

Shadab Ansari

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 11 April 2023 08:14
To: 'Pragya Srivastava'; suraj.mondal@market-xcel.com; shadab.ansari@market-xcel.com
Cc: 'Amit Narula'; 'sales'; 'Manish Oberoi'
Subject: RE: Survey to Identify Hotspot Locations || P21-67904

Dear Pragya,

Hi! Thanks a lot for the new study. We will have Suraj take this up along with Shadab.

[@suraj.mondal@market-xcel.com@shadab.ansari@market-xcel.com](mailto:suraj.mondal@market-xcel.com@shadab.ansari@market-xcel.com) Please go through the mail below and plan the study in accordance.

Kindly Note : Need Acknowledgement within 1 working day, if not then it will be considered as Acknowledged .

Thanks & Regards

Shilpa Gupta
Associate Manager Client Services



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From: Pragya Srivastava <pragya.srivastava@market-xcel.com>
Sent: Saturday, April 8, 2023 8:10 PM
To: Manish Oberoi <manishoberoi@market-xcel.com>; Shilpa Gupta <shilpa.gupta@market-xcel.com>
Cc: Amit Narula <amit@market-xcel.com>; sales <sales@market-xcel.com>
Subject: Survey to Identify Hotspot Locations || P21-67904

Hi Team,

We have a new study from **BluSmart!**

Below are the study details:

Methodology: Ongoing Observations

1. **Objective:** To do market research for the top hotspots in Delhi and understand what's the cab commuter base in these top 5, from 10 AM to 5 PM (weekday). Keeping a count of deboarding and onboarding of passengers along with a few observations and not counting the passing by cabs

2. **Description of Requirement:** The following will be the points of observation at the listed locations:

- Gender
- Professional or Non (based on attire and if the individual is carrying a laptop bag)
- Number of people in the cab
- Number of Autos in the area (counting the deboarding and onboarding and not the passing by autos)
- Age group
 - 18-25
 - 25-40
 - 40-55
 - 55+

3. **Target Geography:**

Locations	No of Observation Points/ Resources	Days	Total
CP			
Inner Circle	3	2	6
Outer Circle	3	2	6
Janpath	1	2	2
Barakhamba	1	2	2
Nehru Place			
Metro Station	1	2	2
Outer Ring Road	1	2	2
M Block Market, GK1	2	2	4
Lajpat Nagar	2	2	4
Amar Colony	2	2	4
South Ex			
South Ex 1	1	2	2
South Ex 2	1	2	2
Saket			
Select City	2	2	4
DLF Avenue	2	2	4
Anupam	1	2	2
Vasant Kunj			
Ambience Mall	1	2	2
Promenade Mall	1	2	2

4. **Target Respondents:** Cab & Auto Passengers
5. **Target Number of Responses:** 15 locations
6. **Data Collection Budget allocated is INR 156000 plus taxes [FULL COMPLETES]**

Please assign a PM for this study.

Do let me know in case of any queries.

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