Sharing a brief for a new study. Below are the details.

**Target Group**:

* Female, 18-45 years, NCCS A
* Mixed of joint family, age groups, Married/Single, Working/Non-working.
* Equal mix of communities  **Please make sure we need mix as per each FGD.**

**Centre:** Delhi (**Please ensure respondents should be mix of location)  We need to do FW at 2 different zones venue.**

**No of consumers: 30 (21 Users – 9 AWNTs)**

**Usership:**

* Branded & loose Soya chunks users- Should be consuming soya at least 1 in 2 weeks.
* AWNT but should not be aversion for Soya.
* Amongst all of them please make a mix of non-veg & vegetarians.

Please consider all these cuts while sharing recruitment list.

**Methodology:**

* HUT and subsequent offline FGDs
* **HUT** : Respondents will be given a total of 2 sample packs which they have consume in the span of 4 days and capture their responses on a link provided by client.
* **Offline FGD**
  + **5 members per group**
  + Total of 6 groups **(Plan for 3 groups in one day)**
  + **The venue must have a kitchen.**

Client product samples will reach to Delhi office by 16th and FGD need to conduct between 22nd – 24th Aug.