

# From AGR's Research Desk

## [AGR appoints Raja Amarjeet Bunet as CEO](#)

AGR Knowledge Services welcomes Raja Amarjeet Bunet as its new Chief Executive Officer, following Rishikesh Deshpande's more than two decades of leadership at the company.

With nearly 20 years of experience in market research and consumer insights, including his most recent role as COO at Ipsos India, Raja will build on AGR's research expertise while expanding its capabilities in AI, automation and analytics.

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## [It's Time for Africa: The Next Growth Story Is Already Being Built](#)

*By Akshay Shetty | AGR Knowledge Services*

Beyond the landscapes, people and culture, what struck me on my recent journey was the pace of change across East African markets and what that change could mean for businesses across industries.

For years, Africa has often been viewed through the lens of its challenges: infrastructure gaps, limited industrialisation, fragmented markets and lower purchasing power.

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