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Business Standard

BIMTECH LAUNCHES MARKETING AND RETAIL RESEARCH LAB TO PROMOTE PRACTICAL RESEARCH

BIMTECH has launched Eye-Tracking

Marketing and Retail Research Lab at its campus. In a world where consumer attention is the new currency, we believe that future business leaders must also decode the human gaze. Using a static eye-tracker, students can study how users respond to digital banners, product placements, or even how known brand ambassadors influence attention.

The MRR Lab was inaugurated by Mr Ankur Bhatia, CEO (Asia) of Columbia Sportswear, and Mr Abhay Batra, Co founder of Clovia. At BIMTECH, we have always championed the integration of theory with practice. The launch of our MRR Lab is a leap into the future of marketing intelligence. This lab will enable the students to understand what grabs the user's eye, what improves digital experience, and what might turn users away. This is especially useful for students exploring areas like digital marketing, product display design, or consumer behaviour.

With this lab, they can now explore new research areas like consumer psychology, persuasion, visual attention, and decision-making. This initiative is part of the institute's broader effort to bring practical learning into the classroom and make students research-ready. BIMTECH is nurturing researchers, innovators, and consumer insight strategists for tomorrow's marketplaces.

