* Purchase Order Sheet ■

Infobridge India Pvt. Ltd.

16, Sant Nagar, East of Kailash, New Delhi 110065

Project ID:　IBI DNPAP 2022Nov

Project Name: Photo Paper market trend

Project Summary:

|  |  |
| --- | --- |
| Method | IDI (F2F is preferred but can be done online) |
| Objective | To understand the overall market size of photo papers which width is 8 inches or less in India. Details are mentioned in the DG. |
| Targets and sample size | **3 Companies, for the 1st phase 1 company, then 2 companies**   * Authorized dealers of photo papers of major photo players like Fuji film, Kodak * Center should be major cities, but not limited (Delhi would be better, but below company the client shared is in Bangalore) * E.x. (need to confirm if they are authorized dealer or not)   + Bhola’s Photo Store, Bangalore <https://www.facebook.com/BholasPhotoStore/>   + Nova Photos, Delhi [https://www.tradeindia.com/nova-photos-267413/](https://www.tradeindia.com/nova-photos-267413/" \t "_blank)   + Madhu Enterprises, Delhi <https://www.indiamart.com/madhuenterprises-72822459/>   + United Photo Service, Delhi <https://www.justdial.com/Delhi/United-Photo-Service-Kucha-Chaudhary-Photo-Mkt-Chandni-Chowk/011P1730611_BZDET> |
| Method | **IDI**  **Phase 1: interview to one company**  **After receiving the transcript, we will consider the revision of DG or not**  **Phase 2: interview to two companies as per the revised DG** |
| Working items | Working items:   * Interview * Making interview notes in English (input answer per each question) * Making English transcripts |
| Deliverables | * English transcripts * Notes in English (input answer per each question) |
| Contact Person | Etsuko Ishida |

Project total cost (INR):

|  |  |
| --- | --- |
| Total cost | USD 300 (Phase 1) + USD 600 or 900 (Phase 2)  @INR 24,495+GST |

Signature: Date: 2022-11-22

|  |  |
| --- | --- |
| Infobridge India Pvt. Ltd. | Market Xcel Data Matrix Pvt. Ltd. |
| Etsuko Ishida / Nozomi Fukui | Dr. Manish Ganvir |

Schedule

|  |  |
| --- | --- |
| Initiate the study | 23rd of November, 2022 |
| FW | Phase 1: from 24th of Nov to 8th of Dec  Phase 2: TBD |
| Interview note & transcript delivery | Three business days after the interviews on rolling basis\_ |