* Purchase Order Sheet ■

Infobridge India Pvt. Ltd.

16, Sant Nagar, East of Kailash, New Delhi 110065

Project ID:　250038DM

Project Name: Suntory Mumbai visit (RTD related)

Project Summary:

|  |  |
| --- | --- |
| Target City | Mumbai |
| FW dates | 1st and 2nd of May, 2025 |
| Objective | To understand the Indian RTD (Ready To Drink alcohols) situation in Mumbai- The client (Mr. Aoki from Suntory India and Mr. Uragami from Suntory Global Spirits) will visit Mumbai to observe liquor stores that sell RTDs and ask questions to shop owners/managers, and HV interviews.\* RTD is low alcoholic drinks, mainly beer and Breezers (Bacardi), Magic Moments Electra (Radico Kaithan) |
| Method | 1. Liquor shop visit and do observation & small interviews to shop owners / managers (LOI=30-40min)
2. HV interviews (LOI=1hr)
 |
| Target and sample size |

|  |
| --- |
| 1. Liqour shops: 4 to 5 shops
	* Which sell both spirits (whisky, vodka, gin, etc.) and beer & wine
	* Targeted upper middle class+
 |
| 1. Home visit interviews: 4 people
	* Upper middle class (AHI=12 lakh+)
	* 25 to 34 y/o
	* Who drink alcohol once a week or more
	* 3 are mainly drink beer or RTD, 1 is mainly drink whisky & know OakSmith
 |

- English speakers are preferred, but interviews in Hindi and moderators could summarize in English |
| Working items | 1. list the liquor stores to be visited (must ensure both spirits and wine&beer are sold) and share it 3 days before the FW.(Client to check for some duplication compared to Suntory Global Spirits’ recommendations).
2. Recruitment & Incentives
3. Assign moderator for two days (including client support for liquor store visits)
4. Accompanying HVs and liquor stores (one staff member able to communicate in English)
5. HV recording & transcription
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| Deliverables | * List of visiting liquor shops and HV targets
* English transcripts for HVs
 |
| Contact Person | Etsuko Ishida |

Project total cost (USD):

|  |  |
| --- | --- |
| Total cost | **INR  410,300** |

Signature: Date:2025/4/23

|  |  |
| --- | --- |
| INFOBRIDGE India Pvt. Ltd. | Market Xcel Data Matrix Pvt. Ltd. |
| Etsuko Ishida |  |

**Cost details**

|  |  |  |  |
| --- | --- | --- | --- |
| **COST HEAD** | **Qty** | **Rate** | **Amount** |
| **Setup** | **1** | **20000** | **20,000** |
| **Recruitment** | **10** | **10000** | **1,00,000** |
| **Incentive Charges** | **10** | **6000** | **60,000** |
| **Equipment Hire (Audio Recording)** | **4** | **1200** | **4,800** |
| **Transcription Charges** | **4** | **5500** | **22,000** |
| **Attendee Fees, Recce & Local Travel** | **3** | **8500** | **25,500** |
| **Moderation HV's + 2 days Market Visit** | **2** | **34000** | **68,000** |
| **PM Travel (Rush fees)** | **1** | **45000** | **45,000** |
| **Project Management** | **1** | **65000** | **65,000** |
| **TOTAL inINR** |  |  | **4,10,300** |

**Timeline**

|  |  |
| --- | --- |
| Initiate the study | 23rd of April, 2025 |
| Fix the target criteria and share the format to fulfill | 23rd of April, 2025 |
| Liquor shop listings | By 28th of April, 2025 (need to review by the client if their familiar shops are not included) |
| FW | 1st and 2nd of May, 2025 |
| Delivery of English transcripts | On-rolling basis, by 9th of May, 2025 |