**Feasibility Check – B2B Pricing Benchmarking**

**Requirement Summary**

* **Objective: Benchmark pricing, GST treatment, pack sizes, and value propositions across 15 Indian cities.**
* **Delivery Type: To be confirmed after feasibility (likely recurring extraction).**
* **Output Formats: Excel / Google Sheet.**

**Platforms to Test**

1. **Swiggy B2B Assure**
2. **Zomato Hyperpure**
3. **LOTS Wholesale**
4. **Metro Wholesale**
5. **Walmart / Flipkart Wholesale**
6. **Udaan B2B**

**Target Cities (15)**

**Delhi NCR, Mumbai, Bangalore, Hyderabad, Chennai, Kolkata, Pune, Ahmedabad, Jaipur, Chandigarh, Lucknow, Indore, Surat, Kochi, Bhubaneswar**

**Target Brands / SKUs**

* **Focus Brand SKUs: Fries, Aloo Tikki, Cheese Appetizers, Patties, Paneer Patty, Potato/Veg Specialties**
* **Brands: Hyfun, Balaji, Amul, Kavantaers, Falcon, Funwave, Desichef**

**Data Points Required**

**| Platform | City | Brand | SKU | Pack Size (Kg/Gm) | MRP (₹) | Price w/o GST (₹) | Price with GST (₹) | GST % | Effective Price per Kg (₹) | Promo/Discount (Y/N + Details) | MOQ | Availability (In Stock/Out of Stock) | Delivery TAT (days) | Seller Notes (rating, free delivery, loyalty benefits) |**

**Action Items for R&D Team**

1. **Feasibility Check**
   * **Confirm if these platforms support stable & accurate extraction for above fields.**
   * **Validate accessibility for city-level data (location-based restrictions).**
2. **Technical Challenges Assessment**
   * **Login/authentication requirements.**
   * **Proxy/VPN requirements.**
   * **Dynamic loading, infinite scroll, or anti-bot blocks.**
   * **Data gaps for GST / discounts / seller notes.**
3. **Effort & Timeline Estimation**
   * **Estimated effort (in hours/days).**
   * **Timeline to set up extraction once confirmed.**
4. **Limitations & Dependencies**
   * **Anti-bot or rate-limit issues.**
   * **Proxy credits required.**
   * **Any fields not retrievable across certain platforms.**
5. **Volume Estimation**
   * **Approximate count of SKUs per brand/platform across 15 cities.**