



Abhijit Krishna

Group Business Director, IMRB International

Abhijit joined IMRB International in 2003 and in the last 12+ years has been consulting clients across multiple verticals like Banking, Insurance, Automotive, Chemicals, Construction, and FMCG among others. He has been a part of more than 300+ research and consulting assignments.

His areas of interest lie in market estimation/potential & marketing/business strategy assignments along with studies, which map the evolution of rural India /customers.

His papers have been selected regularly for presentation in MRSI (Market Research Society of India) conference. In 2010, the paper he presented was amongst the top 3 papers.

Abhijit has done his PGDM from the Goa Institute of Management, and has a bachelor's degree in Mechanical Engineering.

A sports enthusiast, he has led his university/institute in multiple sports. He continues to have the same passion and enthusiasm and is always ready for a game of table tennis.