

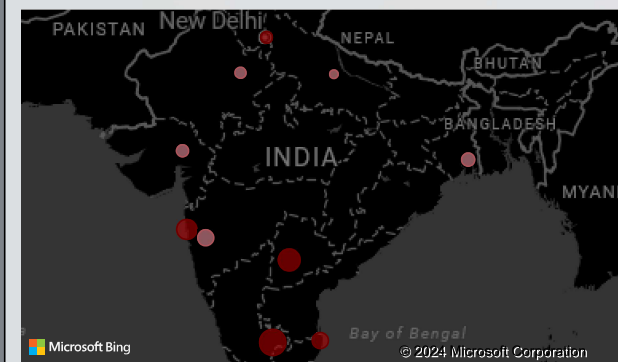
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10000

7

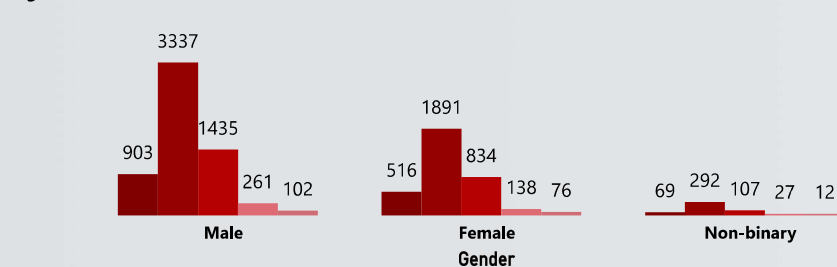
0.00 3.28 6.56

Tier ● Tier 1 ● Tier 2



| | | | | | | | | | |
|------------|-----------|---------|-------|-----------|--------|---------|---------|--------|------|
| Ahmedab... | Bangalore | Chennai | Delhi | Hyderabad | Jaipur | Kolkata | Lucknow | Mumbai | Pune |
|------------|-----------|---------|-------|-----------|--------|---------|---------|--------|------|

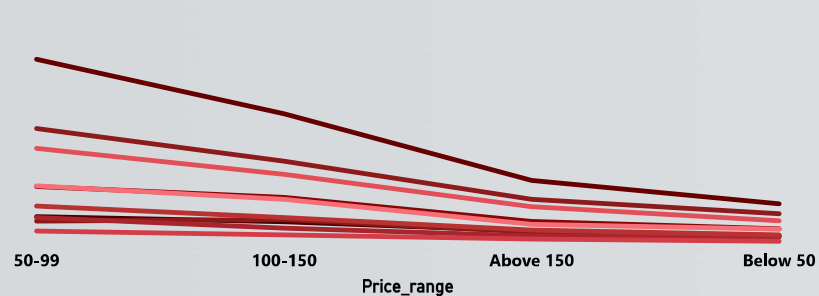
Age ● 15-18 ● 19-30 ● 31-45 ● 46-65 ● 65+



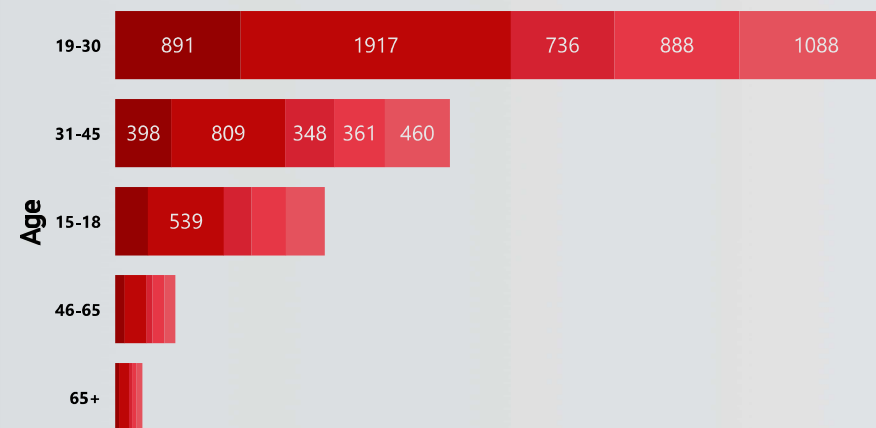
All

All

City ● Ahmedabad ● Bangalore ● Chennai ● Delhi ● Hyderabad ● Jaipur ● Kolkata ● Lucknow



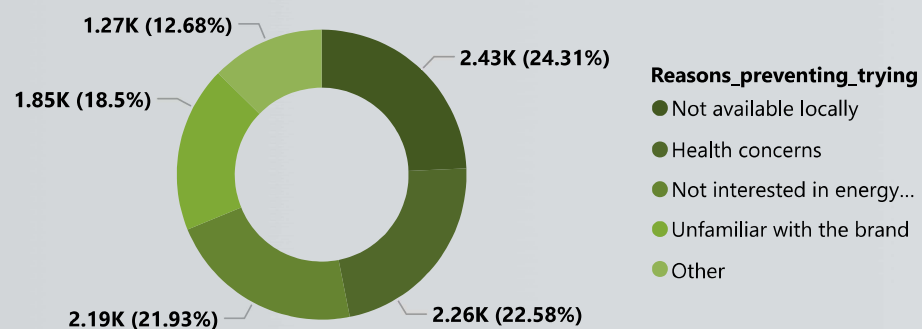
Consume_frequency ● 2-3 times a month ● 2-3 times a week ● Daily ● Once a week ● Rarely



Consume Situation

Other Driving/commuting Sports/exercise Studying/working late Social outings/parties

Reasons Preventing Trials

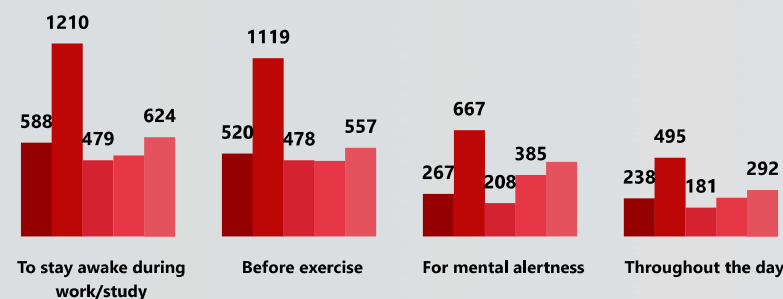


Consume Frequency

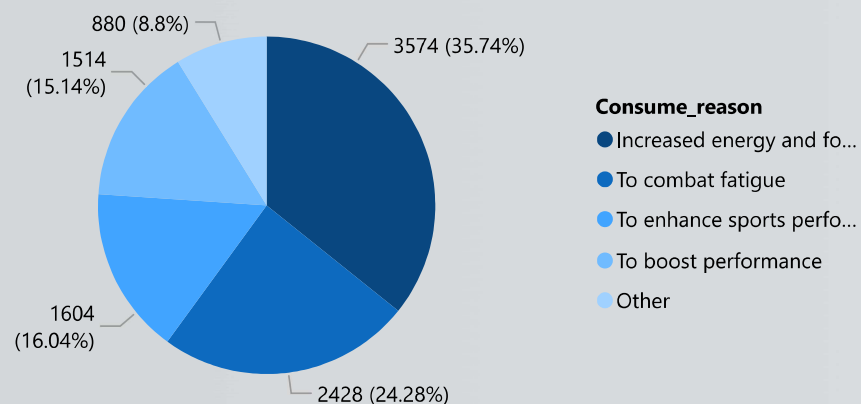
2-3 times a week Rarely 2-3 times a... Once a week Daily

Frequency and Time of Consumption

Consume_frequency 2-3 times a month 2-3 times a week Daily Once a week Rarely

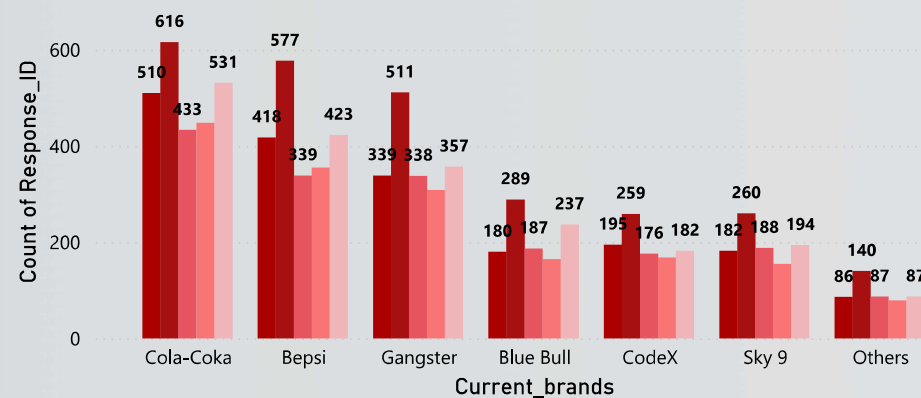


Consumption Reasons



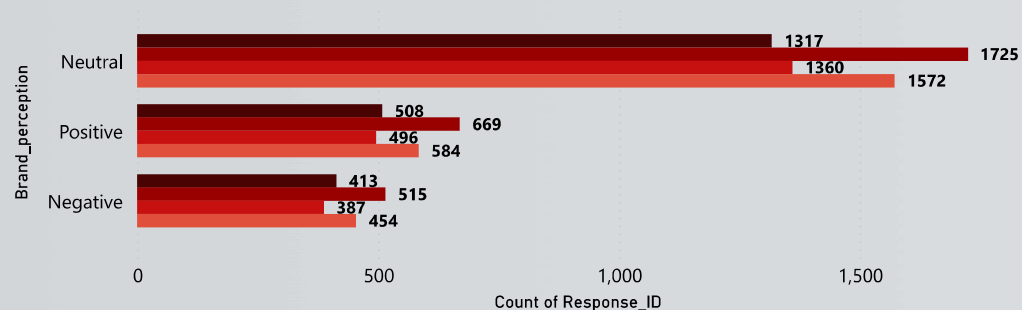
Current Brands and Brand Selection Criteria:

Reasons_for_choosing_brands Availability Brand reputation Effectiveness Other Taste/flavor preference

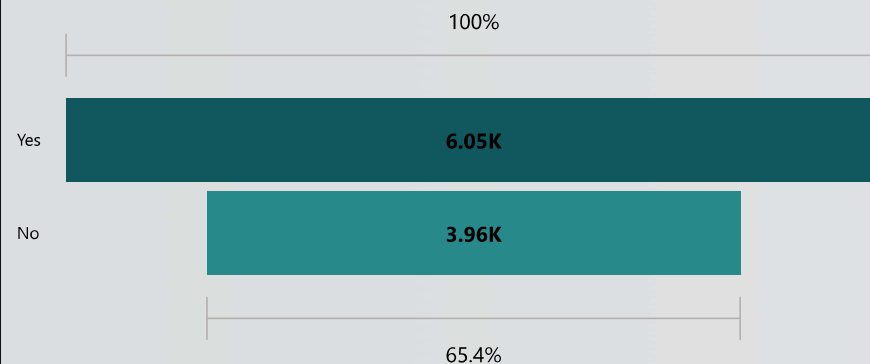


Brand Perception vs. General Perception

General_perception ● Dangerous ● Effective ● Healthy ● Not sure



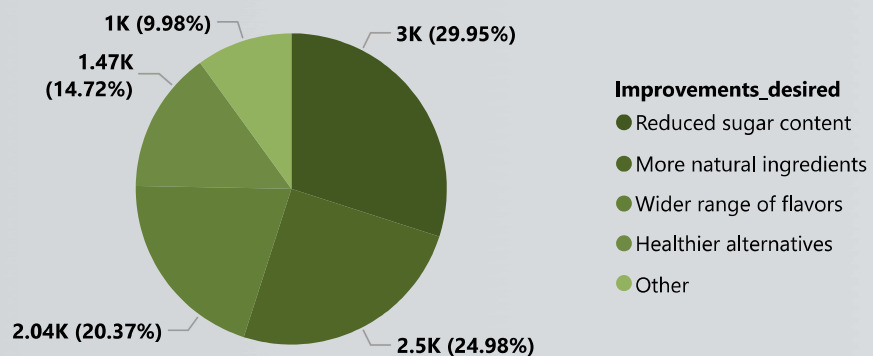
Health Concerns



Current Brands

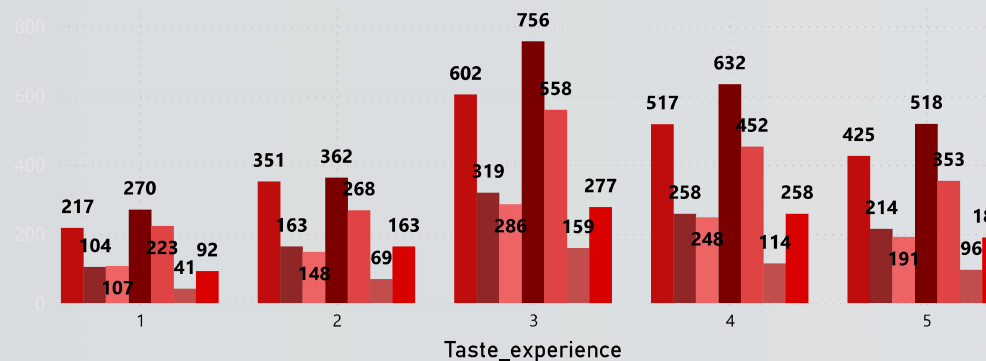


Desired Improvements



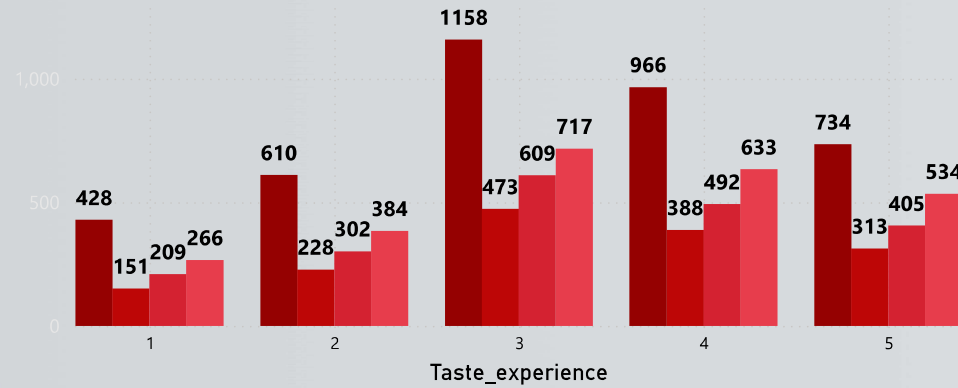
Distribution of Taste Experience Ratings

Current_brands ● Bepsi ● Blue Bull ● CodeX ● Cola-Coka ● Gangster ● Others ● Sky 9

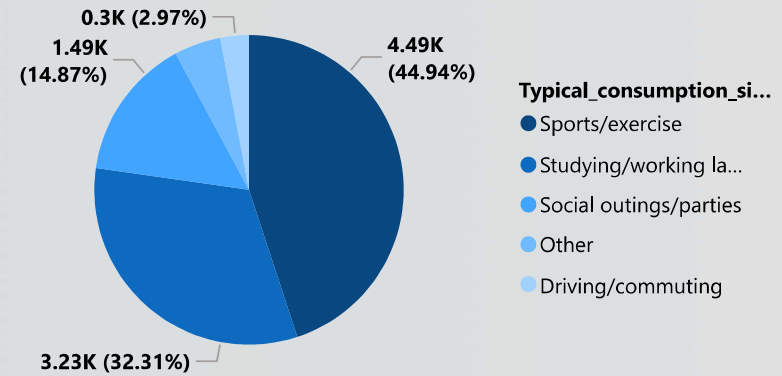


Expected Ingredients and Taste Experience

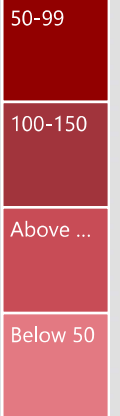
Ingredients_expected ● Caffeine ● Guarana ● Sugar ● Vitamins



Typical Consumption Situations



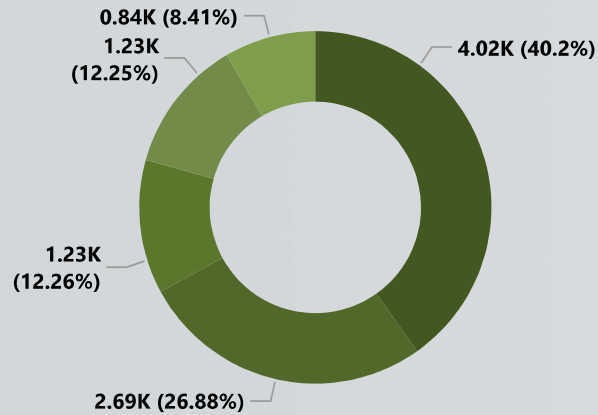
Price Range



Preferred Marketing Channels

Marketing_channels

- Online ads
- TV commercials
- Outdoor billboards
- Other
- Print media



Purchase Location and Packaging Preferences

Packaging_preference ● Collectible packagi... ● Compact and p... ● Eco-friendly de... ● Innovative b... ● Other

