



# Demographic Visuals



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

10K

Total Responses

10K

Total Responses

3.27

Codex avg taste



Gender

All



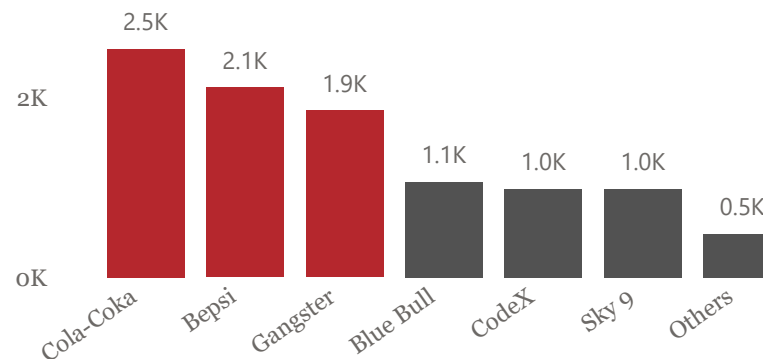
Brands

All

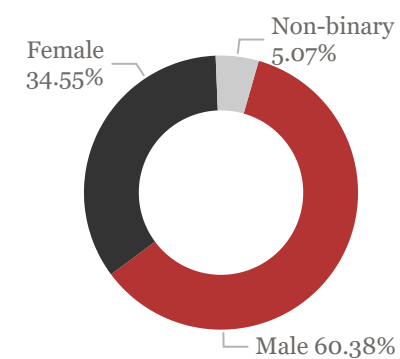


City	Bepsi	Blue Bull	CodeX	Cola-Coka	Gangster	Others	Sky 9
Ahmedabad	0.99%	0.48%	0.45%	1.18%	0.73%	0.23%	0.50%
Bangalore	5.94%	3.11%	2.92%	6.67%	5.52%	1.54%	2.58%
Chennai	2.01%	0.99%	0.92%	2.18%	1.93%	0.44%	0.90%
Delhi	0.73%	0.42%	0.40%	1.28%	0.76%	0.25%	0.45%
Hyderabad	4.19%	1.80%	1.82%	4.74%	3.01%	0.81%	1.96%
Jaipur	0.76%	0.49%	0.28%	0.91%	0.73%	0.15%	0.28%
Kolkata	1.13%	0.67%	0.48%	1.42%	1.01%	0.28%	0.67%
Lucknow	0.42%	0.20%	0.05%	0.50%	0.31%	0.05%	0.22%
Mumbai	2.92%	1.42%	1.56%	4.02%	3.04%	0.73%	1.41%
Pune	2.03%	1.00%	0.92%	2.48%	1.50%	0.31%	0.82%

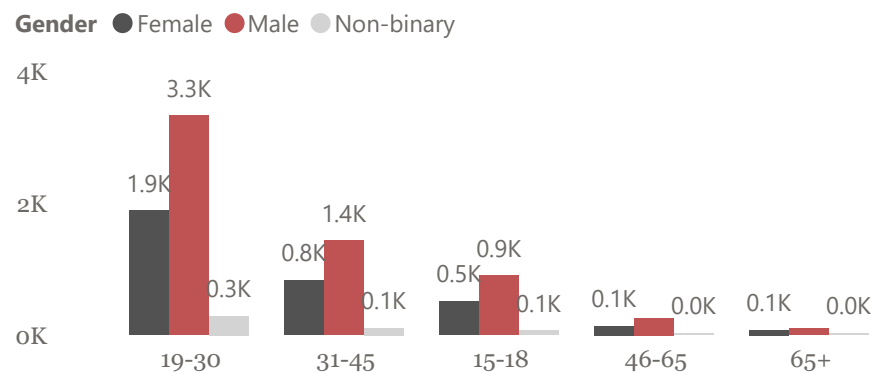
Top Brands



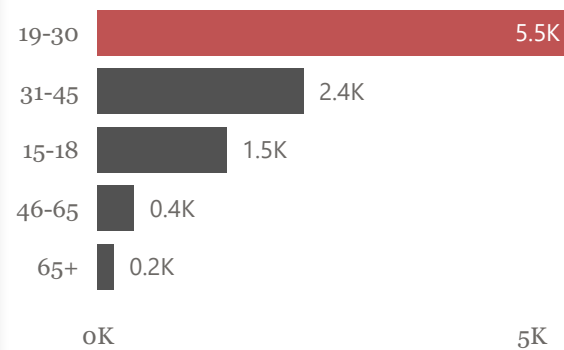
Responses by Gender



Responses by age and gender



Responses by Age



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



# CodeX Performance



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

10K

Total Responses

9.80%

% of codex response

3.27

Codex avg taste



Gender

All



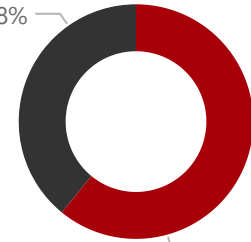
Brands

All



Health concern

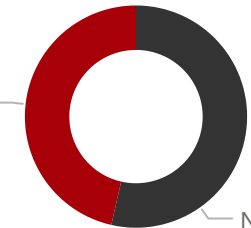
No 39.08%



Yes 60.92%

Heard Before

Yes  
46.43%



No 53.57%

Ingredients expected

100%

Caffeine

363

Vitamins

243

Sugar

219

Guarana

155

42.7%

City	Dangerous	Effective	Healthy	Not sure	Total
Bangalore	68	81	57	86	292
Hyderabad	36	56	42	48	182
Mumbai	39	42	38	37	156
Chennai	22	27	26	17	92
Pune	21	24	20	27	92
Kolkata	10	12	9	17	48
Ahmedabad	8	16	8	13	45
Delhi	7	12	13	8	40
Jaipur	3	15	4	6	28
Lucknow		1	3	1	5
Total	214	286	220	260	980

Improvmnt desired

298



Reduced  
sugar  
content

234



More  
natural  
ingredients

208



Wider  
range of  
flavors

143



Healthier  
alternatives

97



Other

Reason to choosing\_brands

259



Brand  
reputation

195



Availability

182



Taste/flavor  
preference

176



Effectiveness

168



Other

Marketing_channels	Total Responses	% of codex response
Online ads	4020	10.22%
Other	1225	9.47%
Outdoor billboards	1226	9.71%
Print media	841	8.68%
TV commercials	2688	9.71%
Total	10000	9.80%



# Consumer preference



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

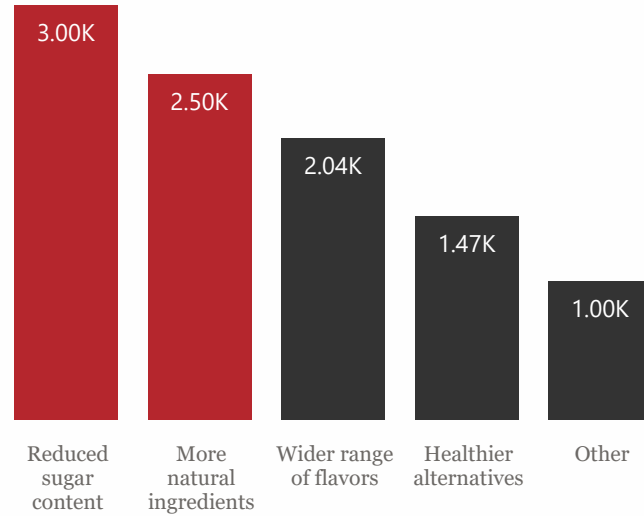
Kolkata

Lucknow

Mumbai

Pune

## Improvents desired



## Gender

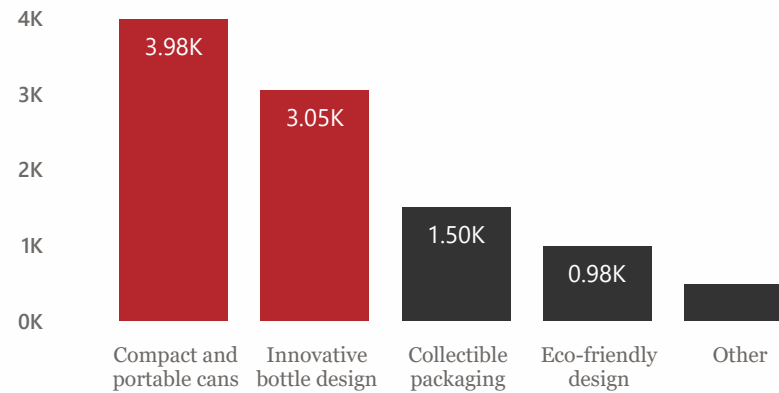
All



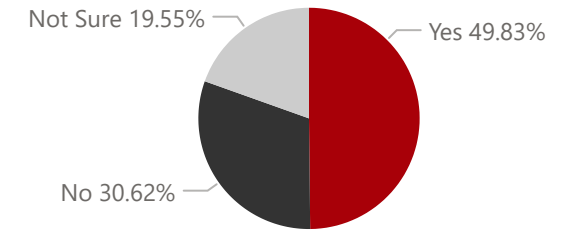
## Brands

All

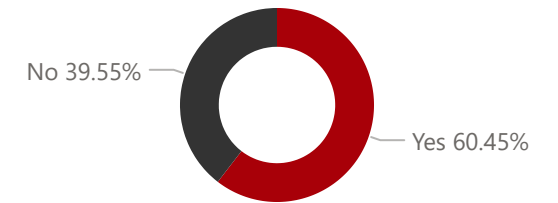
## packaging\_preference



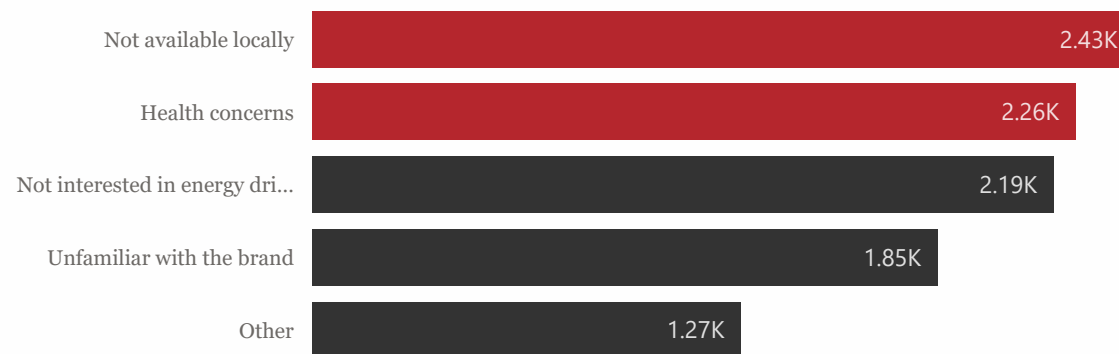
## Intrest in organic



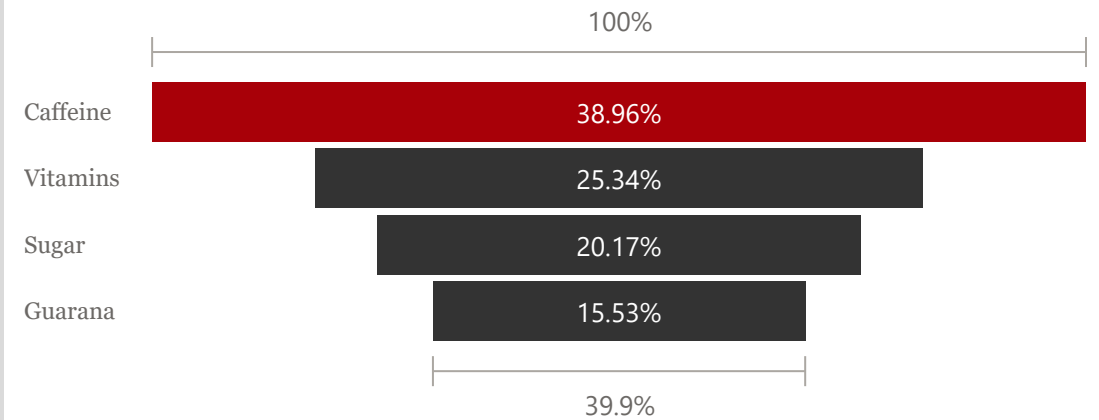
## Health concern



## Reasons\_preventing\_trying



## Ingredients\_expected





# Competition



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Hyderabad

Jaipur

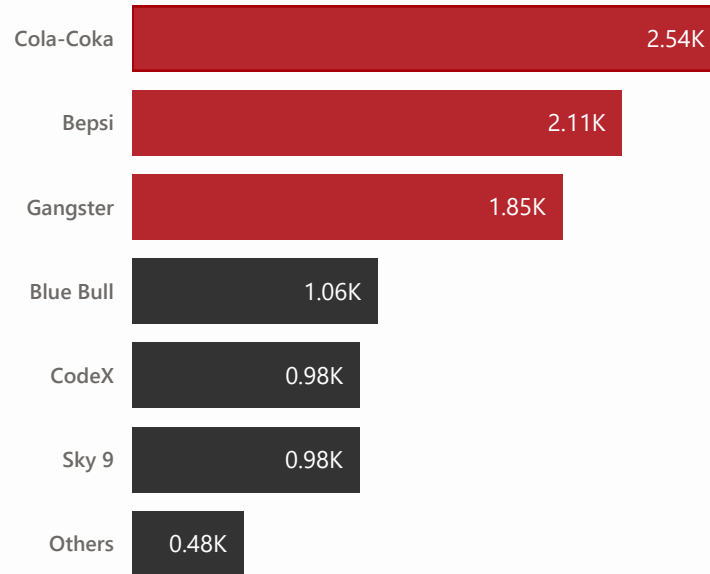
Kolkata

Lucknow

Mumbai

Pune

Current\_brands Sales



Gender



All



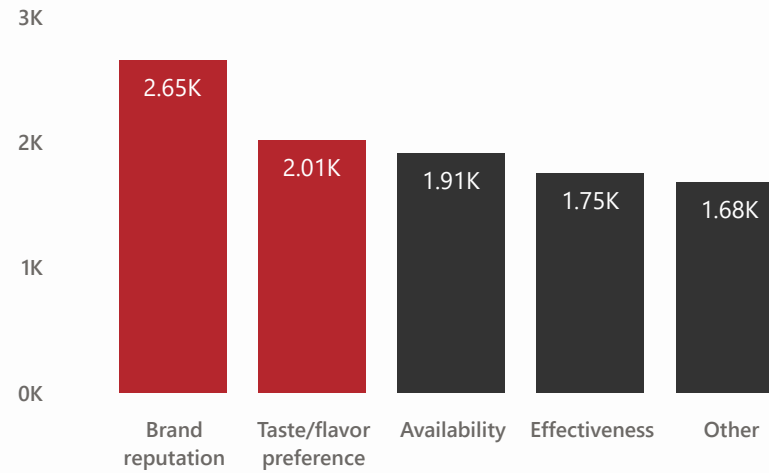
Brands



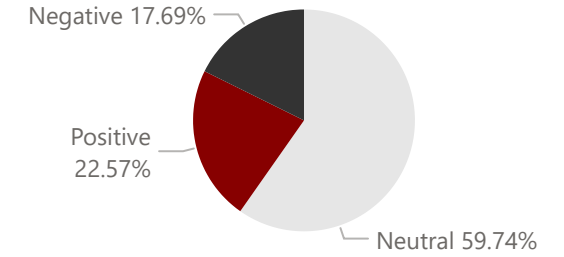
All



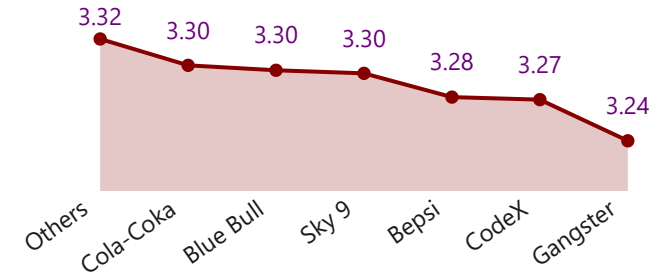
Reasons\_for\_choosing\_brand



Brand\_perception



Avg Taste



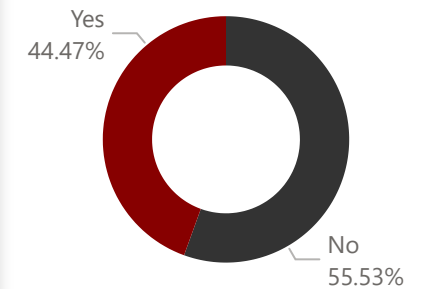
Current\_brands Online ads Other Outdoor billboards Print media TV commercials

Current_brands	Online ads	Other	Outdoor billboards	Print media	TV commercials
Bepsi	844	279	246	183	560
Blue Bull	425	126	140	81	286
CodeX	411	116	119	73	261
Cola-Coka	1001	293	343	232	669
Gangster	772	233	190	147	512
Others	191	60	64	36	128
Sky 9	376	118	124	89	272
Total	4020	1225	1226	841	2688

Current\_brands Dangerous Effective Healthy Not sure

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	504	615	468	525
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Cola-Coka	554	752	567	665
Gangster	415	512	454	473
Others	107	138	116	118
Sky 9	205	297	205	272
Total	2238	2909	2243	2610

Heard\_before





# Purchase behavior

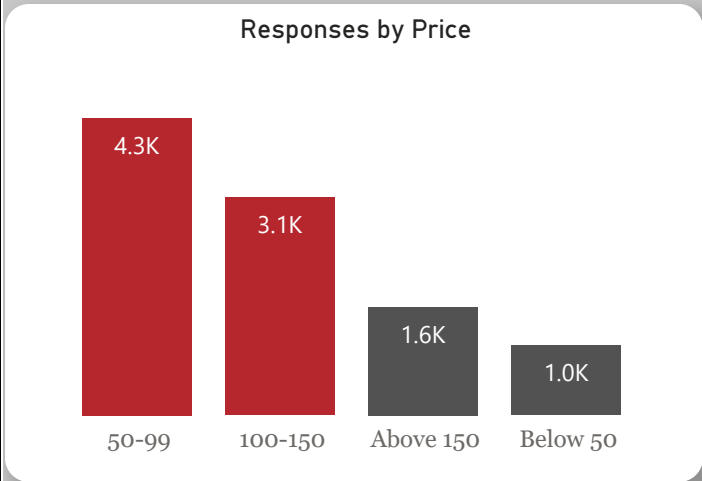
	Ahmedabad	Bangalore	Chennai	Delhi	Hyderabad	Jaipur	Kolkata	Lucknow	Mumbai	Pune
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Gender

All

Brands

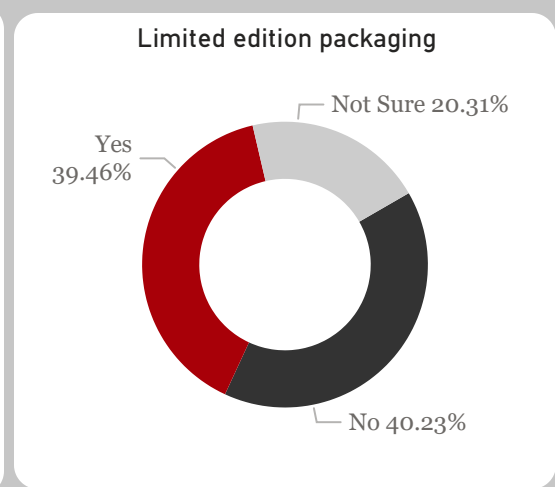
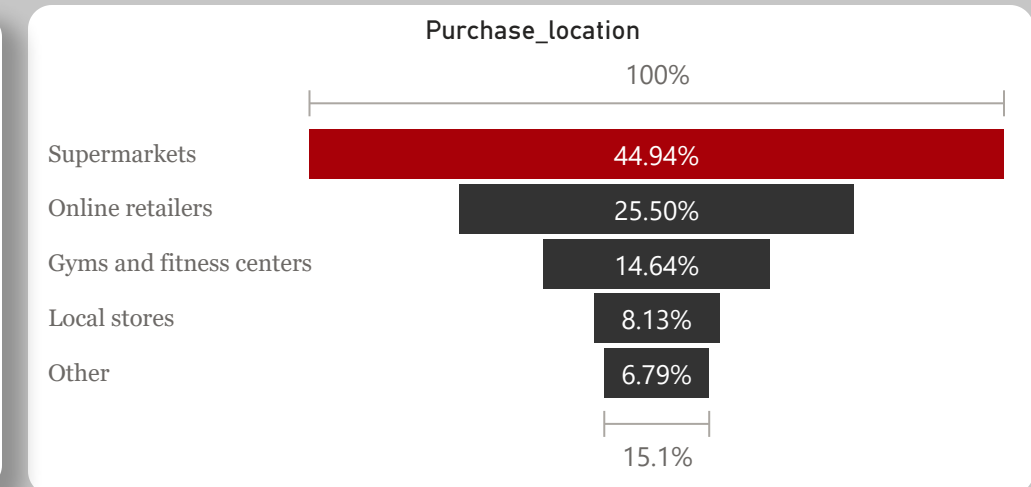
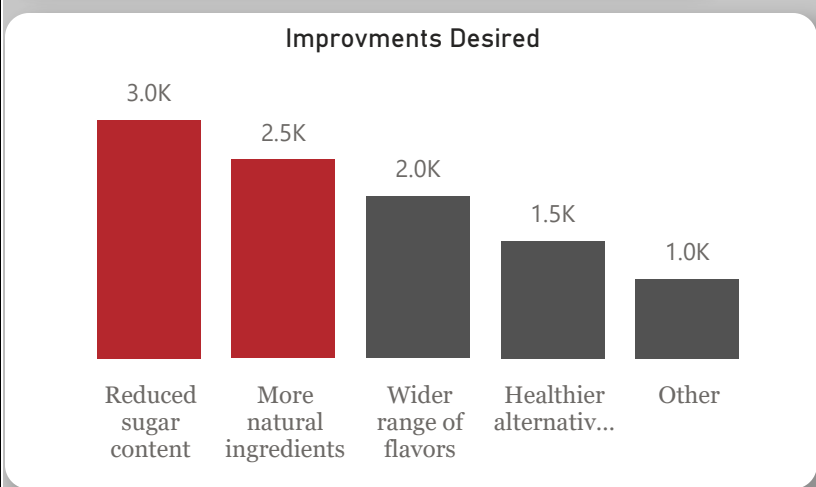
All



Price_range	Ahmedabad	Bangalore	Chennai	Delhi	Hyderabad	Jaipur	Kolkata	Lucknow	Mumbai	Pune	Total
100-150	144	881	310	159	557	101	172	54	467	297	3142
50-99	180	1254	384	149	780	172	252	82	646	389	4288
Above 150	82	426	146	74	297	48	87	27	247	127	1561
Below 50	50	267	97	47	199	39	55	12	150	93	1009
Total	456	2828	937	429	1833	360	566	175	1510	906	10000

consumption_situations	15-18	19-30	31-45	46-65	65+
Sports/exercise	680	2471	1065	190	88
Studying/working late	498	1787	751	142	53
Social outings/parties	204	809	383	54	37
Other	73	285	107	20	6
Driving/commuting	33	168	70	20	6

Reasons_preventing_trying	15-18	19-30	31-45	46-65	65+
Unfamiliar with the brand	296	995	442	83	34
Other	206	695	288	57	22
Not interested in energy drinks	305	1254	509	83	42
Not available locally	345	1340	590	106	50
Health concerns	336	1236	547	97	42





# Market view



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune



Gender

All

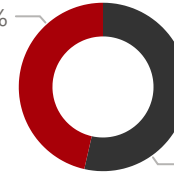


Brands

All

Heard Before

Yes 46.43%



No 53.57%

Packaging\_preference

% of codex reponse

Collectible packaging	8.66%
Compact and portable cans	10.34%
Eco-friendly design	10.68%
Innovative bottle design	9.35%
Other	9.90%

Purchase\_location

100%

Supermarkets

44.94%

Online retailers

25.50%

Gyms and fitness c...

14.64%

Local stores

8.13%

Other

6.79%

15.1%

Reason to choosing\_brands

2.7K



Brand reputation

2.0K



Taste/flavor preference

1.9K



Availability

1.7K



Effectiveness

1.7K



Other

Reasons\_preventing

2.4K



Not available locally

2.3K



Health concerns

2.2K



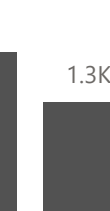
Not interested in energy drinks

1.9K



Unfamiliar with the brand

1.3K



Other

Marketing channels

Online ads

4.0K

TV commercials

2.7K

Outdoor billboards

1.2K

Other

1.2K

Print media

0.8K

Current\_brands Dangerous Effective Healthy Not sure

Bepsi	504	615	468	525
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Cola-Coka	554	752	567	665
Gangster	415	512	454	473
Others	107	138	116	118
Sky 9	205	297	205	272
<b>Total</b>	<b>2238</b>	<b>2909</b>	<b>2243</b>	<b>2610</b>

Marketing\_channels 15-18 19-30 31-45 46-65 65+

Online ads	707	2666	490	109	48
Other	94	608	408	78	37
Outdoor billboards	117	585	431	65	28
Print media	75	371	310	57	28
TV commercials	495	1290	737	117	49
<b>Total</b>	<b>1488</b>	<b>5520</b>	<b>2376</b>	<b>426</b>	<b>190</b>