

The Dual Impact: Market Research Education and Economic Contribution of Pune Based Wantstat, MRFR, and Wiseguy Research Consultants in India

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Abstract

This paper provides an expert-level analysis of the multifaceted contributions of Wantstat Research and Media Pvt. Ltd., Market Research Future Reports (MRFR), and Wiseguy Research Consultants Pvt. Ltd. (operating as Wise Guy Reports) to market research education and the broader Indian economy. Based in Pune, these entities, operating as dynamic startups, play a pivotal role in disseminating critical market intelligence, fostering skill development, and driving innovation. The report delves into their business models, their direct and indirect educational initiatives, and their significant economic impact through job creation, revenue generation, and enabling strategic decision-making across various industries, highlighting their collective influence on burgeoning market research landscape of India and its economic trajectory.

Keywords

Market Research, Startup, Economic Contribution, Market Research Education

I. Introduction

India's market research industry is experiencing impressive growth, reflecting a burgeoning demand for data-driven insights across its diverse industrial landscape. The sector's revenue is projected to reach \$3.4 billion in FY25, marking a substantial increase from \$3.2 billion in FY24 and \$2.9 billion in FY23, according to the Marketing Research Society of India (MRSI). This robust expansion underscores the critical role market research plays in enabling businesses to understand customer needs, identify market trends, and navigate competitive environments, thereby facilitating informed decision-making and strategic planning. Such insights are essential for uncovering opportunities, mitigating risks, and optimizing products and services, acting as a vital catalyst for business success.

Within this dynamic environment, India's startup ecosystem has emerged as the world's third-largest, demonstrating significant vitality and immense growth potential. This ecosystem has collectively contributed between 10% and 15% to India's Gross Domestic Product (GDP) growth from FY16 to FY23 and is projected to reach \$1 trillion by 2030, with an anticipated annual growth rate of 12-15%. The rapid evolution of this entrepreneurial landscape necessitates robust and accessible market intelligence to sustain its momentum.

This paper focuses on three key Pune-based players: Wantstat Research and Media Pvt. Ltd., its associated brand Market Research Future Reports (MRFR), and Wiseguy Research Consultants Pvt. Ltd., which operates under the brand Wise Guy Reports. These firms represent a significant segment of the Indian market research landscape. Operating at the intersection of market intelligence, technology, and business strategy, these companies embody the entrepreneurial spirit of India's growing economy, particularly within the burgeoning tech and data sectors. The primary purpose of this report is to analyze the multifaceted contributions of these entities in promoting market research education and their economic impact as startups within the Indian context. The analysis will encompass their foundational business models, their direct and indirect educational initiatives, and their broader influence on job creation, innovation, and economic enablement across various sectors.

II. Company Profiles and Interconnected Business Models

This section provides a detailed overview of each entity, their core operations, market positioning, and highlights the intricate relationships between them, particularly their shared base in Pune and a notable leadership overlap.

A. Wantstat Research and Media Pvt. Ltd.

Wantstat Research and Media Pvt. Ltd. was incorporated on July 02, 2017, in Pune, India, as a Private Limited Company, registered with the Registrar of Companies (ROC) Pune. The company functions as a cloud-based provider of industry reports, offering extensive data and statistics across various markets and countries. Its clientele spans both business-to-business (B2B) and business-to-consumer (B2C) segments, extending its services to industry stakeholders, associations, libraries, and students.

As a seed-funded company, Wantstat secured \$267K in October 2021 from IBN Technologies, achieving a valuation of ₹6.15Cr at that time. For the financial year ending March 31, 2024, the company generated a revenue of ₹21.4Cr. However, its compounded annual growth rate (CAGR) in revenue for the preceding year was -1% , which may reflect market adjustments or competitive dynamics. As of November 30, 2024, Wantstat employed 216 individuals, showing a modest 0.9% increase from November 2023.

Wantstat's platform delivers analytical insights crucial for supporting business decision-making across diverse industries, including healthcare, IT, energy, and automobile. The company positions itself as a competitor to major global and Indian market research firms such as Gartner, MarketsandMarkets (also Pune-based), and RELX, ranking 19th among 103 active competitors by Tracxn score.

The company's explicit inclusion of "students" and "libraries" among its target segments suggests a strategic intent beyond immediate revenue generation from corporate clients. By making its reports and data accessible to the academic community, Wantstat is not only expanding its market reach but also subtly embedding its brand and methodologies within the educational pipeline. This approach can foster familiarity with their services among future professionals and researchers, potentially serving as a long-term talent acquisition strategy or a way to cultivate future clients who are accustomed to their data. This broad accessibility contributes significantly to the democratization of market intelligence in India. By providing valuable, real-world data to students, Wantstat helps to cultivate a more data-literate and market-aware workforce. This, in turn, can foster a more informed entrepreneurial ecosystem,

as aspiring business leaders gain access to critical insights that might otherwise be out of reach, thereby contributing to the overall quality of market research education and application in the country.

B. Market Research Future Reports (MRFR)

Market Research Future Reports (MRFR) is explicitly identified as "Part of Wantstats Research and Media Private Limited". This establishes MRFR as a primary brand or operating division under the Wantstat corporate umbrella, indicating a unified strategic direction for their market intelligence offerings. MRFR's core objective is to deliver "optimum quality market research and intelligence service clients, enabling them to "see more, know more, and do more." MRFR distinguishes itself through "Tailored Solutions," "Collaborative Partnerships," "Innovative Insights," "Uncompromising Quality," and a focus on "Long-Term Value". The company prides itself on being a "pioneer in the market," continuously discovering new analysis methods. Notably, it leverages "big data and artificial intelligence tools" to offer "cutting-edge insights," aiming to provide clients with a competitive advantage. MRFR provides comprehensive market research studies across a wide array of industries, including Healthcare, Chemicals and Materials, Information and Communication Technology, Energy and Power, Food, Beverage & Nutrition, and Automobile.

MRFR has achieved substantial client satisfaction, evidenced by testimonials from international corporations such as Hyosung Chemical Corp, Dogan Holding, and Rockwool, who commend the relevance, structure, and responsiveness of their reports. Its research is frequently cited by prominent media outlets, including Forbes, BBC News, Mastercard, and Nasdaq. These media citations underscore MRFR's credibility and influence as a reliable source of market intelligence within the industry.

In the rapidly digitizing global economy, the integration of advanced technologies like AI and big data is no longer merely an advantage but a fundamental requirement for market research firms to deliver superior value and maintain competitiveness. MRFR's explicit focus on these technologies positions it as a leader in methodological innovation within the Indian market research landscape. This commitment allows them to move beyond descriptive reporting to offer predictive analytics and more actionable intelligence, which is highly sought after by businesses navigating complex markets. By demonstrating the efficacy and necessity of AI in market research, MRFR implicitly sets new industry standards for analytical rigor and technological integration. This, in turn, creates a heightened demand for professionals skilled in AI, machine learning, and advanced data analytics within the market research sector. Consequently, it directly influences the curriculum and strategic focus of market research education programs in India, pushing them towards more technology-driven and analytical skill development to meet evolving industry needs.

C. Wiseguy Research Consultants Pvt. Ltd. Pune (Wise Guy Reports)

Wiseguy Research Consultants Pvt. Ltd. was incorporated on November 16, 2014, in Pune, India. The company primarily operates under the brand "Wise Guy Reports," positioning itself as a provider of market research reports and statistical data. Despite being listed as an unfunded company by Tracxn, it is described as a "fast growing start-up", suggesting organic growth driven by market demand for its services.

Wise Guy Reports offers access to an extensive database comprising over 300,000 market research reports across a multitude of industry sectors. These reports provide insights into market trends, consumer behavior, and competitive landscapes, designed to support businesses in making informed decisions and driving growth. The company provides both Commercial Off-the-Shelf (COTS) reports and custom research solutions tailored to specific client needs. It claims to deliver "cutting edge accuracy" in its premium reports, a testament to its analytical rigor. Its client base includes prominent multinational corporations (MNCs) such as Unilever, Bosch, Sanofi, and leading global consultancy firms like BCG, McKinsey, and PWC, indicating its strong reputation and the value of its insights. Wise Guy Reports frequently publishes press releases on various market reports, covering diverse topics from electric vehicles to industrial IoT, showcasing its broad industry coverage.

There is a deeper, potentially strategic, connection between Wiseguy Research Consultants (and its brand Wise Guy Reports) and Wantstat Research and Media (and its brand MRFR). Such an arrangement is atypical for direct competitors and implies either shared ownership, a strategic alliance, or a coordinated effort to influence different segments of the market research industry. This interconnected leadership contributes to the strengthening and integration of Pune's market research ecosystem. It could foster a more collaborative environment, leading to shared best practices in research methodologies, talent development, and market penetration strategies. This concentration of expertise and strategic alignment could further solidify Pune's position as a burgeoning hub for market research in India, attracting more investment and skilled professionals to the region and enhancing its overall economic contribution.

Table 1: Overview of Pune-based Market Research Companies

Company Name (Legal Entity)	Associated Brand(s)	Founding Year / Incorporation Date	Latest Reported Revenue (as of)	Latest Reported Employee Count (as of)	Total Funding (if applicable)	Current Valuation (if available)	Key Market Positioning/Specialization
Wantstat Research and Media Pvt. Ltd.	Wantstats, Market Research Future Reports	2017/Jul-02, 2017	₹21.4Cr (Mar 31, 2024)	216(Nov 30, 2024)	\$267K (Oct 22, 2021)	₹6.15Cr (Oct, 2021-22)	Cloud-based provider of industry reports, data & statistics across markets.
Wiseguy Research Consultants Pvt. Ltd.	Wise Guy Reports	2014 / Nov 16, 2014	Not explicitly detailed	176 (Undated, from legal entity)	Unfunded	N/A	Provider of market research reports and statistical data.

Table 2: Core Services and Industry Focus

Company Name (Brand)	Primary Services Offered	Key Industry Sectors Served	Noteworthy Methodologies/Innovations
Wantstats	Cloud-based industry reports, Data & statistics, Analysis for business decision-making	Healthcare, IT, Energy, Automobile, B2B, B2C	Cloud-based platform, Data sequencing (pioneer)
Market Research Future Reports (MRFR)	Tailored solutions, Syndicate reports, Category intelligence, Consulting services	Healthcare, ICT, Energy & Power, Food & Beverage, Automobile, BFSI, Consumer & Retail, Manufacturing, etc.	Big data and AI tools for cutting-edge insights, Innovative analysis methods
Wise Guy Reports	Market research reports, Statistical data, Custom	Various industry sectors (e.g., HVAC, Electric Vehicle, Industrial	Extensive database of 300,000+ reports, Cutting edge accuracy

III. Promoting Market Research Education in India

Wantstat Research and Media Pvt. Ltd., Market Research Future Reports, and Wiseguy Research Consultants Pvt. Ltd. contribute significantly to the development of market research skills and knowledge in India, both directly and indirectly, thereby bolstering the nation's human capital in this critical field.

Direct and Indirect Educational Initiatives

The role of these companies in knowledge dissemination is multifaceted. Wantstat explicitly states that its data and statistics cater to "students" and "libraries" , indicating a direct contribution to academic and self-learning resources. This makes high-quality market intelligence accessible to a broader learning audience, extending beyond corporate clients to the educational sphere. Similarly, MRFR's reports are frequently cited by prominent media outlets such as Forbes, BBC News, and Nasdaq. This widespread media citation highlights their role as authoritative sources of industry knowledge, indirectly serving an educational function for a vast public and professional audience seeking to understand market dynamics and trends. Wise Guy Reports further amplifies this by offering an extensive database of over 300,000 market research reports. This vast repository serves as a significant resource for secondary research, providing practical, real-world market understanding that complements theoretical academic learning for students, researchers, and aspiring professionals. These reports delve into specific markets, such as the "Smart Class Room in India Market" , offering practical case studies and trend analysis that are invaluable for applied learning.

Beyond public dissemination, these firms contribute to professional development and skill enhancement through internal mechanisms. Wiseguy Research Consultants Pvt. Ltd. is noted for its investment in "employee development through training programs and workshops". This internal focus directly enhances the skills of their workforce in market research methodologies, advanced analytical techniques, and industry-specific knowledge, contributing to a pool of highly trained professionals. The emphasis on "cutting edge accuracy" and "innovative insights" using AI and big data by these firms implicitly raises the bar for market research professionals across the industry. This encourages continuous learning, adoption of advanced techniques, and a focus on data-driven decision-making, thereby pushing the overall standard of market research skills in India.

While entities like Market Research Academy (MRA) and Market Research Universe (MRU) explicitly offer structured, "live project oriented market research course[s] and practical training program[s] with 100% placement assistance" , the Pune-based companies (Wantstat, MRFR, Wiseguy Research Consultants) primarily contribute to education through their core business of producing and disseminating market intelligence. MRA's comprehensive curriculum, covering market size estimation, data analysis, and report writing , highlights the formal educational pathways available. However, the reports and insights from Wantstat, MRFR, and Wise Guy Reports provide the essential real-world context and practical application that formal education often lacks.

These companies exemplify a crucial, often understated, aspect of market research education: learning through direct access to and analysis of real-world data and comprehensive reports. Their extensive publications and insights function as a de facto "living textbook" for aspiring and current professionals. This complements formal training programs by providing practical context, up-to-date industry trends, and real-world case studies, effectively bridging the gap between theoretical academic learning and practical industry application. For students, this means understanding how market research is actually conducted and applied in various sectors. For professionals, it means continuous upskilling. This indirect, yet pervasive, educational contribution is vital for addressing India's significant skill gaps, particularly in data analysis, AI, and emerging technologies. By making high-quality, actionable market intelligence widely accessible, these firms enable a broader segment of the workforce to develop critical analytical skills and stay updated with industry trends, even without enrolling in formal courses. This fosters a culture of continuous learning and adaptability, which is essential for India's rapidly evolving job market and its ambition to become a global knowledge economy.

IV. Contribution to the Indian Economy as Startups

This section details the direct and indirect economic impact of Wantstat, MRFR, and Wiseguy Research Consultants, emphasizing their dynamic role as startups in fostering job creation, driving innovation, generating revenue, and supporting the broader entrepreneurial ecosystem in India.

A. Job Creation and Employment Impact

Wantstat Research and Media Pvt. Ltd. reported a team size of 216 employees as of November 30, 2024, demonstrating its direct contribution to employment within the specialized market research sector. This figure represents a 0.9% increase from November 2023, indicating steady, albeit modest, growth in its workforce. Wiseguy Research Consultants Private Limited, the legal entity associated with Wise Guy Reports, has an employee count of 176. Combined, these two groups directly employ nearly 400 professionals, contributing significantly to high-value job creation in Pune.

These firms are integral components of India's burgeoning startup ecosystem, which has collectively created over 1.6 million direct jobs across the country since the launch of the Startup India Initiative in January 2016. Their operations, particularly in cloud-based services and data analytics, contribute to the growth of the "digital services" sector, identified as a key area for employment expansion in India. This sector demands skilled professionals in software engineering, data science, and digital marketing, roles that these market research companies actively create and fill.

While the raw headcount of employees at Wantstat and Wiseguy might seem modest compared to the overall 1.6 million jobs created by the Indian startup ecosystem, the jobs created by these market research firms are highly specialized, knowledge-intensive, and often require advanced analytical and technological skills (e.g., in AI, big data, cloud platforms). These are "high-value" jobs that contribute disproportionately to the knowledge economy. They foster a skilled workforce that can drive innovation and efficiency across multiple sectors, rather than simply adding to general employment figures. This focus on specialized talent aligns with India's broader economic strategy to leverage its demographic dividend through skilled labor. The insights and strategic guidance generated by these employees directly enable growth and job creation in their client companies across various industries. When a client business uses market

research to identify new opportunities, optimize its strategies, or develop successful products, it often leads to increased revenue, expansion, and subsequent job creation within *that* client's organization. This creates a significant "multiplier effect" on employment that extends far beyond the direct payroll of Wantstat, MRFR, and Wiseguy Research Consultants, making their overall economic contribution more substantial than simple headcount suggests.

B. Driving Innovation and Technological Advancement

MRFR positions itself as a "pioneer" in adopting new analysis methods, specifically highlighting its use of "big data and artificial intelligence tools" to deliver "cutting-edge insights". This demonstrates a proactive commitment to technological leadership within the market research domain. Wise Guy Reports emphasizes "cutting edge accuracy" in its premium reports and has published detailed market analyses on the impact of AI and data analytics in sectors such as pre-employment testing software. This indicates their internal adoption and understanding of advanced analytical techniques. Wantstat operates as a "Cloud based provider of industry reports", signifying its embrace of scalable, modern data delivery platforms that enhance accessibility and efficiency of market intelligence.

By providing sophisticated, data-driven market intelligence, these firms serve as crucial enablers of innovation in client industries. For instance, MRFR's reports support strategic decision-making in rapidly evolving fields like humanoid robotics and quantum computing, which are critical for India's technological advancement and global competitiveness. Their work helps businesses optimize products and services, identify new market opportunities, and strengthen brand strategies, directly contributing to the innovation cycle across the broader Indian economy. The focus of these companies on leveraging technology and data aligns seamlessly with India's "Make in India" initiative, which aims to foster innovation and technological advancements across domestic manufacturing and services. Their contributions also support India's broader ambition to become a global leader in AI and digital transformation, a key theme highlighted in reports like the World Economic Forum's Future of Jobs Report.

The most profound contribution of these companies to innovation isn't solely their internal technological adoption, but how their *insights* directly enable other companies to innovate. By providing detailed market analysis, competitive intelligence, trend forecasts, and consumer behavior understanding, they equip their clients—ranging from nascent startups to established corporations—with the knowledge needed to develop new products, refine existing services, enter new markets, and adopt cutting-edge technologies. This positions them as crucial enablers of the innovation cycle across India's diverse industrial landscape. They reduce the research and development risk for other companies by providing validated market opportunities. This enabling role directly helps Indian businesses remain competitive on a global scale. In an era where data-driven decisions are paramount for market leadership, the availability of high-quality, AI-powered market research from domestic firms like Wantstat, MRFR, and Wiseguy Research Consultants gives Indian companies a strategic advantage in identifying and capitalizing on emerging opportunities, both domestically and internationally. This contributes to India's overall economic dynamism and its standing as a hub for technological advancement.

C. Revenue Generation and Market Growth

Wantstat Research and Media Pvt. Ltd. generated a substantial revenue of ₹21.4Cr for the financial year ending March 31, 2024. This figure demonstrates its significant operational scale

and market presence. While specific revenue figures for Wiseguy Research Consultants Pvt. Ltd. are not explicitly detailed in the provided information, its association with the "fast growing start-up" Wise Guy Reports implies a robust and expanding market activity, contributing to the overall industry's financial volume.

The revenues generated by these Pune-based firms contribute directly to the overall size and growth of India's market research industry, which is projected to reach \$3.4 billion in revenue by FY25. Their consistent operation and growth, alongside other key players, signify a maturing and expanding market for specialized information services in India. This growth attracts further investment, fosters competition, and creates a more dynamic business environment.

The varied financial trajectories observed, such as Wantstat's recent slight revenue decline contrasted with Wise Guy Reports' unfunded but rapid growth, reflect the inherent volatility and diverse growth paths within the startup ecosystem. It indicates that "growth" is not monolithic; it can be measured in various ways (e.g., market share expansion, client acquisition, report volume, technological leadership) beyond just year-on-year revenue CAGR. An unfunded "fast growing" company, in particular, suggests strong organic growth and significant market acceptance, which is a notable achievement in itself and indicative of a robust business model. The ability of these firms to generate substantial revenue and attract a high-profile client base (including MNCs and top consulting firms for Wise Guy Reports) suggests a maturing market for specialized information services in India. This maturity allows for diverse business models and funding strategies (e.g., self-funded growth versus venture capital), strengthening the overall economic fabric by proving the viability of niche service industries. This diversification contributes to the resilience and dynamism of the Indian economy.

D. Supporting the Broader Startup Ecosystem

Market research is fundamentally "vital for startups as it helps them understand the competitive landscape they are entering and the needs of their target audience". Wantstat, MRFR, and Wise Guy Reports provide precisely these critical insights through their comprehensive reports and consulting services. They assist startups in defining research objectives, selecting appropriate methodologies, analyzing results, and leveraging findings to inform business strategies. This guidance is crucial for navigating the inherent uncertainties of new ventures.

By offering accessible and actionable market intelligence, these firms directly contribute to reducing the inherent risks associated with launching and scaling new businesses. This empowers first-generation entrepreneurs and existing businesses to make more informed decisions, thereby preventing costly failures and optimizing resource allocation. This direct support for entrepreneurial ventures aligns with and amplifies the Indian government's efforts to foster a vibrant startup ecosystem and strengthen India's appeal as a global destination for innovation and entrepreneurship.

In India's rapidly expanding and highly competitive startup ecosystem, access to reliable and high-quality market research is not a luxury but a fundamental necessity. These firms act as a foundational pillar by providing the crucial intelligence that allows other startups to validate their business ideas, refine product-market fit, understand their target customer segments, and strategize effectively for growth and competitive advantage. By enabling data-driven decisions, they significantly reduce the inherent risks and uncertainties faced by new ventures, thereby

increasing their chances of success. By empowering a multitude of other startups to make smarter decisions and succeed, these market research companies indirectly accelerate the overall growth, maturation, and resilience of India's startup ecosystem. This creates a dynamic, innovative, and sustainable entrepreneurial landscape, which is crucial for India's long-term economic development, job creation, and global competitiveness. Their impact extends beyond their direct financial contributions to fostering a culture of informed entrepreneurship.

Table 3: Economic and Educational Impact Metrics

Company Name (Brand)	Direct Employment Contribution (Latest figures)	Key Innovation Areas	Contribution to Market Intelligence Dissemination	Impact on Broader Startup Ecosystem
Wantstats	216 employees	Cloud-based platform, Data sequencing	Reports for students/libraries	Enables informed decisions, fosters data literacy
Market Research Future Reports (MRFR)	(Part of Wantstats, 216 employees)	AI/Big Data integration, Innovative analysis methods	Extensive media citations, authoritative reports	Provides strategic guidance, reduces R&D risk
Wise Guy Reports	176 employees (Wiseguy Research Consultants)	Cutting edge accuracy, Advanced analytics	300,000+ reports database, practical case studies	Supports business strategy, optimizes resource allocation

V. Challenges and Opportunities

The Pune-based market research companies, Wantstat, MRFR, and Wiseguy Research Consultants, operate within an environment characterized by both significant challenges and substantial opportunities.

Challenges: The Indian market research industry is intensely competitive, featuring a mix of global giants such as Gartner and robust domestic players like MarketsandMarkets, also based in Pune. This competitive landscape necessitates continuous innovation and differentiation for these firms to maintain their market position. Furthermore, despite India's vast working-age population, significant skill gaps persist, particularly in advanced technological areas like AI, machine learning, and data analysis. Reports from the World Economic Forum indicate that a large percentage of the global workforce, including India's, will require reskilling or upskilling by 2030. This presents a considerable challenge for talent acquisition and retention for these specialized firms. Ensuring the accuracy, reliability, and unbiased nature of data, especially when integrating diverse secondary sources or conducting large-scale primary research, also remains a persistent challenge in market research. Lastly, while the industry is generally growing, individual company performance can fluctuate, as evidenced by Wantstat's recent -1% CAGR in revenue. For unfunded startups like Wise Guy Reports, sustained growth relies heavily on organic revenue generation and client retention.

Opportunities: India's rapid digital transformation and the strong government and private sector focus on AI present immense opportunities for market research firms leveraging these technologies to offer more sophisticated and predictive insights. The continuous growth of the

Indian startup landscape creates an ever-increasing demand for market intelligence, strategic guidance, and validation services, directly benefiting these firms as essential enablers. The decentralization of economic growth and innovation to Tier-2 and Tier-3 cities across India creates new markets and opportunities for localized market research, allowing these Pune-based firms to expand their reach and impact. Government support through initiatives like "Make in India" and funding for quantum technologies signals a supportive environment for tech-driven businesses, including those in market research. Moreover, the rise of remote work and Indian professionals' strong IT expertise enable access to global job opportunities, potentially expanding the reach and influence of these Pune-based firms beyond India's borders.

The challenges of skill gaps present a unique and strategic opportunity for these market research firms to formalize or significantly expand their educational contributions. By actively collaborating with academic institutions (e.g., through structured internship programs, joint research projects, curriculum development input, guest lectures, or even co-creating specialized certification courses), they can directly influence and shape the talent pipeline. This ensures that graduates possess the precise industry-relevant skills in data analytics, AI, market intelligence, and research methodologies that are in high demand. Such engagement moves beyond passive knowledge dissemination to active talent cultivation. This proactive engagement in education would not only address their own talent needs and reduce recruitment costs but also create a more robust, highly skilled, and adaptable workforce for the entire Indian market research industry. This deeper synergy between industry and academia would establish a sustainable model for continuous skill development, enhancing India's competitive advantage in the global market for data and insights, and further solidifying Pune's role as a knowledge hub.

VI. Conclusion

Wantstat Research and Media Pvt. Ltd., Market Research Future Reports (MRFR), and Wiseguy Research Consultants Pvt. Ltd. (operating as Wise Guy Reports) are pivotal players in India's dynamic market research landscape, particularly from their base in Pune. They contribute significantly to market research education in India by actively disseminating high-quality, data-driven insights through their extensive reports and publications. These resources serve as invaluable learning tools for students, academics, and professionals, effectively bridging the gap between theoretical knowledge and practical industry application. Furthermore, their internal investments in employee development through training programs enhance the overall skill set of the market research workforce.

As dynamic startups, these companies are vital contributors to the Indian economy. They create direct, high-value employment opportunities within a specialized knowledge sector. They drive innovation by adopting and promoting advanced technologies like AI and big data analytics in their methodologies. Crucially, they empower countless other businesses and startups across India to make informed, strategic decisions, thereby catalyzing broader economic growth, fostering entrepreneurship, and enhancing the overall resilience and competitiveness of the Indian economy.

The observed interconnectedness, particularly the shared directorship between Wantstat and Wiseguy Research Consultants, suggests a deeper, potentially synergistic, influence on Pune's market research ecosystem. This strategic alignment, whether formal or informal, further solidifies Pune's position as a significant hub for market intelligence and innovation in India.

Their continued growth, commitment to innovative methodologies, and indirect educational impact are essential for India's aspirations to be a global economic and technological leader. The critical, often understated, role of market intelligence provided by these homegrown startups is fundamental to national development, enabling data-driven progress across diverse sectors.

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