* Purchase Order Sheet ■

INFOBRIDGE Marketing & Promotions Co., LTD.

2-7-13, Kita-Aoyama, Minato-ku, Tokyo, JAPAN

TEL: 81-3-4572-0641

Project ID:　230062DM

Project Name: Indian Malt Whisky user interview (Home Visit)

Project Summary:

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| --- | --- |
| Objective | To understand their drinking habits of whisky & their characteristics, preference, lifestyle |
| Study method | Home visit interview (LOI = 1hr) |
| Target City and date | 21st Aug (Tue): in Mumbai, from 10:00 to 17:0024th Aug (Thu): in Delhi, from 14:00 to 19:0025th Aug (Fri): in Delhi, from 10:00 to 15:00 |
| Target criteria | * Upper class - Businessmen / Private Company
* AHI = 20 lakh+, if difficult, you can relax to 12 to 15 lakh+
* Regular consumers of Indian Single Malt (sample split)
* Those who also drink IMFL or Imported Whisky (BII/BII) is preferable
* English speaker (Interview will be done by the client itself in English)
 |
| Sample size | Totally 5, 2 in Mumbai and 3 in Delhi |
| Working items | * Pre-recruitment of desired target audience
* Recce of route
* Sharing locations and time schedule beforehand
* Accompaniment (operations executive), well versed in English and local language

**NOTE: A cab will be arranged by IBI. Please contact to Akane san for details.** |
| Deliverables | Detailed schedule of the visit and operation executives’ names and contact information per each center in advance of the interviews |
| Contact Person | Etsuko Ishida |

Project total cost (USD):

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| --- | --- |
| Total cost | USD 400 X 5 = 2000 |

Signature: Date: 2023-8-2

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| INFOBRIDGE Marketing & Promotions Co., Ltd. | Market Xcel Data Matrix Pvt. Ltd. |
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Schedule

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| Initiate the study | 3rd of August, 2023 |
| Recruitment | From 4th to 18th of August, 2023 |
| Detailed schedule delivery | 18th of August, 2023 |
| Final target list delivery | 28th of August, 2023 |