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| **Study Background/ Objectives** | **:** | Visual Aid Testing for a new launch alginate antacid |
| **Methodology** | **:** | Quantitative – CAPI Interviews – Face-to-Face |
| **Type of Service Required** | **:** | Recruitment & Fieldwork |
| **Target Respondent(s)** | **:** | Gastroenterologists, Gynecologists, GP’s & ENT Physicians |
| **Sample Size/ Unit/ Volume** | **:** | N=120  Bangalore, Chennai, Hyderabad, Cochin & Vijayawada |
| **Length of Interview (LOI)** | **:** | Up to 30 mins |