**Key findings of CUT involving BS soap 60 TFM (A4S) & 70 TFM (V5E,) carried out by of M/S Innovative Research Services (India) Pvt. Ltd., Mumbai during October 2016.**

1. Sample A4S was preferred over Lifebuoy by 63% of the respondents.
2. Sample V5E was preferred over Lifebuoy by 57% of the respondents.
3. Sample A4S was preferred over Sample V5E by 57% of the respondents.
4. In a stand-alone scenario, both the samples have managed to delight competition users in most of the functional parameters.
5. However, Sample A4S have evoked higher appeal as it was rated higher than Sample V5E in all the parameters viz. likeability, satisfaction and purchase intention.
6. Though, in real sense it is difficult to distinguish between the samples at 95% confidence level in almost all the attributes, except Skin feel during application (A4S – 4.8 & V5E – 4.5) and Fresh feel during bath (A4S – 4.7 & V5E – 4.4).
7. In the ultimate preference scenario also, it was Sample A4S to beat the current soap with a relatively better margin than Sample V5E.
8. Hence we feel, Sample A4S have a little edge over Sample V5E.

Summary compiled by Vadiraj Ekkundi.

19/04/2017