**Krypton W11**

Dear Team,

Hi! Pleasure to share another wave of Krypton W11

Below are the details as per the Targets -

* **Target respondent**: **Paediatricians(IMF)**
* **Sample size:** 250
* **Database:** Yes
* **Fieldwork duration:** Start date 1.12.2022 to End date 22 .12.2022
* **LOI :** Up to 45 minutes
* **Methodology:** F2F / Online
* **Quota:** core vs non-core, overlap (both like previous waves)

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| --- | --- | --- | --- | --- | --- |
| **CENTERS** | **PRIVATE PRACTICE CLINIC + MID-SIZE HOSPITAL** | **PRIVATE TERTIARY CARE** | **PRIMARY MATERNAL PRACTICE** | **GOVERNMENT TEACHING INSTITUTES** | **TOTAL PEDIATRICIANS** |
| **METROS** | | | | | |
| Mumbai | 9 | 3 | 2 | 1 | **15** |
| Delhi | 9 | 3 | 1 | 2 | **15** |
| Chennai | 9 | 3 | 2 | 1 | **15** |
| Kolkata | 9 | 3 | 1 | 2 | **15** |
| Hyderabad | 9 | 3 | 2 | 1 | **15** |
| Bangalore | 9 | 3 | 1 | 2 | **15** |
| **NON-METROS** | | | | | |
| Lucknow | 9 | 3 | 2 | 1 | **15** |
| Jaipur | 6 | 2 | 1 | 1 | **10** |
| Bhubaneshwar | 6 | 2 | 1 | 1 | **10** |
| Varanasi | 6 | 2 | 1 | 1 | **10** |
| Patna | 9 | 3 | 1 | 2 | **15** |
| Siliguri | 6 | 2 | 1 | 1 | **10** |
| Cochin | 6 | 2 | 1 | 1 | **10** |
| Vijaywada | 6 | 2 | 1 | 1 | **10** |
| Guwahati | 9 | 3 | 2 | 1 | **15** |
| Coimbatore | 9 | 3 | 1 | 2 | **15** |
| Ahmedabad | 9 | 3 | 2 | 1 | **15** |
| Pune | 9 | 3 | 1 | 2 | **15** |
| Nagpur | 6 | 2 | 1 | 1 | **10** |
| **TOTAL** | **150** | **50** | **25** | **25** | **250** |

* **Target respondent:** Gynaecologists **Maternal**
* **Sample size:** 150
* **Database:** Yes
* **Fieldwork duration:** Start date 1.12.2022 to End date 22 .12.2022
* **LOI :** Up to 45 minutes
* **Methodology:** F2F / Online
* **Quota:** core vs non-core, overlap (both like previous waves)

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| **CENTRES** | **MATERNAL NUTRITION** | | | | |
| **PRIVATE PRACTICE (HOSPITAL)** | **MATERNITY HOMES + SOLO PRACTICE** | **PRIVATE TERTIARY CARE** | **GOVERNMENT TEACHING INSTITUTE** | **TOTAL GYNECOLOGISTS** |
| **METROS** | | | | |  |
| Mumbai | 2 | 4 | 1 | 2 | **9** |
| Delhi | 2 | 4 | 1 | 2 | **9** |
| Chennai | 2 | 4 | 1 | 2 | **9** |
| Kolkata | 2 | 4 | 1 | 2 | **9** |
| Hyderabad | 2 | 4 | 1 | 2 | **9** |
| Bangalore | 2 | 4 | 1 | 2 | **9** |
| **NON-METROS** | | | | | |
| Lucknow | 2 | 4 | 1 | 2 | **9** |
| Patna | 2 | 4 | 1 | 2 | **9** |
| Vijayawada | 2 | 4 | 1 | 2 | **9** |
| Ahmedabad | 2 | 4 | 1 | 2 | **9** |
| Agra | 2 | 2 | 1 | 1 | **6** |
| Jaipur | 2 | 2 | 1 | 1 | **6** |
| Faridabad | 1 | 2 | 1 | 2 | **6** |
| Varanasi | 2 | 2 | 1 | 1 | **6** |
| Cuttack | 1 | 2 | 1 | 2 | **6** |
| Ghaziabad | 1 | 2 | 1 | 2 | **6** |
| Ludhiana | 1 | 2 | 1 | 2 | **6** |
| Pune | 2 | 2 | 1 | 1 | **6** |
| Indore | 1 | 2 | 1 | 2 | **6** |
| Nagpur | 2 | 2 | 1 | 1 | **6** |
| **TOTAL** | **35** | **60** | **20** | **35** | **150** |

* **Target respondent:** **GP/CP (LSM )**
* **Sample size:** 150
* **Database:** Yes
* **Fieldwork duration**:  Start date 1.12.2022 to End date 22 .12.2022
* **LOI :** Up to 45 minutes
* **Methodology:** F2F / Online
* **Quota:** core vs non-core, overlap (both like previous waves)

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| **CENTRES** | **SPECIALITY** | | **PRACTICE TYPE** | | | **TOTAL** |
| **CONSULTING PHYSICIANS** | **GENERAL**  **PHYSICIANS** | **PRIVATE PRACTICE CLINIC** | **PRIVATE MID SIZE HOSP / TERTIARY CARE** | **GOVERNMENT TEACHING INSTITUTE** |
| **METROS** |  |  |  |  |  |  |
| Mumbai | 5 | 4 | 4 | 4 | 1 | **9** |
| Delhi | 5 | 4 | 4 | 4 | 1 | **9** |
| Chennai | 5 | 4 | 4 | 4 | 1 | **9** |
| Kolkata | 5 | 4 | 4 | 4 | 1 | **9** |
| Hyderabad | 5 | 4 | 4 | 4 | 1 | **9** |
| Bangalore | 5 | 4 | 4 | 4 | 1 | **9** |
| **NON-METROS** |  |  |  |  |  |  |
| Lucknow | 5 | 4 | 4 | 4 | 1 | **9** |
| Patna | 5 | 4 | 4 | 4 | 1 | **9** |
| Vijayawada | 5 | 4 | 4 | 4 | 1 | **9** |
| Ahmedabad | 5 | 4 | 4 | 4 | 1 | **9** |
| Agra | 4 | 2 | 3 | 2 | 1 | **6** |
| Jaipur | 4 | 2 | 2 | 3 | 1 | **6** |
| Faridabad | 4 | 2 | 3 | 2 | 1 | **6** |
| Varanasi | 4 | 2 | 2 | 3 | 1 | **6** |
| Cuttack | 4 | 2 | 3 | 2 | 1 | **6** |
| Ghaziabad | 4 | 2 | 2 | 3 | 1 | **6** |
| Ludhiana | 4 | 2 | 3 | 2 | 1 | **6** |
| Pune | 4 | 2 | 2 | 3 | 1 | **6** |
| Indore | 4 | 2 | 3 | 2 | 1 | **6** |
| Nagpur | 4 | 2 | 2 | 3 | 1 | **6** |
| **TOTAL** | **90** | **60** | **65** | **65** | **20** | **150** |

* **TODDLER NUTRITION TRACK:**
* ***Target respondent:*** Paediatricians
* **Sample size:** 100
* **Database:** Yes
* **Fieldwork duration**:  Start date 1.12.2022 to End date 9 .12.2022
* **LOI:** Up to 45 minutes
* **Methodology:** F2F / Online

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| --- | --- | --- | --- |
| **CENTRES** | **TODDLER NUTRITION** | | |
| **PRIVATE PRACTICE CLINIC + MID-SIZE HOSPITAL** | **PRIVATE TERTIARY CARE** | **TOTAL PEDIATRICIANS** |
| **METROS** | | | |
| Hyderabad | 20 | 10 | **30** |
| Kolkata | 20 | 10 | **30** |
| **NON - METROS** |  |  |  |
| Vizag | 7 | 3 | **10** |
| Vijayawada | 8 | 2 | **10** |
| Midnapore | 8 | 2 | **10** |
| Howrah | 7 | 3 | **10** |
| **TOTAL** | **70** | **30** | **100** |