Find below the EWN for new Marico study.

Centres : Kolkata & Cuttack

**TG:**

Females: 18-30 yrs

NCCS: AB

Usership:

* Silk n shine serum sachet users at least since past 3 years. Use it at least once a week.
* Silk n shine serum aware non trialists who are users of non-sticky hair oil (PA Jas, Hair & Care, BAD, etc.) at least since past 3 years and use it at least 1-2 times a week.
  + At least 50% to be using this oil post hair wash for hair manageability. Rest can be both prewash, post wash or both as per natural fallout.

**Methodology:**

* Monadic
* F2F FGDs
* Branded product placement for 7-10 days
* At least 4-5 times usage

**Sample:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Centre** | **Silk n shine sachet user** | | **Serum ANTs + Light Oil user** | | **Total** |
| **Proto** | **Control** | **Proto** | **Control** |
| **Kolkata** | 2 | 2 | 2 | 2 | **8** |
| **Cuttack** | 2 | 2 | 2 | 2 | **8** |
| **Total** | **4** | **4** | **4** | **4** | **16** |