

Market Intelligence

Validated Report+

Syndicated market report backed by 15–20 fresh expert and buyer interviews.

- Market size, segmentation and 5–10 year forecast
- Competitive landscape and share estimates
- 15–20 expert and buyer interviews, summarised and quoted
- Assumption register and uncertainty range on every figure
- Annual update option

Market Sizing and Forecasting

Bottom-up and top-down sizing with a documented model.

- TAM, SAM, SOM
- Segment-level sizing by product, end use, geography
- Demand drivers and scenario forecasts
- Investor-ready sizing memo

Opportunity and Whitespace Assessment

Where unmet demand sits by segment, application or geography.

- Unmet-need mapping
- Segment attractiveness scoring
- Whitespace by region or application
- Prioritised opportunity list

Trend and Technology Foresight

What will change the market in 5–10 years, for process and industrial sectors.

- Megatrend and regulation scan
- Technology maturity assessment
- Technology scouting and startup tracking
- R&D agenda input

Country and Sectoral Reports

Economy, sector and regulatory snapshots for entry, risk and export decisions worldwide.

- India state-level sector reports
- Sector snapshots: APAC, MEA, Europe, North America
- Regulatory and incentive summary
- Key players and channels

Competitive Intelligence and Company Monitoring

Who the rivals are, how they price and position, and what they do next.

- Competitor profiles and benchmarking
- Pricing and positioning maps
- Ongoing company monitoring and alerts
- Sales battlecards

Patent and Technology Landscape

IP mapping and freedom to operate for chemical, process and equipment technologies.

- Patent landscape by technology and assignee
- Freedom-to-operate screening
- Licensing opportunity scan

Regulatory Assessment and Monitoring

Standards, approvals and policy changes affecting a product or market.

- Applicable standards and approvals map
- Policy change tracking
- Compliance timeline and cost view

Market Entry and Expansion

India Entry for Foreign Manufacturers

Should a foreign firm enter India, how, and with whom.

- Market and regulatory assessment
- Entry mode options: direct, distributor, JV, licensing
- Partner screening and shortlisting
- Site and incentive overview
- Implementation roadmap

International Entry Sprint

Packaged, fixed-scope entry study for exporters targeting GCC, APAC, MEA, Europe or North America.

- Demand and buyer mapping by country or region
- Conformity and registration requirements
- Distributor and agent shortlist
- Price corridor and landed-cost view
- Six-week fixed-scope delivery

Export Market Selection

Rank destination markets for a product line.

- Market scorecard across 10–20 countries
- Tariff, logistics and standards screen
- Buyer and channel identification
- Export guidebook

Partner, Distributor and Licensee Search

Find and qualify partners for a market or a technology.

- Long list and screening criteria
- Shortlist with capability profiles
- Introductions and first meetings
- Partnership structuring support

Adjacent Category and Diversification Studies

Which adjacent category a manufacturer should enter next.

- Agency map from existing capabilities
- Category attractiveness and fit scoring
- Entry requirements and investment
- Recommendation and sequence

Feasibility, Projects and Capacity

Techno-Economic Viability (TEV) Study

Market, technical and financial viability of a proposed project, bank-ready.

- Market and demand assessment
- Technology and process selection
- Capex and opex estimation
- Financial model with sensitivities
- Risk register

Detailed Project Report (DPR)

Full project report for process plants, CBG, agri-processing, dehydration and similar.

- Process design basis and block flow
- Equipment list and specifications
- Capital cost and project schedule
- Operating cost and working capital
- Financial projections and funding structure
- Statutory approvals checklist

Site Selection and Catchment Study

Compare locations on demand, cost, logistics and incentives.

- Location long list and criteria
- Catchment demand analysis
- Logistics, utilities and labour comparison
- Incentive and land-cost comparison
- Ranked recommendation

Demand Validation before Capital Commitment

Will buyers commit before the asset is built.

- Sample frame of target buyers or tenants
- Structured intent and willingness survey
- Price and format preference
- Commitment pipeline and conversion estimate

Policy and Incentive Advisory

Access state and central schemes for a project.

- Applicable scheme map
- Eligibility and benefit estimate
- Application support
- Compliance calendar

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Transactions and Investors

Commercial Due Diligence

Validate the market, share and growth claims of a target, for industrial and consumer businesses.

- Market size and growth validation
- Competitive position and share check
- Customer and channel interviews
- Pricing and margin sustainability
- Red-flag summary and value drivers
- 3–6 week delivery

Sell-Side Market Report

Independent market report to support a fundraise or exit.

- Market opportunity narrative
- Growth and share evidence
- Investor-facing data pack
- Q&A support during diligence

Target Screening and Acquisition Search

Long and short lists of acquisition or partnership targets.

- Screening criteria and universe build
- Long list with profiles
- Shortlist scoring
- Approach support

Investor Deck and Business-Plan Research

Market and model inputs for a pitch or blueprint.

- Market sizing and positioning
- Unit economics and benchmarks
- Competitive narrative
- Business plan drafting

Expert Calls via the IMR Industrial Expert Network

Vetted plant heads, process engineers, EPC and procurement experts for deal teams.

- Expert sourcing against a brief
- Scheduled and transcribed calls
- Call summaries
- Pay-per-call or subscription

Customers, Brands and Pricing

B2B Buyer and Procurement Research; Spec-In Map

How buyers specify, evaluate and choose suppliers. Spec-In Map traces who influences the specification: licensors, EPCs, consultants.

- Buying-process and decision-unit mapping
- Supplier selection criteria and weights
- Spec-In Map of influencers
- Switching triggers and barriers

Usage and Attitude, Segmentation, Path to Purchase

Who uses what, why, and how they decide.

- U&A study
- Needs- or behaviour-based segmentation
- Customer journey and touchpoint map
- Persona profiles

Brand Health and Corporate Image for B2B Suppliers

How the brand and company are seen by buyers, specifiers and investors.

- Awareness, consideration and preference tracking
- Corporate reputation among stakeholders
- Tender-readiness perception check
- Wave-on-wave tracker

Pricing Research and TCO Benchmarking

Willingness to pay, price corridor and total cost of ownership.

- Van Westendorp and Gabor-Granger
- Conjoint and choice modelling
- Competitive price benchmarking
- TCO model and comparison

Concept, Product and Equipment-Clinic Testing

Test a concept, a product or a piece of equipment with real users.

- Concept screening and scoring
- On-site product trials for industrial consumables
- Equipment clinics at trade fairs
- Feature prioritisation (MaxDiff)

Win/Loss and Voice of Customer

Why deals are won or lost and what customers value.

- Win/loss interview programme
- Lost-customer analysis
- Voice-of-customer themes
- Sales-process recommendations

Channels and Customer Experience

Dealer's Voice: Distributor and Dealer Research

Margins, stock, service and loyalty in the channel.

- Dealer and distributor survey
- Margin and stock-turn benchmarks
- Channel satisfaction and loyalty
- Incentive design input

Channel and Distribution Strategy

Route to market, mapping, margins and payment terms.

- Channel mapping and coverage gaps
- Margin structure and terms benchmark
- Route-to-market options
- Distributor selection criteria

Mystery RFQ

Covert audit of how distributors and sales desks respond to an enquiry.

- Scripted enquiry by phone, email and visit
- Response time, accuracy and pricing captured
- Competitor sales-desk comparison
- Scorecard and corrective actions

CSAT, NPS and Key-Account Programmes

Satisfaction and advocacy measurement, with key-account depth.

- Relationship and transactional CSAT/NPS
- Key-account health interviews
- Project satisfaction reviews
- Dashboard and action tracking

Retail and Franchise Audits

Availability, pricing, compliance and service at the point of sale.

- Store and branch audits
- Franchisee compliance checks
- Mystery shopping
- Scorecard with benchmarks

Procurement and Supply Intelligence

Supplier Landscape and Evaluation

Who supplies a category, at what capability and risk.

- Supplier universe and profiles
- Capability and capacity assessment
- Risk and concentration view
- Shortlist and RFQ support

Raw-Material Price Tracking

Price trends and forecasts for chemicals and agri inputs.

- Monthly or weekly price feed
- Driver analysis and forecast
- Contract-timing recommendation

Supply-Chain and Value-Chain Mapping

Flows, margins and bottlenecks from raw material to end use.

- Value-chain map with margins by stage
- Bottleneck and dependency analysis
- Integration and sourcing options

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Impact, ESG and Public Sector

CSR Impact Assessment for Manufacturers

Independent assessment of CSR projects for companies above the mandated threshold.

- Baseline and endline surveys
- Outcome and impact measurement
- Board-ready assessment report
- Recommendations for the next cycle

Monitoring and Evaluation

Programme M&E for funders, associations and public bodies.

- Indicator framework
- Field data collection
- Periodic evaluation reports

Sector Studies for Associations, Ministries and Trade Bodies

Evidence for policy input, member services and promotion.

- Sector sizing and employment
- Member surveys
- FDI and investment attractiveness studies
- Policy recommendations

Research Services for Other Firms

Global Fieldwork Partnership

Run data collection for another firm under its methodology, across India, APAC, MEA, Europe and Canada.

- CATI and online surveys
- CAPI and intercepts
- Qualitative recruitment and moderation
- B2B and industrial respondent access
- Live quota and quality reporting

Research Support and Service Bureau

Back-office research operations.

- Survey programming and hosting
- Data processing and weighting
- Verbatim coding
- Tabulation and charting
- Report production

IMR Industrial Expert Network

Vetted experts for calls, surveys and advisory panels.

- Plant heads and operations leaders
- Process and project engineers
- EPC, licensor and consultant contacts
- Procurement and channel professionals
- Coverage across India, APAC, MEA, Europe and North America

Dedicated Analyst Retainers

Named researchers on a monthly retainer for ongoing intelligence.

- Monthly intelligence briefs
- Ad-hoc query desk
- Competitor and regulatory monitoring
- Analyst hours bank

Translation and Localisation

Instruments and reports in Indian languages and Arabic.

- Questionnaire and guide translation
- Back-translation and pilot
- Report localisation