



**Cross-Tab recognised as one of the most innovative companies in the world by Red Herring.**



Mumbai, India January 5, 2010 - Cross-Tab, a [market research outsourcing](#) leader, is happy to announce its selection as a finalist for 2009 Red Herring Global 100 award, a list honoring the year's most promising private technology ventures from around the world.

In response to the news, CEO of the company, Dr. Kumar Mehta said "Cross-Tab has consistently proven its leadership position driven by innovation and deep knowledge of market research. Periodic investments in innovative cutting edge products and services in the [International Market Research](#) domain help us deliver value beyond cost saving. This endorsement by a renowned independent evaluator like Red Herring is deeply gratifying and self-assuring."

The Red Herring editorial team selected the most innovative companies from a pool of 1,200. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "Despite the global economic situation, there were many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. Now we're faced with the arduous task of selecting the final 100 winners of the award. We know that this year's crop will grow into some amazing companies that are sure to go far."

The Top 100 winners were announced on January 12<sup>th</sup> 2010 during the Red Herring Global Conference in Laguna Niguel, California.

About Cross-Tab Marketing Services Pvt. Ltd.

Cross-Tab, an International Market Research outsourcing leader, provides a full range of market research and [data analytics](#) solutions to global clients. From managing end-to-end research operations, to [global market research](#) process outsourcing, secondary research, and panelling services, Cross-Tab is committed to delivering world-class market research services with offshore economies ([www.cross-tab.com](http://www.cross-tab.com))

About Red Herring

Red Herring is a global media company uniting the world's best high-technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's view of the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy. ([www.redherring.com](http://www.redherring.com))