



FOR IMMEDIATE RELEASE

Pulse Strengthens India

New Delhi, India, Sept 14, 2011 – Pulse today announced the appointment of Mukta Prakash as its Client Development Manager for the India subcontinent market. While Pulse has operated in India since April 2010, it is now also focused on servicing its growing domestic client base. Prakash comes to Pulse after many years in the industry previously with Toluna, Paradigm Precision Sample and ICICI Bank.

Betchay Sangalang, Regional Client Development Head commented *“We continue to invest heavily towards our India operations, both from a fulfillment and client development perspective. India represents a strong growth market for us, and we are committed to hiring the best talent available to strengthen our position”*.

This appointment comes after various other key appointments in India over the past year, with ex-Nielsen veteran Sandeep Verma and ex-Toluna Client Development Naveen Babbal joining the group.

About Pulse Group PLC

Pulse Group PLC is Asia’s leading *Digital Research Agency*. Its full-service capabilities encompass brand related insights, measurement, sentiment analysis and Consumer 2.0 across Asia-Pacific. It also manages one of the most established Asian Online panels www.planet-pulse.com - an online community of survey respondents throughout Asia-Pacific and Middle East.

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