

We may help you in taking better decisions...



ATMC
Market Research

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About Us

- ✓ Founded in 2007, ATMC Research is a promising market research and information service provider in India. The company is engaged in providing **comprehensive industry and company research to clients in various industries**
- ✓ We gather information from a wide range of sources using advanced information management tools, **sophisticated analytical systems and methodologies** and dedicated professional client services.
- ✓ We specialize in **business to business market research, social & rural market** research, consumer market research both **qualitative & quantitative and mergers & acquisitions** India
- ✓ We currently caters to clients in verticals such as Automotive, Agriculture, Banking, Financial Services & Insurance (BFSI), Education, Healthcare, Consumer Products, Building Marital, Retail and others segments

Business Offerings

Quantitative as well as Qualitative surveys supported by survey analytics

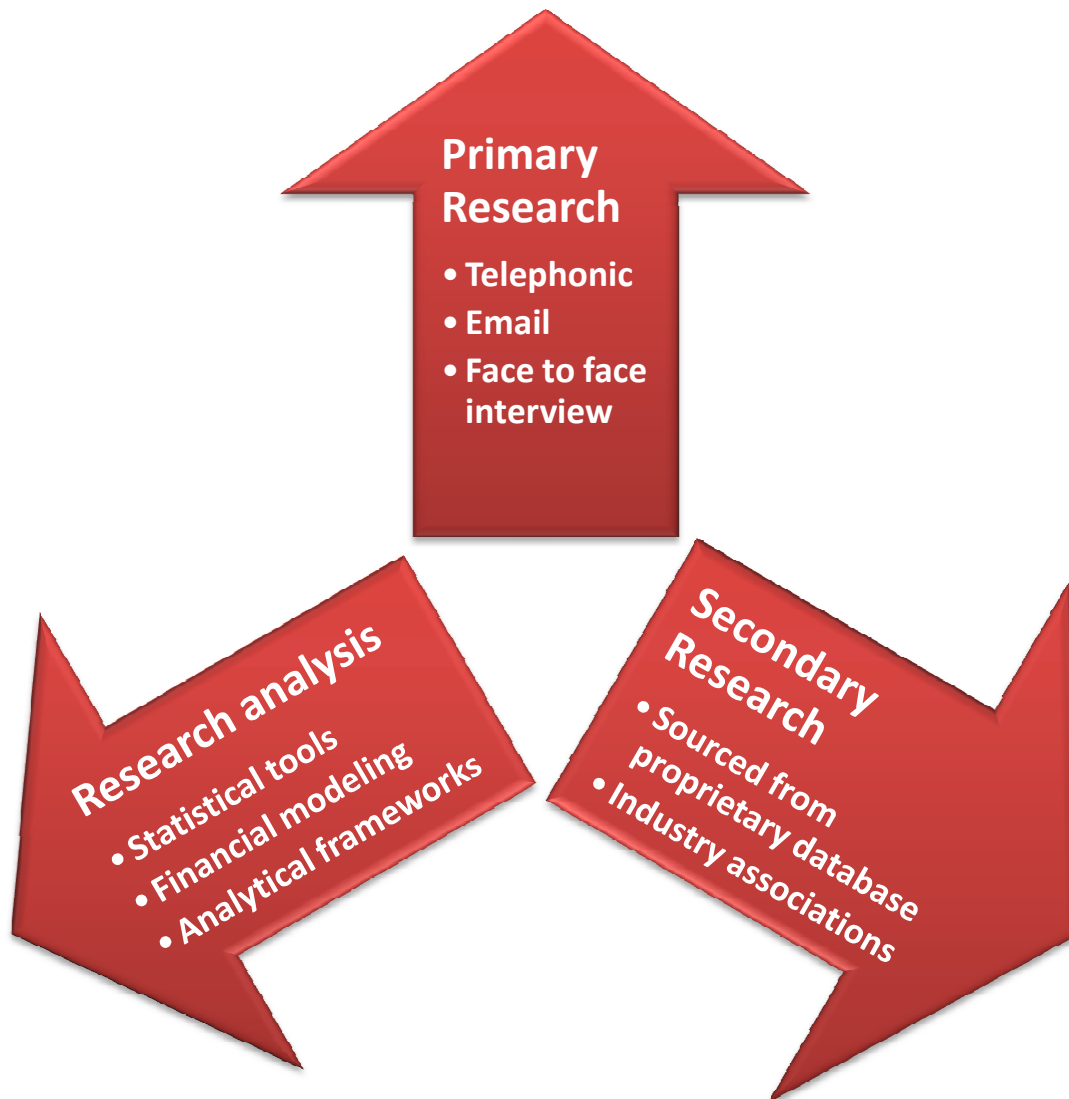


- In-depth Industry Reports
- Competitive Intelligence Studies
- Country Research
- Survey Analytics
- Equity Analyses and Company Reports
- Mergers & Acquisitions, Private Equity and Venture Capital Deal Directories

Industry Coverage

- ➡ **Automobile**
- ➡ **Logistics & SCM**
- ➡ **Banking, Financial Services and Insurance**
- ➡ **Construction & Building Materials**
- ➡ **Consumer Products & Retail**
- ➡ **Education**
- ➡ **Healthcare & Pharmaceuticals**
- ➡ **Media & Entertainment**
- ➡ **Travel & Tourism**
- ➡ **IT & IT enabled services**

Research Methodology



- The research is built using data and information sourced from proprietary databases, primary and secondary research and in-house analysis by ATMC Research team of industry experts
- Secondary Research enables the researcher to form a hypothesis about the market size and dynamics.
- Structured interviews are then conducted with several industry veterans to authenticate the data collected from secondary data sources and to reject or accept the hypothesis regarding the future projections

Delivery Models and Competency

Delivery Models

- **Contract based:**
 - Dedicated resources
 - Floating pool / reserve bandwidth
- **Project based**
 - Ad hoc (Sporadic and fast turnaround research requests)
 - Longer term (Higher frequency and longer projects)
- **Customized Reports**
 - On the basis of clients requirement
- **Standardized Reports**
 - Analysis of a particular industry by our dedicated team of analysts

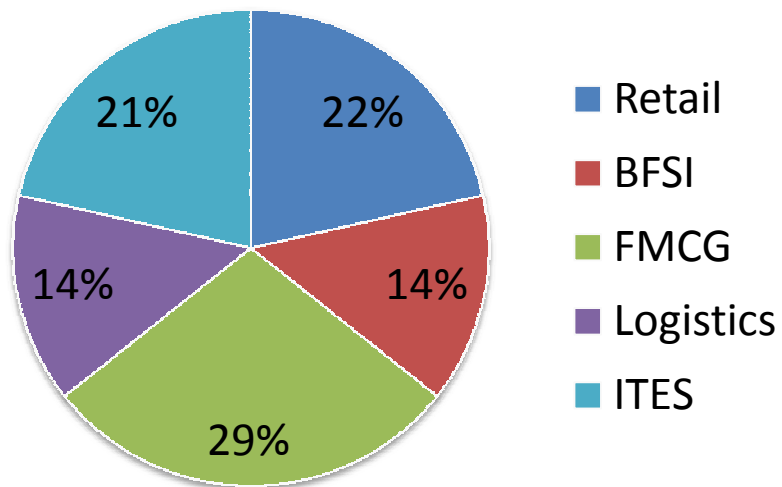
Core Competency

Our research team provide broad range of services with focus on high end judgment based research and flexible delivery models to satisfy client specific requirements. With right set of information we provide the best possible decisions such as:

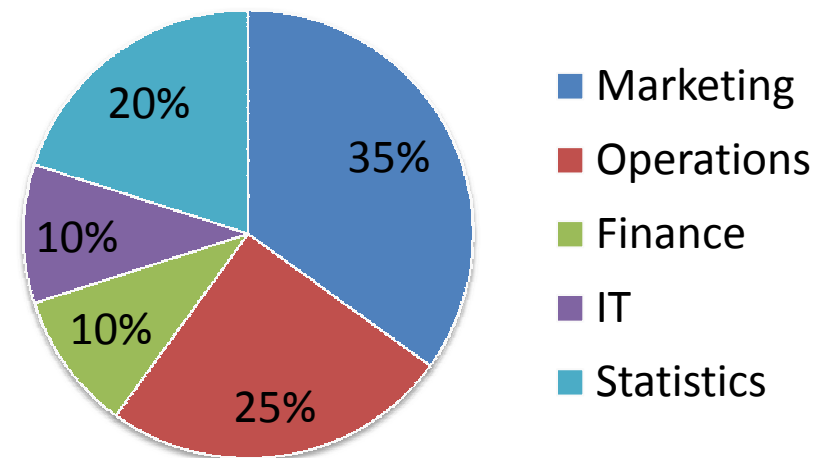
- Measure their market performance along with their competitors
- Assess the potential of their products and services in new geographic markets
- Map out the supply chain of any specific industry
- Analyze market dynamics
- Suggest & help clients in formulating marketing and sales strategies
- Identify & capture growth opportunities with low research cost

Research Team

Industry Experience



Functional Knowledge



We Have dedicated team of analysts with specialization in particular domains, which gives us advantage to explore their knowledge.

Why ATMC

One Stop Solution

- Strategic Analysis
- Industry Reports
- SWOT Analysis

Core Competencies

- Research and Analysis – our only business
- Focus on providing rich insights
- Research build through core primary, secondary data sources and sound analytics through regression models and scenario analysis

Flexibility

- Project Duration
- Delivery of Orders
- Solutions as per the need

Contact Us

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