**Project Velbiom Research.**

Hi! It’s a pleasure to share the early warning note for study “Project Velbiom Research”. Kindly refer to below details and plan the resources accordingly.

* **Study Details**: -

Centers: - Delhi, Mumbai

**Objective**- Identifying the primary factors that influence customer decisions about whether to purchase nutritional supplements and comprehending their present and long-term health objectives. Understanding the primary motivations and barriers to trial to consume nutritional supplements. Understanding the awareness of commercially available brands and reason for preference. Understanding the consumers’ awareness on probiotics, their understanding of probiotics and what are the use cases and brands in this segment. Gauge reaction and avail feedback on Client’s brand Happy Cultures packs and proposition.

Two age groups

 City – Delhi and Mumbai

* Should be consuming Health Supplements
* Should be aware of at least 3 different formats of Health supplements (gummies, mouth melts, powders, shots, capsules, mints and tablets)
* Household income greater than 15 lacs.

LOI • 90 MINS

Groups City wise - Based on my data of ease of finding the panel and consumption.

* Delhi 2 groups offline

30-40 Males (Group 1) 40-50 females (Group 2)

* Mumbai 2 groups

40- 50 Males (Group 1) and 30-40 females (Group 2) Online

**Briefing Schedule:** - **TBC**

**Fieldwork Launch:** - TBC

**Fieldwork Closer:** - TBC

**Allot an EIC for the fieldwork.**