Dear Team,

Hi! Pleasure to share new study with you all, this is qual study with below mentioned details –

Specs:

Market: India

Methodology: TIDIs, LOI=60mins, N=20

Target audience: Please review attachment.

**Timeline: 10 TIDIs (5 in each Mumbai and Delhi) beginning on January 16th to 20th.**

Details are uploaded on PMS.

We have a briefing at 5:00 PM tomorrow.