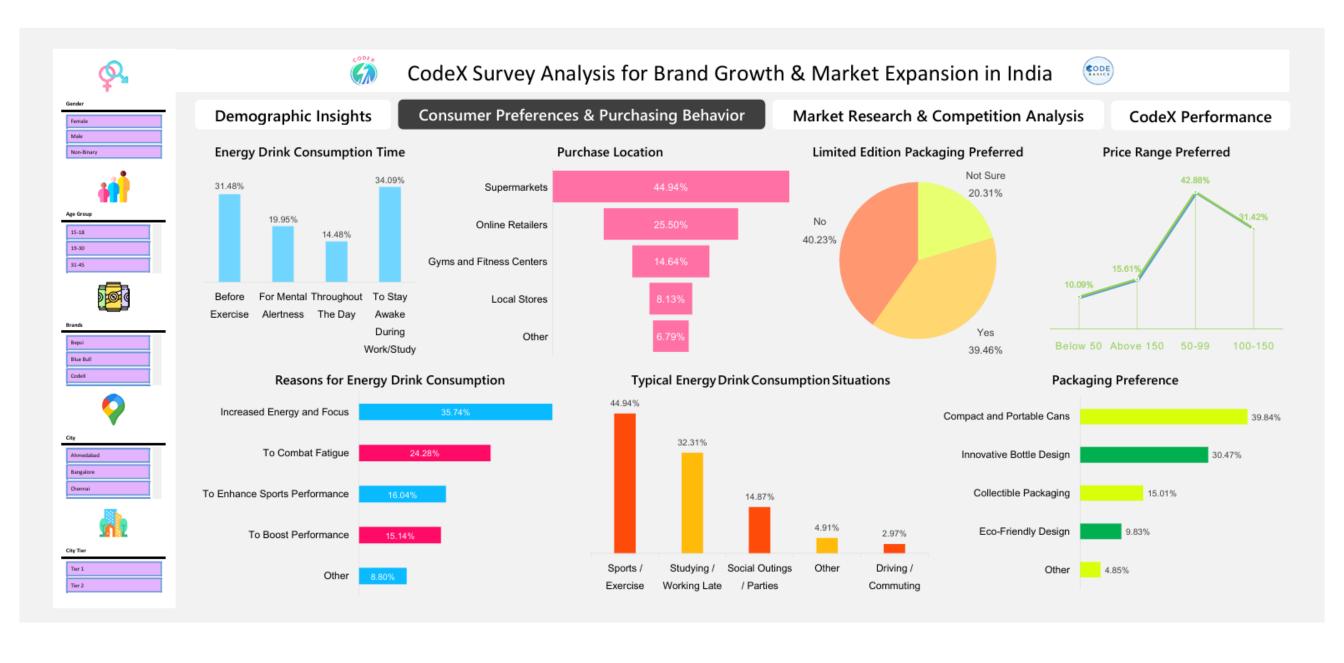
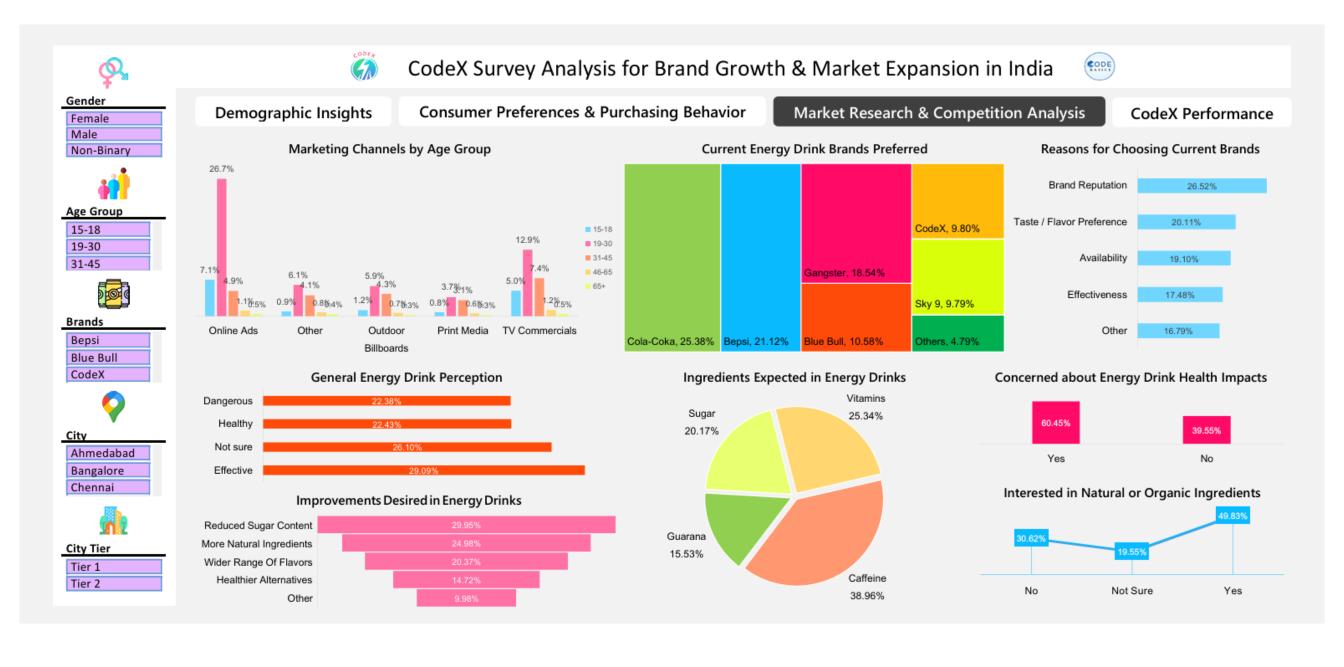
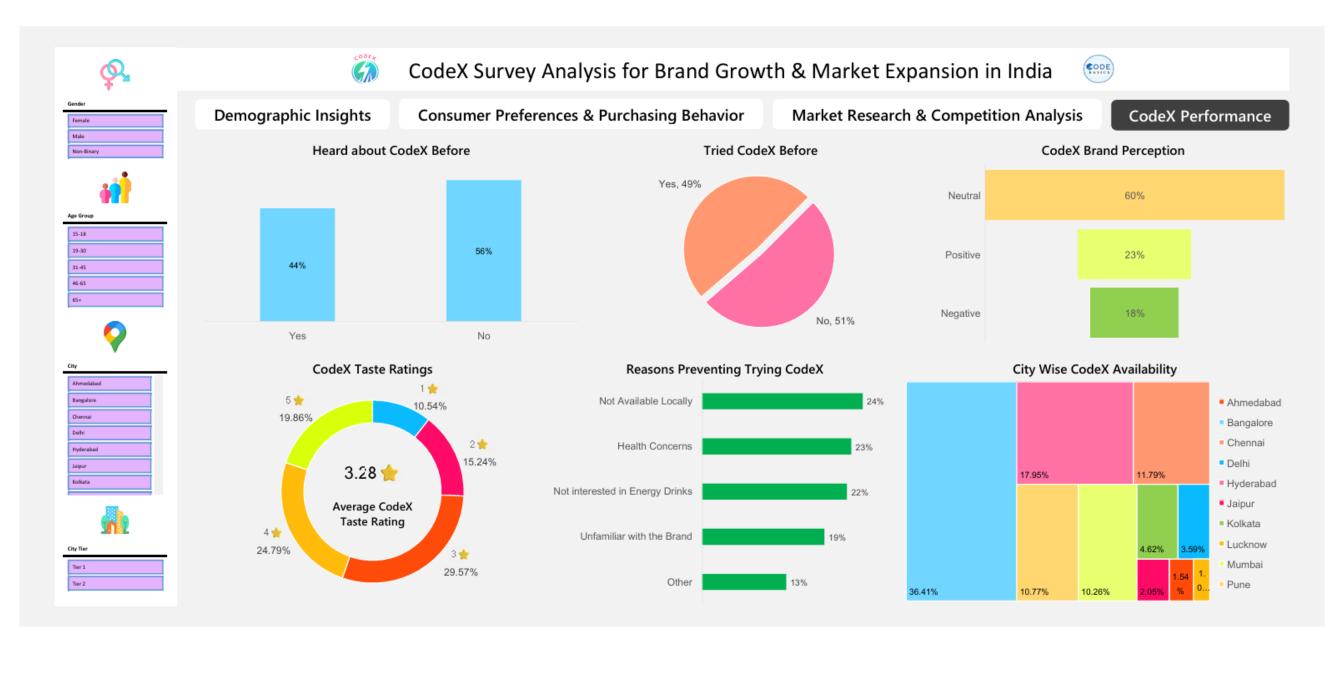
Φ.	CodeX	Survey Analysis for Brand Gr	owth & M	larket Expansi	on in India	CODE
Gender Female Male	Demographic Insights Consum	mer Preferences & Purchasing Behavio	r Mark	cet Research & Con	npetition Analysis	CodeX Performance
Non-Binary	Energy Drink Consumers by Gender	Energy Drink Consumers by Age	Group	1	Energy Drink Consume	ers by City
Age Group 15-18 19-30 31-45 Brands Bepsi Blue Bull CodeX	Male 60.4% 10000 Total Respondents Female 34.6%	23.76%	1.90% 65+ Ba	Bangalore, 28.28%	Mumbai, 19 Hyderabad, 18.33% Chennai, 9 Insumption Frequency	Ahmeda Delhi, Jaipur, bad, 4.29% 3.60% 4.56% Lucknow, 1.75%
•	■ Non-Binary	Male ■ Female		■ 15-18	■ 19-30 ■ 31-45 ■ 46-65	■ 65+
City	2-3 Times a Month 5.49%	9.68%		19.2%		
Bangalore	2-3 Times a Week	12.17%				10.9%
<u></u>	4.66%	.17%	8.9%	8.1% 5.4%	7.4%	4.6%
City Tier	Once a Week 5.61%	9.73%	2.3%	1.6%	2.0%	2.4%
Tier 2	0.93% 6.62%	11.86%	2-3 Times a Mon	0.7% onth 2-3 Times a Week	0.4%0.2% Daily	Once a Week Rarely







| 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 100000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 100000 | 100000 | 100000 | 100000 | 100000 | 100000 | 100000 | 100000 | 1000000 | 1

Age Group	Total Respondents
15-18	14.889
19-30	55.209
31-45	23.769
46-65	4.269
65+	1.909
Grand Total	100.009

City	Total Respondents	City	Total Respondents	
Ahmedabad	4.56%	Ahmedabad		4.56%
Bangalore	28.28%	Bangalore		28.28%
Chennai	9.37%	Chennai		9.37%
Delhi	4.29%	Delhi		4.29%
Hyderabad	18.33%	Hyderabad		18.33%
Jaipur	3.60%	Jaipur		3.60%
Kolkata	5.66%	Kolkata		5.66%
Lucknow	1.75%	Lucknow		1.75%
Mumbai	15.10%	Mumbai		15.10%
Pune	9.06%	Pune		9.06%
Grand Total	100.00%	1		

Demographic Insights

Total Respondents	Column Labels			
Consumption Frequency	Female	Male	Non-Binary	Grand Total
Rarely	6.62%	11.86%	0.93%	19.41%
Once a Week	5.61%	9.73%	0.75%	16.09%
Daily	4.66%	8.17%	0.63%	13.46%
2-3 Times a Week	12.17%	20.94%	1.80%	34.91%
2-3 Times a Month	5.49%	9.68%	0.96%	16.13%
Grand Total	34.55%	60.38%	5.07%	100.00%

Total Respondents	Column Labels				
Consumption Frequency	15-18	19-30 31-	-45 46	-65 65+	Grand Total
2-3 Times a Month	2.3%	8.9%	4.0%	0.7% 0.39	6 16.1%
2-3 Times a Week	5.4%	19.2%	8.1%	1.6% 0.79	6 34.9%
Daily	2.0%	7.4%	3.5%	0.4% 0.25	6 13.5%
Once a Week	2.4%	8.9%	3.6%	0.9% 0.39	6 16.1%
Rarely	2.8%	10.9%	4.6%	0.8% 0.49	6 19.4%
Grand Total	14.88%	******	23.76%	4.26% ###	# 100.00%

Consumer Preferences & Purchasing Behavior

Consumption Time	Total Respondents
Before Exercise	31.48%
For Mental Alertness	19.95%
Throughout The Day	14.48%
To Stay Awake During Work/Study	34.09%
Grand Total	100.00%

Consumption Reason	Total Respondents
Other	8.80%
To Boost Performance	15.14%
To Enhance Sports Performance	16.04%
To Combat Fatigue	24.28%
Increased Energy and Focus	35.74%
Grand Total	100.00%

Price Range	Total Respondent
Below 50	10.099
Above 150	15.619
50-99	42.889
100-150	31.429
Grand Total	100.009

Packaging Preference	Total Respondents
Other	4.859
Eco-Friendly Design	9.839
Collectible Packaging	15.019
Innovative Bottle Design	30.479
Compact and Portable Cans	39.849
Grand Total	100.009

Limited Edition Packaging	Total Respondents
Not Sure	2031
Yes	3946
No	4023
Grand Total	10000

Purchase Location	Total Respondents	Purchase Location	Total Respondents
Supermarkets	44.94%	Supermarkets	44.949
Online Retailers	25.50%	Online Retailers	25.509
Gyms and Fitness Centers	14.64%	Gyms and Fitness Centers	14.649
Local Stores	8.13%	Local Stores	8.139
Other	6.79%	Other	6.799
Grand Total	100.00%	1	

Typical Consumption Situations	Total Respondents
Sports / Exercise	44.94%
Studying / Working Late	32.31%
Social Outings / Parties	14.87%
Other	4.91%
Driving / Commuting	2.97%
Grand Total	100.00%

Market Research & Competition Analysis

Brands	Total Respondents
Bepsi	21.12%
Blue Bull	10.58%
CodeX	9.80%
Cola-Coka	25.38%
Gangster	18.54%
Others	4.79%
Sky 9	9.79%
Grand Total	100.00%

Brands	Total Respondents
Bepsi	21.12%
Blue Bull	10.58%
CodeX	9.80%
Cola-Coka	25.38%
Gangster	18.54%
Others	4.79%
Sky 9	9.79%

Reasons for Choosing Brand	Total Respondents
Other	16.79%
Effectiveness	17.48%
Availability	19.10%
Taste / Flavor Preference	20.11%
Brand Reputation	26.52%
Grand Total	100.00%

Total Respondents	Column Labels					
Marketing Channels	15-18	19-30	31-45	46-65	65+	Grand Total
Online Ads	7.1%	26.7%	4.9%	1.1%	0.5%	40.2%
Other	0.9%	6.1%	4.1%	0.8%	0.4%	12.3%
Outdoor Billboards	1.2%	5.9%	4.3%	0.7%	0.3%	12.3%
Print Media	0.8%	3.7%	3.1%	0.6%	0.3%	8.4%
Tv Commercials	5.0%	12.9%	7.4%	1.2%	0.5%	26.9%
Grand Total	14.9%	55.2%	23.8%	4.3%	1.9%	100.0%

Improvements Desired	Total Respondents
Reduced Sugar Content	29.95%
More Natural Ingredients	24.98%
Wider Range Of Flavors	20.37%
Healthier Alternatives	14.729
Other	9.98%
Grand Total	100.00%

Improvements Desired	Total Respondents	
Reduced Sugar Content		29.95%
More Natural Ingredients		24.98%
Wider Range Of Flavors		20.37%
Healthier Alternatives		14.72%
Other		9.98%

Health Concerns	Total Respondents
Yes	60.45%
No	39.55%
Grand Total	100.00%

26.10% 22.43% 22.38%

Interest in Natural or Oragnic	Total Respondents
No	30.62%
Not Sure	19.55%
Yes	49.83%
Grand Total	100.00%

Ingredients Expected	Total Respondents
Caffeine	3896
Guarana	1553
Sugar	2017
Vitamins	2534
Grand Total	10000

CodeX Performance

Heard about CodeX	Respondents
Yes	44%
No	56%
Grand Total	100.00%

CodeX Perception	Respondents
Neutral	609
Positive	239
Negative	189
Grand Total	100.009

CodeX Perception	Respondents
Neutral	60%
Positive	23%
Negative	18%

Tried CodeX Before	Respondents	
No	51%	
Yes	49%	
Grand Total	100.00%	

CodeX Taste Rating	Respondents
1 🛊	1054
2 🛊	1524
3 🛊	2957
4 🛊	2479
5 🛊	1986
Grand Total	10000

verage	CodeX	Taste	Rating	
			3.28	3.28

Reasons preventing trying CodeX	Respondents
Other	13%
Unfamiliar with the Brand	19%
Not interested in Energy Drinks	22%
Health Concerns	23%
Not Available Locally	24%
Grand Total	100.00%

City	Respondents	City	Respondents
Ahmedabad	1.54%	Ahmedabad	1.54%
Bangalore	36.41%	Bangalore	36.41%
Chennai	11.79%	Chennai	11.79%
Delhi	3.59%	Delhi	3.59%
Hyderabad	17.95%	Hyderabad	17.95%
Jaipur	2.05%	Jaipur	2.05%
Kolkata	4.62%	Kolkata	4.62%
Lucknow	1.03%	Lucknow	1.03%
Mumbai	10.26%	Mumbai	10.26%
Pune	10.77%	Pune	10.77%
Grand Total	100.00%	I	

