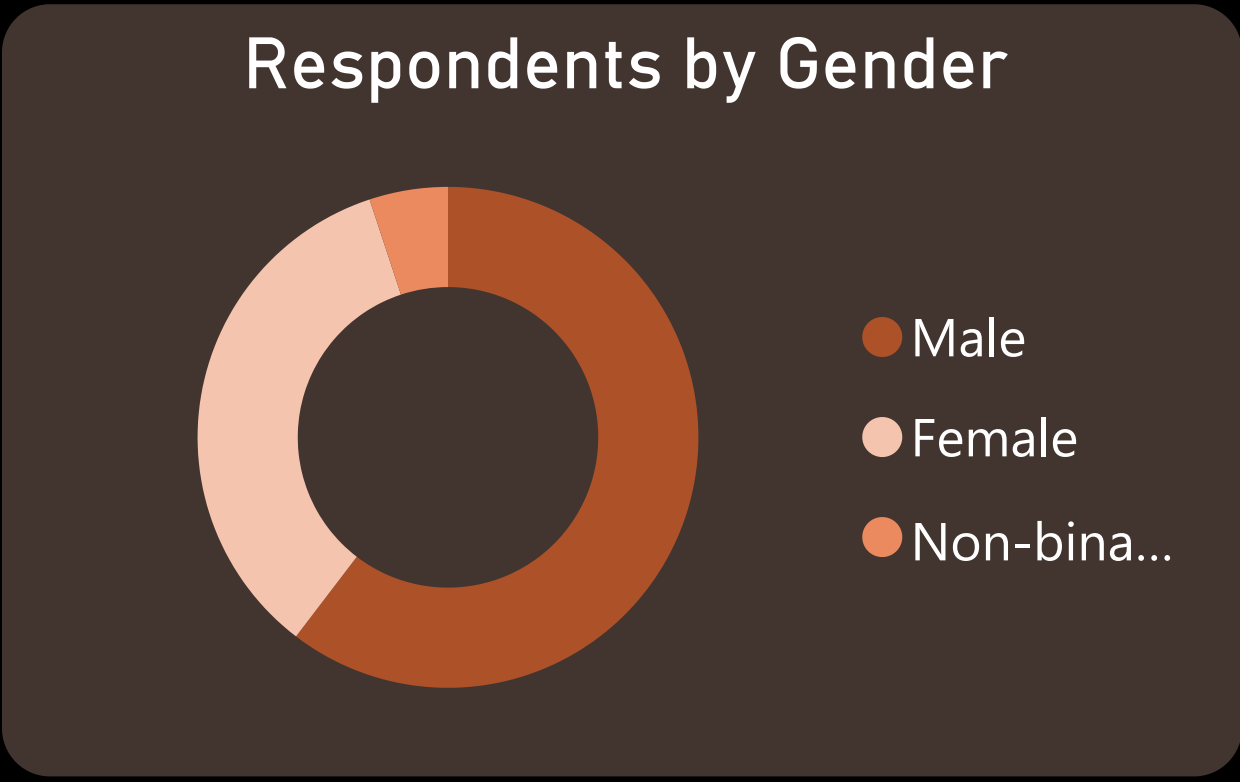


CodeX Respondents

980

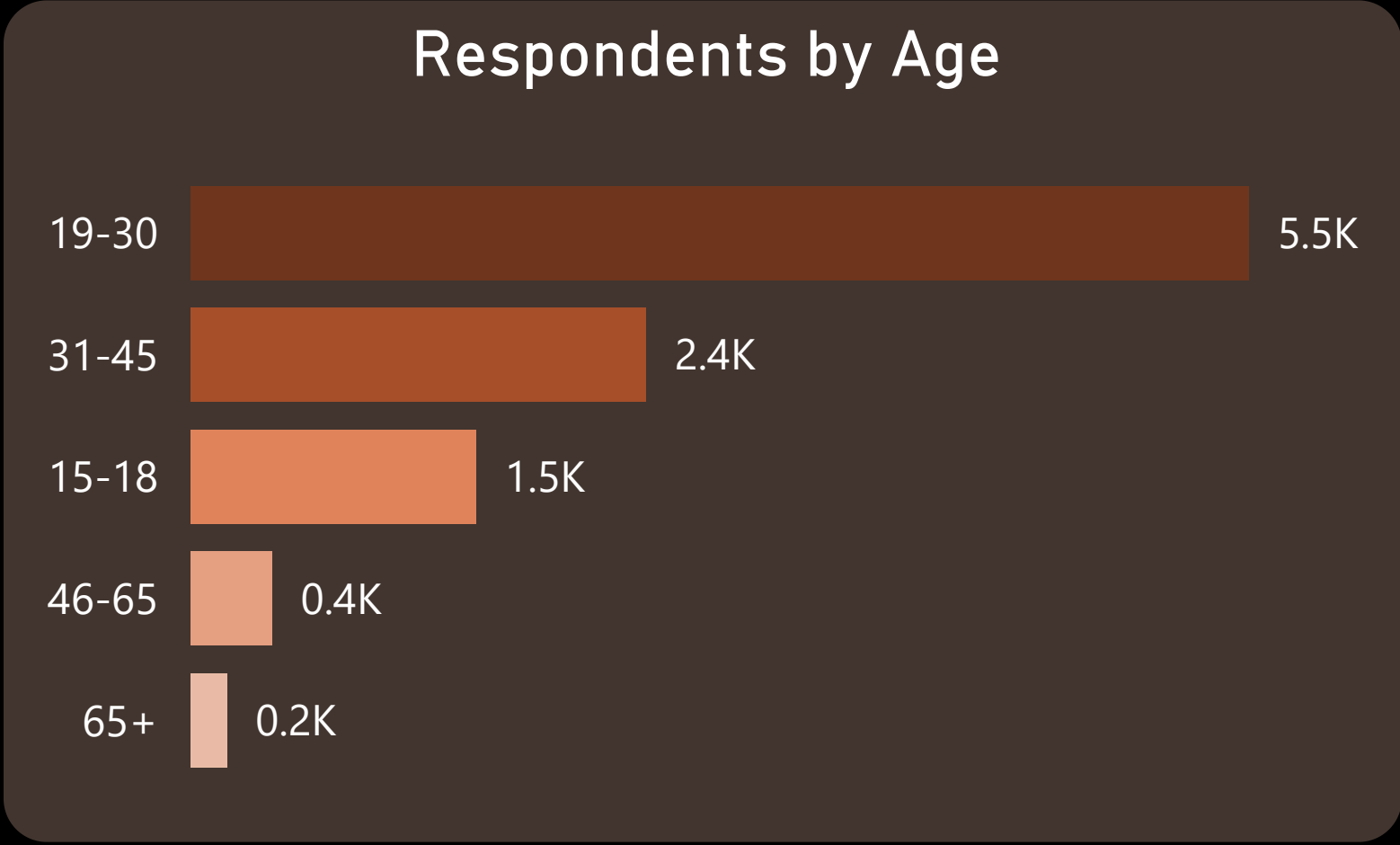
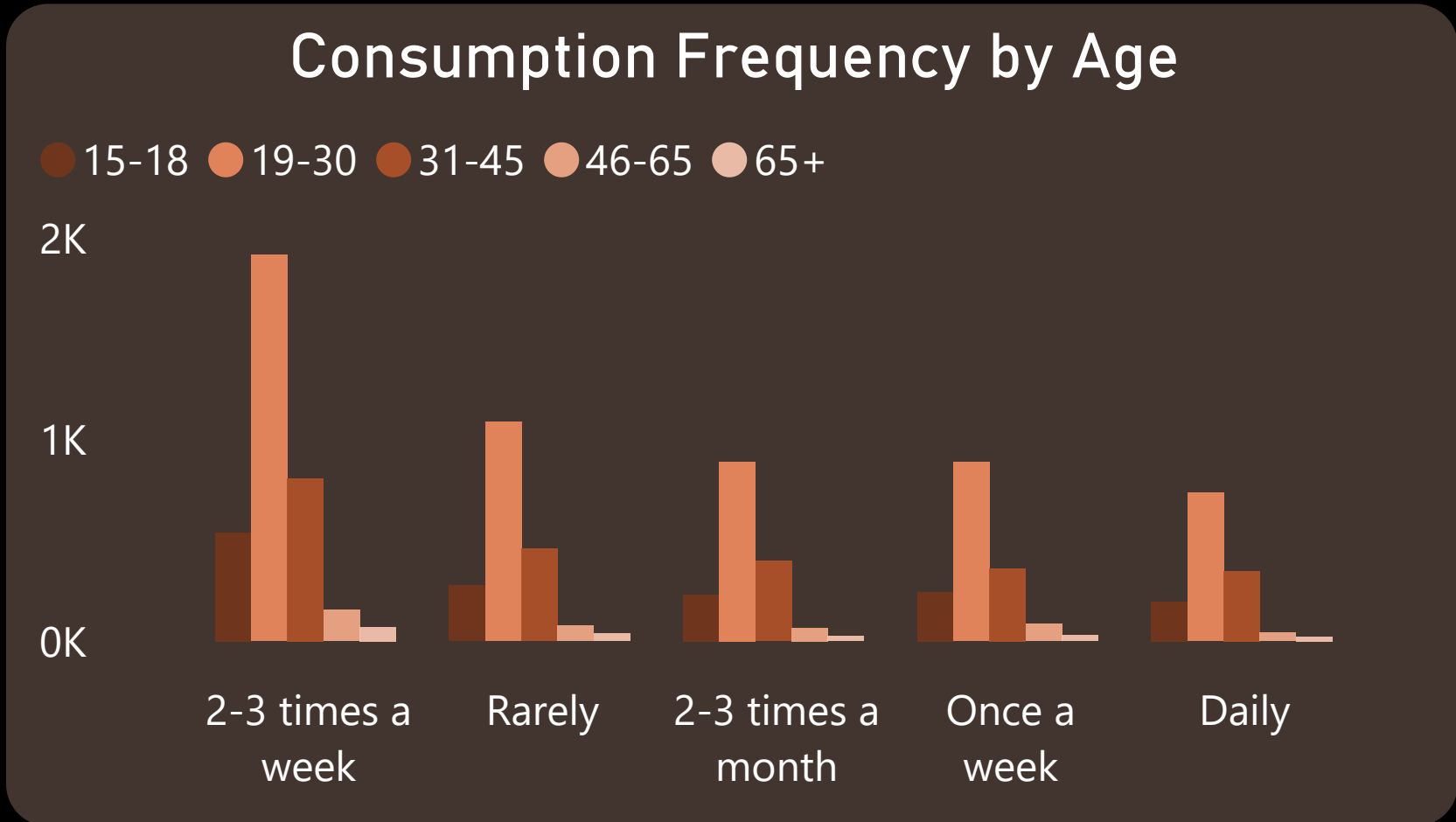
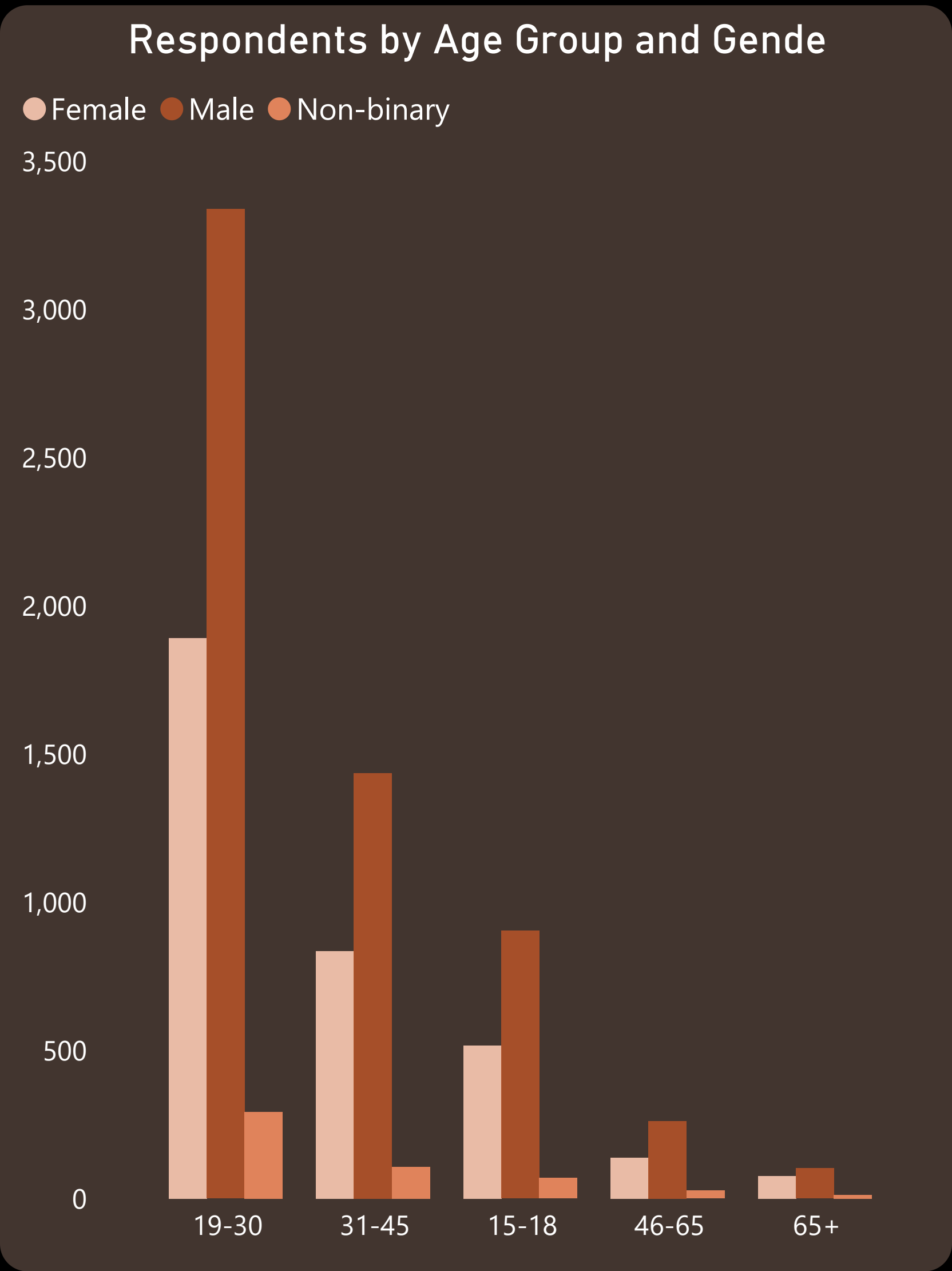
Count Respondents

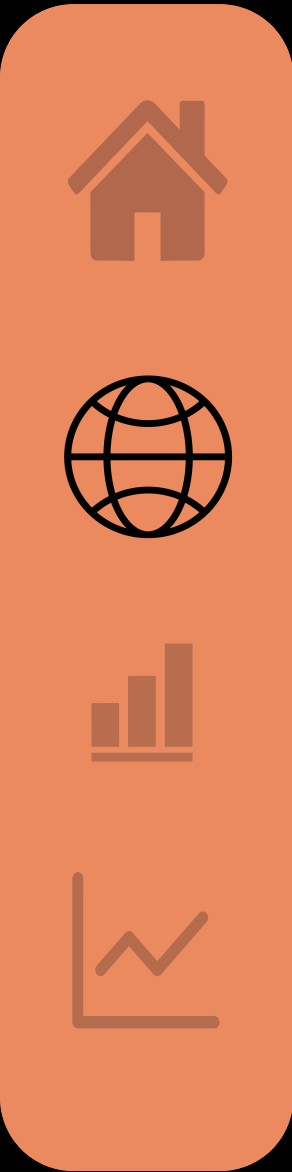
10K



Marketing Channels

| Marketing_channels | 15-18 | 19-30 | 31-45 | 46-65 | 65+ | Total |
|--------------------|-------|-------|-------|-------|-----|-------|
| TV commercials | 495 | 1290 | 737 | 117 | 49 | 2688 |
| Print media | 75 | 371 | 310 | 57 | 28 | 841 |
| Outdoor billboards | 117 | 585 | 431 | 65 | 28 | 1226 |
| Other | 94 | 608 | 408 | 78 | 37 | 1225 |
| Online ads | 707 | 2666 | 490 | 109 | 48 | 4020 |
| Total | 1488 | 5520 | 2376 | 426 | 190 | 10000 |



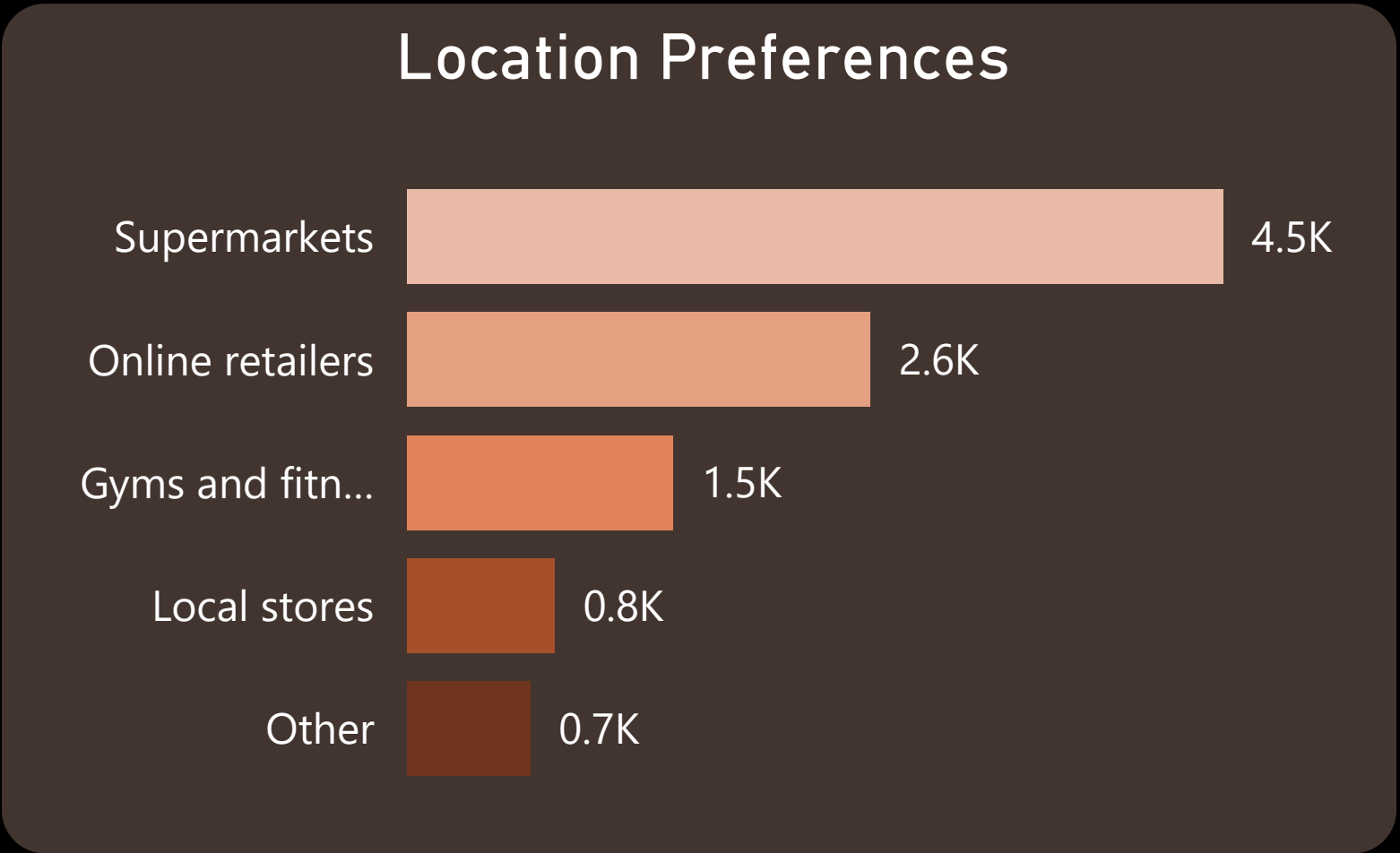
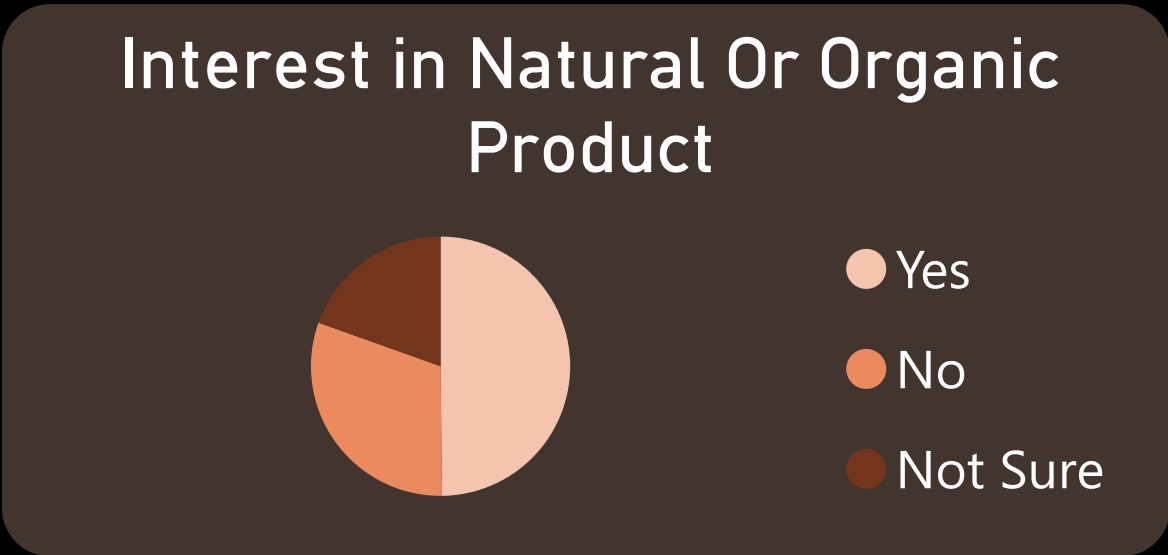


CodeX Respondents

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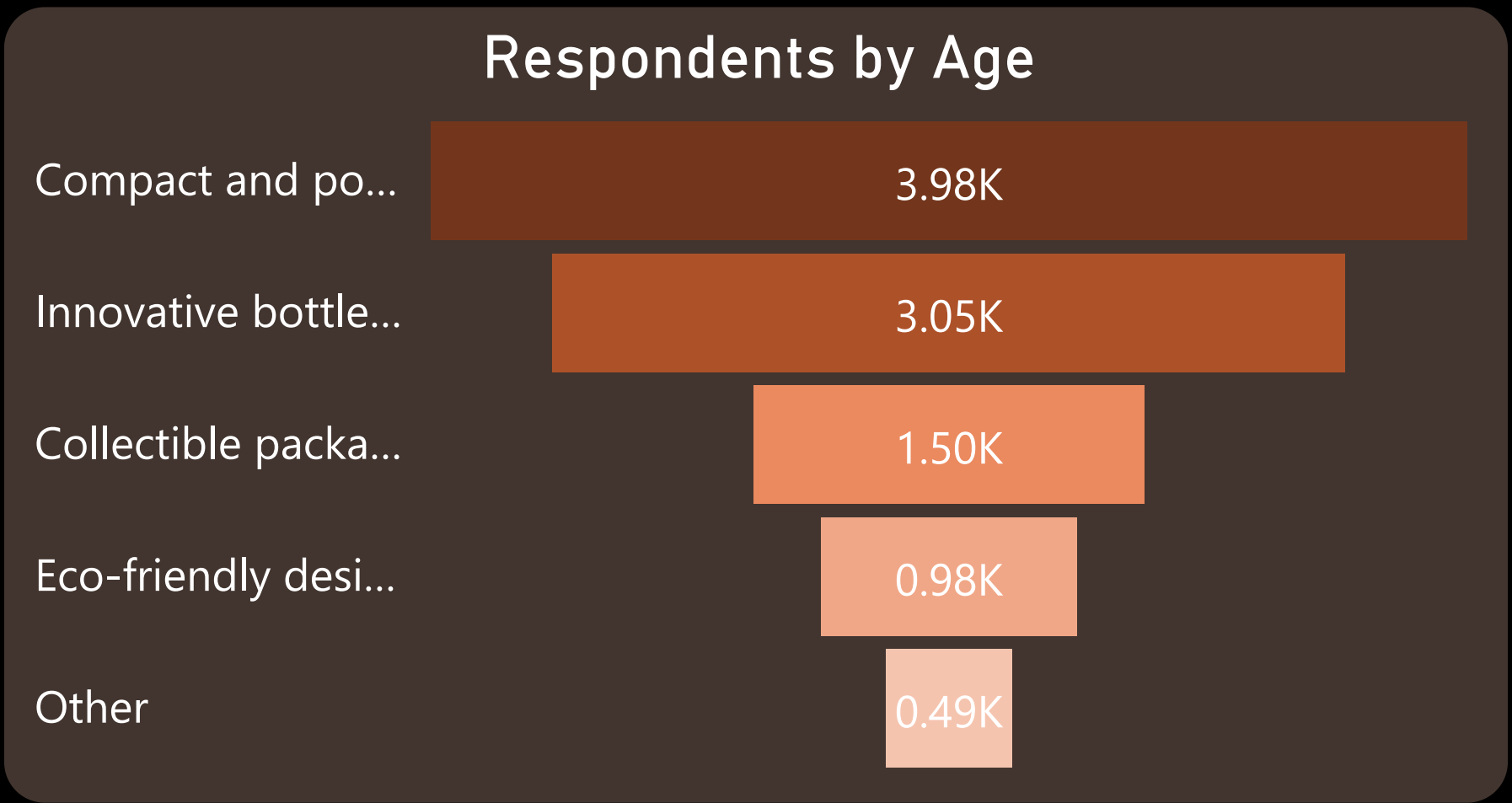
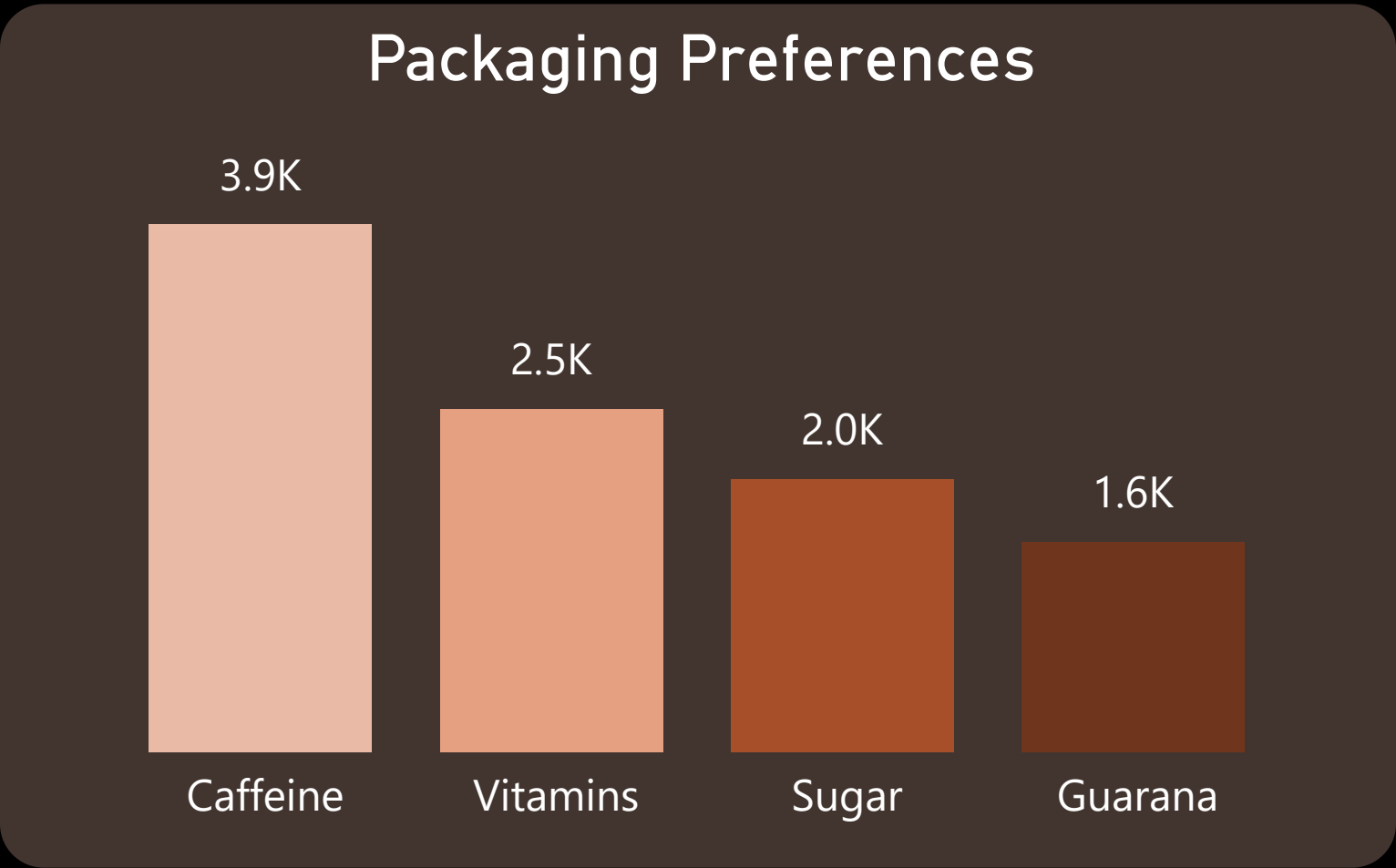
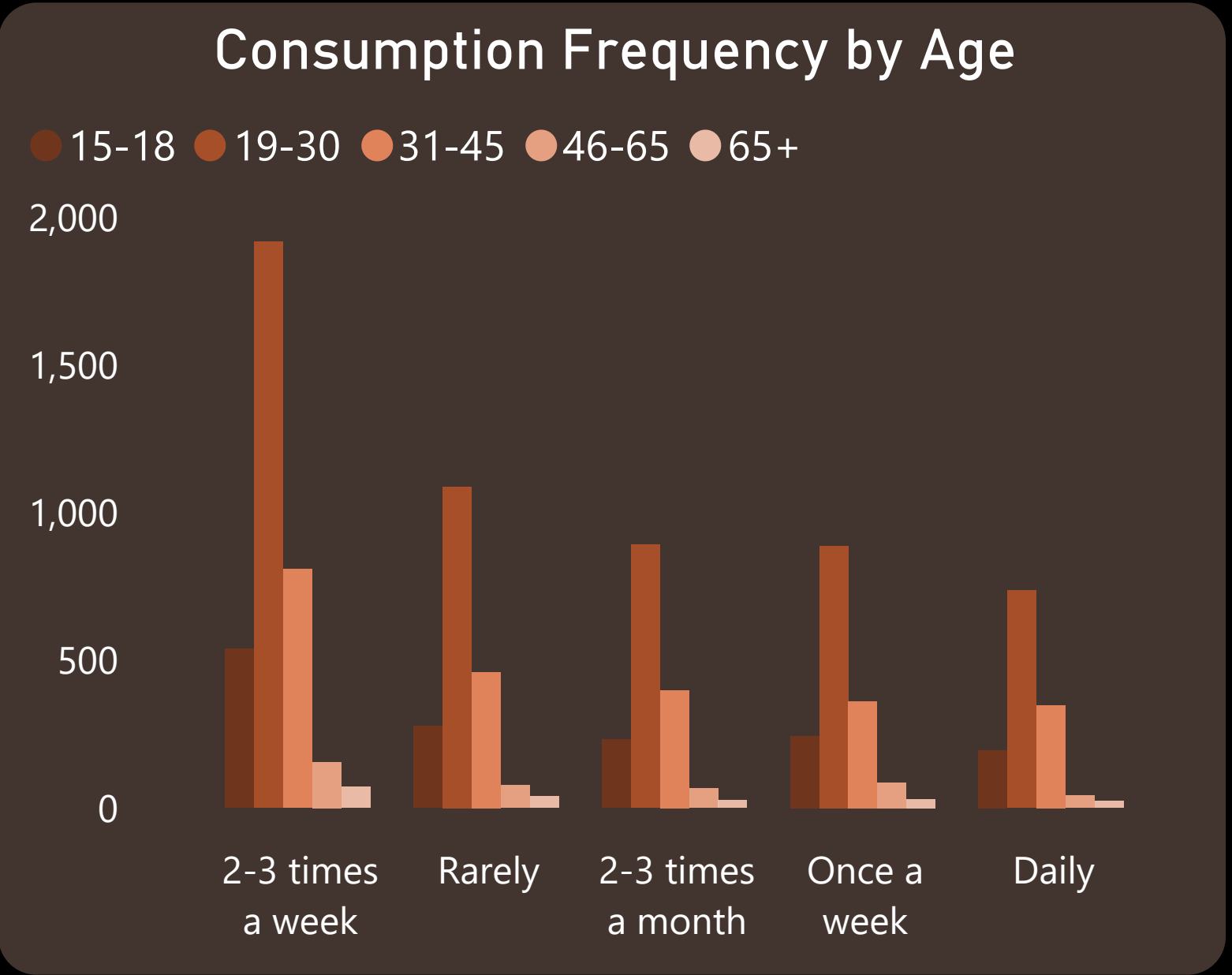
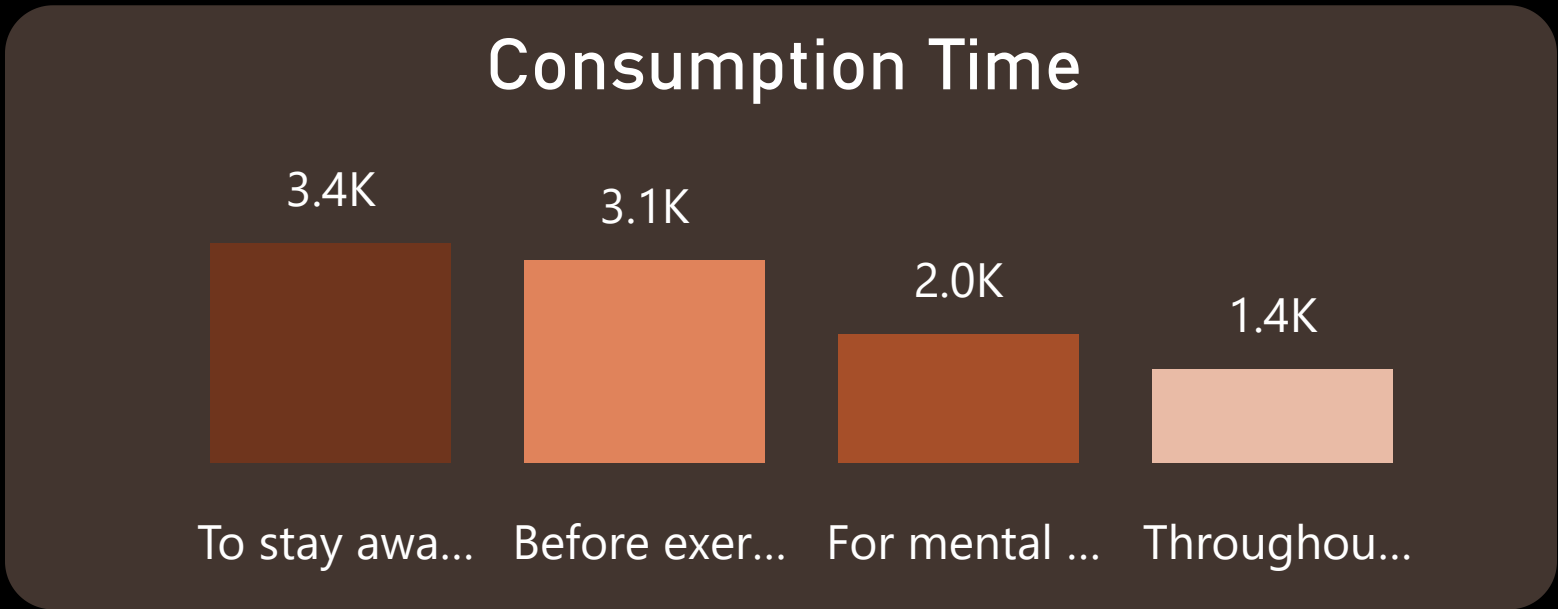
Count Respondents

10K



Price Preferences

| Age | 100-150 | 50-99 | Above 150 | Below 50 | Total |
|-------|---------|-------|-----------|----------|-------|
| 15-18 | 348 | 687 | 281 | 172 | 1488 |
| 19-30 | 1365 | 2965 | 655 | 535 | 5520 |
| 31-45 | 1257 | 499 | 428 | 192 | 2376 |
| 46-65 | 137 | 85 | 151 | 53 | 426 |
| 65+ | 35 | 52 | 46 | 57 | 190 |
| Total | 3142 | 4288 | 1561 | 1009 | 10000 |



Home

Global

Analytics

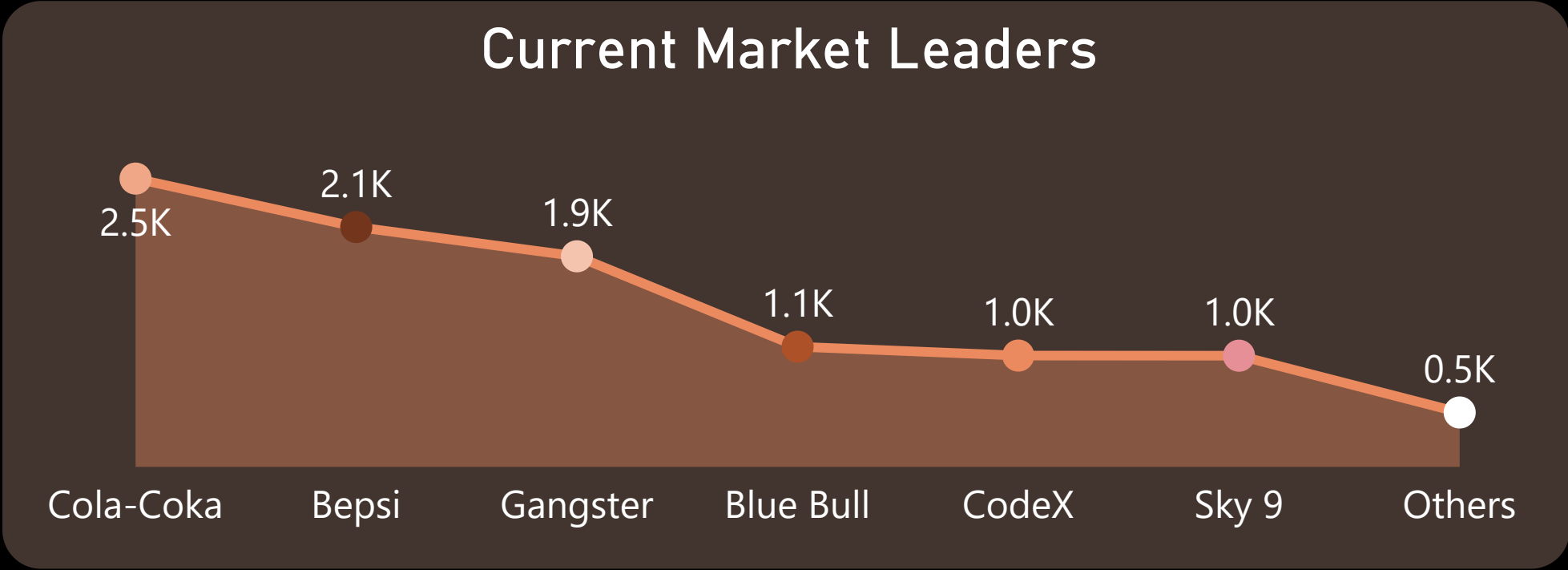
Reports

CodeX Respondents

980

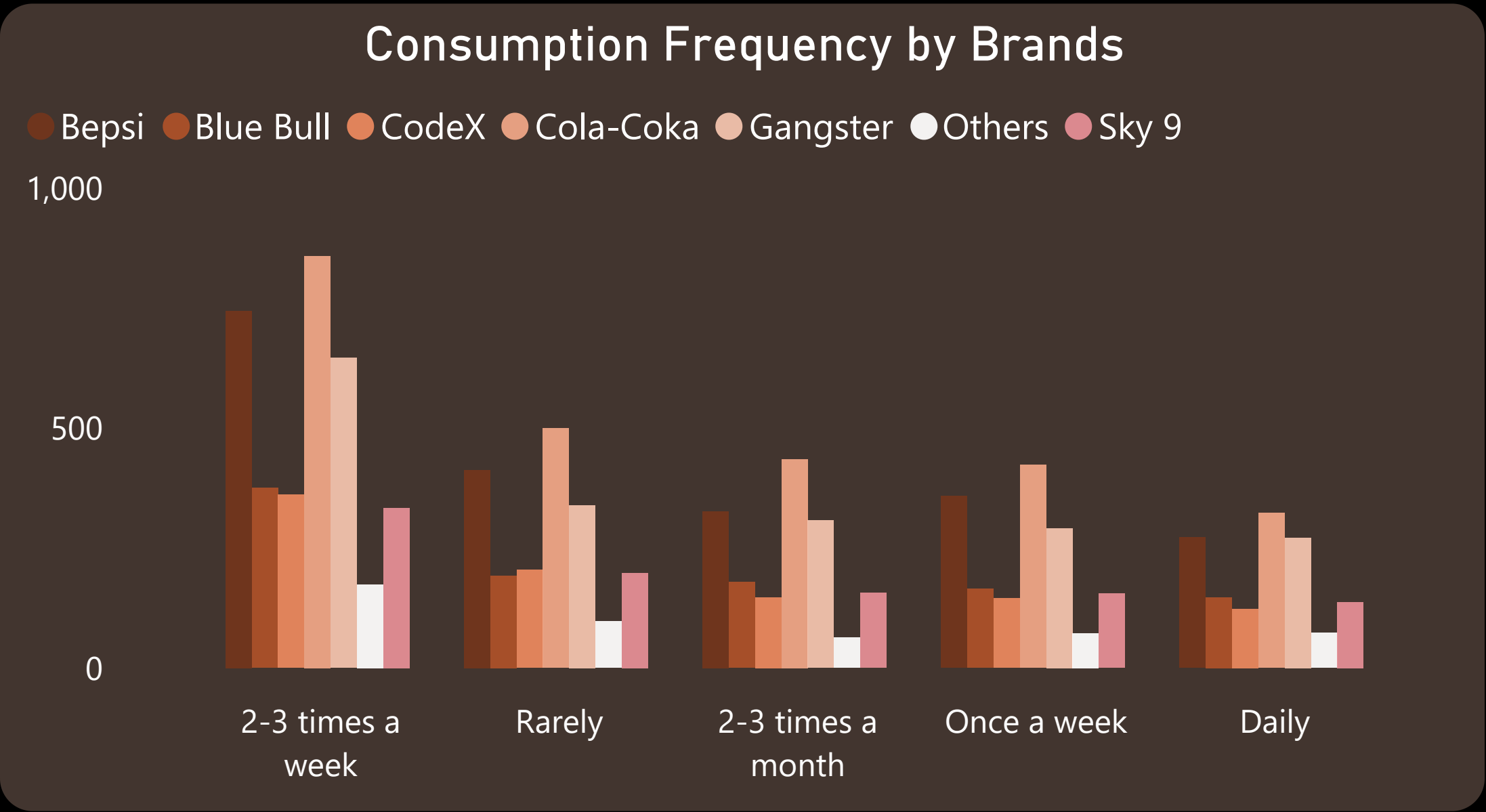
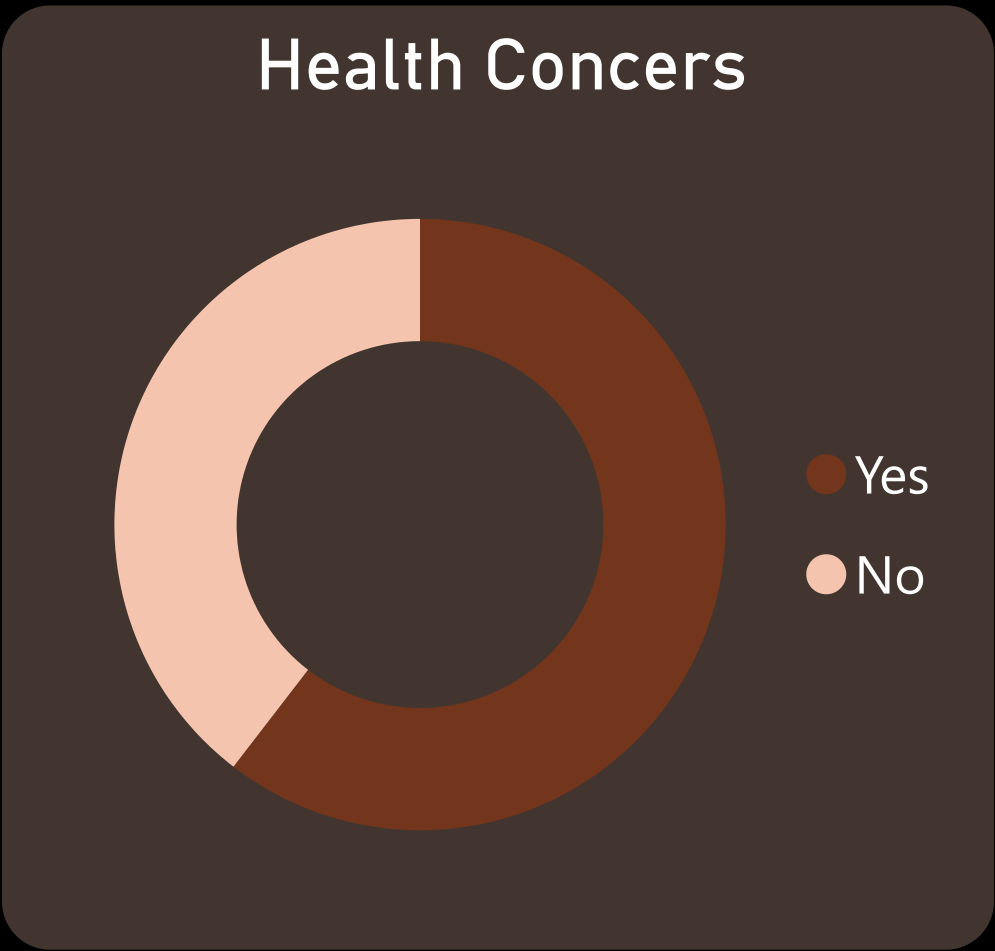
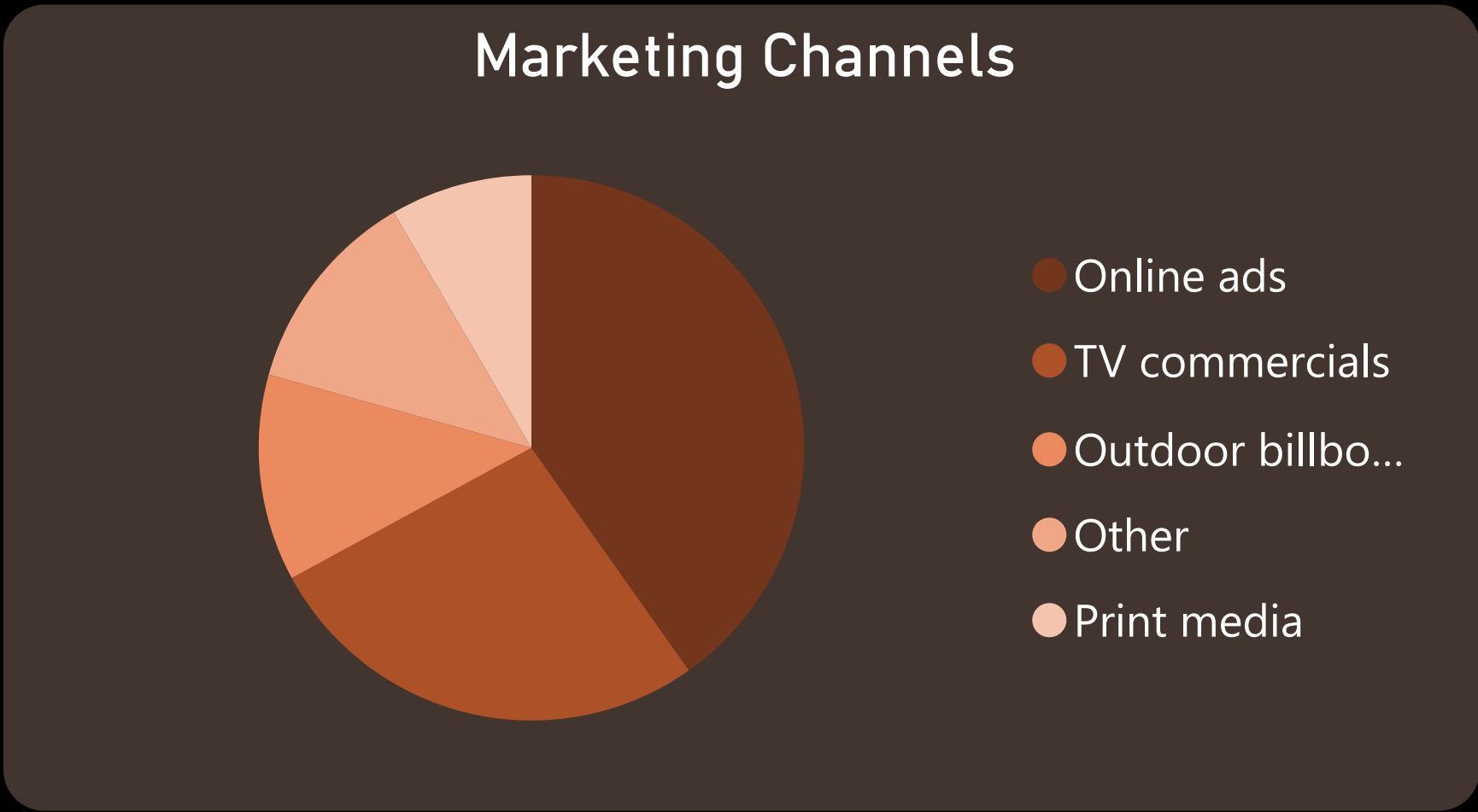
Count Respondents

10K



Reasons for choosing Brands

| Current_brands | Availability | Brand reputation | Effectiveness | Other | Taste/flavor preference | Total |
|----------------|--------------|------------------|---------------|-------|-------------------------|-------|
| Cola-Coka | 510 | 616 | 433 | 448 | 531 | 2538 |
| Bepsi | 418 | 577 | 339 | 355 | 423 | 2112 |
| Gangster | 339 | 511 | 338 | 309 | 357 | 1854 |
| Blue Bull | 180 | 289 | 187 | 165 | 237 | 1058 |
| CodeX | 195 | 259 | 176 | 168 | 182 | 980 |
| Sky 9 | 182 | 260 | 188 | 155 | 194 | 979 |
| Others | 86 | 140 | 87 | 79 | 87 | 479 |
| Total | 1910 | 2652 | 1748 | 1679 | 2011 | 10000 |



CodeX Performance

Current Brands

All

Gender

All

City Category

Tier 1

Tier 2

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune



CodeX Respondents

980

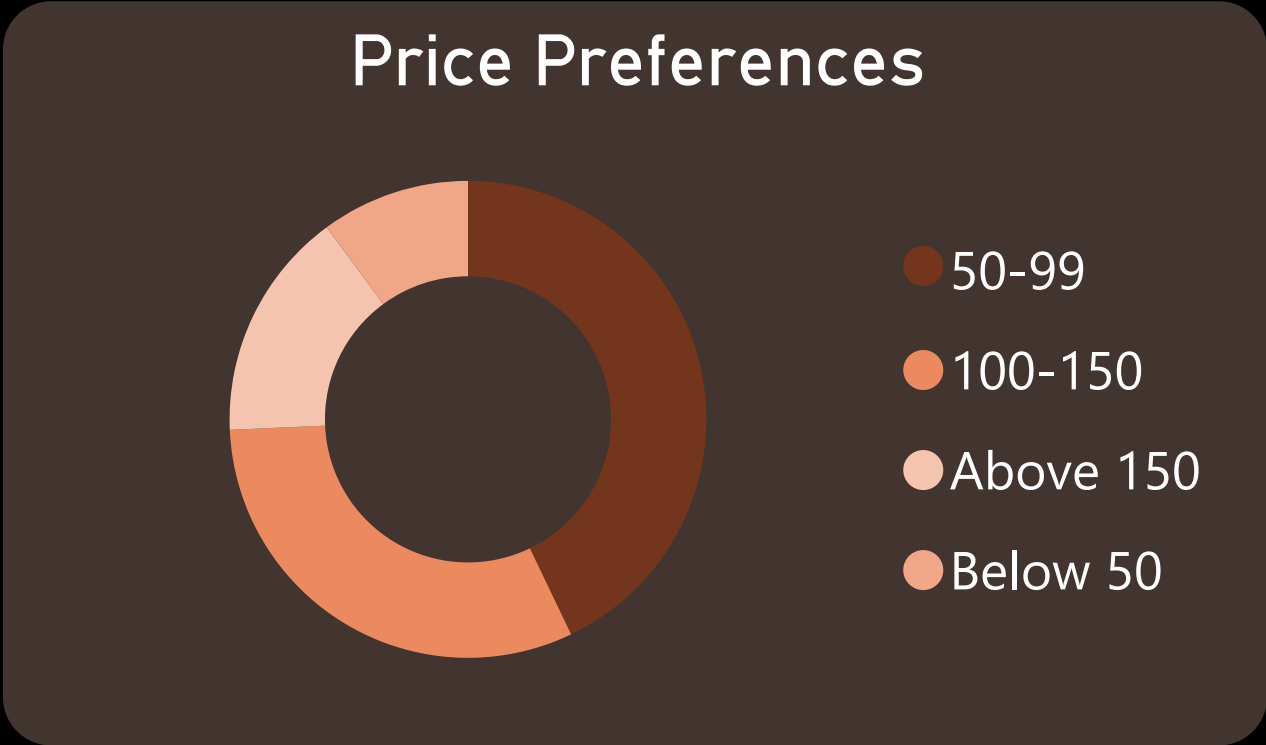
Count Respondents

10K

CodeX Avg Testing

3.3

| City-wise Respondents | | |
|-----------------------|-------------------|-------------------|
| City | Total Respondents | CodeX Respondents |
| Pune | 906 | 92 |
| Mumbai | 1510 | 156 |
| Lucknow | 175 | 5 |
| Kolkata | 566 | 48 |
| Jaipur | 360 | 28 |
| Hyderabad | 1833 | 182 |
| Delhi | 429 | 40 |
| Chennai | 937 | 92 |
| Bangalore | 2828 | 292 |
| Ahmedabad | 456 | 45 |
| Total | 10000 | 980 |



| Reason for choosing CodeX | |
|---------------------------|-------------------|
| Reasons | CodeX Respondents |
| Availability | 195 |
| Brand reputation | 259 |
| Effectiveness | 176 |
| Other | 168 |
| Taste/flavor preference | 182 |
| Total | 980 |

