**Project Neon**

Hi! It’s a pleasure to share the early warning note for study “Project Neon”. This study is Pharma in nature. Kindly refer to below mail and plan the resources accordingly.

* **Study Details**: -

**Objective:** This research will encompass some critical category dynamics for Infant nutrition and brand KPIs

1. **Understand category dynamics**
2. **Measure and track strength of sales rep relationships and effectiveness of engagements** (Company level vs competition)
3. **Understand brand strength & relevance** *of our brands vs competition*

**Approach:** Quantitative interviews

LOI- 30 to 40 mins

**Target profile:**

* + Paediatricians (> 90% of sample) and neonatologists
	+ Mix of practice setting (private clinic, hospital, nursing home etc)
	+ 3-30 years of practice
	+ Should be a recommender of mainstream, premium and super premium brands of Infant Formula.

**Sample spread:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | **Town Class** | **Cities** | **Paediatrician** | **Neonatologist** | **Total** |
| **NORTH** | Base Metro | Delhi | 36 | 4 | 40 |
| Metro | Lucknow | 42 | 4 | 46 |
| Metro | Jaipur | 41 | 4 | 45 |
| Metro | Ludhiana | 40 | 4 | 44 |
| Tier 1 | Chandigarh | 51 | 5 | 56 |
| Tier 1 | Gorakhpur | 50 | 5 | 55 |
| **EAST** | Base Metro | Kolkata | 36 | 4 | 40 |
| Metro | Patna | 41 | 4 | 45 |
| Metro | Ranchi | 41 | 4 | 45 |
| Tier 1 | Guwahati | 51 | 5 | 56 |
| Tier 1 | Bhubaneshwar | 51 | 5 | 56 |
| Tier 1 | Cuttack | 50 | 5 | 55 |
| Tier 1 | Silliguri | 50 | 5 | 55 |
| Tier 1 | Asansol | 50 | 5 | 55 |
| Tier 1 | Muzzafarpur | 50 | 5 | 55 |
| **WEST** | Base Metro | Mumbai | 36 | 4 | 40 |
| Base Metro | Pune | 36 | 4 | 40 |
| Base Metro | Ahmedabad | 36 | 4 | 40 |
| Metro | Surat | 41 | 4 | 45 |
| Metro | Indore | 41 | 4 | 45 |
| Metro | Raipur | 41 | 4 | 45 |
| **SOUTH** | Base Metro | Bangalore | 36 | 4 | 40 |
| Base Metro | Chennai | 36 | 4 | 40 |
| Base Metro | Hyderabad | 36 | 4 | 40 |
| Metro | Trivandrum | 40 | 4 | 44 |
| Metro | Kochi | 41 | 4 | 45 |
| Metro | Coimbatore | 41 | 4 | 45 |
| Metro | Vizag | 40 | 4 | 44 |
| Metro | Madurai | 40 | 4 | 44 |
| Tier 1 | Hubli | 50 | 5 | 55 |
|   | **Total** | **1271** | **129** | **1400** |

**Briefing Schedule:** - **18th May 2023 at 2:00 PM.**

**Fieldwork Launch:** - 19th May 2023

**Fieldwork Closer:** - 5th June 2023

**Allot an EIC for the fieldwork.**