

# DEEPA KUKREJA

A qualified graduate having over 12 years of rich and extensive experience in the field of **Market Research**.

## Professional competency: Simultaneous Interpretation

Target Sector: Market Research, Corporate Seminars

### Simultaneous Interpretation

#### Work Experience

<b>Qualitative research tools used in my career:</b>	<ul style="list-style-type: none"><li>✓ Focus Group discussion</li><li>✓ Extended group discussion</li><li>✓ Mini Group</li><li>✓ Depth interview</li><li>✓ Family interview</li><li>✓ Peer group</li><li>✓ Triad</li><li>✓ Dyad</li><li>✓ Couple interviews</li><li>✓ Observation</li><li>✓ Day in life /slice in life</li><li>✓ Mystery shopping</li><li>✓ Ethnography</li><li>✓ Mobility audit</li></ul>
<b>Nature of research projects:</b>	<ul style="list-style-type: none"><li>✓ Usage and attitude studies</li><li>✓ UX and UI related studies</li><li>✓ Cognitive Testing</li><li>✓ Longitudinal Studies</li><li>✓ User Journey</li><li>✓ Exploratory studies</li><li>✓ Evaluative studies</li><li>✓ Rural studies</li><li>✓ New product development studies</li><li>✓ Advertising and Communication studies</li><li>✓ Product testing and placement.</li><li>✓ Shop and home observations</li><li>✓ Brand equity research</li><li>✓ Concept testing</li></ul>
<b>Research companies worked for:</b>	<ul style="list-style-type: none"><li>✓ A.C. Nielson</li><li>✓ Ipsos Research</li><li>✓ Accenture</li><li>✓ Mantaray</li><li>✓ Convo Research &amp; Strategy Pvt. Ltd</li><li>✓ Third Eye Integrated Services</li><li>✓ Market Resonance</li><li>✓ Q &amp; Q Research Insights Pvt. Ltd.</li><li>✓ Market Excel</li><li>✓ Research Services Bureau</li><li>✓ Firefly Milward Brown</li><li>✓ Gfk Mode</li><li>✓ Hansa Research</li><li>✓ Quantum Market Research Pvt. Ltd.</li><li>✓ TNS</li><li>✓ Vox Populi</li></ul>

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	<ul style="list-style-type: none"><li>✓ Research Pacific India Pvt. Ltd.</li><li>✓ Cimigo Market Research</li></ul>	
<b>List of Clients:</b>	<ul style="list-style-type: none"><li>✓ Meta</li><li>✓ Google</li><li>✓ Bill Gates Foundation</li><li>✓ Duolingo</li><li>✓ P &amp; G</li><li>✓ Johnson &amp; Johnson</li><li>✓ Glenmark</li><li>✓ Cadburys</li><li>✓ Visa</li><li>✓ Fedex</li><li>✓ Microsoft</li><li>✓ Nivea</li><li>✓ Axis Bank</li><li>✓ Levis</li><li>✓ Godrej</li><li>✓ Nissan</li><li>✓ Hersheys</li><li>✓ Hungama app</li><li>✓ Tata Housing</li><li>✓ Tata Salt</li><li>✓ Kalpataru Builders</li><li>✓ Mahindra &amp; Mahindra</li><li>✓ L'Oreal</li><li>✓ Hindustan Unilever</li><li>✓ Hungama</li><li>✓ Good Year Tyres</li><li>✓ Facebook</li><li>✓ Hyundai</li><li>✓ Sony</li><li>✓ Marico</li><li>✓ HDFC Bank</li><li>✓ Colgate</li><li>✓ Garnier</li><li>✓ Abbott</li><li>✓ Liebherr</li><li>✓ Aditya Birla Group</li><li>✓ Leo Burnett</li><li>✓ Phillips</li><li>✓ Pfizer</li><li>✓ Air BnB</li><li>✓ Ponds</li><li>✓ Ola Corporate</li><li>✓ Garnier</li><li>✓ Go Daddy</li><li>✓ Godrej</li><li>✓ Aegon Life Insurance</li><li>✓ Air Bank</li><li>✓ McDonalds</li></ul>	

### ***Education***

B Com graduate – State Topper in Mumbai University (Financial Accountancy)

# DEEPA KUKREJA

## *Personal Profile*

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*Name* : Deepa Kukreja  
*Date of Birth* : 9<sup>th</sup> May 1972  
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*Languages spoken:* Hindi, English and Sindhi

I hereby declare that the above information is true to the best of my knowledge.

Deepa Kukreja.