

## K Means Approach

```
In [ ]: import pandas as pd
        from sklearn.feature_extraction.text import TfidfVectorizer
        from sklearn.cluster import KMeans
        from sklearn.preprocessing import StandardScaler
        import matplotlib.pyplot as plt

        from google.colab import drive

        # Mount Google Drive
        drive.mount('/content/drive')
```

Drive already mounted at /content/drive; to attempt to forcibly remount, call drive.mount("/content/drive", force\_remount=True).

```
In [ ]: # Path to your Excel file
        excel_file_path = "/content/2302 - 1Lattice - Databook Tool v1.xlsx"
        sheet_name = "in" # Replace "your_sheet_name_here" with the actual sheet name

        # Read only the specified sheet
        data = pd.read_excel(excel_file_path, sheet_name=sheet_name)
        data
```

Out[ ]:

	Unnamed: 0	Unnamed: 1	Unnamed: 2	Unnamed: 3
0				Response
1	Status		Image status	
2	Accept	NaN	https://lattice1.sharepoint.com/:i/s/PGALIntr...	11400000
3	Accept	NaN	https://lattice1.sharepoint.com/:i/s/PGALIntr...	11400000
4	Accept	NaN		NaN 11400000
...	...	...	...	...
333	NaN	NaN		NaN
334	NaN	NaN		NaN
335	NaN	NaN		NaN
336	NaN	NaN		NaN
337	NaN	NaN		NaN

338 rows × 965 columns

```
In [ ]: # Concatenate all columns to create a single column of text responses
text_responses = data.apply(lambda x: ' '.join(x.dropna().astype(str)), axis=1)
```

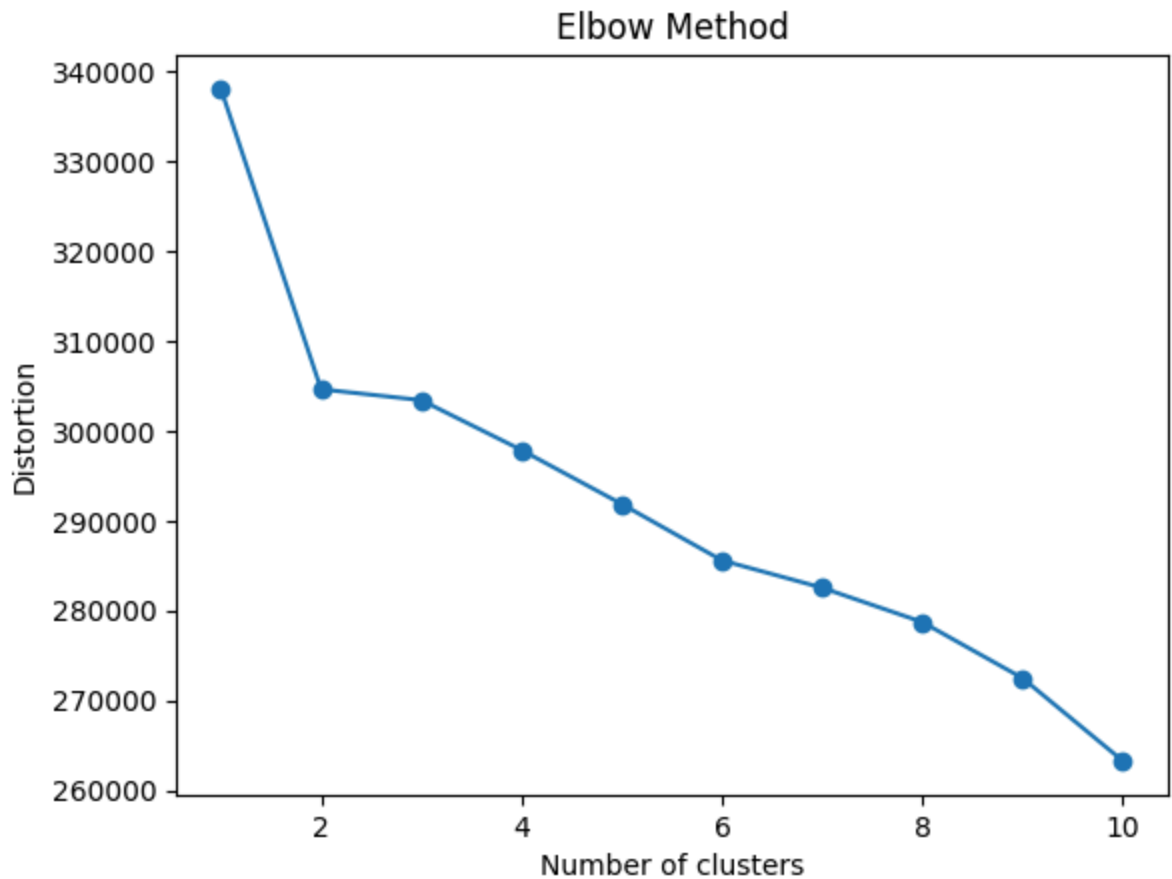
```
In [ ]: # Feature extraction
vectorizer = TfidfVectorizer(max_features=1000)
X = vectorizer.fit_transform(text_responses)

# Normalization
scaler = StandardScaler(with_mean=False) # Use with_mean=False for sparse matrix
X_normalized = scaler.fit_transform(X)
```

```
In [ ]: # Choose the number of clusters
distortions = []
for i in range(1, 11):
    kmeans = KMeans(n_clusters=i, random_state=42)
    kmeans.fit(X_normalized)
    distortions.append(kmeans.inertia_)

# Plot elbow method
plt.plot(range(1, 11), distortions, marker='o')
plt.xlabel('Number of clusters')
plt.ylabel('Distortion')
plt.title('Elbow Method')
plt.show()
```

```
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870: FutureWarning: The default value of `n_init` will change from 10 to 'auto' in 1.4. Set the value of `n_init` explicitly to suppress the warning
  warnings.warn(
```



```
In [ ]: # Apply K-means clustering
k = 3 # Example: choosing 3 clusters
kmeans = KMeans(n_clusters=k, random_state=42)
kmeans.fit(X_normalized)
```

```
Out [ ]: KMeans
KMeans(n_clusters=3, random_state=42)
```

```
In [ ]: # Interpret the clusters
centroids = kmeans.cluster_centers_
terms = vectorizer.get_feature_names_out()

for i, centroid in enumerate(centroids):
    print(f"Cluster {i + 1}:")
    top_features_idx = centroid.argsort()[-10:][::-1]
    top_features = [terms[idx] for idx in top_features_idx]
    print(top_features)
```

```
Cluster 1:
['drinks', 'nutrition', 'rank', '114000000000', 'user', 'old', 'maker', 'years', '2023', 'annum']
Cluster 2:
['capture', 'just', 'given', 'visuals', 'key', 'near', 'look', 'are', 'take', 'seen']
Cluster 3:
['khuku', 'jhwfn', '7430000000', 'boshak', '232', '49', '16', 'increases', 'digestive', 'lactogrow']
```

```
In [ ]: import nltk
        nltk.download('stopwords')
```

```
[nltk_data] Downloading package stopwords to /root/nltk_data...
[nltk_data] Package stopwords is already up-to-date!
```

```
Out[ ]: True
```

```
In [ ]: import pandas as pd
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        from sklearn.cluster import KMeans
        from sklearn.preprocessing import StandardScaler
        import matplotlib.pyplot as plt
        from nltk.corpus import stopwords
        import string

        # Load data from Google Drive
        excel_file_path = "/content/2112-PGALabs-CCM patients-QC Book.xlsx"
        sheet_name = "Survey responses" # Replace "your_sheet_name_here" with the actual sheet name

        # Read only the specified sheet
        data = pd.read_excel(excel_file_path, sheet_name=sheet_name)

        # Concatenate all columns to create a single column of text responses
        text_responses = data.apply(lambda x: ' '.join(x.dropna().astype(str)), axis=1)

        # Define custom stop words
        custom_stopwords = set(stopwords.words('english'))
        # Optionally, add additional stop words or remove specific words
        # custom_stopwords.update(["your", "additional", "stop", "words"])

        # Define a function to preprocess text
        def preprocess_text(text):
            # Convert text to lowercase
            text = text.lower()
            # Remove punctuation
            text = text.translate(str.maketrans('', '', string.punctuation))
            return text

        # Convert custom stop words set to a list
        custom_stopwords_list = list(custom_stopwords)

        # Feature extraction with custom stop words and preprocessing
        vectorizer = TfidfVectorizer(max_features=2000, stop_words=custom_stopwords_list)
        X = vectorizer.fit_transform(text_responses)
```

```

# Normalization
scaler = StandardScaler(with_mean=False) # Use with_mean=False for sparse n
X_normalized = scaler.fit_transform(X)

# Choose the number of clusters
distortions = []
for i in range(1, 11):
    kmeans = KMeans(n_clusters=i, random_state=42)
    kmeans.fit(X_normalized)
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# Plot elbow method
plt.plot(range(1, 11), distortions, marker='o')
plt.xlabel('Number of clusters')
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# Apply K-means clustering
k = 3 # Example: choosing 3 clusters
kmeans = KMeans(n_clusters=k, random_state=42)
kmeans.fit(X_normalized)

# Interpret the clusters
centroids = kmeans.cluster_centers_
terms = vectorizer.get_feature_names_out()

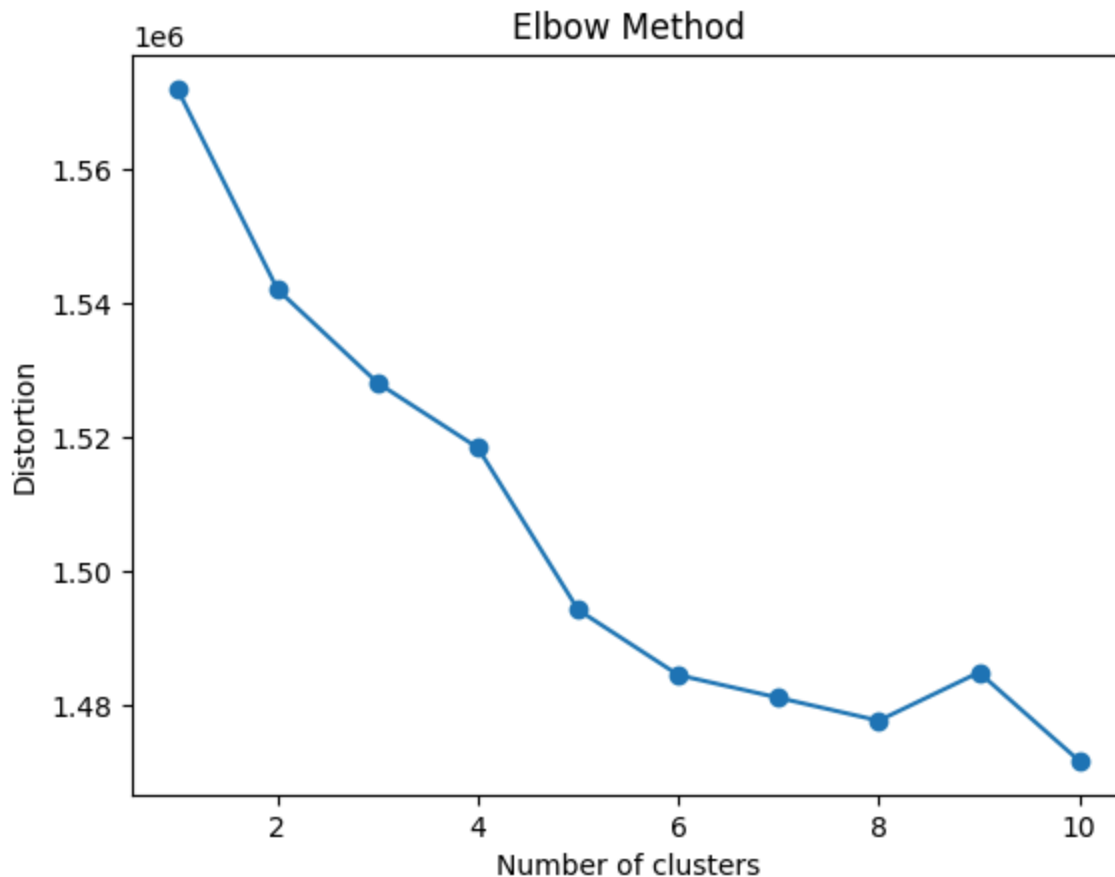
for i, centroid in enumerate(centroids):
    print(f"Cluster {i + 1}:")
    top_features_idx = centroid.argsort()[-20:][::-1] # Increase the number
    top_features = [terms[idx] for idx in top_features_idx]
    print(top_features)

```

```

/usr/local/lib/python3.10/dist-packages/sklearn/feature_extraction/text.py:4
09: UserWarning: Your stop_words may be inconsistent with your preprocessin
g. Tokenizing the stop words generated tokens ['arent', 'couldnt', 'didnt',
'doesnt', 'dont', 'hadnt', 'hasnt', 'havent', 'isnt', 'mightnt', 'mustnt',
'neednt', 'shant', 'shes', 'shouldnt', 'shouldve', 'thatll', 'wasnt', 'weren
t', 'wont', 'wouldnt', 'youd', 'youll', 'youre', 'youve'] not in stop_words.
warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870: Futu
reWarning: The default value of `n_init` will change from 10 to 'auto' in 1.
4. Set the value of `n_init` explicitly to suppress the warning
warnings.warn(

```



Cluster 1:

['living', 'inr', 'years', 'accept', 'aware', 'disagree', 'yes', 'never', '1000', 'physician', '4136535300', 'nuclear', 'partnerspouse', 'agree', 'diabetes', 'tried', 'general', 'months', '3000', 'times']

Cluster 2:

['inr', 'living', 'years', 'yes', 'disagree', 'aware', 'major', 'nothing', 'apps', 'availability', 'months', 'tried', 'never', 'purchased', 'satisfied', '4134895010', 'unchanged', 'currently', 'doctor', 'provides']

Cluster 3:

['inr', 'living', 'years', 'yes', 'doctor', 'aware', 'etc', 'devices', 'provides', 'medicine', 'delivery', 'doctors', 'availability', 'app', 'currently', 'time', 'months', 'products', 'services', '247']

## DBSCAN (Density-Based Spatial Clustering of Applications with Noise)

```
In [ ]: import pandas as pd
from sklearn.feature_extraction.text import TfidfVectorizer
from sklearn.cluster import DBSCAN
from nltk.corpus import stopwords
import string

# Load data from Google Drive
excel_file_path = "/content/2302 - 1Lattice - Databook Tool v1.xlsx"
sheet_name = "in" # Replace "your_sheet_name_here" with the actual sheet name

# Read only the specified sheet
data = pd.read_excel(excel_file_path, sheet_name=sheet_name)

# Concatenate all columns to create a single column of text responses
```

```
text_responses = data.apply(lambda x: ' '.join(x.dropna().astype(str)), axis=1)

# Define custom stop words
custom_stopwords = set(stopwords.words('english'))

# Convert custom stop words set to a list
custom_stopwords_list = list(custom_stopwords)

# Feature extraction with custom stop words and preprocessing
vectorizer = TfidfVectorizer(max_features=1000, stop_words=custom_stopwords_list)
X = vectorizer.fit_transform(text_responses)

# Apply DBSCAN clustering
dbscan = DBSCAN(eps=0.5, min_samples=5) # Adjust parameters as needed
clusters = dbscan.fit_predict(X)

# Print the clusters
for cluster_id in set(clusters):
    print(f"Cluster {cluster_id}:")
    cluster_indices = [idx for idx, cluster in enumerate(clusters) if cluster == cluster_id]
    for idx in cluster_indices:
        print(text_responses.iloc[idx])
    print()
```

Cluster 0:



Cluster -1:

Respondent ID Collector ID Start Date End Date IP Address Email Address  
s First Name Last Name Custom Data 1 Name of the respondent? Mobile number C  
ity of the respondent? What is your occupation? What is your highest educa  
tional qualification? Age of respondent Are you a first-time mother? What i  
s the age of your child? Who is the main bread-earner of the family? What is  
your average annual household income? Could you please tell me which of the  
products from the list of items are given to your children? (Select all that  
apply)

Which of the following Child Health & Nutrition Drink brand  
s do you currently use for your child? (Select all that apply) [Note to surv  
eyor: The question is open ended for the respondent. do not show the list of  
options.]

Which of the following best describes yo  
ur role in purchases of various Child Health & Nutrition Drinks for your chi  
ld/ children? Which brand comes first to your mind when you think of Child H  
ealth & Nutrition Drink? [Note to surveyor: Capture the first brand that com  
es to the respondent's mind. Do not show the list to respondents given belo  
w.] Which other Child Health & Nutrition Drink brands are you aware of? (Sel  
ect all that apply) [Note to surveyor: Capture the others brand that comes t  
o the respondent's mind. Do not show the list to respondents given below.]

Which of the following Child Health & Nutr  
ition Drink brands are you aware of? Aided (Select all that apply) [Note to  
surveyor: Please select the brands mentioned in unaided also]

Which of the following Child Health & Nutrition Drink brands have  
you used for your child in the last six months? (Select all that apply)

Which of the following Child Health & Nutrit  
ion Drink brands have you used for your child in the last three months? (Sel  
ect all that apply)

How did you get to know about  
this brand? (Select all that apply)

How did you get to know about this  
brand? (Select all that apply)

Please rank th  
e top 5 reasons based on their importance while selecting your current brand  
of Child Health & Nutrition Drink.(1- first most important, 2 – second most  
important and so on)

Is the brand that your are using  
now different from the brand used 3 months ago? What made you switch to your  
current brand from previous brands that you have used? (Select all that appl  
y)

Please let us know what comes to your mind when you hear of t  
he following brands?(Select all that apply)

Please let us know what co  
mes to your mind when you hear of the following brands?(Select all that appl  
y)

Have you heard of the Groviva brand? How d  
id you get to know about Groviva? (Select all that apply)

Which of the following OTT apps do you watch? Please take a look at the image below and tell us whether you remember having seen an advertisement with these visuals. <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/f76c0d68-894b-48e9-b98b-e8794521e032.png> You said that you remember having seen an advertisement for Child Health & Nutrition Drink with these visuals. Can you please tell me for which brand of Child Health & Nutrition Drink brands was this advertisement for? Could you tell me what was the key message that the ad is trying to communicate to you? (Select all that apply)

How much did you like this ad? How much do you think this ad is relevant to you? If the product in the ad that you just saw is available in the store near you. Could you tell me which of this best describes your likelihood of buying this product for your child/ children? What are the reasons for not buying the brand? What are the top two reasons which will make you recommend Groviva brand to your closed ones? Please check if the respondent is actually using the Child Health & Nutrition Drink that he/she claims to be his/her. Please check if the respondent is actually using the HFD that he/she claims to be his/her. Surveyor name

Status Image status  
 nse Response Response Other (please specify) Response Response Response Resp  
 onse Response Response Child Health & Nutrition Drinks – Junior Horlicks, Bo  
 ost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes  
 etc. Biscuits Fruit Juices Instant food items Other (please specify) None of  
 the above Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lact  
 ogrow Protinex junior Kids pro Nangrow Aptagrow Gritzo Super Milk Prohance J  
 unior Quista Kids Response Response Horlicks Bournvita Bounvita Lil Champs G  
 roviva Boost Complan Pediasure Horlicks junior Complan Nutri-Gro Enfagrow La  
 ctogrow Protinex junior Kids pro Nangrow Aptagrow Gritzo Super Milk Prohance  
 Junior Quista Kids Other (please specify) Groviva <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/165f4d87-f778-44c3-ac00-1142c9248741.png> Complan Nutri-Gro <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/14bc1300-78b9-49eb-b909-62d9c77565fe.png> Pediasure <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/9c8328b8-031b-43ef-ad e4-ee0a21ad3ddb.png> Horlicks junior <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/4ec8f16d-56ba-44c5-a3a0-c50925e04335.png> Enfagrow <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/5220486a-c b74-4f6a-aea3-dd4665327242.png> Lactogrow <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/aebd737e-ad8e-49a3-97fb-7c8f723d08cd.png> Prot inex junior <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/6b60d2d1-89ea-4512-9fa7-8146acb98166.png> Kids pro <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/a446ce43-d0e5-4d70-a55c-5ebdda4894 01.png> Nangrow <https://surveymonkey-assets.s3.amazonaws.com/survey/40945086 7/rte/c834c5ff-8f19-409f-b22d-629a7fe50c55.png> Aptagrow <https://surveymonkey -assets.s3.amazonaws.com/survey/409450867/rte/ef59d756-cd62-4f64-be86-c12ce2 c7c0a2.png> Gritzo Super Milk <https://surveymonkey-assets.s3.amazonaws.com/su rvey/409450867/rte/283346f8-adb2-4232-96ea-073afefb589e.png> Prohance Junior <https://surveymonkey-assets.s3.amazonaws.com/survey/409450867/rte/24d83d72-6 9a7-4cc0-91f9-f75f6463f33c.png> Quista Kids <https://surveymonkey-assets.s3.am azonaws.com/survey/409450867/rte/031b235f-1d46-4bd2-830f-b3ad63e9e2e2.png> Ho rlicks Bournvita Bounvita Lil Champs Groviva Boost Complan Pediasure Horlick s junior Complan Nutri-Gro Enfagrow Lactogrow Protinex junior Kids pro Nangr ow Aptagrow Gritzo Super Milk Prohance Junior Quista Kids Other (please spec ify) Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow

Protinex junior Kids pro Nangrow Aptagrow Gritzo Super Milk Prohance Junior  
 Quista Kids Other (please specify) Groviva - Recommended by friends / family  
 Groviva - Recommended by doctor Groviva - Recommended by retailer / shopkeeper  
 Groviva - TV ads Groviva - OTT advertisement on Colors Bangla, Zee5, etc  
 Groviva - Digital Ads on social media (Facebook / Instagram / Youtube etc.)  
 Groviva - Newspaper Ad & Magazines Groviva - Events / School Activation Groviva - Outdoor (Billboards)  
 Groviva - In-shop branding (banners, posters etc) Groviva - Brand's website  
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Accept 114000000000 428149737 2023-05-10 13:25:00 2023-05-10 13:48:00 42.110.164.21 KRISHNA GOLUI 9670000000 Howrah Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Horlicks junior I am the only decision maker Horlicks junior Groviva Pediasure Groviva Pediasure Horlicks junior Lactogrow Nangrow Horlicks junior Horlicks junior Recommended by doctor TV ads Recommended by friends / family Recommended by friends / family Recommended by doctor Rank 3 Rank 2 Rank 4 Rank 5 Rank 1 No Is easily available It is easy to digest / provides better digestion It is easy to digest / provides better digestion It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid I trust the company / brand Easy to prepare Has attractive packaging It provides physical growth It helps in brain development It boosts immunity None of the above No Good digestion Brain and physical growth non-user unaware No Non-working Not verified Jahanvi

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Rank 4 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Preservative free Is easily available I trust the company / brand Easy to prepare Has attractive packaging It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion No Zee5 Hotstar HoiChoi Voot Sony Liv No non-user unaware No Non-working Verified 16965930689384742758879630535753.jpg Jahanvi

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d with my current brand Easy to digest Easily available user unaware No Non-working Verified 1696587461151545692914779700772.jpg Jahanvi  
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n maker Prohance Junior Pediasure Horlicks junior Vani la cox complex Pediasure Horlicks junior Prohance Junior Prohance Junior Prohance Junior Recommended by doctor TV ads Recommended by doctor TV ads Recommended by doctor TV ads Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Is easily available Easy to prepare It boosts immunity Taste liked by my kid Preservative free I trust the company / brand Easy to prepare Has attractive packaging Preservative free Is easily available Easy to prepare Has attractive packaging It boosts immunity No None of the above No non-user unaware Others Non-working Verified 1696584780516694331401393273040.jpg Bina Das Accept <https://lattice1.sharepoint.com/:i:/s/PGALIntranet/EcIQmY3h1VtDivuR7Pqfj5MBTlisXRQqgRIsMlo6V7qasA?e=ZTFN3x> 114000000000 427882808 2023-06-10 13:29:00 2023-06-10 13:41:00 157.40.229.234 Sathi Mondal 9840000000 Kolkata Other (please specify) Nursing Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Pediasure I am the primary decision maker, but I consider suggestions from others in my household Pediasure Boost Complan Horlicks junior Groviva Pediasure Horlicks junior Lactogrow Protinex junior Nangrow Prohance Junior Quista Kids Pediasure Horlicks junior Pediasure Horlicks junior Recommended by doctor Recommended by doctor Rank 5 Rank 1 Rank 3 Rank 2 Rank 4 No It provides physical growth It helps in brain development It is easy to digest / provides better digestion Easy to prepare It boosts immunity No Hotstar Yes Pediasure The Brand has growth & digestive nutrients Increases immunity 4-I like it somewhat Somewhat relevant I will definitely buy it non-user unaware No Working Verified 16965798747254690847284133554097.jpg Sourav Majumder

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Protinex junior Nangrow Horlicks Horlicks junior Horlicks junior Recommended by friends / family Recommended by friends / family TV ads Rank 1 Rank 2 Rank 3 Rank 5 Rank 4 No Taste liked by my kid It was prescribed / recommended by Paediatrician / doctor It helps in brain development No None of the above Yes Horlicks junior The Brand has growth & digestive nutrients 4-I like it somewhat Somewhat relevant I will definitely buy it non-user unaware No Working Verified 16965783075087882941316171317252.jpg Sourav Majumder  
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epare Has attractive packaging It provides physical growth It helps in brain development I trust the company / brand It provides physical growth It helps in brain development Yes TV ads Hotstar HoiChoi Yes Complan Nutri-Gro Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Is the brand trusted by doctors Brands supports physical growth 4-I like it somewhat Somewhat relevant I may buy it I am satisfied with my current brand non-user unaware No Non-working Verified 16965793297414965153626332188984.jpg Bina Das

Accept 114000000000 427882808 2023-06-10 11:35:00 2023-06-10 12:09:00 157.40.229.234 Kajal Roy Makhal 7980000000 Kolkata Other (please specify) Private Tutor Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Instant food items Nangrow I am the primary decision maker, but I consider suggestions from others in my household Nangrow Pediasure Horlicks junior Lactogrow Pediasure Horlicks junior Lactogrow Nangrow Nangrow Nangrow Recommended by friends / family Recommended by doctor TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by friends / family TV ads Recommended by doctor Rank 2 Rank 5 Rank 3 Rank 1 Rank 4 No It helps in brain development It provides physical growth It boosts immunity It has all the required nutrients Yes Recommended by retailer / shopkeeper TV ads

Voot Yes Horlicks junior Brands supports physical growth Increases immunity 4-I like it somewhat Somewhat relevant I will definitely not buy it I am not satisfied with any of the promises made by the brand non-user unaware Others Working Verified 16965742566012186693027998451223.jpg Sourav Majumder

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Zee5 Yes Complan Nutri-Gro Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Is the brand trusted by doctors Promotes brain development 4-I like it somewhat Somewhat relevant I may buy it I am satisfied with my current brand Esey know it Test valuable large children non-user unaware No Non-working Verified 1696507971269590390637649070078.jpg Bina das

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Nangrow TV ads TV ads TV ads Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No Taste liked by my kid Is easily available I trust the company / brand Easy to prepare Has attractive packaging None of the above None of the above No Hotstar No Jani na Jani na non-user unaware Others Non-working Verified 1696504424270382 9585268047697433.jpg Bina Das

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0.102.245 Durga Gupta Chakraborty 7980000000 Kolkata Other (please specify) Business Diploma / Graduate 31-35 Yes 5 - 6 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Horlicks junior I am the only decision maker Horlicks junior Horlicks Complan Pediasure Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Lactogrow Protinex junior Nangrow Horlicks junior Horlicks junior Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper TV ads TV ads Recommended by retailer / shopkeeper TV ads Rank 4 Rank 2 Rank 3 Rank 5 Rank 1 No Easy to prepare It provides physical growth It helps in brain development It has all the required nutrients I trust the company / brand It boosts immunity No None of the above Yes Horlicks junior Brands supports physical growth Promotes brain development 5-I like it a lot Somewhat relevant I may buy it I don't know much about the company non-user unaware No Working Verified Sourav Majumder

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Accept 114000000000 428149737 2023-07-10 14:25:00 2023-07-10 14:36:00 42.110.175.41 Razia Mir 9840000000 Kolkata Housewife (Not working) Intermediate (12th pass) 31-35 Yes 5 - 6 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Fruit Juices Instant food items Pediasure I am the only decision maker Pediasure Horlicks Bournvita Complan Millo Complan Nutri-Gro Pediasure Horlicks junior Lactogrow Protinex junior Nangrow Gritzo Super Milk Quista Kids Pediasure Pediasure Recommended by friends / family Recommended by doctor TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines Outdoor (Billboards) In-shop branding (banners, posters etc) Brand's website Radio Ads Rank 3 Rank 2 Rank 4 Rank 5 Rank 1 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Pre

servative free Is easily available I trust the company / brand Easy to prepare It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion Yes Recommended by friends / family Zee5 Hotstar No non-user unaware No Non-working Verified Jahanvi

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ned by Paediatrician / doctor Taste liked by my kid Is easily available Easy to prepare It helps in brain development Easy to prepare It helps in brain development I trust the company / brand Easy to prepare It provides physical growth It is easy to digest / provides better digestion It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Easy to prepare It provides physical growth No None of the above No non-user unaware No Non-working Verified 1696664458355117660788.jpg Debjani Das

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roviva etc. Biscuits Fruit Juices Horlicks junior I am the only decision maker Horlicks Bournvita Complian Horlicks junior Horlicks junior Protinex junior Horlicks junior Horlicks junior Recommended by friends / family Recommended by doctor TV ads Rank 2 Rank 1 Rank 3 Rank 4 Rank 5 No It has all the required nutrients Taste liked by my kid Preservative free No Zee5 Hotstar Yes Horlicks junior Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients 5-I like it a lot Very much relevant I will definitely not buy it I am satisfied with my current brand non-user unaware No Working Verified 1696656680888693147595558608317.jpg Rimpa bag

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lan Nutri-Gro Recommended by doctor TV ads Digital Ads on social media (Face book / Instagram / Youtube etc.) Rank 2 Rank 1 Rank 4 Rank 5 Rank 3 Yes My child did not like the taste It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Is easily available I trust the company / brand Easy to prepare Has attractive packaging It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion No None of the above No non-user unaware No Non-working Verified IMG\_20231006\_162515.jpg Debjani Das

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mily Recommended by doctor Rank 1 Rank 5 Rank 2 Rank 4 Rank 3 No It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Zee5 Yes Horlicks junior Brands supports physical growth Promotes brain development 5-I like it a lot Very much relevant I will definitely buy it Brain development It is easy to digest user unaware No Non-working Verified 16967523835116132637682302104868.jpg Rimpa bag

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ogrow Horlicks Complan Horlicks junior Lactogrow Protinex junior Lactogrow Lactogrow Recommended by friends / family Recommended by doctor TV ads Rank 5 Rank 4 Rank 3 Rank 2 Rank 1 No Taste liked by my kid It provides physical growth It helps in brain development Yes Recommended by doctor

Hotstar Yes Horlicks junior Brands supports physical growth Promotes brain development 5-I like it a lot Very much relevant I will definitely buy it non-user unaware Others Non-working Verified 16968358603383398965755297543920.jpg Rimpa bag

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unior Lactogrow Protinex junior Nangrow Prohance Junior Complian Prohance Junior Recommended by friends / family Recommended by doctor Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid It helps in brain development No Zee5 Yes Horlicks junior The Brand has growth & digestive nutrients Brands supports physical growth 5-I like it a lot Very much relevant I will definitely buy it non-user unaware Others Non-working Verified 16968565908511787205085283414364.jpg Rimpa bag

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Rank 4 Rank 5 Rank 2 No It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Zee5 Yes Horlicks junior Brands supports physical growth 5-I like it a lot Very much relevant I will definitely buy it Children like it Brain development user unaware No Non-working Verified 16968481245078433574649912121111.jpg Rimpa bag

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cision maker Pediasure Horlicks Bournvita Groviva Complan Groviva Pediasure Horlicks junior Horlicks junior Horlicks junior Recommended by doctor TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) TV ads In-shop branding (banners, posters etc) Rank 4 Rank 5 Rank 1 Rank 2 Rank 3 Yes Because of doctor's recommendation It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Is easily available I trust the company / brand Easy to prepare Has attractive packaging It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It provides physical growth It helps in brain development It boosts immunity None of the above Yes Groviva Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Is the brand trusted by doctors Brands supports physical growth Promotes brain development Increases immunity 4-I like it somewhat Somewhat relevant I will definitely not buy it I don't know much about the product I am satisfied with my current brand non-user aware No Non-working Verified 1696854773770279548265.jpg Debjani Das Accept <https://lattice1.sharepoint.com/:i:/s/PGALIntranet/EateT9uJoQx0u6VLlq uLXasBZYx9VZBM9N9o7rgygz9Cjw?e=v2Hem0> 114000000000 427900716 2023-09-10 16:41:00 2023-09-10 16:56:00 47.11.205.1 Pinki Nandy 9880000000 Siliguri Business Diploma / Graduate 31-35 Yes 5 - 6 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Pediasure I am the primary decision maker, but I consider suggestions from others in my household Pediasure Horlicks Boost Complan Pediasure Horlicks junior Pediasure Pediasure Recommended by friends / family TV ads Rank 5 Rank 4 Rank 1 Rank 2 Rank 3 No Taste liked by my kid Is easily available I trust the company / brand Easy to prepare It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion No Zee5 Yes Groviva Brands supports physical growth Promotes brain development Increases immunity 4-I like it somewhat Very much relevant I will definitely buy it non-user aware No Working Verified 16968507233721874006833.jpg Debjani Das Accept [https://lattice1.sharepoint.com/:i:/s/PGALIntranet/EZhNzbnWlBx0mTkhz\\_0H7C4Bnv-QlfJJy-4zjgdef7o5YQ?e=8po4pl](https://lattice1.sharepoint.com/:i:/s/PGALIntranet/EZhNzbnWlBx0mTkhz_0H7C4Bnv-QlfJJy-4zjgdef7o5YQ?e=8po4pl) 114000000000 427900716 2023-10-10 16:59:00 2023-10-10 17:11:00 47.11.203.233 Papiya sarkar 7000000000 Burdwan Housewife (Not working) Intermediate (12th pass) 31-35 Yes 5 - 6 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Biscuits Lactogrow I am the only decision maker Lactogrow Horlicks Bournvita Complan Horlicks junior Horlicks junior Lactogrow Nangrow Lactogrow Lactogrow Recommended by friends / family Recommended by doctor TV ads Recommended by doctor TV ads Rank 2 Rank 3 Rank 4 Rank 5 Rank 1 No It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid It helps in brain development It was prescribed / recommended by Paediatrician / doctor No None of the above Yes Horlicks junior Digestion is important for overall growth & development of children Promotes brain development 5-I like it a lot Very much relevant I will definitely buy it non-user unaware Others Non-working Verified 16969380493102575208723099675523.jpg Rimpa bag Accept <https://lattice1.sharepoint.com/:i:/s/PGALIntranet/EVK85pI4-hdLoQca8CBsDLUBju8mo6YHQjYMPRJHTZeekw?e=ND41Lp> 114000000000 427900716 2023-10-10 16:20:00 2023-10-10 16:32:00 47.11.202.123 Chandana barui 9740000000 Burdwan Housewife (Not working) Intermediate (12th pass) 31-35 Yes 2 - 4 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Lactogrow I am the only decision maker Lactogrow Horlicks Complan Horlicks junior Lactogrow Lactogrow Lactogrow Recommended by doctor TV ads Rank 1 Rank 2 Rank 4 Rank 3 Rank 5 No It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid It pro

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Taste liked by my kid No None of the above Yes Complian Nutri-Gro Digestion is important for overall growth & development of children Promotes brain development 5-I like it a lot Very much relevant I will definitely buy it non-user unaware Others Non-working Verified 16969218134565921630921089773511.jpg Rimpa bag

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5:00 2023-10-10 19:04:00 47.11.203.151 Monalisha dutta 9830000000 Burdwan Housewife (Not working) Intermediate (12th pass) 31-35 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Prohance Junior I am the only decision maker Prohance Junior Horlicks Bournvita Complan Lactogrow Horlicks junior Lactogrow Prohance Junior Prohance Junior Prohance Junior Recommended by doctor TV ads Recommended by doctor TV ads Rank 1 Rank 2 Rank 4 Rank 3 Rank 5 No It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid It helps in brain development It was prescribed / recommended by Paediatrician / doctor No None of the above Yes Horlicks junior Digestion is important for overall growth & development of children Brands supports physical growth 5-I like it a lot Somewhat relevant I will definitely not buy it I am satisfied with my current brand non-user unaware Others Non-working Verified 16969447976833481926383912126714.jpg Rimpa bag

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Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Rank 4 Rank 2 Rank 3 Rank 1 Rank 5 No It has all the required nutrients Is easily available It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It has all the required nutrients It provides physical growth Preservative free It provides physical growth It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion Hotstar No non-user unaware Others Non-working Verified Payel saha Accept <https://lattice1.sharepoint.com/:i:/s/PGALIntranet/EVTl1xbF0qJDobRVORsDeEQBmtLTh4TvRKriUpIA2xKaew?e=5YahS2> 114000000000 427900716 2023-11-10 16:12:00 2023-11-10 16:27:00 47.11.201.77 Ampa pandit 9740000000 Burdwan Salaried – Government / Private Diploma / Graduate 31-35 Yes 2 – 4 years old Husband 9 – 12 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Prohance Junior I am the only decision maker Prohance Junior Horlicks Complan Horlicks junior Lactogrow Prohance Junior Prohance Junior Prohance Junior Recommended by friends / family Recommended by doctor TV ads Rank 5 Rank 2 Rank 3 Rank 4 Rank 1 No Taste liked by my kid It provides physical growth It helps in brain development No Hotstar Yes Horlicks junior Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Brands supports physical growth 5 -I like it a lot Very much relevant I will definitely not buy it I am satisfied with my current brand non-user unaware Others Working Verified 169702174 47037180068810038497865.jpg Rimpa bag Accept [https://lattice1.sharepoint.com/:i:/s/PGALIntranet/EVBO\\_zGFHaJIusDxVi6-x98Bz7fPnw7LUxelvCgwnfSgGw?e=SXjfpI](https://lattice1.sharepoint.com/:i:/s/PGALIntranet/EVBO_zGFHaJIusDxVi6-x98Bz7fPnw7LUxelvCgwnfSgGw?e=SXjfpI) 114000000000 427900716 2023-11-10 15:37:00 2023-11-10 15:57:00 47.11.201.77 Bobby pandit 8250000000 Burdwan Housewife (Not working) Intermediate (12th pass) 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Fruit Juices Lactogrow I am the only decision maker Lactogrow Horlicks Complan Horlicks junior Lactogrow Lactogrow Lactogrow Recommended by doctor TV ads Rank 2 Rank 1 Rank 5 Rank 3 Rank 4 No Taste liked by my kid It provides physical growth It helps in brain development No Yes Horlicks junior Digestion is important for overall growth & development of children Is the brand trusted by doctors Promotes brain development 5-I like it a lot Very much relevant I will definitely not buy it I am satisfied with my current brand non-user unaware Others Non-working Verified 16970197318535848858478032415906.jpg Rimpa bag Accept [https://lattice1.sharepoint.com/:i:/s/PGALIntranet/Ecu7Ad8MtIJDduQtdmeAtxgkbp-\\_M2XS9zHSzNlk5t4sHeA?e=E0Slat](https://lattice1.sharepoint.com/:i:/s/PGALIntranet/Ecu7Ad8MtIJDduQtdmeAtxgkbp-_M2XS9zHSzNlk5t4sHeA?e=E0Slat) 114000000000 427882824 2023-11-10 15:25:00 2023-11-10 15:41:00 152.58.180.242 SUSHMITA DEY 9070000000 Kolkata Housewife (Not working) Diploma / Graduate 31-35 Yes 5 - 6 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Biscuits Fruit Juices Instant food items Pediasure I am the only decision maker Pediasure Horlicks Groviva Complan Horlicks junior Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Aptagrow Pediasure Pediasure Recommended by friends / family TV ads In-shop branding (banners, posters etc) TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines Recommended by friends / family Recommended by doctor TV ads Outdoor (Billboards) In-shop branding (banners, posters etc) Rank 5 Rank 3 Rank 2 Rank 1 Rank 4 No Is easily available It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It provides physical growth It helps in brain development It is easy to digest / provides better digestion I trust the company / brand It provides physical growth It is easy to digest / provides better digestion None o

f the above Hotstar No non-user unaware No Non-working Verified 16970189105552956084850576718610.jpg AVIJIT DEY

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Accept 114000000000 427900716 2023-12-10 12:41:00 2023-12-10 12:59:00 47.11.194.132 Minoti Dey 8390000000 Siliguri Housewife (Not working) Diploma / Graduate 31-35 Yes 5 - 6 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complian, Pediasure, Groviva etc. Biscuits Instant food items Groviva I am the only decision maker Groviva Horlicks Bournvita Boost Complian Pediasure Groviva Complian Nutri-Gro Pediasure Horlicks junior Lactogrow Protinex junior Nangrow Aptagrow Complian Nutri-Gro Complian Nutri-Gro Recommended by doctor TV ads Newspaper Ad & Magazines TV ads Rank 5 Rank 4 Rank 3 Rank 1 Rank 2 Yes The current product was more suited for my child's age It provides physical growth It helps in brain development It boosts immunity It helps in brain development None of the above Yes Groviva Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Is the brand trusted by doctors Brands supports physical growth Promotes brain development Increases immunity 5-I like it a lot Very much relevant I will definitely buy it Brain development Immunity development user aware No Non-working Verified 16970955197071442791799.jpg Debjani Das

Accept 114000000000 427900716 2023-12-10 11:51:00 2023-12-10 12:05:00 47.11.193.60 Sumitra Dey 7470000000 Siliguri Housewife (Not working) Intermediate (12th pass) 31-35 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complian, Pediasure, Groviva etc. Instant food items Groviva I am the only decision maker Groviva Horlick

s Pediasure Groviva Complan Nutri-Gro Pediasure Horlicks junior Groviva Complan Nutri-Gro Groviva Recommended by friends / family Recommended by doctor TV ads TV ads Newspaper Ad & Magazines Rank 1 Rank 2 Rank 4 Rank 3 Rank 5 No Taste liked by my kid It helps in brain development It is easy to digest / provides better digestion It helps in brain development None of the above Yes Groviva Is the brand trusted by doctors Brands supports physical growth Promotes brain development Increases immunity 5-I like it a lot Very much relevant I will definitely buy it Doctors trusted brand Brain development user aware No Non-working Verified 16970924439891258433966.jpg Debjani Das  
Accept 114000000000 427900716 13-10-2023 17:19 13-10-2023 17:43 47.11.194.219 Supriya bag 8930000000 Burdwan Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 9 – 12 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Fruit Juices Groviva I am the only decision maker Groviva Complan Groviva Complan Nutri-Gro Horlicks junior Lactogrow Groviva Horlicks junior Groviva Recommended by doctor Rank 1 Rank 3 Rank 2 Rank 4 Rank 5 No Taste liked by my kid It provides physical growth It helps in brain development It is easy to digest / provides better digestion Yes Groviva Brands supports physical growth Promotes brain development 5-I like it a lot Very much relevant I will definitely buy it Children like it Brain development user aware No Non-working Verified 16971991554279169108157201220101.jpg Rimpa bag  
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Accept 114000000000 427882824 13-10-2023 15:55 13-10-2023 16:10 152.58.179.90 MONAMI DAS DEY 8960000000 Kolkata Housewife (Not working) Diploma / Graduate 31-35 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Groviva I am the only decision maker Nangrow Groviva Enfomilk Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Aptagrow Quista Kids Groviva Groviva Recommended by doctor Digital Ads on social media (Facebook / Instagram / Youtube etc.) Rank 2 Rank 3 Rank 1 Rank 4 Rank 5 No It has all the required nutrients Taste liked by my kid It provides physical growth It helps in brain development It boosts immunity None of the above Zee5 Hotstar Yes Pediasure Increases immunity 5-I like it a lot Very much relevant I will definitely buy it Increase immunity and digestion Good taste user unaware No Non-working Verified 16971935673446336176704326139258.jpg AVIJIT DEY  
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Accept 114000000000 427882824 13-10-2023 15:14 13-10-2023 15:31 152.58.178.213 SWAGATA CHATTOPAADHYAAY 8780000000 Kolkata Business Diploma / Graduate 25-30 Yes 2 – 4 years old Myself 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complian, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Pediasure Nangrow I am the only decision maker Pediasure Horlicks Bournvita Complian Nangrow Groviva Complian Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Quista Kids Pediasure Nangrow Enfomilk Pediasure Nangrow Enfomilk Recommended by doctor TV ads Recommended by friends / family Recommended by doctor TV ads Rank 1 Rank 5 Rank 2 Rank 3 Rank 4 No It was prescribed / recommended by Paediatrician / doctor Is easily available I trust the company / brand It was prescribed / recommended by Paediatrician / doctor Is easily available I trust the company / brand Yes Recommended by doctor In-shop branding (banners, posters etc) None of the above Zee5 Hotstar HoiChoi Yes Groviva Digestion is important for overall growth & development of children Brands supports physical growth 4-I like it somewhat Very much relevant I may buy it I am satisfied with my current brand non-user aware Others Working Verified 16971912236281408781434964217992.jpg AVIJIT DEY

Accept 114000000000 427900716 13-10-2023 15:16 13-10-2023 15:25 47.11.194.156 Anima karmakar 7800000000 Burdwan Housewife (Not working) Diploma / Graduate 31-35 Yes 5 - 6 years old Husband 9 – 12 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complian, Pediasure, Groviva etc. Biscuits Instant food items Lactogrow I am the only decision maker Lactogrow Horlicks Complian Horlicks junior Lactogrow Lactogrow Lactogrow Recommended by doctor TV ads Rank 1 Rank 4 Rank 3 Rank 2 Rank 5 No It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid It provides physical growth It helps in brain development No None of the above Yes Horlicks junior Brands supports physical growth Promotes brain development 5-I like it a lot Very much relevant I will definitely buy it non-user unaware Others Non-working Verified 16971908000984518253888826295596.jpg Rimpa bag

Accept 114000000000 427882808 13-10-2023 14:59 13-10-2023 15:10 223.191.61.68 Shukla Saha 9330000000 Kolkata Business Diploma / Graduate 31-35 Yes 2 – 4 years old Myself 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complian, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Nangrow I am the only decision maker Nangrow Pediasure Horlicks junior Lactogrow Groviva Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Aptagrow Nangrow Nangrow Recommended by friends / family TV ads TV ads TV ads TV ads Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It was prescribed / recommended by Paediatrician / doctor It provides physical growth It helps in brain development It boosts immunity It provides physical growth Is easily available It helps in brain development Yes TV ads OTT advertisement on Colors Bangla, Zee5, etc

Zee5 Hotstar Yes Groviva Brands supports physical growth Increases immunity 5-I like it a lot Very much relevant I will definitely buy it non-user aware Others Working Verified Smriti

Accept 114000000000 427882824 13-10-2023 14:18 13-10-2023 14:30 152.58.180.0 SHILPA ROY 6290000000 Kolkata Housewife (Not working) Diploma / Graduate 31-35 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complian, Pediasure, Groviva etc. Biscuits Fruit Juices Instant food items Nangrow I am the only decision maker Nangrow

Groviva Pediasure Enfagrow Prohance Junior Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Aptagrow Gr itzo Super Milk Prohance Junior Nangrow Nangrow Recommended by friends / family Recommended by doctor Recommended by friends / family Recommended by friends / family Recommended by friends / family Rank 4 Rank 1 Rank 5 Rank 2 Rank 3 No It provides physical growth It helps in brain development It boosts immunity It provides physical growth It helps in brain development It boosts immunity It provides physical growth It helps in brain development It boosts immunity It provides physical growth It helps in brain development It boosts immunity It provides physical growth It helps in brain development It boosts immunity None of the above Hotstar Yes Horlicks junior Brands supports physical growth 4-I like it somewhat Very much relevant I will definitely buy it non-user unaware Others Non-working Verified AVIJIT DEY

Accept 114000000000 427882824 13-10-2023 13:13 13-10-2023 13:28 152.58.181.128 PUJA PAUL 9070000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Fruit Juices Nangrow I am the only decision maker Nangrow Complan Pediasure Horlicks junior Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Aptagrow Prohance Junior Nangrow Nangrow Recommended by friends / family Recommended by doctor TV ads Recommended by friends / family TV ads Rank 2 Rank 1 Rank 3 Rank 5 Rank 4 No Taste liked by my kid Easy to prepare It is easy to digest / provides better digestion It provides physical growth It provides physical growth It helps in brain development Yes Recommended by friends / family TV ads In-shop branding (banners, posters etc) Hotstar No non-user unaware Others Non-working Verified 16971838279669060123939842503762.jpg AVIJIT DEY

Accept 114000000000 427882808 13-10-2023 12:22 13-10-2023 12:43 157.40.125.167 Radha Bijuli 8540000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Complan Nutri-Gro I am the only decision maker Complan Nutri-Gro Horlicks Bournvita Boost Complan Pediasure Nangrow Complan Nutri-Gro Pediasure Horlicks junior Lactogrow Protinex junior Nangrow Aptagrow Complan Nutri-Gro Complan Nutri-Gro Recommended by doctor Recommended by friends / family Recommended by doctor Recommended by friends / family TV ads Rank 1 Rank 2 Rank 5 Rank 4 Rank 3 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor It was prescribed / recommended by Paediatrician / doctor No None of the above Hotstar Yes Horlicks junior Is the brand trusted by doctors 4-I like it somewhat Somewhat relevant I will definitely buy it non-user unaware No Non-working Verified 1697180929007-01.jpeg Sourav Majumder

Accept 114000000000 427882808 13-10-2023 12:16 13-10-2023 12:27 223.191.61.68 Mamon Ghosh 6290000000 Kolkata Housewife (Not working) Intermediate (12th pass) 31-35 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Pediasure I am the only decision maker Pediasure Horlicks junior Nangrow Groviva Complan Nutri-Gro Pediasure Horlicks junior Nangrow Quista Kids Pediasure Pediasure Recommended by friends / family Recommended by doctor TV ads TV ads TV ads Rank 5 Rank 4 Rank 3 Rank 1 Rank 2 No It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid It provides physical growth Is easily available It provides physical growth Yes Recommended by friends / family

mily Hotstar Yes Doesn't remember Digestion is important for overall growth & development of children 4-I like it somewhat Somewhat relevant I may buy it I am satisfied with my current brand non-user unaware No Non-working Verified 16971801968268930618934777856985.jpg Smriti

Accept 114000000000 427882824 13-10-2023 11:45 13-10-2023 12:07 157.40.93.65 Sanchari chowdhary 9830000000 Kolkata Housewife (Not working) Post-graduate 31-35 Yes 5 - 6 years old Husband 9 - 12 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Groviva I am the only decision maker Groviva Horlicks Bournvita Bounvita Lil Champs Boost Complan Pediasure Horlicks junior Enfagrow Lactogrow Nangrow Aptagrow Groviva Pediasure Horlicks junior Enfagrow Lactogrow Nangrow Aptagrow Quista Kids Groviva Groviva Recommended by retailer / shopkeeper Digital Ads on social media (Facebook / Instagram / Youtube etc.) Events / School Activation Outdoor (Billboards) TV ads OTT advertisement on Colors Bangla, Zee5, etc TV ads TV ads Outdoor (Billboards) Outdoor (Billboards) Radio Ads TV ads OTT advertisement on Colors Bangla, Zee5, etc Rank 1 Rank 3 Rank 2 Rank 4 Rank 5 No Is easily available It provides physical growth It helps in brain development It boosts immunity It has all the required nutrients It helps in brain development It boosts immunity It has all the required nutrients It provides physical growth Has attractive packaging It provides physical growth It helps in brain development It is easy to digest / provides better digestion No Healthy and nutrition for child Well test user unaware No Non-working Verified IMG\_20231013\_115317.jpg Puja Das

Accept 114000000000 427882808 13-10-2023 11:42 13-10-2023 11:57 223.191.61.68 Sraboni Das 9750000000 Kolkata Housewife (Not working) Intermediate (12th pass) 31-35 Yes 2 - 4 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Horlicks junior I am the primary decision maker, but I consider suggestions from others in my household Horlicks junior Pediasure Nangrow Groviva Complan Nutri-Gro Pediasure Horlicks junior Protinex junior Nangrow Horlicks junior Horlicks junior Recommended by doctor TV ads Recommended by friends / family Recommended by doctor Rank 5 Rank 1 Rank 2 Rank 3 Rank 4 No Taste liked by my kid Easy to prepare It provides physical growth None of the above No Hotstar No non-user unaware No Non-working Verified 16971784039444981907539408154266.jpg Smriti

Accept 114000000000 427882808 13-10-2023 11:16 13-10-2023 11:33 223.191.61.68 Sahana Khatun 9880000000 Kolkata Housewife (Not working) Intermediate (12th pass) 25-30 Yes 2 - 4 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Pediasure Horlicks junior I am the only decision maker Pediasure Horlicks Horlicks junior Groviva Complan Nutri-Gro Pediasure Horlicks junior Lactogrow Nangrow Horlicks junior Pediasure TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) TV ads Newspaper Ad & Magazines Rank 3 Rank 2 Rank 4 Rank 1 Rank 5 No It provides physical growth It helps in brain development It provides physical growth Yes Recommended by retailer / shopkeeper Digital Ads on social media (Facebook / Instagram / Youtube etc.) Zee5 Yes Horlicks junior Promotes brain development 4-I like it somewhat Somewhat relevant I will definitely buy it non-user unaware No Non-working Verified 16971768939425948172490104449913.jpg Smriti

Accept 114000000000 427882824 13-10-2023 11:02 13-10-2023 11:24 157.40.93.65 Disha nath 9060000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 2 - 4 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast

Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Groviva I am the only decision maker Groviva Horlicks Bournvita Bounvita Lil Champs Boost Complan Pediasure Horlicks junior Complan Nutri-Gro Enfagrow Lactogrow Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Aptagrow Prohance Junior Quista Kids Groviva Groviva Recommended by friends / family TV ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) In-shop branding (banners, posters etc) Brand's website Radio Ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines Recommended by retailer / shopkeeper Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by retailer / shopkeeper Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines Rank 1 Rank 2 Rank 4 Rank 5 Rank 3 No It has all the required nutrients Is easily available I trust the company / brand Easy to prepare It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It has all the required nutrients Easy to prepare It boosts immunity It provides physical growth It helps in brain development It provides physical growth It boosts immunity It has all the required nutrients It provides physical growth It boosts immunity It is easy to digest / provides better digestion Zee5 No Healthy and nutrition for child Good test user unaware No Non-working Verified IMG\_20231013\_112358.jpg Puja Das

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Rank 5 Rank 4 Rank 1 No It has all the required nutrients Taste liked by my kid It provides physical growth It helps in brain development It boosts immunity Is easily available Has attractive packaging Is easily available Easy to prepare Is easily available Easy to prepare Preservative free Is easily available Easy to prepare Has attractive packaging Easy to prepare Has attractive packaging Preservative free Is easily available Hotstar Yes Groviva Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients 5-I like it a lot Very much relevant I will definitely buy it Good health drink Immunity booster user aware No Working Verified IMG-20231014-WA0022.jpg Aparna

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recommended by Paediatrician / doctor Taste liked by my kid Preservative free Is easily available I trust the company / brand Easy to prepare Has attractive packaging It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Has attractive packaging It provides physical growth It helps in brain development It boosts immunity Yes Groviva Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Is the brand trusted by doctors Brands supports physical growth Promotes brain development 5-I like it a lot Very much relevant I may buy it The product is expensive non-user aware No Working Verified 1697446622279981700162.jpg Indrani

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iasure, Groviva etc. Groviva I am the only decision maker Groviva Horlicks Bournvita Complan Pediasure Groviva Pediasure Horlicks junior Lactogrow Groviva Groviva Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper Recommended by doctor TV ads Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid I trust the company / brand It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion None of the above None of the above Hotstar Yes Groviva Brands supports physical growth Promotes brain development Increases immunity 5-I like it a lot Very much relevant I will definitely buy it Brain development user aware No Non-working Verified 16974384602626065071971911747047.jpg Rimpa bag

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outube etc.) Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients Preservative free Is easily available I trust the company / brand It has all the required nutrients Preservative free Is easily available I trust the company / brand It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Preservative free I trust the company / brand Easy to prepare Has attractive packaging It provides physical growth No Zee5 No non-user unaware No Non-working Verified Aparna Das

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ill definitely buy it non-user unaware Others Non-working Verified 1697522920194477953707.jpg Rimpa bag

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Accept 114000000000 427882824 17-10-2023 09:48 17-10-2023 10:02 171.48.50.124 Divya verma 7030000000 Siliguri Housewife (Not working) Intermediate (12th pass) 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complian, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Pediasure Horlicks junior I am the only decision maker Complian Nutri-Gro Bournvita Lil Champs Pediasure Horlicks junior Complian Nutri-Gro Pediasure Horlicks junior Bournvita Lil Champs Pediasure Complian Nutri-Gro Complian Nutri-Gro Pediasure Horlicks junior Recommended by friends / family TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by doctor TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No Taste liked by my kid Is easily available Easy to prepare It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Is easily available It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Preservative free Is easily available I trust the company / brand Easy to prepare Has attractive packaging It provides physical growth No Zee5 No non-user unaware No Non-working Verified Aparna Das

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Accept 114000000000 427882824 17-10-2023 09:27 17-10-2023 09:46 171.48.50.124 Sunita Das 7900000000 Siliguri Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Groviva Pediasure I am the only decision maker Pediasure Horlicks Bournvita Bounvita Lil Champs Groviva Boost Complan Horlicks junior Complan Nutri-Gro Protinex junior Groviva Complan Nutri-Gro Pediasure Horlicks junior Pediasure Pediasure TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by friends / family Recommended by doctor TV ads Recommended by friends / family Recommended by friends / family Recommended by friends / family Rank 1 Rank 2 Rank 4 Rank 3 Rank 5 No It was prescribed / recommended by Paediatrician / doctor It provides physical growth It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Preservative free I trust the company / brand Has attractive packaging It has all the required nutrients Taste liked by my kid Preservative free It was prescribed / recommended by Paediatrician / doctor Has attractive packaging It was prescribed / recommended by Paediatrician / doctor Has attractive packaging Hotstar No Good taste for our child good nutrition user unaware No Non-working Verified Aparna Das

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e it a lot Very much relevant I will definitely buy it Good health drink Immunity booster user aware No Non-working Verified Aparna  
Accept 114000000000 427882824 17-10-2023 08:44 17-10-2023 09:25 171.48.50.124 Anita Chatterjee 8540000000 Siliguri Housewife (Not working) Intermediate (12th pass) 25-30 Yes 5 - 6 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Pediasure Horlicks junior I am the only decision maker Pediasure Horlicks junior Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Pediasure Pediasure Recommended by friends / family Recommended by doctor Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by friends / family TV ads Recommended by friends / family Recommended by retailer / shopkeeper TV ads Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid It has all the required nutrients No Zee5 Hotstar Voot No non-user unaware No Non-working Verified Aparna Das

Accept 114000000000 427882824 17-10-2023 09:02 17-10-2023 09:09 152.58.177.1 Sukanya Mondal 9870000000 Howrah Salaried – Government / Private Intermediate (12th pass) 31-35 Yes 5 - 6 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Protinex junior I am the only decision maker Protinex junior Groviva Pediasure Horlicks junior Complan Nutri-Gro Gritzo Super Milk Quista Kids Groviva Complan Nutri-Gro Pediasure Horlicks junior Protinex junior Gritzo Super Milk Quista Kids Protinex junior Protinex junior Recommended by friends / family TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines TV ads TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) TV ads TV ads Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients Taste liked by my kid Is easily available It helps in brain development It boosts immunity Preservative free Is easily available Easy to prepare Has attractive packaging Is easily available Easy to prepare Is easily available Easy to prepare Is easily available Easy to prepare Has attractive packaging Voot No non-user unaware Others Working Verified Aparna

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aker Groviva Horlicks Complan Pediasure Groviva Pediasure Horlicks junior Lactogrow Protinex junior Nangrow Groviva Groviva Recommended by doctor Recommended by retailer / shopkeeper TV ads Rank 1 Rank 5 Rank 2 Rank 3 Rank 4 No Taste liked by my kid It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion None of the above Zee5 Hotstar Yes Pediasure The Brand has growth & digestive nutrients Increases immunity 4-I like it somewhat Somewhat relevant I will definitely buy it Good product Brain development user unaware No Non-working Verified 1697540962602477953707.jpg Rimpa Bag

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Accept 114000000000 427882824 17-10-2023 15:08 17-10-2023 15:32 157.40.251.78 Keya ghosh 8010000000 Kolkata Housewife (Not working) Diploma / Graduate 31-35 Yes 5 - 6 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Complan Nutri-Gro I am the only decision maker Complan Nutri-Gro Horlicks Bournvita Bounvita Lil Champs Groviva Boost Complan Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Aptagrow Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Aptagrow Quista Kids Complan Nutri-Gro Complan Nutri-Gro Recommended by friends / family Recommended by retailer / shopkeeper Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by friends / family Digital Ads on social media (Facebook / Instagram / Youtube etc.) In-shop branding (banners, posters etc) TV ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by retailer / shopkeeper TV ads OTT advertisement on Colors Bangla, Zee5, etc OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines Events / School Activation Radio Ads Rank 5 Rank 1 Rank 2 Rank 3 Rank 4 No It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It provides physical growth It helps

in brain development It helps in brain development It boosts immunity It helps in brain development It boosts immunity It is easy to digest / provides better digestion It helps in brain development It boosts immunity It helps in brain development It boosts immunity It is easy to digest / provides better digestion It provides physical growth It helps in brain development No non-user unaware No Non-working Verified Puja Das

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Accept 114000000000 427882824 17-10-2023 19:15 17-10-2023 19:41 157.40.251.78 Mousumi chakraborty 8910000000 Kolkata Housewife (Not working) Diploma / Graduate 31-35 Yes 5 - 6 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complian, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Complian Nutri-Gro I am the only decision maker Complian Nutri-Gro Horlicks Bournvita Bournvita Lil Champs Groviva Boost Complian Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Aptagrow Groviva Complian Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior

Nangrow Aptagrow Prohance Junior Complan Nutri-Gro Complan Nutri-Gro Recommended by friends / family Recommended by retailer / shopkeeper TV ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) TV ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines TV ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines Brand's website TV ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines Events / School Activation In-shop branding (banners, posters etc) TV ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Outdoor (Billboards) In-shop branding (banners, posters etc) Rank 5 Rank 1 Rank 2 Rank 3 Rank 4 No It has all the required nutrients It helps in brain development It boosts immunity It is easy to digest / provides better digestion It boosts immunity It is easy to digest / provides better digestion It provides physical growth It helps in brain development It boosts immunity It has all the required nutrients It boosts immunity It is easy to digest / provides better digestion It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor It helps in brain development It boosts immunity It is easy to digest / provides better digestion It has all the required nutrients It provides physical growth I trust the company / brand Easy to prepare It has all the required nutrients I trust the company / brand It boosts immunity It is easy to digest / provides better digestion None of the above No non-user unaware No Non-working Verified Puja Das

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ler / shopkeeper TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) None of the above Yes Groviva Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Brands supports physical growth 4-I like it somewhat Somewhat relevant I may buy it The product is expensive I am satisfied with my current brand and non-user aware No Non-working Verified 16975477991311155080458.jpg Indra ni

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None of the above Yes Nangrow Is the brand trusted by doctors Brands supports

rts physical growth Promotes brain development Increases immunity 5-I like it a lot Somewhat relevant I will definitely not buy it I don't know much about the company I am satisfied with my current brand non-user unaware Others Non-working Verified Suman Singha

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Outdoor (Billboards) None of the above Hotstar HoiChoi Yes Nangrow Digestion is important for overall growth & development of children Brands supports physical growth Increases immunity 4-I like it somewhat Somewhat relevant I may buy it I don't know much about the product non-user unaware Others Working Verified image.jpg Suman Singha

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t It boosts immunity It is easy to digest / provides better digestion Preservative free Is easily available It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It was prescribed / recommended by Paediatrician / doctor Is easily available It provides physical growth It helps in brain development It is easy to digest / provides better digestion It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Is easily available I trust the company / brand It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion No None of the above Zee5 Hotstar HoiChoi Sony Liv Yes Complian Nutri-Gro The Brand has growth & digestive nutrients Brands supports physical growth Promotes brain development Increases immunity 4-I like it somewhat Somewhat relevant I will definitely buy it non-user unaware Others Non-working Verified image.jpg Suman Singha

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junior Enfagrow Lactogrow Horlicks junior Horlicks junior Recommended by friends / family Recommended by doctor TV ads Rank 5 Rank 4 Rank 2 Rank 3 Rank 1 Yes Because of doctor's recommendation Taste liked by my kid It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion None of the above None of the above Yes Groviva Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Increases immunity 5-I like it a lot Very much relevant I will definitely buy it Brain development Physical growth & it is easy to digest user aware No Non-working Verified 20231017\_44902PMByGPSMapCamera.jpg Soumyadeep

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Accept 114000000000 427882824 18-10-2023 17:59 18-10-2023 18:09 171.48.50.124 Ritika Banerjee 6210000000 Siliguri Housewife (Not working) Diploma / Graduate 25-30 Yes 2 - 4 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Pediasure Horlicks junior I am the only decision maker Pediasure Bournvita Bounvita Lil Champs Horlicks junior Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Horlicks Bournvita Bounvita Lil Champs Pediasure Horlicks junior Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper TV ads Recommended by friends / family Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Preservative free I trust the company / brand Easy to prepare Taste liked by my kid Preservative free I trust the company / brand It has all the required nutrients No Zee5 Sony Liv No non-user unaware No Non-working Verified Aparna Das

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Recommended by doctor Recommended by retailer / shopkeeper TV ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by friends / family Recommended by retailer / shopkeeper TV ads OTT advertisement on Colors Bangla, Zee5, etc Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper TV ads Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients Preservative free Is easily available I trust the company / brand Preservative free Is easily available It has all the required nutrients Taste liked by my kid No Zee5 Hotstar No non-user unaware No Non-working Verified Aparna Das

Accept 114000000000 427882824 18-10-2023 17:27 18-10-2023 17:57 171.48.50.124 Suman Rajshree 7860000000 Siliguri Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Pediasure Horlicks junior I am the only decision maker Complan Nutri-Gro Pediasure Horlicks junior Complan Nutri-Gro Pediasure Horlicks junior Pediasure Horlicks junior Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Recommended by doctor Recommended by retailer / shopkeeper TV ads Recommended by retailer / shopkeeper Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Preservative free Is easily available It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Preservative free Is easily available I trust the company / brand No None of the above Zee5 Hotstar Voot No non-user unaware No Non-working Verified Aparna Das

Accept 114000000000 427882824 18-10-2023 17:27 18-10-2023 17:57 171.48.50.124 Rubi Arora 9310000000 Siliguri Housewife (Not working) Intermediate (12th pass) 25-30 Yes 5 - 6 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Pediasure Horlicks junior I am the only decision maker Pediasure Horlicks junior Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Bounvita Lil Champs Boost Complan Pediasure Horlicks junior Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper TV ads Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper OTT advertisement on Colors Bangla, Zee5, etc Recommended by friends / family Recommended by retailer / shopkeeper TV ads OTT advertisement on Colors Bangla, Zee5, etc Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Preservative free Is easily available I trust the company / brand Easy to prepare Has attractive packaging It has all the required nutrients It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor No Zee5 Hotstar Voot No non-user unaware No Non-working Verified Aparna Das

Accept 114000000000 427882824 18-10-2023 15:58 18-10-2023 16:18 157.40.93.204 Priyanka Saha 8910000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Nangrow I am the only decision maker Nangrow Horlicks Bournvita Bounvita Lil Champs Groviva

a Boost Complan Pediasure Horlicks junior Complan Nutri-Gro Enfagrow Lactogrow Protinex junior Aptagrow Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Aptagrow Quista Kids Nangrow Nangrow Recommended by friends / family TV ads Recommended by retailer / shopkeeper TV ads OTT advertisement on Colors Bangla, Zee5, etc TV ads OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines Outdoor (Billboards) OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) TV ads OTT advertisement on Colors Bangla, Zee5, etc TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Digital Ads on social media (Facebook / Instagram / Youtube etc.) Outdoor (Billboards) Rank 3 Rank 1 Rank 2 Rank 4 Rank 5 No Has attractive packaging It provides physical growth It boosts immunity It helps in brain development It has all the required nutrients Easy to prepare It boosts immunity It is easy to digest / provides better digestion It provides physical growth It is easy to digest / provides better digestion Easy to prepare It helps in brain development Is easily available It boosts immunity It has all the required nutrients I trust the company / brand It boosts immunity I trust the company / brand It provides physical growth No non-user unaware Others Non-working Verified Puja Das

Accept 114000000000 427900716 18-10-2023 19:43 18-10-2023 19:49 152.58.179.149 Shyamali Halder 78900000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 5 - 6 years old Husband 9 - 12 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Enfagrow I am the primary decision maker, but I consider suggestions from others in my household Enfagrow Horlicks Bournvita Complan Pediasure Protinex junior Pediasure Enfagrow Protinex junior Enfagrow Enfagrow Recommended by friends / family Recommended by doctor Recommended by friends / family TV ads OTT advertisement on Colors Bangla, Zee5, etc Recommended by friends / family Rank 1 Rank 2 Rank 5 Rank 4 Rank 3 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Preservative free Is easily available I trust the company / brand Easy to prepare It provides physical growth It helps in brain development It boosts immunity It has all the required nutrients Is easily available It provides physical growth It helps in brain development It boosts immunity It has all the required nutrients Is easily available It provides physical growth It helps in brain development It boosts immunity Yes Recommended by retailer / shopkeeper

Outdoor (Billboards) HoiChoi Yes Complan Nutri-Gro Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Brands supports physical growth Promotes brain development Increases immunity 4-I like it somewhat Somewhat relevant I may buy it I don't know much about the company non-user unaware Others Non-working Verified Suman Singha

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provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Preservative free It provides physical growth It boosts immunity It is easy to digest / provides better digestion It was prescribed / recommended by Paediatrician / doctor I trust the company / brand Has attractive packaging It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It was prescribed / recommended by Paediatrician / doctor Preservative free It is easy to digest / provides better digestion No Zee5 Hotstar HoiChoi Yes Complian Nutri-Gro Digestion is important for overall growth & development of children Is the brand trusted by doctors Brands supports physical growth Promotes brain development Increases immunity 4-I like it somewhat Somewhat relevant I may buy it I am satisfied with my current brand non-user unaware Others Working Verified image.jpg Suman Singha

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s better digestion Is easily available I trust the company / brand It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion No None of the above Hotstar HoiChoi Yes Horlicks junior Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Brands supports physical growth Promotes brain development Increases immunity 4-I like it somewhat Somewhat relevant I may buy it I am satisfied with my current brand non-user unaware Others Working Verified image.jpg Suman Singha

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mplan Nutri-Gro Complan Nutri-Gro Enfagrow Lactogrow Nangrow Horlicks junior Horlicks junior Recommended by friends / family Recommended by retailer / shopkeeper Rank 1 Rank 5 Rank 4 Rank 2 Rank 3 Yes Because of doctor's recommendation It boosts immunity No None of the above Hotstar Yes Complan Nutri-Gro Digestion is important for overall growth & development of children Increases immunity 3-Neither like nor dislikes it Very much relevant I may buy it I am satisfied with my current brand non-user unaware No Non-working Verified IMG-20231019-WA0023.jpg Mahuya Sarkar

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Zee5 Hotstar HoiChoi Voot Sony Liv Yes Enfagrow Digestion is important for overall growth & development of children Brands supports physical growth

Promotes brain development Increases immunity 5-I like it a lot Somewhat relevant I may buy it I am satisfied with my current brand non-user unaware Others Non-working Verified image.jpg Suman Singha

Accept 114000000000 427900716 19-10-2023 13:38 19-10-2023 13:47 152.58.180.96 Riya 80200000000 Kolkata Housewife (Not working) Diploma / Graduate 31-35 Yes 5 - 6 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Enfagrow I am the only decision maker Enfagrow Complan Pediasure Horlicks junior Lactogrow Pediasure Horlicks junior Enfagrow Lactogrow Enfagrow Enfagrow Recommended by doctor Recommended by retailer / shopkeeper Recommended by friends / family TV ads Recommended by friends / family Recommended by retailer / shopkeeper TV ads OTT advertisement on Colors Bangla, Zee5, etc Newspaper Ad & Magazines Outdoor (Billboards) Recommended by friends / family Rank 5 Rank 4 Rank 1 Rank 2 Rank 3 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Is easily available I trust the company / brand Easy to prepare It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It was prescribed / recommended by Paediatrician / doctor I trust the company / brand It helps in brain development It boosts immunity It is easy to digest / provides better digestion It has all the required nutrients Is easily available I trust the company / brand It helps in brain development It boosts immunity It is easy to digest / provides better digestion It provides physical growth It helps in brain development It boosts immunity No None of the above Hotstar HoiChoi Yes Complan Nutri-Gro Digestion is important for overall growth & development of children The Brand has growth & digestive nutrients Brands supports physical growth Promotes brain development Increases immunity 5-I like it a lot Somewhat relevant I may buy it I am satisfied with my current brand non-user unaware Others Non-working Verified image.jpg Suman Singha

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None of the above Hotstar Yes Horlicks junior The Brand has growth & digestive nutrients Brands supports physical growth Promotes brain development Increases immunity 4-I like it somewhat Very much relevant I will definitely buy it non-user unaware Others Non-working Verified image.jpg Suman Singha

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No non-user unaware Others Non-working Verified IMG\_20231019\_110545.jpg Soumyadeep

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Accept 114000000000 427882824 19-10-2023 17:17 19-10-2023 17:52 122.180.163.210 Aarti Chatterjee 8710000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 2 - 4 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complian, Pediasure, Groviva etc. Breakfast Cereals - Chocos, cornflakes etc. Biscuits Fruit Juices Pediasure Horlicks junior I am the only decision maker Pediasure Complian Horlicks junior Complian Nutri-Gro Complian Nutri-Gro Pediasure Horlicks junior Complian Ped

iasure Horlicks junior Complan Nutri-Gro Pediasure Horlicks junior Recommended by friends / family Recommended by doctor Recommended by friends / family Recommended by retailer / shopkeeper Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper Rank 1 Rank 2 Rank 4 Rank 3 Rank 5 No Taste liked by my kid Preservative free Is easily available I trust the company / brand It was prescribed / recommended by Paediatrician / doctor I trust the company / brand It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Preservative free Is easily available No Zee5 Voot Sony Liv No non-user unaware No Non-working Verified Aparna Das

Accept 114000000000 427882824 19-10-2023 17:17 19-10-2023 17:52 122.180.163.210 Anjali Verma 7670000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Myself 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Fruit Juices Complan Nutri-Gro Pediasure Horlicks junior I am the only decision maker Complan Nutri-Gro Complan Pediasure Horlicks junior Complan Nutri-Gro Pediasure Horlicks junior Complan Pediasure Horlicks junior Complan Nutri-Gro Pediasure Horlicks junior Protein ex junior Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper TV ads OTT advertisement on Colors Bangla, Zee5, etc Recommended by friends / family Recommended by friends / family Recommended by doctor Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Is easily available I trust the company / brand Easy to prepare Has attractive packaging It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Is easily available Easy to prepare It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Preservative free Is easily available I trust the company / brand No Zee5 Voot No non-user unaware No Non-working Verified Aparna Das

Accept 114000000000 427882824 19-10-2023 17:17 19-10-2023 17:52 122.180.163.210 Rinki Das 7490000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 5 - 6 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Complan Nutri-Gro Pediasure I am the only decision maker Complan Nutri-Gro Boost Complan Pediasure Horlicks junior Complan Nutri-Gro Pediasure Horlicks junior Pediasure Horlicks junior Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper Recommended by doctor Recommended by retailer / shopkeeper Recommended by retailer / shopkeeper Recommended by friends / family Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Preservative free Is easily available It was prescribed / recommended by Paediatrician / doctor Preservative free Taste liked by my kid No None of the above Zee5 Hotstar No non-user unaware No Non-working Verified Aparna Das

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rients 4-I like it somewhat Very much relevant I will definitely buy it non-user unaware Others Non-working Verified IMG\_20231019\_171806.jpg Mahuya Sarkar

Accept 114000000000 427882824 19-10-2023 17:17 19-10-2023 17:38 122.180.163.210 Anjali roy 79000000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Fruit Juices Complan Nutri-Gro Pediasure Horlicks junior I am the only decision maker Pediasure Bournvita Bournvita Lil Champs Boost Complan Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Horlicks Bournvita Lil Champs Complan Pediasure Horlicks junior Complan Nutri-Gro Pediasure Horlicks junior Recommended by friends / family Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper TV ads OTT advertisement on Colors Bangla, Zee5, etc Recommended by doctor Recommended by retailer / shopkeeper OTT advertisement on Colors Bangla, Zee5, etc Digital Ads on social media (Facebook / Instagram / Youtube etc.) Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It was prescribed / recommended by Paediatrician / doctor Has attractive packaging It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Preservative free Is easily available I trust the company / brand It has all the required nutrients Preservative free Is easily available I trust the company / brand No Zee5 Hotstar No non-user unaware No Non-working Verified Aparna Das

Accept 114000000000 427900716 20-10-2023 09:54 20-10-2023 10:08 47.11.196.90 Aparajita Chatterjee 94300000000 Siliguri Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 9 – 12 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Lactogrow I am the primary decision maker, but I consider suggestions from others in my household Lactogrow Horlicks Bournvita Groviva Boost Complan Pediasure Enfagrow Protinex junior Groviva Complan Nutri-Gro Pediasure Horlicks junior Enfagrow Lactogrow Protinex junior Nangrow Lactogrow Lactogrow Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper Recommended by friends / family Recommended by retailer / shopkeeper TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Recommended by friends / family Recommended by retailer / shopkeeper TV ads Digital Ads on social media (Facebook / Instagram / Youtube etc.) Newspaper Ad & Magazines In-shop branding (banners, posters etc) Recommended by friends / family Recommended by friends / family Recommended by retailer / shopkeeper Digital Ads on social media (Facebook / Instagram / Youtube etc.) Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid I trust the company / brand It provides physical growth It helps in brain development It is easy to digest / provides better digestion Has attractive packaging It provides physical growth It helps in brain development It provides physical growth It helps in brain development It provides physical growth It helps in brain development It boosts immunity Has attractive packaging It provides physical growth It helps in brain development Yes Groviva Digestion is important for overall growth & development of children Promotes brain development 3-Neither like nor dislikes it Somewhat relevant I may buy it The product is expensive I don't know much about the product I don't know much about the company I am not satisfied with any of the promises made by the brand I am satisfied with my current brand non-user aware Others Non-working Verified 20231019\_070356(PM)\_\_\_%5Borg%5D.jpg Debjani Das

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4 19-10-2023 21:20 152.58.178.132 Payel Paramanik 7980000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 2 – 4 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Fruit Juices Instant food items Nangrow I am the only decision maker Nangrow Bournvita Boost Complan Pediasure Horlicks junior Pediasure Horlicks junior Nangrow Nangrow Nangrow Recommended by doctor Recommended by friends / family Recommended by retailer / shopkeeper Recommended by friends / family TV ads OTT advertisement on Colors Bangla, Zee5, etc Rank 5 Rank 1 Rank 3 Rank 2 Rank 4 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Taste liked by my kid Is easily available I trust the company / brand Easy to prepare It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It has all the required nutrients Is easily available I trust the company / brand It provides physical growth It helps in brain development It boosts immunity Is easily available I trust the company / brand Has attractive packaging It provides physical growth It helps in brain development It boosts immunity Yes Recommended by friends / family Zee5 Hotstar HoiChoi Yes Horlicks junior The Brand has growth & digestive nutrients Brands supports physical growth Promotes brain development Increases immunity 4-I like it somewhat Somewhat relevant I may buy it I don't know much about the company non-user unaware Others Non-working Verified image.jpg Suman Singha

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Accept 114000000000 427900716 19-10-2023 20:47 19-10-2023 20:53 152.58.178.164 Indira Das 8240000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 5 - 6 years old Husband 6 - 9 lakhs / annum Child Health & Nutrition Drinks - Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Biscuits Fruit Juices Instant food items Enfagrow I am the primary decision maker, but I consider suggestions from others in my household Enfagrow Complan Pediasure Horlicks junior Nangrow Pediasure Horlicks junior Enfagrow Nangrow Enfagrow Enfagrow Recommended by doctor Recommended by friends / family Recommended by retailer / shopkeeper TV ads Recommended by friends / family TV ads OTT advertisement on Colors Bangla, Zee5, etc Recommended by friends / family Recommended by doctor Rank 2 Rank 1 Rank 5 Rank 4 Rank 3 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Preservative free Is easily available I trust the company / brand Easy to prepare Has attractive packaging It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion Is easily available I trust the company / brand Easy to prepare It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion It has all the required nutrients Is easily available I trust the company / brand It provides physical growth It helps in brain development It boosts immunity It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor I trust the company / brand Easy to prepare It provides physical growth It helps in brain development It boosts immunity It is easy to digest / provides better digestion

stion No Hotstar HoiChoi Yes Complian Nutri-Gro The Brand has growth & digestive nutrients Brands supports physical growth Promotes brain development Increases immunity 5-I like it a lot Somewhat relevant I may buy it I am satisfied with my current brand non-user unaware Others Non-working Verified Suman Singha

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210 Aarushi Das 88000000000 Kolkata Housewife (Not working) Diploma / Graduate 25-30 Yes 5 - 6 years old Husband 6 – 9 lakhs / annum Child Health & Nutrition Drinks – Junior Horlicks, Boost, Complan, Pediasure, Groviva etc. Breakfast Cereals – Chocos, cornflakes etc. Biscuits Fruit Juices Instant food items Complan Nutri-Gro Pediasure I am the only decision maker Complan Nutri-Gro Bournvita Bournvita Lil Champs Complan Pediasure Horlicks junior Complan Nutri-Gro Pediasure Horlicks junior Pediasure Horlicks junior Complan Nutri-Gro Complan Nutri-Gro Pediasure Horlicks junior Recommended by friends / family Recommended by doctor Recommended by retailer / shopkeeper OTT advertisement on Colors Bangla, Zee5, etc Recommended by friends / family Recommended by doctor Recommended by friends / family Recommended by doctor Rank 1 Rank 2 Rank 3 Rank 4 Rank 5 No It has all the required nutrients It was prescribed / recommended by Paediatrician / doctor Preservative free Is easily available I trust the company / brand It was prescribed / recommended by Paediatrician / doctor It was prescribed / recommended by Paediatrician / doctor Preservative free Is easily available Preservative free Is easily available No Hostar No non-user unaware No Non-working Verified Aparna Das  
None of the above  
0.68

```
In [ ]: import pandas as pd
from sklearn.feature_extraction.text import TfidfVectorizer
from sklearn.preprocessing import StandardScaler
from sklearn.cluster import DBSCAN
from nltk.corpus import stopwords

# Load data from Google Drive
excel_file_path = "/content/2112-PGALabs-CCM patients-QC Book.xlsx"
sheet_name = "Survey responses" # Replace "your_sheet_name_here" with the actual sheet name

# Read only the specified sheet
data = pd.read_excel(excel_file_path, sheet_name=sheet_name)

# Concatenate all columns to create a single column of text responses
text_responses = data.apply(lambda x: ' '.join(x.dropna().astype(str)), axis=1)

# Define custom stop words
custom_stopwords = stopwords.words('english')
# Optionally, add additional stop words or remove specific words
# custom_stopwords.extend(["your", "additional", "stop", "words"])

# Feature extraction with custom stop words
vectorizer = TfidfVectorizer(max_features=1000, stop_words=custom_stopwords)
X = vectorizer.fit_transform(text_responses)

# Normalization
scaler = StandardScaler(with_mean=False) # Use with_mean=False for sparse matrices
X_normalized = scaler.fit_transform(X)

# Apply DBSCAN clustering
dbscan = DBSCAN(eps=0.5, min_samples=5) # Adjust parameters as needed
clusters = dbscan.fit_predict(X_normalized)

# Print condensed output for each cluster
for cluster_id in set(clusters):
```

```
print(f"Cluster {cluster_id}:")
cluster_indices = [idx for idx, cluster in enumerate(clusters) if cluster == cluster_id]
for idx in cluster_indices[:3]: # Print only a subset of entries from each cluster
    print(text_responses.iloc[idx])
print("...")
print()
```

#### Cluster -1:

Open-Ended Response Response Other (please specify) Arthritis Cancer Asthma  
Other chronic inflammatory lung disease (COPD, Fibrosis) Diabetes Heart disease HIV / AIDS Depression Hypertension Alzheimer's disease Parkinson's disease Dementia Other (please specify) Response Response Response Response General physician Specialist doctor I forget to have my medicine frequently, need others to remind me I use personal attendant at home I miss ordering the medicines/consumables at regular intervals I miss my doctor's appointments I find it difficult to arrange attendants at home when health deteriorates or need some professional help I find it difficult to monitor my health conditions regularly I don't know what to do to prevent from health deterioration I rely on Google, YouTube and other public information for diet recommendations I am unable to physically visit my doctor for regular/scheduled check ups Response PhableCare Beat0 Wellthy Sugar.fit Twin Zyla Zivov Visit SiCureMi Ekinicare DocsApp Practo lmg Pharomeasy mFine General practitioner doctor Specialist doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Other patients, friends, and family Internet blogs Other (please specify) Credibility of the brand Review of an application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder Provides health and lifestyle management tips I have purchased the subscription for the platform 24/7 health check assistance Personalized fitness session Full body check ups Nutritional guidance Disease specific assessment Doctor consultations Medicine delivery Medical devices purchase Response Response Response Nothing major, satisfied with the apps Absence of personal touch of doctor does not provide proper satisfaction Non-availability of same doctor every time / limited slot Limited specialist doctors on the platform Don't feel comfortable/confident of the doctor High cost of consultation Unprofessional behavior of doctors (don't respect the slots) Doctors try to push medicines, devices, tests which are not listed on the platform Products (medicines, medical devices) were of poor quality Inability to properly explain the condition to doctors online Response During COVID Post 2nd COVID wave Adherence to prescription timing Adherence to doctor appointments Adherence to diet plans Regular monitoring of vitals Response PhableCare Beat0 Wellthy Sugar.fit Twin Zyla Zivov Visit SiCureMi Ekinicare DocsApp Practo lmg Pharomeasy mFine PhableCare - Subscription price PhableCare - Price of add-ons or standalone products / services PhableCare - Network of specialists PhableCare - Quality of product / devices PhableCare - Delivery time of products / services PhableCare - UI/UX of the app PhableCare - Customization Beat0 - Subscription price Beat0 - Price of add-ons or standalone products / services Beat0 - Network of specialists Beat0 - Quality of product / devices Beat0 - Delivery time of products / services Beat0 - UI/UX of the app Beat0 - Customization Wellthy - Subscription price Wellthy - Price of add-ons or standalone products / services Wellthy - Network of specialists Wellthy - Quality of product / devices Wellthy - Delivery time of products / services Wellthy - UI/UX of the app Wellthy - Customization Sugar.fit - Subscription price Sugar.fit - Price of add-ons or standalone products / services Sugar.fit - Network of specialists Sugar.fit - Quality of product / devices Sugar.fit - Delivery time of products / services Sugar.fit - UI/UX of the app Sugar.fit - Customization Twin - Subscription

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on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support PhableCare - Difficulty in using the platform: hard to navigate UI/ UX PhableCare - Did not feel satisfied by online consultation PhableCare - Higher consultation fee v/s walk-ins PhableCare - Products/services (medicine delivery, medical devices) were of poor quality PhableCare - Less interested in teleconsultation now as compared to COVID waves Beat0 - Difficulty in using the platform: hard to navigate UI/ UX Beat0 - Did not feel satisfied by online consultation Beat0 - Higher consultation fee v/s walk-ins Beat0 - Products/services (medicine delivery, medical devices) were of poor quality Beat0 - Less interested in teleconsultation now as compared to COVID waves Wellthy - Difficulty in using the platform: hard to navigate UI/ UX Wellthy - Did not feel satisfied by online consultation Wellthy - Higher consultation fee v/s walk-ins Wellthy - Products/services (medicine delivery, medical devices) were of poor quality Wellthy - Less interested in teleconsultation now as compared to COVID waves Sugar.fit - Difficulty in using the platform: hard to navigate UI/ UX Sugar.fit - Did not feel satisfied by online consultation Sugar.fit - Higher consultation fee v/s walk-ins Sugar.fit - Products/services (medicine delivery, medical devices) were of poor quality Sugar.fit - Less interested in teleconsultation now as compared to COVID waves Twin - Difficulty in using the platform: hard to navigate UI/ UX Twin - Did not feel satisfied by online consultation Twin - Higher consultation fee v/s wal

k-ins Twin - Products/services (medicine delivery, medical devices) were of poor quality Twin - Less interested in teleconsultation now as compared to COVID waves Zyla - Difficulty in using the platform: hard to navigate UI/ UX Zyla - Did not feel satisfied by online consultation Zyla - Higher consultation fee v/s walk-ins Zyla - Products/services (medicine delivery, medical devices) were of poor quality Zyla - Less interested in teleconsultation now as compared to COVID waves Zivov - Difficulty in using the platform: hard to navigate UI/ UX Zivov - Did not feel satisfied by online consultation Zivov - Higher consultation fee v/s walk-ins Zivov - Products/services (medicine delivery, medical devices) were of poor quality Zivov - Less interested in teleconsultation now as compared to COVID waves Visit - Difficulty in using the platform: hard to navigate UI/ UX Visit - Did not feel satisfied by online consultation Visit - Higher consultation fee v/s walk-ins Visit - Products/services (medicine delivery, medical devices) were of poor quality Visit - Less interested in teleconsultation now as compared to COVID waves SiCureMi - Difficulty in using the platform: hard to navigate UI/ UX SiCureMi - Did not feel satisfied by online consultation SiCureMi - Higher consultation fee v/s walk-ins SiCureMi - Products/services (medicine delivery, medical devices) were of poor quality SiCureMi - Less interested in teleconsultation now as compared to COVID waves Ekincare - Difficulty in using the platform: hard to navigate UI/ UX Ekincare - Did not feel satisfied by online consultation Ekincare - Higher consultation fee v/s walk-ins Ekincare - Products/services (medicine delivery, medical devices) were of poor quality Ekincare - Less interested in teleconsultation now as compared to COVID waves DocsApp - Difficulty in using the platform: hard to navigate UI/ UX DocsApp - Did not feel satisfied by online consultation DocsApp - Higher consultation fee v/s walk-ins DocsApp - Products/services (medicine delivery, medical devices) were of poor quality DocsApp - Less interested in teleconsultation now as compared to COVID waves Practo - Difficulty in using the platform: hard to navigate UI/ UX Practo - Did not feel satisfied by online consultation Practo - Higher consultation fee v/s walk-ins Practo - Products/services (medicine delivery, medical devices) were of poor quality Practo - Less interested in teleconsultation now as compared to COVID waves lmg - Difficulty in using the platform: hard to navigate UI/ UX lmg - Did not feel satisfied by online consultation lmg - Higher consultation fee v/s walk-ins lmg - Products/services (medicine delivery, medical devices) were of poor quality lmg - Less interested in teleconsultation now as compared to COVID waves Pharomeasy - Difficulty in using the platform: hard to navigate UI/ UX Pharomeasy - Did not feel satisfied by online consultation Pharomeasy - Higher consultation fee v/s walk-ins Pharomeasy - Products/services (medicine delivery, medical devices) were of poor quality Pharomeasy - Less interested in teleconsultation now as compared to COVID waves mFine - Difficulty in using the platform: hard to navigate UI/ UX mFine - Did not feel satisfied by online consultation mFine - Higher consultation fee v/s walk-ins mFine - Products/services (medicine delivery, medical devices) were of poor quality mFine - Less interested in teleconsultation now as compared to COVID waves Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Higher number of complimentary consultations Wider network of experts Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Option of standalone products/services (pay per use consultations, buy devices, medicines etc. Response Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder Provides health and lifestyle management tips Expenditure gets covered under insurance Difficulty in using the platform: hard to navigate UI/ UX Did not feel satisfied by online consultation Higher consultation fee vs. in-person Do not trust the products (medicines, medical devices) sol

d by these platforms Other (please specify) Response Response Response Respo  
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 3.177.178.159 Girja Devi Other (please specify) Lucknow Heart disease 6 - 12  
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 a 9625314873 No  
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 99L Homemaker Nuclear (living with partner/spouse) 9792597952 Vishal Srivast  
 ava 9625314873 No  
 ...

## hierarchical clustering with the AgglomerativeClustering algorithm from scikit-learn

```
In [ ]: import pandas as pd
from sklearn.feature_extraction.text import TfidfVectorizer
from sklearn.preprocessing import StandardScaler
from sklearn.cluster import AgglomerativeClustering
from nltk.corpus import stopwords
import numpy as np

# Load data from Google Drive
excel_file_path = "/content/2112-PGALabs-CCM patients-QC Book.xlsx"
sheet_name = "Survey responses" # Replace "your_sheet_name_here" with the a

# Read only the specified sheet
data = pd.read_excel(excel_file_path, sheet_name=sheet_name)

# Concatenate all columns to create a single column of text responses
text_responses = data.apply(lambda x: ' '.join(x.dropna().astype(str)), axis=

# Define custom stop words
custom_stopwords = stopwords.words('english')
# Optionally, add additional stop words or remove specific words
# custom_stopwords.extend(["your", "additional", "stop", "words"])

# Feature extraction with custom stop words
vectorizer = TfidfVectorizer(max_features=1000, stop_words=custom_stopwords)
X = vectorizer.fit_transform(text_responses)

# Convert sparse matrix to dense numpy array
X_dense = X.toarray()
```

```

# Normalization
scaler = StandardScaler(with_mean=False) # Use with_mean=False for sparse n
X_normalized = scaler.fit_transform(X_dense)

# Apply Agglomerative clustering
agg_clustering = AgglomerativeClustering(n_clusters=5) # Adjust the number
clusters = agg_clustering.fit_predict(X_normalized)

# Print condensed output for each cluster
for cluster_id in set(clusters):
    print(f"Cluster {cluster_id}:")
    cluster_indices = [idx for idx, cluster in enumerate(clusters) if cluster == cluster_id]
    for idx in cluster_indices[:3]: # Print only a subset of entries from each cluster
        print(text_responses.iloc[idx])
    print("...")
    print()

```

Cluster 0:

Accept 13242202453.0 413653530.0 2022-01-06 16:27:38 2022-01-06 16:42:19 27.59.122.134 Maliika Bangalore Diabetes 3 - 5 years INR 1,000 - 3,000 General physician General physician Once in 2 months Once in 3 months Disagree Agree Disagree Disagree Disagree Agree Agree Agree Disagree Yes Not aware Not aware Aware but never tried Aware but never tried Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Not aware Aware but never tried Not aware General practitioner doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Other patients, friends, and family Yes Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips 45 - 54 years INR 4 to 7.99L Homemaker Nuclear (living with partner/spouse) 9880030701 LokeshST 9999999999 General practitioner doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Other patients, friends, and family Yes Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips

Accept 13240185510.0 413487747.0 2022-01-05 19:24:06 2022-01-05 19:32:38 45.127.45.74 Amit Mumbai Diabetes More than 5 years Less than INR 1000 Specialist doctor Specialist doctor Never Once in 6 months Disagree Disagree Disagree Agree Cannot say / Don't know Disagree Disagree Disagree Disagree Yes Not aware Aware but never tried Aware but never tried Aware but never tried Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Aware but never tried Aware but never tried Specialist doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Not sure Availability of personalized care Did not feel satisfied by online consultation Do not trust the products (medicines, medical devices) sold by these platforms Current apps give more gyan - do not address the core issue of 'fatigue' that sets in while living a expected regimented life in case of diabetes 45 - 54 years More than INR 50L Working professional Nuclear (living with partner/spouse) 9999999999 Self 9999999999 Specialist doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Not sure Availability of personalized care

Accept 13239507496.0 413487747.0 2022-01-05 11:10:45 2022-01-05 11:21:31 49.207.193.45 Jigna Ahmedabad Diabetes Hypertension More than 5 years Less than INR 1000 General physician General physician Once a year Never Disagree Disagree Agree Disagree Disagree Disagree Agree Disagree Disagree No Not sure App provides regular updates to doctor Provides daily medicine reminder Expenditure gets covered under insurance Difficulty in using the platform: hard to navigate UI/ UX 45 - 54 years INR 8 to 11.99L Homemaker Joint (living with parents/siblings) 7432099333 Het 7432099333 Not sure App provides regular updates to doctor Provides daily medicine reminder Expenditure gets covered under insurance Difficulty in using the platform: hard to navigate UI/ UX

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Cluster 1:

Accept 13229881421.0 413489501.0 2021-12-29 21:18:16 2021-12-29 21:22:10 152.57.225.91 Shyama Ahmedabad Diabetes 1 - 3 years Less than INR 1000 General physician General physician 1 - 2 times a month Never Disagree Disagree Disagree Disagree Disagree Disagree Disagree Cannot say / Don't know Disagree Yes Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Using currently Aware but never tried Aware but never tried Tried but not adopted General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Internet blogs Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance I have purchased the

subscription for the platform 4 - 6 months Less than INR 2K Less than INR 1K  
Nothing major, satisfied with the apps 2 - 3 years Increase Decrease Decreased slightly Increased slightly Increased slightly Increased significantly Remain same 9 Subscription price Price of add-ons or standalone products / services Network of specialists 5 - Most likely 4 4 Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Higher number of complimentary consultations Not sure Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder Difficulty in using the platform: hard to navigate UI/ UX 35 - 44 years INR 8 to 11.99L Homemaker Nuclear (living with partner/spouse) 7506183891 Pragati 9999 General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Internet blogs Credibility of the brand Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Higher number of complimentary consultations Not sure Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder Difficulty in using the platform: hard to navigate UI/ UX

Accept 13229872608.0 413489501.0 2021-12-29 21:12:56 2021-12-29 21:17:51 15 2.57.225.91 Amit Ahmedabad Hypertension 1 - 3 years Less than INR 1000 General physician General physician 1 - 2 times a month Never Disagree Disagree Disagree Disagree Disagree Cannot say / Don't know Disagree Yes Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Aware but never tried Using currently Aware but never tried General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance I have purchased the subscription for the platform Quarterly Less than INR 2K Less than INR 1K Nothing major, satisfied with the apps 1 - 2 years Increase Decrease Decreased slightly Increased slightly Increased slightly Increased significantly Remain same 8 Subscription price Price of add-ons or standalone products / services Network of specialists 5 - Most likely 4 4 Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Yes Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder 25 - 34 years INR 8 to 11.99L Working professional Nuclear (living with partner/spouse) 9004248809 Pragati 9999 General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Yes Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder

Reject 13229865475.0 413489501.0 2021-12-29 21:08:23 2021-12-29 21:12:32 15 2.57.225.91 Pooja Ahmedabad Diabetes 6 - 12 months Less than INR 1000 General physician General physician 1 - 2 times a month Never Disagree Disagree Disagree Disagree Disagree Disagree Cannot say / Don't know Disagree Yes Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Using currently Aware but never tried Aware but never tried General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance New age devices/products to help in monitoring I have purchased the subscription for the platform Quarterly Less

than INR 2K Less than INR 1K Nothing major, satisfied with the apps Less than 6 months Increase Unchanged Decreased slightly Increased slightly Increased slightly Increased significantly Remain same 9 Subscription price Price of add-ons or standalone products / services Network of specialists 5 - Most likely 4 4 4 Cheaper subscription plans Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices 25 - 34 years I NR 8 to 11.99L Working professional Nuclear (living with partner/spouse) 976 9314902 Pragati 9999 General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Cheaper subscription plans Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices ...

#### Cluster 2:

Accept 13234523881.0 413489501.0 2022-01-02 18:52:50 2022-01-02 19:06:04 1.3 8.148.231 Khanjan savla Bangalore Hypertension 1 - 3 years INR 5,001 - 7,000 General physician Specialist doctor Once in 3 months 1 - 2 times a month Disagree Agree Agree Disagree Disagree Agree Disagree Agree Disagree Yes Using currently Aware but never tried Not aware Aware but never tried Not aware Aware but never tried Aware but never tried Not aware Not aware Aware but never tried Aware but never tried Aware but never tried Aware but never tried Aware but never tried Not aware General practitioner doctor Specialist doctor Internet blogs Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Availability of doctors on demand Addresses multiple chronic diseases Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips I have purchased the subscription for the platform Personalized fitness session Nutritional guidance Doctor consultations Medicine delivery Medical devices purchase 9 - 12 months INR 2 - 5K INR 2 - 3K Absence of personal touch of doctor does not provide proper satisfaction Don't feel comfortable/confident of the doctor High cost of consultation Inability to properly explain the condition to doctors online 6 - 12 months Increase Increase Increased slightly Unchanged Increased slightly Unchanged Remain same 8 Subscription price Network of specialists Quality of product / devices Delivery time of products / services Customization 4 4 4 4 4 4 4 Cheaper subscription plans Doctor's recommendation Wider network of experts Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices Expenditure gets covered under insurance 25 - 34 years Less than INR 4L Homemaker Joint (living with parents/siblings) 9664809295 Unatti 9999 General practitioner doctor Specialist doctor Internet blogs Credibility of the brand Cheaper subscription plans Doctor's recommendation Wider network of experts Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices Expenditure gets covered under insurance Reject 13234420569.0 413489501.0 2022-01-02 15:45:05 2022-01-02 16:01:30 1.3 8.218.47 Jimmy palan Bangalore Hypertension 1 - 3 years INR 5,001 - 7,000 Specialist doctor Specialist doctor Once in 3 months Once in 2 months Disagree Disagree Disagree Agree Disagree Agree Disagree Agree Disagree Yes Aware but never tried Aware but never tried Not aware Aware but never tried Not aware Not aware Aware but never tried Not aware Not aware Using currently Not aware Aware but never tried Aware but never tried Aware but never tried Not aware



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Accept 13242201906.0 413653530.0 2022-01-06 16:27:24 2022-01-06 16:44:04 10 6.196.9.232 Sumi maity Kolkata Diabetes 3 - 5 years Less than INR 1000 General physician General physician 1 - 2 times a month Once in 2 months Agree Agree Cannot say / Don't know Disagree Agree Agree Agree Agree Agree Yes Not aware Not aware Aware but never tried Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Not aware Not aware Aware but never tried Using currently Not aware General practitioner doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Availability of add on services like medicine delivery, diagnostics tests, insurance Ease of navigation in the application Recommended by the doctors Full body check ups Nutritional guidance Medicine delivery I don't have any subscription Not applicable: Don't have any subscription Less than INR 1K Nothing major, satisfied with the apps Less than 6 months Increase Increase Increased slightly Increased significantly Increased slightly Increased slightly Decrease by 5 - 10% 10 - Most likely Price of add-ons or standalone products / services Quality of product / devices Customization 4 5 - Most likely 5 - Most likely 5 - Most likely Tech product/device (different from the regular devices) Wider network of experts Customization (diet plans, reminders etc.) Yes Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips 25 - 34 years INR 8 to 11.99L Self-employed / entrepreneur Joint (living with parents/siblings) 8017401742 Prasenjit 999999999 General practitioner doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Tech product/device (different from the regular devices) Wider network of experts Customization (diet plans, reminders etc.) Yes Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips

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### Cluster 3:

Open-Ended Response Response Other (please specify) Arthritis Cancer Asthma Other chronic inflammatory lung disease (COPD, Fibrosis) Diabetes Heart disease HIV / AIDS Depression Hypertension Alzheimer's disease Parkinson's disease

se Dementia Other (please specify) Response Response Response Response General physician Specialist doctor I forget to have my medicine frequently, need others to remind me I use personal attendant at home I miss ordering the medicines/consumables at regular intervals I miss my doctor's appointments I find it difficult to arrange attendants at home when health deteriorates or need some professional help I find it difficult to monitor my health conditions regularly I don't know what to do to prevent from health deterioration I rely on Google, YouTube and other public information for diet recommendations I am unable to physically visit my doctor for regular/scheduled check ups Response PhableCare Beat0 Wellthy Sugar.fit Twin Zyla Zivov Visit SiCureMi Ekinicare DocsApp Practo lmg Pharomeasy mFine General practitioner doctor Specialist doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Other patients, friends, and family Internet blogs Other (please specify) Credibility of the brand Review of an application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder Provides health and lifestyle management tips I have purchased the subscription for the platform 24/7 health check assistance Personalized fitness session Full body check ups Nutritional guidance Disease specific assessment Doctor consultations Medicine delivery Medical devices purchase Response Response Response Nothing major, satisfied with the apps Absence of personal touch of doctor does not provide proper satisfaction Non-availability of same doctor every time / limited slot Limited specialist doctors on the platform Don't feel comfortable/confident of the doctor High cost of consultation Unprofessional behavior of doctors (don't respect the slots) Doctors try to push medicines, devices, tests which are not listed on the platform Products (medicines, medical devices) were of poor quality Inability to properly explain the condition to doctors online Response During COVID Post 2nd COVID wave Adherence to prescription timing Adherence to doctor appointments Adherence to diet plans Regular monitoring of vitals Response PhableCare Beat0 Wellthy Sugar.fit Twin Zyla Zivov Visit SiCureMi Ekinicare DocsApp Practo lmg Pharomeasy mFine PhableCare - Subscription price PhableCare - Price of add-ons or standalone products / services PhableCare - Network of specialists PhableCare - Quality of product / devices PhableCare - Delivery time of products / services PhableCare - UI/UX of the app PhableCare - Customization Beat0 - Subscription price Beat0 - Price of add-ons or standalone products / services Beat0 - Network of specialists Beat0 - Quality of product / devices Beat0 - Delivery time of products / services Beat0 - UI/UX of the app Beat0 - Customization Wellthy - Subscription price Wellthy - Price of add-ons or standalone products / services Wellthy - Network of specialists Wellthy - Quality of product / devices Wellthy - Delivery time of products / services Wellthy - UI/UX of the app Wellthy - Customization Sugar.fit - Subscription price Sugar.fit - Price of add-ons or standalone products / services Sugar.fit - Network of specialists Sugar.fit - Quality of product / devices Sugar.fit - Delivery time of products / services Sugar.fit - UI/UX of the app Sugar.fit - Customization Twin - Subscription price Twin - Price of add-ons or standalone products / services Twin - Network of specialists Twin - Quality of product / devices Twin - Delivery time of products / services Twin - UI/UX of the app Twin - Customization Zyla - Subscription price Zyla - Price of add-ons or standalone products / services Z

yyla - Network of specialists Zyla - Quality of product / devices Zyla - Delivery time of products / services Zyla - UI/UX of the app Zyla - Customization Visit - Subscription price Visit - Price of add-ons or standalone products / services Visit - Network of specialists Visit - Quality of product / devices Visit - Delivery time of products / services Visit - UI/UX of the app Visit - Customization SiCureMi - Subscription price SiCureMi - Price of add-ons or standalone products / services SiCureMi - Network of specialists SiCureMi - Quality of product / devices SiCureMi - Delivery time of products / services SiCureMi - UI/UX of the app SiCureMi - Customization Ekincare - Subscription price Ekincare - Price of add-ons or standalone products / services Ekincare - Network of specialists Ekincare - Quality of product / devices Ekincare - Delivery time of products / services Ekincare - UI/UX of the app Ekincare - Customization DocsApp - Subscription price DocsApp - Price of add-ons or standalone products / services DocsApp - Network of specialists DocsApp - Quality of product / devices DocsApp - Delivery time of products / services DocsApp - UI/UX of the app DocsApp - Customization Practo - Subscription price Practo - Price of add-ons or standalone products / services Practo - Network of specialists Practo - Quality of product / devices Practo - Delivery time of products / services Practo - UI/UX of the app Practo - Customization lmg - Subscription price lmg - Price of add-ons or standalone products / services lmg - Network of specialists lmg - Quality of product / devices lmg - Delivery time of products / services lmg - UI/UX of the app lmg - Customization Pharomeasy - Subscription price Pharomeasy - Price of add-ons or standalone products / services Pharomeasy - Network of specialists Pharomeasy - Quality of product / devices Pharomeasy - Delivery time of products / services Pharomeasy - UI/UX of the app Pharomeasy - Customization mFine - Subscription price mFine - Price of add-ons or standalone products / services mFine - Network of specialists mFine - Quality of product / devices mFine - Delivery time of products / services mFine - UI/UX of the app mFine - Customization Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine

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octors on demand Addresses multiple chronic diseases Comprehensive offerings  
for patients and customer satisfaction (Tie ups with 3rd party partners for  
medicine, insurance, etc) New age devices/products to help in monitoring Bun  
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Credibility of the brand Review of application on Play Store / Google Availa  
bility of add on services like medicine delivery, diagnostics tests, insuran  
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s on demand Addresses multiple chronic diseases Comprehensive offerings for  
patients and customer satisfaction (Tie ups with 3rd party partners for medi  
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Smooth onboarding process Ease of navigation in the application Recommended  
by the doctors Availability of doctors on demand Addresses multiple chronic  
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with 3rd party partners for medicine, insurance, etc) New age devices/product  
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on Play Store / Google Availability of add on services like medicine deliver  
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in the application Recommended by the doctors Availability of doctors on dem  
and Addresses multiple chronic diseases Comprehensive offerings for patients  
and customer satisfaction (Tie ups with 3rd party partners for medicine, ins  
urance, etc) New age devices/products to help in monitoring Bundling all the  
features/services through a subscription plan Customer support Credibility o  
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arding process Ease of navigation in the application Recommended by the doct  
ors Availability of doctors on demand Addresses multiple chronic diseases Co  
mprehensive offerings for patients and customer satisfaction (Tie ups with 3

rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Add resses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in m onitoring Bundling all the features/services through a subscription plan Customer support PhableCare - Difficulty in using the platform: hard to navigate UI/ UX PhableCare - Did not feel satisfied by online consultation PhableCare - Higher consultation fee v/s walk-ins PhableCare - Products/services (medicine delivery, medical devices) were of poor quality PhableCare - Less interested in teleconsultation now as compared to COVID waves Beat0 - Difficulty in using the platform: hard to navigate UI/ UX Beat0 - Did not feel satisfied by online consultation Beat0 - Higher consultation fee v/s walk-ins Beat0 - Products/services (medicine delivery, medical devices) were of poor quality Beat0 - Less interested in teleconsultation now as compared to COVID waves Wellthy - Difficulty in using the platform: hard to navigate UI/ UX Wellthy - Did not feel satisfied by online consultation Wellthy - Higher consultation fee v/s walk-ins Wellthy - Products/services (medicine delivery, medical devices) were of poor quality Wellthy - Less interested in teleconsultation now as compared to COVID waves Sugar.fit - Difficulty in using the platform: hard to navigate UI/ UX Sugar.fit - Did not feel satisfied by online consultation Sugar.fit - Higher consultation fee v/s walk-ins Sugar.fit - Products/services (medicine delivery, medical devices) were of poor quality Sugar.fit - Less interested in teleconsultation now as compared to COVID waves Twin - Difficulty in using the platform: hard to navigate UI/ UX Twin - Did not feel satisfied by online consultation Twin- Higher consultation fee v/s walk-ins Twin - Products/services (medicine delivery, medical devices) were of poor quality Twin - Less interested in teleconsultation now as compared to COVID waves Zyla - Difficulty in using the platform: hard to navigate UI/ UX Zyla - Did not feel satisfied by online consultation Zyla - Higher consultat

ion fee v/s walk-ins Zyla - Products/services (medicine delivery, medical devices) were of poor quality Zyla - Less interested in teleconsultation now as compared to COVID waves Zivov - Difficulty in using the platform: hard to navigate UI/ UX Zivov - Did not feel satisfied by online consultation Zivov - Higher consultation fee v/s walk-ins Zivov - Products/services (medicine delivery, medical devices) were of poor quality Zivov - Less interested in teleconsultation now as compared to COVID waves Visit - Difficulty in using the platform: hard to navigate UI/ UX Visit - Did not feel satisfied by online consultation Visit - Higher consultation fee v/s walk-ins Visit - Products/services (medicine delivery, medical devices) were of poor quality Visit - Less interested in teleconsultation now as compared to COVID waves SiCureMi - Difficulty in using the platform: hard to navigate UI/ UX SiCureMi - Did not feel satisfied by online consultation SiCureMi - Higher consultation fee v/s walk-ins SiCureMi - Products/services (medicine delivery, medical devices) were of poor quality SiCureMi - Less interested in teleconsultation now as compared to COVID waves Ekincare - Difficulty in using the platform: hard to navigate UI/ UX Ekincare - Did not feel satisfied by online consultation Ekincare - Higher consultation fee v/s walk-ins Ekincare - Products/services (medicine delivery, medical devices) were of poor quality Ekincare - Less interested in teleconsultation now as compared to COVID waves DocsApp - Difficulty in using the platform: hard to navigate UI/ UX DocsApp - Did not feel satisfied by online consultation DocsApp - Higher consultation fee v/s walk-ins DocsApp - Products/services (medicine delivery, medical devices) were of poor quality DocsApp - Less interested in teleconsultation now as compared to COVID waves Practo - Difficulty in using the platform: hard to navigate UI/ UX Practo - Did not feel satisfied by online consultation Practo - Higher consultation fee v/s walk-ins Practo - Products/services (medicine delivery, medical devices) were of poor quality Practo - Less interested in teleconsultation now as compared to COVID waves lmg - Difficulty in using the platform: hard to navigate UI/ UX lmg - Did not feel satisfied by online consultation lmg - Higher consultation fee v/s walk-ins lmg - Products/services (medicine delivery, medical devices) were of poor quality lmg - Less interested in teleconsultation now as compared to COVID waves Pharmeasy - Difficulty in using the platform: hard to navigate UI/ UX Pharmeasy - Did not feel satisfied by online consultation Pharmeasy - Higher consultation fee v/s walk-ins Pharmeasy - Products/services (medicine delivery, medical devices) were of poor quality Pharmeasy - Less interested in teleconsultation now as compared to COVID waves mFine - Difficulty in using the platform: hard to navigate UI/ UX mFine - Did not feel satisfied by online consultation mFine - Higher consultation fee v/s walk-ins mFine - Products/services (medicine delivery, medical devices) were of poor quality mFine - Less interested in teleconsultation now as compared to COVID waves Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Higher number of complimentary consultations Wider network of experts Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Option of standalone products/services (pay per use consultations, buy devices, medicines etc. Response Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder Provides health and lifestyle management tips Expenditure gets covered under insurance Difficulty in using the platform: hard to navigate UI/ UX Did not feel satisfied by online consultation Higher consultation fee vs. in-person Do not trust the products (medicines, medical devices) sold by these platforms Other (please specify) Response Response Response Response Open-Ended Response Open-Ended Response Open-Ended Response TAG 1 TAG 2 TAG 3

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Cluster 4:

Accept 13230898820.0 413487747.0 2021-12-30 10:44:04 2021-12-30 10:47:47 22  
3.177.178.159 Girja Devi Other (please specify) Lucknow Heart disease 6 - 12  
months Less than INR 1000 General physician General physician Once in 2 mont  
hs Never Agree Disagree Cannot say / Don't know Disagree Disagree Disagree D  
isagree Disagree Disagree No No Did not feel satisfied by online consultatio  
n Higher consultation fee vs. in-person Do not trust the products (medicine  
s, medical devices) sold by these platforms More than 65 years INR 4 to 7.99  
L Homemaker Nuclear (living with partner/spouse) 8765715655 Vishal Srivastav  
a 9625314873 No

Accept 13230866119.0 413487747.0 2021-12-30 10:03:02 2021-12-30 10:05:45 22  
3.177.178.159 Suman Other (please specify) Lucknow Diabetes More than 5 year  
s Less than INR 1000 General physician General physician Once in 2 months Ne  
ver Cannot say / Don't know Agree Agree Disagree Agree Disagree Cannot say /  
Don't know Disagree Disagree No No Did not feel satisfied by online consulta  
tion Higher consultation fee vs. in-person Do not trust the products (medici  
nes, medical devices) sold by these platforms More than 65 years INR 4 to 7.  
99L Homemaker Nuclear (living with partner/spouse) 9792597952 Vishal Srivast  
ava 9625314873 No

Accept 13230862900.0 413487747.0 2021-12-30 09:59:01 2021-12-30 10:01:55 22  
3.177.178.159 Devendar Other (please specify) Lucknow Diabetes 1 - 3 years  
Less than INR 1000 General physician General physician Once in 2 months Neve  
r Disagree Agree Disagree Cannot say / Don't know Disagree Disagree Disagree  
Disagree Disagree No No Did not feel satisfied by online consultation Higher  
consultation fee vs. in-person Do not trust the products (medicines, medica  
l devices) sold by these platforms 45 - 54 years INR 4 to 7.99L Working prof  
essional Nuclear (living with partner/spouse) 9838554248 Vishal Srivastava 9  
625314873 No

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```
In [ ]: import pandas as pd
        from sklearn.feature_extraction.text import TfidfVectorizer
        from sklearn.preprocessing import StandardScaler
        from sklearn.cluster import AgglomerativeClustering
        from nltk.corpus import stopwords
        import numpy as np

        # Load data from Google Drive
        excel_file_path = "/content/2112-PGALabs-CCM patients-QC Book.xlsx"
        sheet_name = "Survey responses" # Replace "your_sheet_name_here" with the a

        # Read only the specified sheet
        data = pd.read_excel(excel_file_path, sheet_name=sheet_name)

        # Concatenate all columns to create a single column of text responses
        text_responses = data.apply(lambda x: ' '.join(x.dropna().astype(str)), axis=

        # Define custom stop words
        custom_stopwords = stopwords.words('english')

        # Feature extraction with custom stop words
        vectorizer = TfidfVectorizer(max_features=1000, stop_words=custom_stopwords)
        X = vectorizer.fit_transform(text_responses)
```

```

# Convert sparse matrix to dense numpy array
X_dense = X.toarray()

# Normalization
scaler = StandardScaler(with_mean=False) # Use with_mean=False for sparse m
X_normalized = scaler.fit_transform(X_dense)

# Apply Agglomerative clustering
agg_clustering = AgglomerativeClustering(n_clusters=5) # Adjust the number
clusters = agg_clustering.fit_predict(X_normalized)

# Print condensed output for each cluster
for cluster_id in set(clusters):
    print(f"Cluster {cluster_id}:")
    cluster_indices = [idx for idx, cluster in enumerate(clusters) if cluster == cluster_id]
    for idx in cluster_indices[:3]: # Print only the first three entries for each cluster
        print(text_responses.iloc[idx])
    print("...")
    print()

```



Cluster 0:

Accept 13242202453.0 413653530.0 2022-01-06 16:27:38 2022-01-06 16:42:19 27.59.122.134 Maliika Bangalore Diabetes 3 - 5 years INR 1,000 - 3,000 General physician General physician Once in 2 months Once in 3 months Disagree Agree Disagree Disagree Disagree Agree Agree Agree Disagree Yes Not aware Not aware Aware but never tried Aware but never tried Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Not aware Aware but never tried Not aware General practitioner doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Other patients, friends, and family Yes Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips 45 - 54 years INR 4 to 7.99L Homemaker Nuclear (living with partner/spouse) 9880030701 LokeshST 9999999999 General practitioner doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Other patients, friends, and family Yes Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips

Accept 13240185510.0 413487747.0 2022-01-05 19:24:06 2022-01-05 19:32:38 45.127.45.74 Amit Mumbai Diabetes More than 5 years Less than INR 1000 Specialist doctor Specialist doctor Never Once in 6 months Disagree Disagree Disagree Agree Cannot say / Don't know Disagree Disagree Disagree Disagree Yes Not aware Aware but never tried Aware but never tried Aware but never tried Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Aware but never tried Aware but never tried Specialist doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Not sure Availability of personalized care Did not feel satisfied by online consultation Do not trust the products (medicines, medical devices) sold by these platforms Current apps give more gyan - do not address the core issue of 'fatigue' that sets in while living a regimented life in case of diabetes 45 - 54 years More than INR 50L Working professional Nuclear (living with partner/spouse) 9999999999 Self 9999999999 Specialist doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Not sure Availability of personalized care

Accept 13239507496.0 413487747.0 2022-01-05 11:10:45 2022-01-05 11:21:31 49.207.193.45 Jigna Ahmedabad Diabetes Hypertension More than 5 years Less than INR 1000 General physician General physician Once a year Never Disagree Disagree Agree Disagree Disagree Disagree Agree Disagree Disagree No Not sure App provides regular updates to doctor Provides daily medicine reminder Expenditure gets covered under insurance Difficulty in using the platform: hard to navigate UI/ UX 45 - 54 years INR 8 to 11.99L Homemaker Joint (living with parents/siblings) 7432099333 Het 7432099333 Not sure App provides regular updates to doctor Provides daily medicine reminder Expenditure gets covered under insurance Difficulty in using the platform: hard to navigate UI/ UX

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Cluster 1:

Accept 13229881421.0 413489501.0 2021-12-29 21:18:16 2021-12-29 21:22:10 152.57.225.91 Shyama Ahmedabad Diabetes 1 - 3 years Less than INR 1000 General physician General physician 1 - 2 times a month Never Disagree Disagree Disagree Disagree Disagree Disagree Disagree Cannot say / Don't know Disagree Yes Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Using currently Aware but never tried Aware but never tried Tried but not adopted General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Internet blogs Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance I have purchased the

subscription for the platform 4 - 6 months Less than INR 2K Less than INR 1K  
Nothing major, satisfied with the apps 2 - 3 years Increase Decrease Decreased slightly Increased slightly Increased slightly Increased significantly Remain same 9 Subscription price Price of add-ons or standalone products / services Network of specialists 5 - Most likely 4 4 Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Higher number of complimentary consultations Not sure Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder Difficulty in using the platform: hard to navigate UI/ UX 35 - 44 years INR 8 to 11.99L Homemaker Nuclear (living with partner/spouse) 7506183891 Pragati 9999 General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Internet blogs Credibility of the brand Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Higher number of complimentary consultations Not sure Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder Difficulty in using the platform: hard to navigate UI/ UX

Accept 13229872608.0 413489501.0 2021-12-29 21:12:56 2021-12-29 21:17:51 15 2.57.225.91 Amit Ahmedabad Hypertension 1 - 3 years Less than INR 1000 General physician General physician 1 - 2 times a month Never Disagree Disagree Disagree Disagree Disagree Cannot say / Don't know Disagree Yes Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Aware but never tried Using currently Aware but never tried General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance I have purchased the subscription for the platform Quarterly Less than INR 2K Less than INR 1K Nothing major, satisfied with the apps 1 - 2 years Increase Decrease Decreased slightly Increased slightly Increased slightly Increased significantly Remain same 8 Subscription price Price of add-ons or standalone products / services Network of specialists 5 - Most likely 4 4 Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Yes Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder 25 - 34 years INR 8 to 11.99L Working professional Nuclear (living with partner/spouse) 9004248809 Pragati 9999 General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Cheaper subscription plans Doctor's recommendation Tech product/device (different from the regular devices) Yes Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder

Reject 13229865475.0 413489501.0 2021-12-29 21:08:23 2021-12-29 21:12:32 15 2.57.225.91 Pooja Ahmedabad Diabetes 6 - 12 months Less than INR 1000 General physician General physician 1 - 2 times a month Never Disagree Disagree Disagree Disagree Disagree Disagree Cannot say / Don't know Disagree Yes Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Using currently Aware but never tried Aware but never tried General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance New age devices/products to help in monitoring I have purchased the subscription for the platform Quarterly Less

than INR 2K Less than INR 1K Nothing major, satisfied with the apps Less than 6 months Increase Unchanged Decreased slightly Increased slightly Increased slightly Increased significantly Remain same 9 Subscription price Price of add-ons or standalone products / services Network of specialists 5 - Most likely 4 4 4 Cheaper subscription plans Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices 25 - 34 years I NR 8 to 11.99L Working professional Nuclear (living with partner/spouse) 976 9314902 Pragati 9999 General practitioner doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Cheaper subscription plans Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices ...

#### Cluster 2:

Accept 13234523881.0 413489501.0 2022-01-02 18:52:50 2022-01-02 19:06:04 1.3 8.148.231 Khanjan savla Bangalore Hypertension 1 - 3 years INR 5,001 - 7,000 General physician Specialist doctor Once in 3 months 1 - 2 times a month Disagree Agree Agree Disagree Disagree Agree Disagree Agree Disagree Yes Using currently Aware but never tried Not aware Aware but never tried Not aware Aware but never tried Aware but never tried Not aware Not aware Aware but never tried Aware but never tried Aware but never tried Aware but never tried Aware but never tried Not aware General practitioner doctor Specialist doctor Internet blogs Credibility of the brand Review of application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Availability of doctors on demand Addresses multiple chronic diseases Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips I have purchased the subscription for the platform Personalized fitness session Nutritional guidance Doctor consultations Medicine delivery Medical devices purchase 9 - 12 months INR 2 - 5K INR 2 - 3K Absence of personal touch of doctor does not provide proper satisfaction Don't feel comfortable/confident of the doctor High cost of consultation Inability to properly explain the condition to doctors online 6 - 12 months Increase Increase Increased slightly Unchanged Increased slightly Unchanged Remain same 8 Subscription price Network of specialists Quality of product / devices Delivery time of products / services Customization 4 4 4 4 4 4 4 Cheaper subscription plans Doctor's recommendation Wider network of experts Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices Expenditure gets covered under insurance 25 - 34 years Less than INR 4L Homemaker Joint (living with parents/siblings) 9664809295 Unatti 9999 General practitioner doctor Specialist doctor Internet blogs Credibility of the brand Cheaper subscription plans Doctor's recommendation Wider network of experts Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices Expenditure gets covered under insurance Reject 13234420569.0 413489501.0 2022-01-02 15:45:05 2022-01-02 16:01:30 1.3 8.218.47 Jimmy palan Bangalore Hypertension 1 - 3 years INR 5,001 - 7,000 Specialist doctor Specialist doctor Once in 3 months Once in 2 months Disagree Disagree Disagree Agree Disagree Agree Disagree Agree Disagree Yes Aware but never tried Aware but never tried Not aware Aware but never tried Not aware Not aware Aware but never tried Not aware Not aware Using currently Not aware Aware but never tried Aware but never tried Aware but never tried Not aware

e Specialist doctor Other patients, friends, and family Internet blogs Credibility of the brand Availability of add on services like medicine delivery, diagnostics tests, insurance Ease of navigation in the application Availability of doctors on demand New age devices/products to help in monitoring Availability of personalized care App provides regular updates to doctor Provides health and lifestyle management tips I have purchased the subscription for the platform Personalized fitness session Nutritional guidance Doctor consultations Medicine delivery 9 - 12 months INR 2 - 5K INR 1 - 2K Nothing major, satisfied with the apps Inability to properly explain the condition to doctors online 1 - 2 years Increased Unchanged Unchanged Increased slightly Increased slightly Unchanged Increase by 5 - 10% 9 Subscription price Network of specialists Quality of product / devices Delivery time of products / services 4 5 - Most likely 5 - Most likely 4 4 Cheaper subscription plans Higher number of complimentary consultations Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices Provides health and lifestyle management tips 35 - 44 years Less than INR 4L Homemaker Nuclear (living with partner/spouse) 8169041156 Unatti 9999 Specialist doctor Other patients, friends, and family Internet blogs Credibility of the brand Cheaper subscription plans Higher number of complimentary consultations Better app features (reminders, alerts, encouragements, etc) Customization (diet plans, reminders etc.) Yes Availability of personalized care Availability of medical devices Provides health and lifestyle management tips

Accept 13242201906.0 413653530.0 2022-01-06 16:27:24 2022-01-06 16:44:04 10 6.196.9.232 Sumi maity Kolkata Diabetes 3 - 5 years Less than INR 1000 General physician General physician 1 - 2 times a month Once in 2 months Agree Agree Cannot say / Don't know Disagree Agree Agree Agree Agree Agree Yes Not aware Not aware Aware but never tried Not aware Not aware Not aware Not aware Not aware Aware but never tried Aware but never tried Not aware Not aware Aware but never tried Using currently Not aware General practitioner doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Availability of add on services like medicine delivery, diagnostics tests, insurance Ease of navigation in the application Recommended by the doctors Full body check ups Nutritional guidance Medicine delivery I don't have any subscription Not applicable: Don't have any subscription Less than INR 1K Nothing major, satisfied with the apps Less than 6 months Increase Increase Increased slightly Increased significantly Increased slightly Increased slightly Decrease by 5 - 10% 10 - Most likely Price of add-ons or standalone products / services Quality of product / devices Customization 4 5 - Most likely 5 - Most likely 5 - Most likely Tech product/device (different from the regular devices) Wider network of experts Customization (diet plans, reminders etc.) Yes Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips 25 - 34 years INR 8 to 11.99L Self-employed / entrepreneur Joint (living with parents/siblings) 8017401742 Prasenjit 999999999 General practitioner doctor Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Credibility of the brand Tech product/device (different from the regular devices) Wider network of experts Customization (diet plans, reminders etc.) Yes Availability of medical devices App provides regular updates to doctor Provides health and lifestyle management tips

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### Cluster 3:

Open-Ended Response Response Other (please specify) Arthritis Cancer Asthma Other chronic inflammatory lung disease (COPD, Fibrosis) Diabetes Heart disease HIV / AIDS Depression Hypertension Alzheimer's disease Parkinson's disease

se Dementia Other (please specify) Response Response Response Response General physician Specialist doctor I forget to have my medicine frequently, need others to remind me I use personal attendant at home I miss ordering the medicines/consumables at regular intervals I miss my doctor's appointments I find it difficult to arrange attendants at home when health deteriorates or need some professional help I find it difficult to monitor my health conditions regularly I don't know what to do to prevent from health deterioration I rely on Google, YouTube and other public information for diet recommendations I am unable to physically visit my doctor for regular/scheduled check ups Response PhableCare Beat0 Wellthy Sugar.fit Twin Zyla Zivov Visit SiCureMi Ekinicare DocsApp Practo lmg Pharomeasy mFine General practitioner doctor Specialist doctor Newspapers / offline advertisements Social media promotions/ campaigns (Insta, FB, Twitter, LinkedIn, etc) Other patients, friends, and family Internet blogs Other (please specify) Credibility of the brand Review of an application on Play Store / Google Availability of add on services like medicine delivery, diagnostics tests, insurance Smooth onboarding process Ease of navigation in the application Recommended by the doctors Availability of doctors on demand Addresses multiple chronic diseases Comprehensive offerings for patients and customer satisfaction (Tie ups with 3rd party partners for medicine, insurance, etc) New age devices/products to help in monitoring Bundling all the features/services through a subscription plan Customer support Availability of personalized care Availability of medical devices App provides regular updates to doctor Provides daily medicine reminder Provides health and lifestyle management tips I have purchased the subscription for the platform 24/7 health check assistance Personalized fitness session Full body check ups Nutritional guidance Disease specific assessment Doctor consultations Medicine delivery Medical devices purchase Response Response Response Nothing major, satisfied with the apps Absence of personal touch of doctor does not provide proper satisfaction Non-availability of same doctor every time / limited slot Limited specialist doctors on the platform Don't feel comfortable/confident of the doctor High cost of consultation Unprofessional behavior of doctors (don't respect the slots) Doctors try to push medicines, devices, tests which are not listed on the platform Products (medicines, medical devices) were of poor quality Inability to properly explain the condition to doctors online Response During COVID Post 2nd COVID wave Adherence to prescription timing Adherence to doctor appointments Adherence to diet plans Regular monitoring of vitals Response PhableCare Beat0 Wellthy Sugar.fit Twin Zyla Zivov Visit SiCureMi Ekinicare DocsApp Practo lmg Pharomeasy mFine PhableCare - Subscription price PhableCare - Price of add-ons or standalone products / services PhableCare - Network of specialists PhableCare - Quality of product / devices PhableCare - Delivery time of products / services PhableCare - UI/UX of the app PhableCare - Customization Beat0 - Subscription price Beat0 - Price of add-ons or standalone products / services Beat0 - Network of specialists Beat0 - Quality of product / devices Beat0 - Delivery time of products / services Beat0 - UI/UX of the app Beat0 - Customization Wellthy - Subscription price Wellthy - Price of add-ons or standalone products / services Wellthy - Network of specialists Wellthy - Quality of product / devices Wellthy - Delivery time of products / services Wellthy - UI/UX of the app Wellthy - Customization Sugar.fit - Subscription price Sugar.fit - Price of add-ons or standalone products / services Sugar.fit - Network of specialists Sugar.fit - Quality of product / devices Sugar.fit - Delivery time of products / services Sugar.fit - UI/UX of the app Sugar.fit - Customization Twin - Subscription price Twin - Price of add-ons or standalone products / services Twin - Network of specialists Twin - Quality of product / devices Twin - Delivery time of products / services Twin - UI/UX of the app Twin - Customization Zyla - Subscription price Zyla - Price of add-ons or standalone products / services Z

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