For Interviewer only - Please record the state

1. Delhi
2. Bangalore
3. Mumbai
4. Chennai
5. Please tell us your name. [OE]
6. What is your Age [OEN]
7. What is your Qualification [OE]
8. What is your Designation in the establishment? [OE]
9. What is the name of your establishment? [OE]
10. Establishment Year [OE]
11. Please tell us your establishment address and phone number. [OE] *(****Scripter*** *– Please provide separate OE box for address & phone number with the address box as optional)*
12. What is your annual turnover? [SR]
13. Less than 5 Cr – TERMINATE
14. 5.01 Cr – 10 Cr
15. 10.1 Cr – 20 Cr
16. 20.1 Cr and Above
17. What category of products do you deal with [MR]
18. **Serveware**: (Example - Corelle, Noritake etc.)
19. **Cutlery and kitchen accessories**: (Example - FNS Victoria, Shapes, Crystal etc.)
20. **Storage and bottles**: (Example - Borosil, Tupperware, Cello, Milton etc.)
21. **Kitchen appliances**: (Example - Preeti, Glen, Morphy Richards, Phillips etc.)
22. **Home textiles**: (Example - Spaces, Portico, D’décor, Bombay Dying etc.)
23. Other categories in the home and kitchen space (Please Specify)
24. Basis your shared responses we will be inviting you for a video call / telephonic discussion wherein we will be asking you a few questions related to the margins that you get, incentives that are offered, credit terms, key purchasing criteria for cookware customers etc.

Will you be willing to participate in the next round of brief interview?

* 1. Yes
  2. No - TERMINATE