

Dealer Survey Questionnaire_V3_Final

Introduction:**Greetings from Genius Research Services!!!**

Thank you for participating in this survey. We want to understand the customer preferences and feedback related to various types of features available in modern vehicles. Since you interact with end customers almost daily, we would like to understand your perspective on the same and varying importance of features in overall buying journey. This should take about 30-40 minutes of your time and all responses will be kept completely confidential.

Q1A. Do not ask ... record City. Scripting Note – Single Select - (Drop Down List)

City Name	Code
Pune	1
Ahmedabad	2
Bangalore	3
Lucknow	4
Nashik / Kolhapur / Nagpur	5

Q1B. Do not ask ... record OEM of the dealer being visited. Scripting Note – Single Select - (Drop Down List)

DEALER OEM	Code	DEALER OEM	Code
Tata Motors (HCV)	1	Maruti Suzuki India Limited (Commercial)	5
Tata Motors (Passenger Vehicle)	2	Maruti Suzuki India Limited (PV)	6
Mahindra & Mahindra (LCV)	3	TVS (2W)	7
Maruti Suzuki India Limited (Commercial)	4		

Q1C. Do not ask ... record MODEL of the dealer being visited. Scripting Note – Single Select (Drop Down List)

Model / Variant	Response Code	Model / Variant	Response Code
Tata Signa 1923.K	1	Maruti Dzire ZXi – Commercial	5
Mahindra Supro Profittruck Maxi	2	Maruti Dzire ZXi – Passenger Vehicle	6
Maruti Suzuki Super Carry	3	TVS Ntorq 150 TFT	7
Tata Curvv Accomplished + A	4		

Section A: Dealer Profile and Screening

Please share your personal Details: -

S1.1 – Dealer Name	
S1.2 – Dealer Address	
S1.3 – District Name (To be selected from list)	
S1.4 – State Name (To be selected from list)	
S1.5 – Respondent Name	
S1.6 – Respondent Contact No	

Q1C. Do not ask, please record the gender:

Scripting Note – Single Select

Gender	Code	INSTRUCTION
Male	1	CONTINUE FOR ALL
Female	2	
Others	3	

Q2. Please let me know your total experience in this field in number of years : _____

Scripting Note – Provide an open-end box with response ranges between 0-30

Q3. Please let us know your designation : _____

Scripting Note: Please provide an open-end text box to record responses

Q4. Please tell me whether you have been personally dealing with _____ models / variants of vehicles in your current role? **Interviewer Note : Please refer to particular models / variants for each respective OEM and ask accordingly.**

Model / Variant	Response Code	INSTRUCTION
Tata Signa 1923.K	1	CONTINUE ONLY IF PARTICIPANT HAS BEEN DEALING WITH THE PARTICULAR MODEL VARIANT
Mahindra Supro Profittruck Maxi	2	
MSIL Super Carry	3	
Tata Curvv Accomplished + A	4	
MSIL Dzire ZXi	5	
TVS King EV Max	6	
TVS Ntorq 150 TFT	7	

Q5. Please tell me which of the following best describes your ability ... whether you are fully aware and equipped to discuss various types of vehicle features with end customers? **SINGLE CODING**

Knowledge levels wrt Features	Code	INSTRUCTION
YES, Fully Equipped	1	CONTINUE
YES, But Partially Knowledgeable	2	THANK & TERMINATE
I can't say for sure	3	
No, I am not equipped so well	4	

Ok, now we shall discuss in detail about various vehicle features according to type

Section B : Comfort & Convenience Features

SHOW CARD AND ASK BELOW QUESTIONS

Q6a. Please look at the below table and tell me which of the Comfort & Convenience related features are **available and provided** by the OEM (Factory Fitted / Dealer Fitted) **MULTIPLE CODE POSSIBLE**

Q6b. Please look at the below table and tell me which of the Comfort & Convenience related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) **MULTIPLE CODE POSSIBLE**

Q6c. Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT and NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS** **SINGLE CODE**

If you feel the particular feature is ...

RESPONSE	Code
MOST IMPORTANT	1
GOOD TO HAVE BUT NOT THAT IMPORTANT	2
NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS	3

Q6d. Please look at the below table and tell me which of the Comfort & Convenience related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) **SINGLE CODE**

Q6e. For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) **SINGLE CODE**

S.No	Feature Description	Q6a. Please look at the below table and tell me which of the Comfort & Convenience related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE	Q6b. Please look at the below table and tell me which of the Comfort & Convenience related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant)	Q6c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED MULTIPLE CODE POSSIBLE INPUT 1,2 OR 3	Q6d. Please look at the below table and tell me which of the Comfort & Convenience related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE	Q6e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Drive mode select (Eco, Normal, Sport)	Yes – 1 No --- 2			Yes – 1 No --- 2	
2	USB charger (C-type / A-Type)	Yes – 1 No --- 2			Yes – 1 No --- 2	
3	Power outlet	Yes – 1 No --- 2			Yes – 1 No --- 2	
4	Idle stop & go (ISG) / Integrated Start & Stop (ISS)	Yes – 1 No --- 2			Yes – 1 No --- 2	
5	Bottle Holder	Yes – 1 No --- 2			Yes – 1 No --- 2	
6	Driver Side Footrest	Yes – 1 No --- 2			Yes – 1 No --- 2	
7	Emergency & Breakdown Assist	Yes – 1 No --- 2			Yes – 1 No --- 2	
8	Cruise control	Yes – 1 No --- 2			Yes – 1 No --- 2	
9	Tilt / Telescopic adjustable steering	Yes – 1 No --- 2			Yes – 1 No --- 2	
10	Heat resistant seats to prevent driver from engine heat	Yes – 1 No --- 2			Yes – 1 No --- 2	
11	Electric parking brake with auto hold	Yes – 1 No --- 2			Yes – 1 No --- 2	
12	Smartphone wireless charger	Yes – 1 No --- 2			Yes – 1 No --- 2	
13	Keyless entry	Yes – 1 No --- 2			Yes – 1 No --- 2	
14	Electrically Adjustable/Autofold ORVM	Yes – 1 No --- 2			Yes – 1 No --- 2	
15	Push Button Start / Stop	Yes – 1 No --- 2			Yes – 1 No --- 2	
16	Remote engine start with smart key/app	Yes – 1 No --- 2			Yes – 1 No --- 2	
17	Electric tailgate release	Yes – 1 No --- 2			Yes – 1 No --- 2	
18	Rain sensing wiper	Yes – 1 No --- 2			Yes – 1 No --- 2	
19	Gear Shift Advisor (Gear change indication in ICL)	Yes – 1 No --- 2			Yes – 1 No --- 2	
20	Gear Position Indicator	Yes – 1 No --- 2			Yes – 1 No --- 2	
21	Smart E-Shifter (gear shifting for AMT)	Yes – 1 No --- 2			Yes – 1 No --- 2	
22	Rear Seat with Reclining Option	Yes – 1 No --- 2			Yes – 1 No --- 2	
23	Quick Gear Shifter (downshift / upshift without clutch application)	Yes – 1 No --- 2			Yes – 1 No --- 2	
24	Guide Me Home' Headlamps	Yes – 1 No --- 2			Yes – 1 No --- 2	
25	Electrochromatic IRVM with auto-dimming / Anti Glare IRVM	Yes – 1 No --- 2			Yes – 1 No --- 2	
26	Traction Control System	Yes – 1 No --- 2			Yes – 1 No --- 2	
27	Paddle shifters	Yes – 1 No --- 2			Yes – 1 No --- 2	
28	Rear centre armrest with cup holders	Yes – 1 No --- 2			Yes – 1 No --- 2	
29	Integrated Engine Kill Switch	Yes – 1 No --- 2			Yes – 1 No --- 2	
30	Air conditioning with electric temperature control	Yes – 1 No --- 2			Yes – 1 No --- 2	
31	Glovebox cooling	Yes – 1 No --- 2			Yes – 1 No --- 2	
32	Air Purifier	Yes – 1 No --- 2			Yes – 1 No --- 2	
33	Electric Sunroof	Yes – 1 No --- 2			Yes – 1 No --- 2	

34	Voice Assisted Sun roof	Yes – 1 No --- 2			Yes – 1 No --- 2	
35	Ventilated Seats	Yes – 1 No --- 2			Yes – 1 No --- 2	
36	Front console armrest with storage	Yes – 1 No --- 2			Yes – 1 No --- 2	
37	Rear Defogger	Yes – 1 No --- 2			Yes – 1 No --- 2	

Section C : Safety Features

SHOW CARD AND ASK BELOW QUESTIONS

Q7a. Please look at the below table and tell me which of the Safety related features are **available and provided** by the OEM (Factory Fitted / Dealer Fitted) **MULTIPLE CODE POSSIBLE**

Q7b. Please look at the below table and tell me which of the Safety related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) **MULTIPLE CODE POSSIBLE**

Q7c. Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT and NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS** **SINGLE CODE**
If you feel the particular feature is ...

RESPONSE	Code
MOST IMPORTANT	1
GOOD TO HAVE BUT NOT THAT IMPORTANT	2
NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS	3

Q7d. Please look at the below table and tell me which of the Safety related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) **SINGLE CODE**

Q7e. For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) **SINGLE CODE**

S.No	Feature Description	Q7a. Please look at the below table and tell me which of the Safety related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE	Q7b. Please look at the below table and tell me which of the Safety related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE	Q7c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED INPUT 1,2 OR 3	Q7d. Please look at the below table and tell me which of the Safety related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE	Q7e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Hill-assist	Yes – 1 No --2			Yes – 1 No --2	
2	Reverse Camera/Sensor for Park Assist	Yes – 1 No --2			Yes – 1 No --2	
3	First aid kit	Yes – 1 No --2			Yes – 1 No --2	
4	Immobilizer	Yes – 1 No --2			Yes – 1 No --2	
5	Anti-roll Bar	Yes – 1 No --2			Yes – 1 No --2	
6	Tyre pressure monitoring system (TPMS) highline	Yes – 1 No --2			Yes – 1 No --2	
7	Disc Brakes	Yes – 1 No --2			Yes – 1 No --2	
8	ADAS	Yes – 1 No --2			Yes – 1 No --2	
9	ABS (Dual-channel in case of 2W)	Yes – 1 No --2			Yes – 1 No --2	
10	Airbag	Yes – 1 No --2			Yes – 1 No --2	
11	Electronic Brakeforce Distribution (EBD)	Yes – 1 No --2			Yes – 1 No --2	
12	Electronic stability control (ESC)	Yes – 1 No --2			Yes – 1 No --2	

13	Seat belt pretensioners	Yes – 1 No --2			Yes – 1 No --2	
14	Height adjustable front seat belts	Yes – 1 No --2			Yes – 1 No --2	
15	3 Point retractable seat belts (all seats)	Yes – 1 No --2			Yes – 1 No --2	
16	Seatbelt reminder	Yes – 1 No --2			Yes – 1 No --2	
17	Headlamp Levelling	Yes – 1 No --2			Yes – 1 No --2	
18	Automatic headlamps	Yes – 1 No --2			Yes – 1 No --2	
19	Anti-theft mechanism	Yes – 1 No --2			Yes – 1 No --2	
20	Emergency Brake Warning	Yes – 1 No --2			Yes – 1 No --2	
21	Brake Level Adjuster	Yes – 1 No --2			Yes – 1 No --2	
22	All in one Lock (locks ignition, fuel, handle, storage)	Yes – 1 No --2			Yes – 1 No --2	
23	Crash & Fall Alert	Yes – 1 No --2			Yes – 1 No --2	
24	Speed Sensing Auto Door Lock	Yes – 1 No --2			Yes – 1 No --2	
25	ISOFIX	Yes – 1 No --2			Yes – 1 No --2	
26	Child Safety Lock	Yes – 1 No --2			Yes – 1 No --2	

Q7f. From all the **ADAS** features mentioned below, which according to your experience are most Preferred & Used by customers [MULTIPLE CODE POSSIBLE](#)

ADAS FEATURES – LEVEL 1	Code Yes – 1 No --2
Adaptive Cruise Control	
Lane Departure Warning	
Lane Keep Assist	
Automatic Emergency Braking (AEB)	
ADAS FEATURES – LEVEL 2	Code Yes – 1 No --2
Lane Centering Assist	
Traffic Jam Assist	
Highway Assist (Semi-Autonomous Driving)	
Blind Spot Detection	
360 Degree Camera	
Rear Cross Traffic Assist	

Section D : Exterior Features

SHOW CARD AND ASK BELOW QUESTIONS

Q8a. Please look at the below table and tell me which of the Exterior related features are **available and provided** by the OEM (Factory Fitted / Dealer Fitted) **MULTIPLE CODE POSSIBLE**

Q8b. Please look at the below table and tell me which of the Exterior related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) **MULTIPLE CODE POSSIBLE**

Q8c. Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT** and **NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS** **SINGLE CODE**

If you feel the particular feature is ...

RESPONSE	Code
MOST IMPORTANT	1
GOOD TO HAVE BUT NOT THAT IMPORTANT	2
NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS	3

Q8d. Please look at the below table and tell me which of the Exterior related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) **SINGLE CODE**

Q8e. For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) **SINGLE CODE**

S.No	Feature Description	Q8a. Please look at the below table and tell me which of the Exterior related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE	Q8b. Please look at the below table and tell me which of the Exterior related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE	Q8c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED INPUT 1,2 OR 3	Q8d. Please look at the below table and tell me which of the Exterior related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE	Q8e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	LED headlamps	Yes – 1 No -- 2			Yes – 1 No -- 2	
2	LED tail lamps	Yes – 1 No -- 2			Yes – 1 No -- 2	
3	LED DRL	Yes – 1 No -- 2			Yes – 1 No -- 2	
4	Front Body Graphics	Yes – 1 No -- 2			Yes – 1 No -- 2	
5	Rear Body Graphics	Yes – 1 No -- 2			Yes – 1 No -- 2	
6	Alloy Wheels	Yes – 1 No -- 2			Yes – 1 No -- 2	
7	Front / Rear Skid Plate	Yes – 1 No -- 2			Yes – 1 No -- 2	
8	Fog Lamps	Yes – 1 No -- 2			Yes – 1 No -- 2	
9	Front Wiper (multi-speed)	Yes – 1 No -- 2			Yes – 1 No -- 2	
10	Rope hooks	Yes – 1 No -- 2			Yes – 1 No -- 2	
11	Cornering Lamp	Yes – 1 No -- 2			Yes – 1 No -- 2	
12	Dual tone roof	Yes – 1 No -- 2			Yes – 1 No -- 2	
13	Full Wheel Covers	Yes – 1 No -- 2			Yes – 1 No -- 2	
14	Shark Fin Antenna	Yes – 1 No -- 2			Yes – 1 No -- 2	
15	Rear Spoiler	Yes – 1 No -- 2			Yes – 1 No -- 2	

Section E : Interior Features

SHOW CARD AND ASK BELOW QUESTIONS

Q9a. Please look at the below table and tell me which of the Interior related features are **available and provided** by the OEM (Factory Fitted / Dealer Fitted) **MULTIPLE CODE POSSIBLE**

Q9b. Please look at the below table and tell me which of the Interior related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) **MULTIPLE CODE POSSIBLE**

Q9c. Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT**

IMPORTANT AND NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS **SINGLE CODE**

If you feel the particular feature is ...

RESPONSE	Code
MOST IMPORTANT	1
GOOD TO HAVE BUT NOT THAT IMPORTANT	2
NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS	3

Q9d. Please look at the below table and tell me which of the Interior related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) **SINGLE CODE**

Q9e. For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) **SINGLE CODE**

S.No	Feature Description	Q9a. Please look at the below table and tell me which of the Interior related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE	Q9b. Please look at the below table and tell me which of the Interior related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE	Q9c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED INPUT 1,2 OR 3	Q9d. Please look at the below table and tell me which of the Interior related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE	Q9e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Front Dome Lamp	Yes – 1 No --2			Yes – 1 No --2	
2	Driver seat adjust - sliding	Yes – 1 No --2			Yes – 1 No --2	
3	Driver Side Sun Visor	Yes – 1 No --2			Yes – 1 No --2	
4	Floor Carpet	Yes – 1 No --2			Yes – 1 No --2	
5	Seat upholstery – Leather	Yes – 1 No --2			Yes – 1 No --2	
6	Height adjustable front headrest	Yes – 1 No --2			Yes – 1 No --2	
7	Power Windows	Yes – 1 No --2			Yes – 1 No --2	
8	Height adjustable rear headrest	Yes – 1 No --2			Yes – 1 No --2	
9	Driver seat adjust - manual height adjust	Yes – 1 No --2			Yes – 1 No --2	
10	Leather wrapped - Steering Wheel	Yes – 1 No --2			Yes – 1 No --2	
11	Dual Tone Interiors	Yes – 1 No --2			Yes – 1 No --2	
12	Centre Room Lamp	Yes – 1 No --2			Yes – 1 No --2	
13	Luggage Room Lamp	Yes – 1 No --2			Yes – 1 No --2	
14	Front Footwell Illumination	Yes – 1 No --2			Yes – 1 No --2	
15	60:40 split rear seat	Yes – 1 No --2			Yes – 1 No --2	
16	Driver Side Pocket	Yes – 1 No --2			Yes – 1 No --2	
17	Ambient Temperature Display	Yes – 1 No --2			Yes – 1 No --2	

18	Sliding Back Window	Yes – 1 No --2			Yes – 1 No --2	
19	Inside door handles (Metal finish)	Yes – 1 No --2			Yes – 1 No --2	
20	Leather pack - Door armrest	Yes – 1 No --2			Yes – 1 No --2	
21	Leather pack - Gear knob	Yes – 1 No --2			Yes – 1 No --2	

Q9f. From all the **ICL (Instrument Cluster)** features mentioned below, which according to your experience are most Preferred & Used by customers [MULTIPLE CODE POSSIBLE](#)

INSTRUMENT CLUSTER FEATURES	Code Yes – 1 No --2
Speedometer	Yes – 1 No --2
Tachometer	Yes – 1 No --2
Fuel Gauge	Yes – 1 No --2
Temperature Gauge	Yes – 1 No --2
Odometer	Yes – 1 No --2
Trip Meter	Yes – 1 No --2
Warning Lights (Eg:- Engine, ABS, Airbag)	Yes – 1 No –2
Digital Display (Eg:- Navigation, Settings)	Yes – 1 No –2
Customisable Layouts	Yes – 1 No –2
Other_ PLZ specify	

Section F : Infotainment Features

SHOW CARD AND ASK BELOW QUESTIONS

Q10a. Please look at the below table and tell me which of the Infotainment related features are **available and provided** by the OEM (Factory Fitted / Dealer Fitted) **MULTIPLE CODE POSSIBLE**

Q10b. Please look at the below table and tell me which of the Infotainment related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) **MULTIPLE CODE POSSIBLE**

Q10c. Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT and NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS** **SINGLE CODE**

If you feel the particular feature is ...

RESPONSE	Code
MOST IMPORTANT	1
GOOD TO HAVE BUT NOT THAT IMPORTANT	2
NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS	3

Q10d. Please look at the below table and tell me which of the Infotainment related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) **SINGLE CODE**

Q10e. For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) **SINGLE CODE**

S.No	Feature Description	Q10a. Please look at the below table and tell me which of the Infotainment related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE	Q10b. Please look at the below table and tell me which of the Infotainment related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE	Q10c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED INPUT 1,2 OR 3	Q10d. Please look at the below table and tell me which of the Infotainment related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE	Q10e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Multi display digital cluster with colour TFT MID	Yes –1 No --2			Yes –1 No --2	
2	Music / Call Control via Steering Wheel / Handlebar	Yes –1 No --2			Yes –1 No --2	
3	Touch Screen Infotainment System	Yes –1 No --2			Yes –1 No --2	
4	Speaker System (4/6/8)	Yes –1 No --2			Yes –1 No --2	
5	Front & rear speakers	Yes –1 No --2			Yes –1 No --2	
6	Tweeters	Yes –1 No --2			Yes –1 No --2	
7	Others _ PLZ Specify					

Section G : Connectivity Features

SHOW CARD AND ASK BELOW QUESTIONS

Q11a. Please look at the below table and tell me which of the Connectivity related features are **available and provided** by the OEM (Factory Fitted / Dealer Fitted) **MULTIPLE CODE POSSIBLE**

Q11b. Please look at the below table and tell me which of the Connectivity related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) **MULTIPLE CODE POSSIBLE**

Q11c. Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT** and **NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS** **SINGLE CODE**

If you feel the particular feature is ...

RESPONSE	Code
MOST IMPORTANT	1
GOOD TO HAVE BUT NOT THAT IMPORTANT	2
NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS	3

Q11d. Please look at the below table and tell me which of the Connectivity related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) **SINGLE CODE**

Q11e. For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) **SINGLE CODE**

S.No	Feature Description	Q11a. Please look at the below table and tell me which of the Connectivity related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE	Q11b. Please look at the below table and tell me which of the Connectivity related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE	Q11c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED INPUT 1,2 OR 3	Q11d. Please look at the below table and tell me which of the Connectivity related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE	Q11e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS , what is the average price according to your experience (All Features as per model / variant) INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Bluetooth Connectivity	Yes – 1 No -- 2			Yes – 1 No -- 2	
2	USB Connectivity	Yes – 1 No -- 2			Yes – 1 No -- 2	
3	Call & SMS Alerts	Yes – 1 No -- 2			Yes – 1 No -- 2	
4	Turn by Turn Navigation	Yes – 1 No -- 2			Yes – 1 No -- 2	
5	Smartphone connectivity- Android Auto	Yes – 1 No -- 2			Yes – 1 No -- 2	
6	Smartphone connectivity- Apple CarPlay	Yes – 1 No -- 2			Yes – 1 No -- 2	
7	Voice recognition	Yes – 1 No -- 2			Yes – 1 No -- 2	
8	Steering wheel with audio & Bluetooth controls	Yes – 1 No -- 2			Yes – 1 No -- 2	
9	Over-the-air (OTA) updates for map and infotainment	Yes – 1 No -- 2			Yes – 1 No -- 2	
10	Onboard Voice Assistant	Yes – 1 No -- 2			Yes – 1 No -- 2	
11	Smart Watch Integration	Yes – 1 No -- 2			Yes – 1 No -- 2	
12	WiFi Connectivity	Yes – 1 No -- 2			Yes – 1 No -- 2	
13	Vehicle Live Tracking	Yes – 1 No -- 2			Yes – 1 No -- 2	
14	Other __ PLZ Specify					

Section H : Performance Features

SHOW CARD AND ASK BELOW QUESTIONS

Q12a. Please look at the below table and tell me which of the Performance related features are **available and provided** by the OEM (Factory Fitted / Dealer Fitted) **MULTIPLE CODE POSSIBLE**

Q12b. Please look at the below table and tell me which of the Performance related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) **MULTIPLE CODE POSSIBLE**

Q12c. Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT** and **NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS** **SINGLE CODE**

If you feel the particular feature is ...

RESPONSE	Code
MOST IMPORTANT	1
GOOD TO HAVE BUT NOT THAT IMPORTANT	2
NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS	3

Q12d. Please look at the below table and tell me which of the Performance related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) **SINGLE CODE**

Q12e. For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) **SINGLE CODE**

S.No	Feature Description	Q12a. Please look at the below table and tell me which of the Performance related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE	Q12b. Please look at the below table and tell me which of the Performance related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE	Q12c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED INPUT 1,2 OR 3	Q12d. Please look at the below table and tell me which of the Performance related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE	Q12e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS , what is the average price according to your experience (All Features as per model / variant) INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Clutch type - Hydraulically actuated with pneumatic assistance	Yes – 1 No -- 2			Yes – 1 No -- 2	
2	Turbocharger	Yes – 1 No -- 2			Yes – 1 No -- 2	
3	Power take-off	Yes – 1 No -- 2			Yes – 1 No -- 2	
4	Lifetime HV battery warranty	Yes – 1 No -- 2			Yes – 1 No -- 2	
5	Advanced K-Series Dual Jet, Dual VVT	Yes – 1 No -- 2			Yes – 1 No -- 2	
6	TVS i-GO Assist	Yes – 1 No -- 2			Yes – 1 No -- 2	
7	Others __ PLZ Specify					

Q13. When customer comes for enquiry of _____ (model name) what all features they mostly check in the vehicle.
(For scripting - Keep Open end box to write)

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Q13. According to customer demands & your experience, which features are missing in this particular model? (Keep Open end box to write)

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Q14. Apart from all the features mentioned above in the lists ... are there any other features that are preferred / desired / demanded by end customers which are not listed above? (Keep Open end box to write)

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

THANK & CLOSE