

M3 Global Research Acquires Manthan's Healthcare Market Research Division

M3 Global Research today announced the acquisition of Manthan's healthcare market research business. This bold move facilitates further growth for M3 and consolidates its position as the leading healthcare market research provider.

FORT WASHINGTON, Pa. ([PRWEB](#)) March 19, 2020 -- Global Healthcare Market Research Leader Adds Manthan's Research Services to its Growing Global Portfolio

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Headquartered in Bangalore, India, with offices in USA, Singapore, and Dubai, Manthan applies sophisticated analytics applications to generate high-quality insights and consumer intelligence. Its healthcare division will be rebranded after the acquisition as m360 Research. This strategic acquisition brings to M3 the m360 Research m-panels, a global panel community of over one million healthcare professionals across over 30 countries, as well as its innovative, technology-driven research services.

The new m360 Research brand reinforces the research services element of Manthan's existing offering, as well as their legacy of innovative approaches. It will become a wholly owned subsidiary of the M3 Group, which now operates seven market research companies globally. m360 Research brings to M3 a best-in-class Canadian panel to complement M3 Global Research's current offering across Europe, Nordics, Asia Pacific and The Americas, where its US domestic panel will be notably boosted by the acquisition.

"The addition of m360 Research significantly advances M3 Global Research's growth aspirations for 2020 and beyond" said Anton Richter, CEO, M3 Global Research. "We're especially enthusiastic about leveraging the power of m360 Research's extensive platform and innovative research services to enhance our offering to existing clients, resulting in true 'next generation' healthcare market research."

m360 Research CEO Mohit Kataria on the acquisition: "We are delighted to join the market leader, which will mean significant inward investment and additional resources for m360 Research. We look forward to being able to realise our ambitions to diversify revenue streams whilst continuing to provide innovative research solutions for our clients."

m360 Research's existing healthcare management team will continue to provide uninterrupted coverage to clients during the transition. This continuity of service provision extends to all areas of the business, and across all internal teams.

Sanjib Khemka, VP-Finance said, "We think M3 Group is the right partner to take m360 Research to next level. This transaction has created confidence with both employees and customers."

For more information contact Sue Krause, Snr Marketing Director, M3 Global Research – skrause@usa.m3.com



About the M3 Group: The M3 Group operates in the US, Asia, and Europe with over 5.8 million physician members globally via its physician websites which include mdlinx.com, m3.com, research.m3.com, doctors.net.uk, medigate.net, medlive.cn, and m3india.in. M3 Inc. is a publicly traded company on the Tokyo Stock Exchange (jp:2413) with subsidiaries in major markets including USA, UK, France, Japan, China, and India. The M3 Group provides services to healthcare and the life science industry. In addition to market research, these services include medical education, ethical drug promotion, clinical development, job recruitment, and clinic appointment services. M3 has offices in Japan, UK, France, Germany, Spain, USA, Sweden, China, South Korea, and India.

About m360 Research: m360 Research is a global research partner to the life sciences industry, enabling researchers and marketers to connect with healthcare professionals. Its services include building research specific custom specialist communities, bulletin boards, collection and analysis of structured and unstructured data. m360 Research uses a cutting edge omni-channel approach backed by advanced panel analytics to ensure that clients benefit from expert insight, delivered quickly and cost-effectively.



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