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MY INDIA | **SINCE 1998**

Connecting India
to Build India...

Market Research Proposal for LXME

Introduction

- Axis My India is an established and reputed Market Research Firm credited for its accuracy & deep understanding of the respondent profile across India's geography and demography. AMI's competitive advantage lies in a fully integrated and managed team of surveyors & researchers.

- LXME is India's 1st Financial Platform for Women. LXME is a Social FinTech and ecosystem that enables women to take charge of their own finances with a community for peer conversations & learning, access to expert resources & tools and a hassle-free investment platform with expert backed financial products.

- Axis My India will conduct a primary market research study for LXME among captive audience with the objective of understanding the current landscape of women + money better and their money habits and mindset- across earning, saving, spending & investing

Axis My India – A Harvard Business School Case Study

- Axis My India is now a part of **Harvard Business School** curriculum.

- This case study being taught by Professor Ananth Raman discusses the process which goes behind forecasting elections in India and the methods AMI uses to reach such accurate forecasts – **Selection of field surveyors, their hiring & training, use of technology for data collection, quality auditing, data analysis & final forecasting.**

RESEARCH APPROACH

Research Objectives for LXME

1. Understand the current landscape of women and their money habits better

2. Investment decisions habits of women

3. Mindset across earning, saving, spending and investment

4. Customer Persona mapping

5. Understand their Financial responsibilities and role played in household decisions at every life stage

6. Decoding Usage and Attitude towards financial decision making

Research Methodology

- A combination of Computer Aided Personal Interview (CAPI), Computer Aided Telephonic Interview(CATI) and CMC (Computer mediated communication) like email, online panels, and proprietary mobile application would be conducted with the eligible respondents in each city.

- We would be following stratified random sampling approach in each city

- The eligibility of the respondent would be first ascertained through a screener questionnaire. After that, respondent would be asked to give us some time to administer the questions and subsequently the responses would be captured using a structured questionnaire at an allotted time.

- The duration of the interview would be max 10-12 minutes.

Sampling Methodology

1. Representative Sampling based on Target Audience

2. Our methodology will ensure primary & secondary target audience - Salaried women in age group 25-35 behavior are interviewed in the mentioned markets along with the spill overs

3. Stratified Random Sample Selection – Salaried, Business Owners and Unemployed women across life stages Single, Married w/wo kids, Tier 1 & 2 cities

Sections of the questionnaire

- **Understand Respondent Profile**
  - Age, NCCS, Working/Nonworking, Marital Status, Kids

- **Understanding Financial responsibilities**
  - CWE status, Household responsibility, Usage of Salary, Awareness of financial instruments, Investment habits

- **Understanding Customer persona**
  - Like to stand out in a crowd, Like working, In a job security is more imp than investment, Ability to take risks, Career ambition

- **Understanding Usage & Attitude towards financial decision making**
  - Like to spend w/o thinking, Good at managing money, Read financial pages/websites, Careful with money, Prefer to invest in stocks or MFs

Markets & Sample Size

S.No	Market	Sample Size		
		Working Women	Non Working Women	Total
1	Delhi NCR	200	200	400
2	Mumbai	200	200	400
3	Bangalore	200	200	400
4	Hyderabad	150	150	300
5	Chennai	150	150	300
6	Kolkatta	150	150	300
7	Ahmedabad	100	100	200
8	Pune	100	100	200
9	Lucknow	100	100	200
10	Chandigarh	100	100	200
11	Patna	50	50	100
12	Bhopal	50	50	100
13	Jaipur	50	50	100
14	Guwhati	50	50	100
15	Ranchi	50	50	100
16	Kochi	50	50	100
17	Indore	50	50	100
18	Surat	50	50	100
19	Vizag	50	50	100
20	Coimbatore	50	50	100
	Total	**1950**	**1950**	**3900**
	Focus Group	**50**	**50**	**100**
	Total Sample	**2000**	**2000**	**4000**
	% Split	**50%**	**50%**	**100%**

Details	Split%
Working	50%
Non-Working	50%
Face to face	30%
Telephonic	70%

* 5-10% variation on split at the time of fieldwork

Data Cuts :
Age Group
NCCS
Marital Status
Population Strata

Commercials

| Aspects	Scope
Scope	20 Markets
Avg. Sample Size for each Market	As per list on Slide no.-09
Total Sample Size	4000
Design of Methodology (Customized Questionnaire in English & regional languages & to create software accordingly)	10-12 Questions capturing research objectives (Closed + Open ended)
Report Compilation	One Combined + Pop strata & segment level analysis
Total Cost	**Rs. 17,58,000 (17.58 Lacs) + 18% GST**

Project Timelines

Activities	Timelines (working days)	Responsibility
Project commission & signing of contract	Day 0	Client & Axis
Questionnaire design	Day 1 – 5	Axis
Client feedback on the Questionnaire	Day 6 – 7	Client
Incorporation of changes in the Questionnaire	Day 8 – 9	Axis
Questionnaire Programming, Translation, Field team briefing, etc.	Day 10 – 15	Axis
Data Collection/ Fieldwork	Day 16 – Day 32	Axis
Data Analysis	Day 33 – 38	Axis
Report Preparation & Insight generation	Day 39 – Day 45	Axis
Report Submission	Day 46	Axis

The timeline(s) indicated for project completion/milestones are indicative. Due to factors not in the control of Axis My India, the proposed timeline(s) could be delayed.

Axis My India - Systems & Processes

System & Processes - Technology

1. CAPI – Computer Assisted Personal Interviews

2. CATI – Computer Assisted Telephonic Interviews.

3. Tailor made Mobile Device Management Software to track Interviewer movements during interview, apart from GPS monitoring to avoid Skipping of Questions & complete end to end monitoring.

4. 100% Voice Recording Storage Facility

5. CRM integrated with WhatsApp, Email & SMS to cater two-way sharing of Video, Images & Documents to Public

6. IVRs : Integrated Voice Response system to manage volume of about 10K calls a day.

Live Geographical Location

Live Form Filling Screenshot
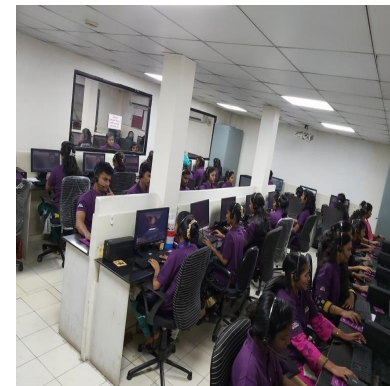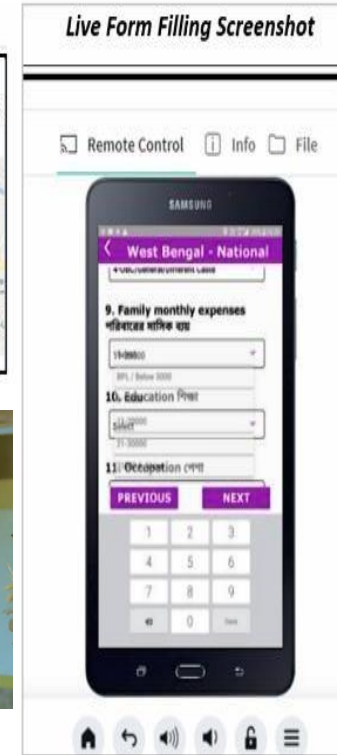
Contact Center Setup - Team

Over 40 years of collective experience in delivering results in varied domains like FMCG, Insurance, Banking, IT, Research, Consumer Durables etc

Thank You

www.axismyindia.org