* Purchase Order Sheet ■

INFOBRIDGE Marketing & Promotions Co., LTD.

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TEL: 81-3-4572-0641

Project ID:　230034DO

Project Name: Updating mall lists (Step 1 & 2)

Project Summary:

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| --- | --- |
| Objective | To update mall list in two centers and add information to narrow down the list – large formats with upper middle + visitors |
| Target Cities | Delhi NCR and Mumbai |
| Working items | Step 1: Add major / new malls name to the list as the list was created in 2020, (i.e. Jio World Drive in Mumbai, etc.)Step 2: Define the 1) Gross retail area (or gross leasable area)  and 2) identification of the visitor class, including checking they are currently operating or not and find out its URL (4 items headed yellow), including the creation of the definition of visitor class. |
| Approach method (MX mentioned) | 1. We will review the list and update the same basis our market understanding for both the centers.
2. Classification – there is no generally accepted classification buckets, we can use observable variables such as mall size, footfall, brands (national / international), range of amenities available (leisure, shopping, food, electronics shopping, multi-screen multiplex) and profile of visitors
3. Information area completion: (multi-approach)
	* Review to update list of malls,
	* Use information available on the internet to get basic information,
	* Send a person physically to the mall and capture required information.
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| Deliverables | 1. Updated list (only filling column I)
2. Updated list with filling other three columns (J, O and Q)
	* If difficult to divide the project into two above, you can do it simultaneously
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| Contact Person | Etsuko Ishida |

Project total cost (USD):

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| Total cost | USD 5 X 246 = 1,230 |

Signature: Date: 2023-5-15

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

Schedule

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| --- | --- |
| Initiate the study | 16th of May, 2023 |
| List update (Step 1) and tentative delivery\* This is just for calculation and confirm how many malls to be collected remain three information. If it is difficult to clarify this during the FW, please suggest when you can inform us. | By 23rd or 24th of March, 2023 |
| Follow up result delivery | By 5th of June, 2023 |