**Study Observation**

Dear Team,

Hope you are doing well!

We are delighted to share a new study with you all, please find below the study related specs for your reference:

Methodology: Quantitative

Sample size: 4 stores per centre.

|  |  |  |  |
| --- | --- | --- | --- |
| Delhi | | | |
| Segment | Total Stores | Days at each store | Total days/interviews |
| Observation | 4 | 1 | 4 |
| Exit Interviews |  |  | 60 |

The Delhi FW will be held from 24th November,2022 to 27th November,2022 (Tentative) , the FW of the Bangalore centre will be held in December.

The interviews are going to happen F2F & on this we have to do Observation & Exit interviews.

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| **25th Nov 2022 - Friday** |
| UB - 2 BUNGLOW ROAD |
| JAVAHAR NAGAR NEAR APTRONIX STORE - 110007 |
| CONTACT- 9650941937 - 640sq ft |
|  |
| **26th Nov 2022 - Saturday** |
| F121, Rajouri Garden Marg, Main Market, Block F, New Delhi:110027, New Delhi |
| Mob. 9999790691 - 1975 sq.ft |
|  |
| **27th Nov 2022 - Sunday** |
| Shop No/33 Gaur City Mall Greater Noida Uttar Pradesh : 201009 |
| Ph : 9873990093 - 888 sqft |
|  |
| **28th Nov 2022 - Monday** |
| 15A/27 W E A  ajmal khan road Karol bagh New Delhi 110005 |
| Contact:-9958820659  - 746 sq ft |