

<b>Project Name: Odyssey</b>	<b>F2F BRIEFING INSTRUCTION - CAPI</b>	<b>Project No: 326.201.01040.1</b>
<b>From:</b>	<b>(Field Brief Note) – Quantitative</b>	<b>Date: 18-11-2023</b>

1.	Study Objective	To understand the consumer’s satisfaction levels across different attributes related to performance of commercial vehicles and its services																									
2.	Product/ Services	Commercial vehicles																									
3.	Study Phase	Single stage - Quantitative study																									
4.	Interview Flow	Pre – recruitment on field																									
5.	Target Group	<div><ul style="list-style-type: none"><li>Owns / user of commercial vehicle</li><li>Commercial vehicle purchased after 1<sup>st</sup> April 2022</li><li>Commercial vehicle registered with Bharat Stage VI / Euro 6</li><li>Main decision maker in purchase of commercial vehicle</li><li>Should own commercial vehicle from any of the below brands</li><li>Eicher, Tata, Ashok Leyland, Bharat Benz, Mahindra truck &amp; bus Ltd, SML ISUZU</li><li>Can fall into any of the below commercial vehicle segments</li></ul><table><tr><td>Light Duty 1</td><td>1</td></tr><tr><td>Light Duty 2</td><td>2</td></tr><tr><td>Light Duty 2 - CNG</td><td>3</td></tr><tr><td>Medium Duty 1</td><td>4</td></tr><tr><td>Medium Duty 1 - CNG</td><td>5</td></tr><tr><td>Medium Duty 2</td><td>6</td></tr><tr><td>Heavy Duty 1</td><td>7</td></tr><tr><td>Heavy Duty 2</td><td>8</td></tr><tr><td>BUS LD</td><td>9</td></tr><tr><td>BUS HD</td><td>10</td></tr><tr><td>Tipper</td><td>11</td></tr><tr><td>Tractor Trailer</td><td>12</td></tr></table><ul style="list-style-type: none"><li>Commercial vehicle model should have visited workshop after August 2022</li><li>Should not belong to MR / Auto related industry</li><li>Any of the household members should not belong to MR / Auto related industry</li></ul></div>		Light Duty 1	1	Light Duty 2	2	Light Duty 2 - CNG	3	Medium Duty 1	4	Medium Duty 1 - CNG	5	Medium Duty 2	6	Heavy Duty 1	7	Heavy Duty 2	8	BUS LD	9	BUS HD	10	Tipper	11	Tractor Trailer	12
Light Duty 1	1																										
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6.	Centers & Sample size	Achieve in any centers (Andhra Pradesh, Bihar, Chhattisgarh, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Mumbai, North East States, Orissa, Punjab, Rajasthan, Tamilnadu, Telangana, Uttar Pradesh, Uttarakhand, West Bengal)																									
7.	Quotas	Refer table 1.1																									
8.	Sampling	Random sampling																									
9.	Skipping & Substitution	NA																									
10.	Panel details	NA																									
11.	CLT / STM/ In hall	NA																									

12.	Product Test	NA
13.	Questionnaire attached	CAPI Scripted Questionnaire
14.	Show cards	NA
15.	Excess product	NA
16.	Translation	Hindi, Bengali, Odia, Gujarati, Tamil, Telugu, Kannada, Malayalam, Marathi
17.	Questionnaire Clarification	If you have any doubts, please feel free to contact Nitin / Minesh
18.	Productivity Assumption	To be shared by team
19.	Field work schedule	Refer Table 1.2
20.	Reporting Schedule	Reporting frequency: <ul style="list-style-type: none"> <li>• Till the completion of the study please send us the status daily Mode of communication:</li> <li>• Normal: Mail</li> <li>• Critical: Telephone</li> </ul>
21.	Deliverables	Scrutinized & completed Questionnaire Status on time – every day
22.	Dispatch Schedule	NA
23.	Specific requirement on Quality checks	Ensure smooth and timely delivery Team to regularly follow up on this else QC will get delayed, which we can't afford
24.	Additional Comments	<b>Please ensure smooth flow of field work and adhere to timelines This is an important study from the client relationship point of view hence adherence to given timelines with quality FW need to be assured</b>

**TABLE 1.1**

Total Eicher Sample=1800 (Customer database) . Total overall Sample = 6550

Commercial Vehicle firms- It will be further distributed among centres.	LD 1	LD 2	LD 2 - CNG	MD 1	MD 1 - CNG	MD 2	BUS LD	BUS HD	HD 1	HD 2	Tipper	TT	Total
	Sub 5T	5.5 – 10T	5.5 – 10T	10 – 14T	10 – 14T	14 – 18T	5 - 14T	16 - 20T	Single Axle Vehicle 19T	MAV Haulage 28-48T	19 – 35T	Tractor Trailers	
Eicher	165	240	100	240	100	190	240	50	205	110	110	50	1800
Tata	165	240	100	240	100	190	240	50	205	110	110	50	1800
ALL	0	240	0	200	0	190	150	50	205	110	80	50	1275
BB	0	0	0	80	0	0	30	50	205	110	80	50	605
MTBL	140	170	0	0	0	0	0	0	0	80	80	50	520
SML	140	170	0	0	0	0	240	0	0	0	0	0	550
Total	610	1060	200	760	200	570	900	200	820	520	460	250	6550

VECV Sample Region Wise split (for CS Part of Survey)													
Eicher --- Region / Segment (GVW)- It will be further distributed among centres.	LD 1	LD 2	LD 2 - CNG	MD 1	MD 1 - CNG	MD 2	HD 1	HD 2	BUS LD	BUS HD	Tipper	TT	Total
	Sub 5T	5.5 – 10T	5.5 – 10T	10 – 14T	10 – 14T	14 – 18T	Single Axle Vehicle 19T	MAV Haulage 28 – 48T	5T-14T	16T-20T	19 – 35T Tippers	Tractor Trailers	
EAST-1	5	30	0	30	0	10	30	20	30	5	10	5	175
EAST-2	5	30	0	30	0	20	10	5	30	0	20	6	156
NORTH-1	25	30	25	30	25	25	30	10	30	5	10	6	251
NORTH-2	20	30	25	30	25	30	30	10	30	15	15	15	275
SOUTH-1	30	30	0	30	0	15	15	20	30	5	15	5	195
SOUTH-2	30	30	0	30	0	30	30	15	30	5	20	2	222
WEST-1	30	30	25	30	25	30	30	15	30	10	10	6	271
WEST-2	20	30	25	30	25	30	30	15	30	5	10	5	255
Total	165	240	100	240	100	190	205	110	240	50	110	50	1800

**TABLE 1.2 – Main phase time lines**

Field briefing - EIC	20 <sup>th</sup> Nov
Script English	18 <sup>th</sup> Nov
Translations Overlay	18 <sup>th</sup> Nov
Main field work & QC	To be completed by 27 <sup>th</sup> Nov