

## CV Research Study Cost

| Segment                                         | Sample | CPI  | Total Cost |      |
|-------------------------------------------------|--------|------|------------|------|
| In-depth Interactions + Drive Accompaniments    | 8      | 3250 | 26000      |      |
| In depth interactions                           | 58     | 2850 | 165300     |      |
| Pilot Interviews Mumbai - In-depth Interactions | 2      | 2850 | 5700       |      |
| Translator Bangalore & Tumkur Sample            | 19     | 2500 | 47500      |      |
| Audio Recording                                 | 66     | 350  | 23100      |      |
| Transcriptions Cost                             | 66     | 2250 | 148500     |      |
| Team Travel for 4 states                        | 22     | 2000 | 44000      |      |
| Overall Study Cost                              |        |      | 460100     | +tax |
| Advance Invoice                                 |        |      | 247525     | +tax |
| Final Invoice                                   |        |      | 212575     | +tax |