

Prepared for:

• HAKUHODO •

Prepared by:

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Date:

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Hakuhodo Expert Interviews	
Sample Size	10
Methodology	Mostly Virtual/Some in-person
Length of interview	Up to 60 minutes

Founder Fee/Recruitment	5,35,050
Respondent Incentive	5,22,000
Video Recording	34,800
Transcripts	56,550
Project Management	2,87,100
<b>TOTAL</b>	<b>14,35,500</b>

Home Visit Interviews	
Sample Size	12
Methodology	In-person in Delhi, Bangalore, Mumbai
Length of interview	Up to 60 minutes

Founder Fee/Recruitment	43,285
Respondent Incentive	1,65,000
Moderation (Bengaluru & Mumbai)	69,600
Local to English interpreter (Bengaluru & Mumbai)	40,000
Video Recording	41,750
Transcripts	67,900
Project Management	93,054
<b>TOTAL</b>	<b>5,20,589</b>

<b>TOTAL (Experts + Home Visits)</b>	<b>19,56,089</b>
Discount (@ 10%)	1,95,609
<b>GRAND TOTAL</b>	<b>17,60,480</b>

Optional Services	
Moderation	1,30,500

\* Taxes will be additional