust qualitative and quantitative methodologies for comprehensive analysis

Beyond Research Execution

Strategic support from concept development to commercialization, including M&A advisory and business setup support



Multi-Disciplinary Team

Professionals with diverse backgrounds in operations, finance, engineering, law, and management bringing holistic perspectives

End-to-End, Tech-Enabled Delivery

Complete research lifecycle management with pan-India urban and rural coverage powered by advanced technology platforms



Nationwide Research Capability

Geographic Excellence

- Operational presence across all major Indian states
- Coverage of thousands of pin codes nationwide
- Skilled field force with deep local market knowledge
- Urban and rural research capabilities

Quality Standards

- Local-language interviews for cultural accuracy
- Fast turnaround times without compromising quality
- Robust data security and confidentiality protocols
- Unbiased, professionally designed questionnaires

OUR SERVICES

Comprehensive Research Offerings

Consumer Assessment

- Consumption and buyer journey analysis
- Demographic profiling
- Employee engagement surveys
- Vendor satisfaction studies

Competitive Intelligence

- Market share analysis
- Competition profiling
- Price and positioning studies
- Financial performance assessment

Market Intelligence

- Market size, structure, and forecasting
- Market segmentation
- Growth drivers and challenges
- Regional trend analysis

Go-To-Market Strategy

- Market and industry insights
- Value chain analysis
- Entry barriers and regulatory insights
- Performance & risk assessment

Partner Support

- Distributor search
- B2B matchmaking
- Sales enablement
- Channel optimization

Major Projects Portfolio



Assembly Constituency Surveys

1 million+ respondents

CM-level insights across the majority of constituencies nationwide providing comprehensive political landscape analysis

Parliamentary Constituency Surveys

500,000+ respondents

PM-level analysis across major parliamentary constituencies with deep voter sentiment and behavioral insights

Pradhan Mantri Fasal Bima Yojana & Pradhan Mantri Loss Assessment Studies

100,000+ farmer interviews

Evaluation of crop insurance effectiveness across UP, Bihar, MP, Chhattisgarh, Rajasthan, Haryana, Uttarakhand, Maharashtra, and Jharkhand

☆ FEATURED WORK

Selected Project Experience



Tata Commercial Vehicles

10,000+ passenger interviews across Delhi, Mumbai, and Bangalore analyzing travel behavior and journey patterns



Nano Urea Research

10,000+ farmer interviews across UP, Bihar, Maharashtra, and West Bengal assessing awareness and adoption of innovative agricultural solutions



Airtel Services Study

10,000+ customer interviews across 8 states measuring broadband and international roaming service quality and customer experience



Mobile Tariff Impact

8,000+ interviews evaluating consumer response, usage shift patterns, and churn impact following tariff increases



MakeMyTrip Travel Study

10,000+ multi-city consumer study on travel planning behavior, booking patterns, and platform preferences



Maruti Suzuki Research

15,000+ pan-India automotive study covering purchase journey and post-purchase experience across diverse demographics

Trusted by Leading Brands

Hindware (Sanitary Ware)

10,000+ qualitative and quantitative interviews assessing brand awareness and purchase drivers in the home improvement sector

Dabur Lal Tail

5,000+ mother-centric study evaluating brand trust, usage behavior, and purchase patterns for baby hair care products

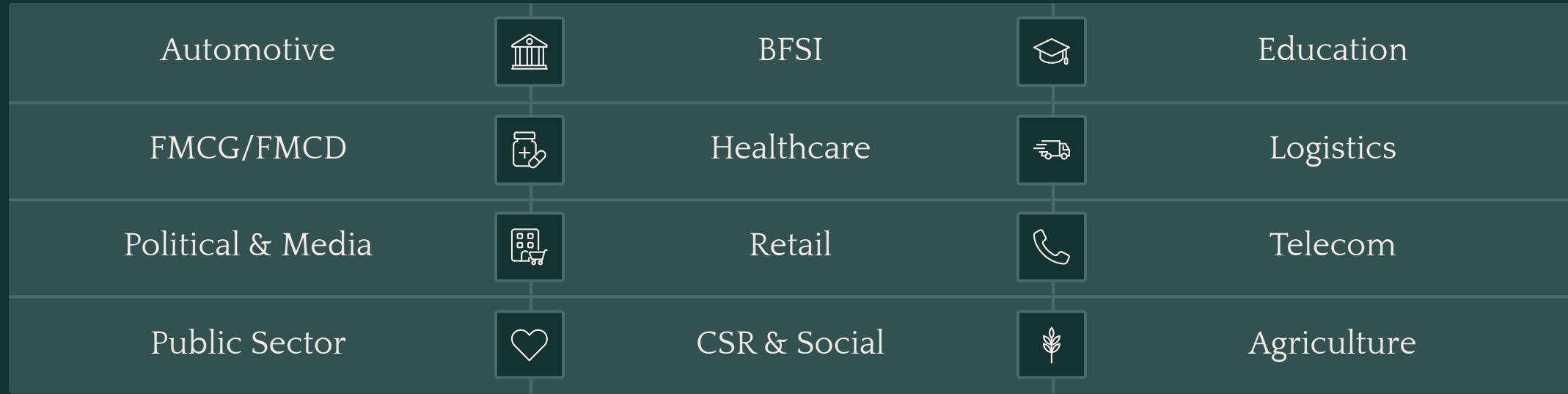
Pilot Pen (Japanese Client)

Metro-city quantitative research on product usage patterns and brand perception in the stationery segment



Multiple ongoing engagements across FMCG, Telecom, Automotive, and Services sectors demonstrate our sustained client relationships and proven track record.

Industries We Serve



Ready to unlock powerful insights for your business? Partner with Nexora Research for reliable, actionable intelligence that drives confident decision-making.

OUR SERVICES

Three Pillars of Research Excellence



Qualitative Research

Deep dive into consumer motivations, perceptions, and experiences through focus groups, in-depth interviews, and ethnographic studies.



Quantitative Research

Measure market trends and performance through large-scale surveys, statistical analysis, and validated data collection methodologies.



Digital Research

Leverage technology for rapid insights using online panels, mobile data collection, and advanced analytics platforms.

QUALITATIVE INSIGHTS

Understanding the Human Story Behind the Data

What We Uncover

- Consumer opinions and motivations
- Brand perception and experience
- Deep behavioral patterns
- Emotional drivers and barriers

Proven Methodologies

- Focus Group Discussions (FGDs)
- In-Depth Interviews (IDIs)
- Ethnographic studies
- Consumer diaries and journals





QUANTITATIVE ANALYSIS

Precision Measurement for Strategic Decisions

Market Assessment

Comprehensive market sizing, trend analysis, and competitive landscape evaluation through syndicated and custom research studies.

Performance Tracking

Product satisfaction surveys, CSAT scoring, and employee engagement measurement with robust statistical validation.

Data Collection

Multi-channel survey deployment including face-to-face, telephonic, and online methodologies with structured questionnaires.

Our Research Approach: From Strategy to Action

Customized Study Design

Align research objectives with your specific business goals and strategic priorities.

Insight-Driven Reporting

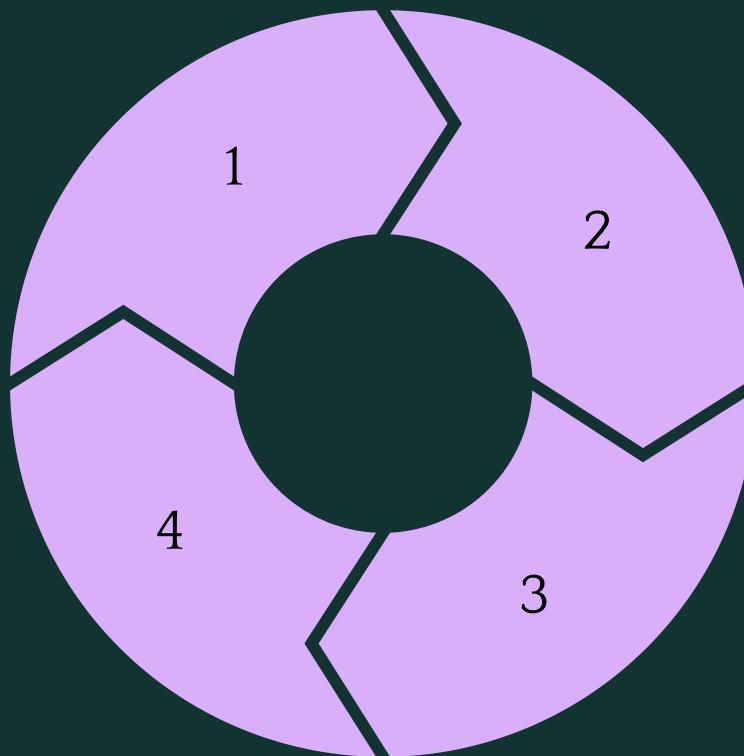
Transform raw data into clear, strategic insights with actionable recommendations.

Reliable Data Collection

Deploy validated methodologies ensuring accuracy and representativeness of findings.

Robust Quality Checks

Multi-level validation processes guarantee data integrity and research reliability.





SPECIALIZED EXPERTISE

Industry-Specific Research Solutions



Social & Political Research

Public opinion polling, exit polls, policy impact evaluation, and longitudinal sentiment tracking.



Corporate & Trade Research

B2B decision-maker insights, retail audits, distribution studies, and competitive benchmarking.



Healthcare Research

HCP and KOL studies, patient journey mapping, treatment adoption analysis, and pharmaceutical market assessment.



Agriculture Research

Farmer segmentation, crop assessment, yield forecasting, and agricultural input adoption analysis.

Consumer Research: Deep Understanding, Powerful Results

Usage & Attitude Studies

Comprehensive understanding of consumer behavior patterns, product usage, and category attitudes.

Product Testing & Validation

Concept testing, prototype evaluation, and product optimization before market launch.

Brand Health Tracking

Continuous monitoring of brand equity, awareness, perception, and competitive positioning.

Satisfaction Measurement

Customer loyalty assessment, NPS tracking, and comprehensive satisfaction scoring.

QUALITY ASSURANCE

Three-Stage Quality Control Framework



Pre-Field Quality Control

- Field team certification
- Detailed project briefings
- Pilot testing and refinement
- Sampling validation

During Field Execution

- Real-time monitoring dashboards
- Random audits and spot checks
- Back-check verification calls

Post-Field Validation

- Data cleaning and consistency checks
- Multi-level quality control
- Preliminary insights reporting
- Final review and sign-off

End-to-End Research Project Lifecycle

Qualitative Framework

- 1 Strategic objective setting and research design
- 2 Recruitment and sample design
- 3 Expert moderation and field execution
- 4 Transcription and data preparation
- 5 Analysis and insight development
- 6 Reporting and strategic recommendations

Quantitative Framework

- 1 Feasibility assessment and study planning
- 2 Questionnaire design and programming
- 3 Fieldwork and data collection
- 4 Data validation and quality control
- 5 Analysis, reporting, and final delivery

Partner With Nexora Research

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Ready to transform data into decisions? Contact us to discuss your research needs and discover how our comprehensive solutions can drive your business forward.

