

```
In [ ]: pip install boto3
```

Collecting boto3

Downloading boto3-1.34.113-py3-none-any.whl (139 kB)

139.3/139.3 kB 683.9 kB/s eta 0:00:00

Collecting botocore<1.35.0,>=1.34.113 (from boto3)

Downloading botocore-1.34.113-py3-none-any.whl (12.3 MB)

12.3/12.3 MB 73.7 MB/s eta 0:00:00

Collecting jmespath<2.0.0,>=0.7.1 (from boto3)

Downloading jmespath-1.0.1-py3-none-any.whl (20 kB)

Collecting s3transfer<0.11.0,>=0.10.0 (from boto3)

Downloading s3transfer-0.10.1-py3-none-any.whl (82 kB)

82.2/82.2 kB 9.9 MB/s eta 0:00:00

Requirement already satisfied: python-dateutil<3.0.0,>=2.1 in /usr/local/lib/python3.10/dist-packages (from botocore<1.35.0,>=1.34.113->boto3) (2.8.2)
Requirement already satisfied: urllib3!=2.2.0,<3,>=1.25.4 in /usr/local/lib/python3.10/dist-packages (from botocore<1.35.0,>=1.34.113->boto3) (2.0.7)
Requirement already satisfied: six>=1.5 in /usr/local/lib/python3.10/dist-packages (from python-dateutil<3.0.0,>=2.1->botocore<1.35.0,>=1.34.113->boto3) (1.16.0)

Installing collected packages: jmespath, botocore, s3transfer, boto3

Successfully installed boto3-1.34.113 botocore-1.34.113 jmespath-1.0.1 s3transfer-0.10.1

```
In [ ]: pip install fastapi
```

```
Collecting fastapi
  Downloading fastapi-0.111.0-py3-none-any.whl (91 kB)
  _____ 92.0/92.0 kB 1.6 MB/s eta 0:0
0:00
Collecting starlette<0.38.0,>=0.37.2 (from fastapi)
  Downloading starlette-0.37.2-py3-none-any.whl (71 kB)
  _____ 71.9/71.9 kB 8.2 MB/s eta 0:0
0:00
Requirement already satisfied: pydantic!=1.8,!1.8.1,!2.0.0,!2.0.1,!2.1.0,<3.0.0,>=1.7.4 in /usr/local/lib/python3.10/dist-packages (from fastapi) (2.7.1)
Requirement already satisfied: typing-extensions>=4.8.0 in /usr/local/lib/python3.10/dist-packages (from fastapi) (4.11.0)
Collecting fastapi-cli>=0.0.2 (from fastapi)
  Downloading fastapi_cli-0.0.3-py3-none-any.whl (9.2 kB)
Collecting httpx>=0.23.0 (from fastapi)
  Downloading httpx-0.27.0-py3-none-any.whl (75 kB)
  _____ 75.6/75.6 kB 5.1 MB/s eta 0:0
0:00
Requirement already satisfied: jinja2>=2.11.2 in /usr/local/lib/python3.10/dist-packages (from fastapi) (3.1.4)
Collecting python-multipart>=0.0.7 (from fastapi)
  Downloading python_multipart-0.0.9-py3-none-any.whl (22 kB)
Collecting ujson!=4.0.2,!4.1.0,!4.2.0,!4.3.0,!5.0.0,!5.1.0,>=4.0.1 (from fastapi)
  Downloading ujson-5.10.0-cp310-cp310-manylinux_2_17_x86_64.manylinux2014_x86_64.whl (53 kB)
  _____ 53.6/53.6 kB 6.0 MB/s eta 0:0
0:00
Collecting orjson>=3.2.1 (from fastapi)
  Downloading orjson-3.10.3-cp310-cp310-manylinux_2_17_x86_64.manylinux2014_x86_64.whl (142 kB)
  _____ 142.5/142.5 kB 14.3 MB/s eta
0:00:00
Collecting email_validator>=2.0.0 (from fastapi)
  Downloading email_validator-2.1.1-py3-none-any.whl (30 kB)
Collecting uvicorn[standard]>=0.12.0 (from fastapi)
  Downloading uvicorn-0.29.0-py3-none-any.whl (60 kB)
  _____ 60.8/60.8 kB 6.6 MB/s eta 0:0
0:00
Collecting dnspython>=2.0.0 (from email_validator>=2.0.0->fastapi)
  Downloading dnspython-2.6.1-py3-none-any.whl (307 kB)
  _____ 307.7/307.7 kB 25.5 MB/s eta
0:00:00
Requirement already satisfied: idna>=2.0.0 in /usr/local/lib/python3.10/dist-packages (from email_validator>=2.0.0->fastapi) (3.7)
Collecting typer>=0.12.3 (from fastapi-cli>=0.0.2->fastapi)
  Downloading typer-0.12.3-py3-none-any.whl (47 kB)
  _____ 47.2/47.2 kB 5.7 MB/s eta 0:0
0:00
Requirement already satisfied: anyio in /usr/local/lib/python3.10/dist-packages (from httpx>=0.23.0->fastapi) (3.7.1)
Requirement already satisfied: certifi in /usr/local/lib/python3.10/dist-packages (from httpx>=0.23.0->fastapi) (2024.2.2)
Collecting httpcore==1.* (from httpx>=0.23.0->fastapi)
  Downloading httpcore-1.0.5-py3-none-any.whl (77 kB)
```

```
77.9/77.9 kB 9.2 MB/s eta 0:0
0:00
Requirement already satisfied: sniffio in /usr/local/lib/python3.10/dist-packages (from httpx>=0.23.0->fastapi) (1.3.1)
Collecting h11<0.15,>=0.13 (from httpcore==1.*->httpx>=0.23.0->fastapi)
  Downloading h11-0.14.0-py3-none-any.whl (58 kB)
58.3/58.3 kB 7.0 MB/s eta 0:0
0:00
Requirement already satisfied: MarkupSafe>=2.0 in /usr/local/lib/python3.10/dist-packages (from jinja2>=2.11.2->fastapi) (2.1.5)
Requirement already satisfied: annotated-types>=0.4.0 in /usr/local/lib/python3.10/dist-packages (from pydantic!=1.8,!<1.8.1,!<2.0.0,!<2.0.1,!<2.1.0,<3.0.0,>=1.7.4->fastapi) (0.6.0)
Requirement already satisfied: pydantic-core==2.18.2 in /usr/local/lib/python3.10/dist-packages (from pydantic!=1.8,!<1.8.1,!<2.0.0,!<2.0.1,!<2.1.0,<3.0.0,>=1.7.4->fastapi) (2.18.2)
Requirement already satisfied: click>=7.0 in /usr/local/lib/python3.10/dist-packages (from uvicorn[standard]>=0.12.0->fastapi) (8.1.7)
Collecting httptools>=0.5.0 (from uvicorn[standard]>=0.12.0->fastapi)
  Downloading httptools-0.6.1-cp310-cp310-manylinux_2_5_x86_64.manylinux1_x86_64.manylinux_2_17_x86_64.manylinux2014_x86_64.whl (341 kB)
341.4/341.4 kB 34.7 MB/s eta
0:00:00
Collecting python-dotenv>=0.13 (from uvicorn[standard]>=0.12.0->fastapi)
  Downloading python-dotenv-1.0.1-py3-none-any.whl (19 kB)
Requirement already satisfied: pyyaml>=5.1 in /usr/local/lib/python3.10/dist-packages (from uvicorn[standard]>=0.12.0->fastapi) (6.0.1)
Collecting uvloop!=0.15.0,!<0.15.1,>=0.14.0 (from uvicorn[standard]>=0.12.0->fastapi)
  Downloading uvloop-0.19.0-cp310-cp310-manylinux_2_17_x86_64.manylinux2014_x86_64.whl (3.4 MB)
3.4/3.4 MB 57.6 MB/s eta 0:00:
00
Collecting watchfiles>=0.13 (from uvicorn[standard]>=0.12.0->fastapi)
  Downloading watchfiles-0.21.0-cp310-cp310-manylinux_2_17_x86_64.manylinux2014_x86_64.whl (1.3 MB)
1.3/1.3 MB 62.0 MB/s eta 0:00:
00
Collecting websockets>=10.4 (from uvicorn[standard]>=0.12.0->fastapi)
  Downloading websockets-12.0-cp310-cp310-manylinux_2_5_x86_64.manylinux1_x86_64.manylinux_2_17_x86_64.manylinux2014_x86_64.whl (130 kB)
130.2/130.2 kB 16.0 MB/s eta
0:00:00
Requirement already satisfied: exceptiongroup in /usr/local/lib/python3.10/dist-packages (from anyio->httpx>=0.23.0->fastapi) (1.2.1)
Collecting shellingham>=1.3.0 (from typer>=0.12.3->fastapi-cli>=0.0.2->fastapi)
  Downloading shellingham-1.5.4-py2.py3-none-any.whl (9.8 kB)
Requirement already satisfied: rich>=10.11.0 in /usr/local/lib/python3.10/dist-packages (from typer>=0.12.3->fastapi-cli>=0.0.2->fastapi) (13.7.1)
Requirement already satisfied: markdown-it-py>=2.2.0 in /usr/local/lib/python3.10/dist-packages (from rich>=10.11.0->typer>=0.12.3->fastapi-cli>=0.0.2->fastapi) (3.0.0)
Requirement already satisfied: pygments<3.0.0,>=2.13.0 in /usr/local/lib/python3.10/dist-packages (from rich>=10.11.0->typer>=0.12.3->fastapi-cli>=0.0.2->fastapi) (2.16.1)
```

Requirement already satisfied: mdurl~=0.1 in /usr/local/lib/python3.10/dist-packages (from markdown-it-py>=2.2.0->rich>=10.11.0->typer>=0.12.3->fastapi-cli>=0.0.2->fastapi) (0.1.2)

Installing collected packages: websockets, uvloop, ujson, shellingham, python-multipart, python-dotenv, orjson, httptools, h11, dnspython, watchfiles, uvicorn, starlette, httpcore, email_validator, typer, httpx, fastapi-cli, fastapi

Attempting uninstall: typer

Found existing installation: typer 0.9.4

Uninstalling typer-0.9.4:

Successfully uninstalled typer-0.9.4

ERROR: pip's dependency resolver does not currently take into account all the packages that are installed. This behaviour is the source of the following dependency conflicts.

spacy 3.7.4 requires typer<0.10.0,>=0.3.0, but you have typer 0.12.3 which is incompatible.

weasel 0.3.4 requires typer<0.10.0,>=0.3.0, but you have typer 0.12.3 which is incompatible.

Successfully installed dnspython-2.6.1 email_validator-2.1.1 fastapi-0.111.0 fastapi-cli-0.0.3 h11-0.14.0 httpcore-1.0.5 httptools-0.6.1 httpx-0.27.0 orjson-3.10.3 python-dotenv-1.0.1 python-multipart-0.0.9 shellingham-1.5.4 starlette-0.37.2 typer-0.12.3 ujson-5.10.0 uvicorn-0.29.0 uvloop-0.19.0 watchfiles-0.21.0 websockets-12.0

```
In [ ]: import csv
import os
import re
import boto3
from tabulate import tabulate
from io import StringIO

def clean_input(sentence):
    # Remove extra spaces and convert to lowercase
    clean_sentence = re.sub(r'\s+', ' ', sentence).strip().lower()
    # Split the sentence into individual keywords
    keywords = clean_sentence.split(' ')
    return keywords

def search_csv_s3(bucket_name, keywords, aws_access_key_id, aws_secret_access_key):
    all_results = []
    s3 = boto3.client('s3',
                      region_name=region_name,
                      aws_access_key_id=aws_access_key_id,
                      aws_secret_access_key=aws_secret_access_key) # Initialize S3 client

    # List all objects in the bucket
    objects = s3.list_objects_v2(Bucket=bucket_name)['Contents']
    for obj in objects:
        if obj['Key'].endswith('.csv'):
            file_path = f"s3://{bucket_name}/{obj['Key']}"
            results = search_csv([file_path], keywords, aws_access_key_id, aws_secret_access_key)
            if results and results[0][1]: # Check if there are any results
                all_results.extend(results)
    return all_results

def search_csv(file_paths, keywords, aws_access_key_id, aws_secret_access_key):
```

```

all_results = []
for file_path in file_paths:
    results = []
    if file_path.startswith('s3://'):
        s3 = boto3.client('s3',
                           region_name=region_name,
                           aws_access_key_id=aws_access_key_id,
                           aws_secret_access_key=aws_secret_access_key)
        bucket_name, key = file_path.split('/')[2], '/'.join(file_path.split('/')[3:])
        obj = s3.get_object(Bucket=bucket_name, Key=key)
        data = obj['Body'].read().decode('utf-8')
        reader = csv.reader(StringIO(data))
    else:
        with open(file_path, 'r', newline='') as csvfile:
            reader = csv.reader(csvfile)
        header = next(reader) # Get header row
        results.append(header) # Append header to results
    for row in reader:
        found_keywords = set()
        for keyword in keywords:
            if any(keyword in column.lower() for column in row):
                found_keywords.add(keyword)
        if len(found_keywords) == len(keywords):
            results.append(row)
    if results and len(results) > 1: # Check if there are any results (
        all_results.append((file_path, results))
return all_results

# Example usage:
bucket_name = 'test2bucket13052024' # Replace with your S3 bucket name
input_sentence = " zar "
keywords = clean_input(input_sentence)

# AWS credentials
aws_access_key_id = 'AKIAVRUVVN6TWCFGSKX7'
aws_secret_access_key = '6ZHp4kQLADEyuhgx/rLFEAMtMG/gX2gzd8pMZRAAd'
region_name = 'eu-north-1'

search_results = search_csv_s3(bucket_name, keywords, aws_access_key_id, aws_secret_access_key, region_name)

for file_path, results in search_results:
    print("Results for file:", file_path)
    print(tabulate(results, headers="firstrow", tablefmt="grid"))
    print()

```

In []: <http://dhiren1lattice.pythonanywhere.com/?>

File "<ipython-input-14-226fb4e561c4>", line 1
<http://dhiren1lattice.pythonanywhere.com/?>
 ^

SyntaxError: invalid syntax

In []: `import csv`
`import re`
`import boto3`
`from tabulate import tabulate`

```

from io import StringIO
import concurrent.futures

def clean_input(sentence):
    clean_sentence = re.sub(r'\s+', ' ', sentence).strip().lower()
    keywords = clean_sentence.split(' ')
    return keywords

def search_csv_s3(bucket_name, keywords, aws_access_key_id, aws_secret_access_key, region_name):
    all_results = []
    s3 = boto3.client('s3',
                      region_name=region_name,
                      aws_access_key_id=aws_access_key_id,
                      aws_secret_access_key=aws_secret_access_key)

    objects = s3.list_objects_v2(Bucket=bucket_name)['Contents']
    file_paths = [f"s3://{bucket_name}/{obj['Key']}" for obj in objects if obj['Size'] > 0]

    # Set the maximum number of concurrent requests
    max_concurrent_requests = min(len(file_paths), 20) # Adjust as needed

    with concurrent.futures.ThreadPoolExecutor(max_workers=max_concurrent_requests) as executor:
        future_to_path = {executor.submit(search_csv, file_path, keywords, aws_access_key_id, aws_secret_access_key, region_name): file_path for file_path in file_paths}
        for future in concurrent.futures.as_completed(future_to_path):
            file_path = future_to_path[future]
            try:
                result = future.result()
                if result:
                    all_results.append(result)
            except Exception as e:
                print(f"Error searching file {file_path}: {e}")

    return all_results

def search_csv(file_path, keywords, aws_access_key_id, aws_secret_access_key, region_name):
    results = []
    s3 = boto3.client('s3',
                      region_name=region_name,
                      aws_access_key_id=aws_access_key_id,
                      aws_secret_access_key=aws_secret_access_key)

    bucket_name, key = file_path.split('/')[2], '/'.join(file_path.split('/')[3:])
    obj = s3.get_object(Bucket=bucket_name, Key=key)

    try:
        data = obj['Body'].read().decode('utf-8') # Try decoding with UTF-8
    except UnicodeDecodeError:
        data = obj['Body'].read().decode('ISO-8859-1') # Fallback to ISO-8859-1

    reader = csv.reader(StringIO(data))

    header = next(reader)
    results.append(header)

    for row in reader:
        found_keywords = set()
        for keyword in keywords:

```

```

        if any(keyword in column.lower() for column in row):
            found_keywords.add(keyword)
    if len(found_keywords) == len(keywords):
        results.append(row)

    if len(results) > 1: # Check if there are any results (excluding header)
        return (file_path, results)
    else:
        return None

# Example usage:
bucket_name = 'test2bucket13052024' # Replace with your S3 bucket name
input_sentence = " zar "
keywords = clean_input(input_sentence)

# AWS credentials

# AWS credentials
aws_access_key_id = 'AKIAVRUVVN6TWCFGSKX7'
aws_secret_access_key = '6ZHp4kQLADEyuhgx/rLFAMtMG/gX2gzd8pMZRAAd'
region_name = 'eu-north-1'

search_results = search_csv_s3(bucket_name, keywords, aws_access_key_id, aws

for result in search_results:
    if result:
        file_path, results = result
        print("Results for file:", file_path)
        print(tabulate(results, headers="firstrow", tablefmt="grid"))
        print()

```

Error searching file s3://test2bucket13052024/2206 - Databook - Saveo project(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2201 - Databook - Payment gateway research(Survey responses).csv:
Error searching file s3://test2bucket13052024/2111 - PGAL - Neobanking consumer reasearch - Databook(Survey responses).csv:
Error searching file s3://test2bucket13052024/2206 - Databook - Saveo project(Raw data).csv:
Error searching file s3://test2bucket13052024/211220 - Paytm databook V1(Survey responses).csv:
Error searching file s3://test2bucket13052024/2204 - Derma Services Study - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/211220 - Paytm databook V2(Survey responses).csv:
Error searching file s3://test2bucket13052024/2206- LATEST DATABOOK- SAVEO N=250(Raw data).csv:
Error searching file s3://test2bucket13052024/2206 - Databook - Study on Saveo (Raw data New copy).csv:
Error searching file s3://test2bucket13052024/211124 - PGAL - Neo banking consumer research - Databook(Survey responses).csv:
Error searching file s3://test2bucket13052024/2206- LATEST DATABOOK- SAVEO N=250_BK(Raw data).csv:
Error searching file s3://test2bucket13052024/2007 - News aggregator survey databook(Survey responses).csv:
Error searching file s3://test2bucket13052024/2206 - FINAL DATABOOK_SAVEO(Raw data New copy).csv:
Error searching file s3://test2bucket13052024/2206- LATEST DATABOOK- SAVEO N=250_Slide 17 - 21(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/211115 - Databook Bus Mobility_v1(Raw Data).csv:
Error searching file s3://test2bucket13052024/2206 - Databook - Saveo project(Raw data) (2).csv:
Error searching file s3://test2bucket13052024/220106 - PGAL - Chalo - Bus mobility market research - Databook(Raw Data).csv:
Error searching file s3://test2bucket13052024/2204 - Derma services study - databook (old)(Raw data).csv:
Error searching file s3://test2bucket13052024/211115 - Databook Bus Mobility (Raw Data).csv:
Error searching file s3://test2bucket13052024/2206- LATEST DATABOOK- SAVEO N=250_Slide 17 - 21(Raw data).csv:
Error searching file s3://test2bucket13052024/2207 - Customer survey - Final databook(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2208 - New Databook - Market assessment for Chaayos(Raw data).csv:
Error searching file s3://test2bucket13052024/2211 - BBK survey - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2210 - SME Neo-banks databook (Data).csv:
Error searching file s3://test2bucket13052024/2211 - 1Lattice - Interim Databook - Credit behaviour consumer survey(Raw data).csv:
Error searching file s3://test2bucket13052024/2211 - Baby products databook (Raw data).csv:
Error searching file s3://test2bucket13052024/2211 - 1Lattice - Databook - Payment platform merchant research(Raw data).csv:
Error searching file s3://test2bucket13052024/2211 - Praxis - Databook -Mswipe survey(Raw data).csv:

Error searching file s3://test2bucket13052024/2211 - BBK Customer Survey - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2208- Swiggy Instamart databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2211 - 1Lattice - Interim Databook - Credit behaviour consumer survey(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2211 - E- Scooter Survey - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2211 - 1Lattice - Databook - Payment platform merchant research new(Raw data).csv:
Error searching file s3://test2bucket13052024/2211 - Databook - Project Alpha - Discount brokerage platform(Raw data).csv:
Error searching file s3://test2bucket13052024/2211 - BBK survey - Databook_Latest(Raw data).csv:
Error searching file s3://test2bucket13052024/2211- Grocery retailer survey - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2301 - 1Lattice - Databook - Classplus study(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2301 - 1Lattice - Databook - Classplus study(Raw data).csv:
Error searching file s3://test2bucket13052024/2301 - Databook - Consumer Survey - Gaming opportunity in India(Raw Data).csv:
Error searching file s3://test2bucket13052024/2302 - 1Lattice - Databook - Customer survey - Client(Raw data).csv:
Error searching file s3://test2bucket13052024/2302 - 1Lattice - Databook Tool v1.csv:
Error searching file s3://test2bucket13052024/2302 - 1Lattice - Databook - Influencer survey(Raw data).csv:
Error searching file s3://test2bucket13052024/2301 - 1Lattice - Databook - Ola customer survey(Raw data).csv:
Error searching file s3://test2bucket13052024/2301 - 1Lattice - Databook - Ola driver survey1(Raw data).csv:
Error searching file s3://test2bucket13052024/2302 - 1Lattice - Databook - Influencer survey(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Databook - Customer survey(Raw data).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Databook - Customer survey(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2302 - EV 2-Wheeler survey Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2302 - Survey databook V2(Raw responses).csv:
Error searching file s3://test2bucket13052024/23023 - Databook - Merchant survey v3(Raw data).csv:
Error searching file s3://test2bucket13052024/2302 - Egroceries customer research - Databook_v4(Raw data).csv:
Error searching file s3://test2bucket13052024/2211 - 1Lattice - Databook - Project Alpha - Discount brokerage platform(Raw data).csv:
Error searching file s3://test2bucket13052024/2207 - Customer survey - Final databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Databook - Influencer survey(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Databook - Influencer survey(Raw data).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Workplace commute survey - Databook v.csv:

Error searching file s3://test2bucket13052024/2303 - 1Lattice - Workplace commute survey - Databook_Interim(Data).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Project Fi - Databook_Final(Raw data).csv:
Error searching file s3://test2bucket13052024/2303 - Physicians databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Neobank NPS benchmarking - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2303 - Databook - Responses - Cipla(Raw data - physicians).csv:
Error searching file s3://test2bucket13052024/2303 - Databook - Responses - Cipla(Raw data - Chemist).csv:
Error searching file s3://test2bucket13052024/2303 - Chemists databook Final (Raw data).csv:
Error searching file s3://test2bucket13052024/2303 - Chemists databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Workplace commute survey - Databook_Interim_with comments(Data).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Neobank NPS benchmarking - Databook_v1(Raw data).csv:
Error searching file s3://test2bucket13052024/230331 - 1Lattice - Neobank NPS benchmarking - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2305 - IVF - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2305 - 1Lattice - Databook - Quiz on telecom newsletter(Raw data).csv:
Error searching file s3://test2bucket13052024/2305 - IVF Databook - v2(Raw data).csv:
Error searching file s3://test2bucket13052024/230417 - 1Lattice - Databook - Merchant survey (Raw data).csv:
Error searching file s3://test2bucket13052024/2305 - IVF Databook - vupdated (Raw data).csv:
Error searching file s3://test2bucket13052024/230406 - 1Lattice - Neobank NPS benchmarking - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/230417 - 1Lattice - Databook - Merchant survey (Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2305 - 1Lattice - Databook - US Payment gateway merchant survey (Raw data).csv:
Error searching file s3://test2bucket13052024/230425 - 1Lattice - Neobank NPS benchmarking - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2304 - Databook - PoS merchant survey(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - At Home coffee market study - Databook V2(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - At Home coffee market study - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2305 - VoC research - Databook V2 updated(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2306 - At Home coffee market study - Databook V1(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook (with cuts) - Mobility segment(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - At Home coffee market study - CLIENT DATABOOK(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook - EV scooter (Raw data) (2).csv:

Error searching file s3://test2bucket13052024/2306 - Databook - EV scooter (Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2305 - VoC research - Databook V2 updated(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook - EV scooter (Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook - EV scooter - N=200(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2305 - VoC research - Databook V2(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook - EV scooter - N=200(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook - Mobility segment(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook - Luxury market(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook - Luxury market_v2(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - 1Lattice - Databook - Mobility segment study (updated)(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Final databook -Bhutan Retailer's survey(Data).csv:
Error searching file s3://test2bucket13052024/230605-1Lattice-Bhutan R' survey- Databook-Devendra's MacBook Air(Data (2)).csv:
Error searching file s3://test2bucket13052024/2306 - Student survey databook - Impact assessment study for IIGJ (Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - 1Lattice - Databook - Mobility segment study(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook - PoS merchant survey(Raw data).csv:
Error searching file s3://test2bucket13052024/230629 - 1Lattice - Retail Measurement Study - Bhutan - Databook(Data).csv:
Error searching file s3://test2bucket13052024/2307 - 1Lattice - Databook - E-pharmacy -tool(Raw data).csv:
Error searching file s3://test2bucket13052024/230605-1Lattice-Bhutan R' survey- Databook-Devendra's MacBook Air(Data).csv:
Error searching file s3://test2bucket13052024/2307 - 1Lattice - Databook - E-pharmacy - 1(Raw data).csv:
Error searching file s3://test2bucket13052024/230718 - 1Lattice - Brand perception study - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2307 - 1Lattice - Databook tool(Raw data).csv:
Error searching file s3://test2bucket13052024/2307 - 1Lattice - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - VoC research - Databook V3 final output(Raw data).csv:
Error searching file s3://test2bucket13052024/230720-1Lattice-Databook-E-pharmacy study(Raw data).csv:
Error searching file s3://test2bucket13052024/230728 - 1Lattice - Brand perception study - Databook(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2308- 1Lattice- Databook final (Raw data).csv:
Error searching file s3://test2bucket13052024/2308 - 1Lattice - Databook (1) (Raw data).csv:
Error searching file s3://test2bucket13052024/230731 - 1Lattice - Brand perception study - Databook(Raw data).csv:

Error searching file s3://test2bucket13052024/230728 - 1Lattice - Brand perception study - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2309 - 1Lattice - Databook(Data).csv:
Error searching file s3://test2bucket13052024/230731 - 1Lattice - Brand perception study - Databook(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2308- 1Lattice- Databook version 5(Raw data).csv:
Error searching file s3://test2bucket13052024/2302 - Brand Health track - Survey databook for working women(Raw data).csv:
Error searching file s3://test2bucket13052024/2308- 1Lattice- Databook version 5(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2309 - 1Lattice - Databook - Merchant PoS survey(Raw data).csv:
Error searching file s3://test2bucket13052024/230904-1Lattice-Project QUIPS databook(Data).csv:
Error searching file s3://test2bucket13052024/2309 - Databook - Coffee chain outlet consumer(Raw data).csv:
Error searching file s3://test2bucket13052024/2309 - 1Lattice - Databook - Elixir CDD(Raw data).csv:
Error searching file s3://test2bucket13052024/2309 - Databook responses(Raw data).csv:
Error searching file s3://test2bucket13052024/230914 - 1Lattice - Project QUIPS databook(Data).csv:
Error searching file s3://test2bucket13052024/2309 - Patient survey databook (Raw data).csv:
Error searching file s3://test2bucket13052024/2309 - Databook - Coffee chain outlet consumer (N=750)(Raw data).csv:
Error searching file s3://test2bucket13052024/2310 - 1Lattice - Gaming event survey phase 2 - Databook(Data).csv:
Error searching file s3://test2bucket13052024/2310 - 1Lattice - Gaming event survey [Bangalore] - Databook v.csv:
Error searching file s3://test2bucket13052024/2309 - 1Lattice - Chaayos - Demand Estimation - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2310 - 1Lattice - Gaming event survey phase 2 - Databook v.csv:
Error searching file s3://test2bucket13052024/230920 - 1Lattice - Project QUIPS databook(Data) (1).csv:
Error searching file s3://test2bucket13052024/2310 - Jordan Databook - Report on BPC in Middle East(Raw data).csv:
Error searching file s3://test2bucket13052024/230920 - 1Lattice - Project QUIPS databook(Data).csv:
Error searching file s3://test2bucket13052024/2310 - Kuwait Databook - Report on BPC in Middle East(Raw data).csv:
Error searching file s3://test2bucket13052024/2310 - Oman Databook - Report on BPC in Middle East(Raw data).csv:
Error searching file s3://test2bucket13052024/2310 - Qatar Databook - Report on BPC in Middle East(Raw data).csv:
Error searching file s3://test2bucket13052024/2310 - Saudi Arabia Databook - Report on BPC in Middle East(Raw data).csv:
Error searching file s3://test2bucket13052024/2310 - Egypt Databook - Report on BPC in Middle East(Raw data).csv:
Error searching file s3://test2bucket13052024/2311 - Survey databook - Offline pharmacy discount benchmarking(Raw data).csv:
Error searching file s3://test2bucket13052024/231004 - 1Lattice - Project QUIPS databook(Data).csv:

Error searching file s3://test2bucket13052024/2311 - 1Lattice- Bhutan Retailer Survey new databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2310 - UAE Databook - Report on BPC in Middle East(Raw data).csv:
Error searching file s3://test2bucket13052024/2312 - 1Lattice - Customer databook(Raw data).csv:
Error searching file s3://test2bucket13052024/231005 - 1Lattice - Project QU IPS databook(Survey responses).csv:
Error searching file s3://test2bucket13052024/2312 - Supplier databook- Meesho study(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2312 - Supplier databook- Meesho study(Raw data).csv:
Error searching file s3://test2bucket13052024/2312 - Customer databook - Meesho study(Raw data).csv:
Error searching file s3://test2bucket13052024/2312 - Customer databook - Meesho study(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2401 - 1Lattice - Gaming event survey [Pune, Mumbai] - Databook(Online)(Data).csv:
Error searching file s3://test2bucket13052024/231005 - 1Lattice - Project QU IPS databook(Survey responses) (1).csv:
Error searching file s3://test2bucket13052024/231004 - 1Lattice - Project QU IPS databook-Devendra's MacBook Air(Data).csv:
Error searching file s3://test2bucket13052024/231005 - 1Lattice - Project QU IPS databook - District(Survey responses).csv:
Error searching file s3://test2bucket13052024/2401 - Databook - Hospitality listing platform customer survey - Study on hospitality listing platform(Raw data).csv:
Error searching file s3://test2bucket13052024/2401 - Databook - OYO Customer survey(Raw data).csv:
Error searching file s3://test2bucket13052024/2401 - Databook - OYO Customer survey - Internal(Raw data).csv:
Error searching file s3://test2bucket13052024/231018 - 1Lattice - Project QU IPS databook(Survey responses).csv:
Error searching file s3://test2bucket13052024/240206 - 1Lattice - Gaming event survey - Databook(Data).csv:
Error searching file s3://test2bucket13052024/2403 - Databook - eCommerce consumer study(Raw data (2)).csv:
Error searching file s3://test2bucket13052024/2402 - Survey Databook - 2nd phase responses(Raw data).csv:
Error searching file s3://test2bucket13052024/2402 - Survey databook - Denim Brand Perception Study(Raw data).csv:
Error searching file s3://test2bucket13052024/2312 - 1Lattice - Supplier databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2403 - Databook - eCommerce consumer study(Raw data).csv:
Error searching file s3://test2bucket13052024/2403 - Databook - Distributor - client(Raw data).csv:
Error searching file s3://test2bucket13052024/2402 - Survey databook - Denim Brand Perception Study(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2403 - Titan - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2403 - Databook - eCommerce seller study(Raw data).csv:
Error searching file s3://test2bucket13052024/2403-1Lattice-Databook-Consumer survey-Furniture hardware study(Raw data).csv:
Error searching file s3://test2bucket13052024/2403-1Lattice-Databook-Influen

cer survey-Furniture hardware(Raw data).csv:
Error searching file s3://test2bucket13052024/240318-1Lattice-Databook-Consumer survey-Furniture hardware study(Raw data).csv:
Error searching file s3://test2bucket13052024/240320 - Databook-Ecommerce consumer study(Raw data).csv:
Error searching file s3://test2bucket13052024/240318-1Lattice-Databook-Influencer survey-Furniture hardware(Raw data).csv:
Error searching file s3://test2bucket13052024/240320-Databook-eCommerce consumer study(Raw data).csv:
Error searching file s3://test2bucket13052024/2402 - Pepe Jeans survey databook(Raw data).csv:
Error searching file s3://test2bucket13052024/240328 - Databook - eCommerece seller study(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2402 - Survey Databook - 3rd phase responses(Raw data).csv:
Error searching file s3://test2bucket13052024/2402 - Survey Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/240328 - Pepe Jeans - Brand perception study - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2404 - Databook - Dealer - Final(Raw data).csv:
Error searching file s3://test2bucket13052024/2404 - Databook - Dealer - Client file(Raw data).csv:
Error searching file s3://test2bucket13052024/2404 - Databook - Watch after-sales services(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2310 - 1Lattice - Meesho Customer Survey Databook (Updated)(Raw data).csv:
Error searching file s3://test2bucket13052024/300 - 1Lattice - Project QUIPS databook(Data).csv:
Error searching file s3://test2bucket13052024/2404 - Databook - Watch after-sales services(Raw data).csv:
Error searching file s3://test2bucket13052024/240401 - Databook - eCommerece seller study_Final(Raw data).csv:
Error searching file s3://test2bucket13052024/2404 - Databook - eCommerece seller study_Final(Experience & Feedback).csv:
Error searching file s3://test2bucket13052024/Copy of Gaming databook(Data).csv:
Error searching file s3://test2bucket13052024/Swiggy instamart databook 05-08-2022(Raw data).csv:
Error searching file s3://test2bucket13052024/Databook - CocaCola(Raw data).csv:
Error searching file s3://test2bucket13052024/Client- BPC Player study - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/New Databook - Market assessment for Chaayos - Test - DS & MM(Raw data).csv:
Error searching file s3://test2bucket13052024/Databook - Beverage retailers study in Bhutan(Raw data).csv:
Error searching file s3://test2bucket13052024/BPC Player study - Databook- country cut(Raw data).csv:
Error searching file s3://test2bucket13052024/240328 - Databook - eCommerece seller study(Raw data).csv:
Error searching file s3://test2bucket13052024/BPC Player study - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2403 - 1Lattice - Gaming event survey ph3 - Databook(Data).csv:
Error searching file s3://test2bucket13052024/2403 - Databook - Dealer(Raw d

```
Error searching file s3://test2bucket13052024/240419- 1Lattice - Gaming even
t survey - Databook(Data).csv:
Error searching file s3://test2bucket13052024/2403 - 1Lattice - Gaming event
survey Phase 3 - Databook(Data).csv:
Error searching file s3://test2bucket13052024/FR - 1Lattice - Databook - Con
cept testing(1)(Raw data).csv:
Results for file: s3://test2bucket13052024/2211-1Lattice databook Awfis stud
y(Data).csv
```

Feedbackid	FYear	Year	Month	Company ID	User ID
User Name	Company Seats	City Name	Space ID	name1	
rating1	name2	rating2	name3		
rating3	name4	rating4	name5		
rating5	name6	rating6	name7		
rating7	Quarter	NPS	Timeline	Seats	FY year
32754	2021	2020	June	2387	205209
Abeezar Vasi		30	Pune	54381	Interne
t & IT	8	Pantry and F&B Services	5	Housekeeping & Cl	
eanliness	7	Community Engagement/Events	6	Center Des	
ign/Ambience	3	How likely are you to recommend Awfis	4		
How would you rate the efforts of your centre manager		2	Q1		
Detractor	2021 Q1	25-50	FY 21		
77469	2022	2021	June	11142	217605
AZARUDEEN		20	Chennai	54428	Interne
t & IT	10	Pantry and F&B Services	10	Housekeeping & Cl	
eanliness	10	Community Engagement/Events	0	Center Des	
ign/Ambience	10	How likely are you to recommend Awfis	10		
How would you rate the efforts of your centre manager		10	Q1		
Promoter	2022 Q1	0-25	FY 22		

[illegible]

[illegible]

147377	2022	2021	December	15240	223488
Edward Rozario			56 Hyderabad	54431	Internet & IT
9			Pantry and F&B Services	9	Housekeeping & Cleanliness
10			Community Engagement/Events	0	Center Design/Ambience
10			How likely are you to recommend Awfis	10	
			How would you rate the efforts of your centre manager	10	Q3
Promoter	2022 Q3	50-100	FY 22		
154637	2022	2022	January	14158	214914
Ruth lazar kola			104 Pune	54411	Internet & IT
10			Pantry and F&B Services	10	Housekeeping & Cleanliness
10			Community Engagement/Events	0	Center Design/Ambience
10			How likely are you to recommend Awfis	10	
			How would you rate the efforts of your centre manager	10	Q4
Promoter	2022 Q4	100-200	FY 22		
164562	2022	2022	January	2387	205209
Abeezar Vasi			51 Pune	54381	Internet & IT
9			Pantry and F&B Services	7	Housekeeping & Cleanliness
9			Community Engagement/Events	0	Center Design/Ambience
3			How likely are you to recommend Awfis	7	
			How would you rate the efforts of your centre manager	4	Q4
Passives	2022 Q4	50-100	FY 22		
171986	2022	2022	February	16614	227741
Abbi Jonathan Lazarus			27 Hyderabad	54458	Internet & IT
10			Pantry and F&B Services	10	Housekeeping & Cleanliness
10			Community Engagement/Events	0	Center Design/Ambience
10			How likely are you to recommend Awfis	10	
			How would you rate the efforts of your centre manager	10	Q4
Promoter	2022 Q4	25-50	FY 22		

252318	2023	2022	June	19870	249932
Ankita Vanzara		111	Mumbai	54489	Interne
t & IT	6	Pantry and F&B Services		9	Housekeeping & Cl
eanliness	9	Community Engagement/Events		0	Center Des
ign/Ambience	10	How likely are you to recommend Awfis		7	
How would you rate the efforts of your centre manager		8	Q1		
Passives	2023 Q1	100-200	FY 23		

263349	2023	2022	July	20584	252634
Dipak Zarekar		9	Pune	54424	Interne
t & IT	10	Pantry and F&B Services		10	Housekeeping & Cl
eanliness	10	Community Engagement/Events		0	Center Des
ign/Ambience	10	How likely are you to recommend Awfis		10	
How would you rate the efforts of your centre manager		10	Q2		
Promoter	2023 Q2	0-25	FY 23		

273729	2023	2022	July	16614	227741
Abbi Jonathan Lazarus		38	Hyderabad	54458	Interne
t & IT	8	Pantry and F&B Services		8	Housekeeping & Cl
eanliness	8	Community Engagement/Events		0	Center Des
ign/Ambience	8	How likely are you to recommend Awfis		9	
How would you rate the efforts of your centre manager		10	Q2		
Promoter	2023 Q2	25-50	FY 23		

283053	2023	2022	August	20584	252634
Dipak Zarekar		9	Pune	54424	Interne
t & IT	10	Pantry and F&B Services		10	Housekeeping & Cl
eanliness	10	Community Engagement/Events		0	Center Des
ign/Ambience	10	How likely are you to recommend Awfis		10	
How would you rate the efforts of your centre manager		10	Q2		
Promoter	2023 Q2	0-25	FY 23		

[illegible]

[illegible]

[illegible]

ign/Ambience		10	How likely are you to recommend Awfis		10
How would you rate the efforts of your centre manager		10	Q3		
Promoter	2022 Q3	100-200	FY 22		
+-----+-----+-----+-----+-----+					
		+	+		+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
133380		2022	2021	November	15240 223488
Edward Rozario			56	Hyderabad	54431 Interne
t & IT	10	Pantry and F&B Services	9	Housekeeping & Cl	
cleanliness	10	Community Engagement/Events	0	Center Des	
ign/Ambience	10	How likely are you to recommend Awfis			10
How would you rate the efforts of your centre manager		10	Q3		
Promoter	2022 Q3	50-100	FY 22		
+-----+-----+-----+-----+-----+					
		+	+		+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
141526		2022	2021	December	14158 214914
Ruth lazar kola			104	Pune	54411 Interne
t & IT	10	Pantry and F&B Services	10	Housekeeping & Cl	
cleanliness	10	Community Engagement/Events	0	Center Des	
ign/Ambience	10	How likely are you to recommend Awfis			10
How would you rate the efforts of your centre manager		10	Q3		
Promoter	2022 Q3	100-200	FY 22		
+-----+-----+-----+-----+-----+					
		+	+		+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
145363		2022	2021	December	17454 229365
sanjeev b zarbade			6	Mumbai	54373 Interne
t & IT	8	Pantry and F&B Services	8	Housekeeping & Cl	
cleanliness	8	Community Engagement/Events	0	Center Des	
ign/Ambience	8	How likely are you to recommend Awfis			8
How would you rate the efforts of your centre manager		6	Q3		
Passives	2022 Q3	0-25	FY 22		
+-----+-----+-----+-----+-----+					
		+	+		+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
-----+		-----+	-----+		-----+
145634		2022	2021	December	16614 227741
Abbi Jonathan Lazarus			22	Hyderabad	54458 Interne
t & IT	10	Pantry and F&B Services	10	Housekeeping & Cl	
cleanliness	10	Community Engagement/Events	0	Center Des	

ign/Ambience	10		How likely are you to recommend Awfis	10
How would you rate the efforts of your centre manager	10		Q3	
Promoter 2022 Q3 0-25 FY 22				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
147377 2022 2021 December 15240 223488				
Edward Rozario 56 Hyderabad 54431 Interne				
t & IT 9 Pantry and F&B Services 9 Housekeeping & Cl				
eanliness 10 Community Engagement/Events 0 Center Des				
ign/Ambience 10 How likely are you to recommend Awfis 10				
How would you rate the efforts of your centre manager 10 Q3				
Promoter 2022 Q3 50-100 FY 22				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
154637 2022 2022 January 14158 214914				
Ruth lazar kola 104 Pune 54411 Interne				
t & IT 10 Pantry and F&B Services 10 Housekeeping & Cl				
eanliness 10 Community Engagement/Events 0 Center Des				
ign/Ambience 10 How likely are you to recommend Awfis 10				
How would you rate the efforts of your centre manager 10 Q4				
Promoter 2022 Q4 100-200 FY 22				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
164562 2022 2022 January 2387 205209				
Abeezar Vasi 51 Pune 54381 Interne				
t & IT 9 Pantry and F&B Services 7 Housekeeping & Cl				
eanliness 9 Community Engagement/Events 0 Center Des				
ign/Ambience 3 How likely are you to recommend Awfis 7				
How would you rate the efforts of your centre manager 4 Q4				
Passives 2022 Q4 50-100 FY 22				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
171986 2022 2022 February 16614 227741				
Abbi Jonathan Lazarus 27 Hyderabad 54458 Interne				
t & IT 10 Pantry and F&B Services 10 Housekeeping & Cl				
eanliness 10 Community Engagement/Events 0 Center Des				

ign/Ambience	10		How likely are you to recommend Awfis	10
How would you rate the efforts of your centre manager	10		Q4	
Promoter 2022 Q4	25-50		FY 22	
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
174289	2022		2022 February	15240 223488
Edward Rozario			56 Hyderabad	54431 Interne
t & IT	10		Pantry and F&B Services	9 Housekeeping & Cl
eanliness	10		Community Engagement/Events	0 Center Des
ign/Ambience	10		How likely are you to recommend Awfis	10
How would you rate the efforts of your centre manager	9		Q4	
Promoter 2022 Q4	50-100		FY 22	
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
189234	2022		2022 March	15240 223488
Edward Rozario			56 Hyderabad	54431 Interne
t & IT	10		Pantry and F&B Services	10 Housekeeping & Cl
eanliness	10		Community Engagement/Events	0 Center Des
ign/Ambience	10		How likely are you to recommend Awfis	9
How would you rate the efforts of your centre manager	9		Q4	
Promoter 2022 Q4	50-100		FY 22	
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
204777	2023		2022 April	15240 223488
Edward Rozario			56 Hyderabad	54431 Interne
t & IT	4		Pantry and F&B Services	10 Housekeeping & Cl
eanliness	10		Community Engagement/Events	0 Center Des
ign/Ambience	10		How likely are you to recommend Awfis	9
How would you rate the efforts of your centre manager	9		Q1	
Promoter 2023 Q1	50-100		FY 23	
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+				
241634	2023		2022 June	20584 252634
Dipak Zarekar			9 Pune	54424 Interne
t & IT	5		Pantry and F&B Services	4 Housekeeping & Cl
eanliness	8		Community Engagement/Events	0 Center Des

ign/Ambience		6 How likely are you to recommend Awfis		9	
How would you rate the efforts of your centre manager		8 Q1			
Promoter 2023 Q1		0-25 FY 23			
+-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
+-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
252318 2023 2022 June		19870 249932			
Ankita Vanzara		111 Mumbai		54489 Interne	
t & IT 6		Pantry and F&B Services		9 Housekeeping & Cl	
cleanliness 9		Community Engagement/Events		0 Center Des	
ign/Ambience 10		How likely are you to recommend Awfis		7	
How would you rate the efforts of your centre manager		8 Q1			
Passives 2023 Q1		100-200 FY 23			
+-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
+-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
263349 2023 2022 July		20584 252634			
Dipak Zarekar		9 Pune		54424 Interne	
t & IT 10		Pantry and F&B Services		10 Housekeeping & Cl	
cleanliness 10		Community Engagement/Events		0 Center Des	
ign/Ambience 10		How likely are you to recommend Awfis		10	
How would you rate the efforts of your centre manager		10 Q2			
Promoter 2023 Q2		0-25 FY 23			
+-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
+-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
273729 2023 2022 July		16614 227741			
Abbi Jonathan Lazarus		38 Hyderabad		54458 Interne	
t & IT 8		Pantry and F&B Services		8 Housekeeping & Cl	
cleanliness 8		Community Engagement/Events		0 Center Des	
ign/Ambience 8		How likely are you to recommend Awfis		9	
How would you rate the efforts of your centre manager		10 Q2			
Promoter 2023 Q2		25-50 FY 23			
+-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
+-----+-----+-----+-----+-----+-----+					
-----+-----+-----+-----+-----+-----+					
283053 2023 2022 August		20584 252634			
Dipak Zarekar		9 Pune		54424 Interne	
t & IT 10		Pantry and F&B Services		10 Housekeeping & Cl	
cleanliness 10		Community Engagement/Events		0 Center Des	

ign/Ambience	10	How likely are you to recommend Awfis				10	
How would you rate the efforts of your centre manager							10 Q2
Promoter	2023 Q2	0-25	FY 23				
+-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
+-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
	294305	2023	2022	August		16614 227741	
Abbi Jonathan Lazarus		38	Hyderabad		54458	Interne	
t & IT	9	Pantry and F&B Services		9	Housekeeping & Cl		
cleanliness	9	Community Engagement/Events		0	Center Des		
ign/Ambience	9	How likely are you to recommend Awfis				9	
How would you rate the efforts of your centre manager							10 Q2
Promoter	2023 Q2	25-50	FY 23				
+-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
+-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
	297589	2023	2022	August		22806 264309	
Mohd.anzar		8	Hyderabad		54374	Interne	
t & IT	10	Pantry and F&B Services		10	Housekeeping & Cl		
cleanliness	10	Community Engagement/Events		0	Center Des		
ign/Ambience	10	How likely are you to recommend Awfis				10	
How would you rate the efforts of your centre manager							10 Q2
Promoter	2023 Q2	0-25	FY 23				
+-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
+-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
	315417	2023	2022	September		16614 227741	
Abbi Jonathan Lazarus		38	Hyderabad		54458	Interne	
t & IT	9	Pantry and F&B Services		8	Housekeeping & Cl		
cleanliness	9	Community Engagement/Events		0	Center Des		
ign/Ambience	9	How likely are you to recommend Awfis				10	
How would you rate the efforts of your centre manager							6 Q2
Promoter	2023 Q2	25-50	FY 23				
+-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
+-----+-----+-----+-----+-----+-----+							
-----+-----+-----+-----+-----+-----+							
	328057	2023	2022	October		15240 223488	
Edward Rozario		56	Hyderabad		54431	Interne	
t & IT	8	Pantry and F&B Services		9	Housekeeping & Cl		
cleanliness	9	Community Engagement/Events		0	Center Des		

[illegible]

ign/Ambience	8	How likely are you to recommend Awfis	4
How would you rate the efforts of your centre manager	1	Q4	
Detractor 2023 Q4	25-50	FY 23	
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
487224	2024	2023 May	21986 256984
Wendell Rozario	10	Mumbai	54515
t & IT	9	Pantry and F&B Services	9
cleanliness	10	Community Engagement/Events	10
ign/Ambience	10	How likely are you to recommend Awfis	10
How would you rate the efforts of your centre manager	10	Q1	
Promoter 2024 Q1	0-25	FY 24(Q1)	
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+			

```
In [ ]: import csv
import re
import boto3
from tabulate import tabulate
from io import StringIO
import concurrent.futures

def clean_input(sentence):
    clean_sentence = re.sub(r'\s+', ' ', sentence).strip().lower()
    keywords = clean_sentence.split(' ')
    return keywords

def search_csv_s3(bucket_name, keywords, aws_access_key_id, aws_secret_access_key):
    all_results = []
    s3 = boto3.client('s3',
                      region_name=region_name,
                      aws_access_key_id=aws_access_key_id,
                      aws_secret_access_key=aws_secret_access_key)

    objects = s3.list_objects_v2(Bucket=bucket_name)['Contents']
    file_paths = [f"s3://{bucket_name}/{obj['Key']}" for obj in objects if obj['Key'].lower().any(keyword in keyword) for keyword in keywords]

    # Set the maximum number of concurrent requests
    max_concurrent_requests = min(len(file_paths), 20) # Adjust as needed

    with concurrent.futures.ThreadPoolExecutor(max_workers=max_concurrent_requests):
        future_to_path = {executor.submit(search_csv, file_path, keywords, all_results) for file_path in file_paths}
        for future in concurrent.futures.as_completed(future_to_path):
            file_path = future_to_path[future]
            try:
```

```

        result = future.result()
        if result:
            all_results.append(result)
    except Exception as e:
        pass # Do nothing if there's an error searching the file

    return all_results

def search_csv(file_path, keywords, aws_access_key_id, aws_secret_access_key,
               results = []):
    s3 = boto3.client('s3',
                      region_name=region_name,
                      aws_access_key_id=aws_access_key_id,
                      aws_secret_access_key=aws_secret_access_key)
    bucket_name, key = file_path.split('/')[2], '/'.join(file_path.split('/')
    obj = s3.get_object(Bucket=bucket_name, Key=key)

    try:
        data = obj['Body'].read().decode('utf-8') # Try decoding with UTF-8
    except UnicodeDecodeError:
        data = obj['Body'].read().decode('ISO-8859-1') # Fallback to ISO-8859-1

    reader = csv.reader(StringIO(data))

    header = next(reader)
    results.append(header)

    for row in reader:
        found_keywords = set()
        for keyword in keywords:
            if any(keyword in column.lower() for column in row):
                found_keywords.add(keyword)
        if len(found_keywords) == len(keywords):
            results.append(row)

    if len(results) > 1: # Check if there are any results (excluding header)
        return (file_path, results)
    else:
        return None

# Example usage:
bucket_name = 'test2bucket13052024' # Replace with your S3 bucket name
input_sentence = "Mumbai"
keywords = clean_input(input_sentence)

# AWS credentials
aws_access_key_id = 'AKIAVRUVVN6TWCFGSKX7'
aws_secret_access_key = '6ZHp4kQLADEyuhgx/rLFEAMtMG/gX2gzd8pMZRAAd'
region_name = 'eu-north-1'

search_results = search_csv_s3(bucket_name, keywords, aws_access_key_id, aws_secret_access_key,
                                results)

for result in search_results:
    if result:
        file_path, results = result

```



```
print("Results for file:", file_path)
print(tabulate(results, headers="firstrow", tablefmt="grid"))
print()
```

Results for file: s3://test2bucket13052024/2211-1Lattice databook Awfis study(Data) (1).csv

IOPub data rate exceeded.

The notebook server will temporarily stop sending output to the client in order to avoid crashing it.

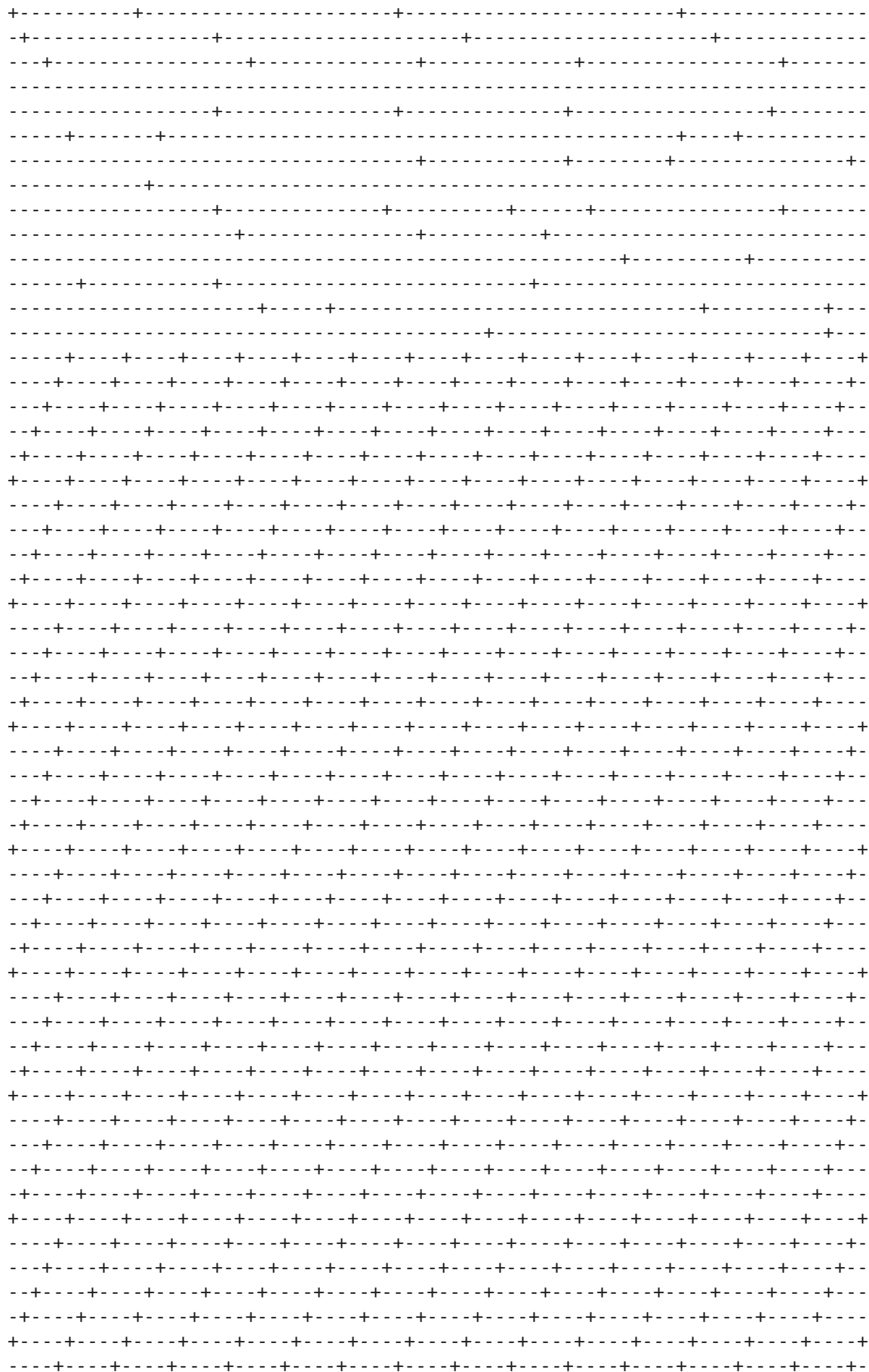
To change this limit, set the config variable

`--NotebookApp.iopub_data_rate_limit`.

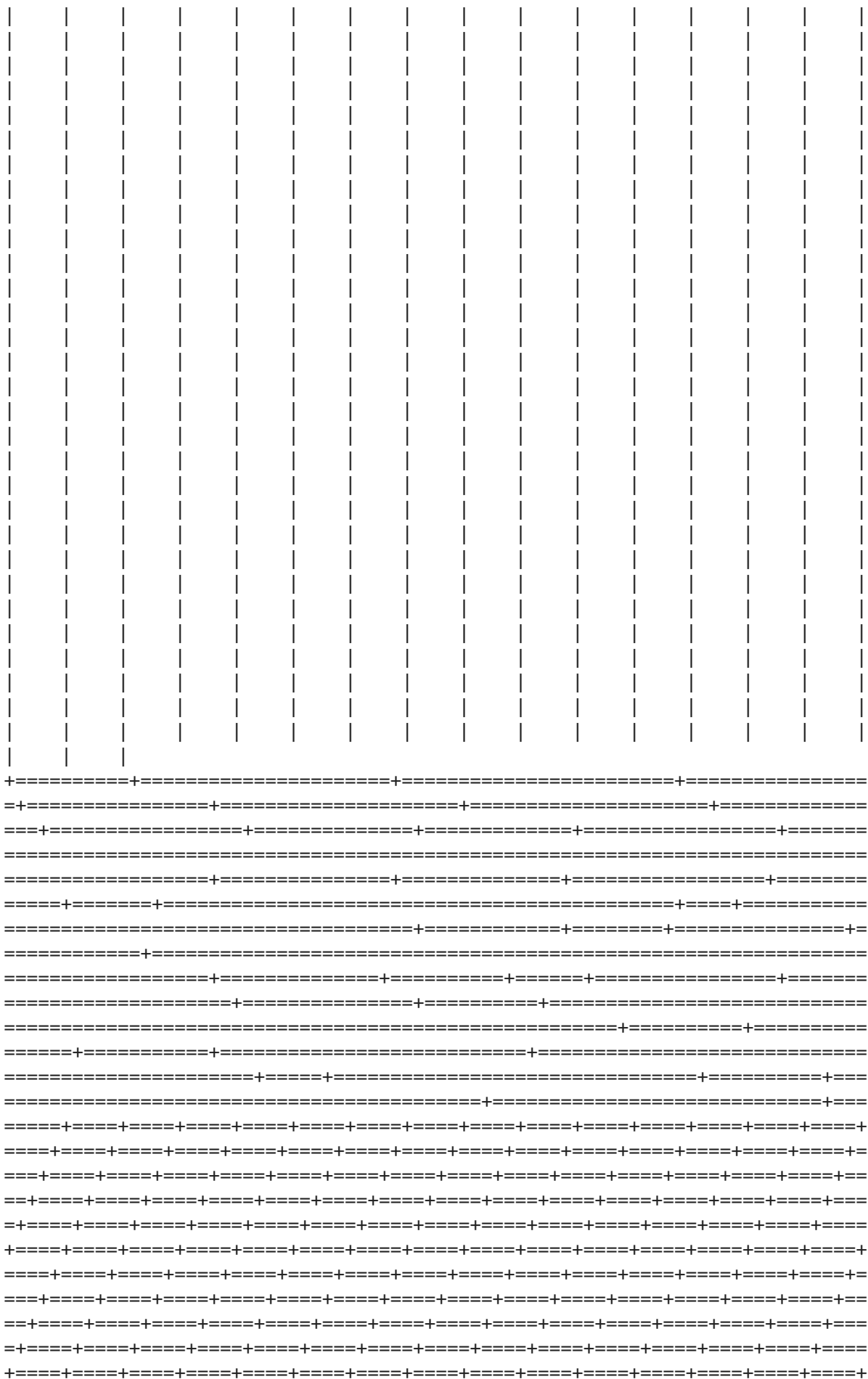
Current values:

NotebookApp.iopub_data_rate_limit=1000000.0 (bytes/sec)

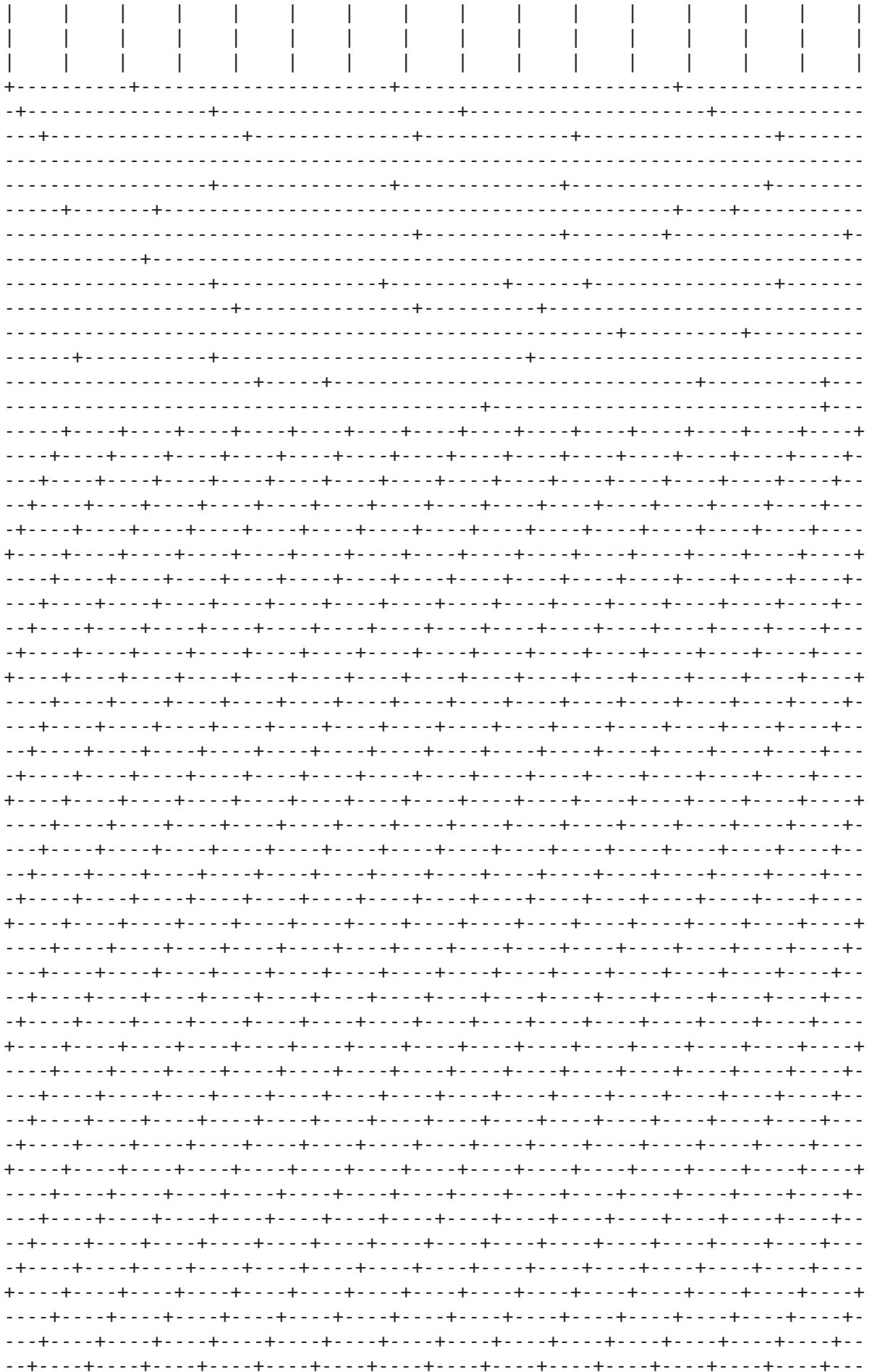
NotebookApp.rate_limit_window=3.0 (secs)



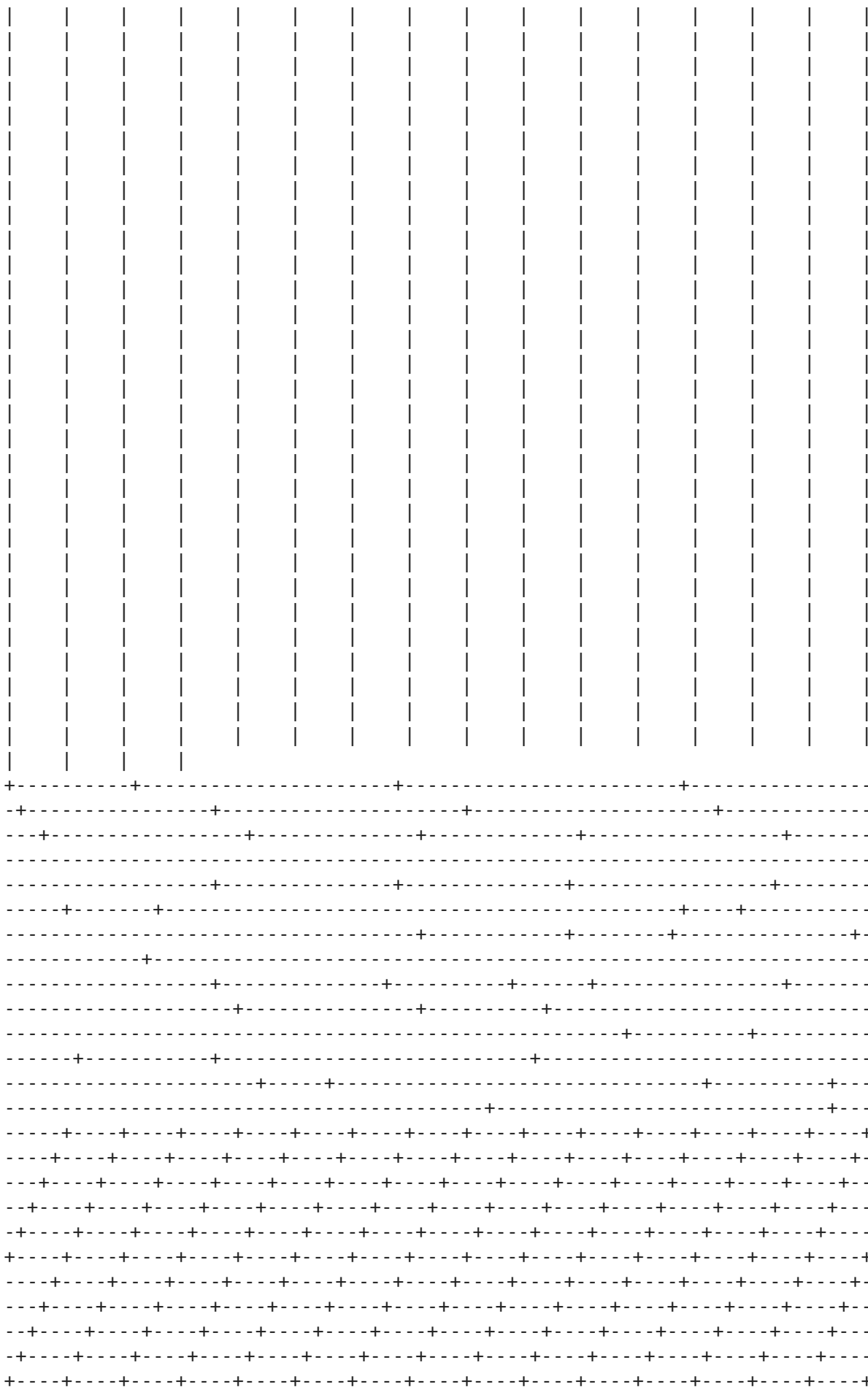
Status	Test/Garbage Entry	Reason for rejection	Respondent ID
Collector ID	Start Date	End Date	IP Address
Email Address	First Name	Last Name	Custom Data 1
Which of the following personal finance-based companies are you aware of? (Select all that apply)			
How did you first hear about DMI finance?			
What perception do you have of DMI finance?			
Which of the following gaming events are you aware of? (Select all that apply)			
Which of the following brands are you aware of?			
What is your age (in years)?			
Gender	Which city are you currently residing in?	Kin	
E-Mail	City		



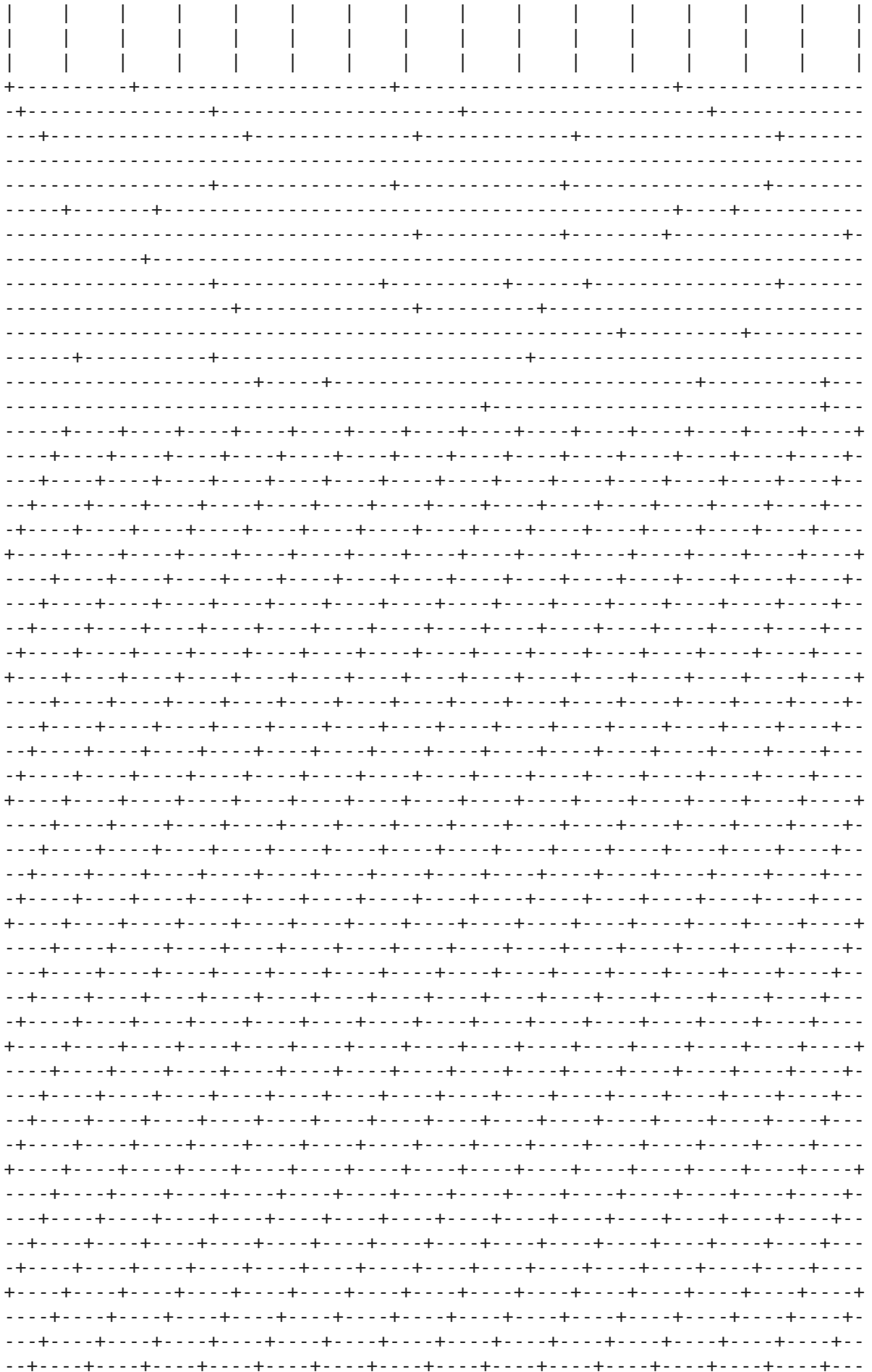
ESL Play	Dreamhack	RedBul
Female	Mumbai	19-20 years
		nids1490@gmail.co

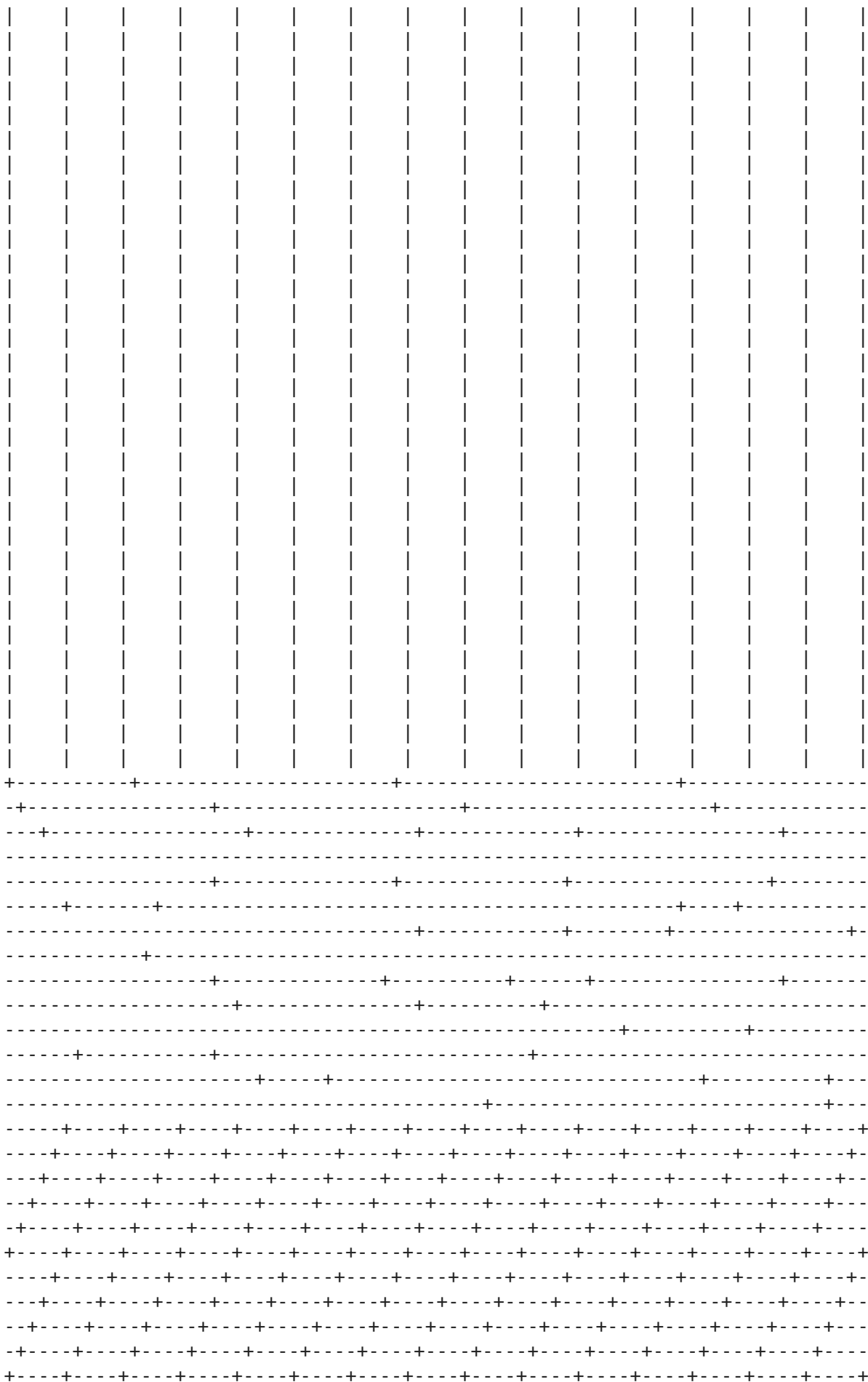


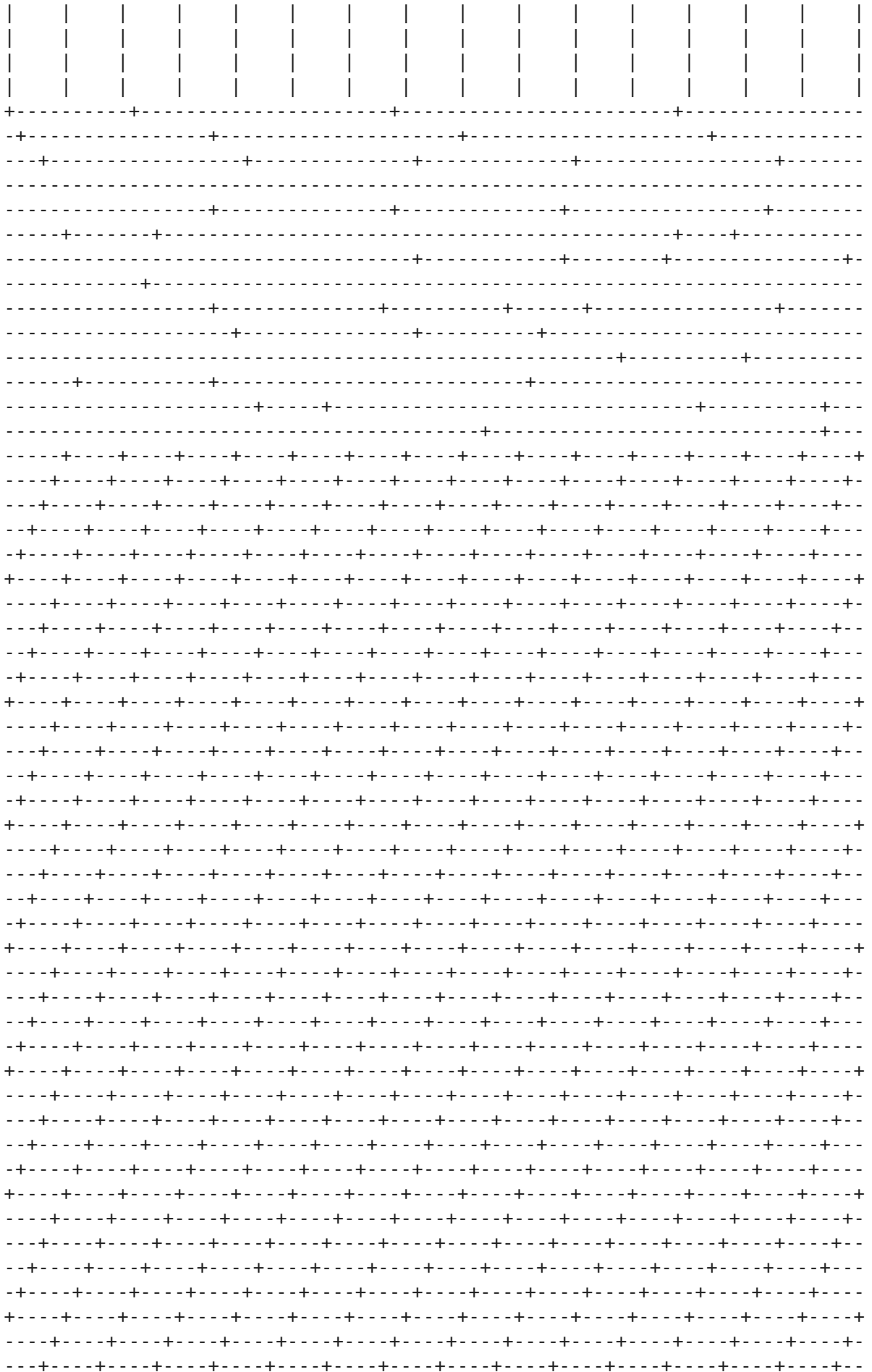
[illegible]



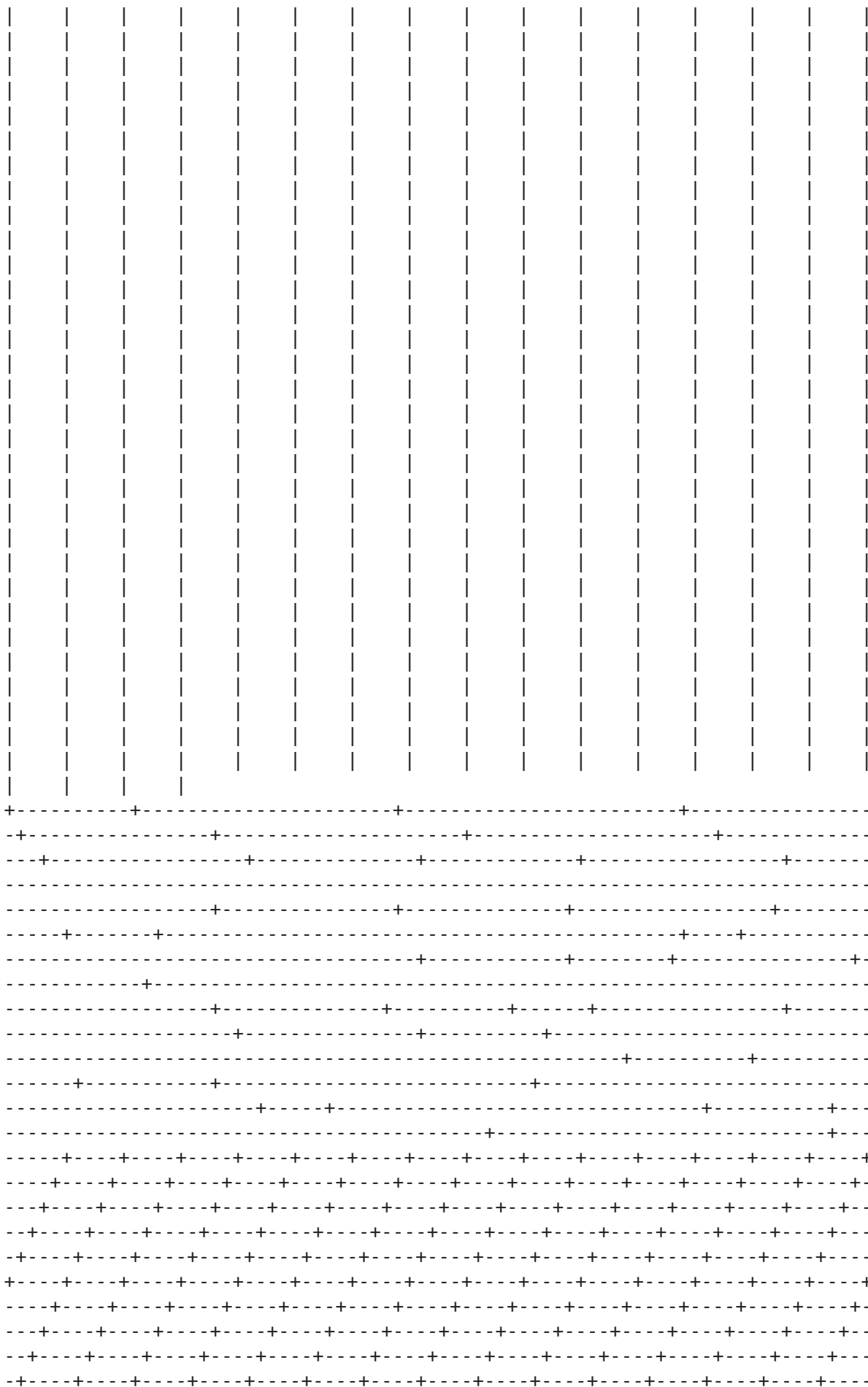
```
| Accept | | | 1.14407e+11  
| 427718354 | 2023-09-07 15:34:28 | 2023-09-07 15:36:20 | 148.113.0.104  
| Bajaj Finserv | | Flexi Loans | Slice |  
| | | | |  
| | | | Battleground Mobile Indi  
a | Road to Valor | | Sky E-sports
```



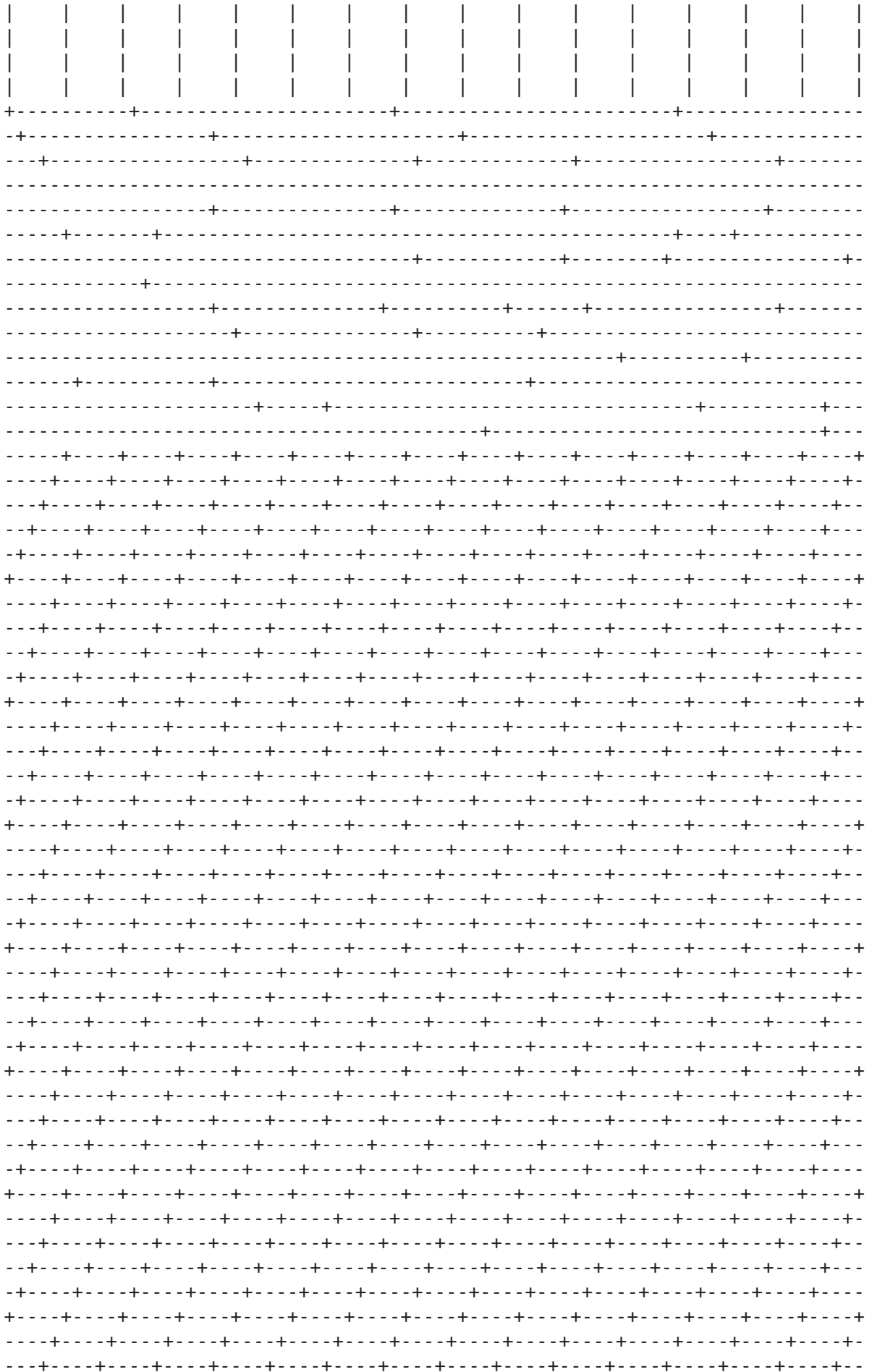


Accept	427718354	2023-09-10 19:18:31	2023-09-10 19:19:03	1.14409e+11	223.236.12.82
Lending Kart					
Clash Royale					
CCD	16-18 years	Dreamhack	Male	Mumbai	
Letsplaygameing@gmail.com					

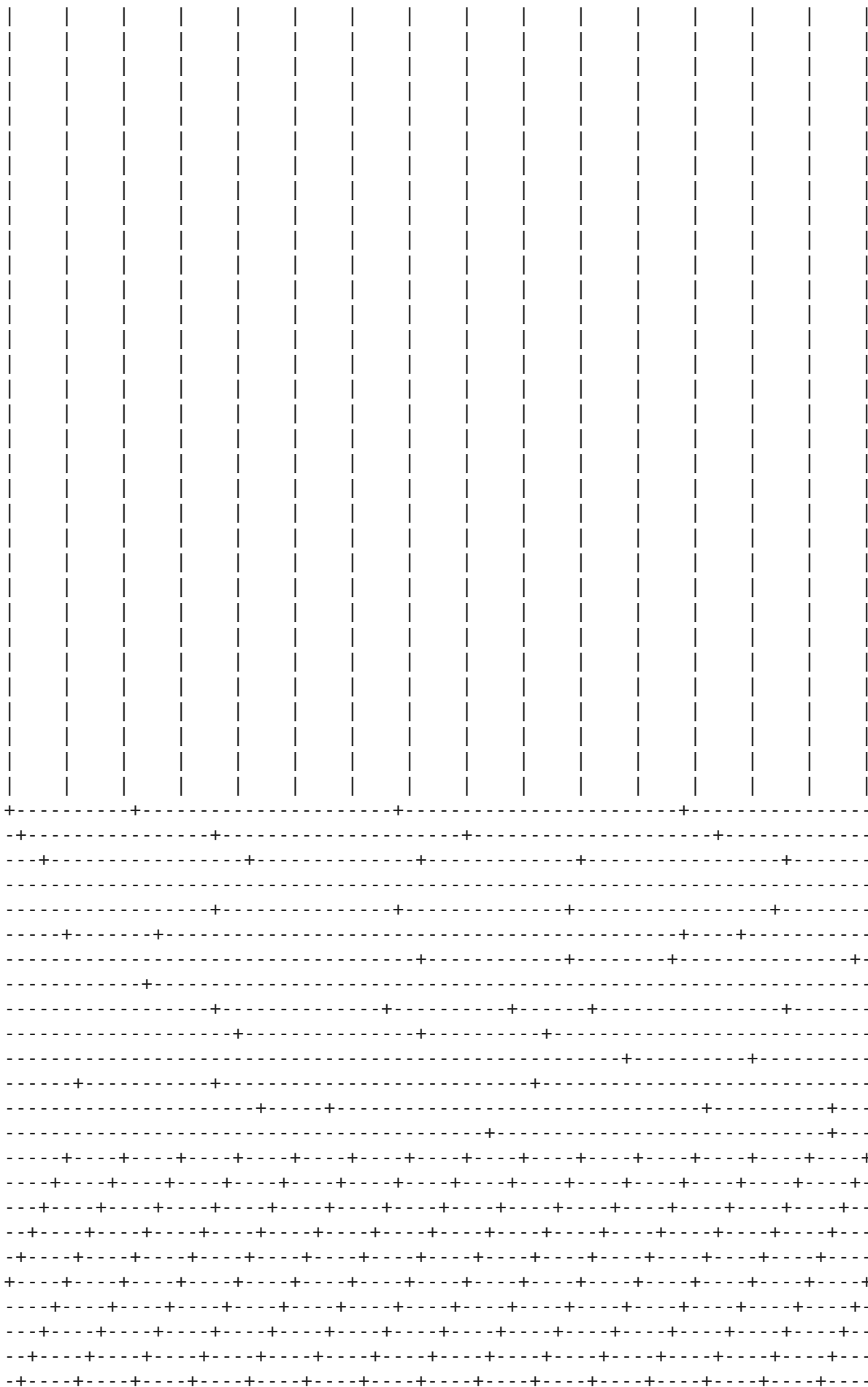


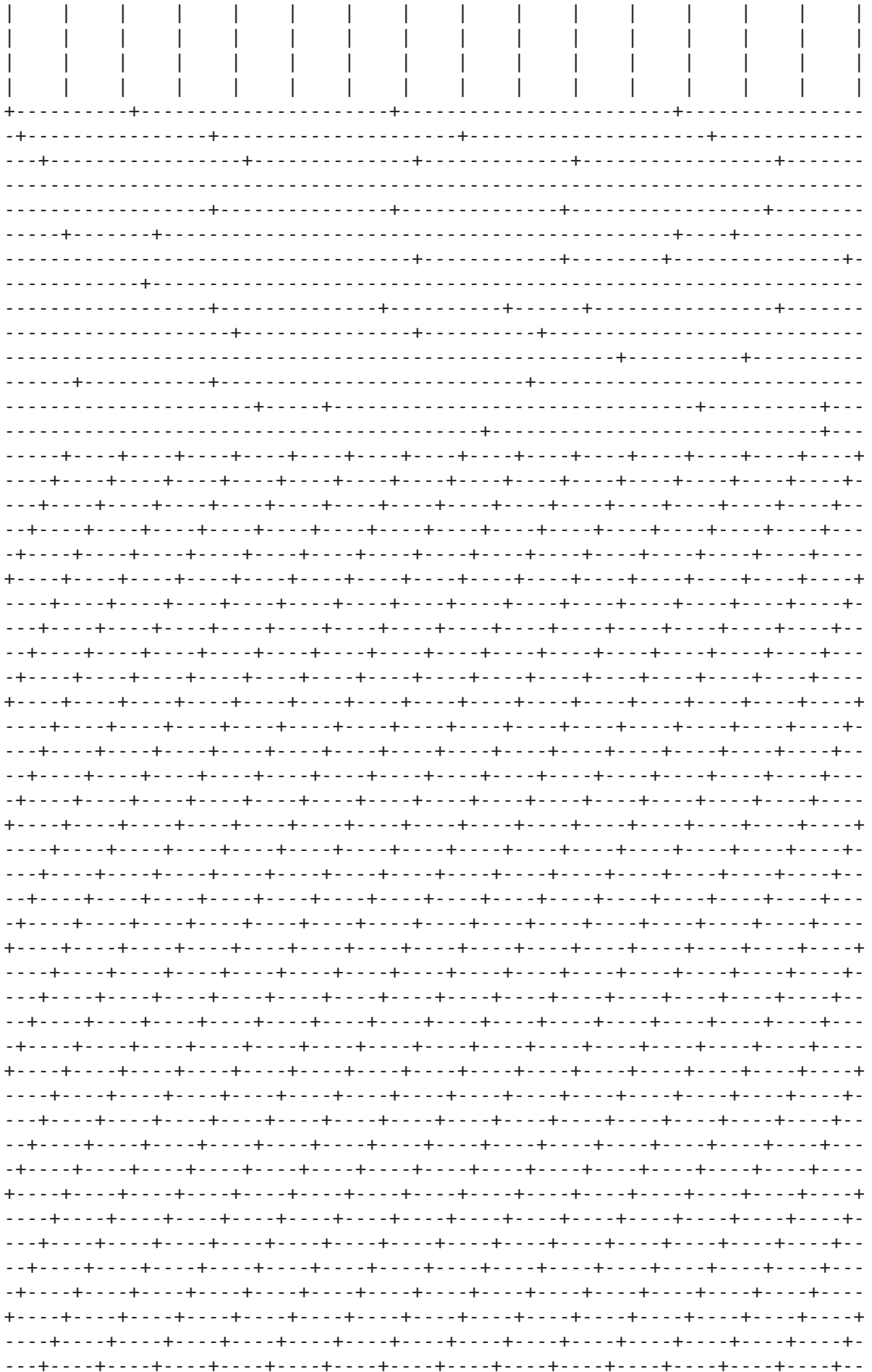
Accept	427718354	2023-09-10 19:09:10	2023-09-10 19:10:13	1.14409e+11	223.236.12.82
Bajaj Finserv					
Clash Royale					

[illegible]

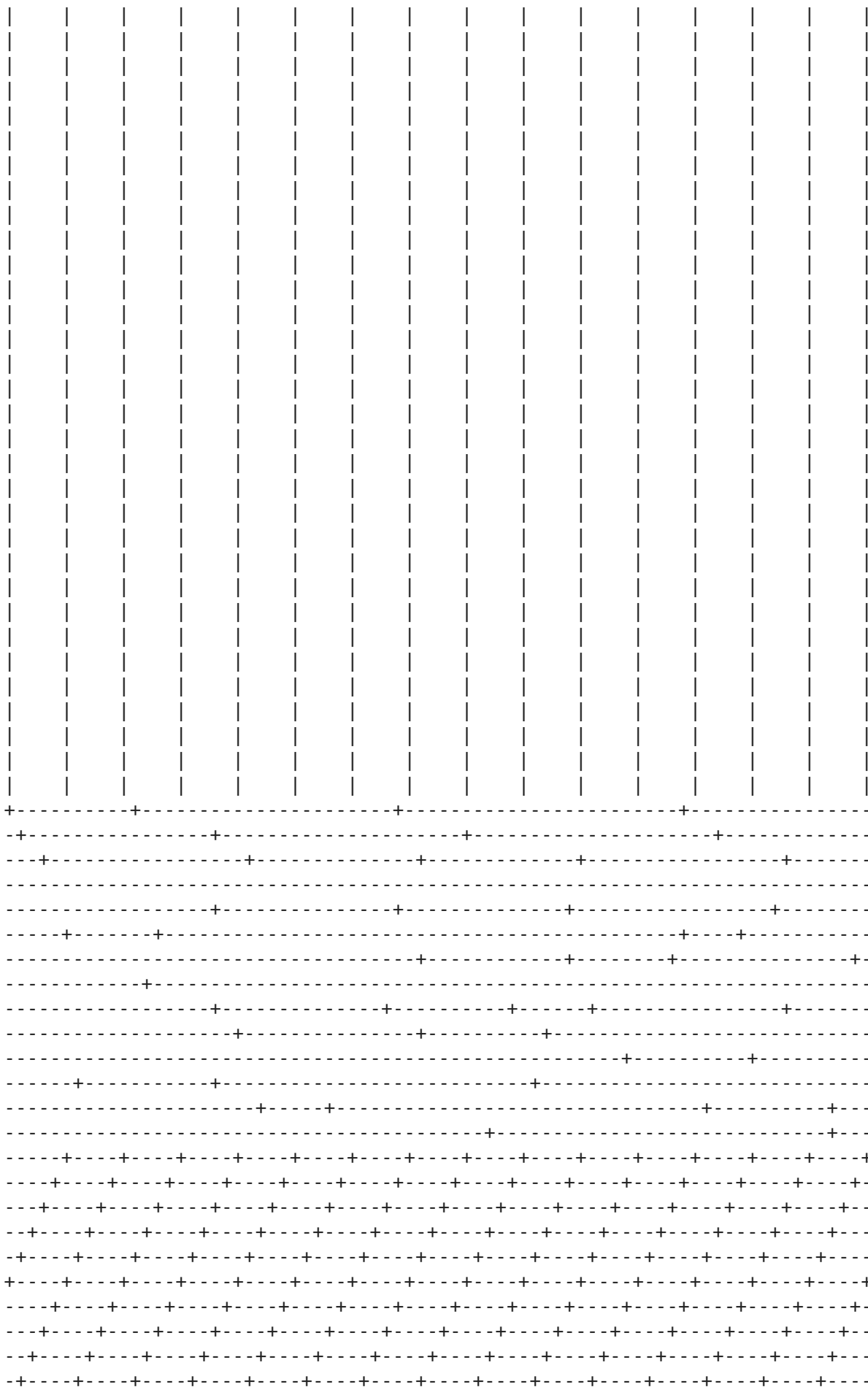


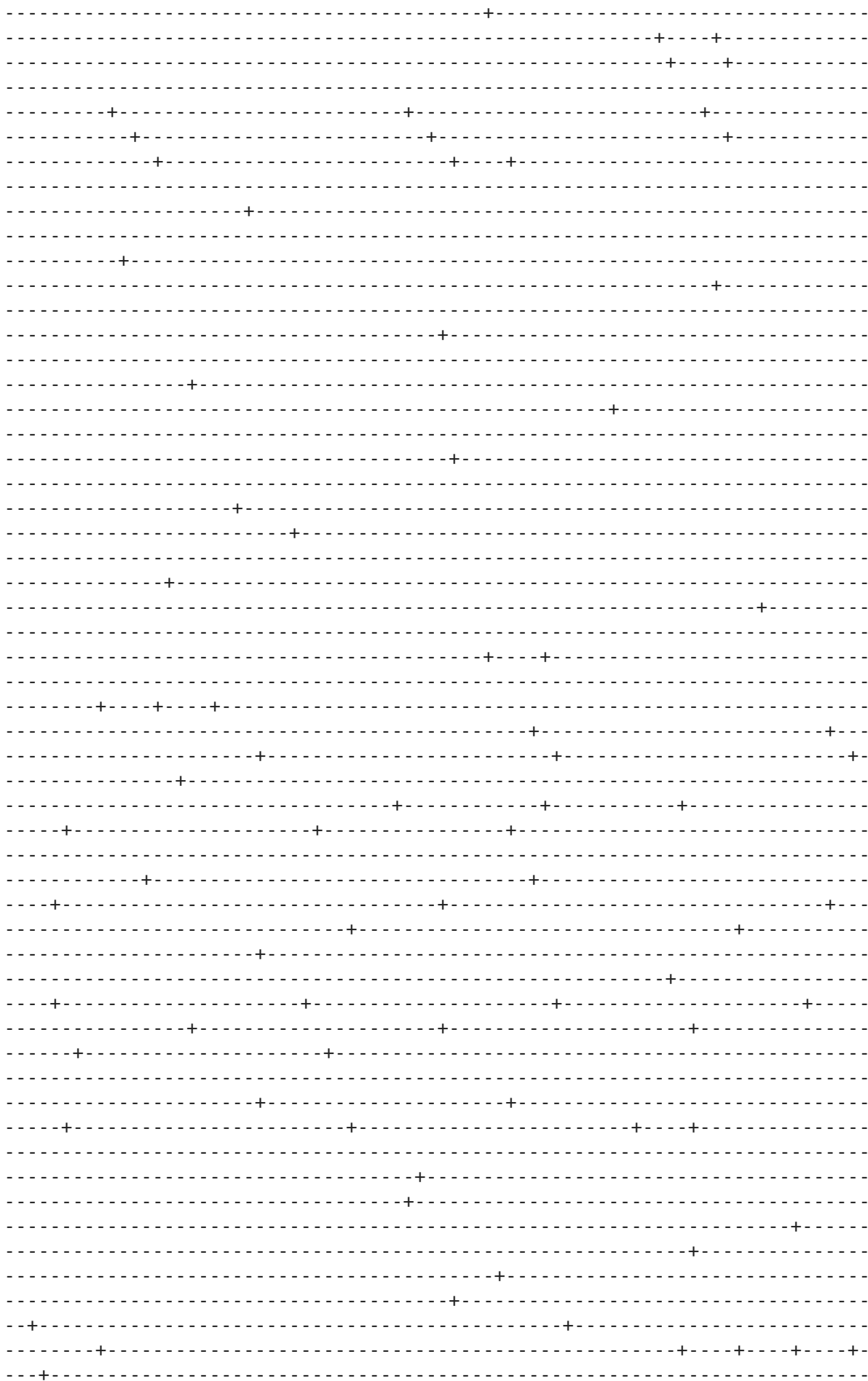
[illegible]

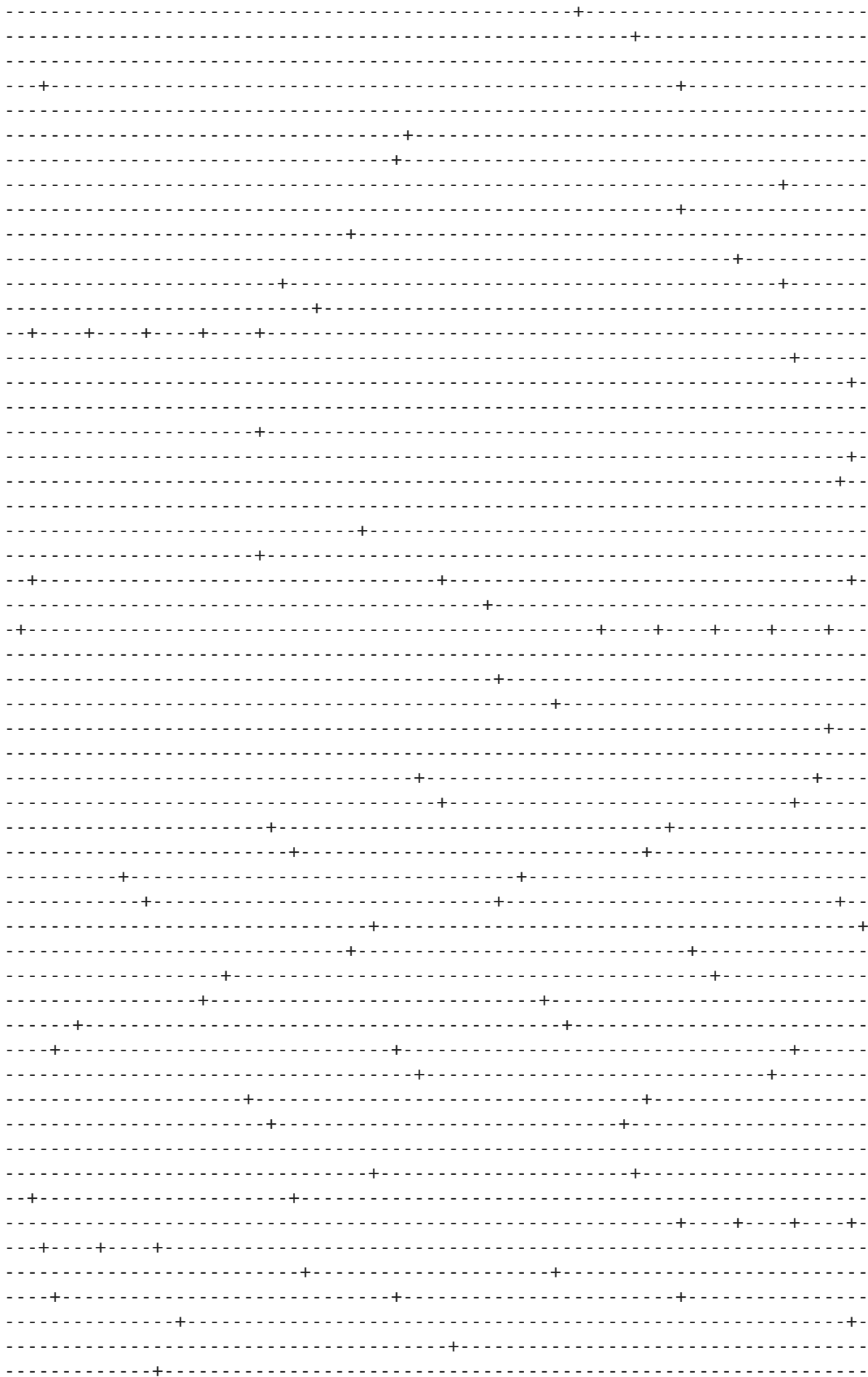




[illegible]



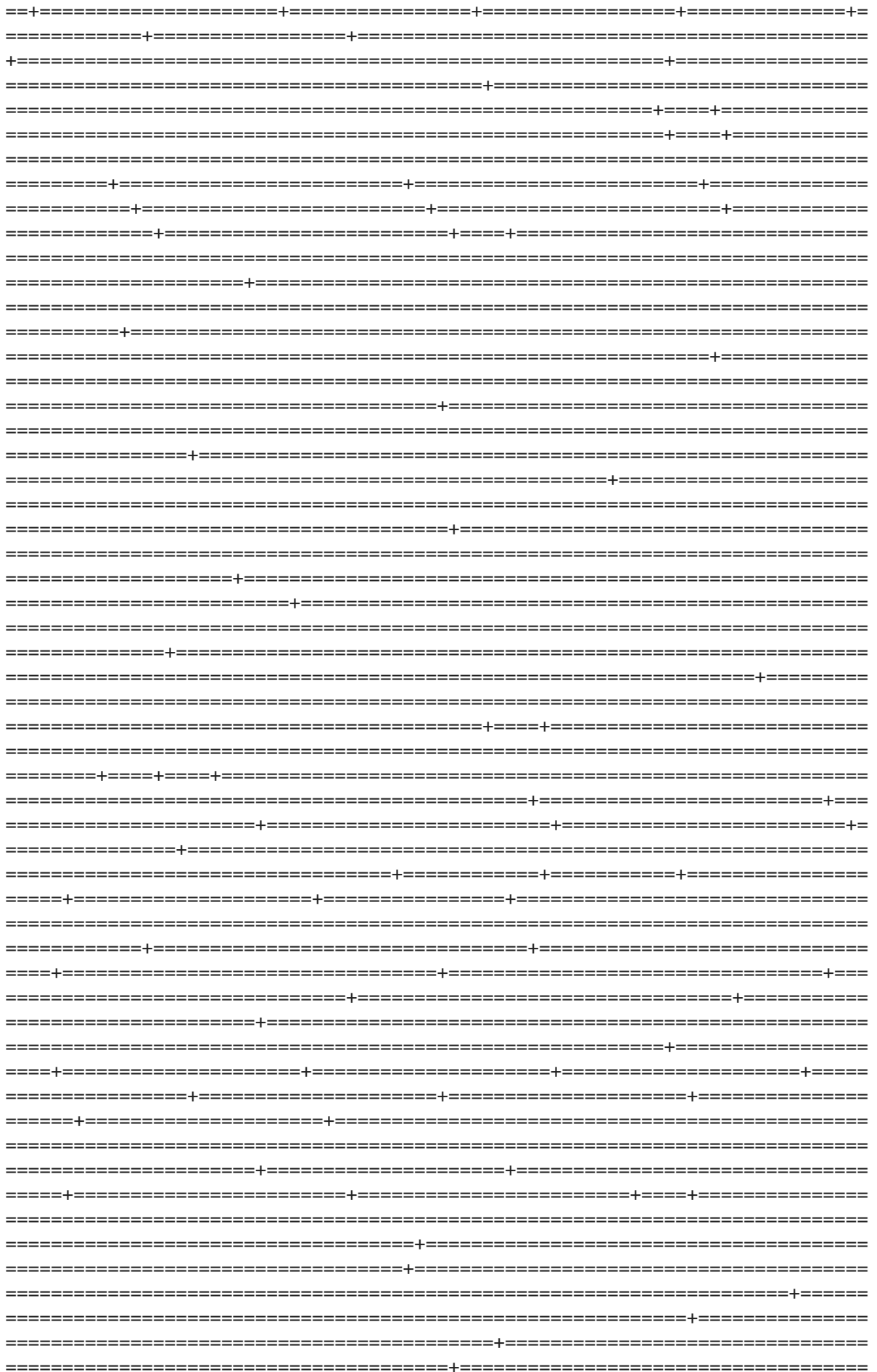


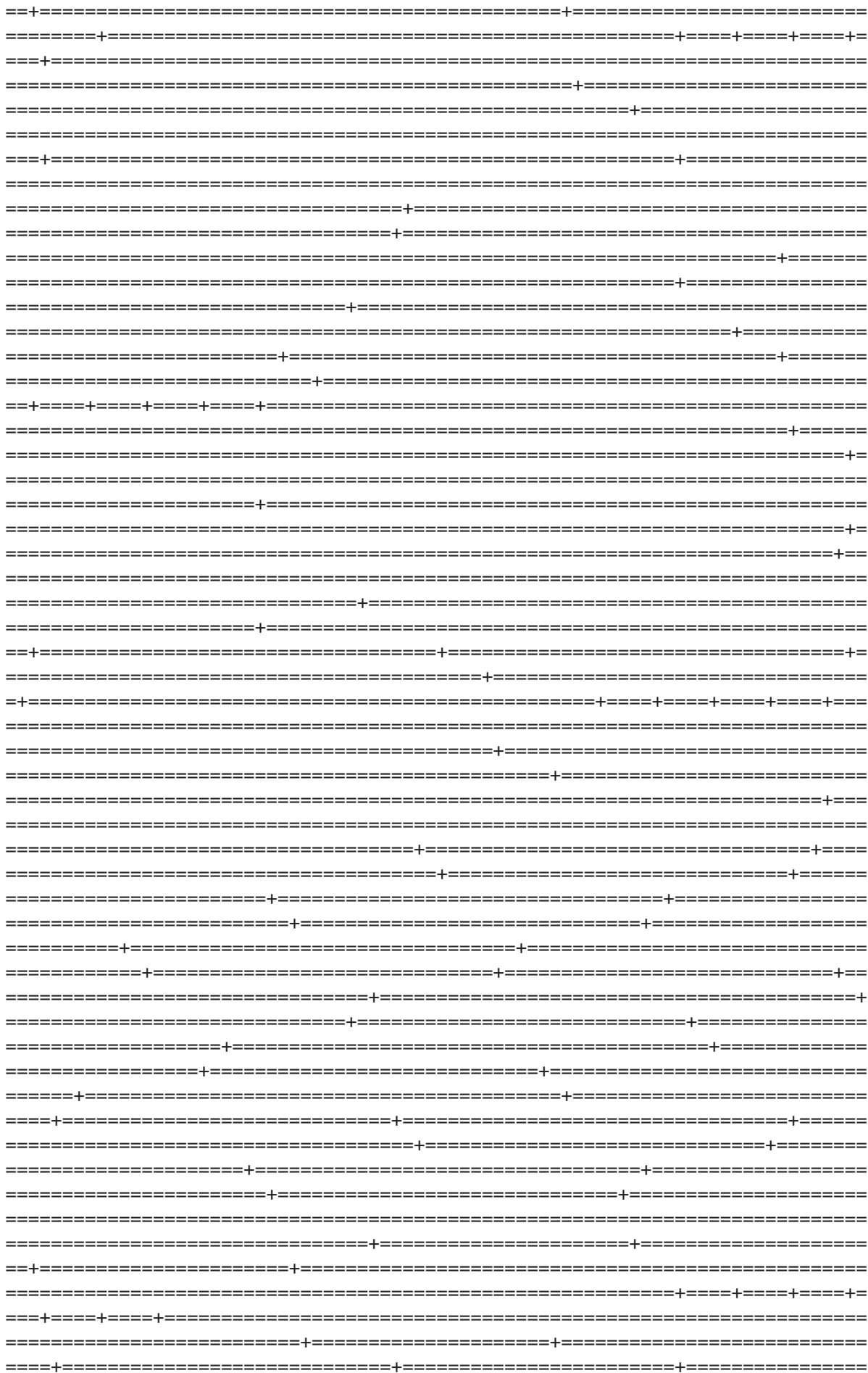



```

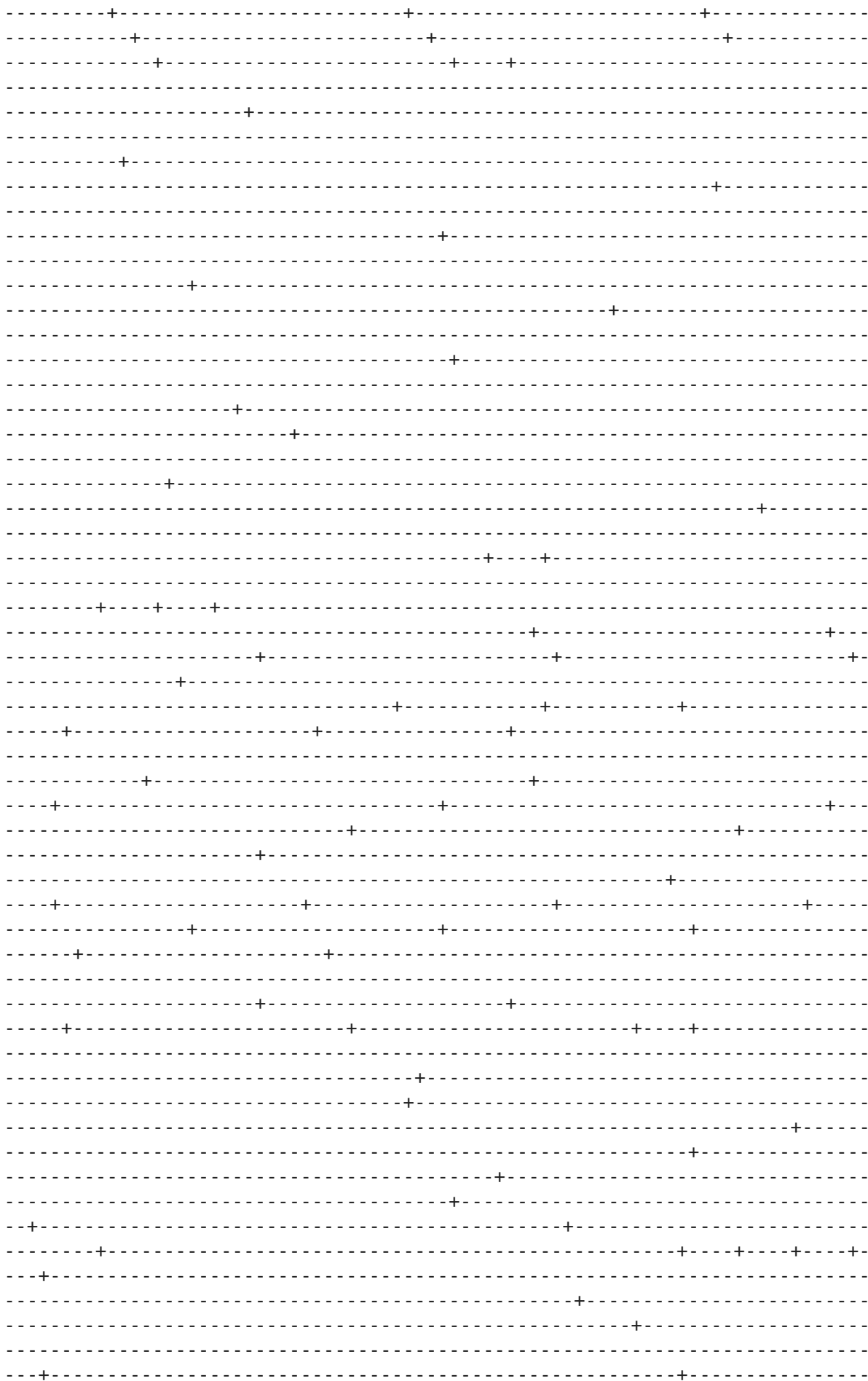
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Status      |      |      | Respondent ID | Collector ID | Start Date
| End Date    |      |      | IP Address    | Email Address | First Name | La
st Name      | Custom Data 1 | What is your current age? [SINGLE SELECT] |
What is your annual income? (pre-tax) [SINGLE SELECT] | Do you hold a life
insurance policy? [MULTIPLE SELECT] | From which channel did you purchase
your latest life insurance policy? [SINGLE SELECT] | | From which bank
did you purchase your latest life insurance policy? | | Kindly state al
l the brands that come to your mind when you think of life insurance. [UNAI
ED] |
|
|
|
|
|
|
|
|
|
|
| With which of the following brands do you hold a life insurance policy fro
m? |
|
|
|
| Kindly state all the brands that come to your mind when you thin
k of banks. [Select all that apply] |
|
|
| With
which of the following banking brands do you have an account? [Select all th
at apply] |
|
| I will now read out a few statements. Kindly let me know
which life insurer you associate most with each statement: |
|
|
| I will now read out a few statements. Kindly let me know which bank you as
sociate most with each statement: |
|
|
|
| Which of
the following factors do you consider while choosing the brand for purchasin
g a life insurance policy from? [Select up to 3 options] |
|
|
| Which of these statements best describe how easy or difficult was it
to understand about the concept that I just described? | Overall, how much
did you like this new concept that I just described? | How likely are you
to purchase a product from this rebranded company, when it is available in t
he market? | What did you like about this concept? [Select up to 3 option
s] |
|
|
| Kindly rank the attributes you just men
tioned? | | | | Which of these statements best describe how
different this concept is when compared to similar concepts in the market?
| Which of these statements best describe how relevant is this concept to yo

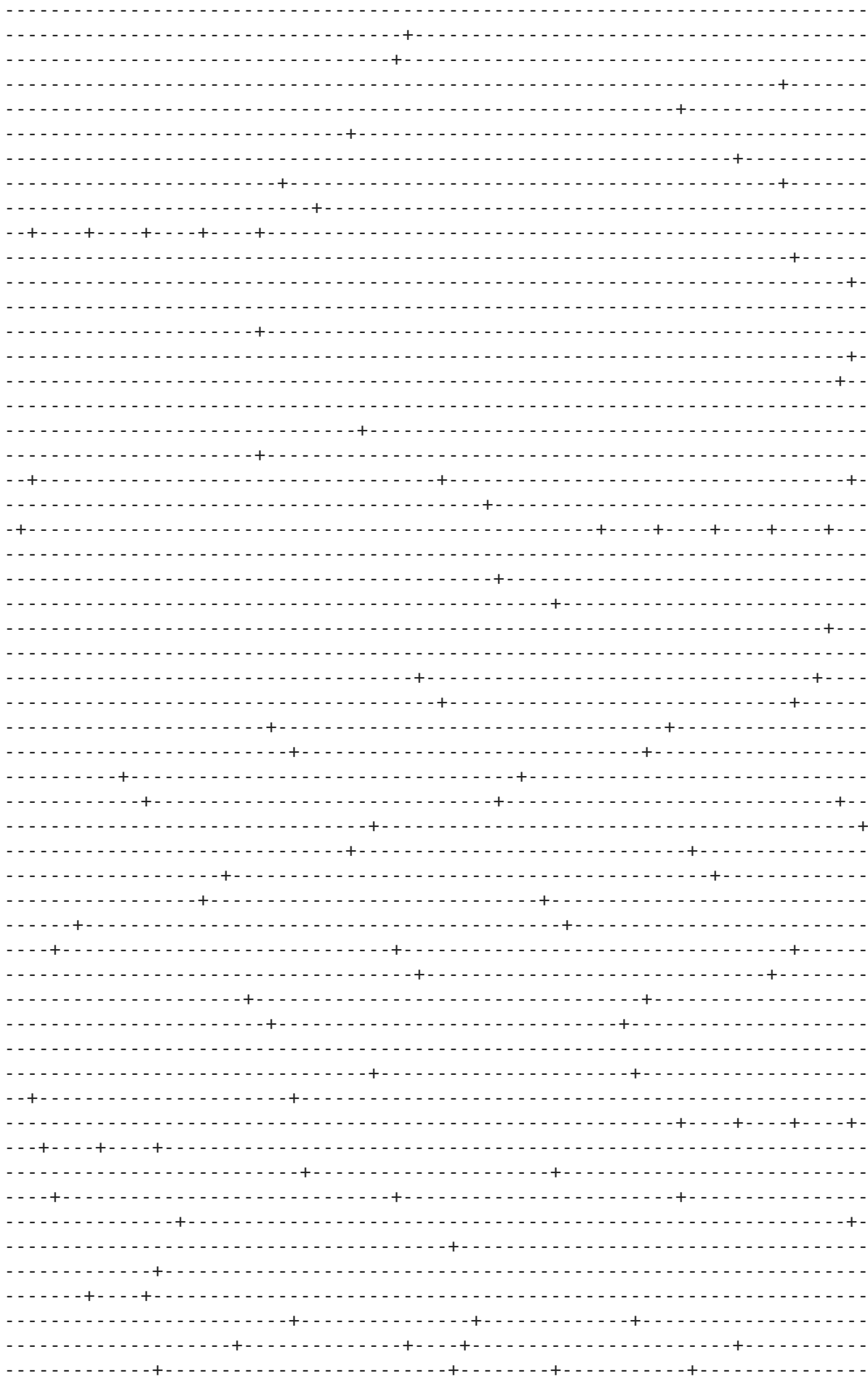
```



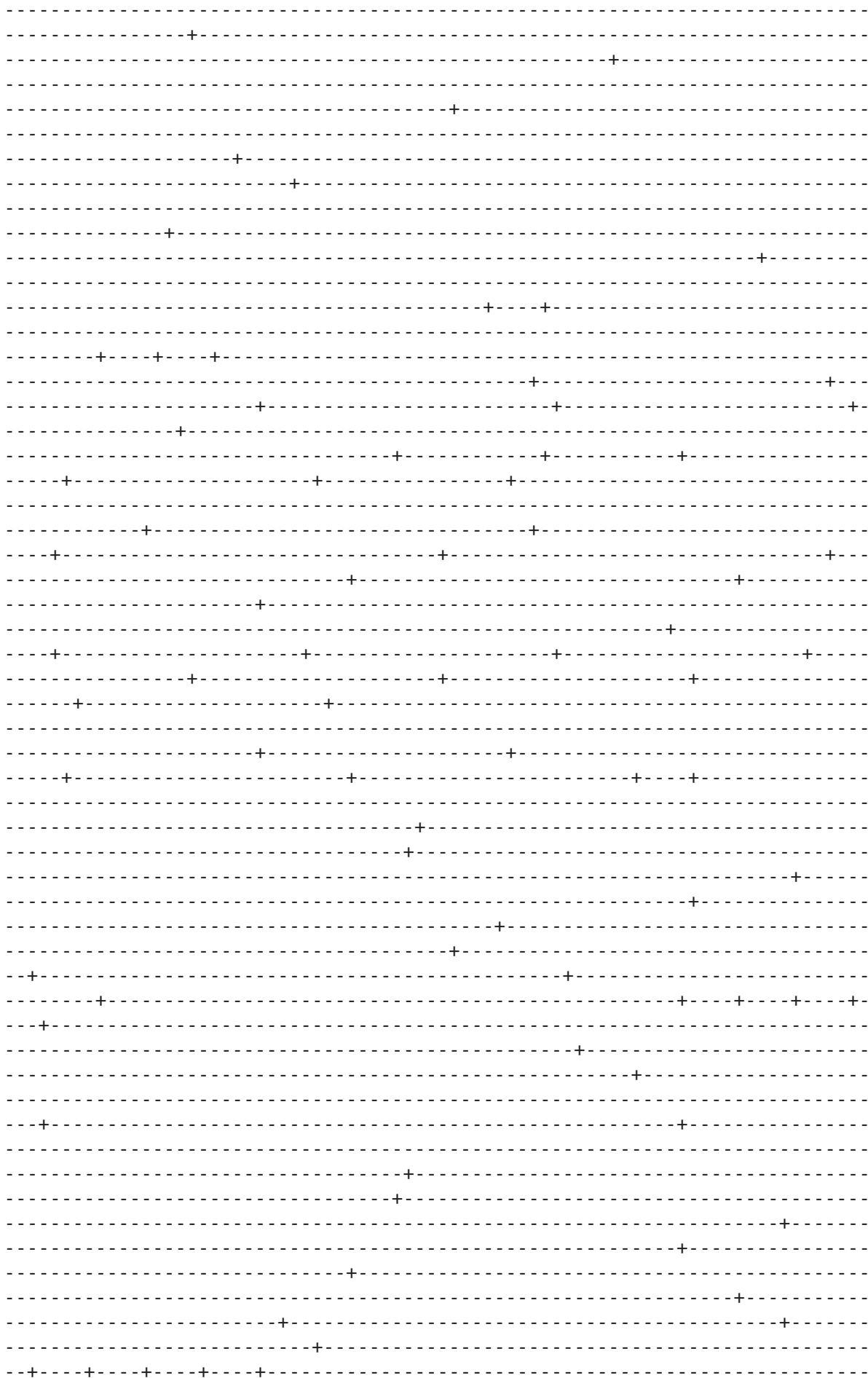
[illegible]





Accept		1.14514e+11	429729203	2024-01-23 13:42:06
2024-01-23 14:08:02	152.58.232.99			
	46-50 years			More than 10L
			No, but I intend to buy a life insurance policy soon	
Spontaneous 3 (Brand 4)				
Spontaneous 1 (Brand 2)	Spontaneous 2 (Brand 3)	Top of mind (Brand 1)		
ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png				
Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png				
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png				
Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png				
Spontaneous 2 (Brand 3)	Top of mind (Brand 1)	Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand 2)	
ICICI Bank	Axis Bank	Kotak Mahindra Bank		
ICICI Prudential Life Insurance				
ICICI Prudential Life Insurance	Kotak Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance
ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance
ICICI Prudential Life Insurance	Kotak Mahindra Bank			
Axis Bank	Kotak Mahindra Bank	Kotak Mahindra Bank	Kotak Mahindra Bank	ICICI Bank
Axis Bank	Axis Bank			
Insurance expertise			Claim settlement ratio	Branch/ office network
			Very easy to understand	
Neither like nor dislike this insurance plan				
I may or may not buy				
			Both are strong brand names in their respective segments	Both are successfully competing with major brands like HDFC and ICICI
			Both are known for superior products	
1	2	3		Somewhat new and different
Somewhat relevant				
I may or may not recommend				
Axis Max Life Insurance			Somewhat easy to understand	
I totally like this				
I may buy				
It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own				
It is known for superior products				

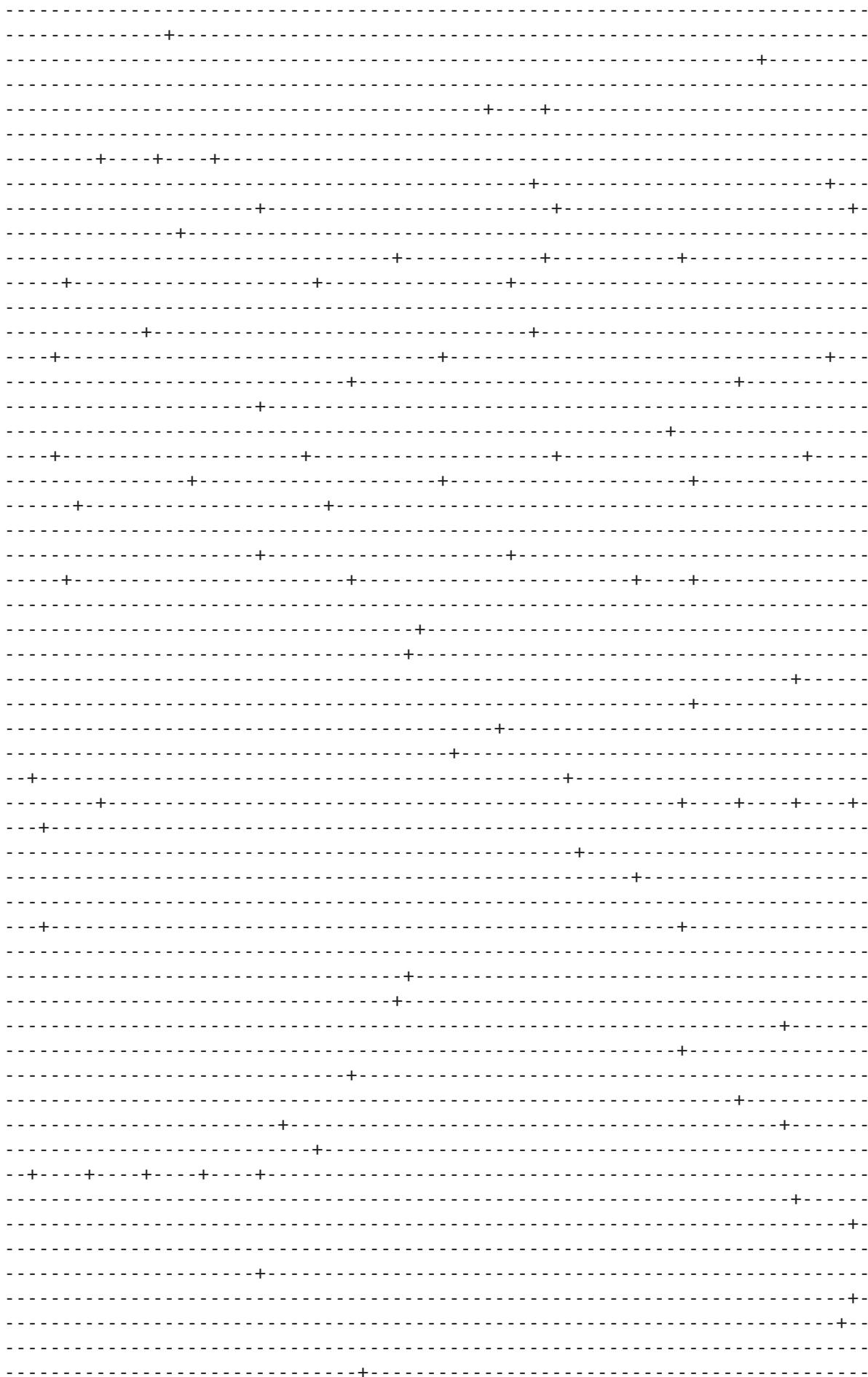
It looks modern and professional									
2	3	1		Extremely new and different					
May or might not be relevant									
I may or may not recommend									
Very easy to understand									
Neither like nor dislike this insurance plan									
I may or may not buy									
It has a wide network of branches									
It is known for superior customer service It looks modern and professional									
2	3	1		Somewhat new and different					
Somewhat relevant									
I may or may not recommend									
Concept 0Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank									
Concept 0Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank									
Concept 2Max Life Insurance by Axis Bank									
Concept 3Axis Life Insurance Concept 0Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank									
Concept 0Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank									
Concept 2Max Life Insurance by Axis Bank									
Concept 3Axis Life Insurance Concept 0Max Life Insurance Concept 1Axis Max Life Insurance Concept 2Max Life Insurance by Axis Bank									
Concept 2Max Life Insurance by Axis Bank									
Rank 2									
Rank 4 - Least liked Rank 1 - Most liked Rank 3									
7	4	6	5	1	2	3			
It looks modern and luxurious It feels sharper and bolder It feels international									
Mumbai									
Male									
Graduate									
Self-employed / Entrepreneur									
Savings Account/ Current account									
Credit Card Loans (Home, auto, personal, business)									
West Metro Life Insurance Intender									
FALSE Axis Bank Concept 2 Pure Intender									



Accept	1.14514e+11	429729203	2024-01-23 13:42:19
2024-01-23 14:07:44	152.58.232.99		
36-45 years			INR 7.1-10
L		No, but I intend to buy a li	
fe insurance policy soon			
Spontaneous 2 (Brand 3)		Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand
2)	Top of mind (Brand 1)		

|
 | ICICI Prudential Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png> | Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png> | SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png> |
 | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> |
 |
 |
 |
 |
 |
 |
 |
 | Spontaneous 2 (Brand 3)
 | Spontaneous 3 (Brand 4) | Top of mind (Brand 1)
 | Spontaneous 1 (Brand 2) | | HDFC Bank
 | | | State Bank of India |
 | LIC
 | HDFC Life Insurance | HDFC Life Insurance | Tata A
 ia Life Insurance | LIC | HDFC Life Insu
 rance | HDFC Life Insurance | HDFC Life Insurance
 | HDFC Bank
 | HDFC Bank | HDFC Bank | HDFC Bank | State Ba
 nk of India | HDFC Bank | HDFC Bank | HDFC Bank
 | HDFC Bank | HDFC Bank |
 | Insurance expertise | Customer reviews and word of mouth | Claim settlemen
 t ratio | | Neither easy nor difficult to unders
 tand
 | I somewhat like this |
 I may buy
 | | Both ar
 e strong brand names in their respective segments |
 | Both are known for superior products | Both are known for superior custome
 r service | | 3
 | | 1 | 2 | | Very new and different
 | Somewhat relevant
 | I may or may not recommend
 | Max Axis Life Insurance | Neither easy nor d
 ifficult to understand
 | Neither like nor dislike this insurance plan |
 I may buy
 |
 | It is successfully competing with major bank based insurers like HDFC Life
 and ICICI Prudential, on its own | It is known for superior products | It is
 known for superior customer service |
 | 1 | 3 | 2 | | Extremely new and different
 | May or might not be relevant
 | I may or may not recommend
 | Very easy to understand
 | I totally like this |
 I may or may not buy
 | | Axis na
 me is taken in the same line as HDFC and ICICI |
 | | It is known for superior customer serv

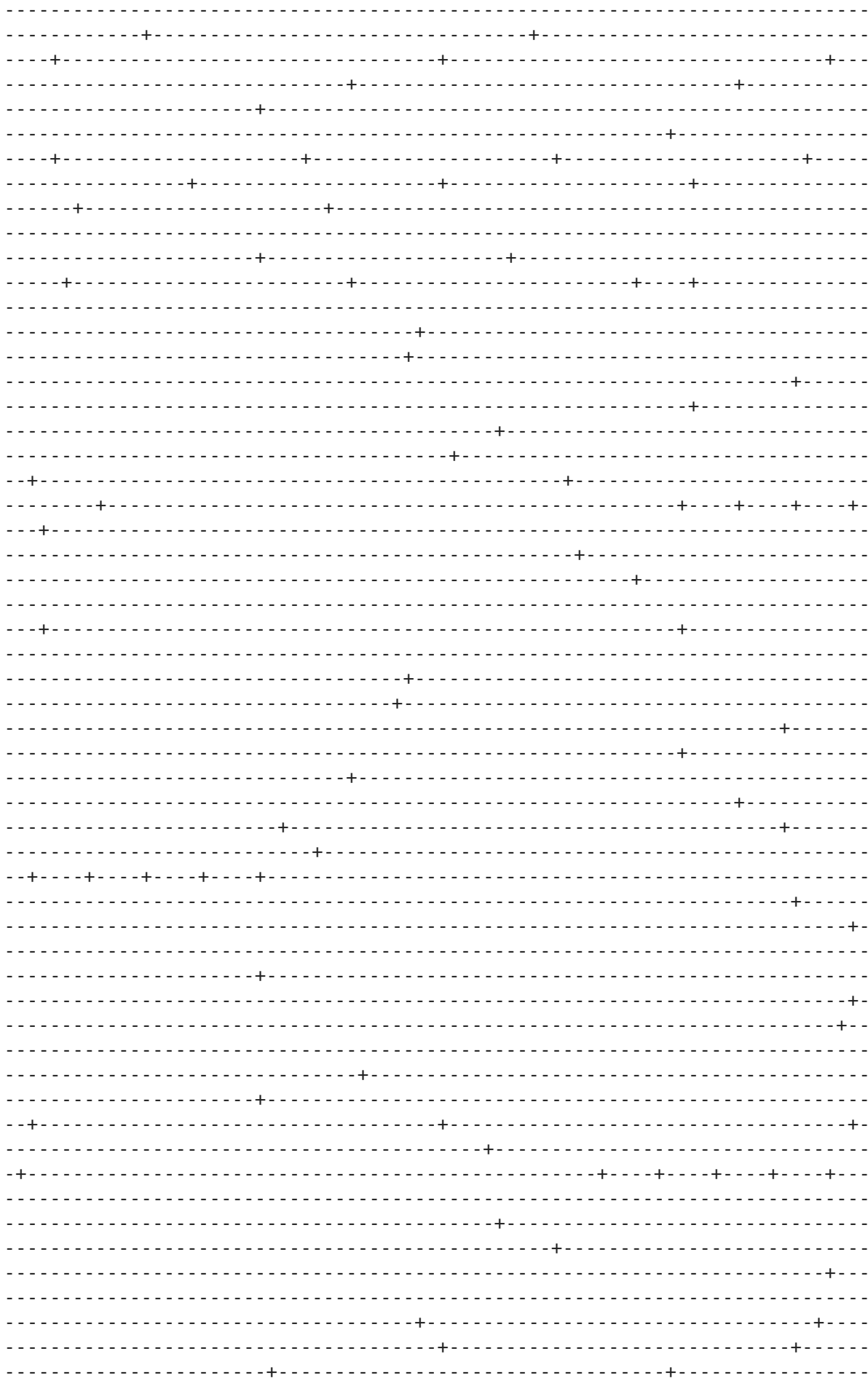
[illegible]



[illegible]

[illegible]

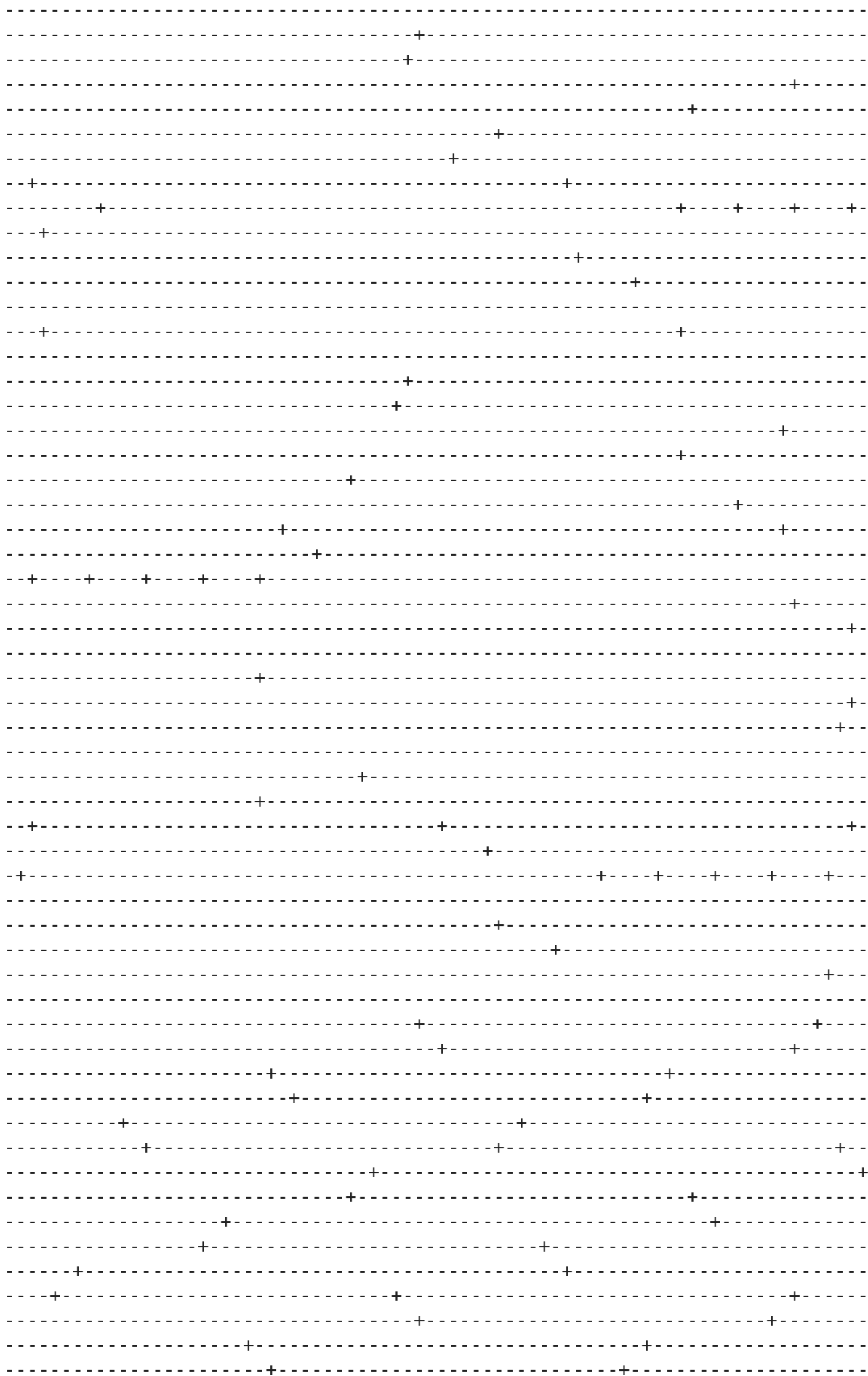
[illegible]



[illegible]

HDFC Bank				Max Life Insurance				Max Life Insurance			
HDFC Bank				HDFC Bank				HDFC Bank			
HDFC Bank				HDFC Bank				HDFC Bank			
Insurance expertise				Customer reviews and word of mouth				Claim settlement ratio			
I somewhat like this				Somewhat easy to understand							
I may buy											
								Both are known for superior products			
It looks modern and professional								Both are known for superior customer service			
1 3 2				Somewhat new and different							
Somewhat relevant											
I may recommend											
Max Axis Life Insurance								Somewhat easy to understand			
I totally like this											
I may buy								Max Life Insurance			
								Max Life Insurance is a respected and well-known brand			
It is known for superior products				It is known for superior customer service				1			
3 2				Extremely new and different							
Somewhat relevant											
I may recommend											
Somewhat easy to understand											
I somewhat like this											
I will definitely buy											
								It has a wide network of branches			
It is known for superior customer service				It is known for superior products				It is known for superior customer service			
1 2 3				Very new and different							
Somewhat relevant											
I may recommend											
Concept 0Max Life Insurance											
Concept 2Max Life Insurance by Axis Bank											
Concept 0Max Life Insurance											
				Concept 0Max Life Insurance							
Concept 0Max Life Insurance											
				Concept 0Max Life Insurance							
Concept 0Max Life Insurance											
				Concept 0Max Life Insurance							
Rank 1 - Most liked											
Rank 3				Rank 2				Rank 4 - Least liked			
3 6 7 5 4				2 1				It has a vibrant colour scheme			
								It looks modern and luxurious			
It feels international								Mumbai			
Male								Graduate			

[illegible]

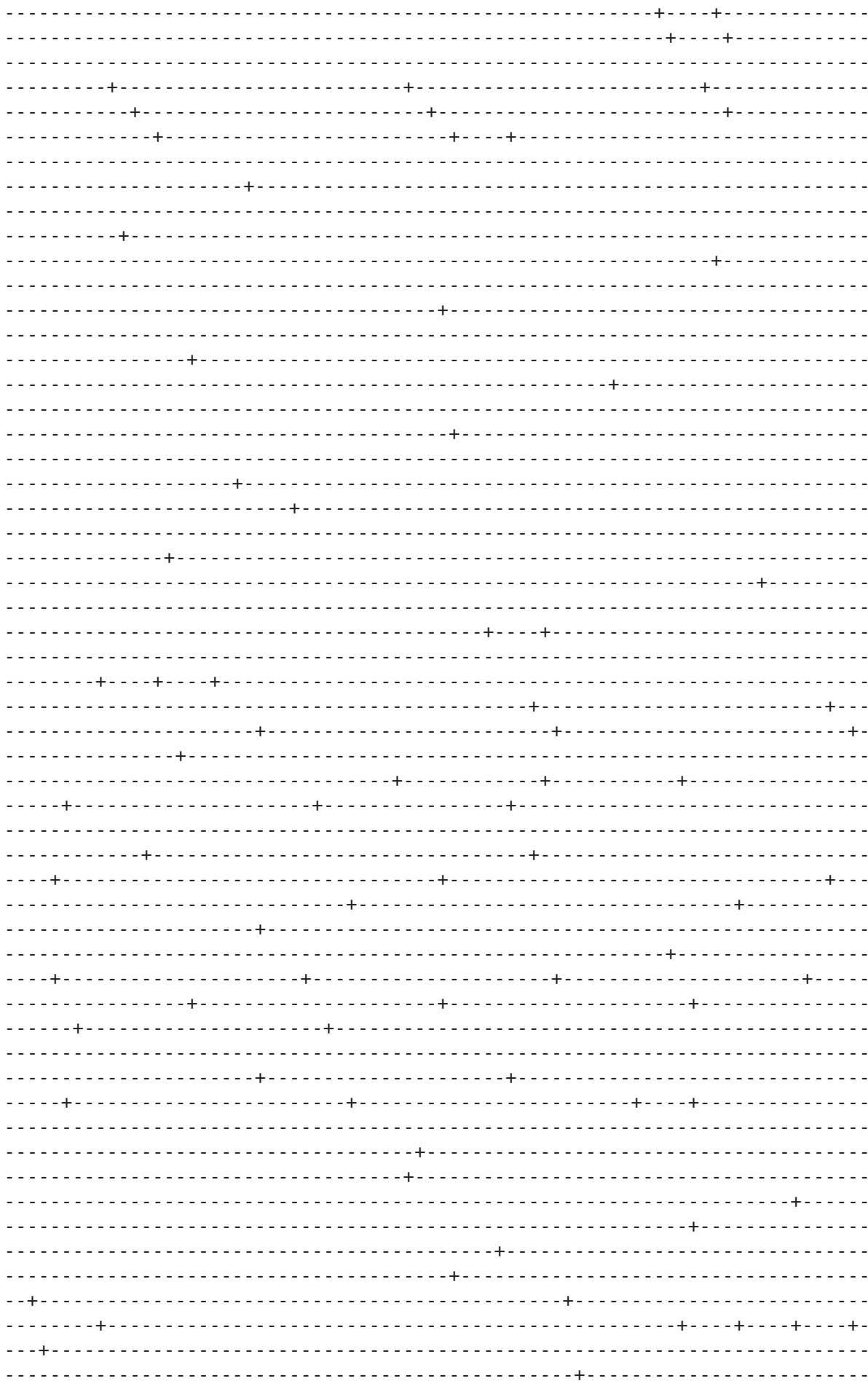


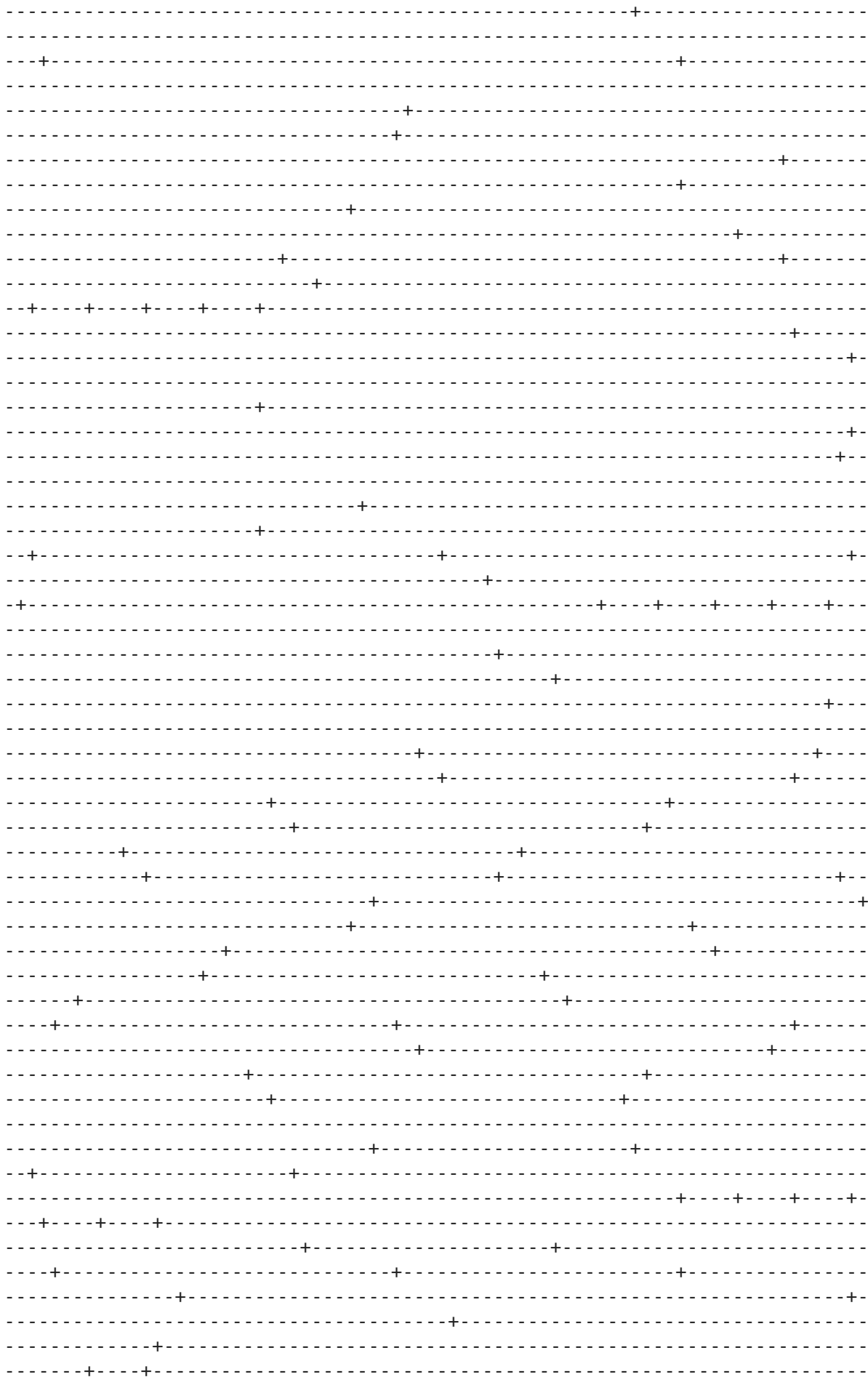
```

-----
-----+-----+-----
--+-+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
---+---+---+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
----+-+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+-----+
| Accept | | | 1.14513e+11 | 429729204 | 2024-01-22 18:43:3
8 | 2024-01-22 19:07:14 | 106.79.134.17 | | |
| | 46-50 years | INR 2-5L
| No, but I intend to buy a life insurance policy soon |
| |
| | Spontaneous 1 (Brand 2)
| | Top of mind (Brand 1) | Spontaneous 2 (Brand
3) | | Spontaneous 3 (Brand 4) |
| | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
7743717e-83c9-4b5b-89bf-862da2e15704.png |
| Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/4
11433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png |
| Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/
survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png |
|
|
|
|
| |
| | Spontaneous 1 (Brand 2)
| Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand 3) | Top of mind (Brand 1)
| | | HDFC Bank
| | | State Bank of India |
| HDFC Life Insurance
| Max Life Insurance | Max Life Insurance | Max Li
fe Insurance | Max Life Insurance | SBI Life Insur
ance | Max Life Insurance | SBI Life Insurance
| State Bank of India
| State Bank of India | HDFC Bank | State Bank of India | State Ba
nk of India | State Bank of India | State Bank of India | State Bank of Indi
a | State Bank of India | State Bank of India | Association with a banking b
rand/ name
| Insurance expertise | Customer reviews and word of mouth |
| | Somewhat easy to understand
| I somewhat like this |
I may buy
| | Both ar
e strong brand names in their respective segments |

```


Both are known for superior products		Both are known for superior customer service	
2		3	
Extremely new and different			
Completely relevant			
I may recommend			
Max Axis Life Insurance		Somewhat easy to understand	
I somewhat like this			
I may buy			
Max Life Insurance is a respected and well-known brand			
It is known for superior products		It is known for superior customer service	
3		2	
Very new and different			
Somewhat relevant			
I may recommend			
Neither easy nor difficult to understand			
Neither like nor dislike this insurance plan			
I may or may not buy			
Axis Bank is taken in the same line as HDFC and ICICI			
It is known for superior products			
It looks modern and professional			
2		3	
Slightly new and different			
May or might not be relevant			
I may or may not recommend			
Concept 2Max Life Insurance by Axis Bank			
Concept 2Max Life Insurance by Axis Bank			
Concept 2Max Life Insurance by Axis Bank			
Concept 2Max Life Insurance by Axis Bank			
Concept 2Max Life Insurance by Axis Bank			
Concept 0Max Life Insurance			
Concept 0Max Life Insurance			
Concept 0Max Life Insurance			
Rank 2			
Rank 1 - Most liked		Rank 3	
Rank 4 - Least liked			
6	4	3	7
2	5	1	
It has a vibrant colour scheme			
It feels refreshing		It feels sharper and bolder	
Female		Graduate	
Home maker			
Savings Account/ Current account			
West		Metro	
Life Insurance Intender		Pure Intender	
FALSE		Others	
Concept 1			



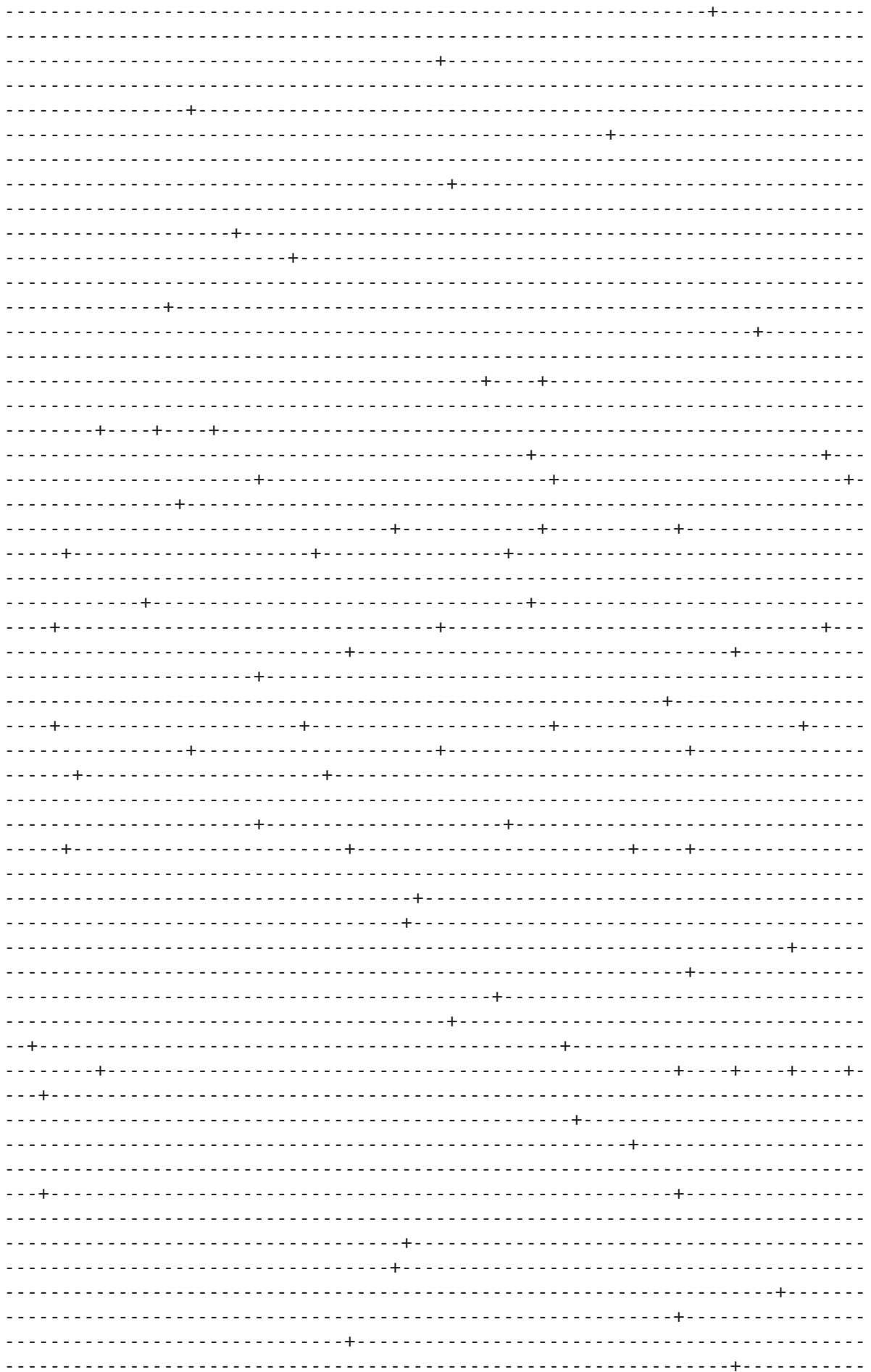


```

-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
+-----+-----+-----+-----+
| Accept | | 1.14515e+11 | 429729204 | 2024-01-24 12:23:2
8 | 2024-01-24 12:44:14 | 106.79.183.217 | |
| | 36-45 years | INR 2-5L
| No, but I intend to buy a life insurance policy soon |
| |
| |
| Spontaneous 1 (Brand 2) | |
| Top of mind (Brand 1) | Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand
4) | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png |
|
| Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/4
11433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC https://surveymo
nkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab
99919d1f65.png |
|
|
|
|
|
|
|
|
| Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) | | Spontaneous 1 (Brand
2) | Spontaneous 2 (Brand 3) | | HDFC Bank
| | | State Bank of India |
| LIC
| Bajaj Allianz Life Insurance | Bajaj Allianz Life Insurance | Tata A
ia Life Insurance | Bajaj Allianz Life Insurance | LIC
| LIC | Bajaj Allianz Life Insurance | HDFC B
ank
| HDFC Bank | HDFC Bank | HDFC Bank | State Ba
nk of India | HDFC Bank | HDFC Bank | HDFC Bank
| HDFC Bank | HDFC Bank | Association with a banking bra
nd/ name
| Insurance expertise | Customer reviews and word of mouth |
| | | Neither easy nor difficult to understand
| I somewhat dislike this |
I may not buy
| | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| | It looks modern and profess
ional | 1 | 2 | 3
| Somewhat new and different
| Somewhat relevant
| I may not recommend
| Max Axis Life Insurance | Neither easy nor d
ifficult to understand
| Neither like nor dislike this insurance plan |
I may or may not buy
|

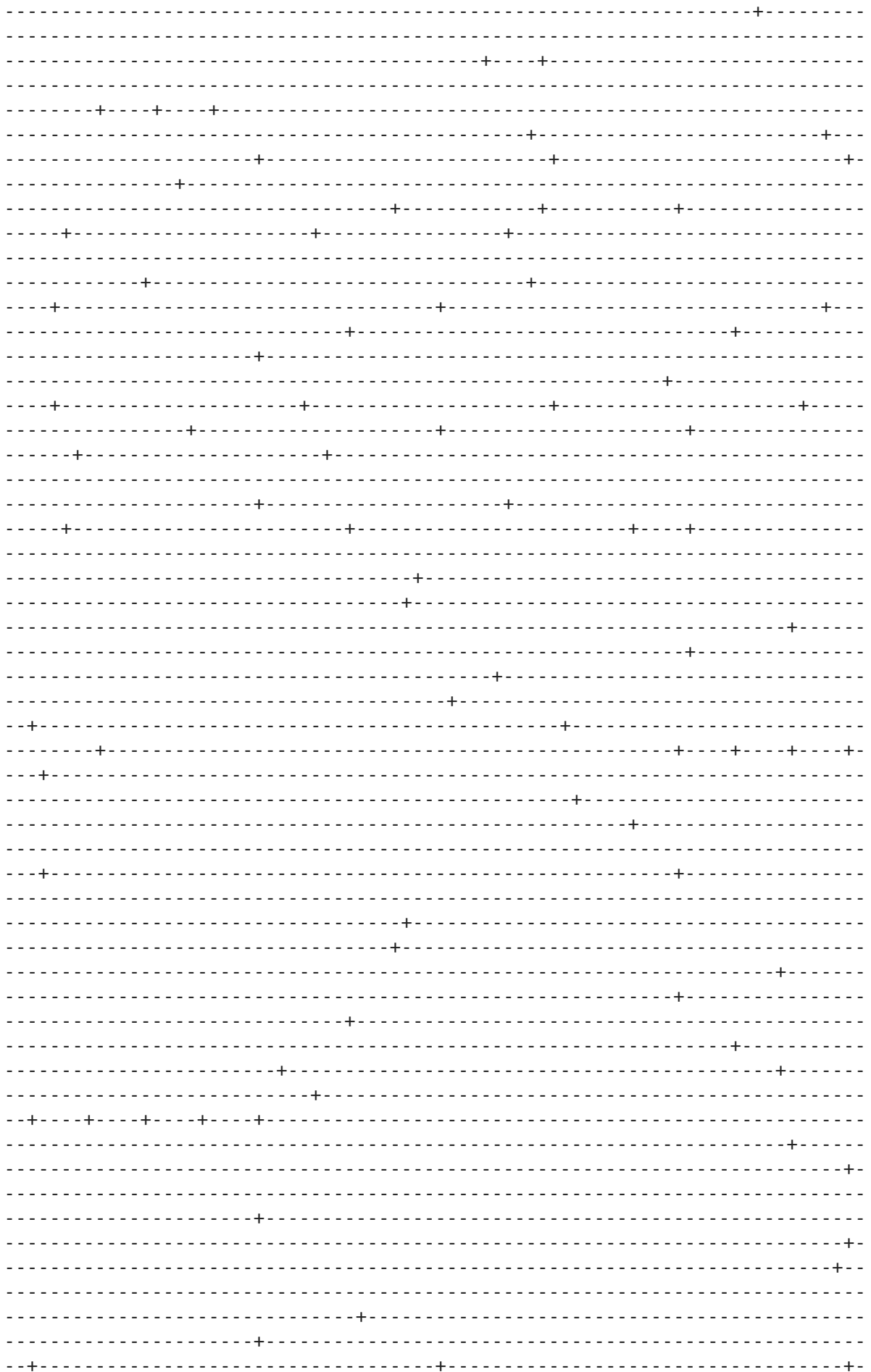
```

[illegible]



Accept			1.14515e+11		429729204	2024-01-24 11:50:35
2024-01-24 12:11:04		106.78.191.7				
		36-45 years				INR 2-5L
No, but I intend to buy a life insurance policy soon						

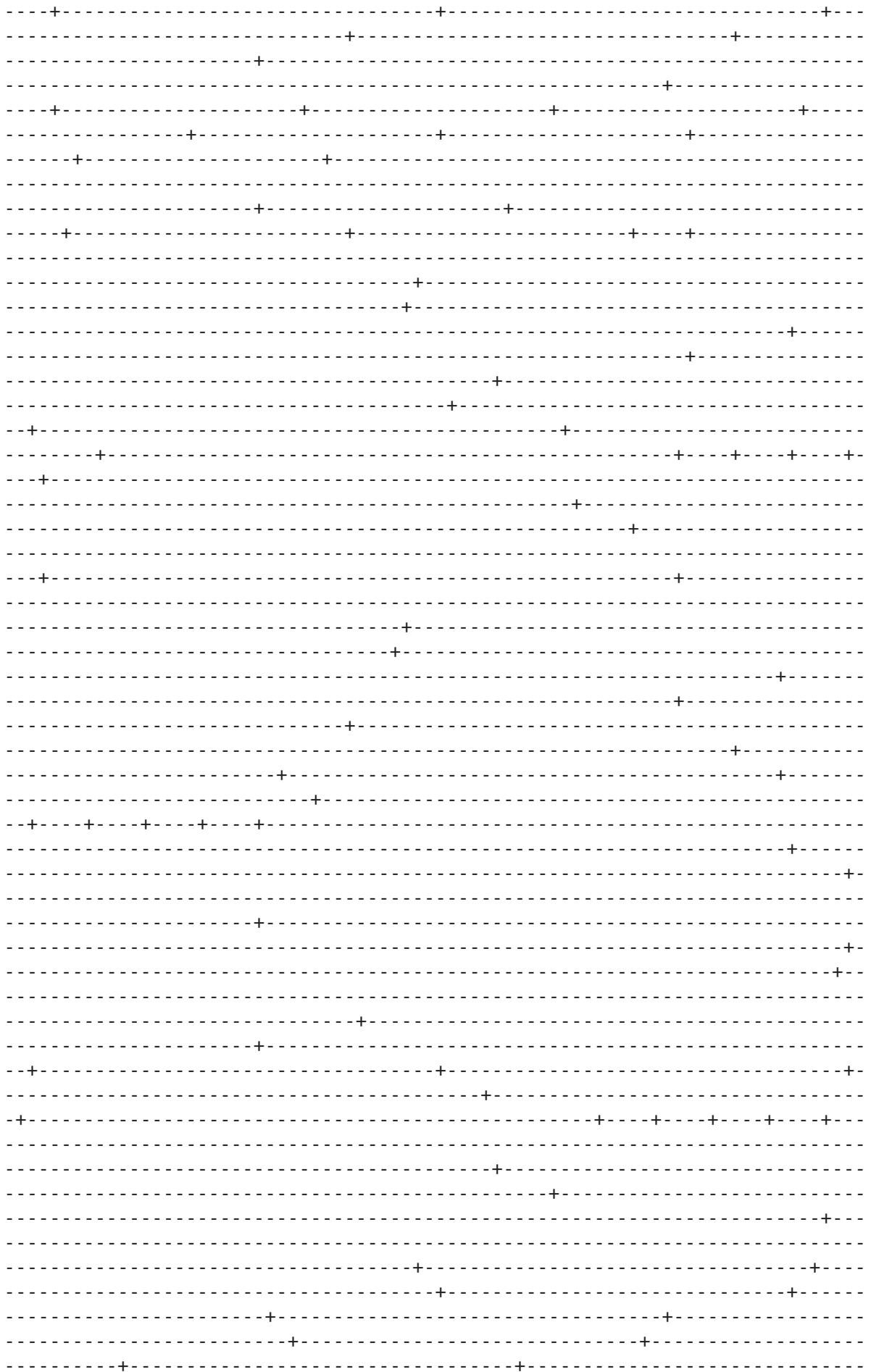
Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand 2)	
	Top of mind (Brand 1)	Spontaneous 2 (Brand 3)
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png		
	Spontaneous 1 (Brand 2)	
	Top of mind (Brand 1)	Spontaneous 2 (Brand 3)
Spontaneous 3 (Brand 4)		HDFC Bank
Axis Bank		State Bank of India
LIC		
Kotak Life Insurance	Max Life Insurance	LIC
LIC	Kotak Life Insurance	Bajaj
Allianz Life Insurance	LIC	HDFC Bank
State Bank of India	HDFC Bank	State Bank of India
HDFC Bank	HDFC Bank	HDFC Bank
HDFC Bank	HDFC Bank	Association with a banking brand/ name
		Claim settlement ratio
Branch/ office network		Somewhat difficult to understand
Neither like nor dislike this insurance plan		
I may not buy		
I did not like this concept		
		Not
at all new and different		
Somewhat irrelevant		
I may not recommend		
Axis Max Life Insurance		Somewhat easy to understand
I somewhat like this		
I may or may not buy		
It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own		It is known for superior customer service
It looks modern and professional		
2	1	3
Extremely new and different		
May or might not be relevant		
I may or may not recommend		
Somewhat difficult to understand		
Neither like nor dislike this insurance plan		
I may or may not buy		
		Axis name is taken in the same line as HDFC and ICICI
It has a wide network of branches		It is known for superior customer service
		1



Accept		1.14514e+11	429729204	2024-01-23 17:16:19
2024-01-23 17:30:54	1.187.19.30			
	25-35 years			INR 2-5L
No, but I intend to buy a life insurance policy soon				
	Spontaneous 1 (Brand 2)			
	Top of mind (Brand 1)			
	Spontaneous 2 (Brand 3)		Spontaneous 3 (Brand 4)	
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png				
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png				

[illegible]

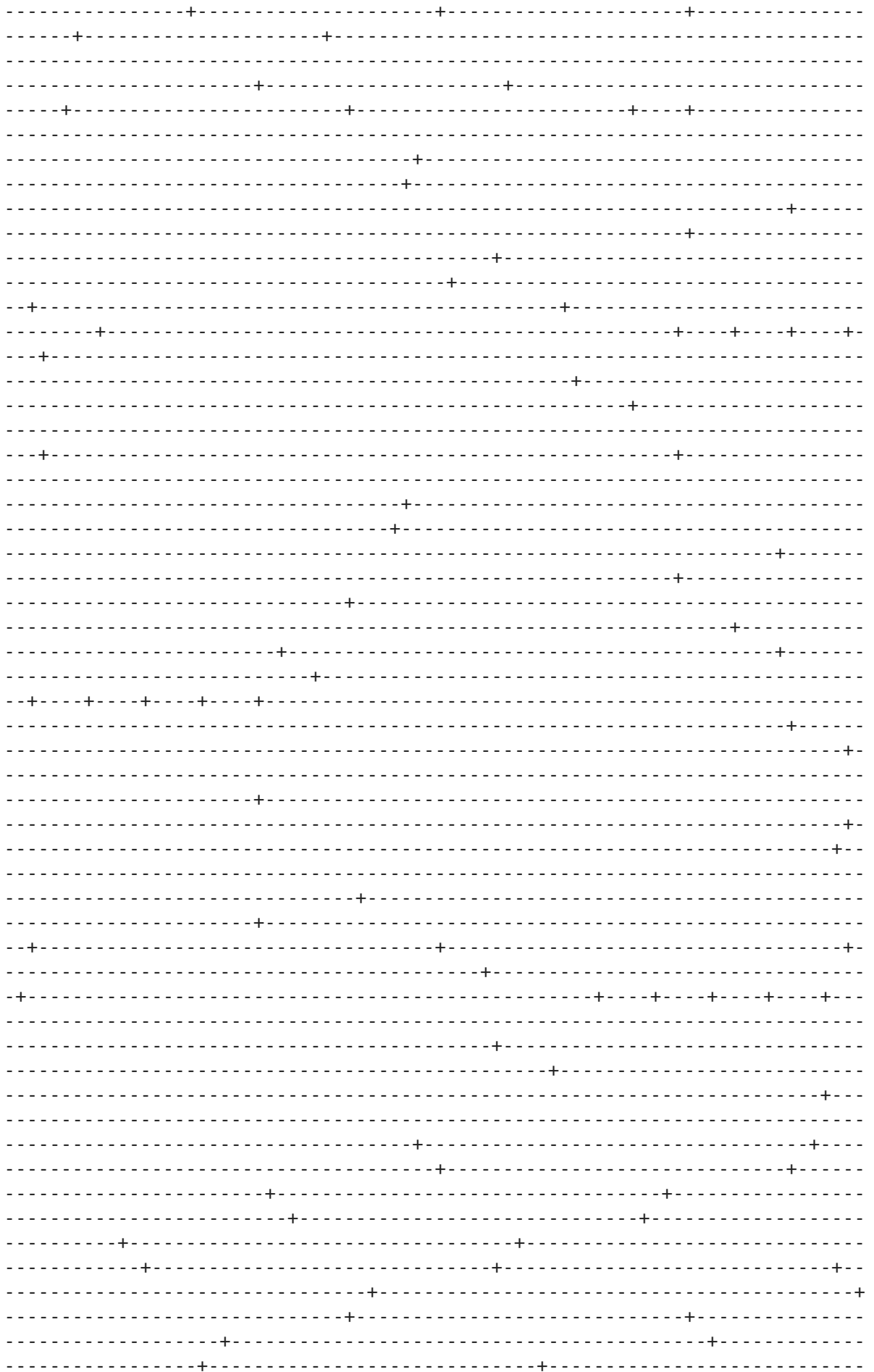
[illegible]



[illegible]

of Baroda | Max Life Insurance
| SBI Life Insurance | Max Life Insurance | Bajaj
Allianz Life Insurance | Max Life Insurance | Kotak Life Ins
urance | Max Life Insurance | Max Life Insurance
| State Bank of India
| State Bank of India | Others | State Bank of India | State Ba
nk of India | State Bank of India | Others | State Bank of Indi
a | State Bank of India | State Bank of India |
| | Customer reviews and word of mouth | Claim settlemen
t ratio | Branch/ office network | | Very easy to understand
| I totally like this |
I will definitely buy
| | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| | It looks modern and profess
ional | 2 | 1 | | 3
| Not at all new and different
| Completely relevant
| I will definitely recommend
| Max Axis Life Insurance | Somewhat easy to u
nderstand
| I somewhat like this |
I may buy
| | Max Lif
e is a respected and well-known brand |
| It is known for superior products | It is known for superior customer serv
ice | | 1
| | 2 | 3 | | Somewhat new and different
| Completely relevant
| I may recommend
| Neither easy nor difficult to understand
| I somewhat like this |
I may or may not buy
| | Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
anches | |
| It looks modern and professional | 2
| 1 | | 3 | Very new and different
| Somewhat relevant
| I will definitely recommend
| Concept 0Max Life Insurance
| Concept 1Axis Max Life Insurance |
| | Concept 1Axis
Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | Concept 3Axi
s Life Insurance | |
| Concept 2Max Life Insurance by Axis Bank | |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
k | | Concept 1Ax
is Max Life Insurance | |
| Concept 0Max Life Insurance | Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance | Concept 0Max Life Insurance | Concept 1Axis
Max Life Insurance | | Concept 3Axi
s Life Insurance | |
| Concept 2Max Life Insurance by Axis Bank | |
Rank 3

[illegible]

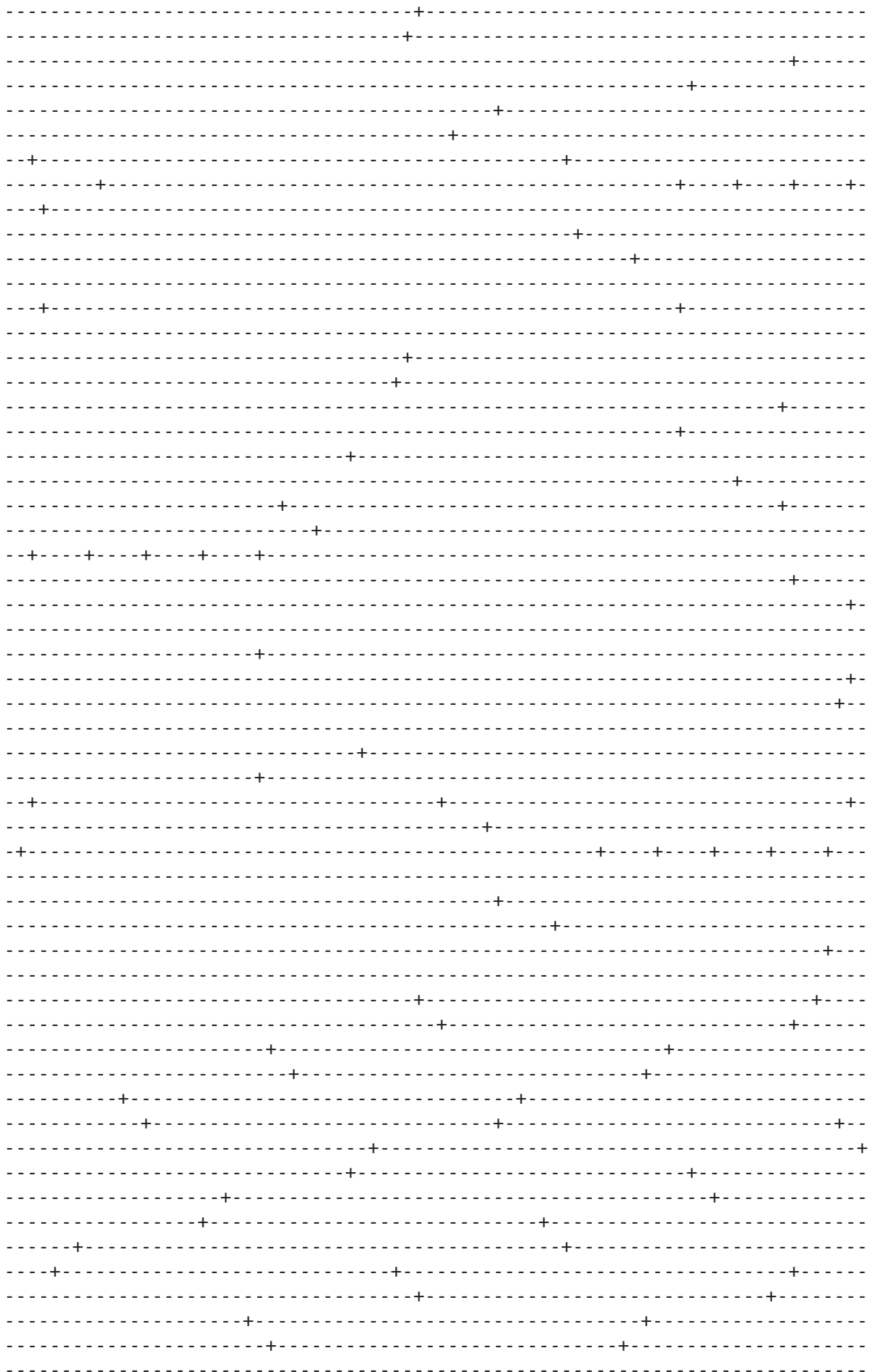


[illegible]

ICICI Bank	ICICI Bank	Association with a banking brand/ name
Customer reviews and word of mouth		
Branch/ office network	Somewhat easy to understand	
I somewhat like this		
I may or may not buy		
		Both are strong brand names in their respective segments
		Both are successfully competing with major brands like HDFC and ICICI
		Both are known for superior customer service
2	3	1
Somewhat new and different		Somewhat relevant
I may recommend		
Max Axis Life Insurance		Very easy to understand
I totally like this		
I will definitely buy		
		Max Life is a respected and well-known brand
		It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own
		It is known for superior customer service
2	1	3
Extremely new and different		Extremely relevant
I will definitely recommend		
Somewhat easy to understand		
I somewhat like this		
I may or may not buy		
		Axis name is taken in the same line as HDFC and ICICI
		It is known for superior products
		It is known for superior customer service
3	2	1
Somewhat new and different		
Somewhat relevant		
I may recommend		
		Concept 2Max Life Insurance by Axis Bank
		Concept 0Max Life Insurance
		Concept 3Axis Life Insurance
Concept 1Axis Max Life Insurance	Concept 2Max Life Insurance by Axis Bank	
Concept 2Max Life Insurance by Axis Bank		
Concept 1Axis Max Life Insurance		
Concept 2Max Life Insurance by Axis Bank	Concept 3Axis Life Insurance	
Concept 0Max Life Insurance		Concept 2Max Life Insurance by Axis Bank
		Concept 0Max Life Insurance
		Concept 2Max Life Insurance by Axis Bank
Rank 3	Rank 1 - Most liked	Rank 4 - Least liked
2	4	7
6	1	5
3		
		It has a vibrant colour scheme
		It looks modern and luxurious
		It feels sharper and bolder
		Mumbai
Male		Post-graduate PhD / doctorate
Self-employed / Entrepreneur		

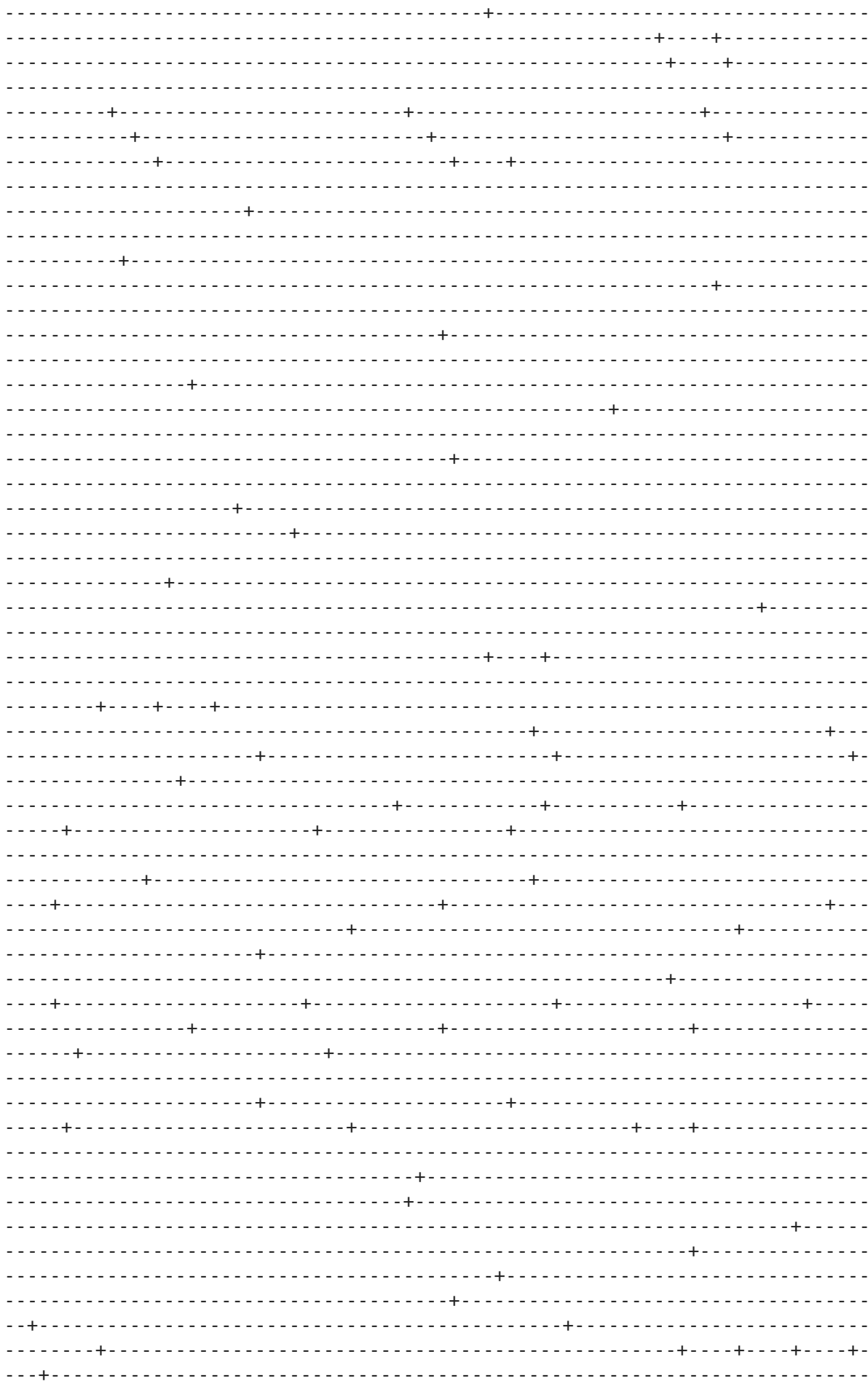
Savings Account/ Current account

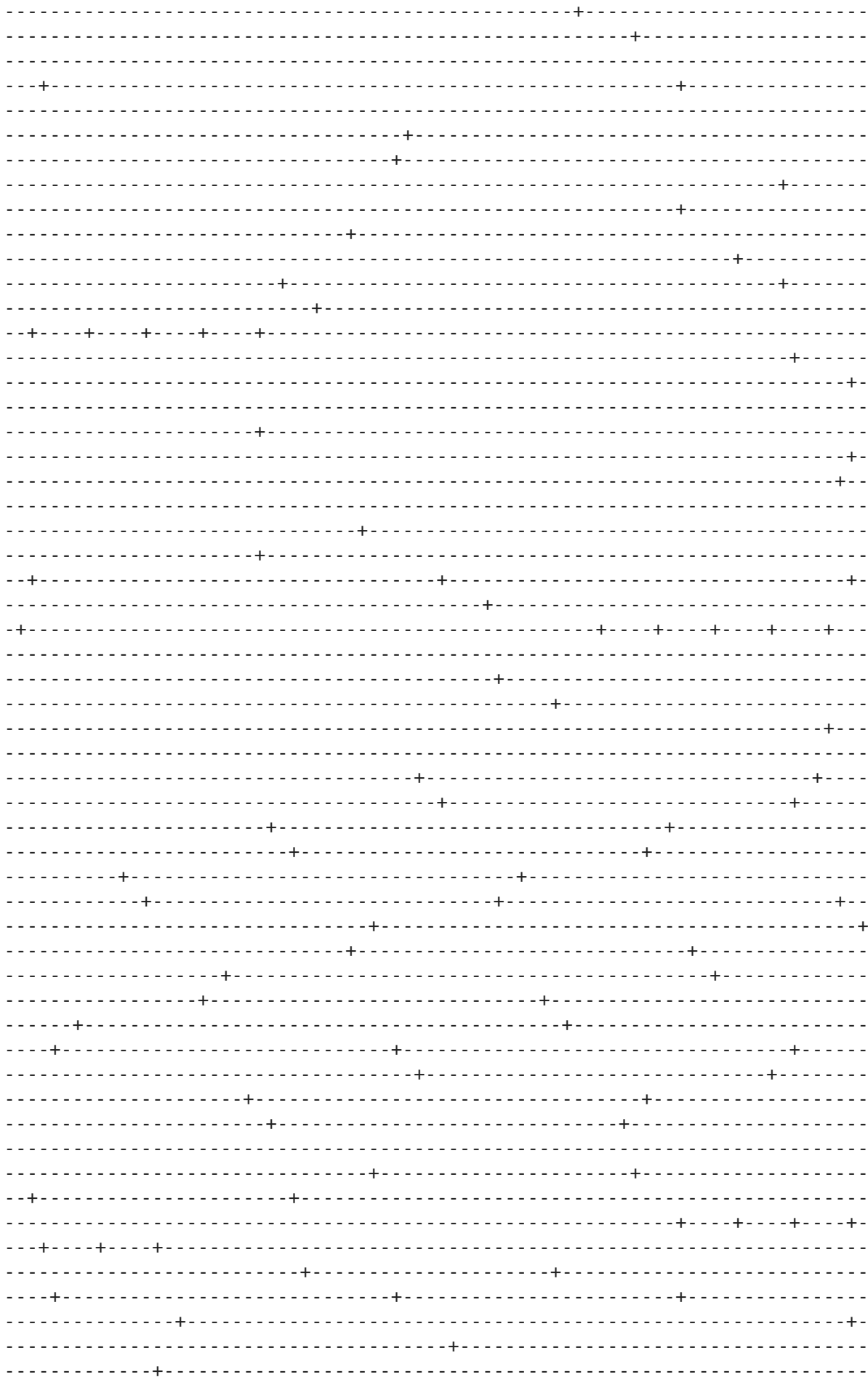
[illegible][illegible]



[illegible]

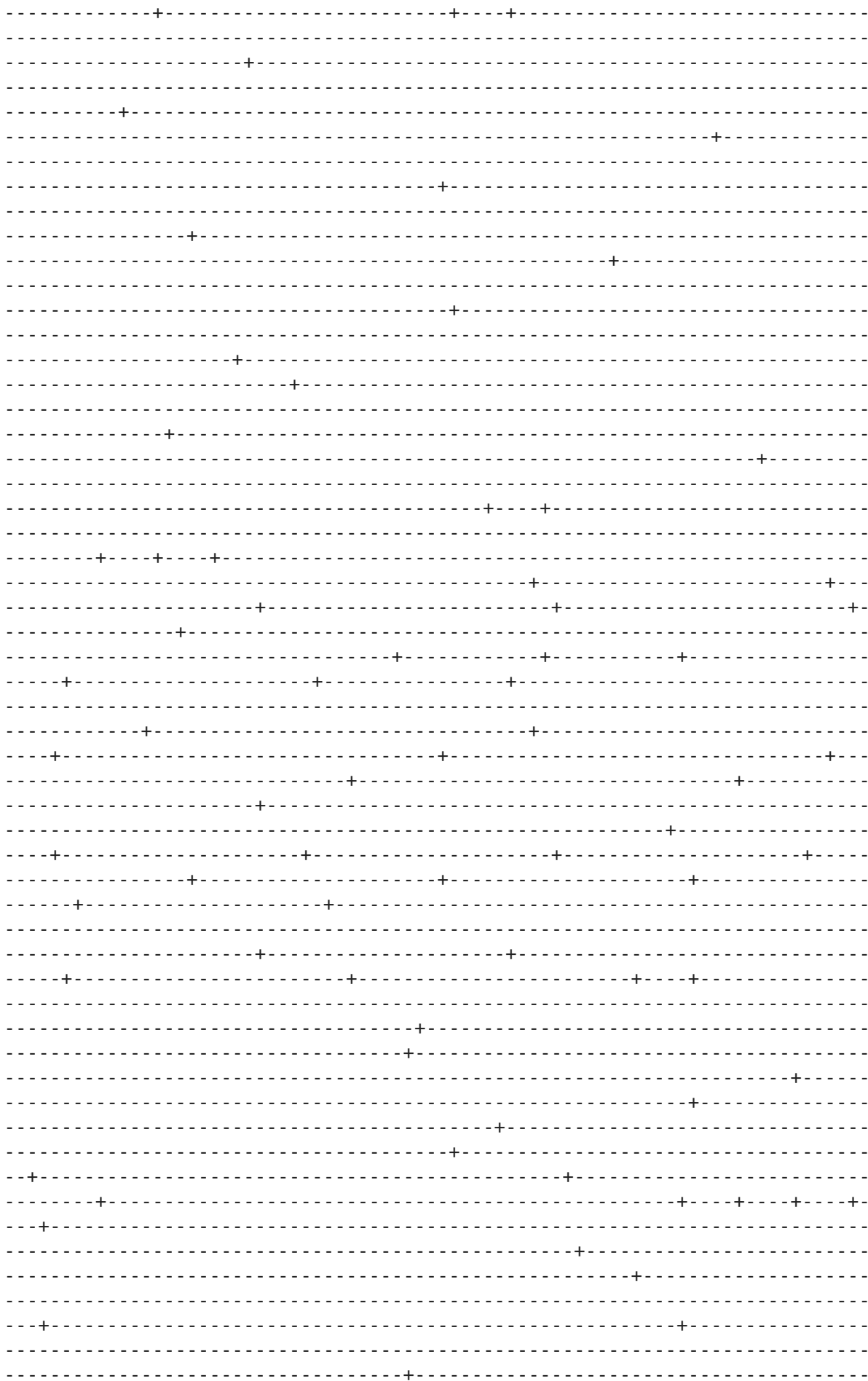
[illegible]





[illegible]

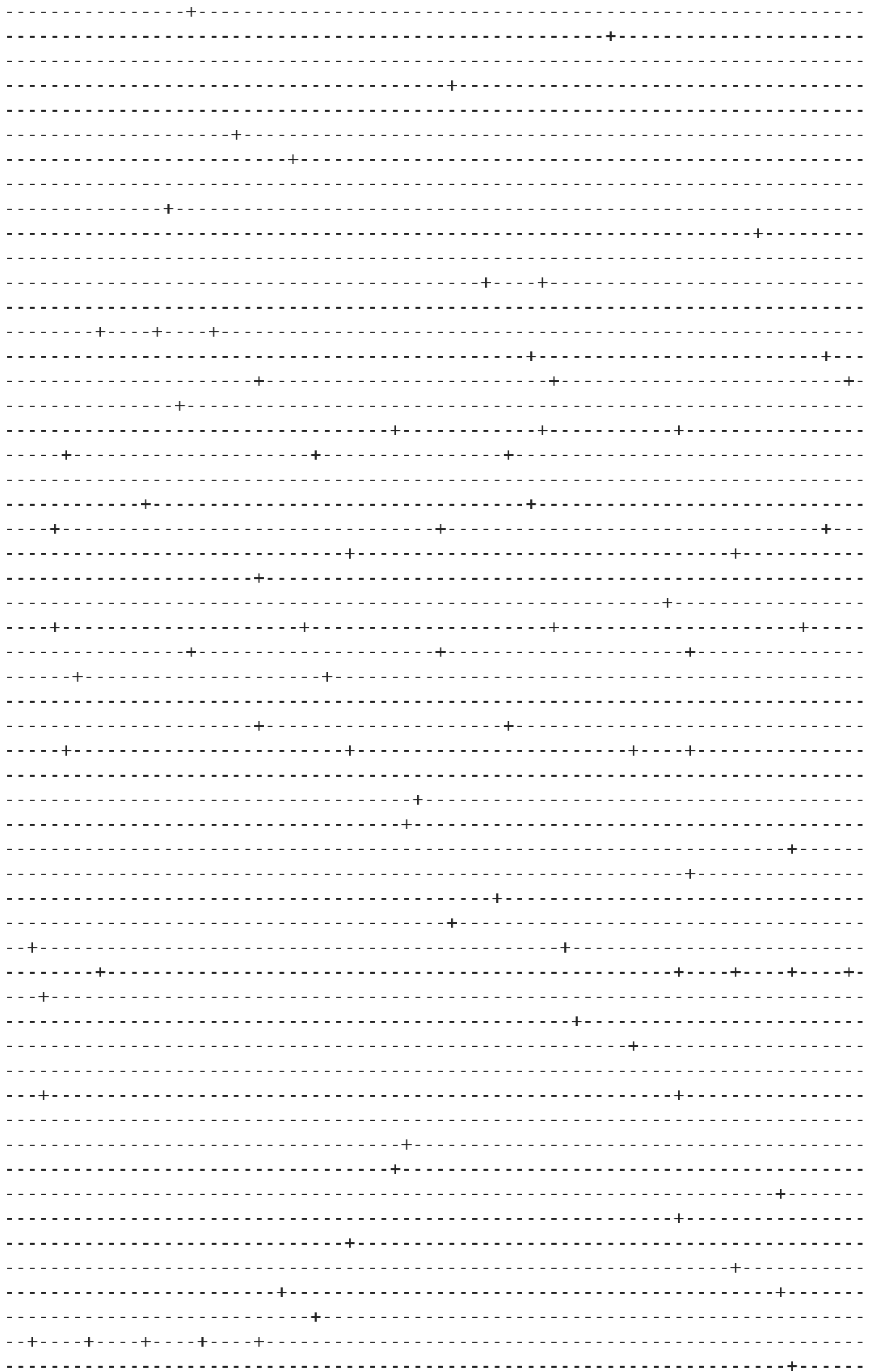
[illegible]



Accept	1.14514e+11	429729203	2024-01-23 16:52:1
--------	-------------	-----------	--------------------

7 | 2024-01-23 17:18:52 | 152.58.209.146 | | |
 | | 25-35 years | | INR 2-5L
 | Yes | Online aggrega
 tors like Policybazaar, Coverfox, etc. | |
 | |
Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand 2)
Spontaneous 2 (Brand 3)	Top of mind (Brand 1)
ICICI Prudential Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png>	Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png>
Kotak Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png>	LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png>
Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png>	
	Spontaneous 3 (Brand 4)
Spontaneous 2 (Brand 3)	Top of mind (Brand 1)
Spontaneous 1 (Brand 2)	
	Axis Bank
LIC	
Kotak Life Insurance	ICICI Prudential Life Insurance
al Life Insurance	Kotak Life Insurance
HDFC Bank	
Axis Bank	Axis Bank
nk of India	Axis Bank
Axis Bank	Axis Bank
nd/ name	
Insurance expertise	Customer reviews and word of mouth
I totally like this	
I may buy	
	Both ar
e strong brand names in their respective segments	
	Both are known for superior custome
r service	It looks modern and professional
	3
Somewhat relevant	
I may recommend	
Axis Max Life Insurance	Somewhat easy to u
nderstand	
I somewhat like this	
I may or may not buy	
	Max Lif
e is a respected and well-known brand	
It is known for superior products	It is known for superior customer serv
ice	
	3

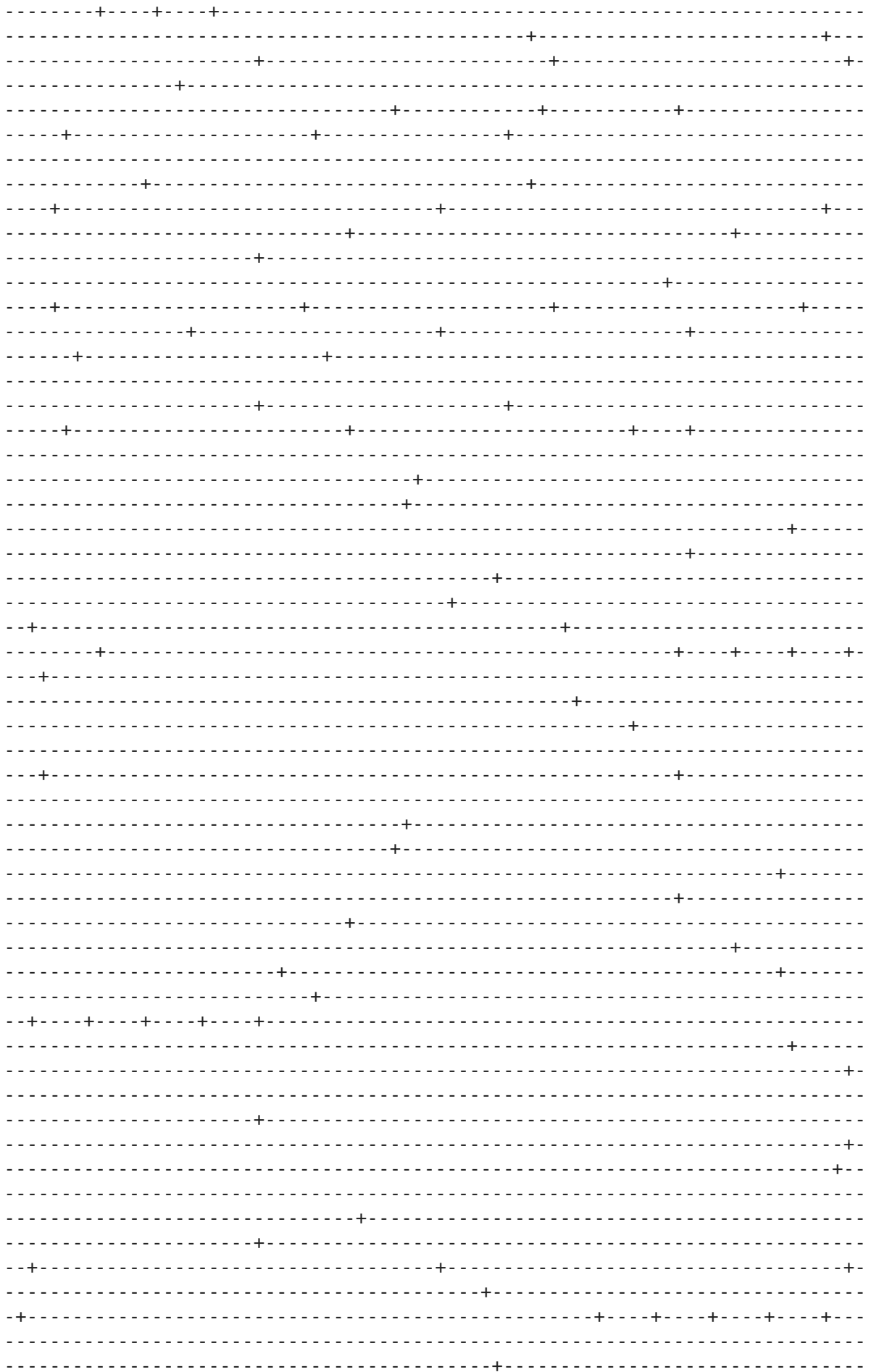
[illegible]



Accept			1.14514e+11	429729204	2024-01-23 17:01:41
2024-01-23 17:18:07	106.79.140.209				
	36-45 years				INR 2-5L
No, but I intend to buy a life insurance policy soon					
	Spontaneous 2 (Brand 3)				
	Top of mind (Brand 1)				
	Spontaneous 1 (Brand 2)				
Spontaneous 3 (Brand 4)					

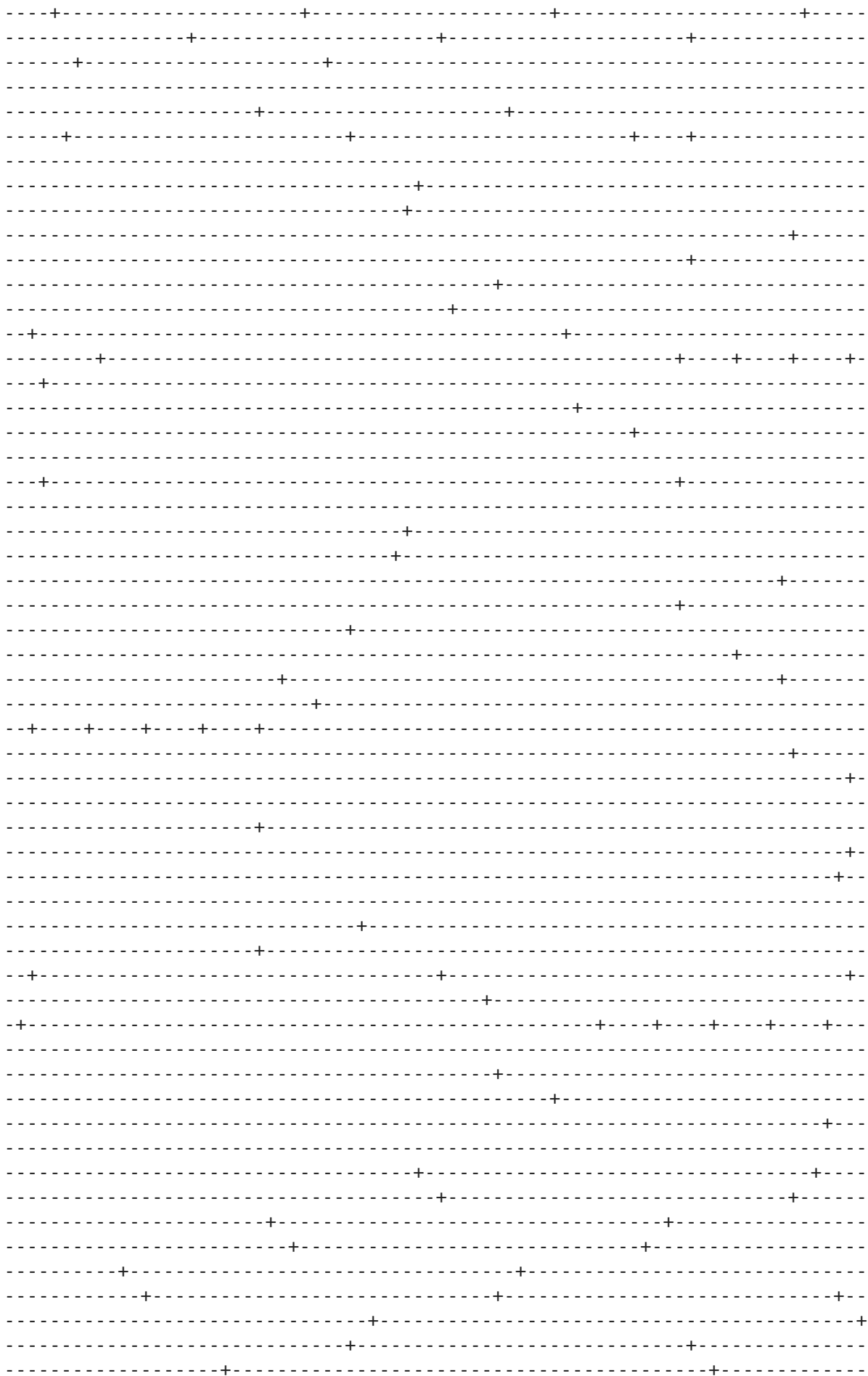
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png					
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png					
Spontaneous 2 (Brand 3)					
Top of mind (Brand 1)		Spontaneous 1 (Brand 2)			
Spontaneous 3 (Brand 4)		HDFC Bank			
ICICI Bank Axis Bank					
Max Life Insurance					
Max Life Insurance		Max Life Insurance		HDFC L	
ife Insurance		Max Life Insurance		Max Life Insur	
ance		Max Life Insurance		Max Life Insurance	
HDFC Life Insurance		Max Life Insurance			
Axis Bank					
Axis Bank		Axis Bank		Axis Bank	
Axis Bank		Axis Bank		Axis Ban	
Axis Bank		Axis Bank		Axis Bank	
Insurance expertise		Customer reviews and word of mouth		Claim settlemen	
t ratio		Very easy to understand			
I somewhat like this					
I may buy					
Both are					
are strong brand names in their respective segments Both are successfully co					
mpeting with major brands like HDFC and ICICI Both are known for superior					
products					
1 3 2 Ext					
remely new and different					
Somewhat relevant					
I may recommend					
Max Axis Life Insurance		Neither easy nor d			
ifficult to understand					
I somewhat like this					
I may buy					
Max Lif					
e is a respected and well-known brand					
It is known for superior products					
It looks modern and professional 2					
3 1 Very new and different					
Somewhat relevant					
I may recommend					
Somewhat easy to understand					
I totally like this					
I may buy					
It has a wide network of branches It					
is known for superior customer service It looks modern and professional					
1 2 3 Somewhat new and different					
Completely relevant					
I may or may not recommend					
Concept 0Max Life Insurance					

[illegible]



Accept			1.14514e+11	429729204	2024-01-23 16:45:28
2024-01-23 17:00:19	106.79.159.62				
	36-45 years				INR 2-5L
No, but I intend to buy a life insurance policy soon					
	Spontaneous 1 (Brand 2)				
	Top of mind (Brand 1)		Spontaneous 2 (Brand 3)		
Spontaneous 3 (Brand 4)					
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png					
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png					
Spontaneous 1 (Brand 2)					
Spontaneous 2 (Brand 3)		Top of mind (Brand 1)		Spontaneous 3 (Brand 4)	

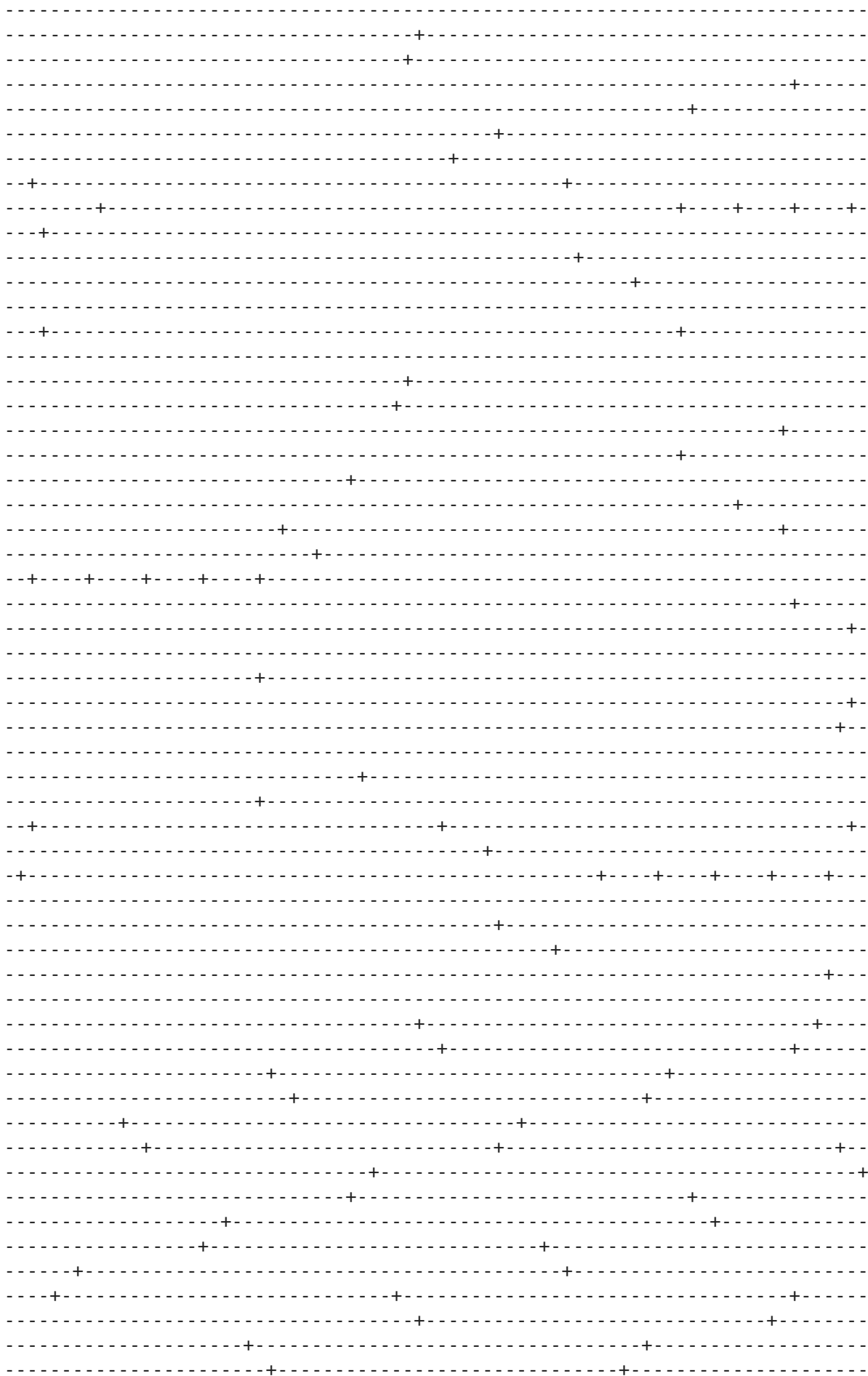
[illegible]



[illegible]

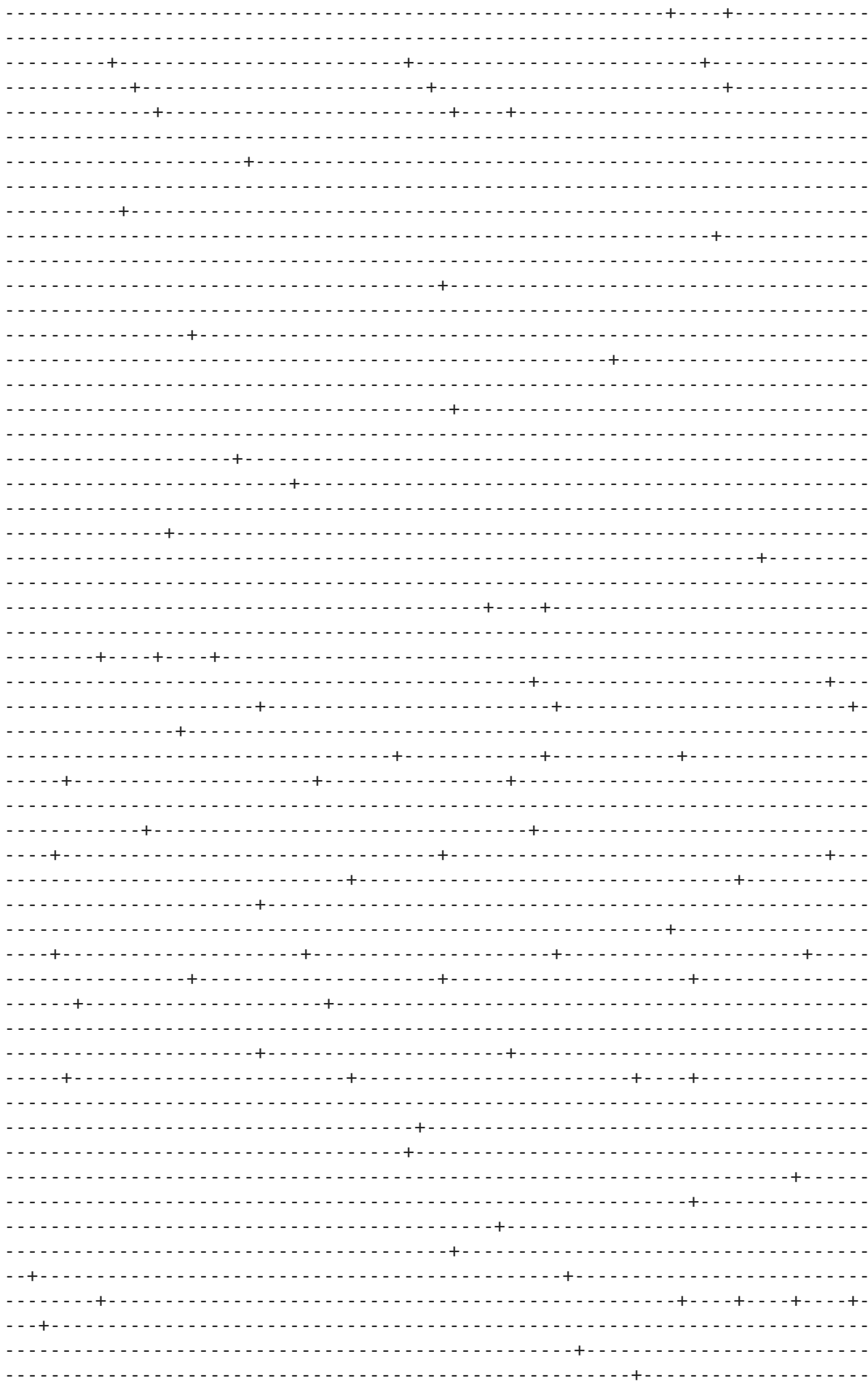
nd/ name
 | Customer reviews and word of mouth | Claim settlemen
 t ratio | Neither easy nor difficult to unders
 tand
 | Neither like nor dislike this insurance plan |
 I may buy
 | Both ar
 e strong brand names in their respective segments | Both are successfully co
 mpeting with major brands like HDFC and ICICI |
 | Both are known for superior customer service |
 | 2 | 1 | 3 | Som
 ewhat new and different
 | Somewhat relevant
 | I may recommend
 | Max Axis Life Insurance | Very easy to under
 stand
 | I totally like this |
 I may buy
 | Max Lif
 e is a respected and well-known brand | It is successfully competing with ma
 jor bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | It is known for superior customer service |
 | 1 | 2 | 3 | Som
 ewhat new and different
 | Somewhat relevant
 | I may recommend
 | Neither easy nor difficult to understand
 | I somewhat like this |
 I will definitely buy
 | Axis na
 me is taken in the same line as HDFC and ICICI | It has a wide network of br
 anches |
 | It looks modern and professional | 3
 | 2 | 1 | Slightly new and different
 | May or might not be relevant
 | I may recommend
 | Concept 2Max Life Insurance by Axis Ban
 k | Concept 1Ax
 is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | Concept 3
 Axis Life Insurance | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank |
 | Concept 2Max Life Insurance by Axis Ban
 k | Concept 1Ax
 is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | Concept 3
 Axis Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank |
 Rank 4 - Least liked
 | Rank 3 | Rank 1 - Most liked | Rank 2 |
 6 | 4 | 2 | 7 | 1 | 3 | 5 | It has a vibrant colour scheme
 | It looks modern and luxurious |
 | The picture/ image looks cool | Mumbai
 | Male | Post-graduate PhD / doctorate

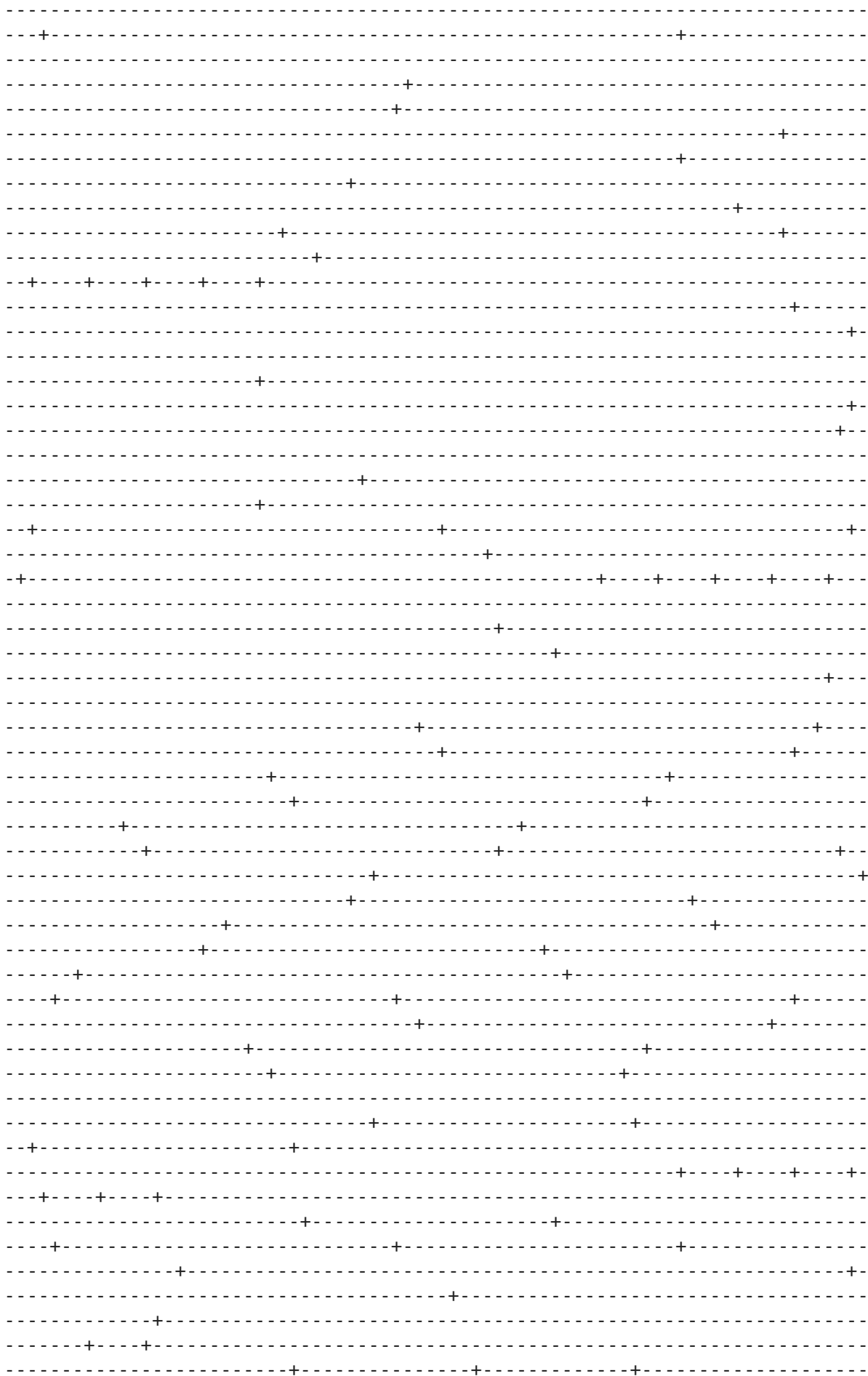
[illegible]



[illegible]

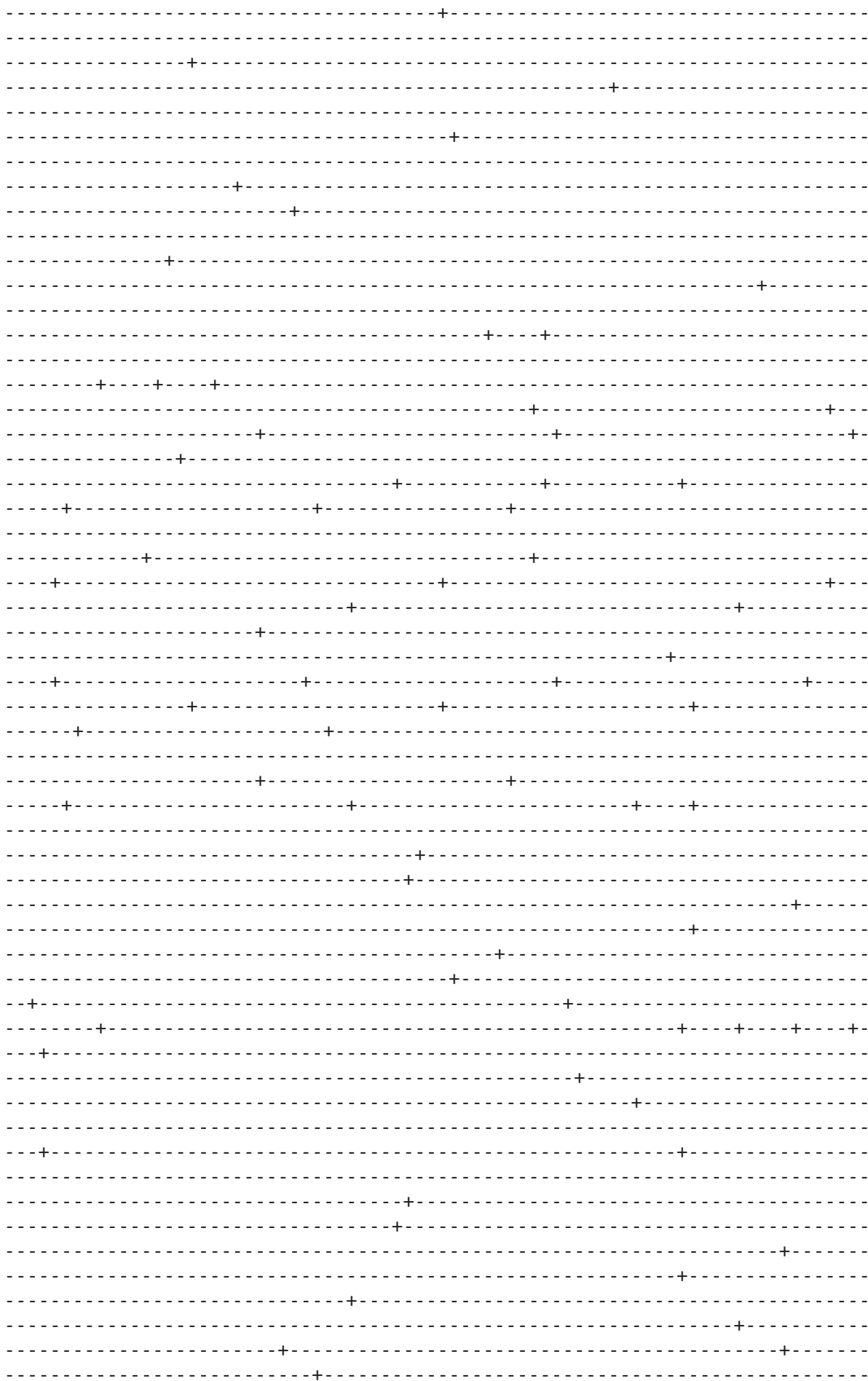
[illegible]





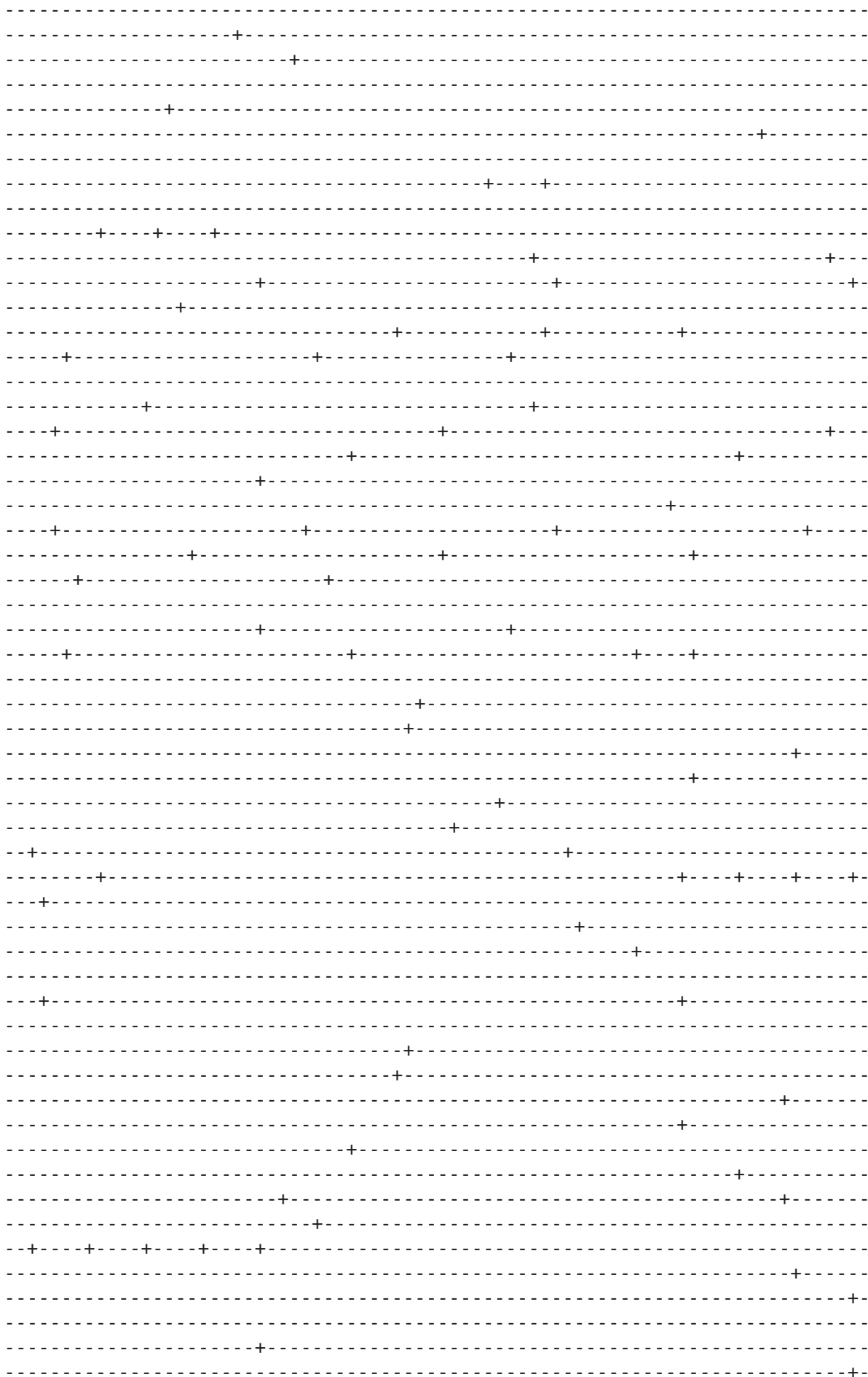
[illegible]

[illegible]



[illegible]

Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)	
ICICI Prudential Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png>	Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png>	SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png>
LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png>	Bajaj Allianz Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png>	
ICICI Prudential Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png>		
Spontaneous 2 (Brand 3)		
Spontaneous 1 (Brand 2)	Top of mind (Brand 1)	
Spontaneous 3 (Brand 4)		
ICICI Bank	Axis Bank	
LIC		
ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	Bajaj Allianz Life Insurance
Axis Bank	Axis Bank	Axis Bank
Axis Bank	Axis Bank	Kotak Mahindra Bank
Axis Bank	Axis Bank	Association with a banking brand/ name
Insurance expertise	Customer reviews and word of mouth	
Neither easy nor difficult to understand		
Neither like nor dislike this insurance plan		
I may not buy		
Both are strong brand names in their respective segments	Both are successfully competing with major brands like HDFC and ICICI	
Both are known for superior customer service		
3	1	2
Somewhat relevant		
I will definitely recommend		
Max Axis Life Insurance	Somewhat easy to understand	
Neither like nor dislike this insurance plan		
I may or may not buy		
Max Life is a respected and well-known brand		
It is known for superior customer service	It looks modern and professional	1
3	2	Very new and different
Somewhat relevant		
I may recommend		
Very easy to understand		
I somewhat like this		
 I may buy



[illegible]

-47a1-8da0-bb23d8612890.png | Kotak Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png> | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> |

|
|
|
|
| SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png> | |

| | | Spontaneous 3 (Brand 4)

| | Top of mind (Brand 1) | Spontaneous 1 (Brand 2) | Spontaneous 2 (Brand 3) | |

| | Axis Bank | | State Bank of India |

| SBI Life Insurance

| LIC | LIC | SBI Life Insurance | SBI Life Insurance
fe Insurance | LIC | Max Life Insurance
ance | SBI Life Insurance | SBI Life Insurance

| State Bank of India

| State Bank of India | Axis Bank | Axis Bank | Axis Bank
k | State Bank of India | Axis Bank | State Bank of India
a | Axis Bank | Axis Bank |

| | Customer reviews and word of mouth | Claim settlement ratio | Branch/ office network | | Very easy to understand

| I totally like this

I will definitely buy

|
| Both are successfully competing with major brands like HDFC and ICICI | Both are known for superior products |

| It looks modern and professional |

| 1 | 3 | | 2 | Extremely new and different

| Completely relevant

| I will definitely recommend

| Max Axis Life Insurance | Somewhat easy to understand

| I somewhat like this

I may or may not buy

| | Max Life Insurance is a respected and well-known brand |

| It is known for superior products | It is known for superior customer service | | 1

| | 3 | 2 | | Very new and different

| Somewhat relevant

| I may or may not recommend

| Somewhat easy to understand

| I somewhat like this

I may buy

| | Axis Bank name is taken in the same line as HDFC and ICICI | It has a wide network of branches | It is known for superior products |

| | 2

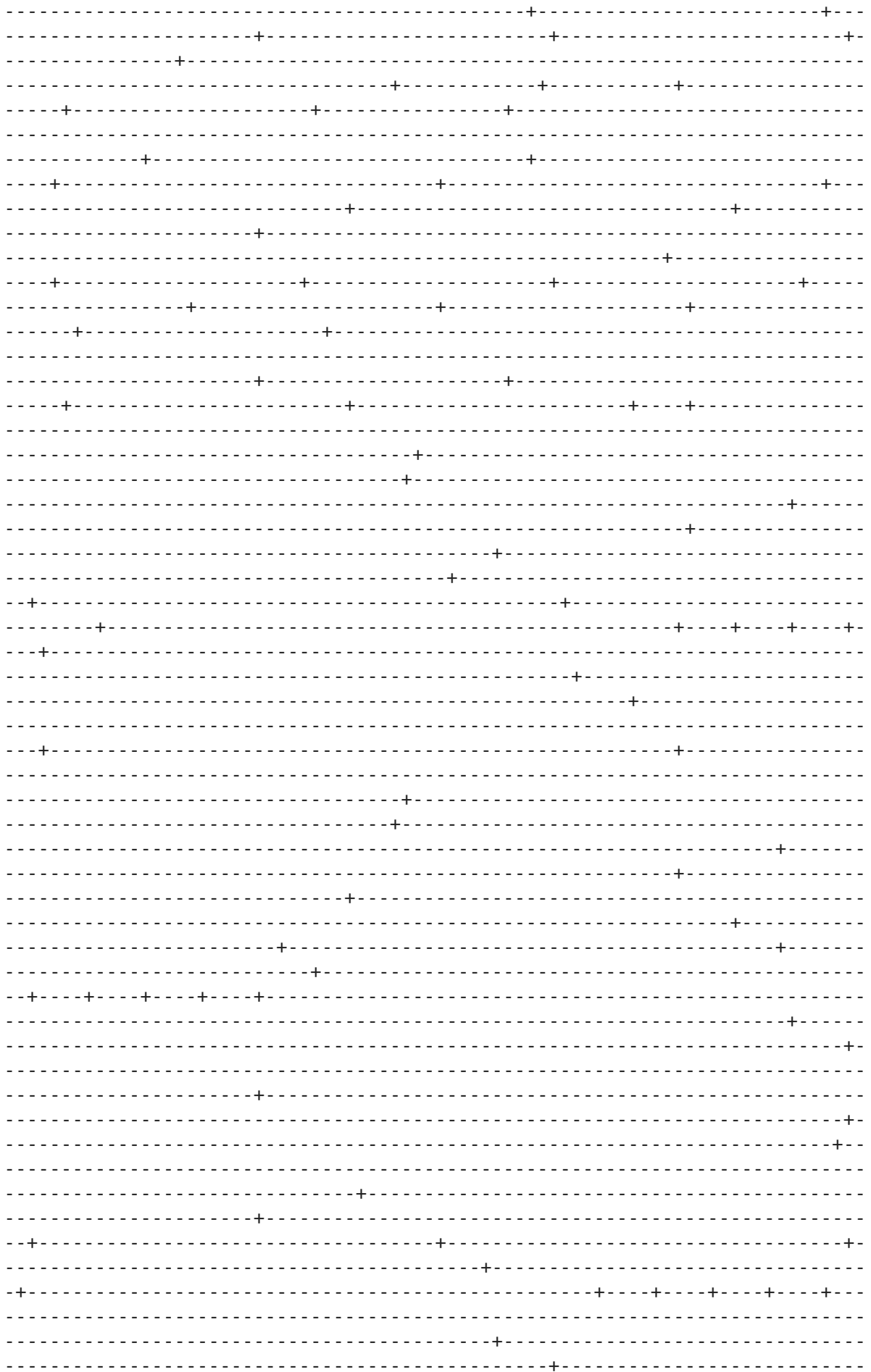
| 1 | 3 | | Somewhat new and different

| Completely relevant

| I may recommend

|
| Concept 1 Axis Max Life Insurance |

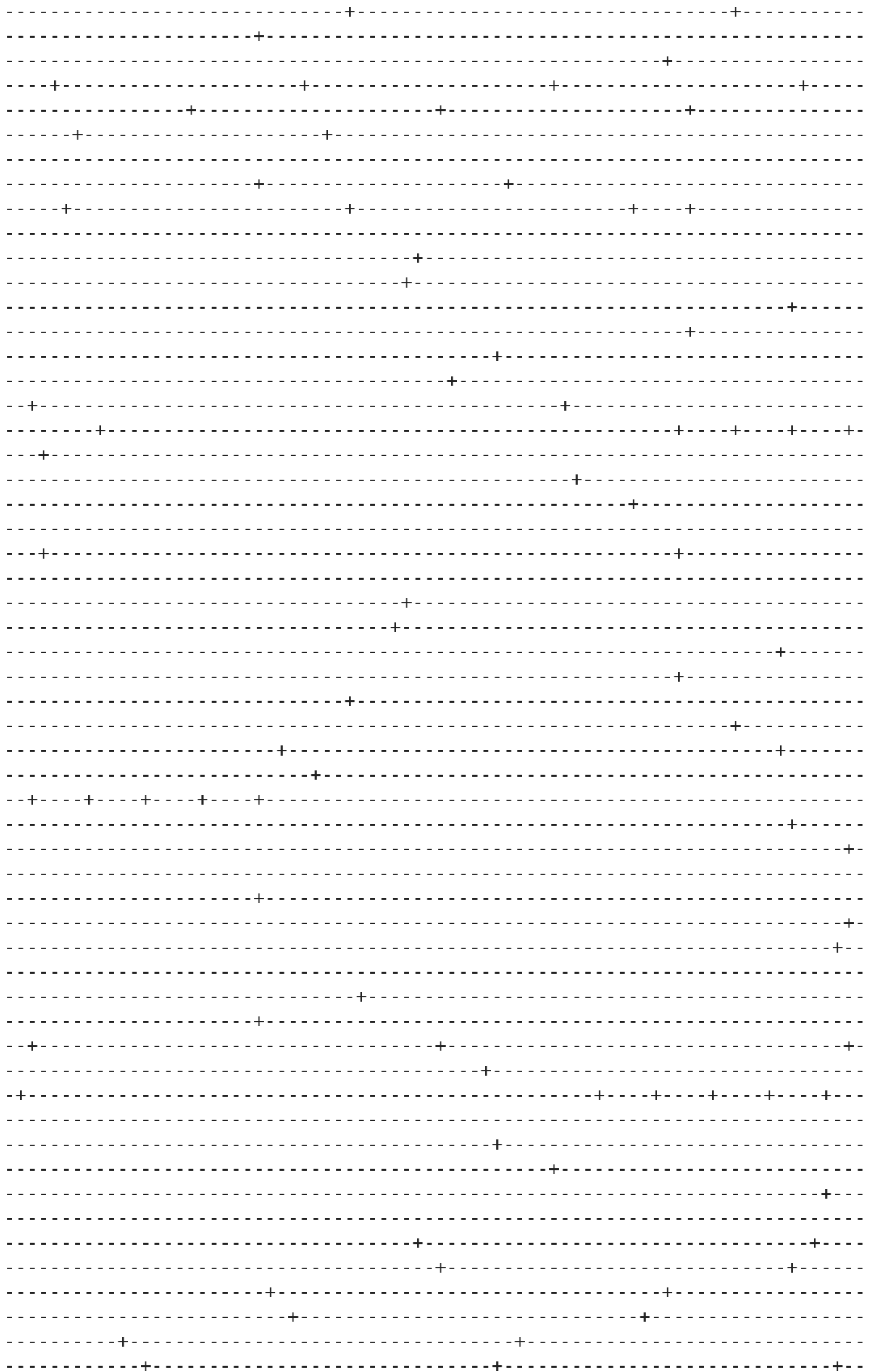
[illegible]



[illegible]

Spontaneous 1 (Brand 2)	Spontaneous 3 (Brand 4)	Top of mind (Brand 1)
Spontaneous 2 (Brand 3)		
ICICI Bank		State Bank of India Bank of Baroda LIC
Max Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance SBI Life Insurance
ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance State Bank of India
State Bank of India	Others	State Bank of India Others
State Bank of India	State Bank of India	State Bank of India Others
State Bank of India	Association with a banking brand/ name	
	Customer reviews and word of mouth	Claim settlement ratio
	Somewhat easy to understand	
Neither like nor dislike this insurance plan		
I may buy		
		Both are strong brand names in their respective segments
		Both are successfully competing with major brands like HDFC and ICICI
		Both are known for superior customer service
2	3	1
Somewhat new and different		
May or might not be relevant		
I may recommend		
Axis Max Life Insurance		Very easy to understand
I totally like this		
I will definitely buy		
		Max Life is a respected and well-known brand
		It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own
		It is known for superior products
1	3	2
Extremely new and different		
Somewhat relevant		
I will definitely recommend		
Neither easy nor difficult to understand		
I somewhat like this		
I may or may not buy		
		Axis name is taken in the same line as HDFC and ICICI
		It has a wide network of branches
		It is known for superior customer service
1	3	2
Very new and different		
Somewhat relevant		
I may or may not recommend		
		Concept 2Max Life Insurance by Axis Bank
		Concept 1Axis Max Life Insurance
		Concept 2Max Life Insurance by Axis Bank
		Concept 0Max Life Insurance
		Concept 2Max Life Insurance by Axis Bank
		Concept 3Axis Life Insurance
		Concept 1Axis Max Life Insurance
		Concept 2Max Life Insurance by Axis Bank
		Concept 0Max Life Insurance
		Concept 2Max Life Insurance by Axis Bank
		Concept 1Axis Max Life Insurance
		Concept 2Max Life Insurance by Axis Bank

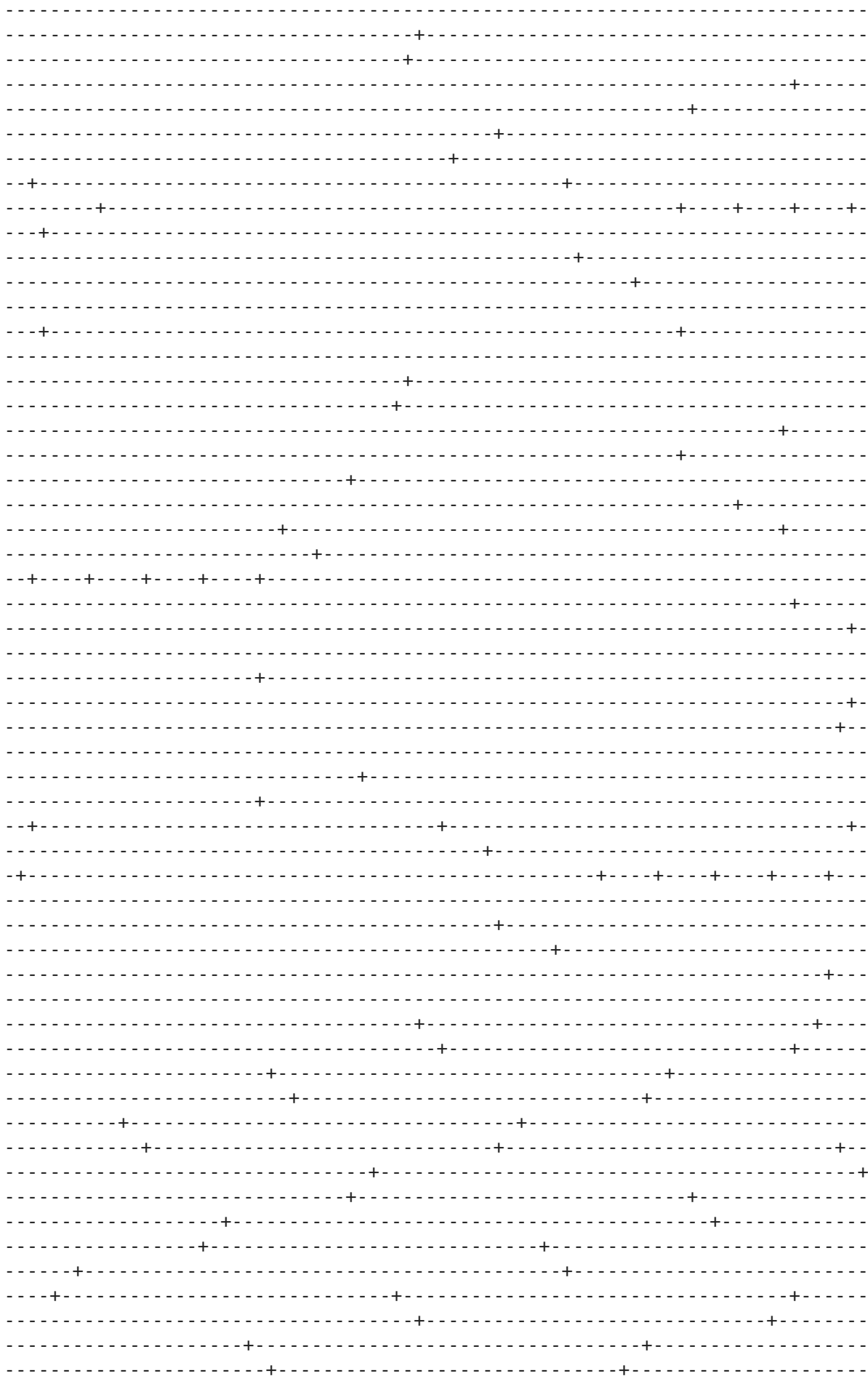
[illegible]



Accept	1.14514e+11	429729203	2024-01-23 14:10:38
2024-01-23 15:02:39	152.58.209.7		
36-45 years			INR 7.1-10L
Yes, but I intend to buy a new life insurance policy soon		Online aggregators like Policybazaar, Coverfox, etc.	
Spontaneous 1 (Brand 2)			
Spontaneous 2 (Brand 3)			
Top of mind (Brand 1)		Spontaneous 3 (Brand 4)	
HDFC Life insurance		HDFC Life insurance	
ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png			
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png			
Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png			
HDFC Life insurance			
Top of mind (Brand 1)			
Spontaneous 2 (Brand 3)		Spontaneous 3 (Brand 4)	
Spontaneous 1 (Brand 2)		HDFC Bank	
		Kotak Mahindra Bank	
LIC			
HDFC Life Insurance		ICICI Prudential Life Insurance	
Bajaj Allianz Life Insurance		HDFC Life Insurance	
ICICI Prudential Life Insurance		ICICI Prudential Life Insurance	
HDFC Bank			

| Kotak Mahindra Bank | Kotak Mahindra Bank | HDFC Bank | HDFC Bank
 k | HDFC Bank | Kotak Mahindra Bank | Kotak Mahindra Bank
 k | Kotak Mahindra Bank | Kotak Mahindra Bank |
 | Insurance expertise | | Claim settlement ratio | Branch/ office network | | Somewhat easy to understand
 | I somewhat like this |
 I may buy
 | | Both are strong brand names in their respective segments | Both are successfully competing with major brands like HDFC and ICICI |
 | Both are known for superior customer service |
 | 2 | 1 | 3 | Somewhat new and different
 | Somewhat relevant
 | I may recommend
 | Max Axis Life Insurance | Neither easy nor difficult to understand
 | I somewhat like this |
 I may buy
 | | Max Life is a respected and well-known brand |
 | It is known for superior products | It is known for superior customer service | 2
 | 3 | 1 | Very new and different
 | Somewhat relevant
 | I may recommend
 | Very easy to understand
 | I totally like this |
 I will definitely buy
 | | Axis name is taken in the same line as HDFC and ICICI | It has a wide network of branches |
 | It looks modern and professional | 1
 | 3 | 2 | Extremely new and different
 | May or might not be relevant
 | I will definitely recommend
 | | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance | | Concept 1Axis Max Life Insurance |
 | | | Concept 2Max Life Insurance by Axis Bank |
 | Concept 2Max Life Insurance by Axis Bank |
 | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance | Concept 3Axis Life Insurance |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance |
 | Rank 4 - Least liked
 | Rank 3 | Rank 2 | Rank 1 - Most liked |
 6 | 5 | 1 | 2 | 3 | 4 | 7 |
 | It feels refreshing | It looks modern and luxurious |
 | It feels international | | Mumbai
 | Male | Higher secondary-12th

[illegible]

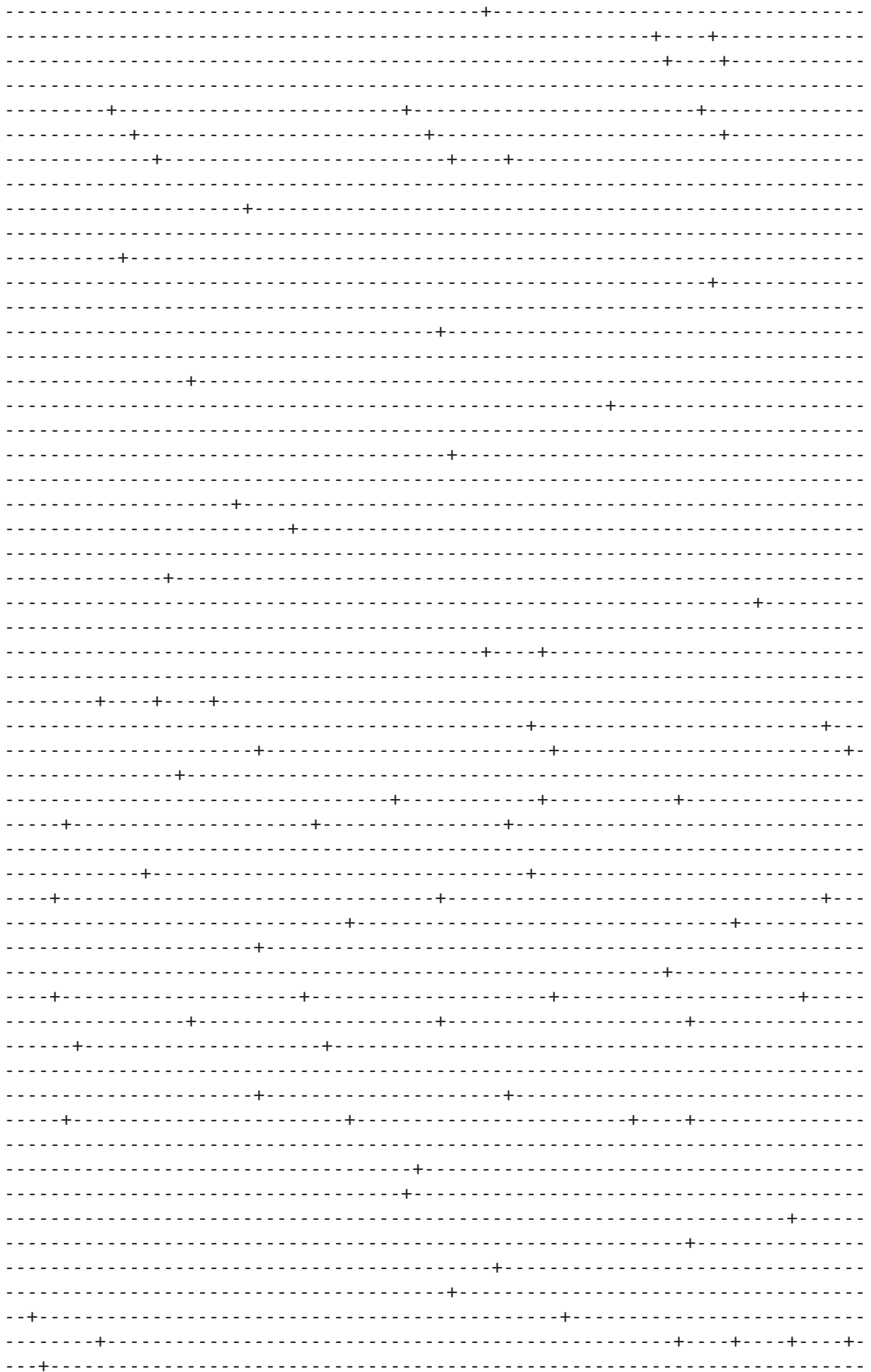


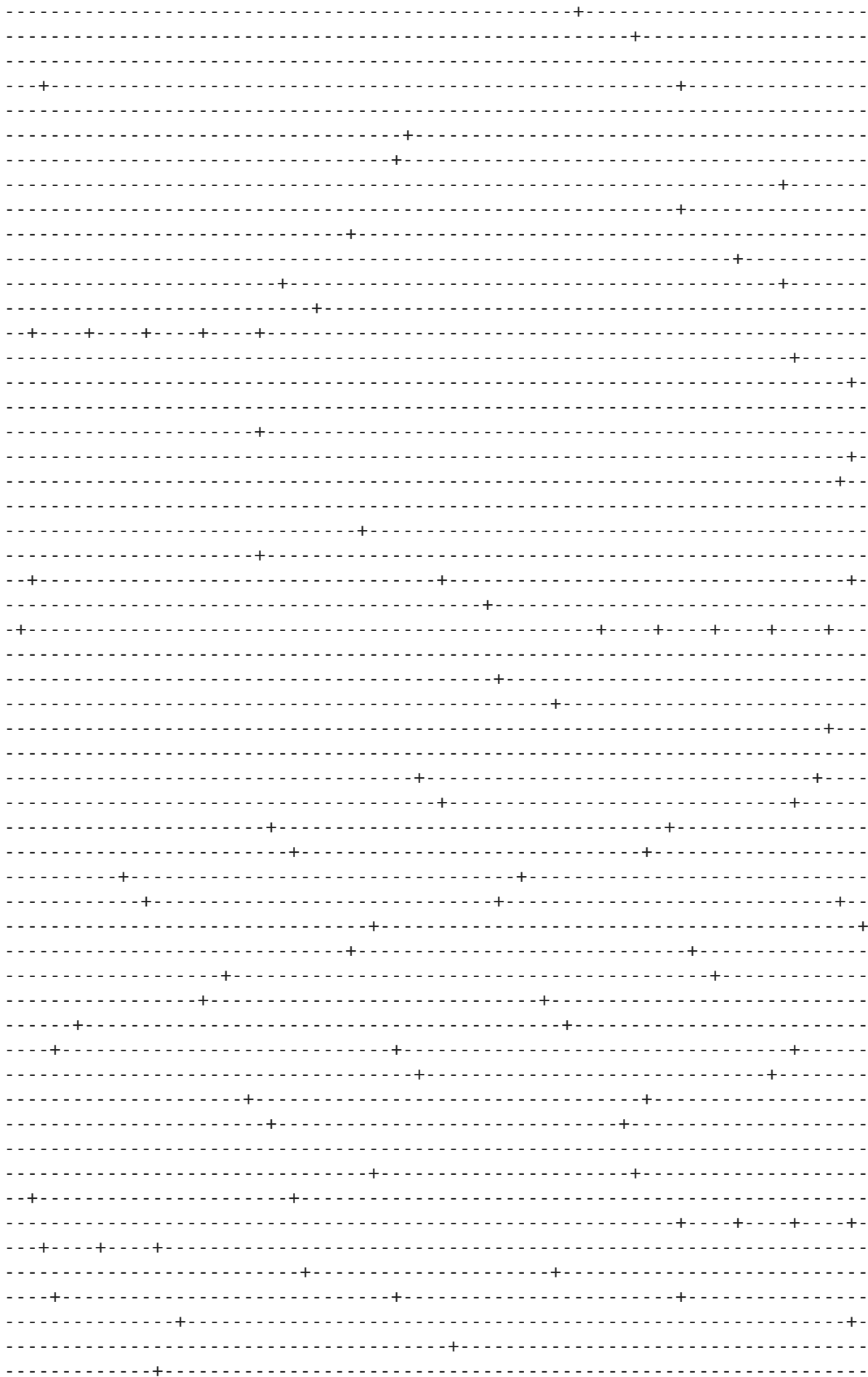
```

-----+-----+-----
--++-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
---++---+---+---+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
---++-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+-----+-----+-----+
| Accept | | | 1.14514e+11 | 429729203 | 45314.59067
| 45314.61567 | | 152.58.209.7 | | | |
| | | 46-50 years | | | INR 7.1-10
L | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc. | |
| |
| Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
2) | | Top of mind (Brand 1) |
| | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance https://survey
monkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-
bb23d8612890.png |
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
|
|
|
|
|
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rt
e/c74ca4b1-a236-491a-be80-ab99919d1f65.png | | |
| Top of mind (Brand 1) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) | Spontaneous 3 (Brand 4) |
| ICICI Bank | Axis Bank | | State Bank of India |
| LIC
| SBI Life Insurance | LIC | Max Li
fe Insurance | Max Life Insurance | LIC
| Max Life Insurance | Max Life Insurance | HDFC B
ank
| Axis Bank | Axis Bank | Axis Bank | Axis Ban
k | Axis Bank | Kotak Mahindra Bank | Axis Bank
| Axis Bank | Axis Bank |
| Insurance expertise | | Claim settlemen
t ratio | Branch/ office network | | Somewhat easy to understand
| Neither like nor dislike this insurance plan |
I may buy
|
|

```

Both are successfully competing with major brands like HDFC and ICICI Both are known for superior products Both are known for superior customer service									
2	3	1		Very new and different					
Somewhat relevant									
I may or may not recommend									
Max Axis Life Insurance					Somewhat easy to understand				
I somewhat like this									
I may or may not buy									
It is known for superior products It is known for superior customer service It looks modern and professional									
	2	3	1		Somewhat new and different				
Somewhat relevant									
I may recommend									
Very easy to understand									
I totally like this									
I will definitely buy									
Axis name is taken in the same line as HDFC and ICICI It has a wide network of branches									
It is known for superior customer service					3				
2		1		Somewhat new and different					
May or might not be relevant									
I may recommend									
Concept 2Max Life Insurance by Axis Bank									
Concept 2Max Life Insurance by Axis Bank									
Concept 0Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank									
Concept 1Axis Max Life Insurance									
Concept 3Axis Life Insurance					Concept 1Axis Max Life Insurance				
Concept 0Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank									
Concept 1Axis Max Life Insurance Concept 2Max Life Insurance by Axis Bank									
Rank 2 Rank 1 - Most liked Rank 4 - Least liked									
4	3	7	5	1	2	6			
It feels refreshing It looks modern and luxurious It feels sharper and bolder									
Male Graduate									
Self-employed / Entrepreneur									
Savings Account/ Current account									
Credit Card Loans (Home, auto, personal, business)									
West Metro Life Insurance Intender									
Online Axis Bank Concept 2 Intender having existing LI									
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----									
--+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----									
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----									
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----									



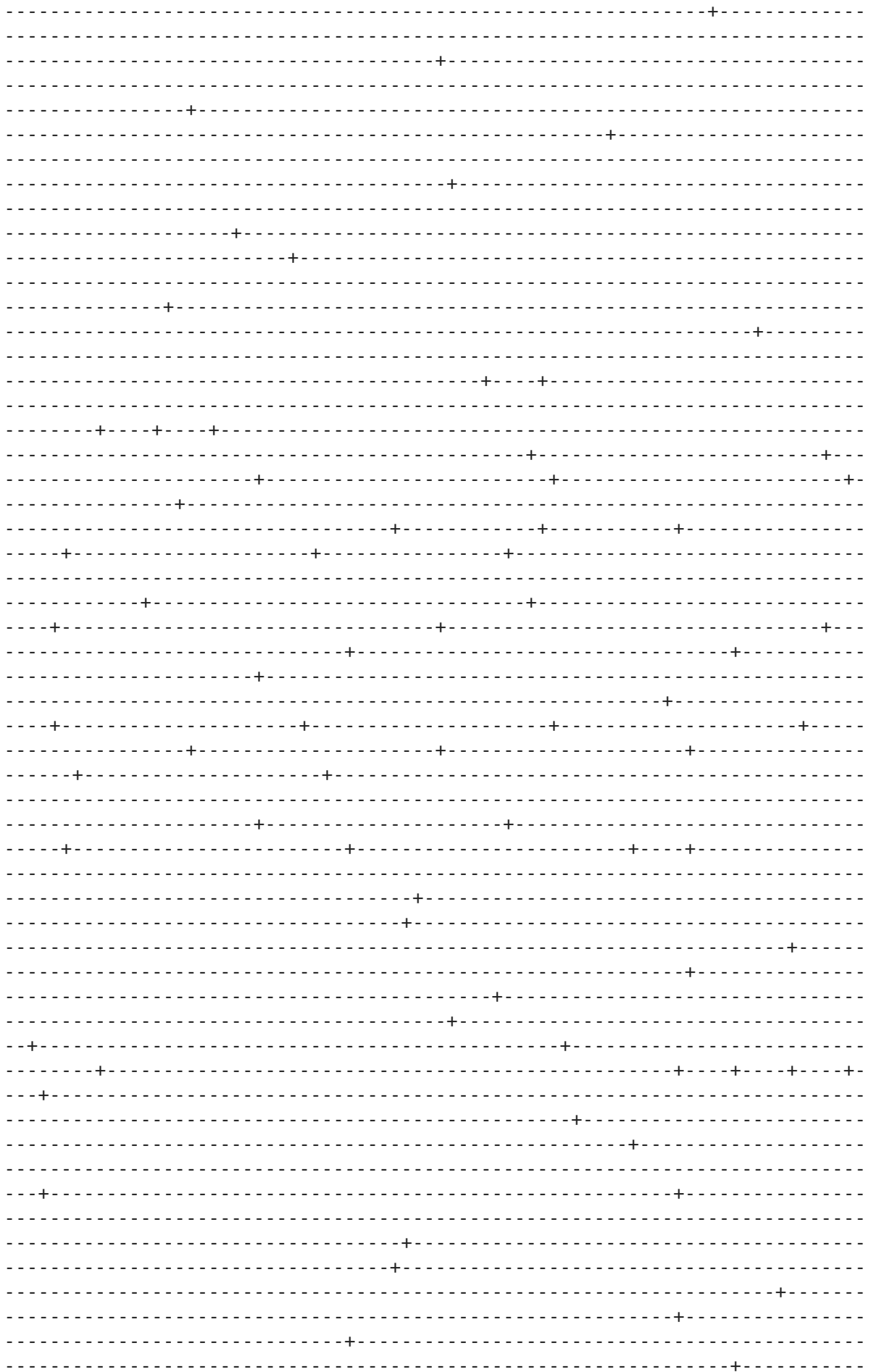



```

-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Accept      |      |      | 1.14515e+11 |      | 429729204 | 45314.80874
| 45314.81988 |      | 106.79.175.35 |      |      |      |
|      | 25-35 years |      |      |      | INR 2-5L
| Yes |      |      |      |      | Insurer website
e
|
|
| Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand 2) |
|      |      | Top of mind (Brand 1) | Spontaneous 2 (Brand
3) |      |      |
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
|
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
|
|
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
|      |
|      | Spontaneous 1 (Brand 2)
|      | Spontaneous 2 (Brand 3) | Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) |      | HDFC Bank
| ICICI Bank |      |      |
| Max Life Insurance
| LIC
| Max Life Insurance | Max Life Insurance | Max Li
fe Insurance | Max Life Insurance | LIC
| Max Life Insurance | Max Life Insurance | ICICI
Bank
| HDFC Bank | ICICI Bank | ICICI Bank | ICICI Ba
nk | HDFC Bank | ICICI Bank | ICICI Bank
| HDFC Bank | HDFC Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio |      | Very easy to understand
| I somewhat like this
I will definitely buy
|
| Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| Both are known for superior customer service |
| 1 | 3 | 2 | Ver
y new and different
| Somewhat relevant
| I may recommend
| Max Axis Life Insurance | Neither easy nor d
ifficult to understand
| Neither like nor dislike this insurance plan
I may not buy
| I did not like this concept |

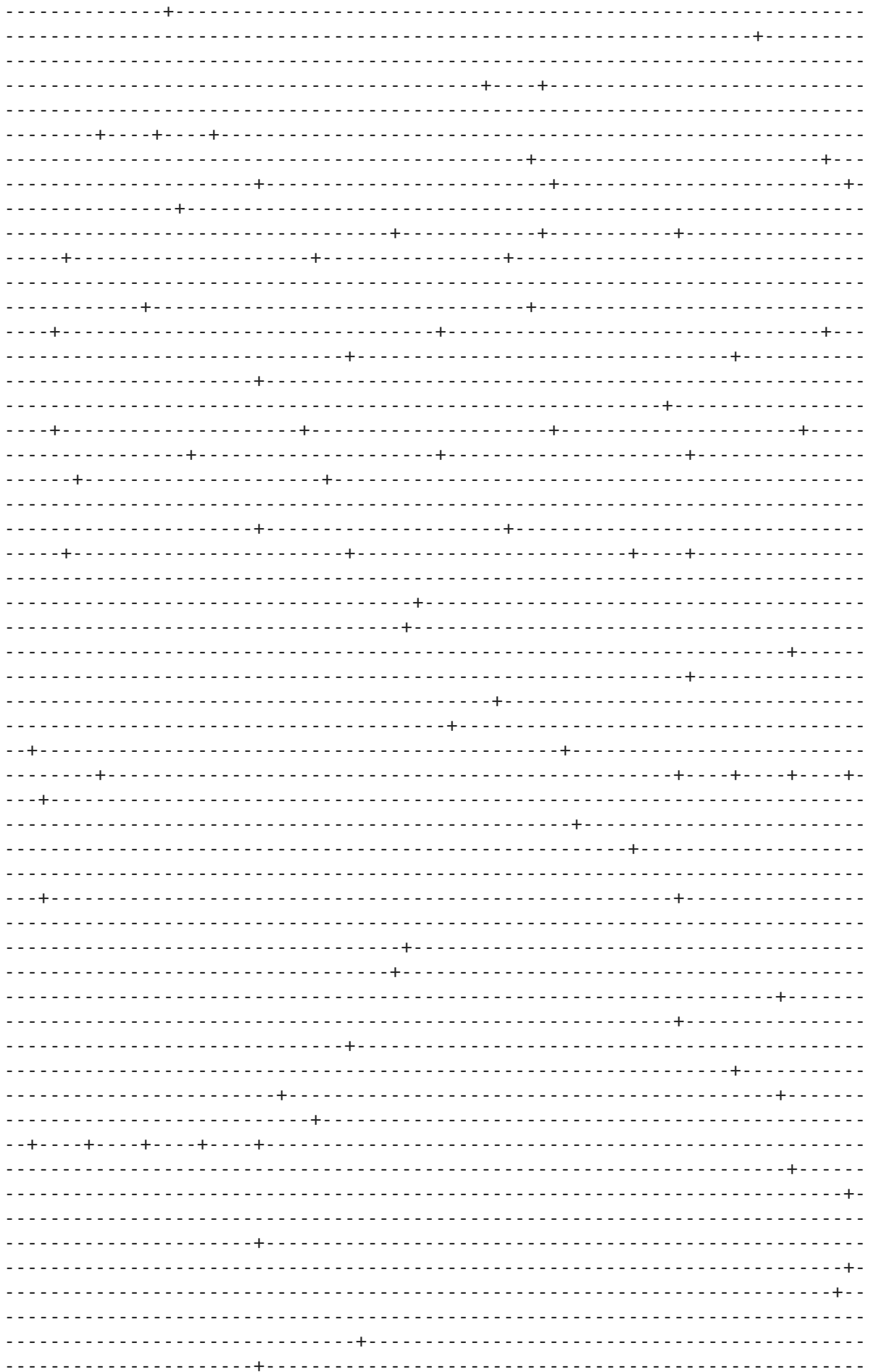
```

[illegible]



Age Group	Gender	Education Level	Income Level	PhonePe Usage	Paytm Usage	Other Digital Services
18-25	Male	High School	Low	Yes	No	No
18-25	Female	High School	Low	No	Yes	No
26-35	Male	College	Medium	Yes	Yes	Yes
26-35	Female	College	Medium	Yes	Yes	Yes
36-45	Male	University	High	Yes	Yes	Yes
36-45	Female	University	High	Yes	Yes	Yes
46-55	Male	Postgraduate	Very High	Yes	Yes	Yes
46-55	Female	Postgraduate	Very High	Yes	Yes	Yes
56-65	Male	Postgraduate	Very High	Yes	Yes	Yes
56-65	Female	Postgraduate	Very High	Yes	Yes	Yes

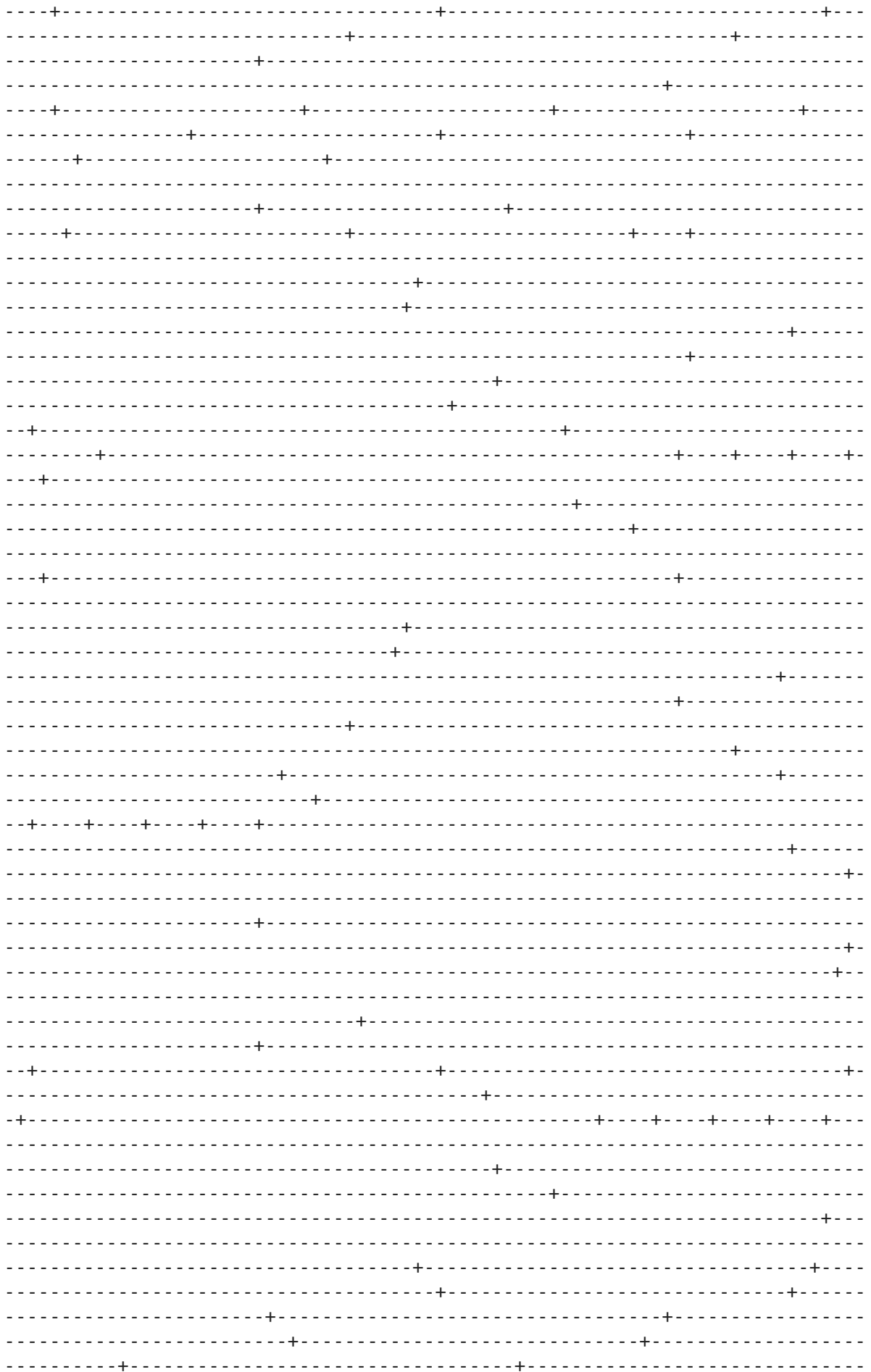
	Top of mind (Brand 1)	
	Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand
2)	Spontaneous 3 (Brand 4)	
	Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png	
	Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png	
	Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png	
	Spontaneous 2 (Brand 3)	
	Spontaneous 1 (Brand 2)	Top of mind (Brand 1)
	Spontaneous 3 (Brand 4)	
		State Bank of India
	Max Life Insurance	
	Max Life Insurance	LIC
	Max Life Insurance	Max Life Insurance
	fe Insurance	Bajaj Allianz Life Insurance
	India	State Bank of
	State Bank of India	State Bank of India
	State Bank of India	State Bank of India
	State Bank of India	State Bank of Indi
	a State Bank of India	State Bank of India
	Insurance expertise	Claim settlemen
t ratio	Branch/ office network	Somewhat easy to understand
I somewhat like this		
I will definitely buy		Both ar
	e strong brand names in their respective segments	
	Both are known for superior products	
	It looks modern and professional	1
	2	3 Very new and different
	Somewhat relevant	
	I may recommend	
	Max Axis Life Insurance	Somewhat easy to u
n	dstand	
	I somewhat like this	
I may or may not buy		Max Lif
	e is a respected and well-known brand	
	It is known for superior customer serv	
ice	It looks modern and professional	1
	2	3 Very new and different
	May or might not be relevant	
	I may recommend	
	Neither easy nor difficult to understand	
	Neither like nor dislike this insurance plan	
I may not buy		Axis na
	me is taken in the same line as HDFC and ICICI	
	It is known for superior customer serv	



Accept	1.14515e+11	429729204	45314.60041
45314.61155	106.79.134.124		
	36-45 years		INR 2-5L
Yes			PhonePe, Paytm, etc.
Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)		
	Top of mind (Brand 1)		
Spontaneous 3 (Brand 4)			
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png		

|
 | Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png> |
 |
 | | Spontaneous 2 (Brand 3)
 | | | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
 | Spontaneous 3 (Brand 4) | |
 | | | Kotak Mahindra Bank | |
 | Max Life Insurance
 | Max Life Insurance | LIC | Max Li
 fe Insurance | LIC | Max Life Insur
 ance | Max Life Insurance | Max Life Insurance
 | Kotak Mahindra Bank
 | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Ma
 hindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Ban
 k | Kotak Mahindra Bank | Kotak Mahindra Bank |
 | Insurance expertise | Customer reviews and word of mouth |
 | Branch/ office network | | Neither easy nor difficult to understand
 | Neither like nor dislike this insurance plan |
 I may not buy
 | | Both ar
 e strong brand names in their respective segments |
 | Both are known for superior products | Both are known for superior custome
 r service | | 1
 | | 2 | 3 | | Slightly new and different
 | Somewhat irrelevant
 | I may not recommend
 | Axis Max Life Insurance | Somewhat easy to u
 nderstand
 | I somewhat like this |
 I may or may not buy
 | | Max Lif
 e is a respected and well-known brand |
 | It is known for superior products | It is known for superior customer serv
 ice | | 1
 | | 2 | 3 | | Very new and different
 | Somewhat relevant
 | I may recommend
 | Somewhat difficult to understand
 | Neither like nor dislike this insurance plan |
 I may or may not buy
 | |
 | It has a wide network of branches | | It
 is known for superior customer service | It looks modern and professional |
 | 1 | | 2 | 3 | Somewhat new and different
 | Somewhat relevant
 | I may recommend
 | Concept 0Max Life Insurance
 |
 | |
 | Concept 2Max Life Insurance by Axis Bank | |
 | | Concept 2Max Life Insurance by Axis Ban
 k | | Concept 0Max Life Insurance |
 | |
 | | Concept 2Max Life Insurance by Axis Ban
 k | | Concept 1Ax

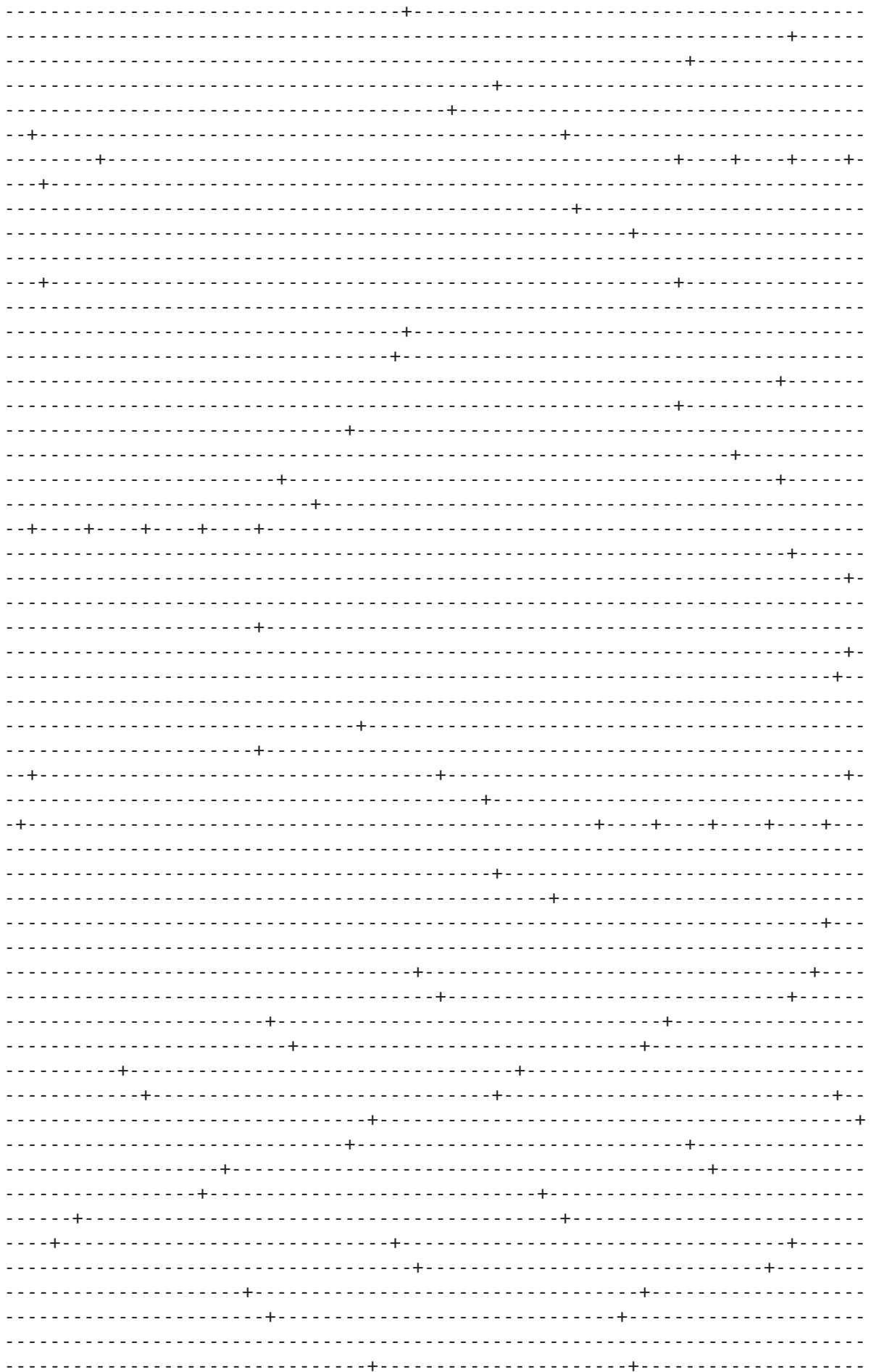
[illegible]



[illegible]

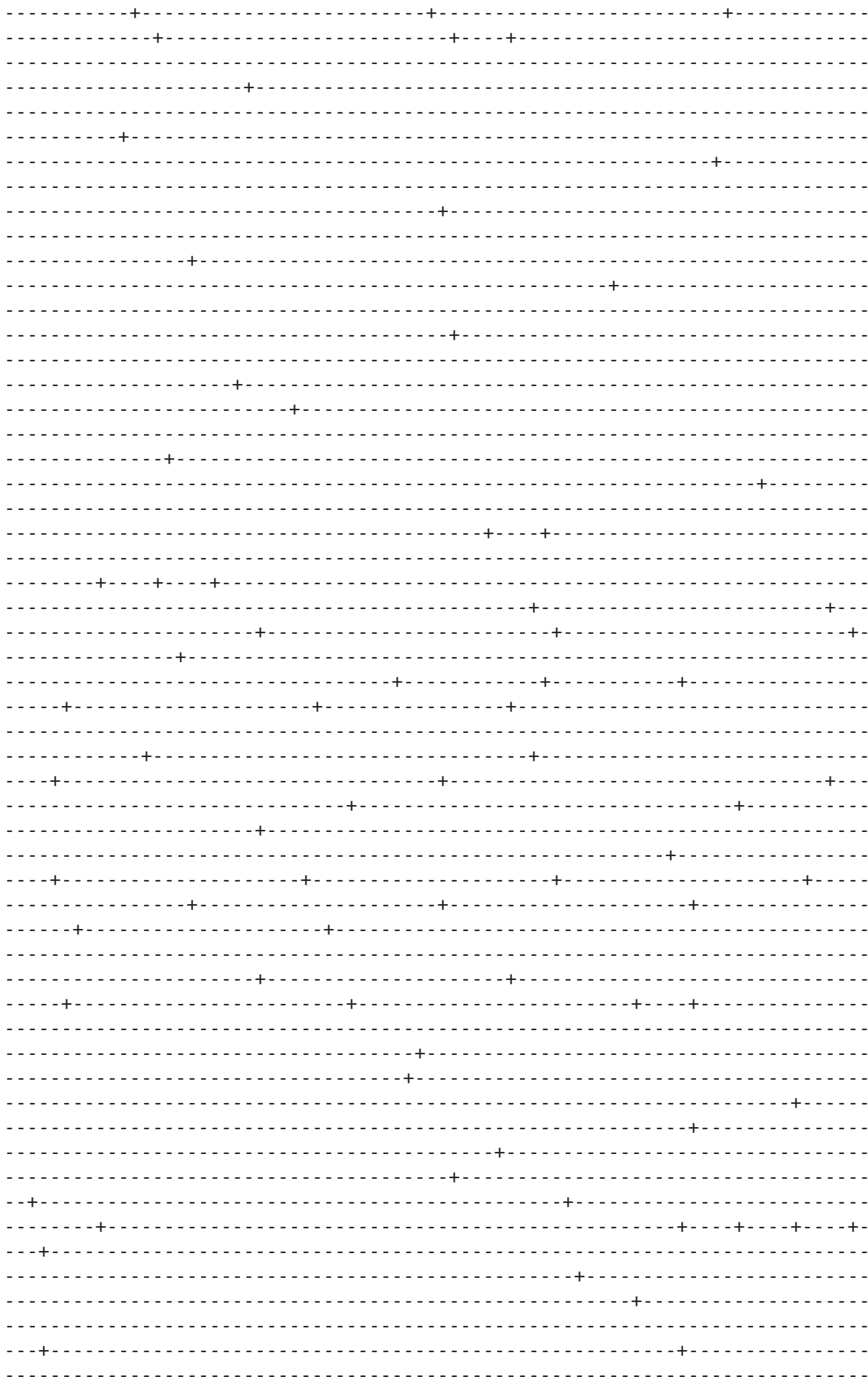
State Bank of India									
State Bank of India ICICI Bank			State Bank of India State Bank of India ICICI Bank						
State Bank of India ICICI Bank			State Bank of India ICICI Bank						
Insurance expertise Customer reviews and word of mouth									
Branch/ office network			Somewhat easy to understand						
I somewhat like this									
I may buy									
Both are									
e strong brand names in their respective segments									
Both are known for superior products			Both are known for superior customer service				1		
2 3			Somewhat new and different						
Completely relevant									
I may recommend									
Max Axis Life Insurance			Very difficult to understand						
Neither like nor dislike this insurance plan									
I may or may not buy									
Max Life									
e is a respected and well-known brand									
It is known for superior customer service			It looks modern and professional				1		
2 3			Somewhat new and different						
Somewhat relevant									
I may or may not recommend									
Very difficult to understand									
I completely dislike this									
I may not buy									
I did not like this concept									
Slightly new and different									
Somewhat irrelevant									
I may or may not recommend									
Concept 1Axis Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank									
Concept 1Axis Max Life Insurance			Concept 1Axis						
Max Life Insurance			Concept 1Axis Max Life Insurance						
Concept 2Max Life Insurance by Axis Bank									
Concept 1Axis Max Life Insurance			Concept 1Axis						
Max Life Insurance									
Rank 4 - Least liked									
Rank 1 - Most liked			Rank 3				Rank 2		
4 7 2 3 5 6 1									
It looks modern and luxurious It feels sharper and bolder It feels international Mumbai									
Male			Graduate						
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees									
Savings Account/ Current account									

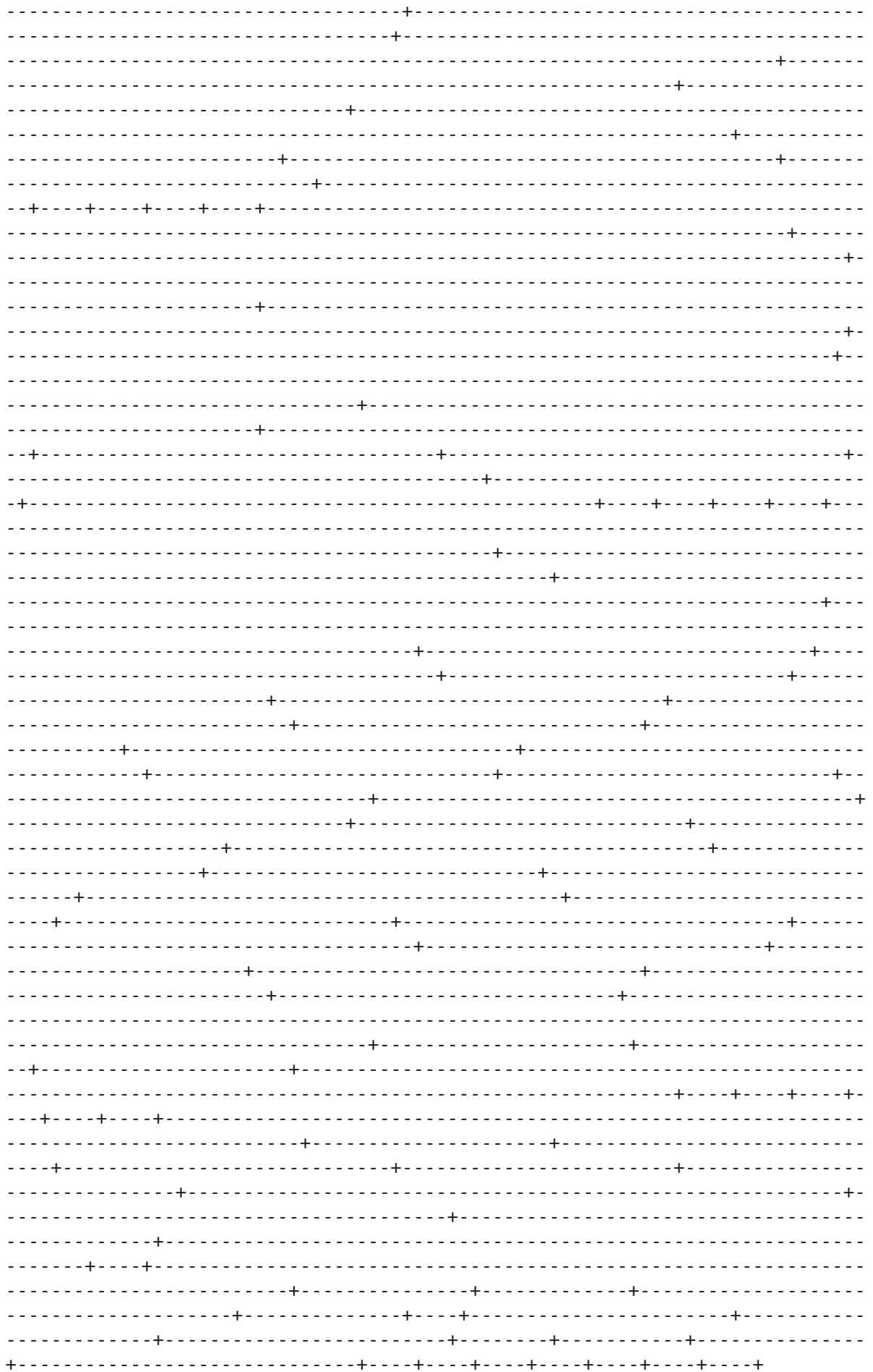
[illegible]



[illegible]

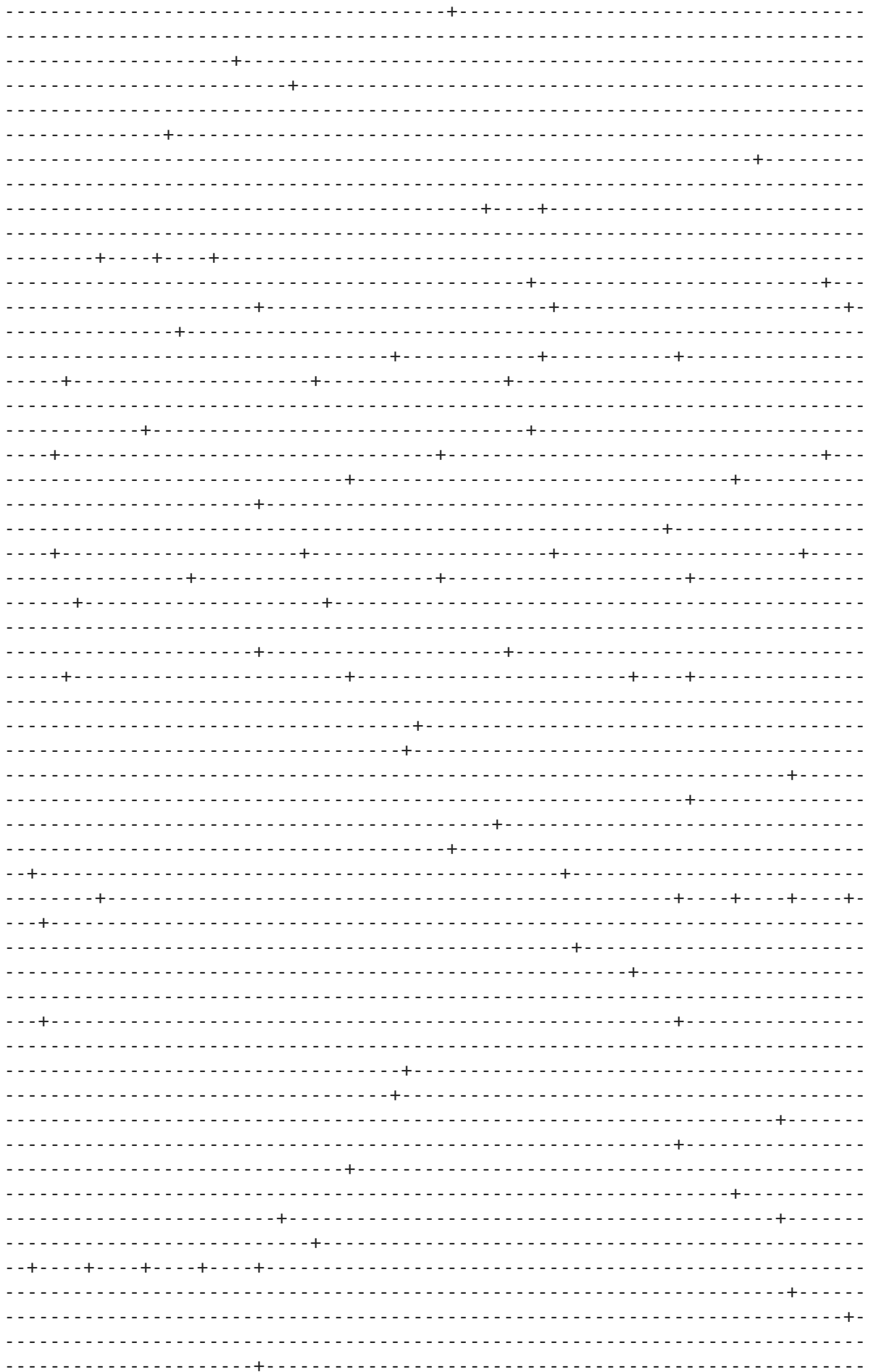
[illegible]





Accept	1.14515e+11	429729204	45314.80874
45314.82683	1.187.16.246		
25-35 years			INR 2-5L
Yes			Insurer website
	Top of mind (Brand 1)		
	Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand 2)	
Spontaneous 2 (Brand 3)			
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png			
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png			
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png			
	Top of mind (Brand 1)		
Spontaneous 2 (Brand 3)	Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand 2)	
		HDFC Bank	
Axis Bank			
Max Life Insurance			
Bajaj Allianz Life Insurance	Max Life Insurance	Max Life Insurance	Max Life Insurance
Max Life Insurance	Max Life Insurance	Max Life Insurance	Max Life Insurance
Axis Bank			
Axis Bank	Axis Bank	Axis Bank	Axis Bank
Axis Bank	Axis Bank	Axis Bank	Axis Bank
Axis Bank	Axis Bank		
Insurance expertise	Customer reviews and word of mouth	Claim settlement ratio	Somewhat difficult to understand
I somewhat dislike this			
I may not buy			Both are strong brand names in their respective segments
			Both are known for superior products
			Both are known for superior customer service
2	3		Slightly new and different
Somewhat irrelevant			
I may not recommend			
Max Axis Life Insurance			Neither easy nor difficult to understand
Neither like nor dislike this insurance plan			
I may or may not buy			
It is known for superior products	It is known for superior customer service		
It looks modern and professional			
1	2	3	Slightly new and different
Somewhat irrelevant			
I may or may not recommend			

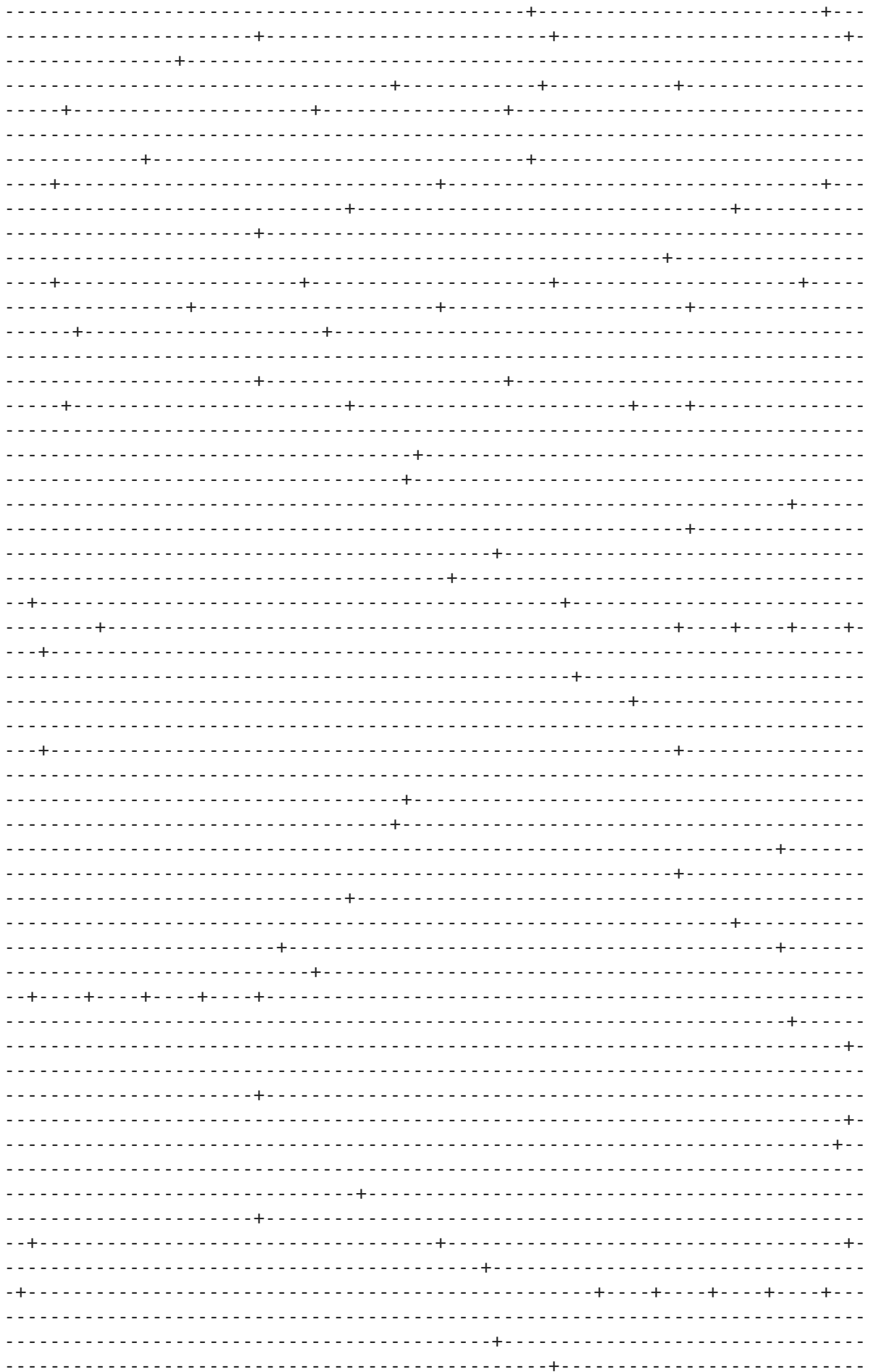
[illegible]



Accept	1.14515e+11	429729204	45314.85735
45314.8685	106.79.133.243		
36-45 years			INR 7.1-10
No, but I intend to buy a li			
fe insurance policy soon			
Spontaneous 1 (Brand 2)	Spontaneous 3 (Brand 4)		
	Spontaneous 2 (Brand 3)	Top of mind (Brand 1)	
ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.c		
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png			

|
 | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> | Bajaj Allianz Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png> |
 |
 |
 |
 |
 |
 |
 |
 |
 | Spontaneous 1 (Brand 2)
 | Spontaneous 2 (Brand 3) | Top of mind (Brand 1) |
 | Spontaneous 3 (Brand 4) | | HDFC Bank
 | | Axis Bank | |
 | Bajaj Allianz Life Insurance
 | LIC | Bajaj Allianz Life Insurance | LIC
 | LIC | Tata AiA Life Insurance | Bajaj
 Allianz Life Insurance | Bajaj Allianz Life Insurance | HDFC Bank
 | HDFC Bank | ICICI Bank | HDFC Bank | HDFC Ban
 k | ICICI Bank | ICICI Bank | HDFC Bank
 | HDFC Bank | HDFC Bank |
 | Insurance expertise | Customer reviews and word of mouth | Claim settlemen
 t ratio | | Very difficult to understand
 | I somewhat dislike this |
 I may not buy
 |
 | Both ar
 e strong brand names in their respective segments | Both are successfully co
 mpeting with major brands like HDFC and ICICI |
 | | It looks modern and profess
 ional | 2 | 1 | | 3
 | Somewhat new and different
 | May or might not be relevant
 | I may or may not recommend
 | Max Axis Life Insurance | Neither easy nor d
 ifficult to understand
 | Neither like nor dislike this insurance plan |
 I may not buy
 |
 | Max Lif
 e is a respected and well-known brand |
 | It is known for superior products | It is known for superior customer serv
 ice | 1
 | 2 | 3 | | Somewhat new and different
 | May or might not be relevant
 | I may or may not recommend
 | Somewhat easy to understand
 | Neither like nor dislike this insurance plan |
 I may buy
 |
 | Axis na
 me is taken in the same line as HDFC and ICICI | It has a wide network of br
 anches | | It is known for superior custom
 er service | 1
 | 2 | 3 | | Extremely new and different
 | Somewhat relevant
 | I may not recommend
 |
 | Concept 1Axis Max Life Insurance |

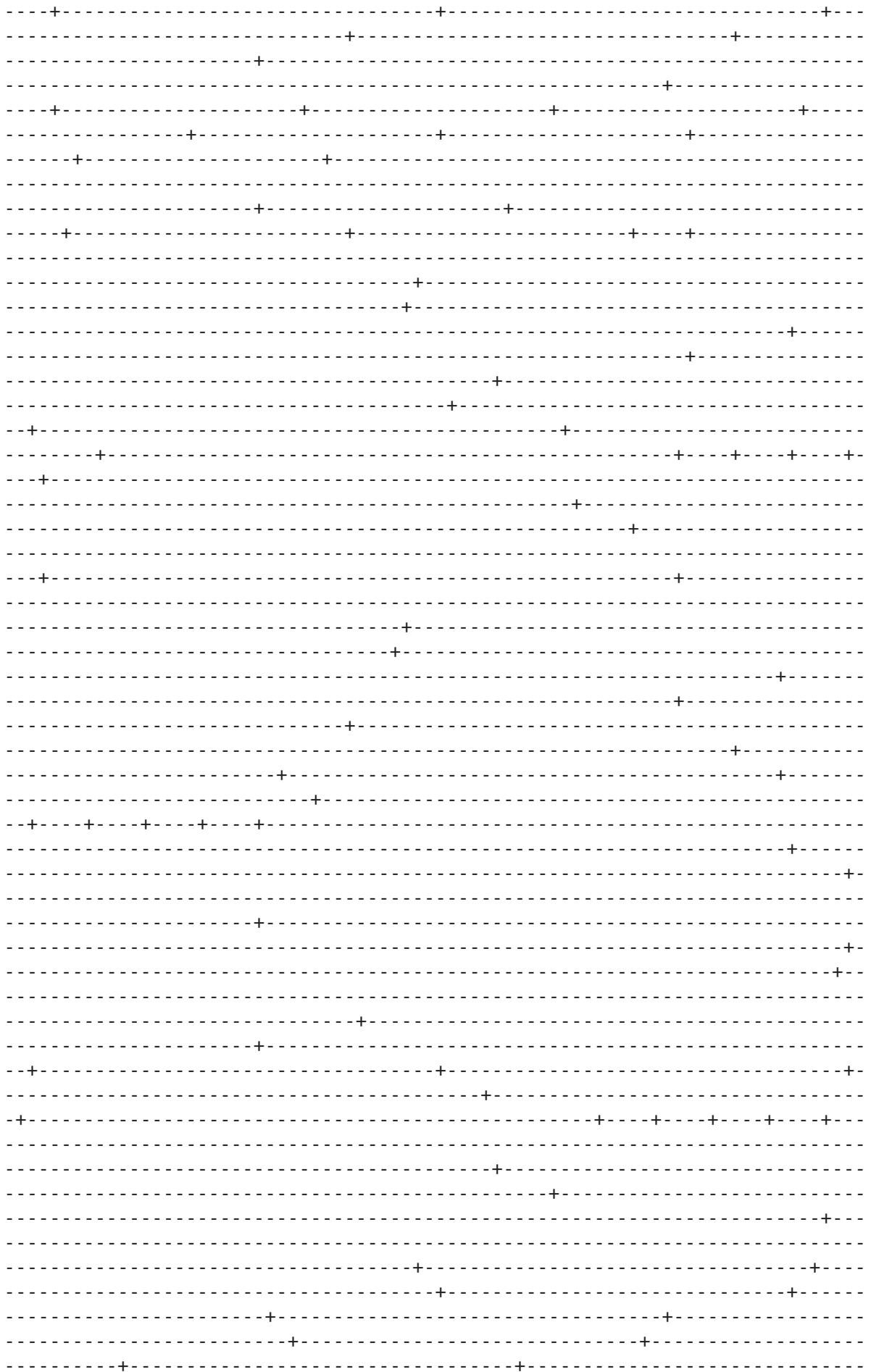
[illegible]



Accept	1.14516e+11	429729203	45317.61553
45317.62824	49.47.135.19		
36-45 years			INR 7.1-10
L Yes			
Agent / Advisor			
Spontaneous 3 (Brand 4) Top of mind (Brand 1) Spontaneous 1 (Brand 2) Spontaneous 2 (Brand 3)			
ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png			

		Top of mind (Brand 1)			
Spontaneous 3 (Brand 4)	Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)		HDFC Bank	
Max Life Insurance					
Max Life Insurance		Max Life Insurance		Max Li	
fe Insurance		Max Life Insurance		Max Life Insur	
ance	Max Life Insurance		Max Life Insurance		
State Bank of India					
HDFC Bank	HDFC Bank		HDFC Bank		HDFC Ban
k	HDFC Bank	HDFC Bank	HDFC Bank		
HDFC Bank	HDFC Bank		Association with a banking bra		
nd/ name					
Insurance expertise				Claim settlemen	
t ratio		Very easy to understand			
I totally like this					
I will definitely buy					
				Both ar	
e strong brand names in their respective segments	Both are successfully co				
mpeting with major brands like HDFC and ICICI					
Both are known for superior customer service					
2		1	3	Ext	
remely new and different					
Completely relevant					
I will definitely recommend					
Max Axis Life Insurance				Somewhat easy to u	
nderstand					
I totally like this					
I may buy					
It is successfully competing with major bank based insurers like HDFC Life					
and ICICI Prudential, on its own				It is	
known for superior customer service	It looks modern and professional				
1 3 2	Very new and different				
Somewhat relevant					
I may recommend					
Somewhat easy to understand					
Neither like nor dislike this insurance plan					
I may or may not buy					
				Axis na	
me is taken in the same line as HDFC and ICICI					
		It is known for superior customer serv			
ice	It looks modern and professional 3				
2 1	Somewhat new and different				
May or might not be relevant					
I may or may not recommend					
Concept 1Axis Max Life Insurance					
				Concept 1Axis	
Max Life Insurance					
	Concept 1Axis Max Life Insurance				
Concept 2Max Life Insurance by Axis Bank					
Concept 1Axis Max Life Insurance					
				Concept 1Axis	

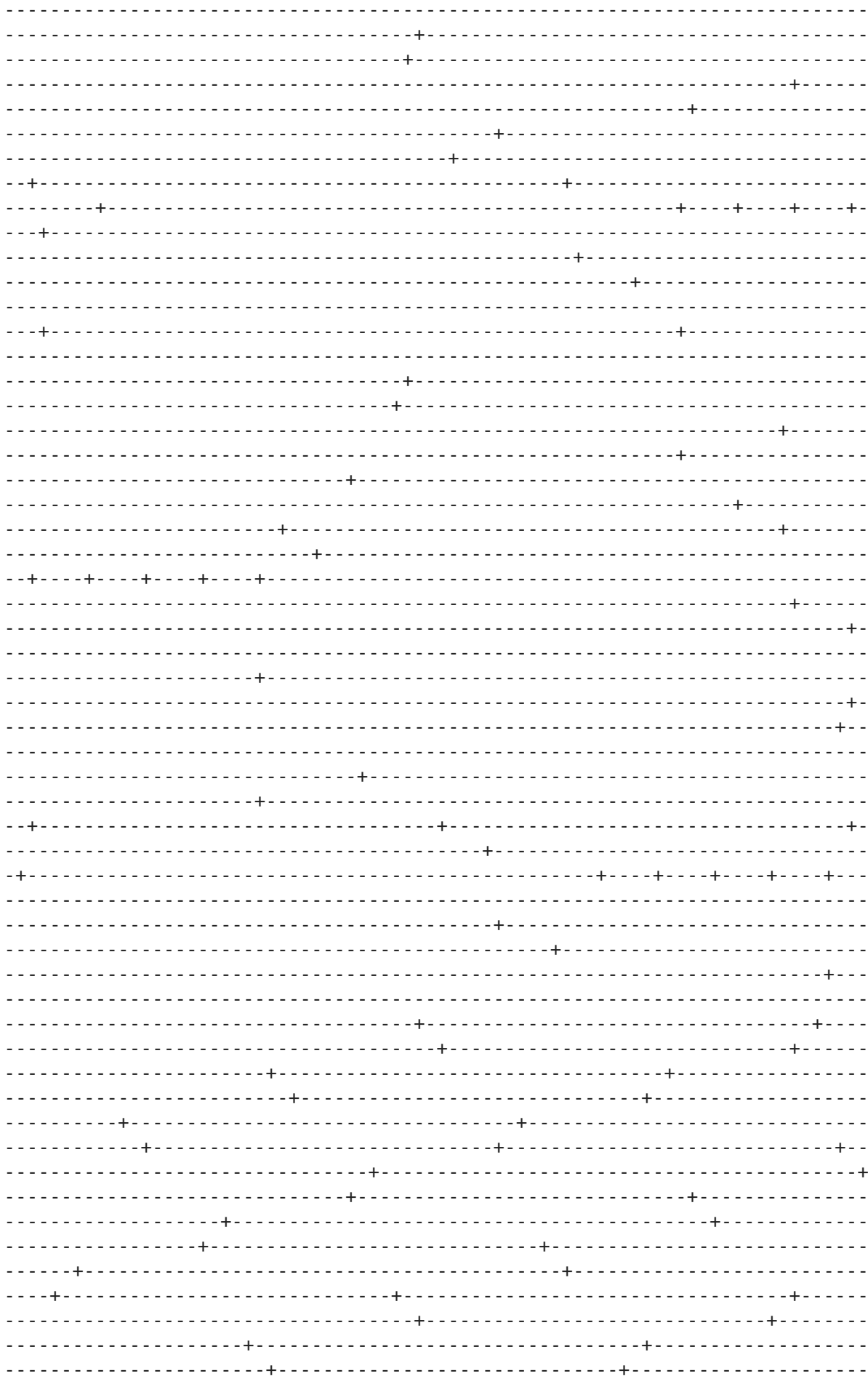
[illegible]



Accept	1.14516e+11	429729203	45317.43551
45317.45153	49.47.135.19		
46-50 years			More than
10L		Yes	
Agent / Advisor			
Spontaneous 2 (Brand 3)			
Spontaneous 3 (Brand 4)	Top of mind (Brand 1)		
Spontaneous 1 (Brand 2)			
	HDFC Life insurance	HDFC Life insurance	
ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png		
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		
Kotak Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png		
Tata AiA Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/52c7f424-58bc-443a-b3b8-98c1e9ee1919.png		
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		
Spontaneous 2 (Brand 3)			
Spontaneous 3 (Brand 4)		Top of mind (Brand 1)	
Spontaneous 1 (Brand 2)			
	Kotak Mahindra Bank	State Bank of India	
Max Life Insurance			
Max Life Insurance	Max Life Insurance		Max Li
fe Insurance	Max Life Insurance		Max Life Insur
ance	Max Life Insurance	Max Life Insurance	

State Bank of India					
State Bank of India State Bank of India State Bank of India State Ba					
nk of India State Bank of India State Bank of India State Bank of Indi					
a State Bank of India State Bank of India Association with a banking b					
rand/ name					
Customer reviews and word of mouth Claim settlemen					
t ratio Very easy to understand					
Neither like nor dislike this insurance plan					
I may or may not buy					
Both ar					
e strong brand names in their respective segments					
Both are known for superior products Both are known for superior custome					
r service 1					
3 2 Very new and different					
May or might not be relevant					
I may or may not recommend					
Max Axis Life Insurance Somewhat easy to u					
nderstand					
I somewhat like this					
I may or may not buy					
It is known for superior products It is known for superior customer serv					
ice It looks modern and professional					
1 2 3 Very new and different					
Somewhat relevant					
I may recommend					
Very easy to understand					
I totally like this					
I may buy					
Axis na					
me is taken in the same line as HDFC and ICICI It has a wide network of br					
anches					
It looks modern and professional 1					
3 2 Extremely new and different					
Somewhat relevant					
I will definitely recommend					
Concept 3Axis Life Insurance Concept 3Axis Life Insurance					
Concept 3Axis Life Insurance Concept 3Axis Life Insurance					
Concept 3Axis Life Insurance Concept 3Axis Life Insurance					
Concept 3Axis Life Insurance Concept 3Axis Life Insurance					
Concept 3Axis Life Insurance Concept 0Max Life Insurance					
Rank 2					
Rank 3 Rank 4 - Least liked Rank 1 - Most liked					
4 5 2 1 6 7 3					
It feels refreshing It feels sharper and					
bolder It feels international Mumbai					
Male Graduate					

[illegible]

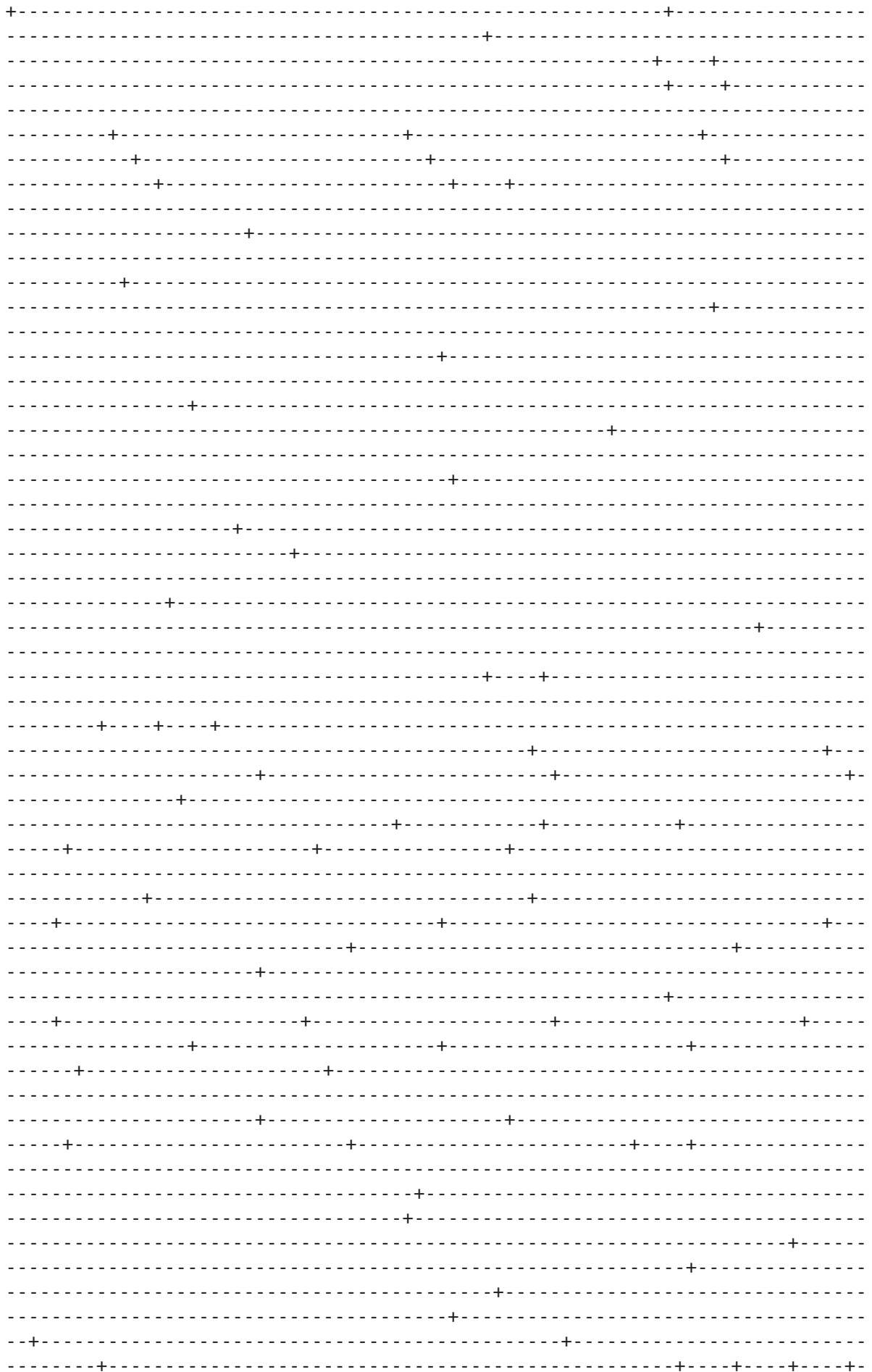


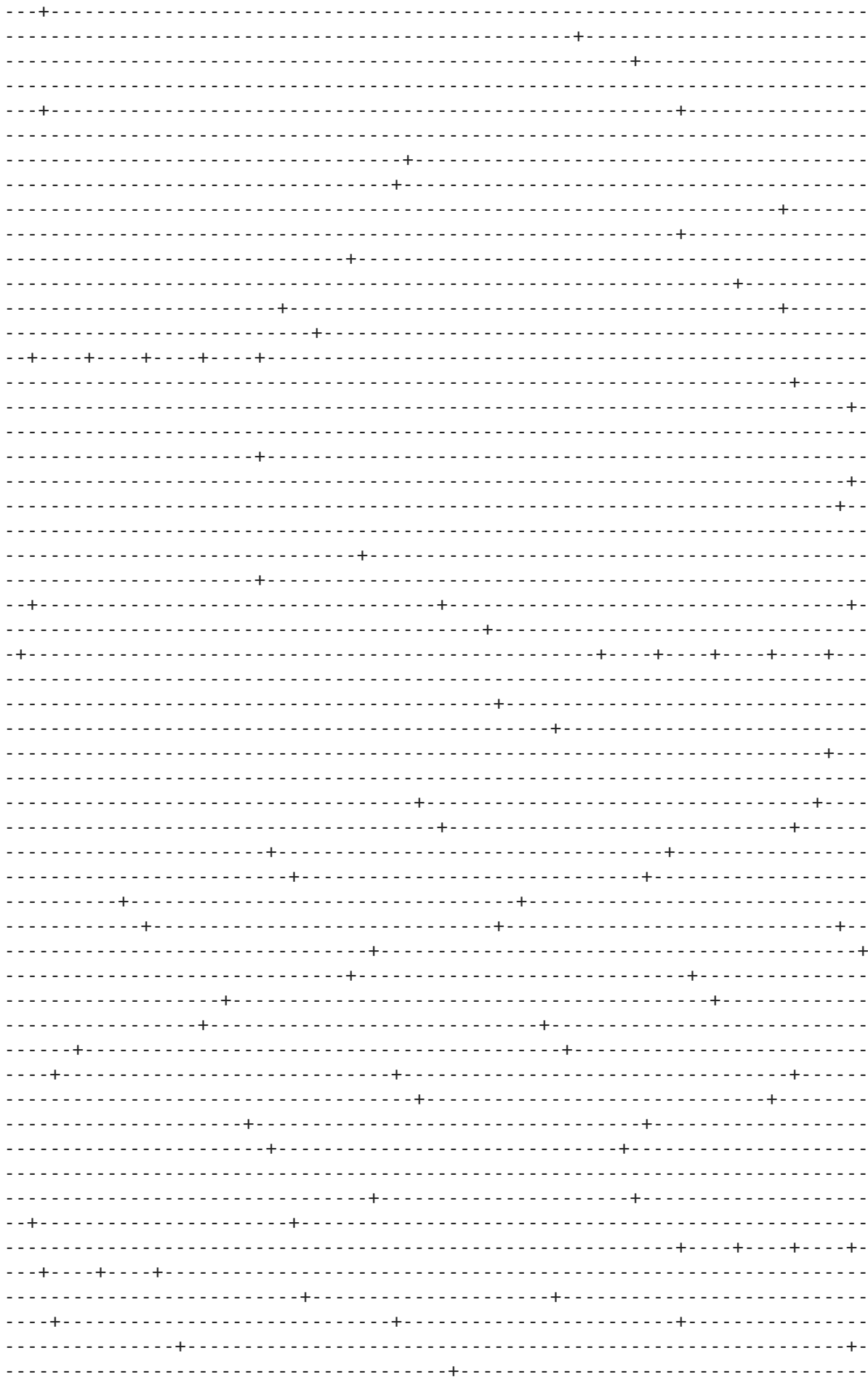
```

-----+-----+-----
--+-+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
---+---+---+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+-----+
| Accept | | 1.14516e+11 | 429729203 | 45316.77155
| 45316.78277 | 157.50.61.134 | | |
| | 25-35 years | | INR 7.1-10
L | No, but I intend to buy a li
fe insurance policy soon |
| |
| |
| Spontaneous 2 (Brand 3) | | Spontaneous 1 (Brand
2) | | Top of mind (Brand 1) | Spontaneous 3 (Brand
4) | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png |
| SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png |
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png | Bajaj Allianz Life Insurance https://
surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a
-b885-f06e5c175f81.png |
|
|
|
|
|
|
| Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) | Bank of Baroda |
| | | | State Bank of India | Bank
of Baroda | LIC
| Kotak Life Insurance | SBI Life Insurance | SBI Li
fe Insurance | LIC | SBI Life Insur
ance | SBI Life Insurance | SBI Life Insurance
| Others
| State Bank of India | Others | State Bank of India | State Ba
nk of India | Others | Others | Others
| State Bank of India | State Bank of India | Association with a banking bra
nd/ name
| | Customer reviews and word of mouth |
| Branch/ office network | | Very easy to understand
| I somewhat like this |
I may or may not buy
|

```

| Both are successfully competing with major brands like HDFC and ICICI | Both are known for superior products | Both are known for superior customer service |
 | 1 | 3 | 2 | | Very new and different
 | May or might not be relevant
 | I may recommend
 | Max Axis Life Insurance | Somewhat easy to understand
 | Neither like nor dislike this insurance plan |
 I may buy
 | | Max Life
 e is a respected and well-known brand | It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | | It looks modern and professional
 al | 2 | 1 | | 3 |
 Somewhat new and different
 | May or might not be relevant
 | I may recommend
 | Very easy to understand
 | I somewhat like this |
 I may buy
 | | Axis na
 me is taken in the same line as HDFC and ICICI | It has a wide network of branches |
 | It looks modern and professional | 2
 | 1 | | 3 | Very new and different
 | Somewhat relevant
 | I may recommend
 |
 |
 | Concept 3Axis Life Insurance | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank | |
 | Concept 1Axis Max Life Insurance |
 | | Concept 1Axis
 Max Life Insurance |
 | | Concept 2
 Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 | Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance | Rank 4 - Least liked
 | Rank 3 | Rank 2 | Rank 1 - Most liked |
 5 | 6 | 1 | 2 | 4 | 3 | 7 | It has a vibrant colour scheme
 | It feels refreshing | | It feels sharper and bolder |
 | | Mumbai
 | Male | Post-graduate PhD / doctorate
 | Self-employed / Entrepreneur |
 Savings Account/ Current account
 | | Credit Card | Loans (Home, auto, personal, business) | Mutual funds | West | Metro | Life Insurance Intender | FALSE | Others | Concept 3 | Pure Intender
 | | | | | | |
 +-----+-----+-----+-----+-----+-----+-----+-----+
 --+-----+-----+-----+-----+-----+-----+-----+-----+
 -----+-----+-----+-----+-----+-----+-----+-----+



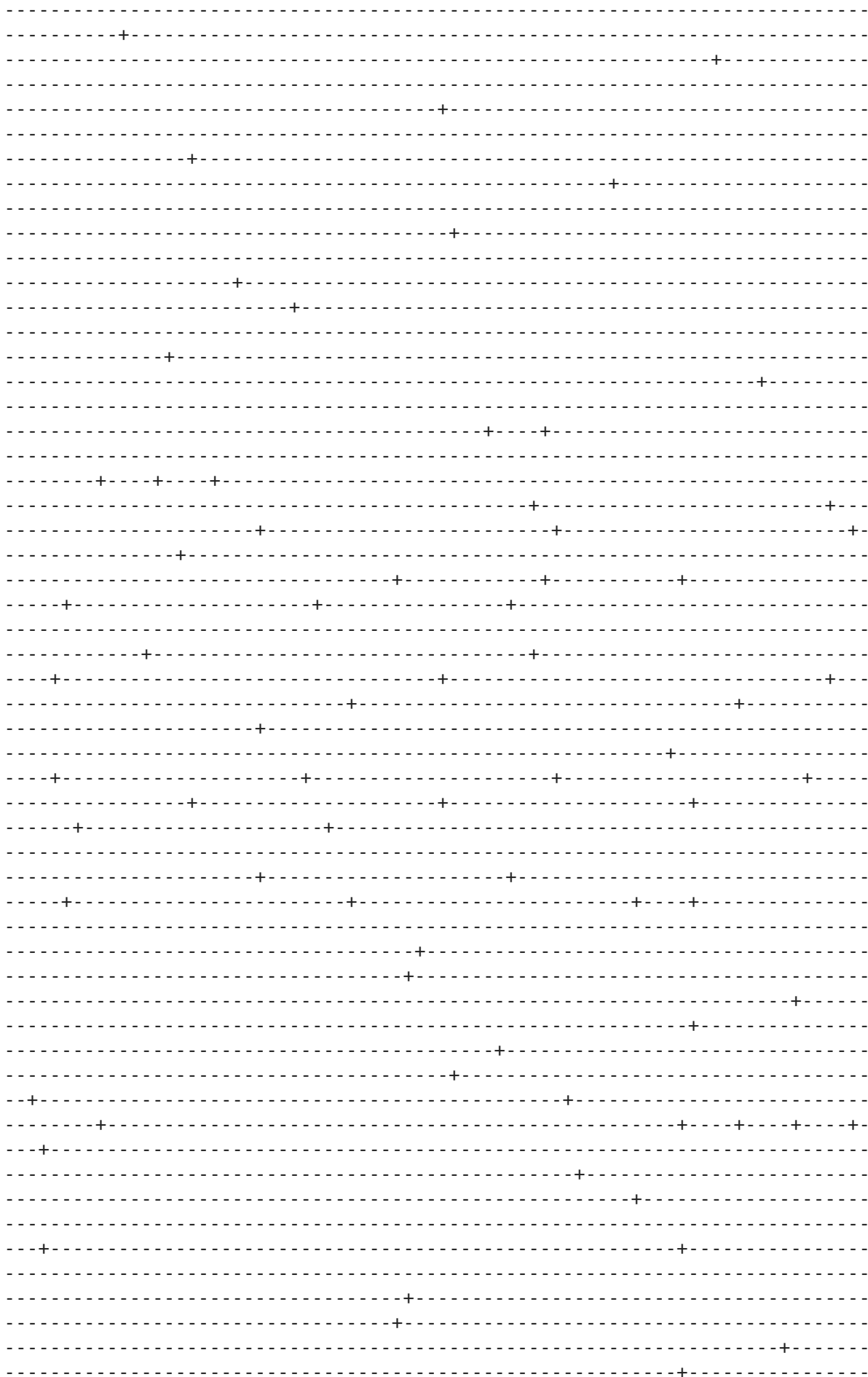


```

-----+-----
-----+-----
-----+-----
-----+-----
-----+-----
-----+-----
+-----+-----+-----+-----+-----+-----+
| Accept | | 1.14516e+11 | 429729203 | 45316.66875
| 45316.68315 | 157.45.248.173 | | |
| | 25-35 years | | More than
10L | Yes, but I intend to buy a n
ew life insurance policy soon | Bank
| | ICICI Bank
| | Spontaneous 3 (Brand 4)
| Spontaneous 2 (Brand 3) | | Spontaneous 1 (Brand
2) | | Top of mind (Brand 1) |
| | | HDFC Life insurance HDFC Life insurance
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png |
| SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png |
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
|
|
|
|
| SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png |
| |
| Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
| Spontaneous 2 (Brand 3) | |
| | Axis Bank | | State Bank of India |
| LIC
| ICICI Prudential Life Insurance | SBI Life Insurance | HDFC L
ife Insurance | SBI Life Insurance | HDFC Life Insu
rance | SBI Life Insurance | SBI Life Insurance
| State Bank of India
| Axis Bank | Axis Bank | State Bank of India | State Ba
nk of India | Axis Bank | State Bank of India | Axis Bank
| Axis Bank | State Bank of India |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio | | Somewhat easy to understand
| Neither like nor dislike this insurance plan |
I may buy | Both ar
e strong brand names in their respective segments |
| Both are known for superior products | Both are known for superior custome
r service | 2
| 1 | 3 | Somewhat new and different
| May or might not be relevant
| I may recommend
| Max Axis Life Insurance | Very easy to under
stand
| I somewhat like this |
I may buy
| Max Lif

```

[illegible]



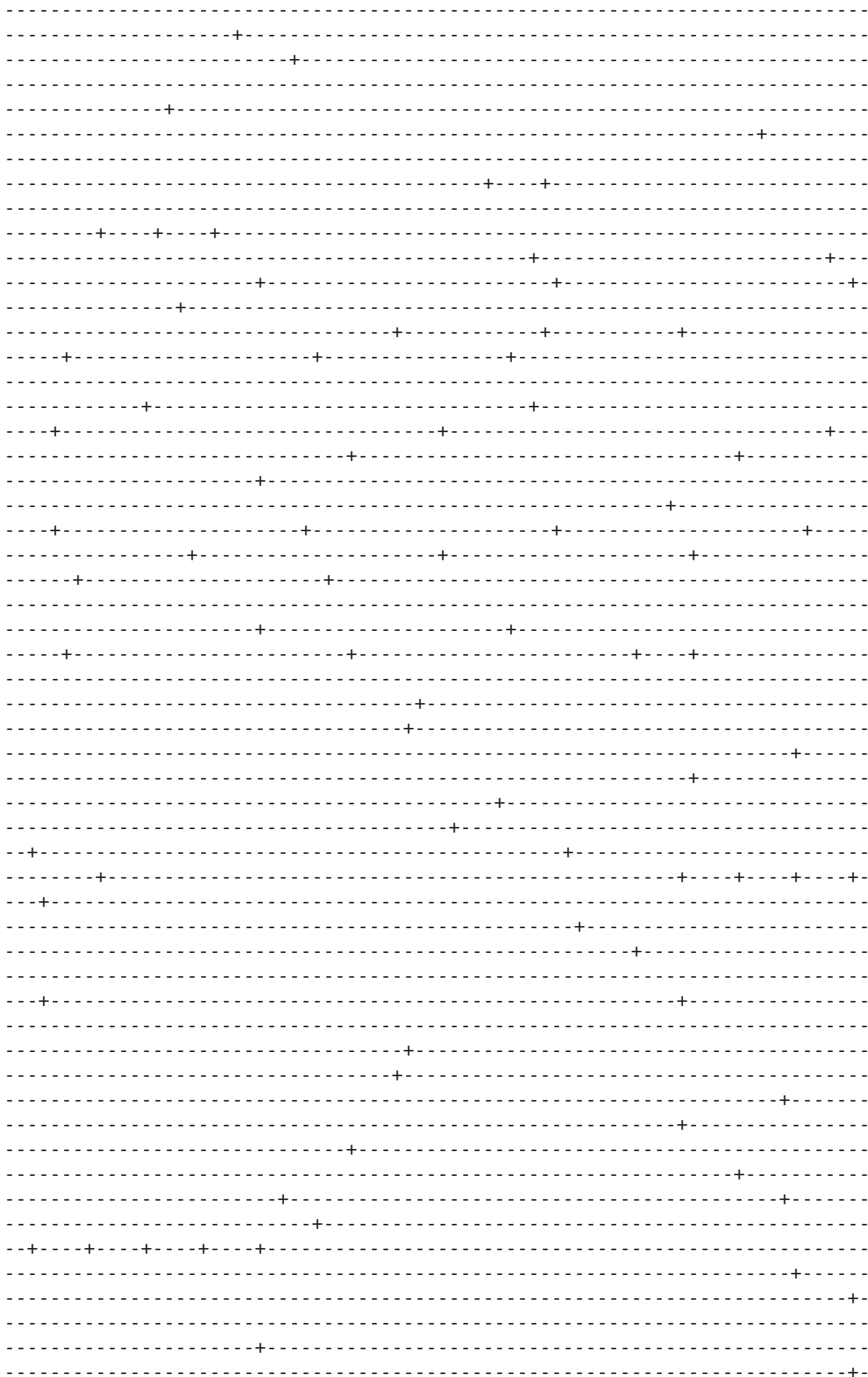
10L

Yes

Accept | 45316.68302 | 25-35 years | 1.14516e+11 | 429729203 | 45316.66881 | More than

Bank				
Axis Bank				
Spontaneous 3 (Brand 4)				
	Top of mind (Brand 1)			
Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)			
	HDFC Life insurance	HDFC Life insurance		
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png			
Kotak Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png			
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png			
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png			
Spontaneous 2 (Brand 3)				
Spontaneous 3 (Brand 4)	Top of mind (Brand 1)			
Spontaneous 1 (Brand 2)				
Axis Bank				
LIC				
Max Life Insurance	Max Life Insurance	Max Life Insurance	Max Life Insurance	Max Life Insurance
HDFC Bank				
Axis Bank	Kotak Mahindra Bank	Axis Bank	Axis Bank	Axis Bank
Axis Bank	Axis Bank	Kotak Mahindra Bank	Axis Bank	
Axis Bank	Axis Bank	Association with a banking brand/ name		
Customer reviews and word of mouth				
Branch/ office network	Very easy to understand			
I somewhat like this				
I will definitely buy				
Both are strong brand names in their respective segments	Both are successfully competing with major brands like HDFC and ICICI			
Both are known for superior customer service				
2	1	3	Somewhat new and different	
Somewhat relevant				
I may recommend				
Max Axis Life Insurance	Somewhat easy to understand			
I somewhat like this				
I may buy				
Max Life Insurance				
Max Life Insurance is a respected and well-known brand				
It is known for superior customer service				
It looks modern and professional	2			
1	3	Somewhat new and different		
May or might not be relevant				
I may recommend				
Somewhat easy to understand				

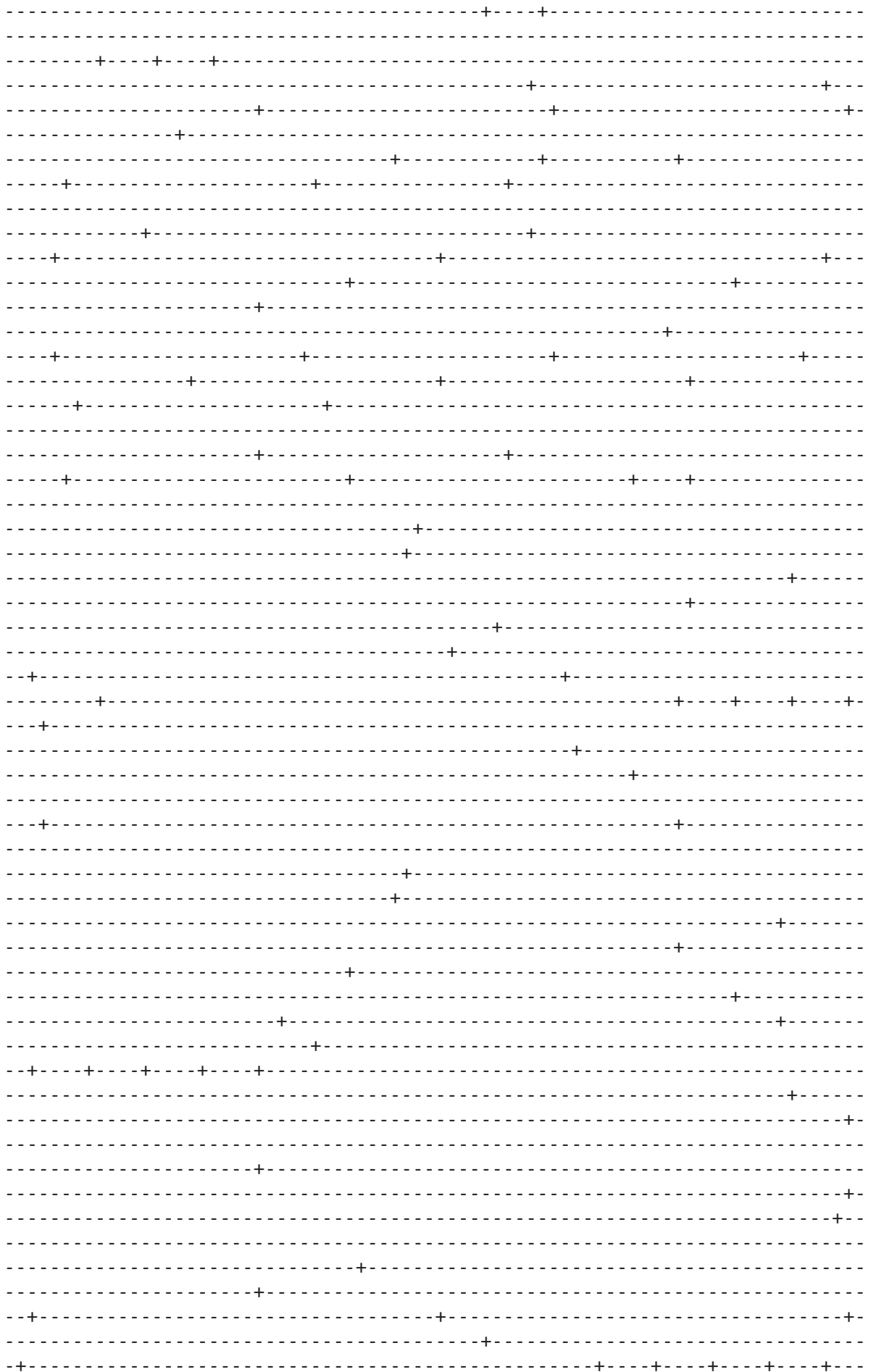
[illegible]



[illegible]

433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png |
 | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> | Bajaj Allianz Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png> |
 |
 |
 |
 |
 | | Top of mind (Brand 1)
 | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
 2) | Spontaneous 2 (Brand 3) | | HDFC Bank
 | | | State Bank of India |
 | LIC
 | HDFC Life Insurance | SBI Life Insurance | HDFC L
 ife Insurance | LIC | HDFC Life Insu
 rance | HDFC Life Insurance | HDFC Life Insurance
 | State Bank of India
 | State Bank of India | HDFC Bank | State Bank of India | State Ba
 nk of India | HDFC Bank | HDFC Bank | HDFC Bank
 | HDFC Bank | HDFC Bank | Association with a banking bra
 nd/ name
 | Insurance expertise | Customer reviews and word of mouth |
 | | Somewhat easy to understand
 | I somewhat like this |
 I may or may not buy
 |
 | Both are successfully competing with major brands like HDFC and ICICI | Bo
 th are known for superior products | Both are known for superior customer se
 rvice |
 | 1 | 3 | 2 | | Somewhat new and different
 | May or might not be relevant
 | I may recommend
 | Max Axis Life Insurance | Very easy to under
 stand
 | I somewhat like this |
 I may buy
 | | Max Lif
 e is a respected and well-known brand | It is successfully competing with ma
 jor bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | | It looks modern and profession
 al | 2 | 1 | | 3 |
 Somewhat new and different
 | May or might not be relevant
 | I may or may not recommend
 | Very easy to understand
 | I totally like this |
 I will definitely buy
 | | Axis na
 me is taken in the same line as HDFC and ICICI | It has a wide network of br
 anches | | It is known for superior custom
 er service | | 2
 | 1 | | 3 | | Somewhat new and different
 | Somewhat relevant
 | I will definitely recommend

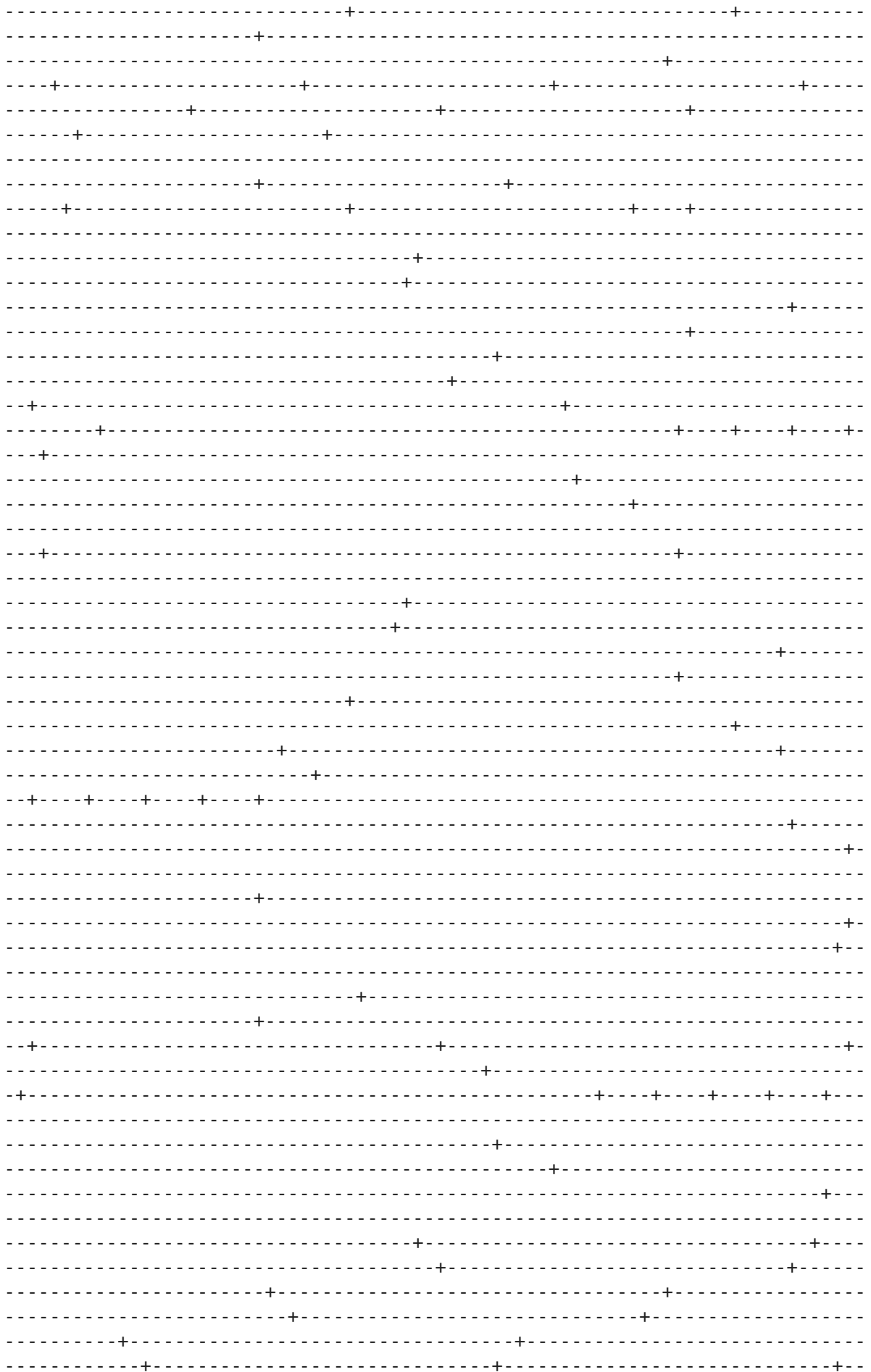
[illegible]



Accept	1.14518e+11	429729204	45320.5998
45320.62022	106.79.169.77		
25-35 years		Yes	More than 10L
Bank			
HDFC Bank			
Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)		
	Top of mind (Brand 1)		
Spontaneous 3 (Brand 4)	HDFC Life insurance	HDFC Life insurance	
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png		
HDFC Life insurance	HDFC Life insurance		
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		

Top of mind (Brand 1)
Spontaneous 3 (Brand 4) Spontaneous 2 (Brand 3) Spontaneous 1 (Brand 2)
HDFC Bank
LIC
HDFC Life Insurance LIC Max Li
fe Insurance LIC Max Life Insur
ance HDFC Life Insurance LIC
HDFC Bank
HDFC Bank HDFC Bank HDFC Bank HDFC Ban
k HDFC Bank HDFC Bank HDFC Bank
HDFC Bank HDFC Bank Association with a banking bra
nd/ name
Customer reviews and word of mouth Claim settlemen
t ratio Somewhat easy to understand
I totally like this
I may buy
Bo
th are known for superior products Both are known for superior customer se
rvice It looks modern and professional
1 2 3 Very new and different
Somewhat relevant
I may recommend
Max Axis Life Insurance Neither easy nor d
ifficult to understand
Neither like nor dislike this insurance plan
I may or may not buy
It is successfully competing with major bank based insurers like HDFC Life
and ICICI Prudential, on its own It is known for superior products It is
known for superior customer service
2 1 3 Somewhat new and different
May or might not be relevant
I may not recommend
Somewhat difficult to understand
Neither like nor dislike this insurance plan
I may not buy
It has a wide network of branches It
is known for superior customer service It looks modern and professional
1 2 3 Not at all new and different
Somewhat irrelevant
I may not recommend
Concept 2Max Life Insurance by Axis Ban
k Concept 0Max Life Insurance
Concept 2Max Life Insurance by Axis Bank
Concept 1Axis Max Life Insurance Concept 2Max Life Insurance by Axis Ban
k
Concept 2Max Life Insurance by Axis Bank
Concept 0Max Life Insurance Concept 2Ma
x Life Insurance by Axis Bank Concept 0Max
Life Insurance Concept 2Max Life Insura
nce by Axis Bank

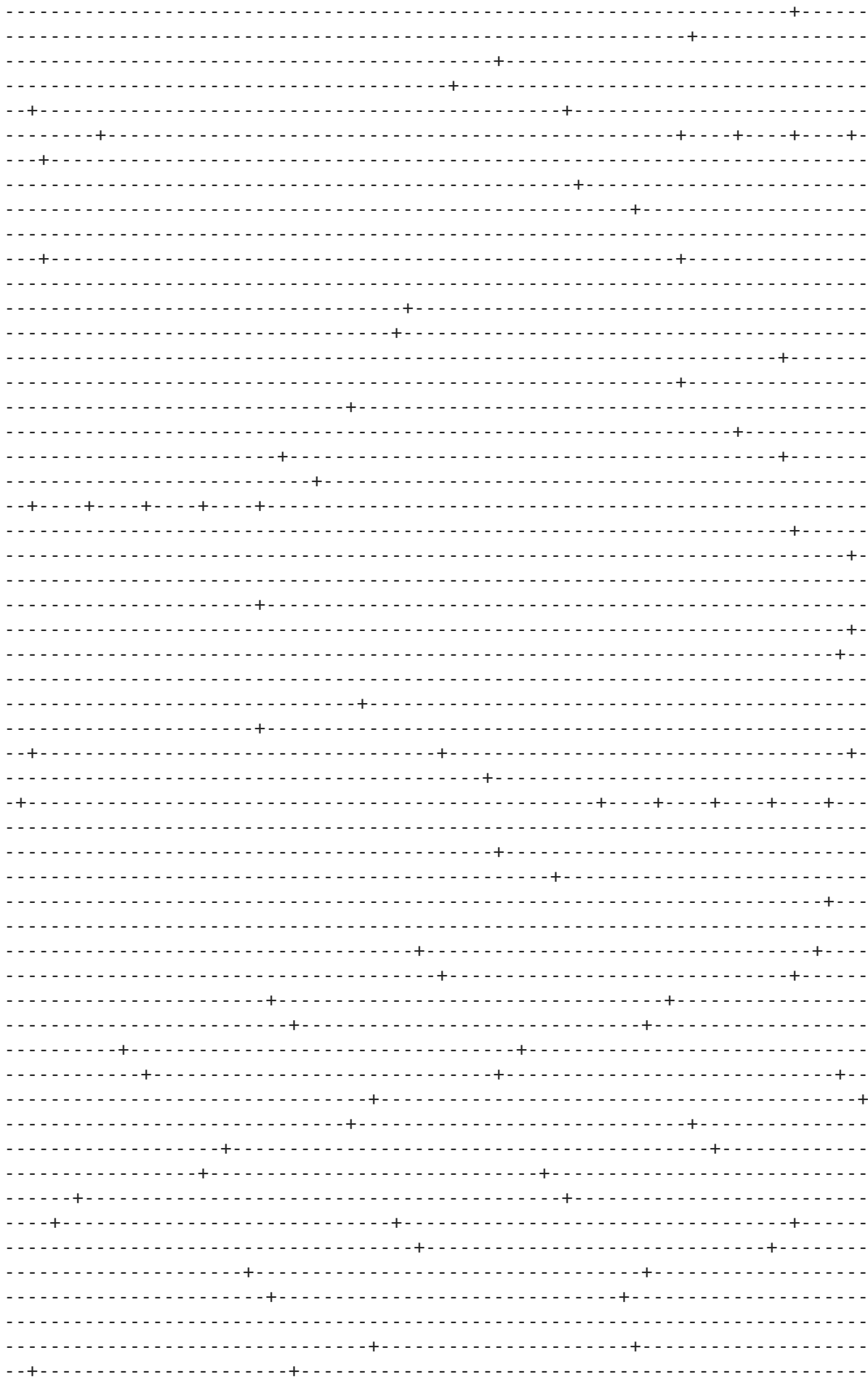
[illegible]



Accept	1.14518e+11	429729204	45320.6015
45320.61301	106.79.189.119		
36-45 years			More than
10L		Yes	
Bank			
Axis Bank			
	Spontaneous 3 (Brand 4)		
	Top of mind (Brand 1)	Spontaneous 1 (Brand	
2)	Spontaneous 2 (Brand 3)		
	Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png	
	LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png	
	Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png	
		Spontaneous 2 (Brand 3)	
	Spontaneous 1 (Brand 2)	Top of mind (Brand 1)	Spontaneous 3 (Brand
4)			
	Axis Bank		
	LIC		
	Max Life Insurance	Max Life Insurance	LIC
	LIC	LIC	LIC
	Max Life Insurance	Axis Bank	
	Axis Bank	Axis Bank	Axis Bank
k	Axis Bank	Axis Bank	Axis Bank

Axis Bank	Axis Bank	Association with a banking brand/ name
Insurance expertise		
Branch/ office network	Very easy to understand	
I somewhat like this		
I may buy		
		Both are strong brand names in their respective segments
		Both are known for superior customer service
It looks modern and professional	1	
3	2	Somewhat new and different
Somewhat relevant		
I may recommend		
Max Axis Life Insurance		Neither easy nor difficult to understand
Neither like nor dislike this insurance plan		
I may not buy		
		Max Life is a respected and well-known brand
		It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own
		It looks modern and professional
1	3	2
Slightly new and different		
May or might not be relevant		
I may or may not recommend		
Somewhat difficult to understand		
Neither like nor dislike this insurance plan		
I may not buy		
It has a wide network of branches		It is known for superior customer service
		It looks modern and professional
1	3	2
Somewhat new and different		
May or might not be relevant		
I may or may not recommend		
		Concept 2Max Life Insurance by Axis Bank
Concept 1Max Life Insurance		Concept 2Max Life Insurance by Axis Bank
Concept 0Max Life Insurance		Concept 2Max Life Insurance by Axis Bank
Concept 2Max Life Insurance by Axis Bank		Concept 2Max Life Insurance by Axis Bank
		Concept 0Max Life Insurance
		Concept 2Max Life Insurance by Axis Bank
		Concept 0Max Life Insurance
		Concept 2Max Life Insurance by Axis Bank
		Concept 0Max Life Insurance
Concept 0Max Life Insurance		
		Rank 1 - Most liked
Rank 3	Rank 4 - Least liked	Rank 2
7	4	5
6	3	2
1		It has a vibrant colour scheme
		It feels refreshing
		It feels sharper and bolder
		Mumbai
Male		Graduate
Self-employed / Entrepreneur		
Savings Account/ Current account		

[illegible]

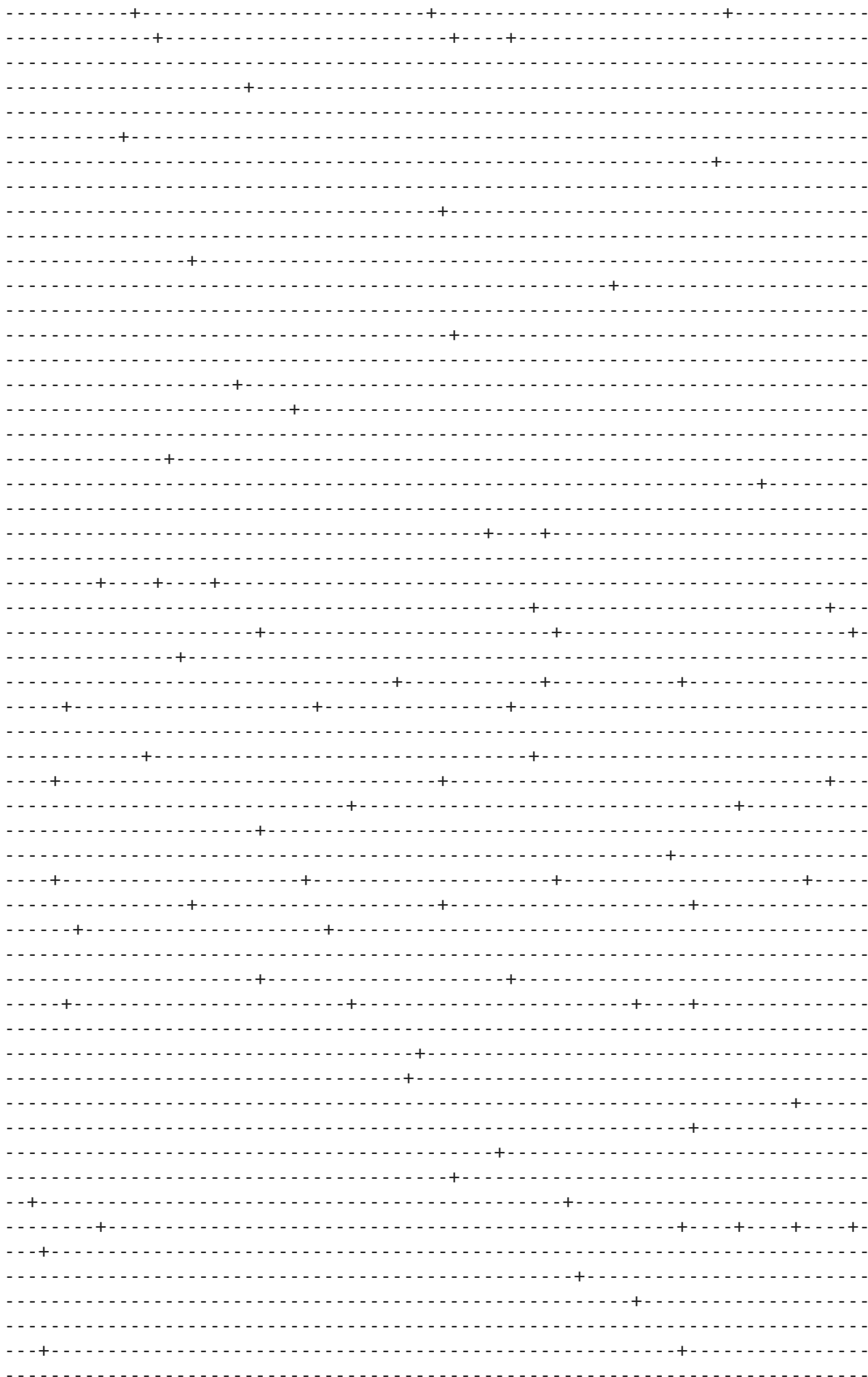


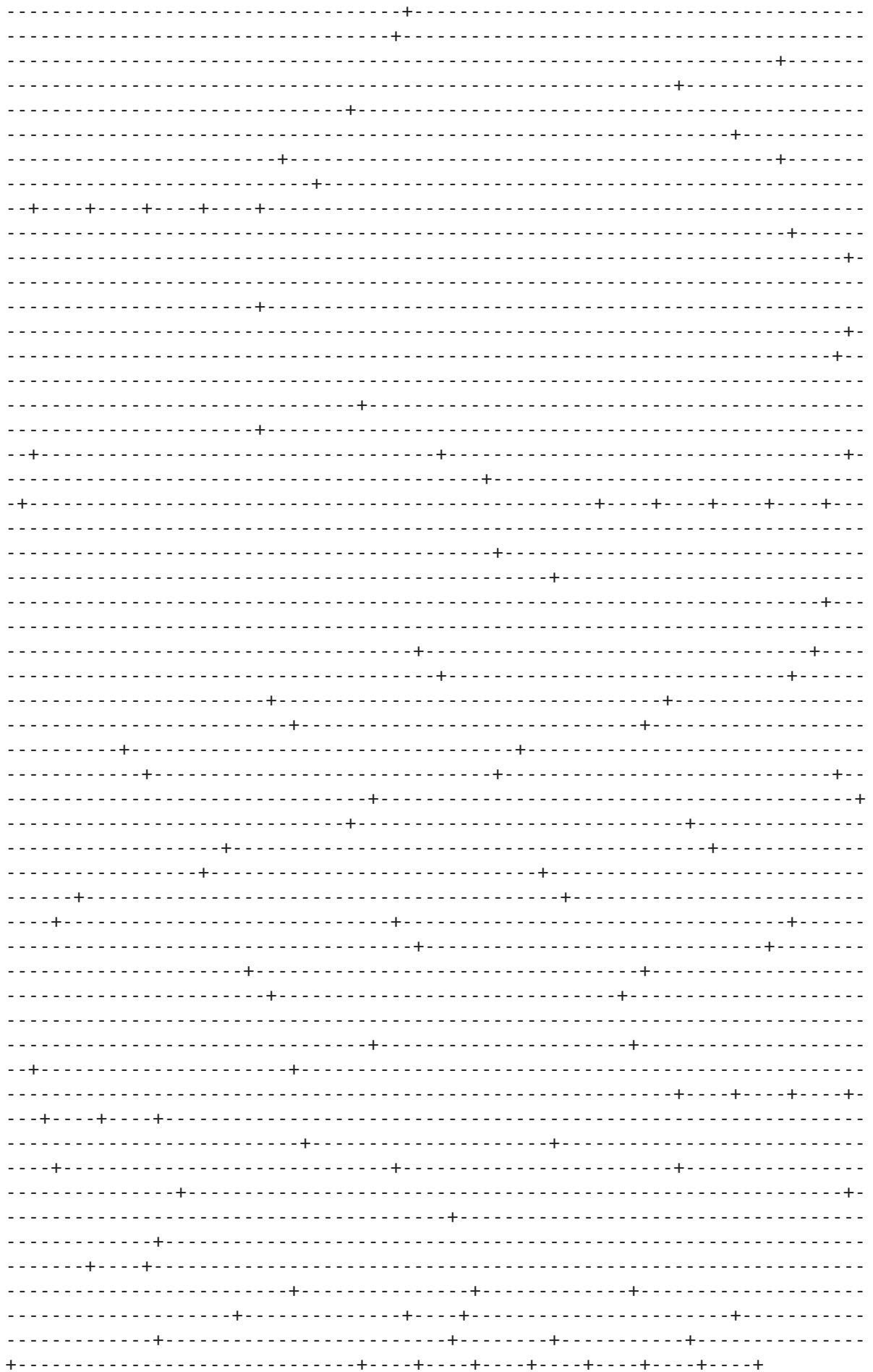
```

-----+-----+-----+-----+
---+---+---+---+---+---+---+---+
-----+-----+-----+-----+
---+-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
+-----+-----+-----+-----+
| Accept | | | 1.14518e+11 | 429729204 | 45320.58896
| 45320.60197 | | 49.14.94.190 | | |
| | | 36-45 years | | More than
10L | Yes
| Bank
| | HDFC Bank
| | Top of mind (Brand 1)
| | Spontaneous 1 (Brand 2) |
| | Spontaneous 2 (Brand 3) |
| Spontaneous 3 (Brand 4) | | HDFC Life insurance HDFC Life insurance
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
|
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
|
| HDFC Life insurance HDFC Life insurance
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| |
| | Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) | | | HDFC Bank
| | | |
| HDFC Life Insurance
| Max Life Insurance | Max Life Insurance | HDFC L
ife Insurance | LIC | HDFC Life Insu
rance | Max Life Insurance | Max Life Insurance
| HDFC Bank
| HDFC Bank | HDFC Bank | HDFC Bank | HDFC Ban
k | HDFC Bank | HDFC Bank | HDFC Bank
| HDFC Bank | HDFC Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio | | Somewhat difficult to understand
| Neither like nor dislike this insurance plan |
I may not buy
|
| Both are successfully competing with major brands like HDFC and ICICI | Bo
th are known for superior products | Both are known for superior customer se
rvice |
| 1 | 3 | 2 | | Slightly new and different
| Somewhat irrelevant

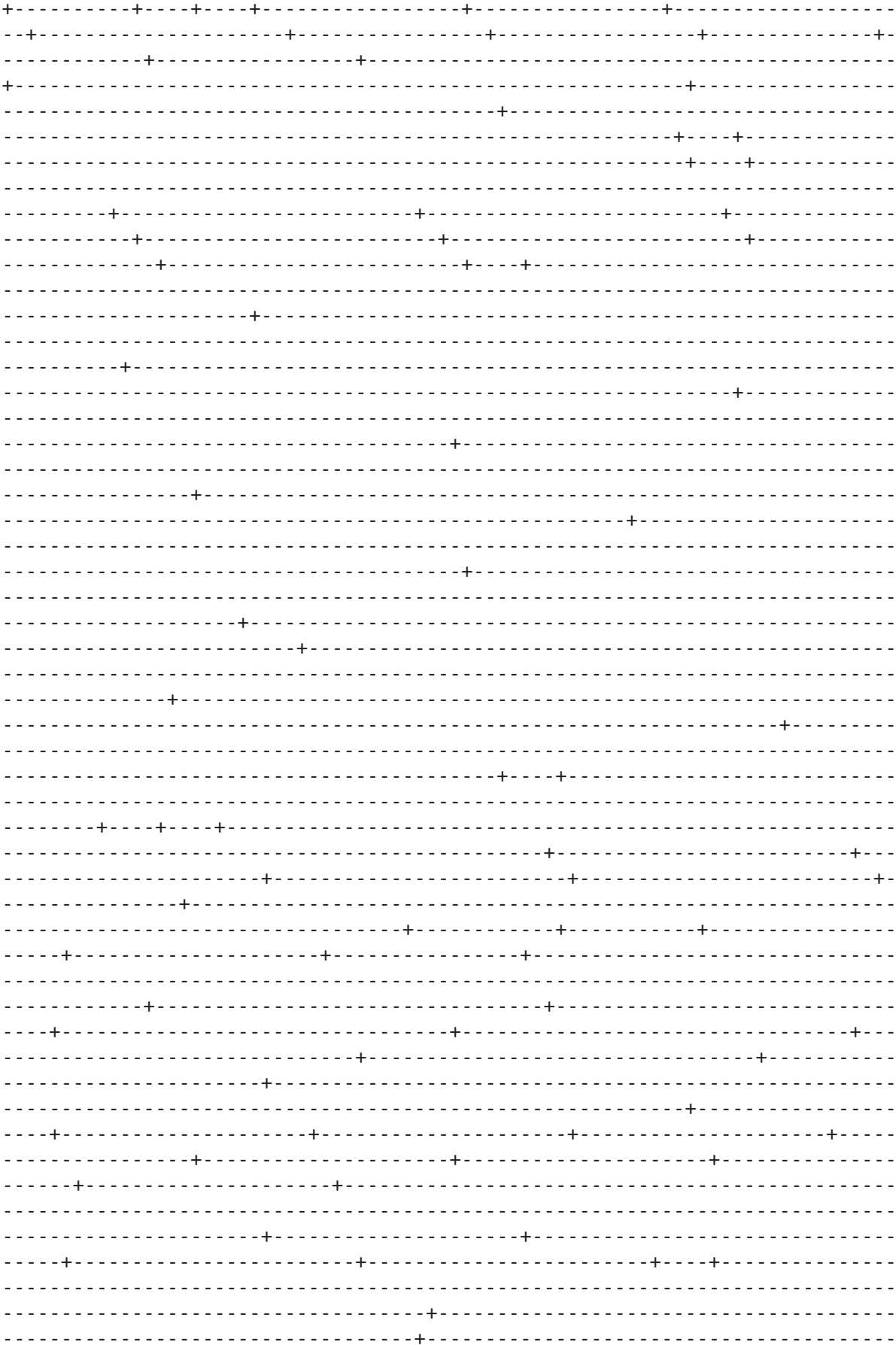
```

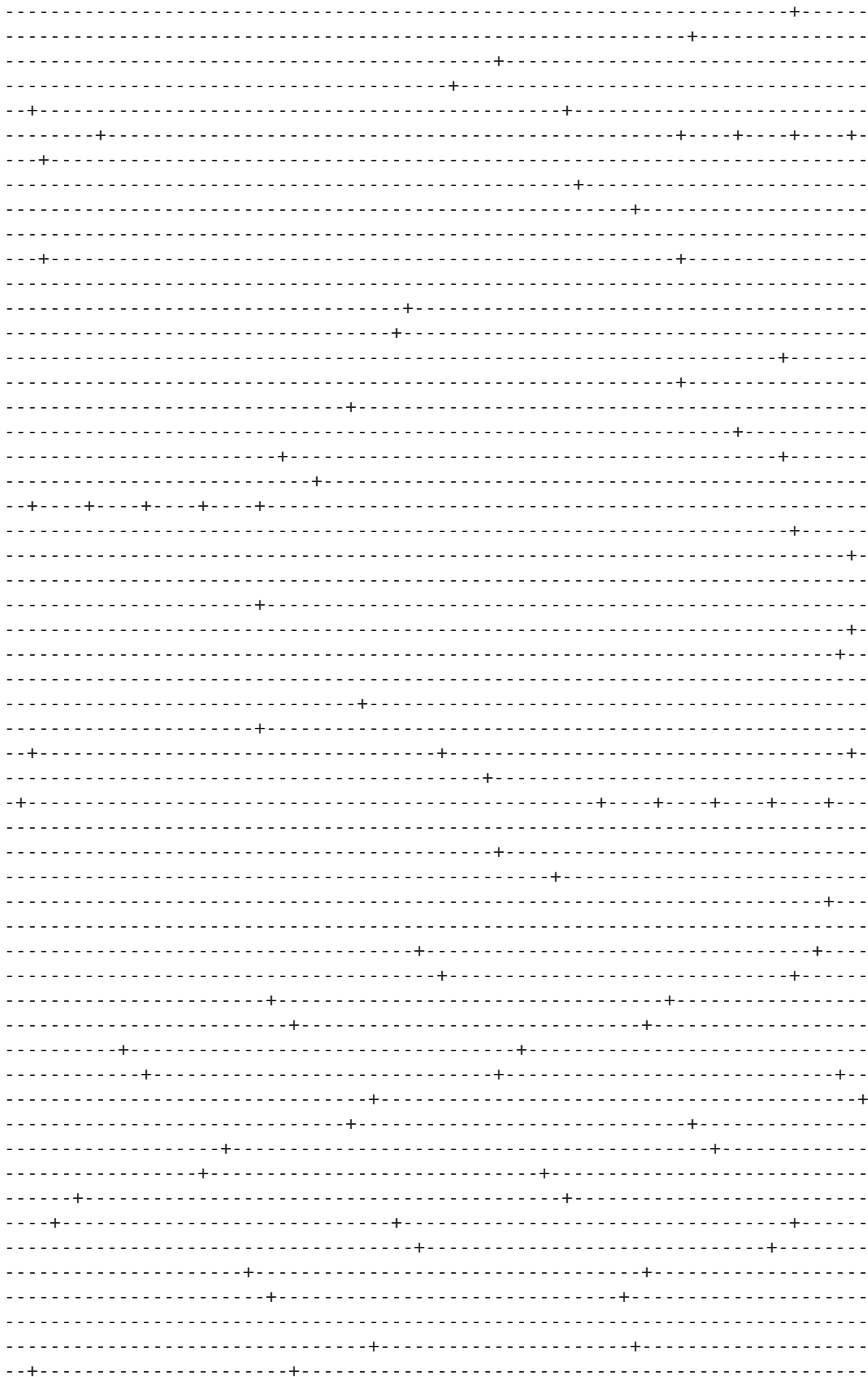
[illegible]





Results for file: s3://test2bucket13052024/2401 - 1Lattice - Databook - Concept testing(Raw data).csv

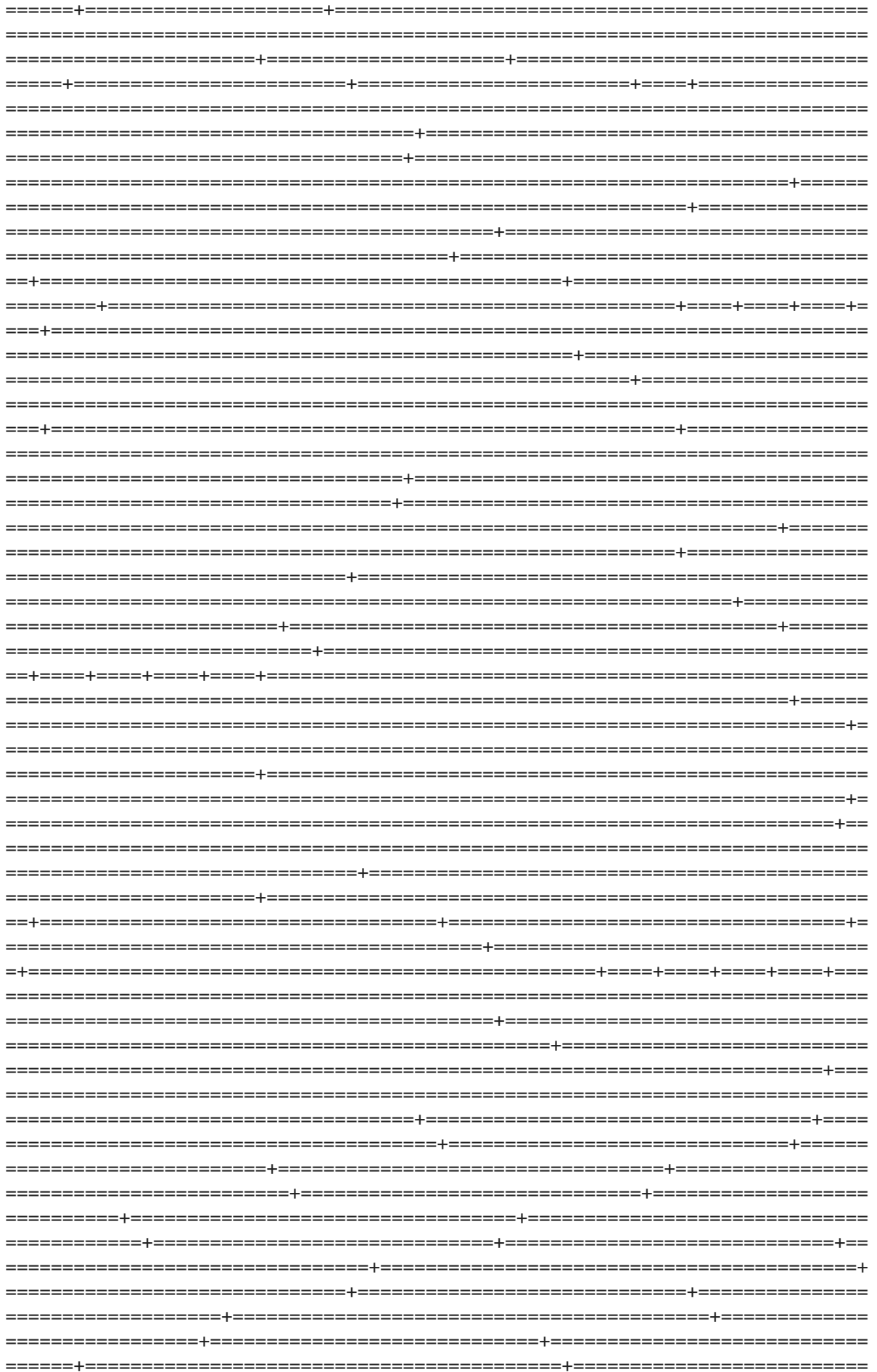




```

-----+-----+-----+-----+
---+---+---+-----+-----+-----+
-----+-----+-----+-----+
---+-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+
---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+
---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+
-----+-----+-----+-----+
| Status      |      |      | Respondent ID | Collector ID | Start Date
| End Date    |      |      | IP Address    | Email Address | First Name | La
st Name      | Custom Data 1 | What is your current age? [SINGLE SELECT] |
What is your annual income? (pre-tax) [SINGLE SELECT] | Do you hold a life
insurance policy? [MULTIPLE SELECT] | From which channel did you purchase
your latest life insurance policy? [SINGLE SELECT] |      | From which bank
did you purchase your latest life insurance policy? |      | Kindly state al
l the brands that come to your mind when you think of life insurance. [UNAI
E D] |      |      |      |
|      |      |      |      |
|      |      |      |      |
|      |      |      |      |
|      |      |      |      |
|      |      |      |      |
|      |      |      |      |
| With which of the following brands do you hold a life insurance policy fro
m? |      |
|      |      |
|      |      | Kindly state all the brands that come to your mind when you thin
k of banks. [Select all that apply] |      |
|      |      |      |      |      |      | With
which of the following banking brands do you have an account? [Select all th
at apply] |      |      |      |
|      |      | I will now read out a few statements. Kindly let me know
which life insurer you associate most with each statement: |      |
|      |      |      |      |
|      |      |      |      |
| I will now read out a few statements. Kindly let me know which bank you as
sociate most with each statement: |      |      |
|      |      |      |      |
|      |      |      |      |      |      | Which of
the following factors do you consider while choosing the brand for purchasin
g a life insurance policy from? [Select up to 3 options] |      |
|      |      |      |      |
|      |      | Which of these statements best describe how easy or difficult was it
to understand about the concept that I just described? | Overall, how much

```

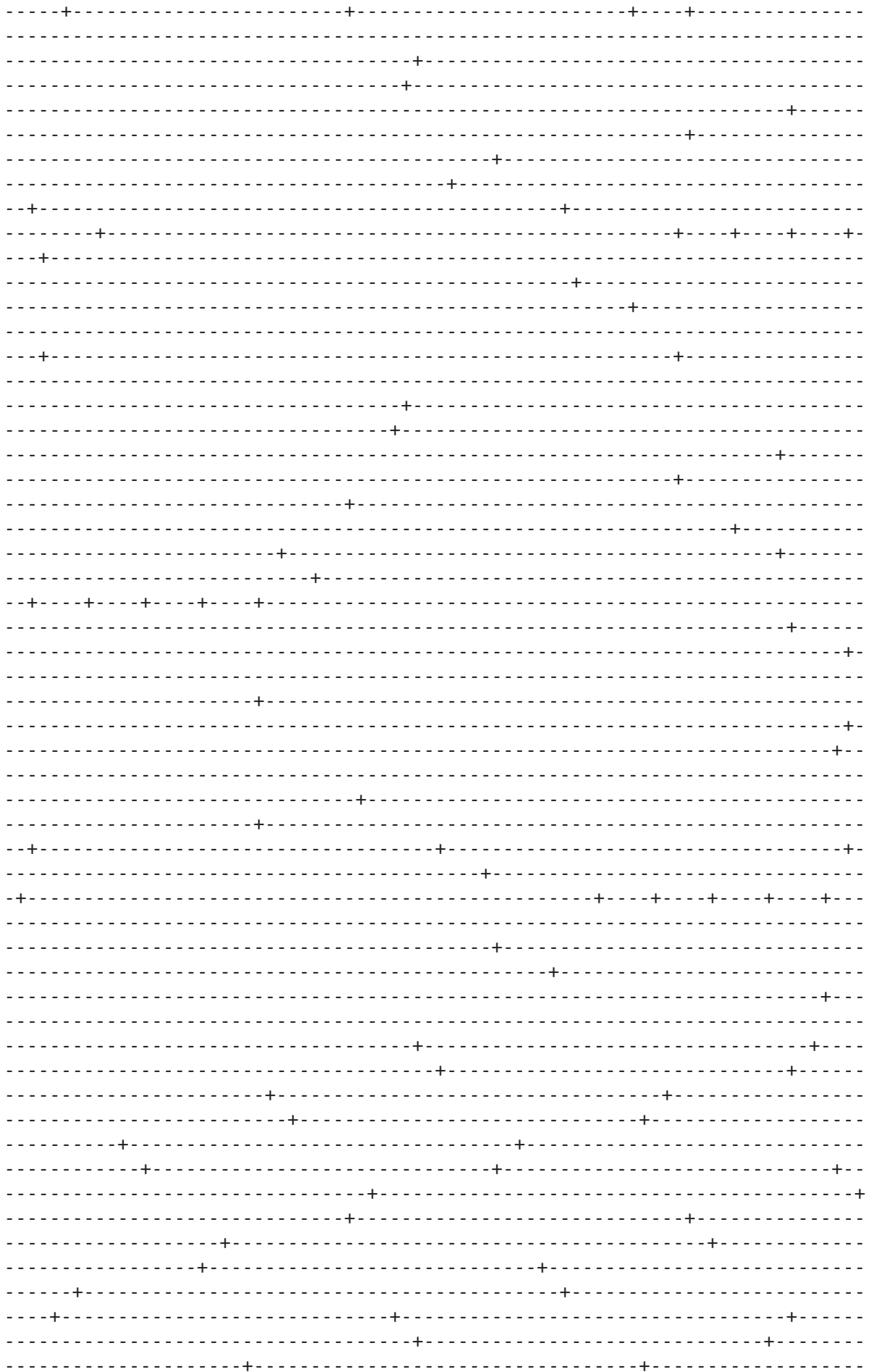



Accept		1.14514e+11	429729203	2024-01-23 13:42:10
2024-01-23 14:08:19	152.58.232.99			
	25-35 years			More than
10L			No, but I intend to buy a li	
fe insurance policy soon				
Spontaneous 1 (Brand 2)	Spontaneous 3 (Brand 4)			
	Top of mind (Brand 1)	Spontaneous 2 (Brand		
3)		HDFC Life insurance	HDFC Life insurance	
ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png			
SBI Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png			
Kotak Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png			
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png			
Bajaj Allianz Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png			
	Spontaneous 3 (Brand 4)			
	Top of mind (Brand 1)	Spontaneous 1 (Brand		
2)	Spontaneous 2 (Brand 3)			
	Axis Bank			
LIC				
ICICI Prudential Life Insurance	Kotak Life Insurance		Max Li	
fe Insurance	LIC		Kotak Life Ins	
urance	LIC		LIC	
HDFC Bank				
Axis Bank	Axis Bank	Axis Bank	Axis Ban	
k	Axis Bank	Axis Bank	Axis Bank	

Axis Bank	Axis Bank	Association with a banking brand/ name
Insurance expertise		
Branch/ office network	Neither easy nor difficult to understand	
I totally like this		
I may buy		
		Both are strong brand names in their respective segments
		Both are successfully competing with major brands like HDFC and ICICI
Both are known for superior customer service		
2	3	1
Very new and different		Very
Somewhat relevant		
I will definitely recommend		
Max Axis Life Insurance		Very easy to understand
I somewhat like this		
I may or may not buy		
		Max Life is a respected and well-known brand
		It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own
		It looks modern and professional
1	3	2
Very new and different		
Completely relevant		
I may recommend		
Very easy to understand		
I totally like this		
I will definitely buy		
		Axis name is taken in the same line as HDFC and ICICI
		It has a wide network of branches
		It is known for superior products
	2	
1	3	Extremely new and different
Completely relevant		
I will definitely recommend		
Concept 1Axis Max Life Insurance	Concept 2Max Life Insurance by Axis Bank	
is Max Life Insurance	Concept 0Max Life Insurance	Concept 1Axis
Concept 0Max Life Insurance		
Concept 3Axis Life Insurance		
Concept 2Max Life Insurance by Axis Bank		
Concept 1Axis Max Life Insurance		
	Concept 0Max Life Insurance	Concept 1Axis
Max Life Insurance		
	Concept 1Axis Max Life Insurance	
Concept 3Axis Life Insurance		Concept 1Axis
Max Life Insurance	Concept 2Max Life Insurance by Axis Bank	
Rank 3		
Rank 1 - Most liked	Rank 2	Rank 4 - Least liked
3	1	7
5	2	4
6		
It feels refreshing	It looks modern and luxurious	
	The picture/ image looks cool	Mumbai
Male	Graduate	
Self-employed / Entrepreneur		

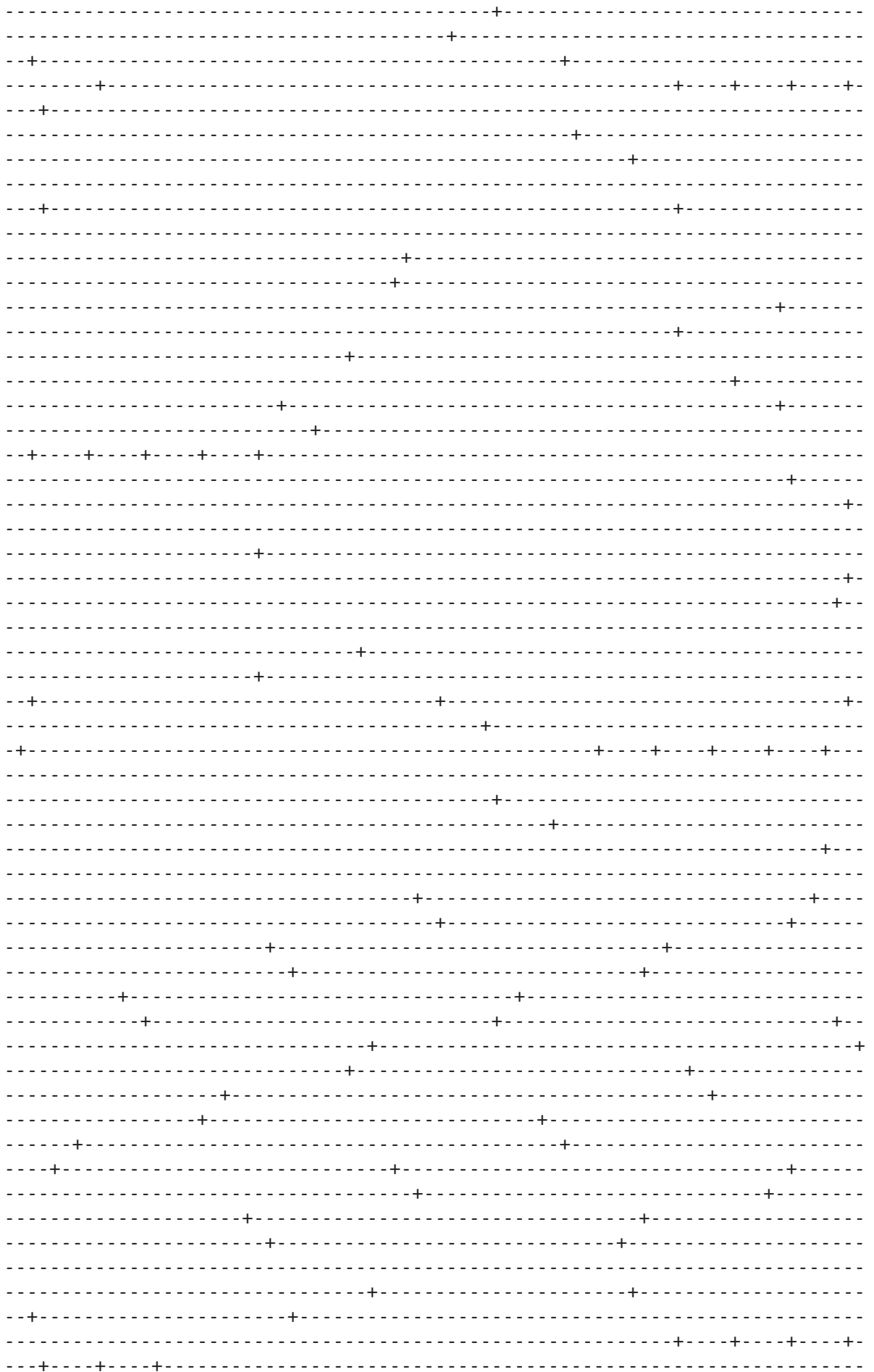
West										Metro										Life Insurance										Inten																				
der					Intender					Axis Bank					Concept 1										4					3					5										4					
4	5				4	5				4	5	5				5	4	5								4					3					5										4				

[illegible]



Accept		1.14514e+11	429729203	2024-01-23 13:42:06
2024-01-23 14:08:02	152.58.232.99			
46-50 years				More than 10L
No, but I intend to buy a life insurance policy soon				
Spontaneous 3 (Brand 4)				
Spontaneous 1 (Brand 2)	Spontaneous 2 (Brand 3)	Top of mind (Brand 1)		
ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png			
Kotak Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png			
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png			
Bajaj Allianz Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png			
Spontaneous 2 (Brand 3)	Top of mind (Brand 1)	Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand 2)	
ICICI Bank	Axis Bank	Kotak Mahindra Bank		
ICICI Prudential Life Insurance	Kotak Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance
ICICI Prudential Life Insurance	Kotak Mahindra Bank	Axis Bank	Kotak Mahindra Bank	Kotak Mahindra Bank
Axis Bank	Kotak Mahindra Bank	Kotak Mahindra Bank	Kotak Mahindra Bank	ICICI Bank
Axis Bank	Axis Bank			
Insurance expertise				Claim settlement ratio
Branch/ office network		Very easy to understand		

| Neither like nor dislike this insurance plan |
 I may or may not buy
 | | Both are
 e strong brand names in their respective segments | Both are successfully co
 mpeting with major brands like HDFC and ICICI | Both are known for superior
 products |
 | 1 | 2 | 3 | | Som
 ewhat new and different
 | Somewhat relevant
 | I may or may not recommend
 | Axis Max Life Insurance | Somewhat easy to u
 nderstand
 | I totally like this |
 I may buy
 |
 | It is successfully competing with major bank based insurers like HDFC Life
 and ICICI Prudential, on its own | It is known for superior products |
 | It looks modern and professional |
 | 2 | 3 | | 1 | Extremely new and different
 | May or might not be relevant
 | I may or may not recommend
 | Very easy to understand
 | Neither like nor dislike this insurance plan |
 I may or may not buy
 |
 | It has a wide network of branches | | It
 is known for superior customer service | It looks modern and professional |
 | 2 | | 3 | 1 | Somewhat new and different
 | Somewhat relevant
 | I may or may not recommend
 | Concept 0Max Life Insurance
 | | Concept 2Max Life Insurance by Axis Ban
 k | | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank | |
 | | Concept 2Max Life Insurance by Axis Ban
 k | Concept 3Axis Life Insurance | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank | |
 Concept 0Max Life Insurance | | Concept 2Ma
 x Life Insurance by Axis Bank |
 | | Concept 2Max Life Insurance by Axis Ban
 k | Concept 3Axis Life Insurance | Concept 0Max Life Insurance | Concept 1Ax
 is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
 | | Concept 2
 Max Life Insurance by Axis Bank | | Rank 2
 | Rank 4 - Least liked | Rank 1 - Most liked | Rank 3 |
 7 | 4 | 6 | 5 | 1 | 2 | 3 |
 | | It looks modern and luxurious | It feels sharper and
 bolder | It feels international | | Mumbai
 | Male | Graduate
 | Self-employed / Entrepreneur | |
 Savings Account/ Current account
 | | Credit Card | Loans (Home, auto, personal, business) |
 | | West | Metro | Life Insurance Inten
 der | Intender | Axis Bank | Concept 2 | | | |
 | Metro | 5 | 4 | 5 | | 3 | 5 | 3 | | 3 | 4 | 3 | | 3 |
 5 | 3 | | 4 | 3 | 4 | | 3 | 3 | 3 | | | 1-2 | | 1-3

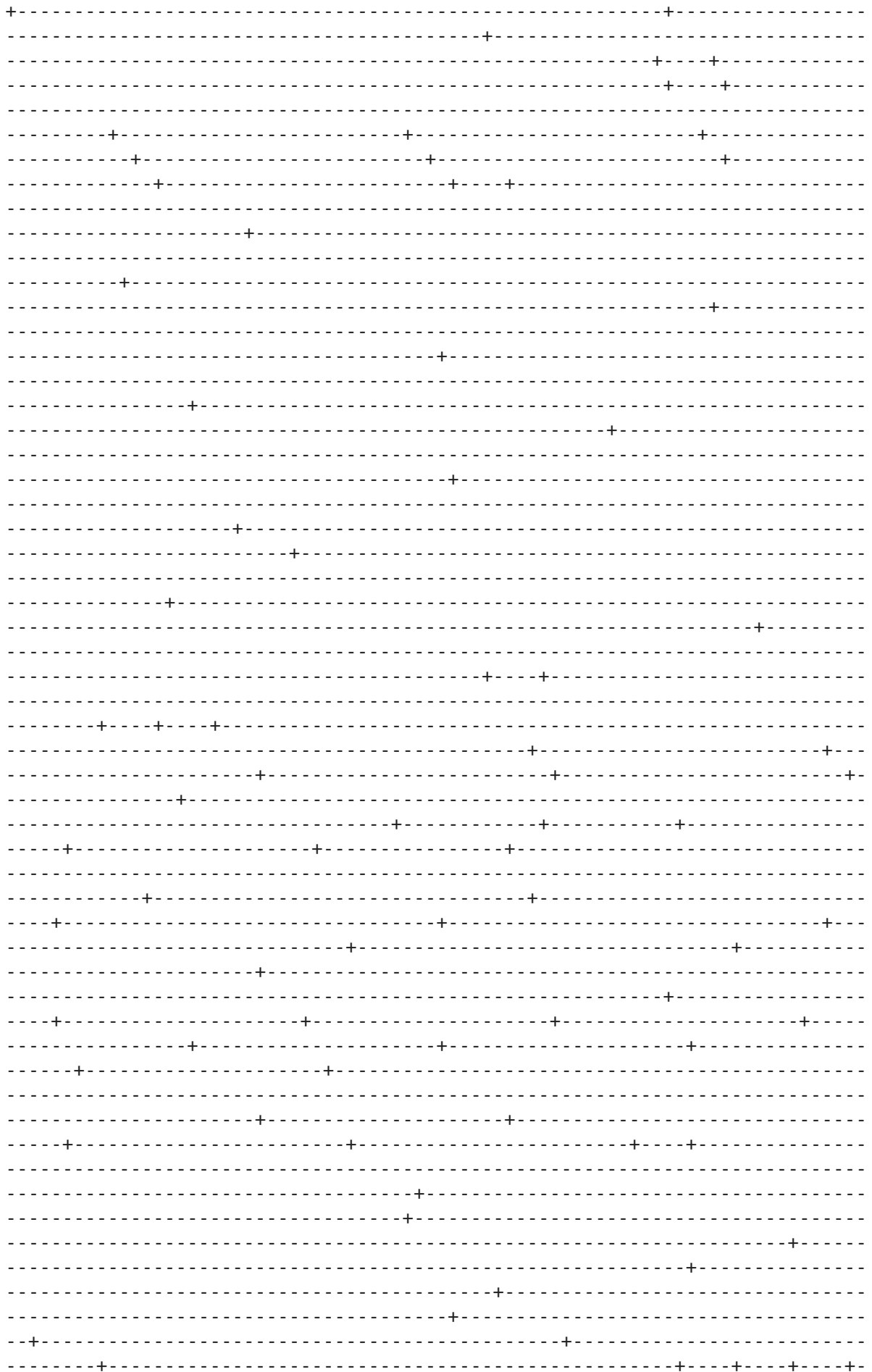


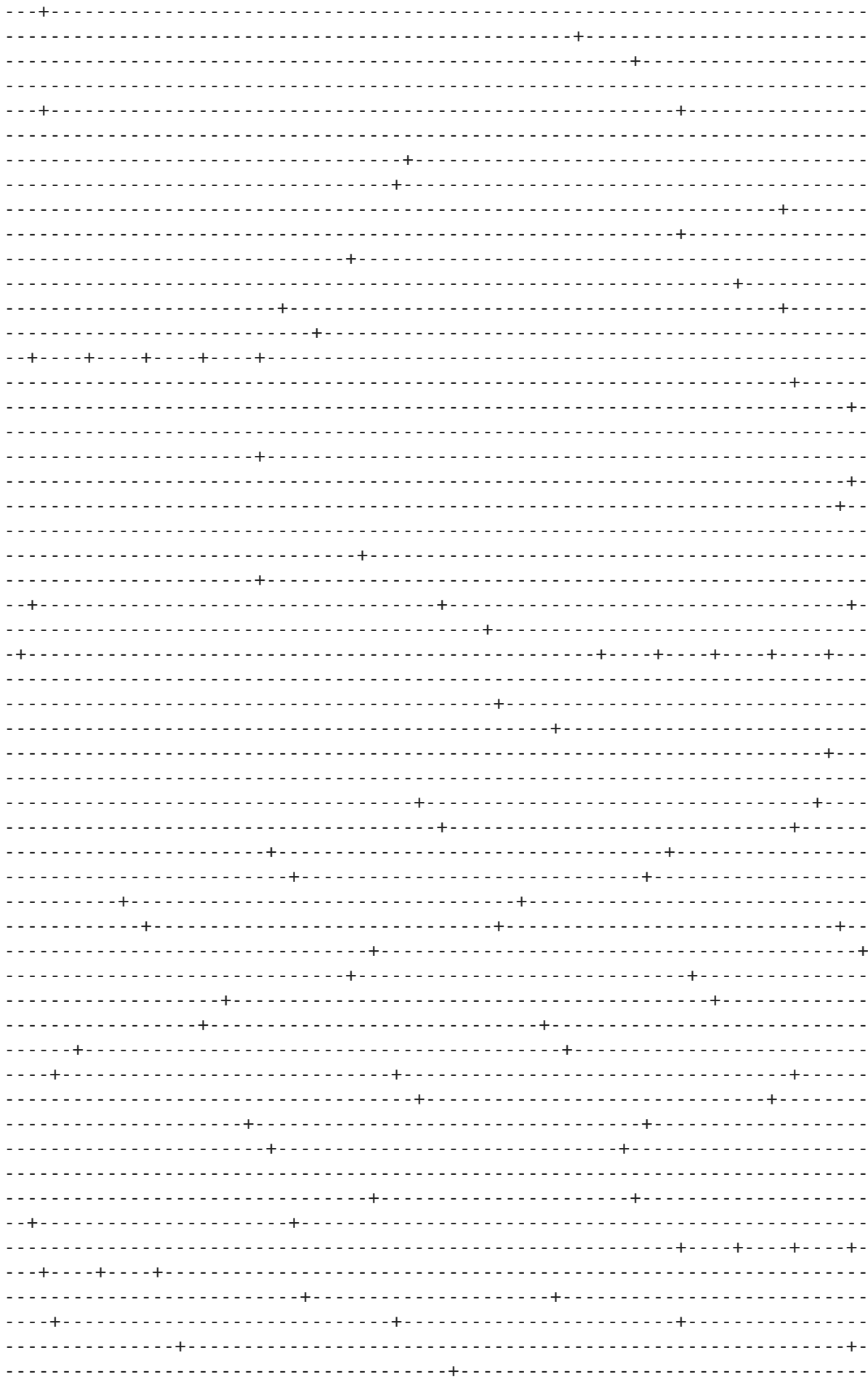
```

-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
---+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
--+-+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+--+
---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+
---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+
| Accept | | | 1.14514e+11 | 429729203 | 2024-01-23 13:42:1
9 | 2024-01-23 14:07:44 | 152.58.232.99 | | |
| | 36-45 years | | INR 7.1-10
L | No, but I intend to buy a li
fe insurance policy soon |
| |
| |
| Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
2) | | Top of mind (Brand 1) |
| | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance https://survey
monkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-
bb23d8612890.png |
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
|
|
|
|
|
| |
| | Spontaneous 2 (Brand 3)
| | Spontaneous 3 (Brand 4) | Top of mind (Brand 1)
| Spontaneous 1 (Brand 2) | | HDFC Bank
| | | State Bank of India |
| LIC
| HDFC Life Insurance | HDFC Life Insurance | Tata A
ia Life Insurance | LIC | HDFC Life Insu
rance | HDFC Life Insurance | HDFC Life Insurance
| HDFC Bank
| HDFC Bank | HDFC Bank | HDFC Bank | State Ba
nk of India | HDFC Bank | HDFC Bank | HDFC Bank
| HDFC Bank | HDFC Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio | | Neither easy nor difficult to unders
tand
| I somewhat like this |
I may buy
| | Both ar
e strong brand names in their respective segments |
| Both are known for superior products | Both are known for superior custome

```

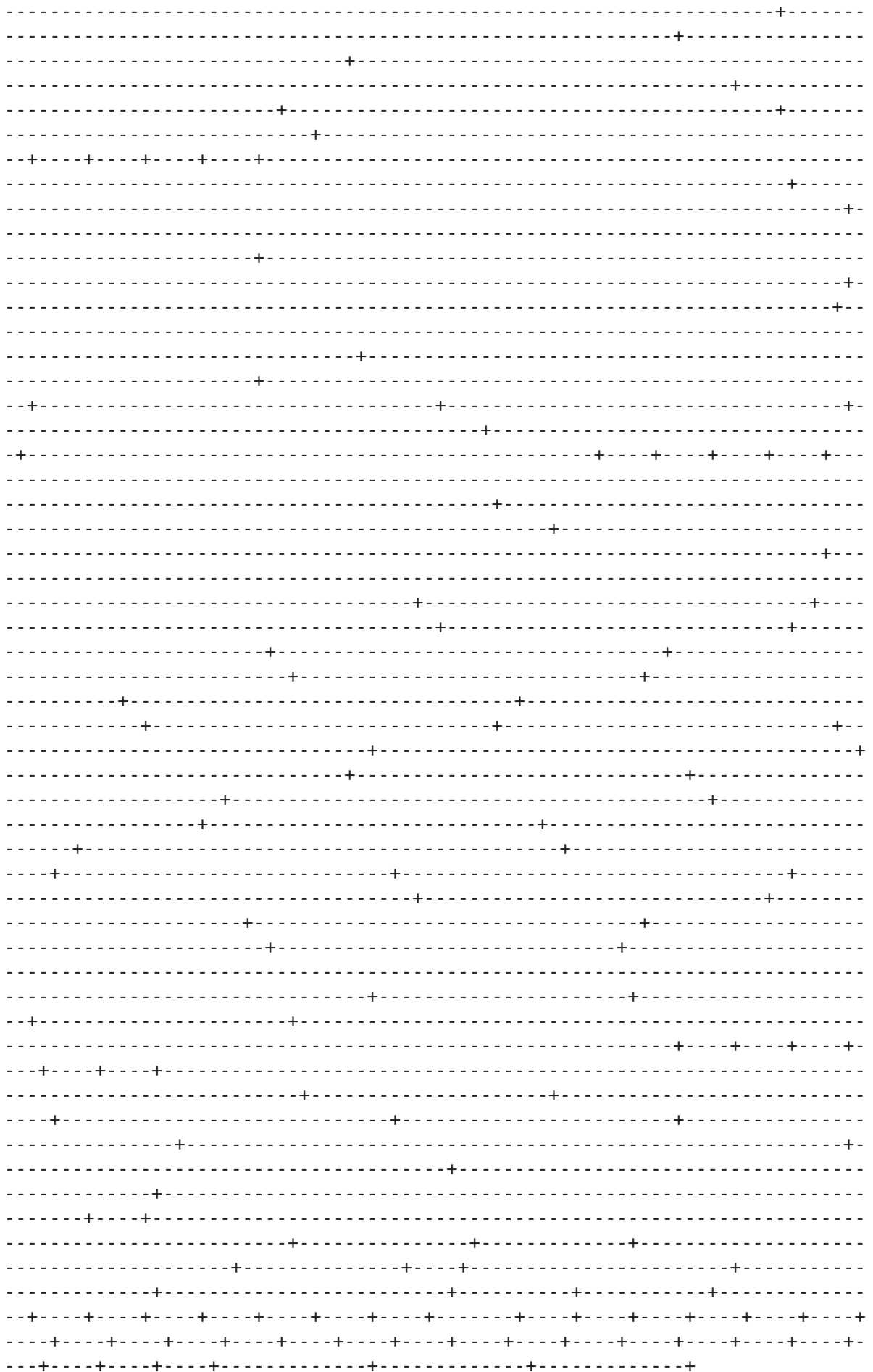
r service | | 3
 | | 1 | 2 | | Very new and different
 | Somewhat relevant
 | I may or may not recommend
 | Max Axis Life Insurance | Neither easy nor difficult to understand
 | Neither like nor dislike this insurance plan |
 I may buy
 |
 | It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own | It is known for superior products | It is known for superior customer service |
 | 1 | 3 | 2 | | Extremely new and different
 | May or might not be relevant
 | I may or may not recommend
 | Very easy to understand
 | I totally like this |
 I may or may not buy
 | | Axis name is taken in the same line as HDFC and ICICI |
 | | It is known for superior customer service | It looks modern and professional | 2
 | | 3 | 1 | Very new and different
 | Completely relevant
 | I may recommend
 |
 | Concept 3Axis Life Insurance | | Concept 1Axis Max Life Insurance | | Concept 3Axis Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance | | Concept 1Axis Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 | Concept 3Axis Life Insurance |
 Rank 4 - Least liked
 | Rank 2 | Rank 3 | Rank 1 - Most liked |
 6 | 3 | 1 | 2 | 5 | 4 | 7 |
 | It feels refreshing | It looks modern and luxurious | It feels sharper and bolder | Mumbai
 | Male | Secondary-10th
 | Self-employed / Entrepreneur |
 Savings Account/ Current account
Credit Card	Loans (Home, auto, personal, business)												
West	Metro	Life Insurance Intender											
Intender	Others	Concept 3											
Metro	3	3	5		4	3	5		4	4	3		4
5	4		4	3	5		3	3	4				
 +-----+-----+-----+-----+-----+-----+-----+-----+
 --+-----+-----+-----+-----+-----+-----+-----+-----+
 -----+-----+-----+-----+-----+-----+-----+-----+





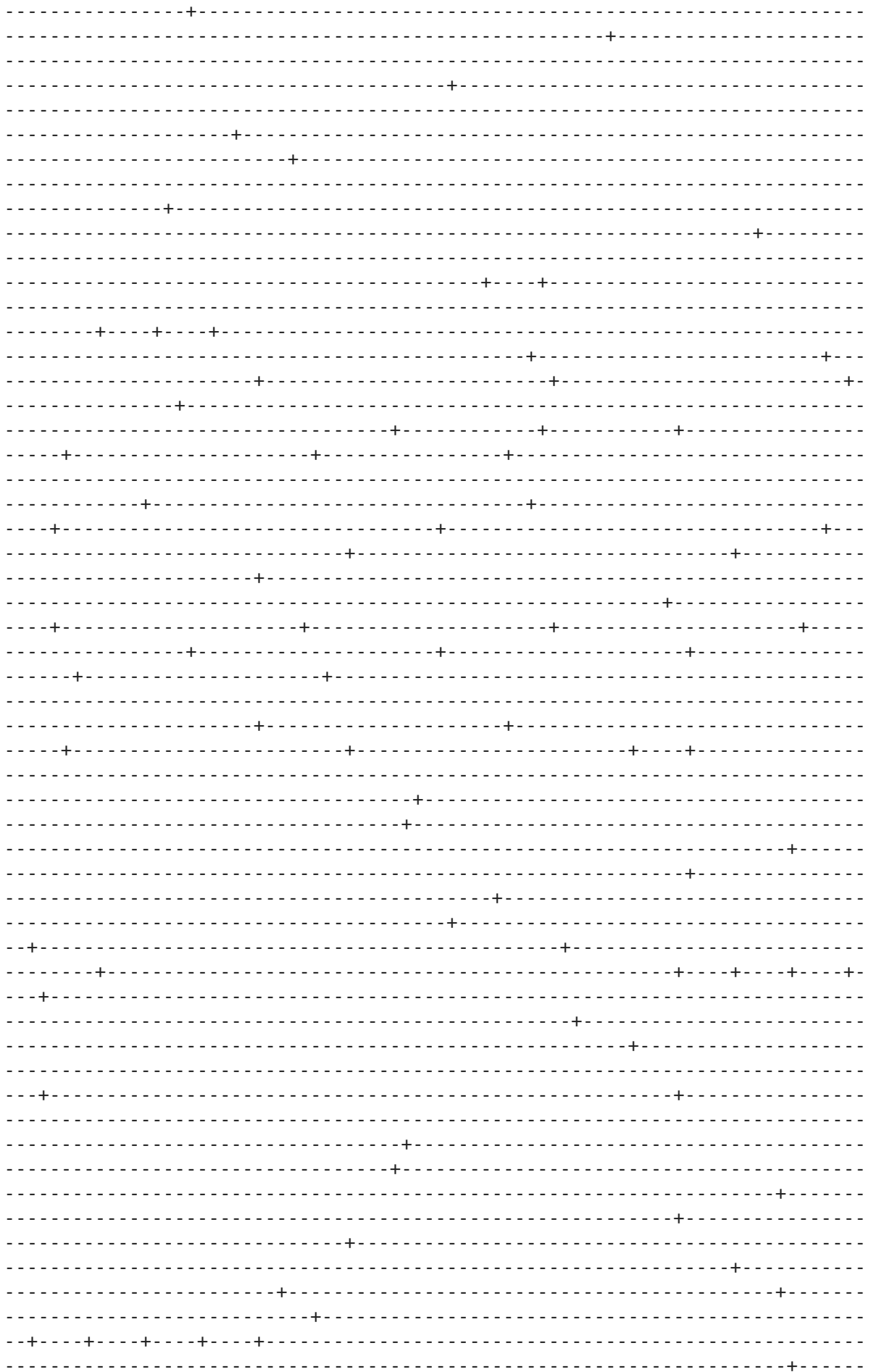
[illegible]

[illegible]



Accept			1.14514e+11	429729204	2024-01-23 10:05:56
2024-01-23 10:23:51	106.79.145.19				
	36-45 years				INR 2-5L
No, but I intend to buy a life insurance policy soon					
Spontaneous 2 (Brand 3)					
		Top of mind (Brand 1)		Spontaneous 1 (Brand 2)	
				Spontaneous 3 (Brand 4)	
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png					
SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png					
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png					
Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png					
Spontaneous 2 (Brand 3)					
Spontaneous 3 (Brand 4)		Spontaneous 1 (Brand 2)		Top of mind (Brand 1)	
		HDFC Bank			
Max Life Insurance					
HDFC Life Insurance		Max Life Insurance		Max Life Insurance	
HDFC Bank		HDFC Bank		HDFC Bank	
HDFC Bank		HDFC Bank		HDFC Bank	
HDFC Bank		HDFC Bank		HDFC Bank	
Insurance expertise		Customer reviews and word of mouth		Claim settlement ratio	
I somewhat like this		Somewhat easy to understand			
I may buy					
Both are known for superior products					
Both are known for superior customer service					
It looks modern and professional					
1 3 2 Somewhat new and different					
Somewhat relevant					
I may recommend					
Max Axis Life Insurance				Somewhat easy to understand	
I totally like this					
I may buy					
Max Life Insurance is a respected and well-known brand					
It is known for superior products					
It is known for superior customer service					
1					
3 2 Extremely new and different					
Somewhat relevant					

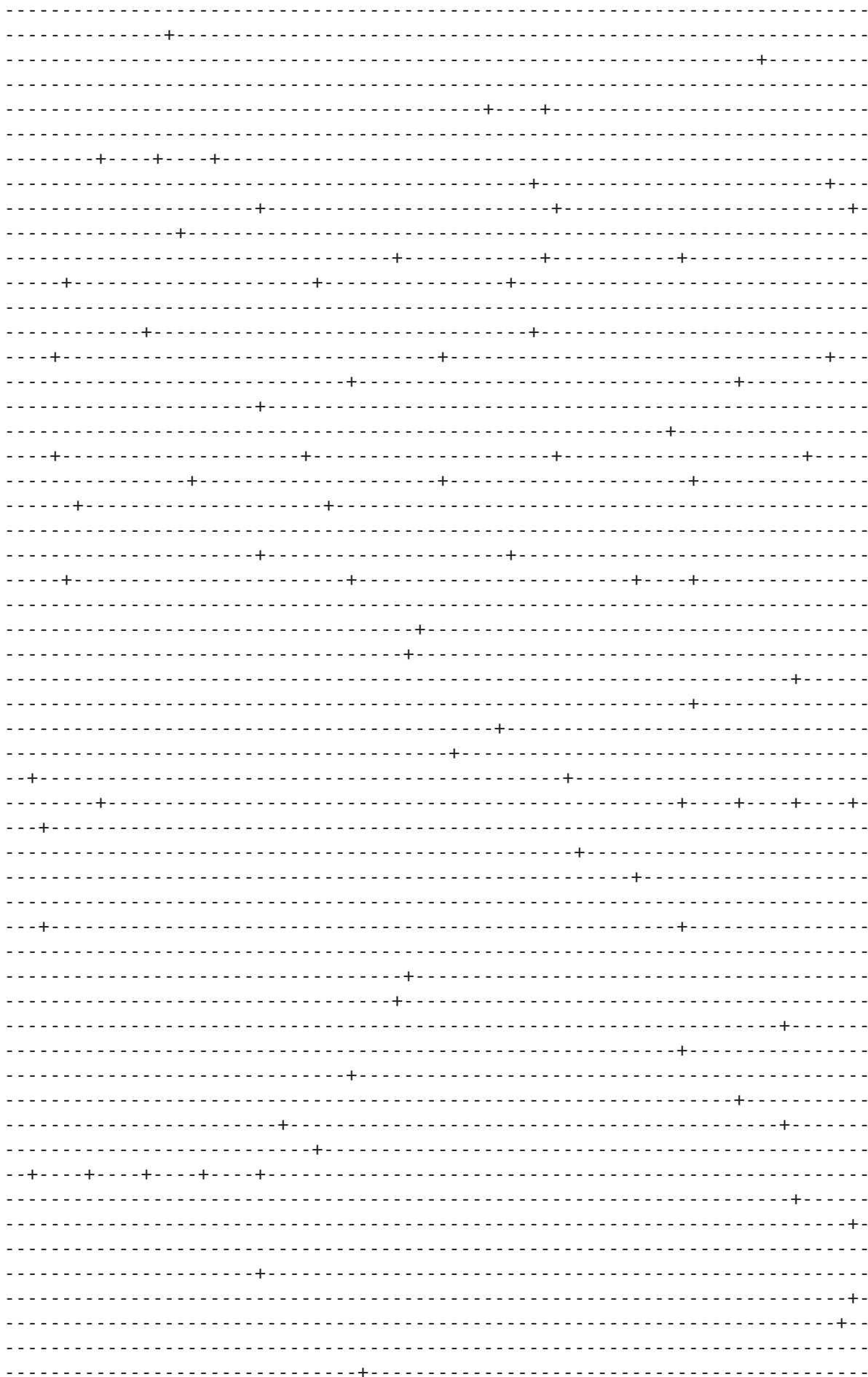
[illegible]



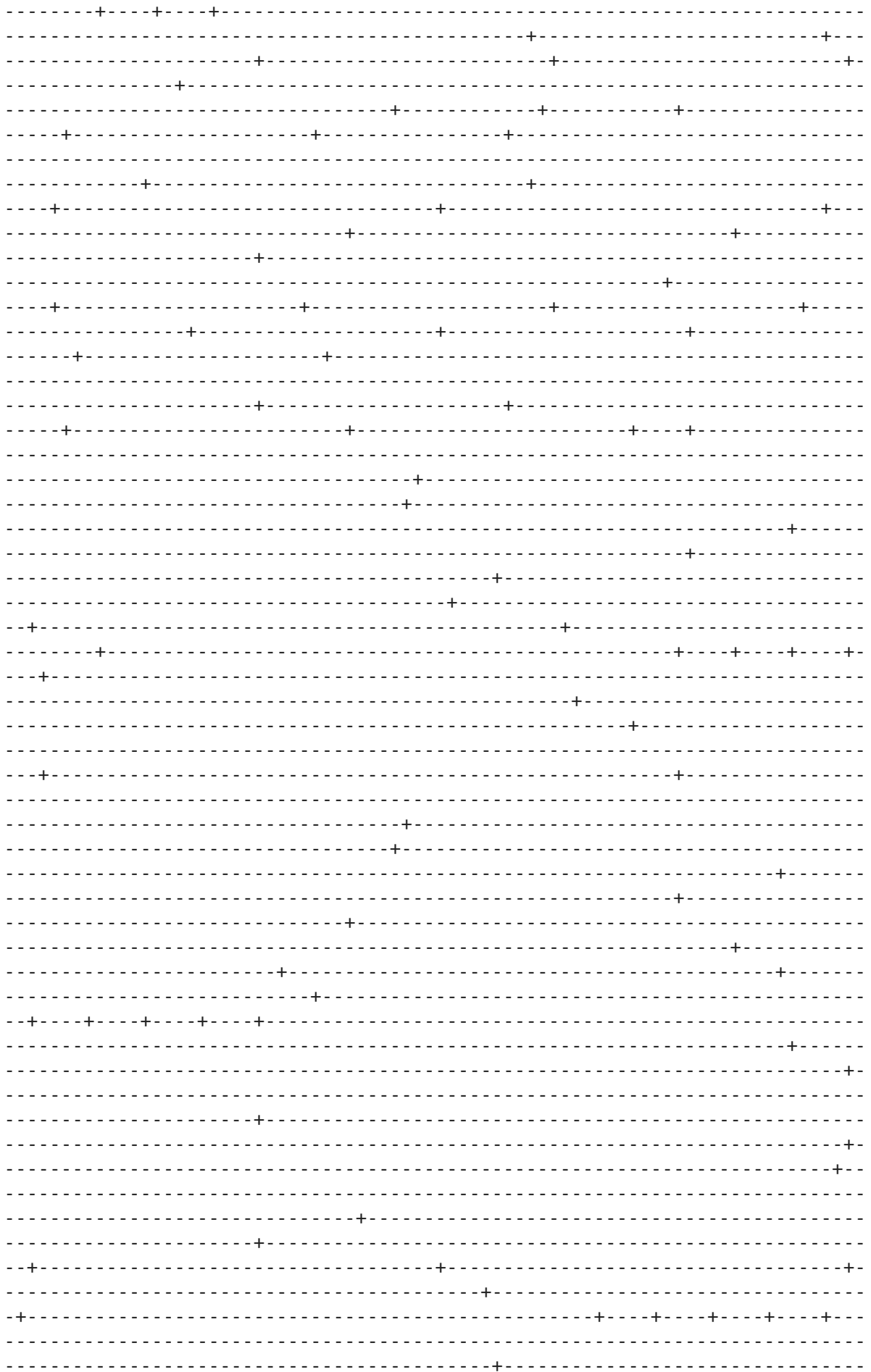
Accept			1.14513e+11		429729204	2024-01-22 18:43:38
2024-01-22 19:07:14		106.79.134.17				
		46-50 years				INR 2-5L
No, but I intend to buy a life insurance policy soon						
		Spontaneous 1 (Brand 2)				
		Top of mind (Brand 1)		Spontaneous 2 (Brand		
3)		Spontaneous 3 (Brand 4)				

<p>ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png </p>				
<p>Spontaneous 1 (Brand 2) Spontaneous 3 (Brand 4) Spontaneous 2 (Brand 3) Top of mind (Brand 1) </p>				
<p>HDFC Bank State Bank of India </p>				
<p>HDFC Life Insurance Max Life Insurance Max Life Insurance Max Life Insurance Max Life Insurance SBI Life Insurance SBI Life Insurance </p>				
<p>State Bank of India State Bank of India HDFC Bank State Bank of India State Bank of India State Bank of India State Bank of India State Bank of India Association with a banking brand/ name</p>				
<p>Insurance expertise Customer reviews and word of mouth Somewhat easy to understand </p>				
<p>I somewhat like this I may buy Both are strong brand names in their respective segments </p>				
<p>Both are known for superior products Both are known for superior customer service 1 2 3 Extremely new and different Completely relevant </p>				
<p>I may recommend Max Axis Life Insurance Somewhat easy to understand </p>				
<p>I somewhat like this I may buy Max Life Insurance is a respected and well-known brand </p>				
<p>It is known for superior products It is known for superior customer service 1 3 2 Very new and different Somewhat relevant </p>				
<p>I may recommend Neither easy nor difficult to understand Neither like nor dislike this insurance plan </p>				
<p>I may or may not buy Axis name is taken in the same line as HDFC and ICICI </p>				
<p>It is known for superior products It looks modern and professional 1</p>				

[illegible]



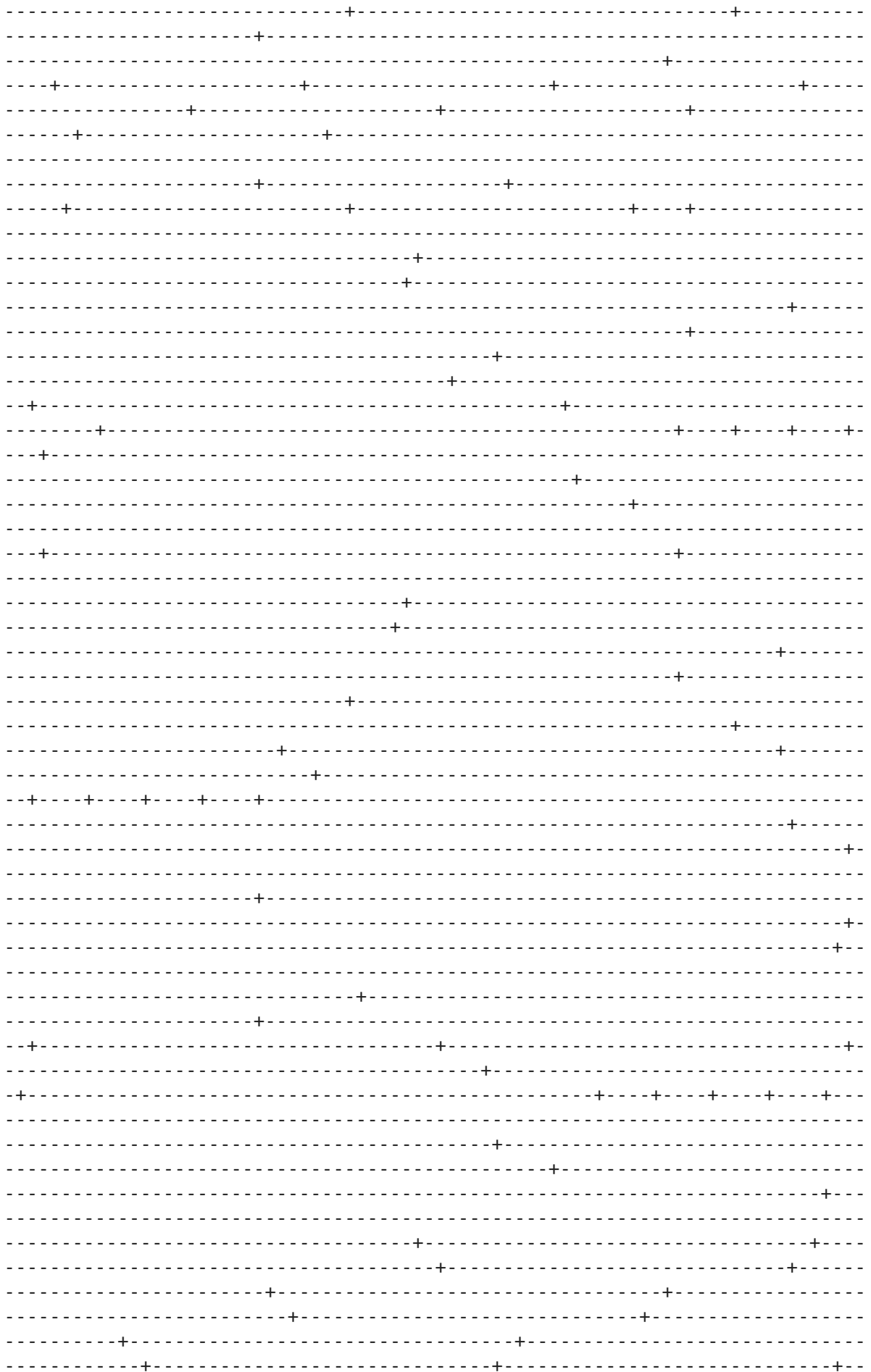
Accept		1.14515e+11	429729204	2024-01-24 12:23:28
2024-01-24 12:44:14	106.79.183.217			
36-45 years				INR 2-5L
No, but I intend to buy a life insurance policy soon				
Spontaneous 1 (Brand 2)				
Top of mind (Brand 1)	Spontaneous 2 (Brand 3)	Spontaneous 3 (Brand 4)		
ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png			
Kotak Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png			
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab			



Accept			1.14515e+11	429729204	2024-01-24 11:50:35
2024-01-24 12:11:04	106.78.191.7				
	36-45 years				INR 2-5L
No, but I intend to buy a life insurance policy soon					
Spontaneous 3 (Brand 4) Spontaneous 1 (Brand 2)					
Top of mind (Brand 1) Spontaneous 2 (Brand 3)					
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png					
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png					

Spontaneous 1 (Brand 2)			
Top of mind (Brand 1)		Spontaneous 2 (Brand 3)	
Spontaneous 3 (Brand 4)		HDFC Bank	
Axis Bank		State Bank of India	
LIC			
Kotak Life Insurance		Max Life Insurance	
LIC		Kotak Life Insurance	
Allianz Life Insurance		LIC	
State Bank of India		HDFC Bank	
HDFC Bank		State Bank of India	
HDFC Bank		HDFC Bank	
HDFC Bank		Association with a banking brand/ name	
Claim settlement ratio		Somewhat difficult to understand	
Neither like nor dislike this insurance plan			
I may not buy			
I did not like this concept			
		Not	
at all new and different			
Somewhat irrelevant			
I may not recommend			
Axis Max Life Insurance		Somewhat easy to understand	
I somewhat like this			
I may or may not buy			
It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own		It is known for superior customer service	
2		1	
3		Extremely new and different	
May or might not be relevant			
I may or may not recommend			
Somewhat difficult to understand			
Neither like nor dislike this insurance plan			
I may or may not buy			
		Axis name is taken in the same line as HDFC and ICICI	
It has a wide network of branches		It is known for superior customer service	
2		3	
1		Slightly new and different	
Somewhat relevant			
I may recommend			
Concept 2Max Life Insurance by Axis Bank		Concept 1Axis is Max Life Insurance	
Concept 0Max Life Insurance			
		Concept 3Axis Life Insurance	
		Concept 2Max Life Insurance by Axis Bank	
Concept 2Max Life Insurance by Axis Bank			
		Concept 2Max Life Insurance by Axis Bank	
k			

[illegible]

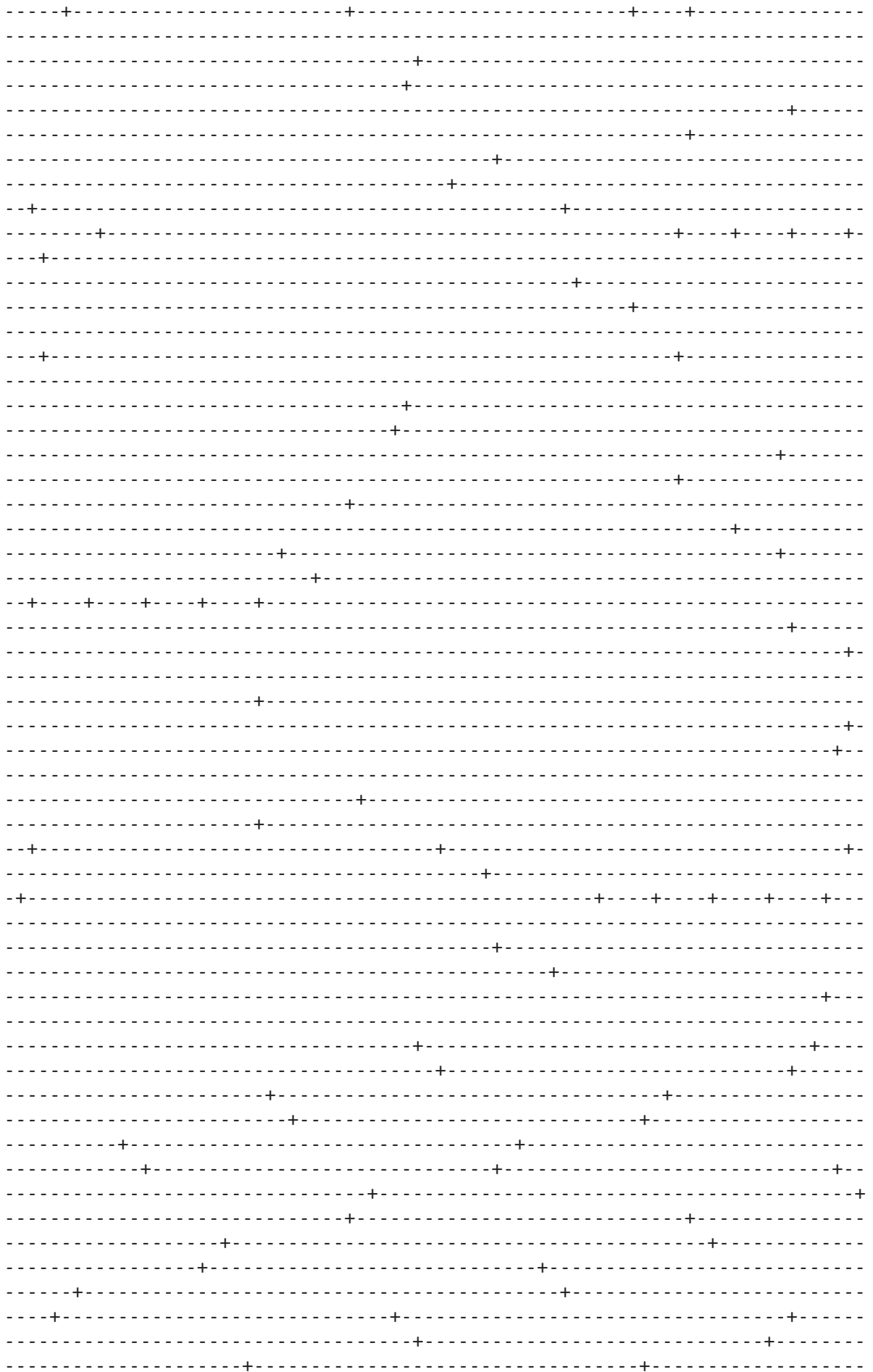


[illegible]

State Bank of India	State Bank of India	State Bank of India	State Bank of India	State Bank of India
State Bank of India	State Bank of India	State Bank of India	State Bank of India	State Bank of India
State Bank of India	State Bank of India	State Bank of India	State Bank of India	State Bank of India
Insurance expertise	Customer reviews and word of mouth	Claim settlement ratio	Somewhat easy to understand	
I somewhat like this				
I may buy				
			Both are	
are strong brand names in their respective segments	Both are successfully competing with major brands like HDFC and ICICI			
			It looks modern and professional	
1		2		3
Extremely new and different				
Somewhat relevant				
I may recommend				
Max Axis Life Insurance			Very easy to understand	
I somewhat like this				
I may or may not buy				
			Max Life	
is a respected and well-known brand	It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own			
	It looks modern and professional			
1		3		2
Very new and different				
Somewhat relevant				
I may recommend				
Very easy to understand				
Neither like nor dislike this insurance plan				
I may or may not buy				
It has a wide network of branches	It is known for superior products	It is known for superior customer service		
1	2	3		Somewhat new and different
Somewhat relevant				
I may or may not recommend				
Concept 0Max Life Insurance				
	Concept 0Max Life Insurance			
Concept 0Max Life Insurance				
Concept 2Max Life Insurance by Axis Bank				
Concept 0Max Life Insurance				
Concept 2Max Life Insurance by Axis Bank				
	Concept 2Max Life Insurance by Axis Bank			
k	Concept 0Max Life Insurance			
Rank 2				
Rank 1 - Most liked	Rank 4 - Least liked	Rank 3		
3	7	5	4	2
	6	1		
			It looks modern and luxurious	It feels sharper and bolder
			The picture/ image looks cool	Mumbai
Male			Graduate	
Self-employed / Entrepreneur				

Savings Account/ Current account

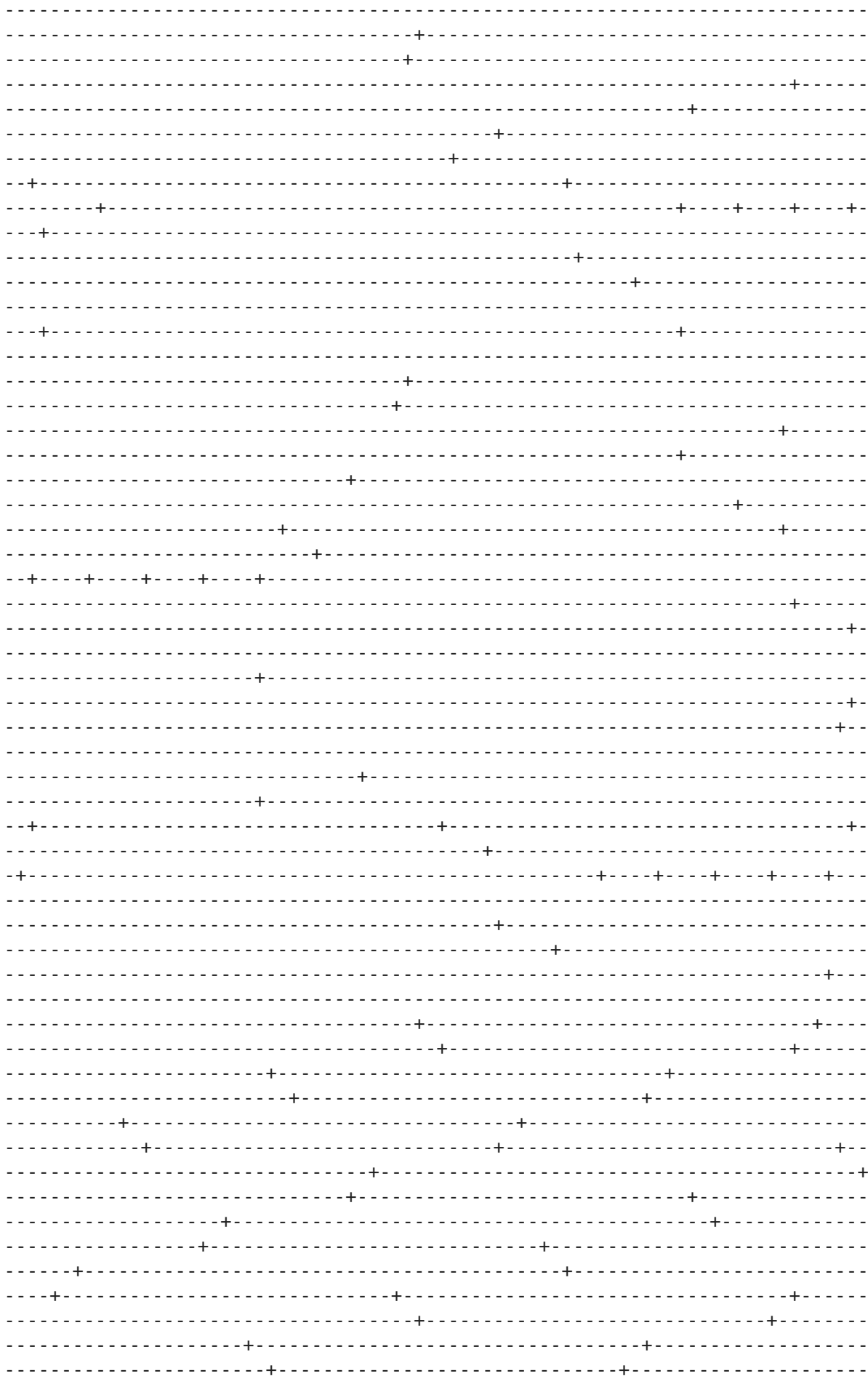
[illegible]



[illegible]

a | State Bank of India | State Bank of India |
| | Customer reviews and word of mouth | Claim settlemen
t ratio | Branch/ office network | | Very easy to understand
| I totally like this |
I will definitely buy
| | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| | It looks modern and profess
ional | 2 | 1 | | 3
| Not at all new and different
| Completely relevant
| I will definitely recommend
| Max Axis Life Insurance | Somewhat easy to u
nderstand
| I somewhat like this |
I may buy
| | Max Lif
e is a respected and well-known brand |
| It is known for superior products | It is known for superior customer serv
ice | | 1
| | 2 | 3 | | Somewhat new and different
| Completely relevant
| I may recommend
| Neither easy nor difficult to understand
| I somewhat like this |
I may or may not buy
| | Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
anches |
| It looks modern and professional | 2
| 1 | | 3 | Very new and different
| Somewhat relevant
| I will definitely recommend
| Concept 0Max Life Insurance
| Concept 1Axis Max Life Insurance |
| | Concept 1Axis
Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis
s Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
k | | Concept 1Ax
is Max Life Insurance |
| Concept 0Max Life Insurance | Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance | Concept 0Max Life Insurance | Concept 1Axis
Max Life Insurance | | Concept 3Axis
s Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
Rank 3
| Rank 1 - Most liked | Rank 2 | Rank 4 - Least liked |
5 | 1 | 4 | 7 | 2 | 3 | 6 | It has a vibrant colour scheme
| | It looks modern and luxurious |
| It feels international | | Mumbai
| Male | Graduate
| Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees | |
Savings Account/ Current account

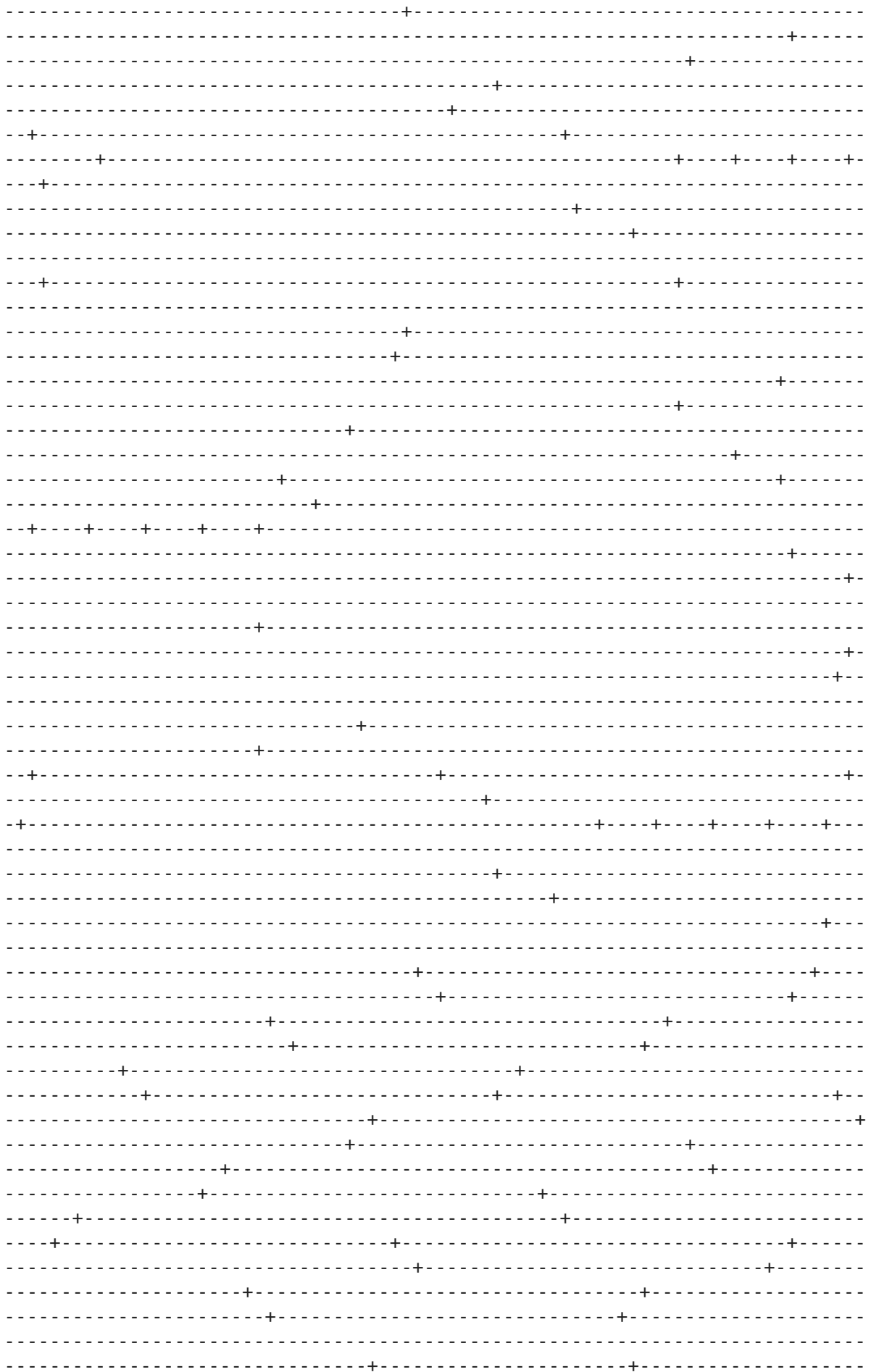
[illegible]



Accept			1.14514e+11		429729203		2024-01-23 17:21:0
2024-01-23 17:40:36		152.58.209.55					
		25-35 years					INR 5.1-7L
Yes							Online aggrega
tors like Policybazaar, Coverfox, etc.							
Spontaneous 3 (Brand 4)		Spontaneous 1 (Brand 2)					
Spontaneous 2 (Brand 3)		Top of mind (Brand 1)					
				HDFC Life insurance	HDFC Life insurance		
ICICI Prudential Life Insurance							
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png							Max Life Insurance
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png							SBI Life Insurance
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png							
LIC							
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png							Bajaj Allianz Life Insurance
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png							
Max Life Insurance							
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png							
		Spontaneous 3 (Brand 4)					
Top of mind (Brand 1)		Spontaneous 2 (Brand 3)					
Spontaneous 1 (Brand 2)							
ICICI Bank		Kotak Mahindra Bank					
LIC							
ICICI Prudential Life Insurance		Max Life Insurance					Kotak
Life Insurance		Max Life Insurance				LIC	
LIC		Max Life Insurance					ICICI
Bank							
Kotak Mahindra Bank		ICICI Bank			ICICI Bank		Kotak Ma
hindra Bank		ICICI Bank			Kotak Mahindra Bank		ICICI Bank
ICICI Bank		ICICI Bank			Association with a banking bra		
nd/ name							
		Customer reviews and word of mouth					

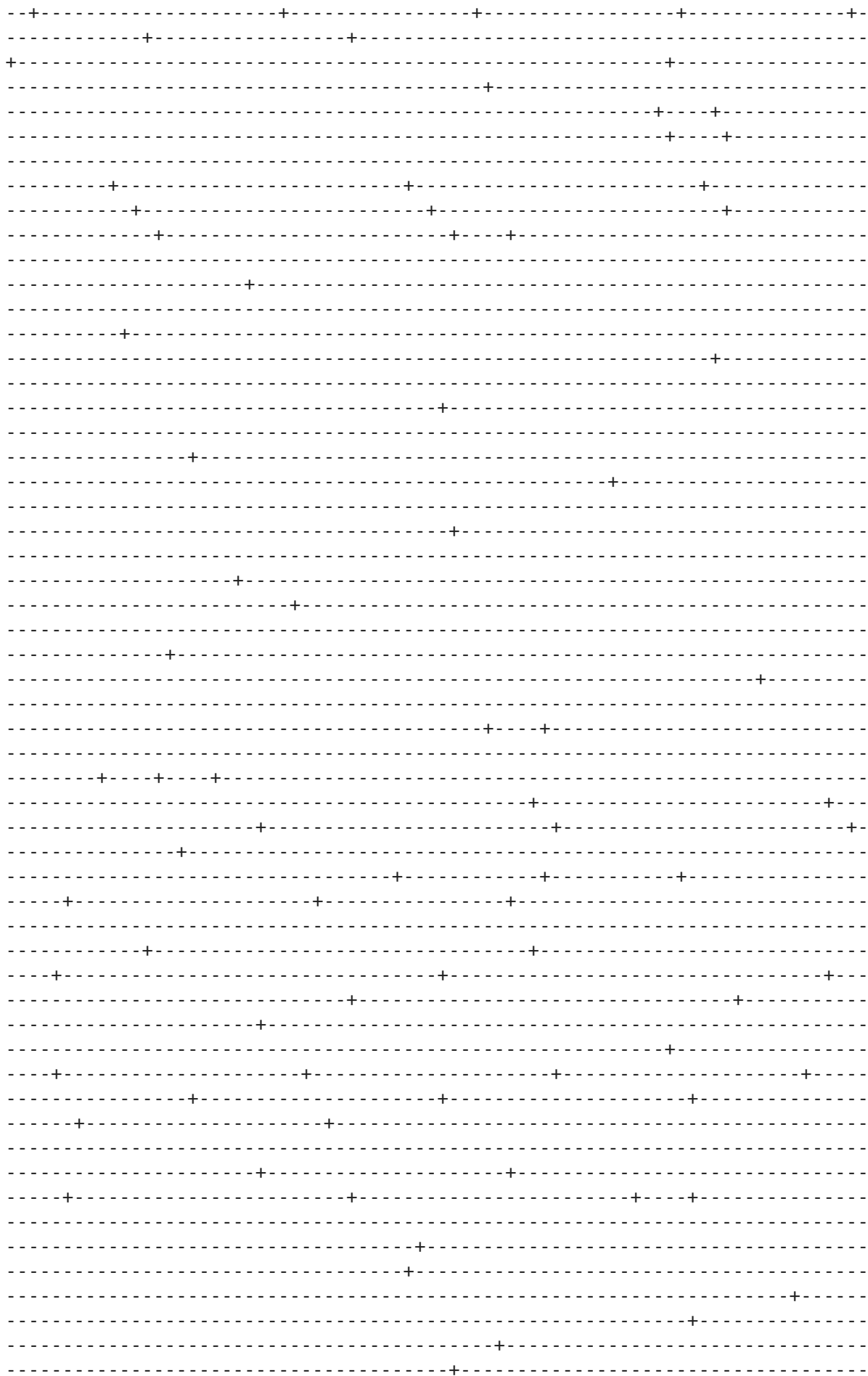
Branch/ office network	Somewhat easy to understand								
I somewhat like this									
I may or may not buy									
								Both are	
are strong brand names in their respective segments	Both are successfully competing with major brands like HDFC and ICICI								
Both are known for superior customer service									
2	3	1						Somewhat new and different	
Somewhat relevant									
I may recommend									
Max Axis Life Insurance								Very easy to understand	
I totally like this									
I will definitely buy									
								Max Life	
is a respected and well-known brand	It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own								
It is known for superior customer service									
2	1	3						Extremely new and different	
Completely relevant									
I will definitely recommend									
Somewhat easy to understand									
I somewhat like this									
I may or may not buy									
								Axis name	
is taken in the same line as HDFC and ICICI									
It is known for superior products	It is known for superior customer service								
	1								
3	2							Somewhat new and different	
Somewhat relevant									
I may recommend									
								Concept 2Max Life Insurance by Axis Bank	
								Concept 0Max Life Insurance	
								Concept 3Axis Life Insurance	
Concept 1Axis Max Life Insurance	Concept 2Max Life Insurance by Axis Bank								
Concept 2Max Life Insurance by Axis Bank									
Concept 1Axis Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank	Concept 3Axis Life Insurance								
Concept 0Max Life Insurance								Concept 2Max Life Insurance by Axis Bank	
								Concept 0Max Life Insurance	
								Concept 2Max Life Insurance by Axis Bank	
Rank 3	Rank 1 - Most liked	Rank 4 - Least liked							
2	4	7	6	1	5	3		It has a vibrant colour scheme	
								It looks modern and luxurious	
								It feels sharper and bolder	
									Mumbai
Male								Post-graduate PhD / doctorate	
Self-employed / Entrepreneur									
Savings Account/ Current account									
								Loans (Home, auto, personal, business)	
	West				Metro			Max Life Insurance	

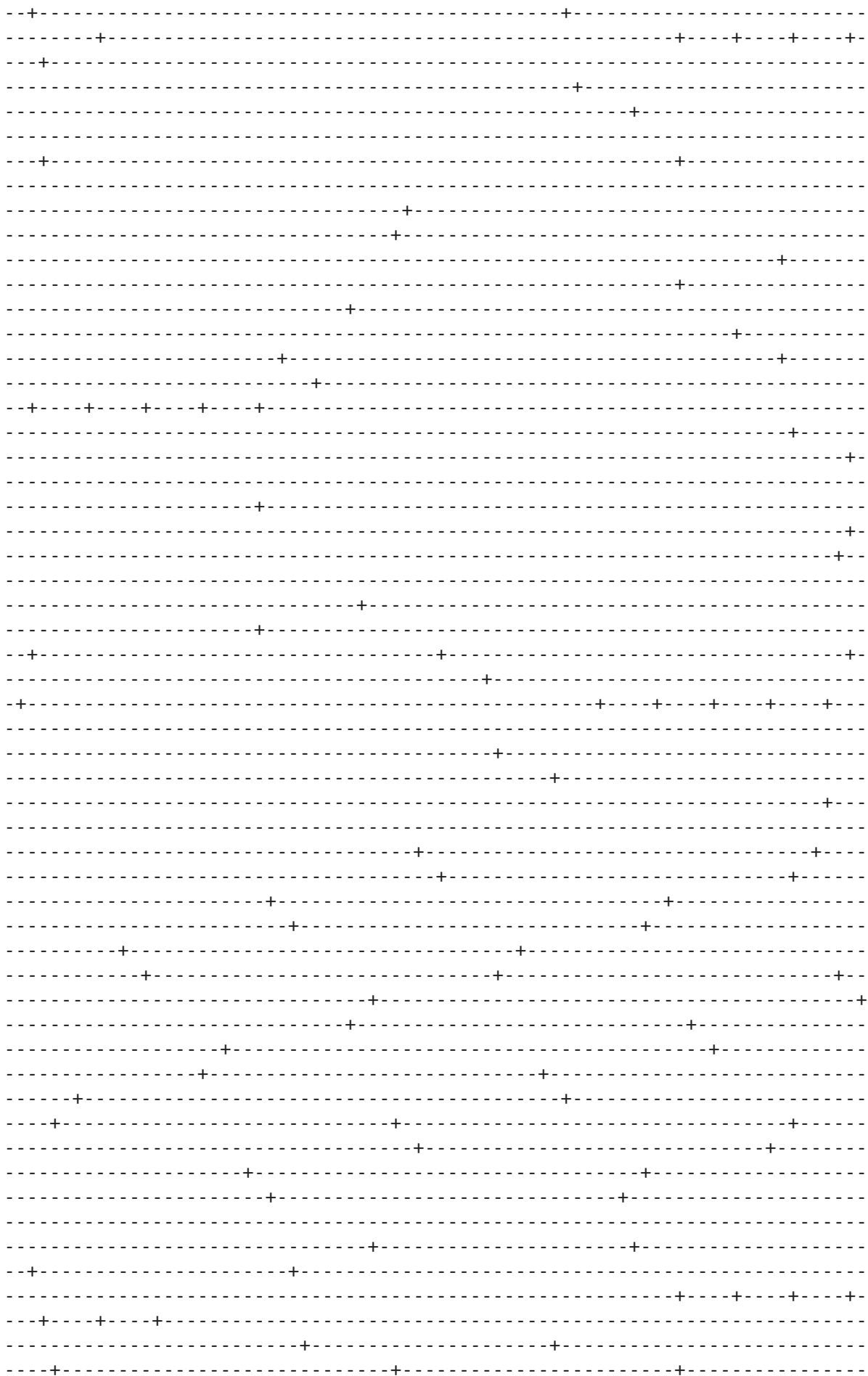
[illegible]



Accept	1.14514e+11	429729203	2024-01-23 16:52:11
2024-01-23 17:19:44	152.58.209.146		
25-35 years		INR 5.1-7L	
Yes		Online aggregators like Policybazaar, Coverfox, etc.	
Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)		
	Top of mind (Brand 1)	Spontaneous 3 (Brand 4)	
ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png Spontaneous 1 (Brand 2)			
Spontaneous 3 (Brand 4)	Top of mind (Brand 1)	Spontaneous 2 (Brand 3)	
ICICI Bank	Axis Bank		
LIC	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	Bajaj Allianz Life Insurance
ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance
Axis Bank	Axis Bank	Axis Bank	Axis Bank
Insurance expertise	Customer reviews and word of mouth		
Branch/ office network	Neither easy nor difficult to understand		
I somewhat like this			
I may or may not buy			

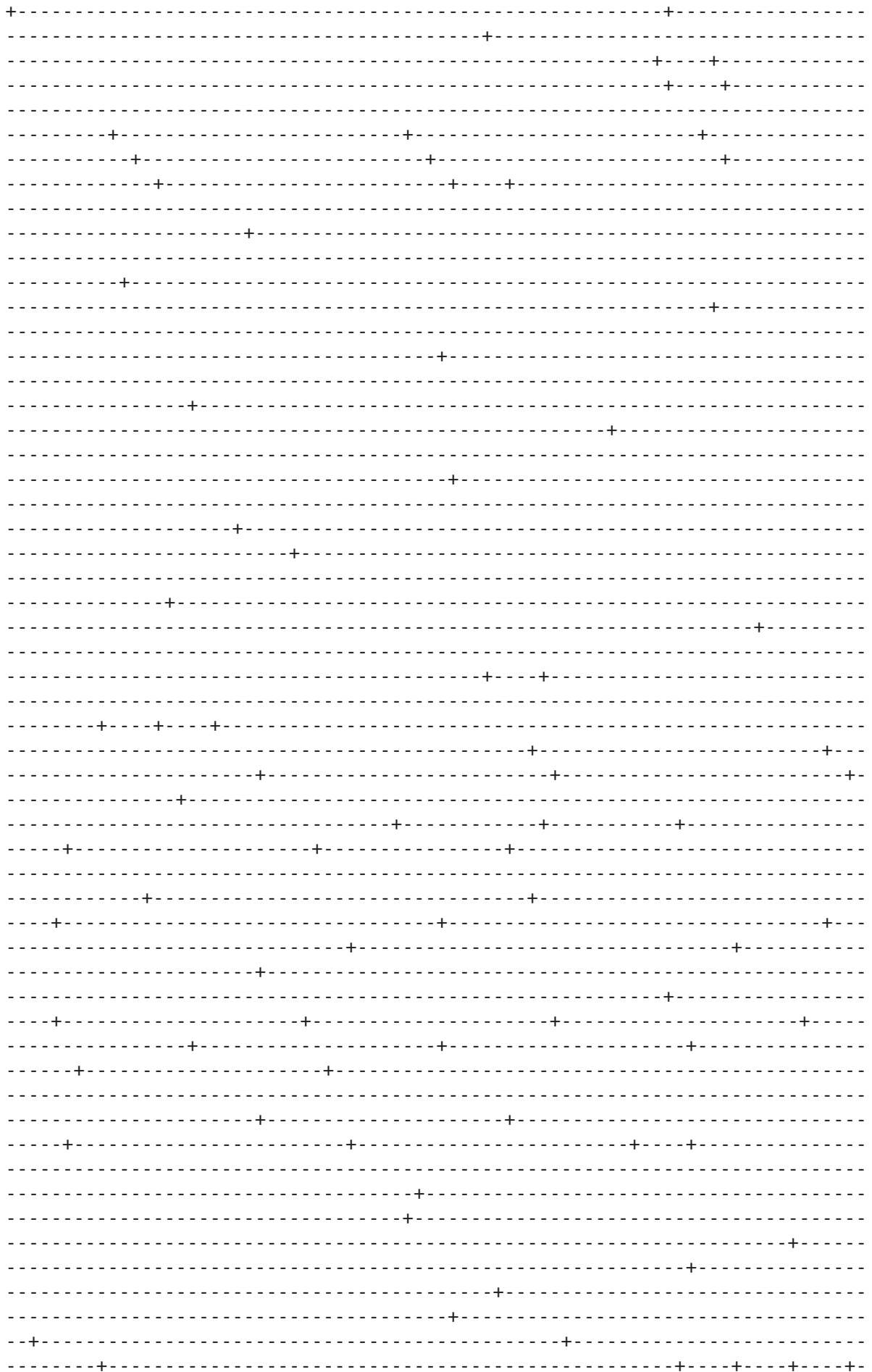
| Both are successfully competing with major brands like HDFC and ICICI | Both are known for superior products | Both are known for superior customer service |
 | 2 | 3 | 1 | | Very new and different
 | Somewhat relevant
 | I may recommend
 | Axis Max Life Insurance | Very easy to understand
 | I somewhat like this |
 I may buy
 | | Max Life
 e is a respected and well-known brand | It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | It is known for superior customer service |
 | 2 | 1 | 3 | | Somewhat new and different
 | Somewhat relevant
 | I will definitely recommend
 | Somewhat easy to understand
 | I somewhat like this |
 I may buy
 | |
 | It has a wide network of branches | It is known for superior products |
 | It looks modern and professional |
 | 2 | 3 | 1 | | Extremely new and different
 | May or might not be relevant
 | I will definitely recommend
 | Concept 0Max Life Insurance
 | | Concept 2Max Life Insurance by Axis Bank
 k | Concept 3Axis Life Insurance | | Concept 1Axis
 is Max Life Insurance | | Concept 3
 Axis Life Insurance | | Concept 1Axis Max Life Insurance
 nsurance | | Concept 3Axis Life Insurance
 urance | | Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
 ncept 2Max Life Insurance by Axis Bank |
 | |
 | Concept 3Axis Life Insurance | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank |
 | | Concept 2Max Life Insurance by Axis Bank
 k | Concept 3Axis Life Insurance | Concept 0Max Life Insurance |
 | | Concept 3Axis Life Insurance |
 Rank 3
 | Rank 4 - Least liked | Rank 2 | Rank 1 - Most liked |
 7 | 4 | 2 | 1 | 3 | 5 | 6 | It has a vibrant colour scheme
 | It feels refreshing | | It feels sharper and bolder | Mumbai
 | Male | Graduate
 | Self-employed / Entrepreneur |
 Savings Account/ Current account
 | | Credit Card | Loans (Home, auto, personal, business) |
 | | West | Metro | Max Life Insurance
 | Online | Axis Bank | Concept 3 | | | | | | | |
 Metro | 3 | 5 | 4 | | 4 | 4 | 4 | | 3 | 4 | 4 | | 4 | 3
 | 5 | | 4 | 4 | 3 | | 4 | 5 | 5 | | | |
 | |
 +-----+-----+-----+-----+-----+-----+-----+-----+

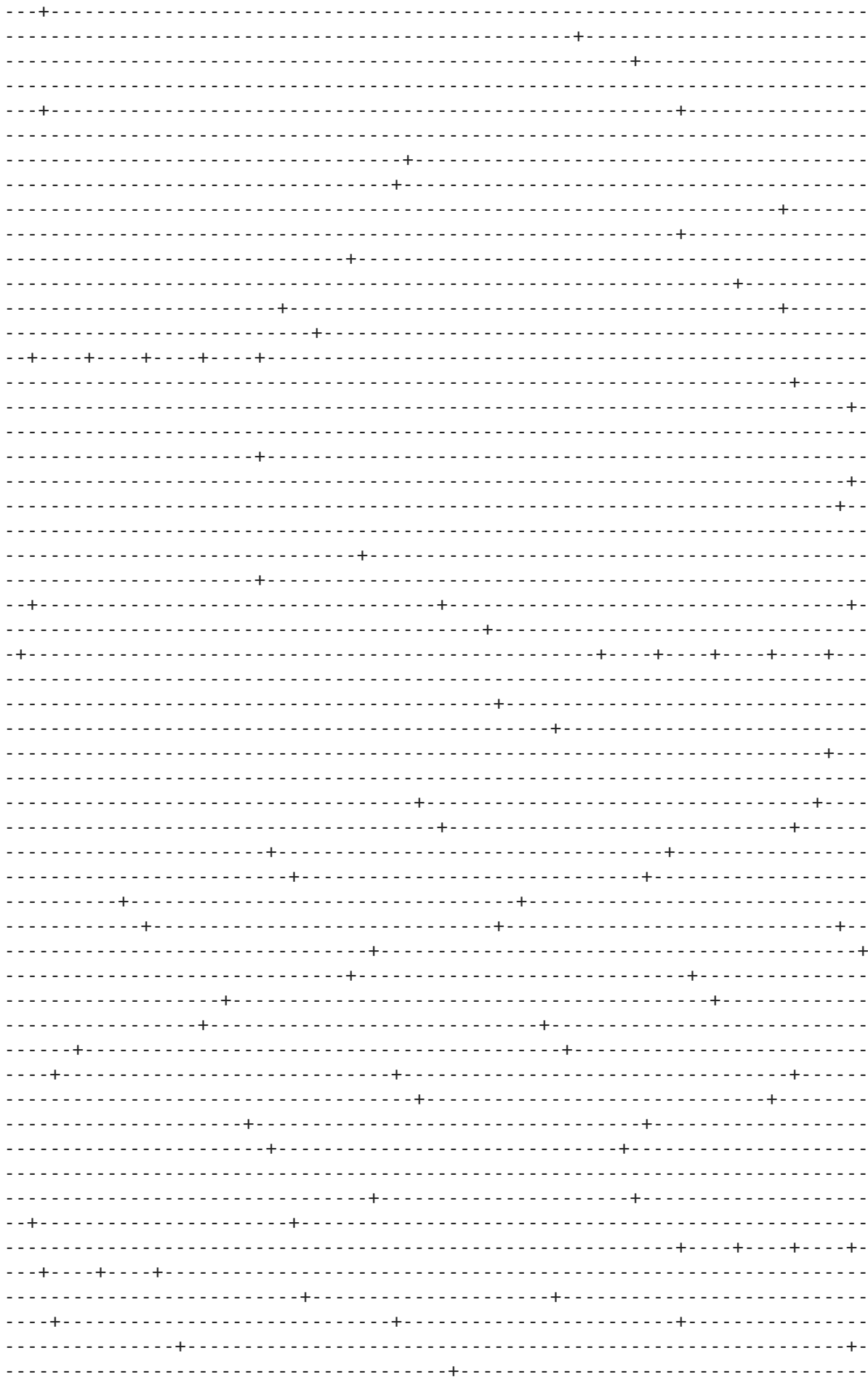




[illegible]

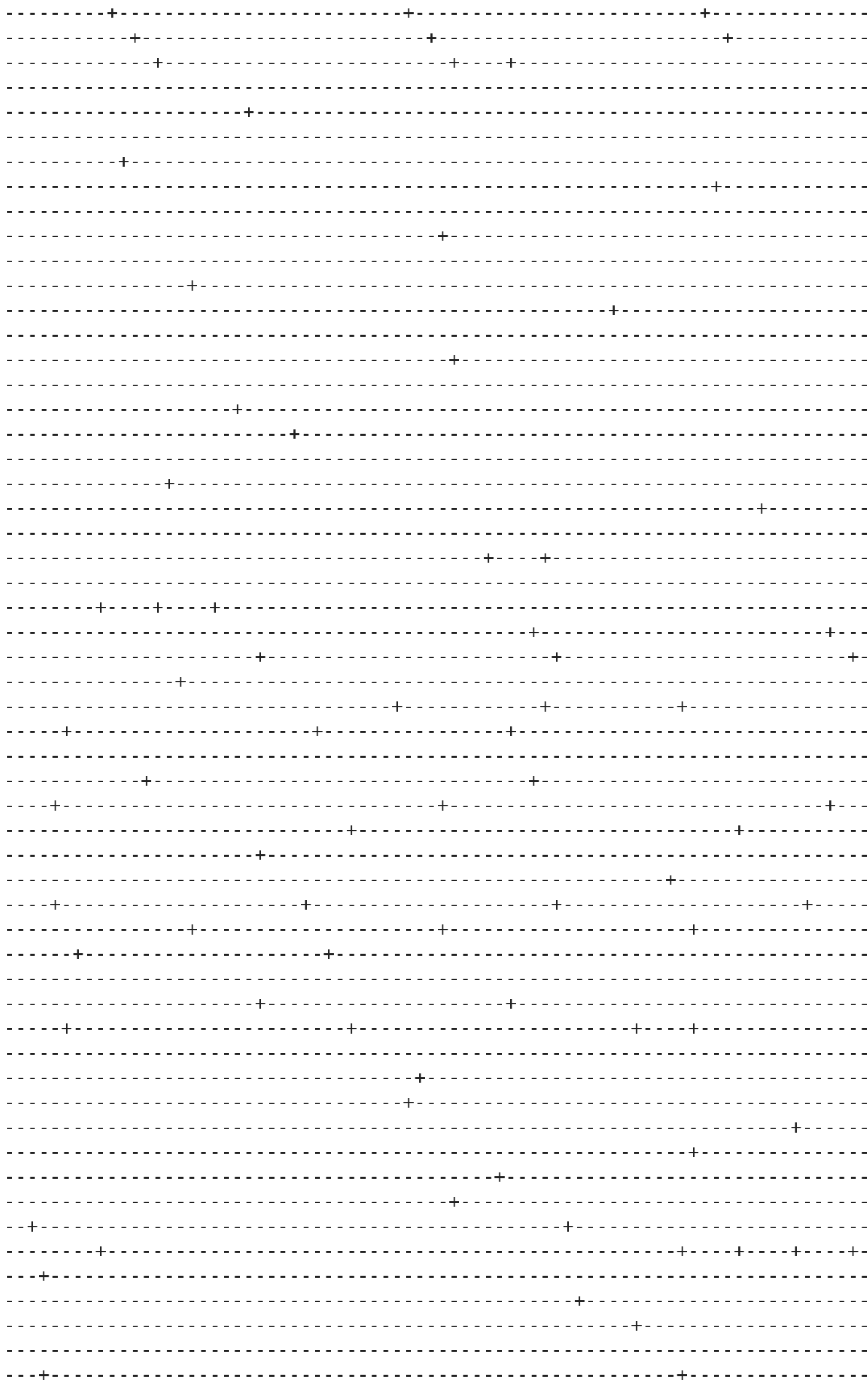
2	3	1	Somewhat new and different
1	2	3	Completely relevant
1	2	3	I will definitely recommend
1	2	3	Max Axis Life Insurance
1	2	3	Very easy to understand
1	2	3	I totally like this
1	2	3	I may buy
1	2	3	Max Life Insurance
1	2	3	It is a respected and well-known brand
1	2	3	It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own
1	2	3	It is known for superior customer service
1	2	3	Very new and different
1	2	3	Somewhat relevant
1	2	3	I may recommend
1	2	3	Somewhat easy to understand
1	2	3	I somewhat like this
1	2	3	I may or may not buy
1	2	3	Axis name is taken in the same line as HDFC and ICICI
1	2	3	It has a wide network of branches
1	2	3	It is known for superior products
1	2	3	Very new and different
1	2	3	Somewhat relevant
1	2	3	I will definitely recommend
1	2	3	Concept 0Max Life Insurance
1	2	3	Concept 2Max Life Insurance by Axis Bank
1	2	3	Concept 1Axis Max Life Insurance
1	2	3	Concept 2Max Life Insurance by Axis Bank
1	2	3	Concept 0Max Life Insurance
1	2	3	Concept 3Axis Life Insurance
1	2	3	Concept 1Axis Max Life Insurance
1	2	3	Concept 2Max Life Insurance by Axis Bank
1	2	3	Concept 1Axis Max Life Insurance
1	2	3	Concept 0Max Life Insurance
1	2	3	Concept 3Axis Life Insurance
1	2	3	Concept 0Max Life Insurance
1	2	3	Concept 2Max Life Insurance by Axis Bank
1	2	3	Concept 1Axis Max Life Insurance
1	2	3	Concept 3Axis Life Insurance
1	2	3	Rank 1 - Most liked
1	2	3	Rank 2
1	2	3	Rank 4 - Least liked
1	2	3	It has a vibrant colour scheme
1	2	3	It looks modern and luxurious
1	2	3	It feels sharper and bolder
1	2	3	Mumbai
1	2	3	Male
1	2	3	Post-graduate PhD / doctorate
1	2	3	Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees
1	2	3	Savings Account/ Current account
1	2	3	Credit Card
1	2	3	Loans (Home, auto, personal, business)
1	2	3	West
1	2	3	Metro
1	2	3	Max Life Insurance
1	2	3	Online
1	2	3	Others
1	2	3	Concept 1
1	2	3	Concept 2
1	2	3	Concept 3
1	2	3	Concept 4
1	2	3	Concept 5
1	2	3	Concept 6
1	2	3	Concept 7
1	2	3	Concept 8
1	2	3	Concept 9
1	2	3	Concept 10
1	2	3	Concept 11
1	2	3	Concept 12
1	2	3	Concept 13
1	2	3	Concept 14
1	2	3	Concept 15
1	2	3	Concept 16
1	2	3	Concept 17
1	2	3	Concept 18
1	2	3	Concept 19
1	2	3	Concept 20
1	2	3	Concept 21
1	2	3	Concept 22
1	2	3	Concept 23
1	2	3	Concept 24
1	2	3	Concept 25
1	2	3	Concept 26
1	2	3	Concept 27
1	2	3	Concept 28
1	2	3	Concept 29
1	2	3	Concept 30
1	2	3	Concept 31
1	2	3	Concept 32
1	2	3	Concept 33
1	2	3	Concept 34
1	2	3	Concept 35
1	2	3	Concept 36
1	2	3	Concept 37
1	2	3	Concept 38
1	2	3	Concept 39
1	2	3	Concept 40
1	2	3	Concept 41
1	2	3	Concept 42
1	2	3	Concept 43
1	2	3	Concept 44
1	2	3	Concept 45
1	2	3	Concept 46
1	2	3	Concept 47
1	2	3	Concept 48
1	2	3	Concept 49
1	2	3	

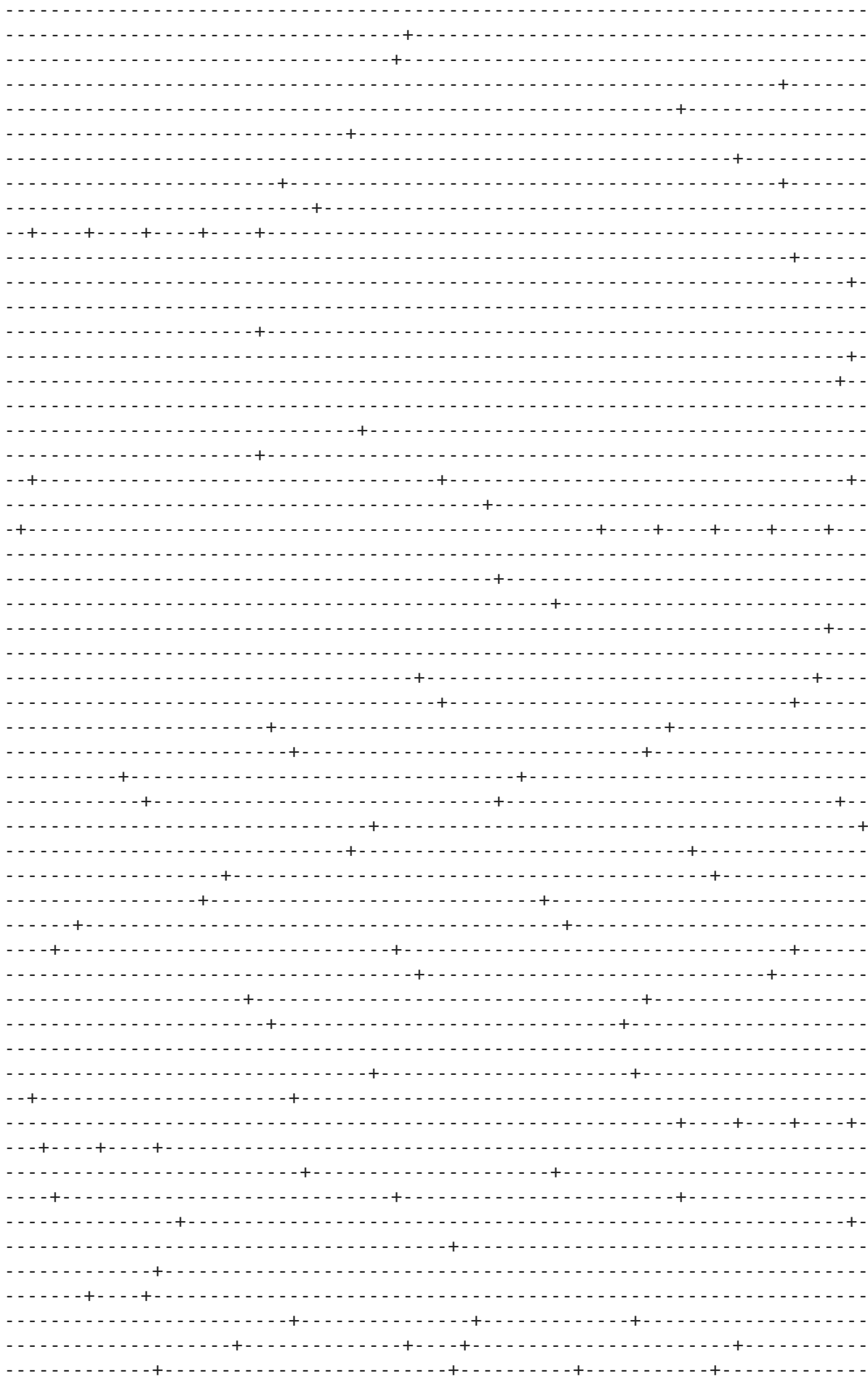




[illegible]

```
| Axis Max Life Insurance | Somewhat easy to understand  
| I somewhat like this  
I may or may not buy  
  
e is a respected and well-known brand |  
| It is known for superior products | It is known for superior customer service |  
ice | 2  
| 3 | 1 | Somewhat new and different  
| May or might not be relevant  
| I may recommend  
| Very easy to understand  
| I totally like this  
I will definitely buy  
  
Axis name is taken in the same line as HDFC and ICICI |  
| It is known for superior products | It is known for superior customer service |  
ice | 2  
| 1 | 3 | Somewhat new and different  
| Somewhat relevant  
| I may recommend  
  
Concept 1Axis Max Life Insurance |  
Concept 3Axis Life Insurance | Concept 0Max Life Insurance |  
| Concept 3Axis Life Insurance |  
| Concept 2Max Life Insurance by Axis Bank |  
k | Concept 1Axis Max Life Insurance |  
is Max Life Insurance | Concept 0Max Life Insurance |  
| Concept 3Axis Life Insurance |  
Concept 0Max Life Insurance |  
| Concept 3Axis Life Insurance | Concept 1Axis  
Max Life Insurance | Concept 3Axis  
Life Insurance | Rank 3  
| Rank 2 | Rank 4 - Least liked | Rank 1 - Most liked |  
6 | 3 | 1 | 2 | 4 | 5 | 7 | It has a vibrant colour scheme  
|  
| It feels international | The picture/ image looks cool | Mumbai  
Male | Higher secondary-12th  
Self-employed / Entrepreneur  
Savings Account/ Current account  
  
West Metro Max Life Insurance  
Online Axis Bank Concept 3  
Metro 5 4 5 5 4 5 4 3 5 4 3  
3 4 3 4 4 4 4
```

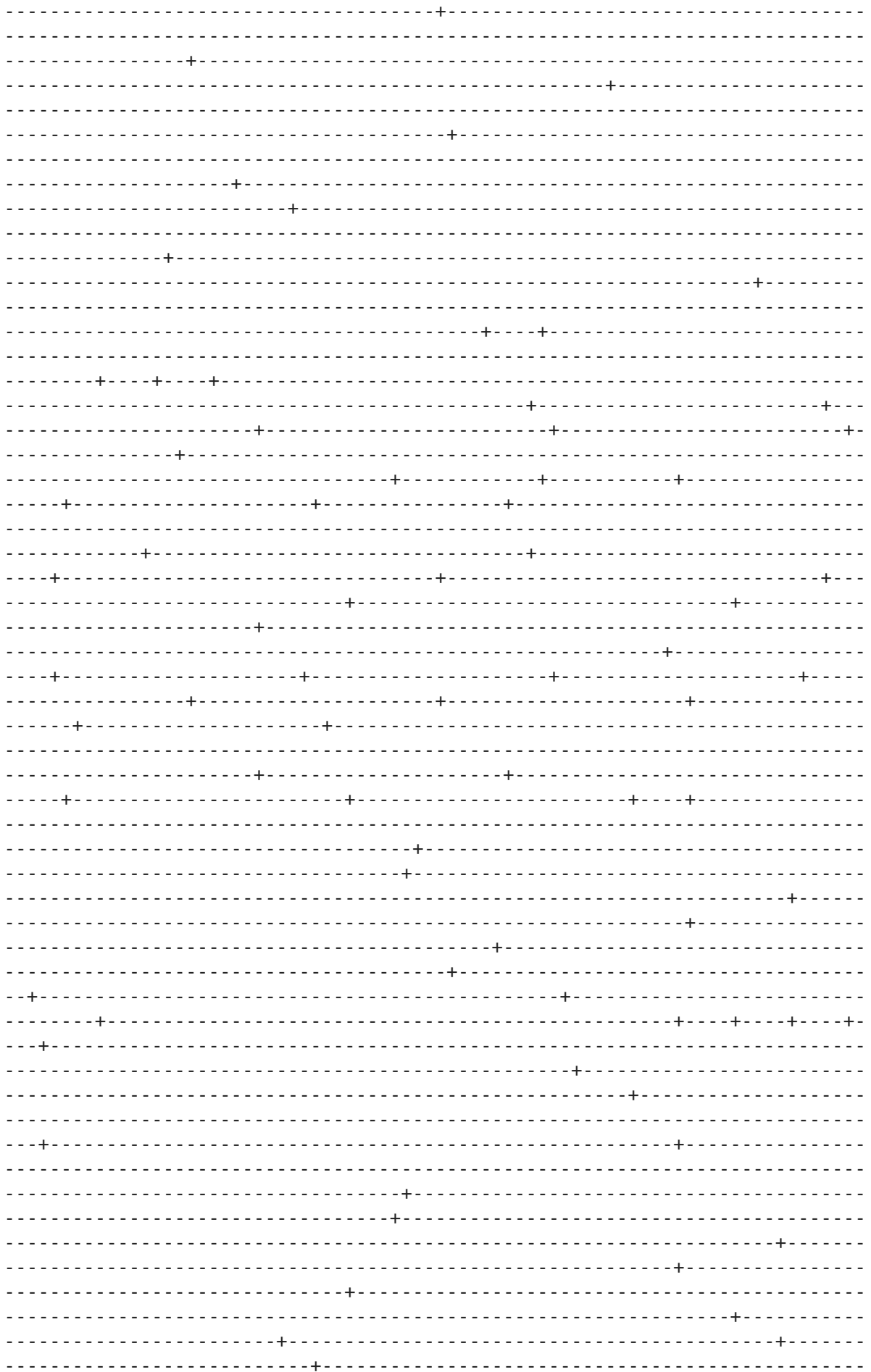


```

-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Accept | | | 1.14514e+11 | 429729204 | 2024-01-23 17:01:4
1 | 2024-01-23 17:18:07 | 106.79.140.209 | | |
| | 36-45 years | | INR 2-5L
| No, but I intend to buy a life insurance policy soon |
| |
| | Spontaneous 2 (Brand 3)
| | | Top of mind (Brand 1) |
| | | Spontaneous 1 (Brand 2) |
| Spontaneous 3 (Brand 4) | |
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
|
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
|
|
|
|
|
|
| | Spontaneous 2 (Brand 3)
| Top of mind (Brand 1) | Spontaneous 1 (Brand 2) |
| Spontaneous 3 (Brand 4) | | HDFC Bank
| ICICI Bank | Axis Bank | |
| Max Life Insurance
| Max Life Insurance | Max Life Insurance | HDFC L
ife Insurance | Max Life Insurance | Max Life Insur
ance | HDFC Life Insurance | Max Life Insurance
| Axis Bank
| Axis Bank | Axis Bank | Axis Bank | Axis Ban
k | Axis Bank | Axis Bank | Axis Bank
| Axis Bank | Axis Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio | | Very easy to understand
| I somewhat like this |
I may buy
|
| | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI | Both are known for superior
products |
| 1 | 3 | 2 | | Ext
remely new and different
| Somewhat relevant
| I may recommend
| Max Axis Life Insurance | Neither easy nor d
ifficult to understand
| I somewhat like this |
I may buy
|
| | Max Lif
e is a respected and well-known brand |
| It is known for superior products |
| It looks modern and professional | 2

```

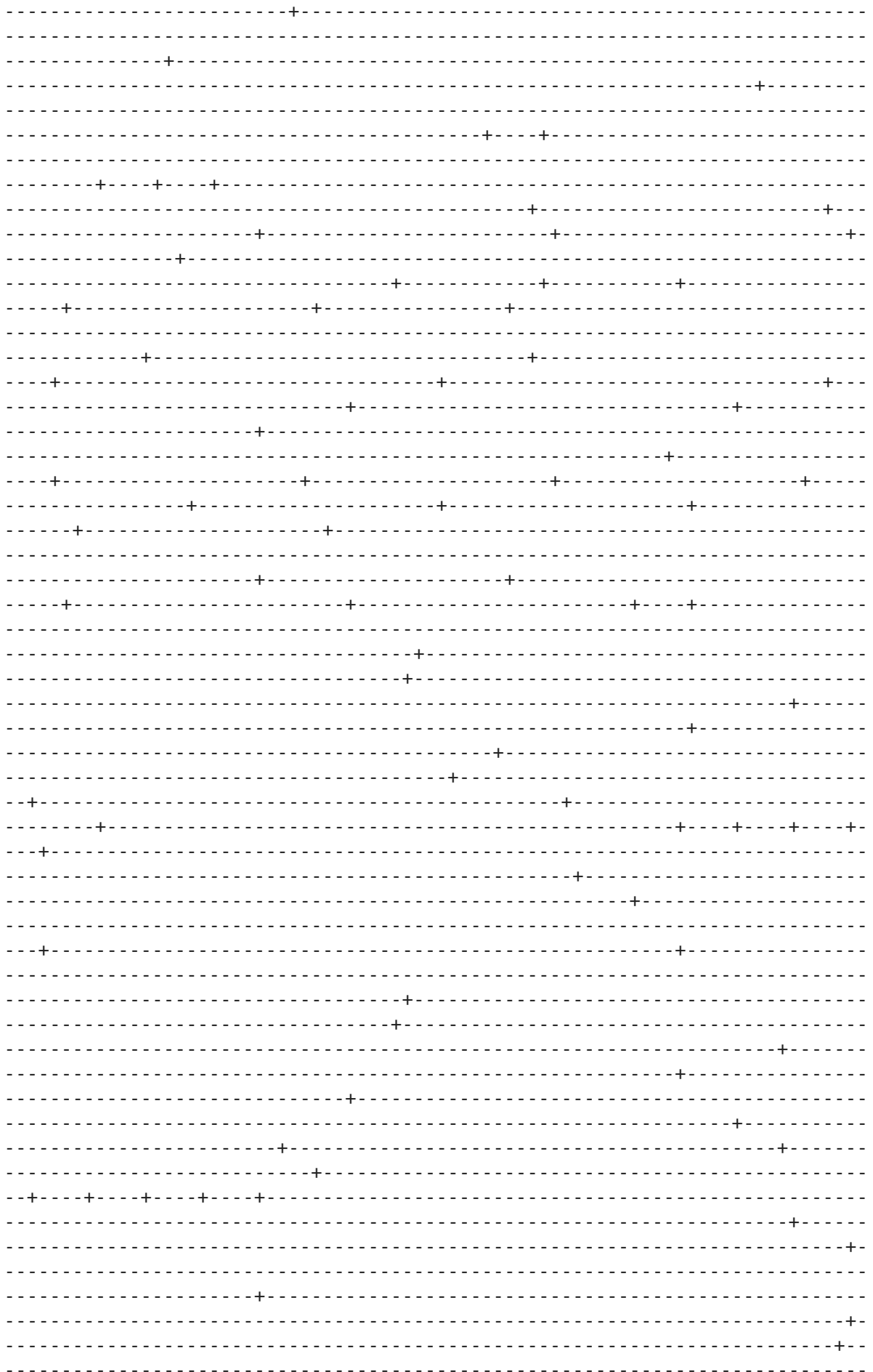
3	1	Very new and different										
Somewhat relevant												
I may recommend												
Somewhat easy to understand												
I totally like this												
I may buy												
It has a wide network of branches												
It is known for superior customer service												
It looks modern and professional												
1	2	3	Somewhat new and different									
Completely relevant												
I may or may not recommend												
Concept 0Max Life Insurance												
Concept 0Max Life Insurance												
Concept 0Max Life Insurance												
Concept 1Axis												
Max Life Insurance												
Concept 1Axis Max Life Insurance												
Concept 0Max Life Insurance												
Concept 0Max Life Insurance												
Concept 0Max Life Insurance												
Rank 1 - Most liked												
Rank 3			Rank 2			Rank 4 - Least liked						
3	4	7	6	5	2	1						
It feels refreshing												
It looks modern and luxurious												
It feels international												
Mumbai												
Male												
Post-graduate PhD / doctorate												
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees												
Savings Account/ Current account												
Mutual funds												
West												
Metro												
Life Insurance												
Intender												
Axis Bank												
Concept 0												
5	4	3	4	4	5	4	4	5	4	4	4	



Accept			1.14514e+11		429729204	2024-01-23 16:45:28
2024-01-23 17:00:19			106.79.159.62			
			36-45 years			INR 2-5L
No, but I intend to buy a life insurance policy soon						
		Spontaneous 1 (Brand 2)				

Spontaneous 3 (Brand 4)		Top of mind (Brand 1)		Spontaneous 2 (Brand 3)	
Max Life Insurance		https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png			
LIC		https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png			
Spontaneous 1 (Brand 2)		Top of mind (Brand 1)		Spontaneous 3 (Brand 4)	
Axis Bank		HDFC Bank			
Max Life Insurance		Max Life Insurance		Max Life Insurance	
LIC		Max Life Insurance		Max Life Insurance	
Axis Bank		Axis Bank		Axis Bank	
Axis Bank		Axis Bank		Axis Bank	
Insurance expertise		Customer reviews and word of mouth		Claim settlement ratio	
Neither easy nor difficult to understand		I somewhat like this		I may or may not buy	
Both are strong brand names in their respective segments		Both are known for superior products		It looks modern and professional	
Somewhat relevant		I may recommend		Somewhat easy to understand	
I somewhat like this		I may or may not buy		Max Life Insurance	
It is a respected and well-known brand		It is known for superior products		It looks modern and professional	
Very new and different		Somewhat relevant		I may recommend	
Somewhat easy to understand		I totally like this		I may buy	
It has a wide network of branches		It is known for superior products		It is known for superior customer service	

[illegible]



[illegible]

11433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> |

|

|

|

| Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png> |

|

| Spontaneous 3 (Brand 4)

| Spontaneous 1 (Brand 2) | Top of mind (Brand 1) | Spontaneous 2 (Brand 3) |

| ICICI Bank | Axis Bank |

| HDFC Life Insurance

| Max Life Insurance | Kotak Life Insurance | Kotak Life Insurance | Max Life Insurance | Max Life Insurance | Max Life Insurance |

| HDFC Bank

| Axis Bank | Axis Bank | Axis Bank | Axis Bank |

| Axis Bank | Axis Bank | Kotak Mahindra Bank | Axis Bank

| Axis Bank | Axis Bank | Association with a banking brand/ name

| Customer reviews and word of mouth | Claim settlement ratio | Neither easy nor difficult to understand

| Neither like nor dislike this insurance plan |

I may buy

| Both are strong brand names in their respective segments | Both are successfully competing with major brands like HDFC and ICICI |

| Both are known for superior customer service |

| 2 | 1 | 3 | Somewhat new and different

| Somewhat relevant

| I may recommend

| Max Axis Life Insurance | Very easy to understand

| I totally like this |

I may buy

| Max Life is a respected and well-known brand | It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own |

| It is known for superior customer service |

| 1 | 2 | 3 | Somewhat new and different

| Somewhat relevant

| I may recommend

| Neither easy nor difficult to understand

| I somewhat like this |

I will definitely buy

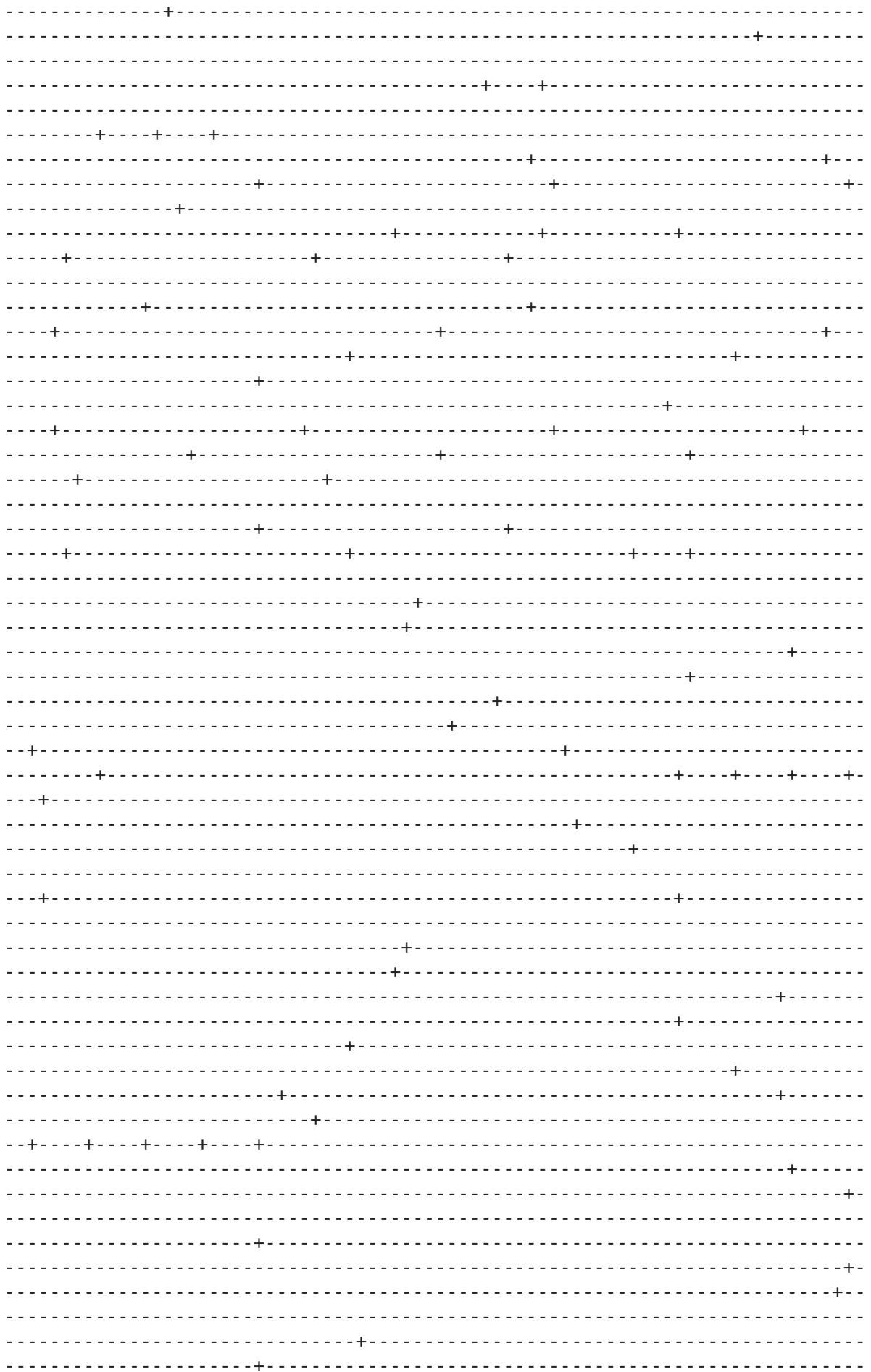
| Axis name is taken in the same line as HDFC and ICICI | It has a wide network of branches |

| It looks modern and professional | 3

| 2 | 1 | Slightly new and different

| May or might not be relevant

I may recommend																																																																																																																																																																																			
<table border="1"> <tr> <td colspan="5"></td> <td colspan="5">Concept 2Max Life Insurance by Axis Bank</td> <td colspan="5">Concept 1Axis</td> </tr> <tr> <td colspan="5">is Max Life Insurance</td> <td colspan="5">Concept 2Max Life Insurance by Axis Bank</td> <td colspan="5">Concept 3</td> </tr> <tr> <td colspan="5">Axis Life Insurance</td> <td colspan="5">Concept 0Max Life Insurance</td> <td colspan="5"></td> </tr> <tr> <td colspan="5">Concept 2Max Life Insurance by Axis Bank</td> <td colspan="5"></td> <td colspan="5"></td> </tr> <tr> <td colspan="5">Concept 1Axis Max Life Insurance</td> <td colspan="5"></td> <td colspan="5"></td> </tr> <tr> <td colspan="5">Concept 3Axis Life Insurance</td> <td colspan="5">Concept 0Max Life Insurance</td> <td colspan="5"></td> </tr> <tr> <td colspan="5">Concept 2Max Life Insurance by Axis Bank</td> <td colspan="5"></td> <td colspan="5"></td> </tr> <tr> <td colspan="5"></td> <td colspan="5">Concept 2Max Life Insurance by Axis Bank</td> <td colspan="5">Concept 1Axis</td> </tr> <tr> <td colspan="5">is Max Life Insurance</td> <td colspan="5">Concept 2Max Life Insurance by Axis Bank</td> <td colspan="5">Concept 3</td> </tr> <tr> <td colspan="5">Axis Life Insurance</td> <td colspan="5"></td> <td colspan="5"></td> </tr> <tr> <td colspan="5">Concept 2Max Life Insurance by Axis Bank</td> <td colspan="5"></td> <td colspan="5"></td> </tr> </table>																				Concept 2Max Life Insurance by Axis Bank					Concept 1Axis					is Max Life Insurance					Concept 2Max Life Insurance by Axis Bank					Concept 3					Axis Life Insurance					Concept 0Max Life Insurance										Concept 2Max Life Insurance by Axis Bank															Concept 1Axis Max Life Insurance															Concept 3Axis Life Insurance					Concept 0Max Life Insurance										Concept 2Max Life Insurance by Axis Bank																				Concept 2Max Life Insurance by Axis Bank					Concept 1Axis					is Max Life Insurance					Concept 2Max Life Insurance by Axis Bank					Concept 3					Axis Life Insurance															Concept 2Max Life Insurance by Axis Bank														
					Concept 2Max Life Insurance by Axis Bank					Concept 1Axis																																																																																																																																																																									
is Max Life Insurance					Concept 2Max Life Insurance by Axis Bank					Concept 3																																																																																																																																																																									
Axis Life Insurance					Concept 0Max Life Insurance																																																																																																																																																																														
Concept 2Max Life Insurance by Axis Bank																																																																																																																																																																																			
Concept 1Axis Max Life Insurance																																																																																																																																																																																			
Concept 3Axis Life Insurance					Concept 0Max Life Insurance																																																																																																																																																																														
Concept 2Max Life Insurance by Axis Bank																																																																																																																																																																																			
					Concept 2Max Life Insurance by Axis Bank					Concept 1Axis																																																																																																																																																																									
is Max Life Insurance					Concept 2Max Life Insurance by Axis Bank					Concept 3																																																																																																																																																																									
Axis Life Insurance																																																																																																																																																																																			
Concept 2Max Life Insurance by Axis Bank																																																																																																																																																																																			
Rank 4 - Least liked																																																																																																																																																																																			
Rank 3					Rank 1 - Most liked					Rank 2																																																																																																																																																																									
6	4	2	7	1	3	5	It has a vibrant colour scheme																																																																																																																																																																												
					It looks modern and luxurious																																																																																																																																																																														
					The picture/ image looks cool																																																																																																																																																																														
Male					Post-graduate PhD / doctorate																																																																																																																																																																														
Self-employed / Entrepreneur																																																																																																																																																																																			
Savings Account/ Current account																																																																																																																																																																																			
Credit Card Loans (Home, auto, personal, business)																																																																																																																																																																																			
West					Metro					Max Life Insurance																																																																																																																																																																									
Online	Axis Bank	Concept 2																																																																																																																																																																																	
Metro	3	5	3		3	5	4		4	4	5		3	3																																																																																																																																																																					
2		4	4	3		4	4	4																																																																																																																																																																											



			1.14514e+11		429729204	2024-01-23 16:15:49
			106.79.134.12			
			36-45 years			INR 5.1-7L
No,	but I intend to buy a life insurance policy soon					
Top of mind (Brand 1)						
Spontaneous 1 (Brand 2)						
Spontaneous 2 (Brand 3)						
Spontaneous 3 (Brand 4)						
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png					
SBI Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png					

| Tata AiA Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/52c7f424-58bc-443a-b3b8-98cle9ee1919.png> |

|

|

|

|

| Spontaneous 3 (Brand 4)

| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) | Spontaneous 1 (Brand 2) |

| ICICI Bank | Axis Bank | | State Bank of India |

| Max Life Insurance

| Max Life Insurance | Max Life Insurance | Max Life Insurance

| Max Life Insurance | Max Life Insurance | Max Life Insurance

| ICICI Bank

| ICICI Bank | ICICI Bank | ICICI Bank | ICICI Bank

| ICICI Bank | ICICI Bank | ICICI Bank | ICICI Bank

| ICICI Bank | ICICI Bank |

| Insurance expertise | Customer reviews and word of mouth | Claim settlement ratio |

| Somewhat easy to understand

| I somewhat like this

I may buy

|

| Both are strong brand names in their respective segments | Both are successfully competing with major brands like HDFC and ICICI |

|

| It looks modern and professional | 1 | 2 | 3

| Somewhat new and different

| Somewhat relevant

| I will definitely recommend

| Max Axis Life Insurance | Neither easy nor difficult to understand

| I somewhat like this

I may buy

|

| Max Life Insurance is a respected and well-known brand |

|

| It is known for superior customer service | It looks modern and professional | 1

| 2 | 3 | Somewhat new and different

| Somewhat relevant

| I may recommend

| Somewhat easy to understand

| Neither like nor dislike this insurance plan

I may or may not buy

|

| It has a wide network of branches | It is known for superior products | It is known for superior customer service |

| 1 | 2 | 3 | Extremely new and different

| Somewhat relevant

| I may recommend

| Concept 0Max Life Insurance

|

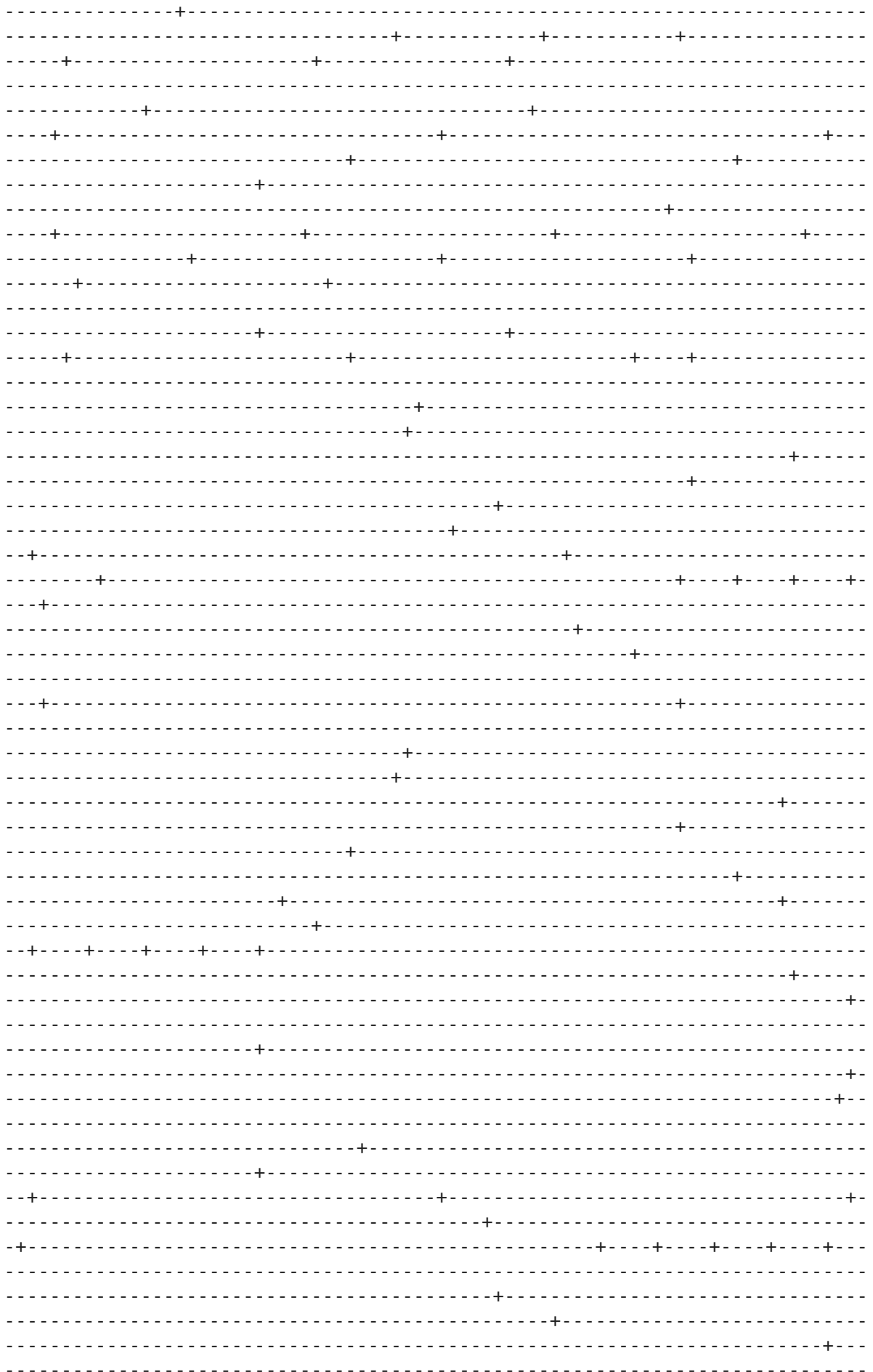
| Concept 0Max Life Insurance |

|

| Concept 0Max Life Insurance |

| Concept 1Axis

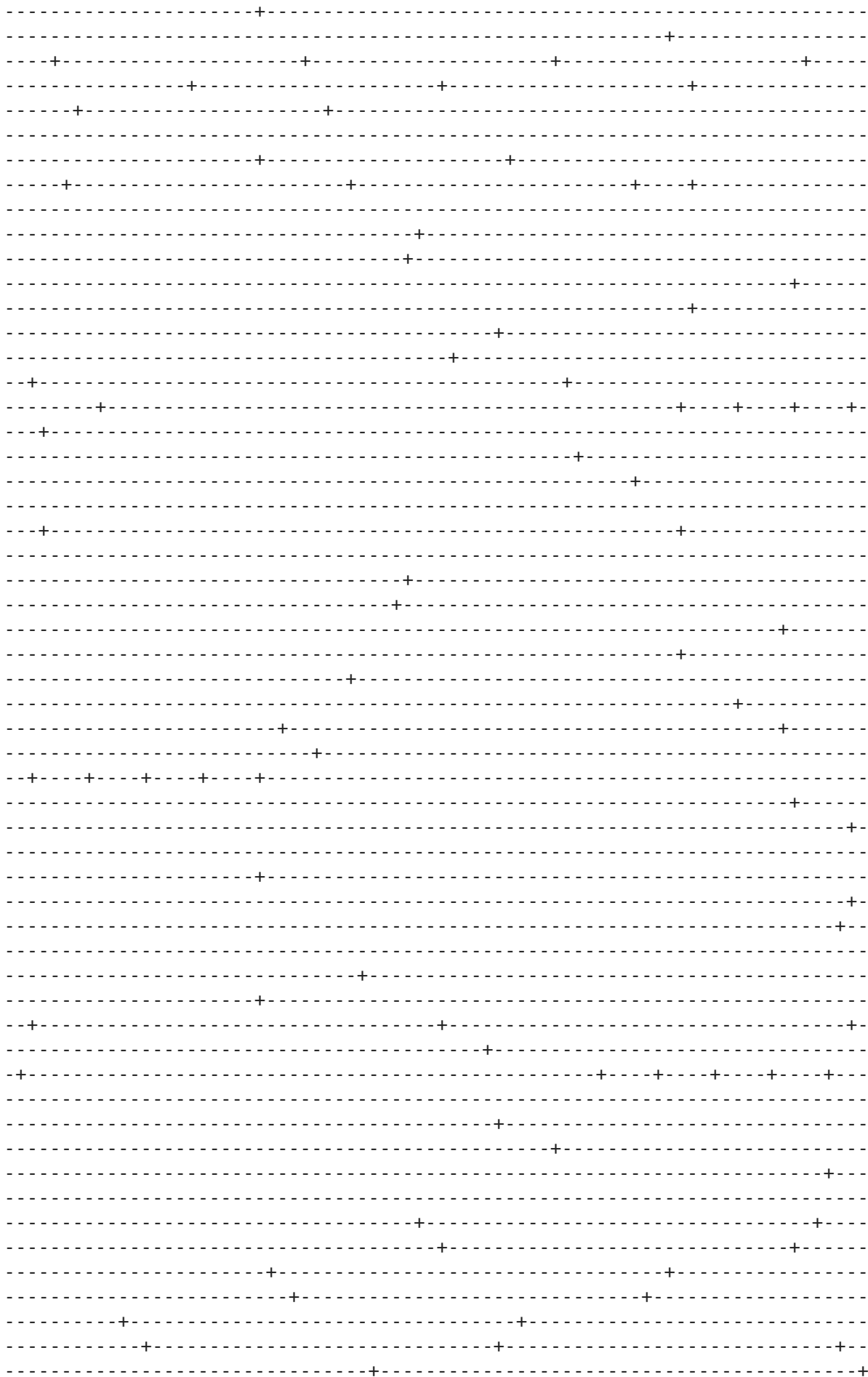
[illegible]



[illegible]

[illegible]

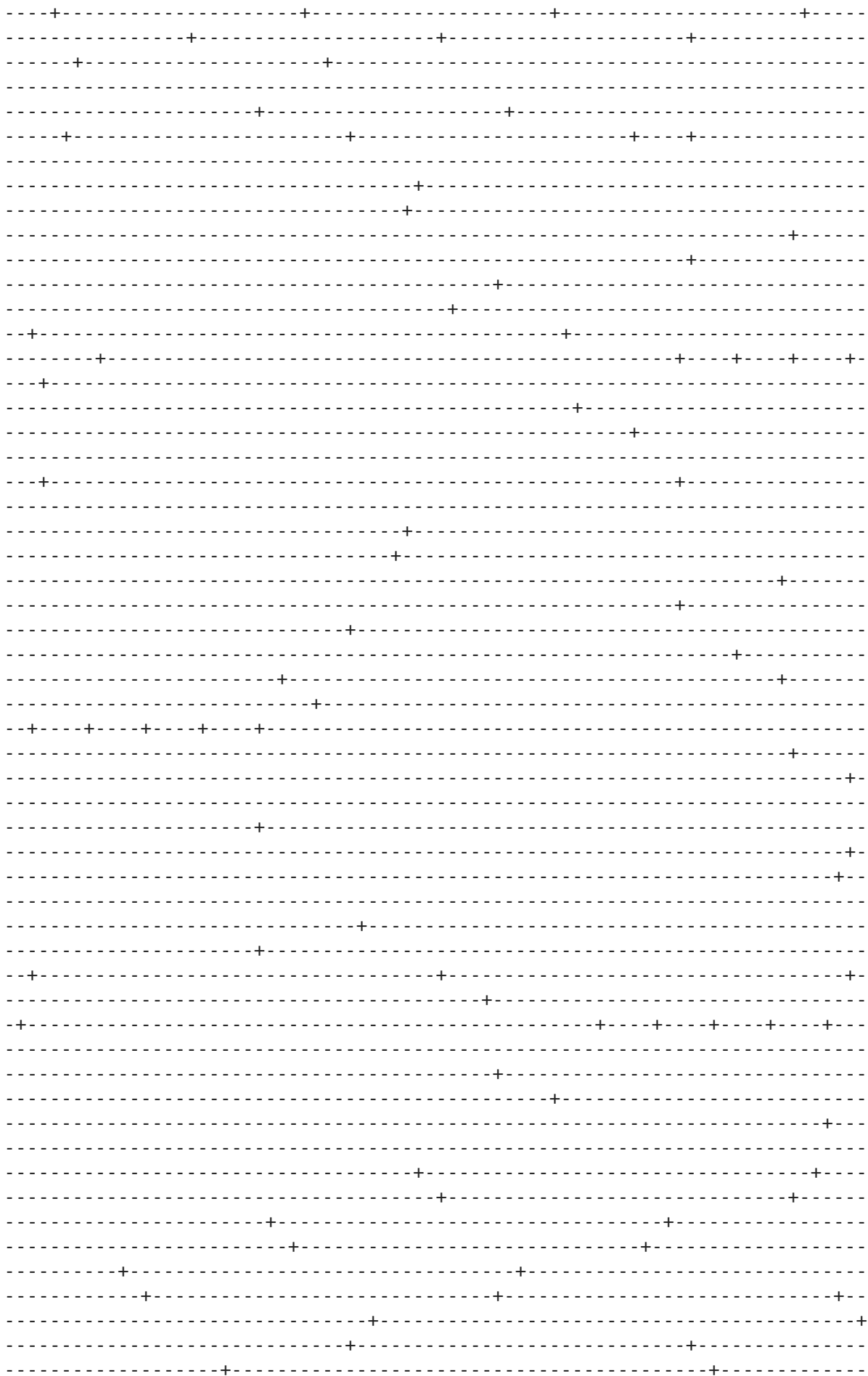
[illegible]



[illegible]

Allianz Life Insurance | ICICI Prudential Life Insurance | Max Life Insurance
 | ICICI Prudential Life Insurance | ICICI Prudential Life Insurance | HDFC Bank
 | Axis Bank | Axis Bank | Axis Bank | Axis Bank
 | Axis Bank | Axis Bank | Kotak Mahindra Bank | Axis Bank
 | Axis Bank | Axis Bank | Association with a banking brand/ name
 | Insurance expertise | Customer reviews and word of mouth |
 | | | Neither easy nor difficult to understand
 | Neither like nor dislike this insurance plan |
 I may not buy
 | | Both are
 e strong brand names in their respective segments | Both are successfully competing with major brands like HDFC and ICICI |
 | Both are known for superior customer service |
 | 3 | 1 | 2 | Somewhat new and different
 | Somewhat relevant
 | I will definitely recommend
 | Max Axis Life Insurance | Somewhat easy to understand
 | Neither like nor dislike this insurance plan |
 I may or may not buy
 | | Max Life
 e is a respected and well-known brand |
 | | It is known for superior customer service | It looks modern and professional | 1
 | | 3 | 2 | Very new and different
 | Somewhat relevant
 | I may recommend
 | Very easy to understand
 | I somewhat like this |
 I may buy
 | | Axis name is taken in the same line as HDFC and ICICI |
 | It is known for superior products | It is known for superior customer service | 1
 | 2 | 3 | Very new and different
 | May or might not be relevant
 | I may or may not recommend
 |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance | Concept 1Axis
 Max Life Insurance | Concept 3Axis
 s Life Insurance | Concept 1Axis Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank |
 | Concept 1Axis Max Life Insurance | Concept 2
 Max Life Insurance by Axis Bank | Concept 0Ma
 x Life Insurance |
 | Concept 3Axis Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance | Concept 1Axis
 Max Life Insurance | Concept 3Axis
 s Life Insurance | Rank 4 - Least liked
 | Rank 2 | Rank 3 | Rank 1 - Most liked |

[illegible]

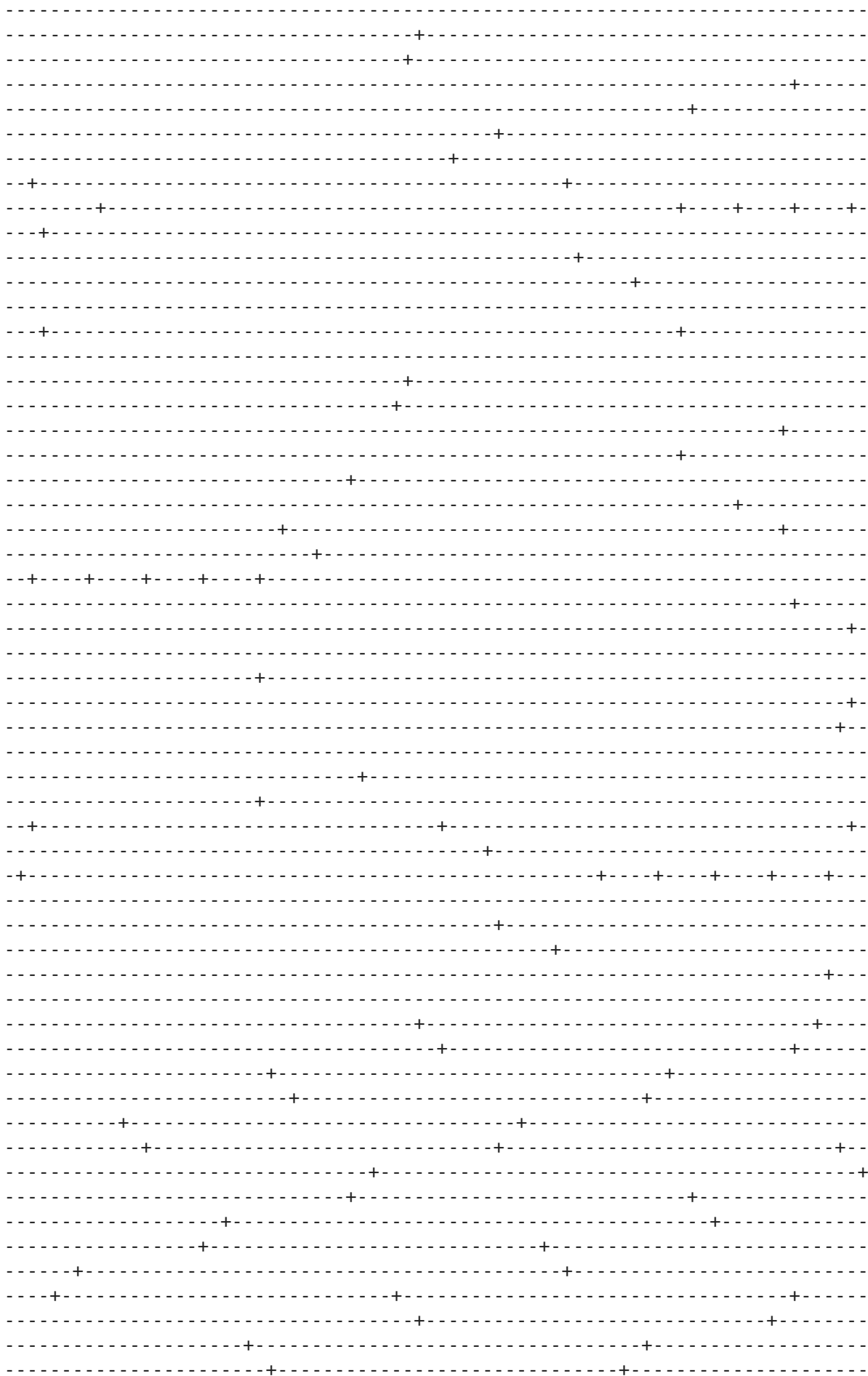


Accept			1.14514e+11	429729203	2024-01-23 15:03:10
2024-01-23 15:44:25	152.58.209.7				
	25-35 years				More than
10L				Yes, but I intend to buy a n	
ew life insurance policy soon	Bank				
	ICICI Bank				
		Spontaneous 3 (Brand 4)		Top of mind (Brand 1)	
Spontaneous 2 (Brand 3)		Spontaneous 1 (Brand 2)			
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png				
SBI Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png				
Kotak Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png				
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png				
SBI Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png				
		Spontaneous 3 (Brand 4)			
			Top of mind (Brand 1)	Spontaneous 1 (Brand	
2)	Spontaneous 2 (Brand 3)				
	Axis Bank			State Bank of India	
SBI Life Insurance					
LIC		LIC		SBI Li	
fe Insurance		LIC		Max Life Insur	
ance	SBI Life Insurance			SBI Life Insurance	
State Bank of India					

State Bank of India	Axis Bank	Axis Bank	Axis Bank
State Bank of India	Axis Bank	State Bank of India	Axis Bank
Axis Bank	Axis Bank		
Customer reviews and word of mouth	Claim settlement ratio	Branch/ office network	Very easy to understand
I totally like this			
I will definitely buy			
Both are successfully competing with major brands like HDFC and ICICI	Both are known for superior products		
It looks modern and professional			
1	3	2	Extremely new and different
Completely relevant			
I will definitely recommend			
Max Axis Life Insurance		Somewhat easy to understand	
I somewhat like this			
I may or may not buy			
		Max Life	
is a respected and well-known brand			
It is known for superior products	It is known for superior customer service		
	1		
3	2		Very new and different
Somewhat relevant			
I may or may not recommend			
Somewhat easy to understand			
I somewhat like this			
I may buy			
		Axis name	
is taken in the same line as HDFC and ICICI	It has a wide network of branches	It is known for superior products	
	2		
1	3		Somewhat new and different
Completely relevant			
I may recommend			
Concept 1Axis Max Life Insurance			
Max Life Insurance	Concept 2Max Life Insurance by Axis Bank	Concept 1Axis	
	Concept 1Axis Max Life Insurance		
Concept 3Axis Life Insurance	Concept 0Max Life Insurance	Concept 1Axis	
Max Life Insurance			
Concept 0Max Life Insurance			
Concept 3Axis Life Insurance	Concept 0Max Life Insurance	Concept 1Axis	
Max Life Insurance			
	Concept 1Axis Max Life Insurance		
Concept 3Axis Life Insurance			
Concept 2Max Life Insurance by Axis Bank			

Rank 2

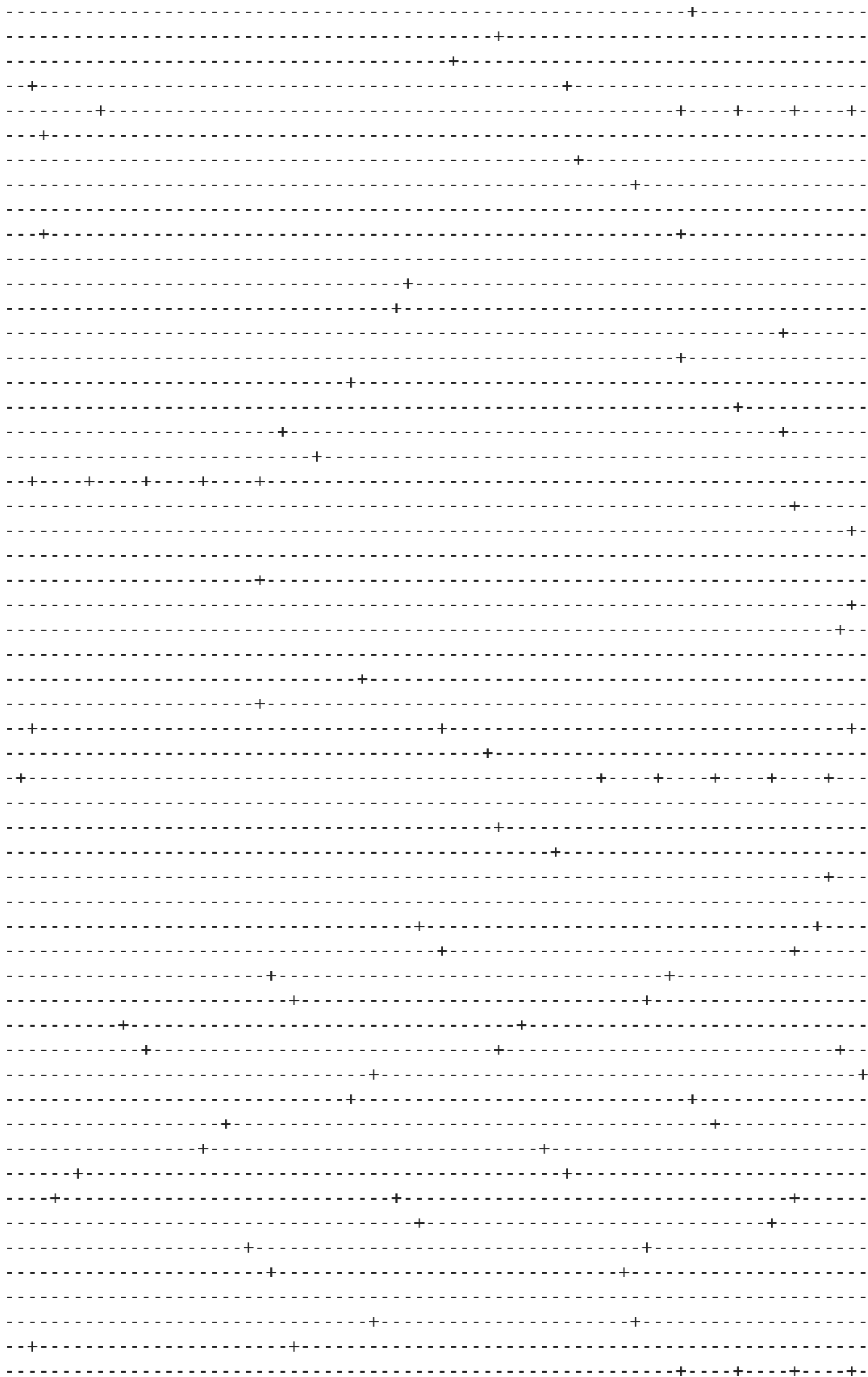
Rank 1 - Most liked	Rank 4 - Least liked	Rank 3
7	1	4
6	3	5
2		
It feels refreshing	It looks modern and luxurious	It feels sharper and bolder
		Mumbai
Male	Post-graduate PhD / doctorate	
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees		
Savings Account/ Current account		



Accept		1.14514e+11	429729203	2024-01-23 15:03:03
2024-01-23 15:44:12	152.58.209.7			
	36-45 years			INR 7.1-10
			Yes, but I intend to buy a new life insurance policy soon	Online aggregators like Policybazaar, Coverfox, etc.
Spontaneous 3 (Brand 4)	Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)	Top of mind (Brand 1)	
ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png			
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png			
SBI Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png			
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png			
SBI Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png			
Spontaneous 1 (Brand 2)	Spontaneous 3 (Brand 4)	Top of mind (Brand 1)		
Spontaneous 2 (Brand 3)				
ICICI Bank		State Bank of India	Bank of Baroda	LIC
Max Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	SBI Life Insurance	ICICI Prudential Life Insurance
ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	State Bank of India	
State Bank of India	Others	State Bank of India	Others	
State Bank of India	State Bank of India	State Bank of India	Others	
State Bank of India	Association with a banking brand/ name			
	Customer reviews and word of mouth			
Claim settlement ratio		Somewhat easy to understand		
Neither like nor dislike this insurance plan				

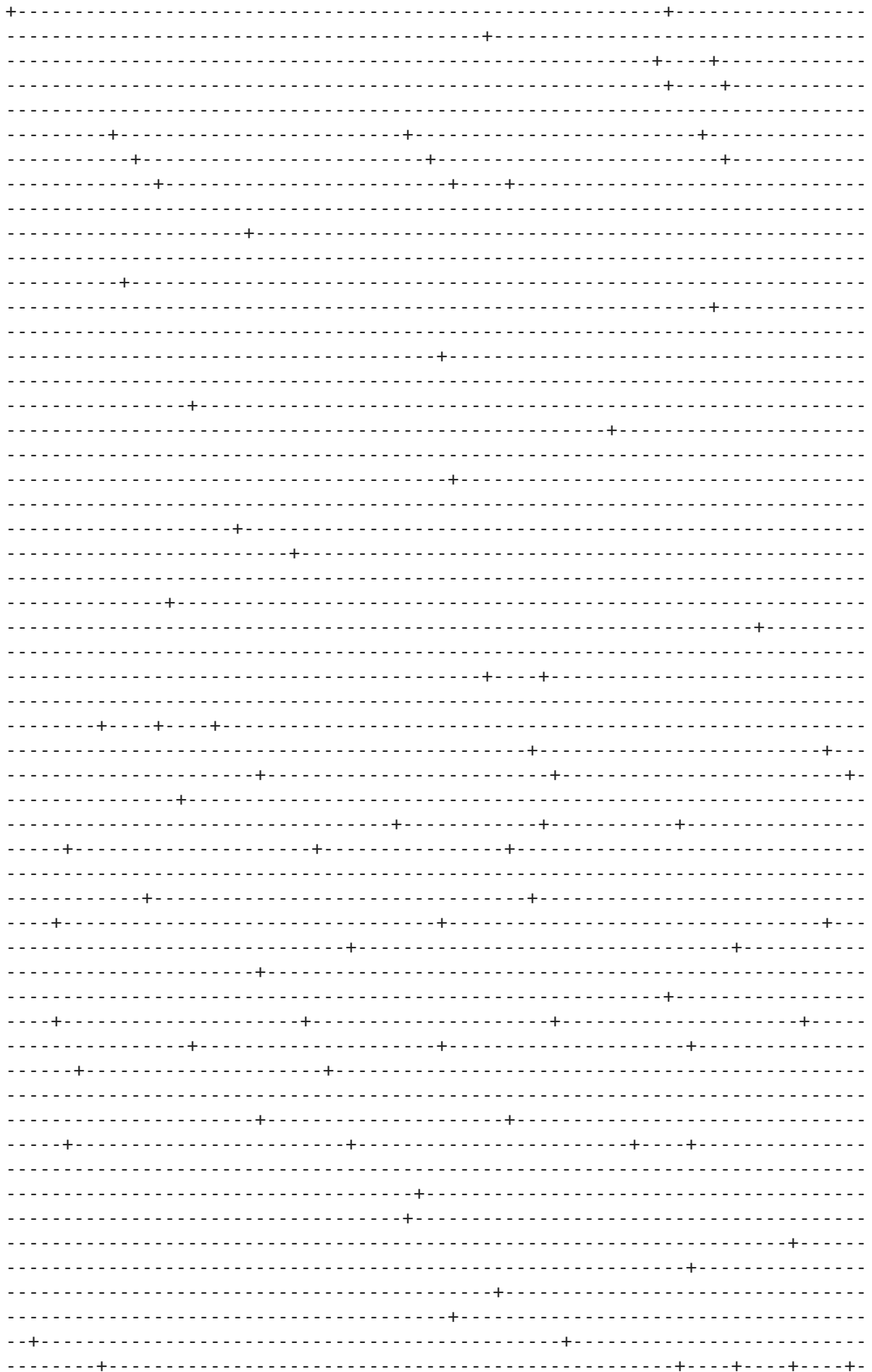
I may buy
 | Both are
 e strong brand names in their respective segments | Both are successfully co
 mpeting with major brands like HDFC and ICICI |
 | Both are known for superior customer service |
 | 2 | 3 | 1 | Som
 ewhat new and different
 | May or might not be relevant
 | I may recommend
 | Axis Max Life Insurance | Very easy to under
 stand
 | I totally like this |
 I will definitely buy
 | Max Lif
 e is a respected and well-known brand | It is successfully competing with ma
 jor bank based insurers like HDFC Life and ICICI Prudential, on its own | It
 is known for superior products |
 | 1 | 3 | 2 | Ext
 remely new and different
 | Somewhat relevant
 | I will definitely recommend
 | Neither easy nor difficult to understand
 | I somewhat like this |
 I may or may not buy
 | Axis na
 me is taken in the same line as HDFC and ICICI | It has a wide network of br
 anches | It is known for superior custom
 er service | 2
 | 1 | 3 | Very new and different
 | Somewhat relevant
 | I may or may not recommend
 |
 | Concept 2Max Life Insurance by Axis Ban
 k | Concept 1Ax
 is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
 | Concept 0Max Life Insurance | Concept 2
 Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 | Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
 k | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank |
 | Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
 k | Concept 0Max Life Insurance |
 | Concept 3Axis Life Insurance |
 | Concept 2Max Life Insurance by Axis Ban
 k | Concept 3Axis Life Insurance | Rank 4 - Least liked
 | Rank 2 | Rank 1 - Most liked | Rank 3 |
 6 | 3 | 5 | 4 | 1 | 2 | 7 | It has a vibrant colour scheme
 | It feels refreshing |
 | The picture/ image looks cool | Mumbai
 | Male | Graduate
 | Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees |
 Savings Account/ Current account
 | Loans (Home, auto, personal, business) |
 | West | Metro | Life Insurance Inten
 der | Online | Others | Concept 2 | 4 | 5 | 3 | 3 |
 | Metro | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 3 | 3 |

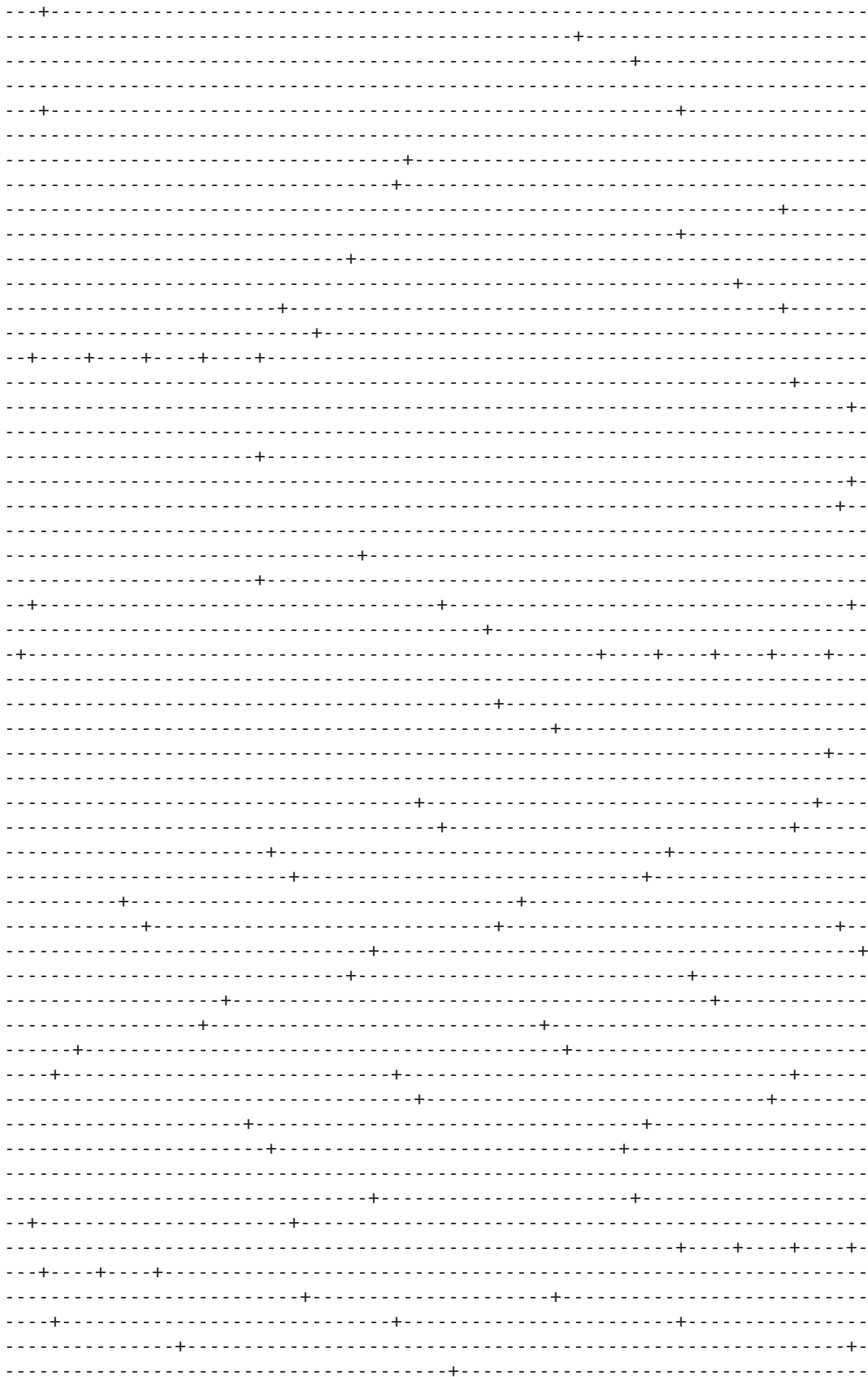
--	--	--



[illegible]

2	1	3	Somewhat new and different
			Somewhat relevant
			I may recommend
			Max Axis Life Insurance
			Neither easy nor difficult to understand
			I somewhat like this
			I may buy
			Max Life Insurance
			It is a respected and well-known brand
			It is known for superior products
			It is known for superior customer service
			2
			3 1 Very new and different
			Somewhat relevant
			I may recommend
			Very easy to understand
			I totally like this
			I will definitely buy
			Axis name is taken in the same line as HDFC and ICICI
			It has a wide network of branches
			It looks modern and professional
			3 2 Extremely new and different
			May or might not be relevant
			I will definitely recommend
			Concept 2Max Life Insurance by Axis Bank
			Concept 3Axis Life Insurance
			Concept 0Max Life Insurance
			Concept 2Max Life Insurance by Axis Bank
			Concept 3Axis Life Insurance
			Concept 1Axis Max Life Insurance
			Concept 3Axis Life Insurance
			Concept 1Axis Max Life Insurance
			Concept 2Max Life Insurance by Axis Bank
			Concept 2Max Life Insurance by Axis Bank
			Concept 2Max Life Insurance by Axis Bank
			Concept 3Axis Life Insurance
			Concept 1Axis Max Life Insurance
			Concept 3Axis Life Insurance
			Concept 1Axis Max Life Insurance
			Concept 3Axis Life Insurance
			Rank 4 - Least liked
			Rank 3 Rank 2 Rank 1 - Most liked
			6 5 1 2 3 4 7
			It feels refreshing
			It looks modern and luxurious
			It feels international
			Mumbai
			Male
			Higher secondary-12th
			Self-employed / Entrepreneur
			Savings Account/ Current account
			Credit Card
			Loans (Home, auto, personal, business)
			West Metro Life Insurance Intender
			Online Others Concept 3
			Metro 4 3 5 4 4 5 4 4 5 3
			4 5 4 4 3 4 4 5



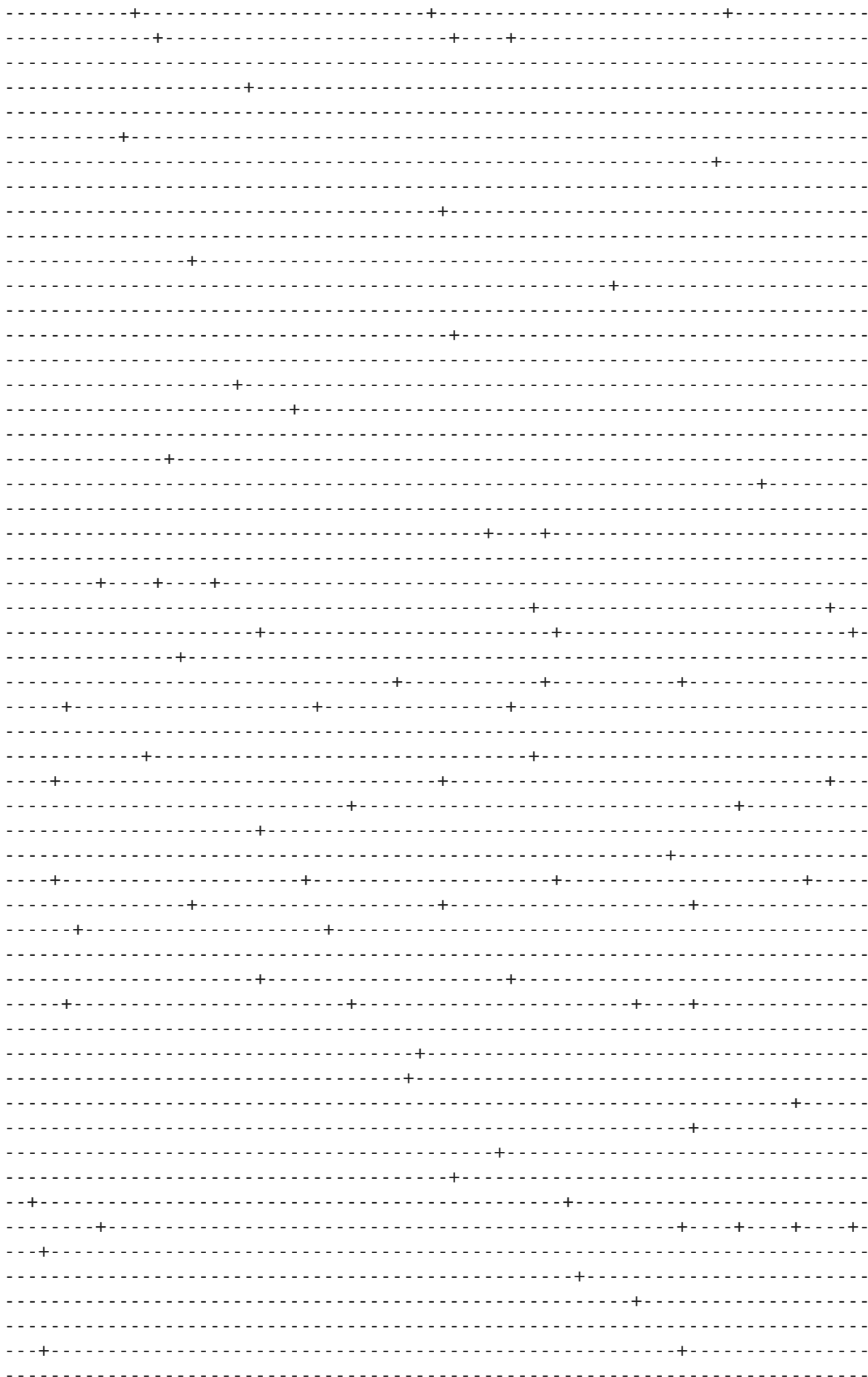


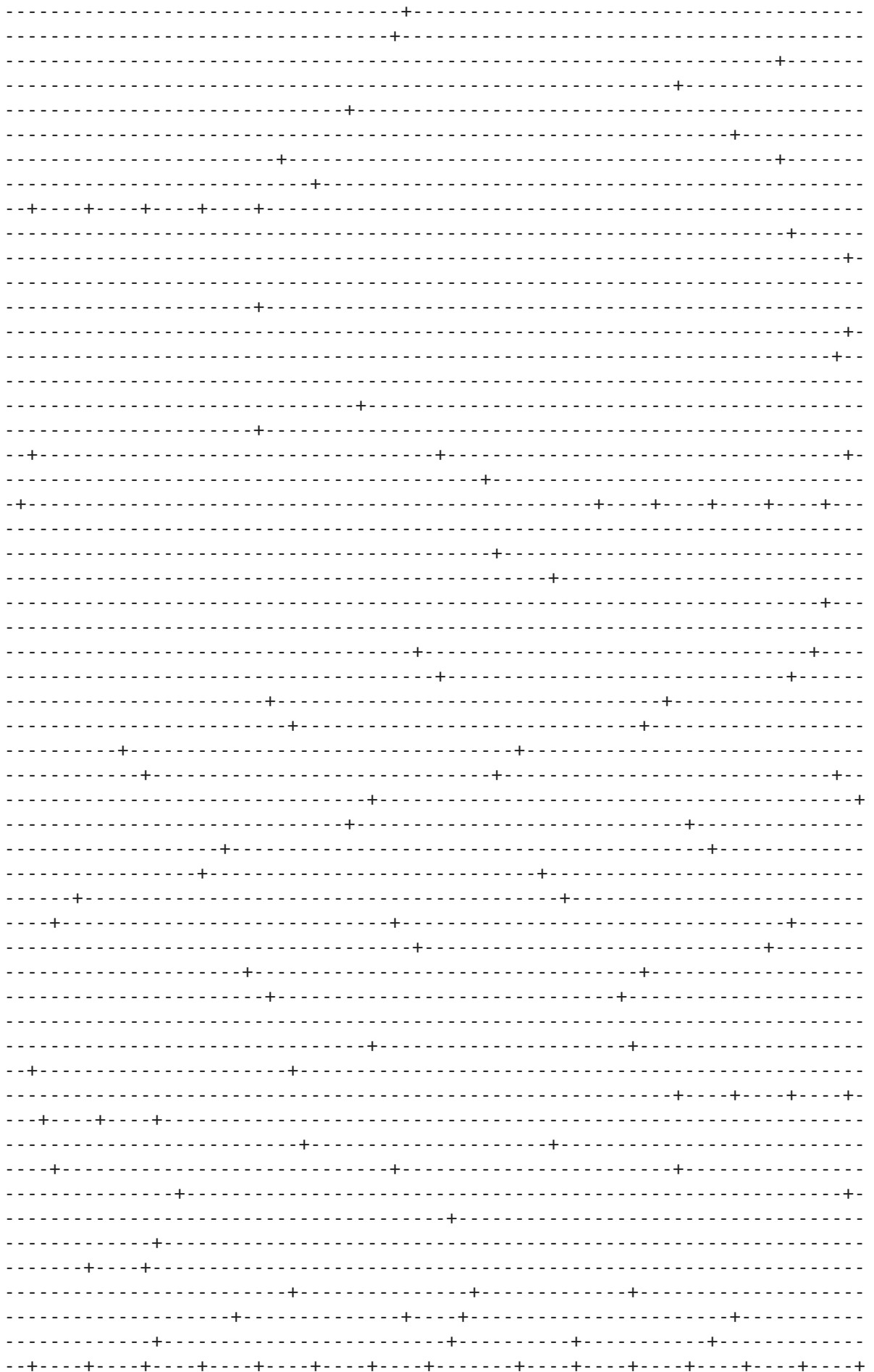
```

-----+-----
-----+-----
-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
--++---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+
---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+
---+---+---+---+---+---+---+---+---+---+---+---+---+
| Accept | | | 1.14514e+11 | 429729203 | 2024-01-23 14:10:3
4 | 2024-01-23 14:46:34 | 152.58.209.7 | | |
| | | 46-50 years | | | INR 7.1-10
L | | | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc. | |
| |
| Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
2) | | | Top of mind (Brand 1) |
| | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance https://survey
monkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-
bb23d8612890.png |
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
|
|
|
|
|
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rt
e/c74ca4b1-a236-491a-be80-ab99919d1f65.png | |
| Top of mind (Brand 1) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) | Spontaneous 3 (Brand 4) |
| ICICI Bank | Axis Bank | | State Bank of India |
| LIC
| SBI Life Insurance | LIC | Max Li
fe Insurance | Max Life Insurance | LIC
| Max Life Insurance | Max Life Insurance | HDFC B
ank
| Axis Bank | Axis Bank | Axis Bank | Axis Ban
k | Axis Bank | Kotak Mahindra Bank | Axis Bank
| Axis Bank | Axis Bank |
| Insurance expertise | | Claim settlemen
t ratio | Branch/ office network | | Somewhat easy to understand
| Neither like nor dislike this insurance plan |
I may buy
|
| Both are successfully competing with major brands like HDFC and ICICI | Bo
th are known for superior products | Both are known for superior customer se
rvice |
| 2 | 3 | 1 | | Very new and different
| Somewhat relevant
| I may or may not recommend
| Max Axis Life Insurance | Somewhat easy to u

```

[illegible]



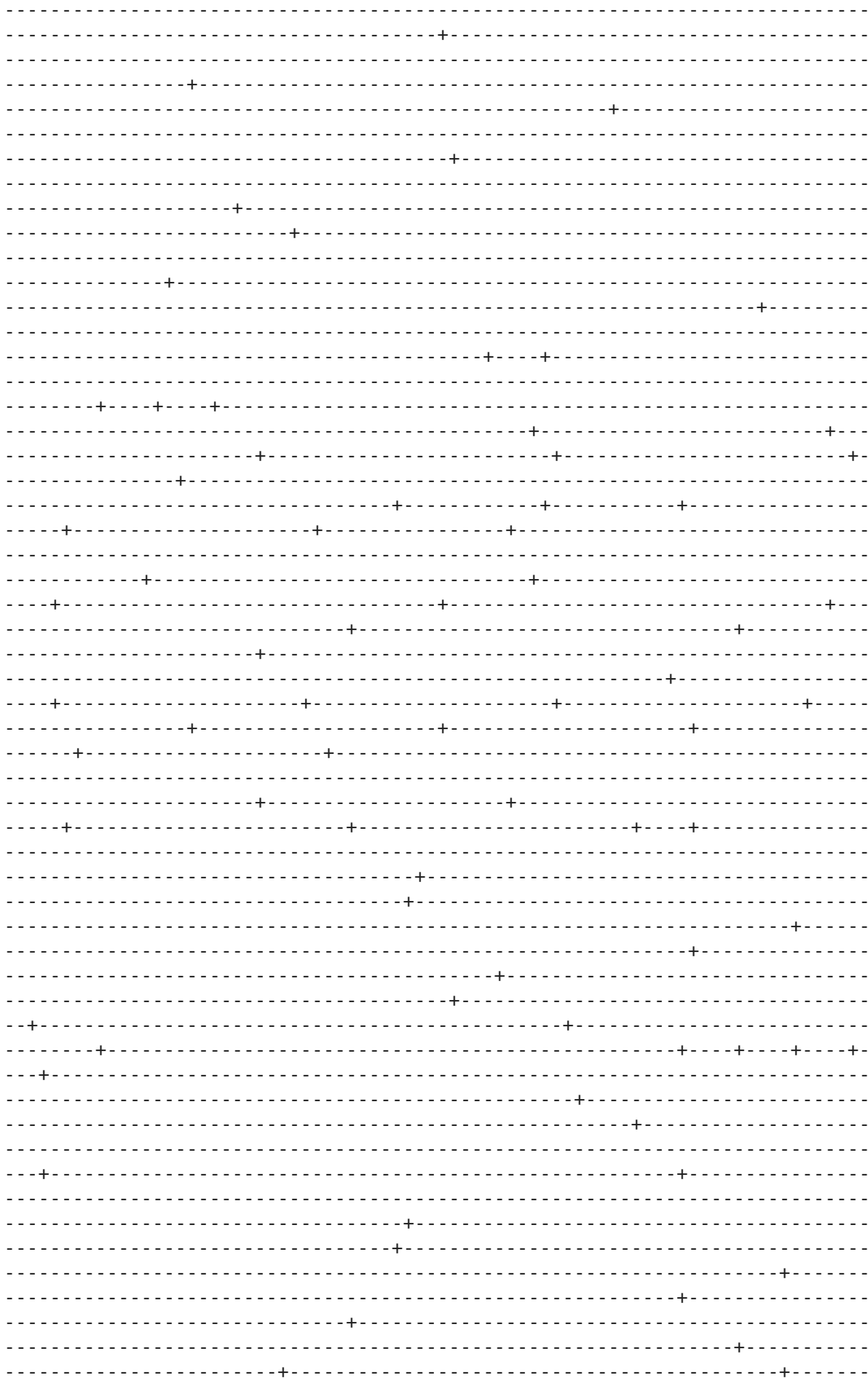


```

-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Accept | | | 1.14515e+11 | 429729204 | 2024-01-23 19:24:35 | 2024-01-23 19:40:38 | 106.79.175.35 | | |
| | | 25-35 years | | | INR 2-5L |
| Yes | | | Insurer website |
| | | | |
| | | | |
| Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand 2) | |
| | | Top of mind (Brand 1) | Spontaneous 2 (Brand 3) |
| 3) | | | |
| | | | |
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| | | | |
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png |
| | | | |
| | | | |
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| | | | | | | |
| | | Spontaneous 1 (Brand 2) |
| | | Spontaneous 2 (Brand 3) | Top of mind (Brand 1) |
| Spontaneous 3 (Brand 4) | | | HDFC Bank |
| ICICI Bank | | | | |
| Max Life Insurance | | | | |
| LIC | | | Max Life Insurance | Max Life Insurance | Max Life Insurance |
| Max Life Insurance | Max Life Insurance | LIC | LIC | LIC |
| Max Life Insurance | Max Life Insurance | Max Life Insurance | ICICI Bank |
| HDFC Bank | ICICI Bank | ICICI Bank | ICICI Bank |
| HDFC Bank | HDFC Bank | ICICI Bank | ICICI Bank |
| HDFC Bank | HDFC Bank | | |
| Insurance expertise | Customer reviews and word of mouth | Claim settlement ratio |
| | | | Very easy to understand |
| I somewhat like this | | | |
| I will definitely buy | | | |
| | | | Both are strong brand names in their respective segments | Both are successfully competing with major brands like HDFC and ICICI |
| Both are known for superior customer service | | | |
| 1 | | 3 | | 2 | | Very new and different |
| Somewhat relevant | | | |
| I may recommend | | | |
| Max Axis Life Insurance | | | Neither easy nor difficult to understand |
| Neither like nor dislike this insurance plan | | | |
| I may not buy | | | |
| I did not like this concept | | | |
| | | | |
| | | | |
| | | | |

```

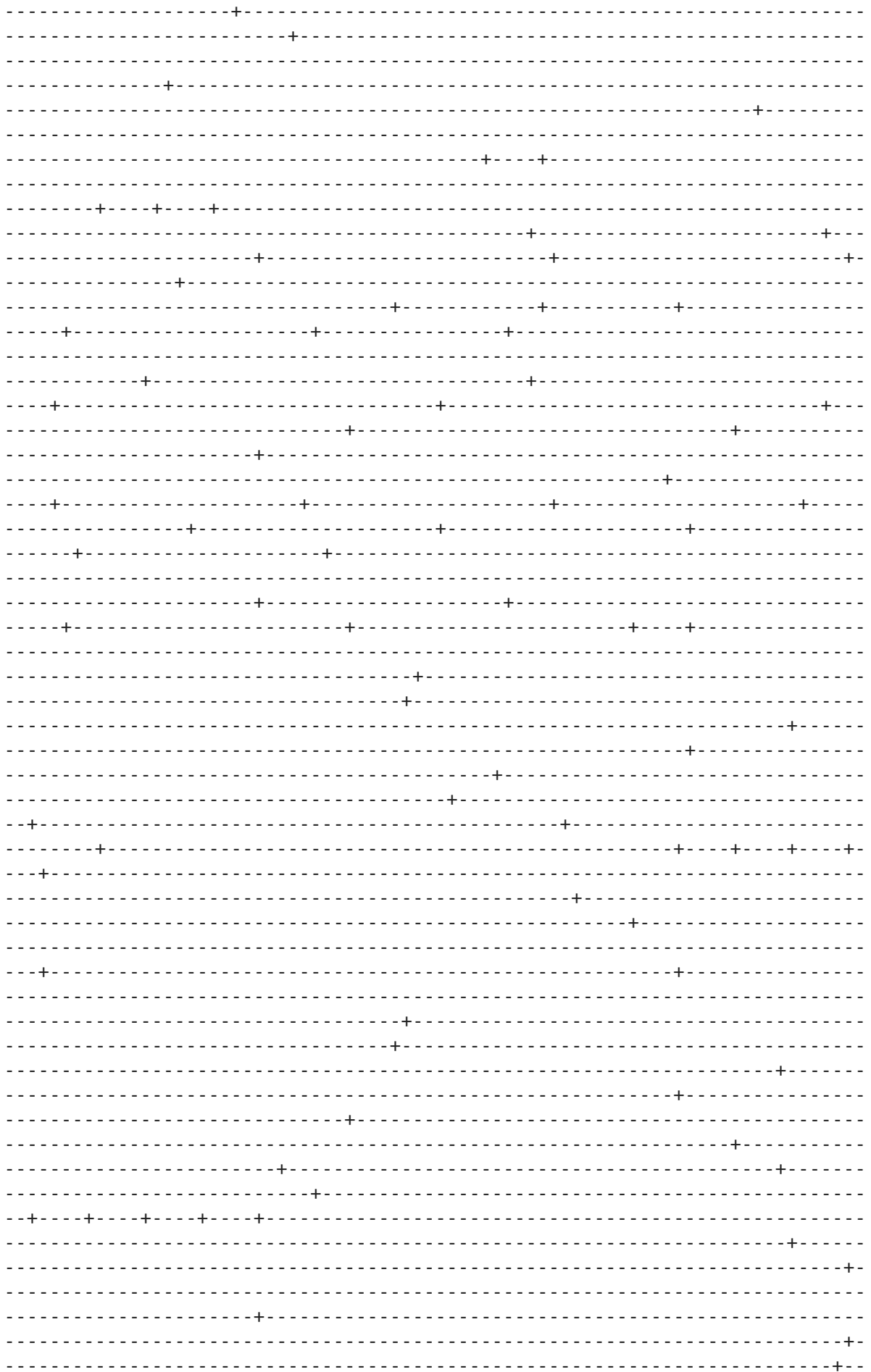
[illegible]



Accept	2024-01-23 15:40:38	1.14515e+11	429729204	2024-01-23 15:24:35
Yes	36-45 years	106.79.134.124	INR 2-5L	PhonePe, Paytm, etc.

[illegible]

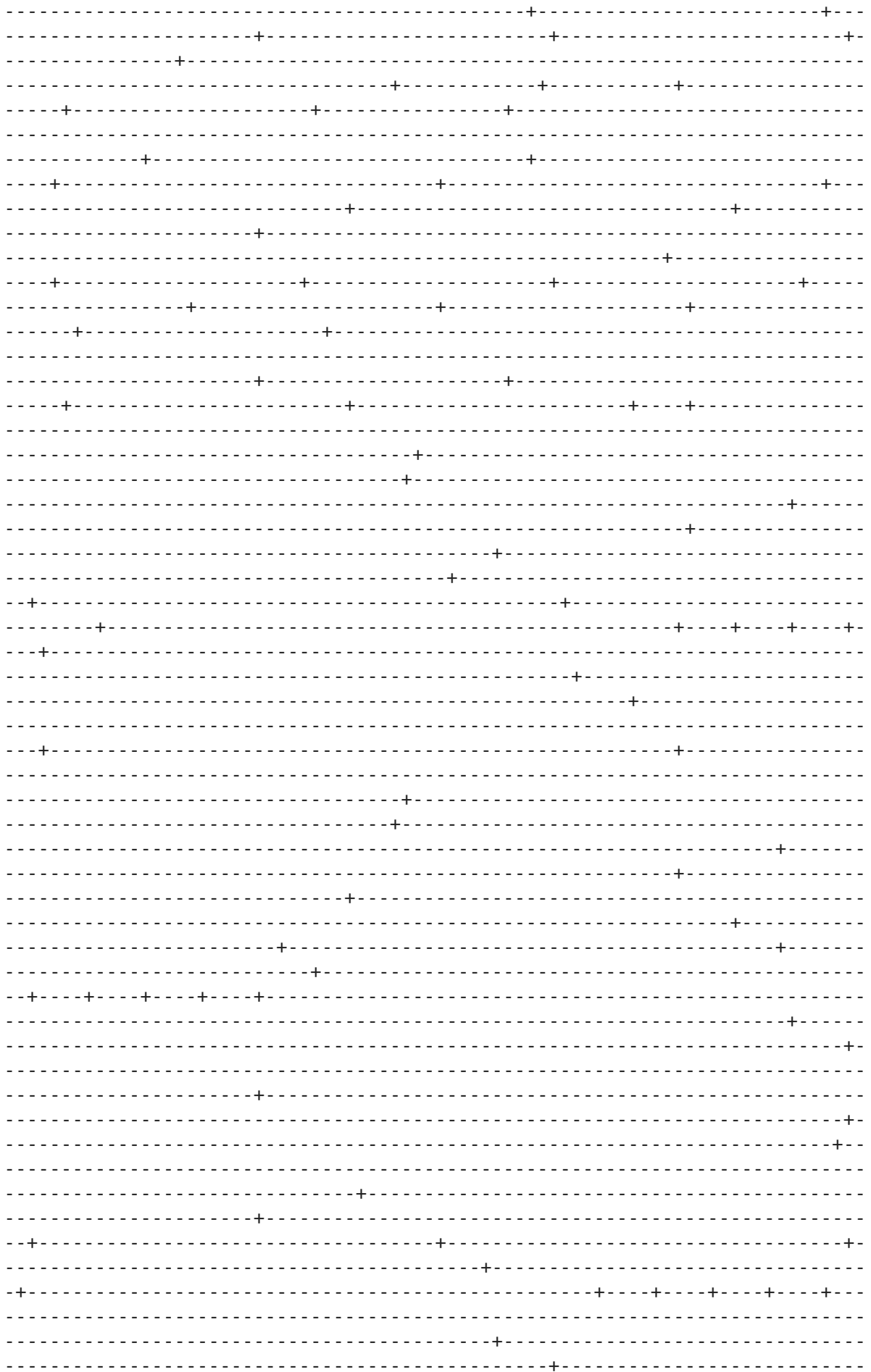
[illegible]



Accept			1.14515e+11		429729204		2024-01-23 14:24:3
5 2024-01-23 14:40:38		106.79.134.124					
		36-45 years					INR 2-5L
Yes							PhonePe, Payt
m, etc.							
Spontaneous 2 (Brand 3)		Spontaneous 1 (Brand 2)					
		Top of mind (Brand 1)					
Spontaneous 3 (Brand 4)							
Max Life Insurance		https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png					

|
 | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> |
 |
 |
 | Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png> |
 |
 | Spontaneous 2 (Brand 3)
 | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
 | Spontaneous 3 (Brand 4) |
 | Kotak Mahindra Bank |
 | Max Life Insurance
 | Max Life Insurance | LIC | Max Life Insurance
 | LIC | Max Life Insurance
 | Max Life Insurance
 | Kotak Mahindra Bank
 | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank
 | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank
 | Kotak Mahindra Bank | Kotak Mahindra Bank |
 | Insurance expertise | Customer reviews and word of mouth |
 | Branch/ office network | Neither easy nor difficult to understand
 | Neither like nor dislike this insurance plan |
 I may not buy
 | Both are
 e strong brand names in their respective segments |
 | Both are known for superior products | Both are known for superior customer service | 1
 | 2 | 3 | Slightly new and different
 | Somewhat irrelevant
 | I may not recommend
 | Axis Max Life Insurance | Somewhat easy to understand
 | I somewhat like this |
 I may or may not buy
 | Max Life
 e is a respected and well-known brand |
 | It is known for superior products | It is known for superior customer service | 1
 | 2 | 3 | Very new and different
 | Somewhat relevant
 | I may recommend
 | Somewhat difficult to understand
 | Neither like nor dislike this insurance plan |
 I may or may not buy
 |
 | It has a wide network of branches | It
 is known for superior customer service | It looks modern and professional |
 | 1 | 2 | 3 | Somewhat new and different
 | Somewhat relevant
 | I may recommend
 | Concept 0Max Life Insurance
 |
 |
 | Concept 2Max Life Insurance by Axis Bank |

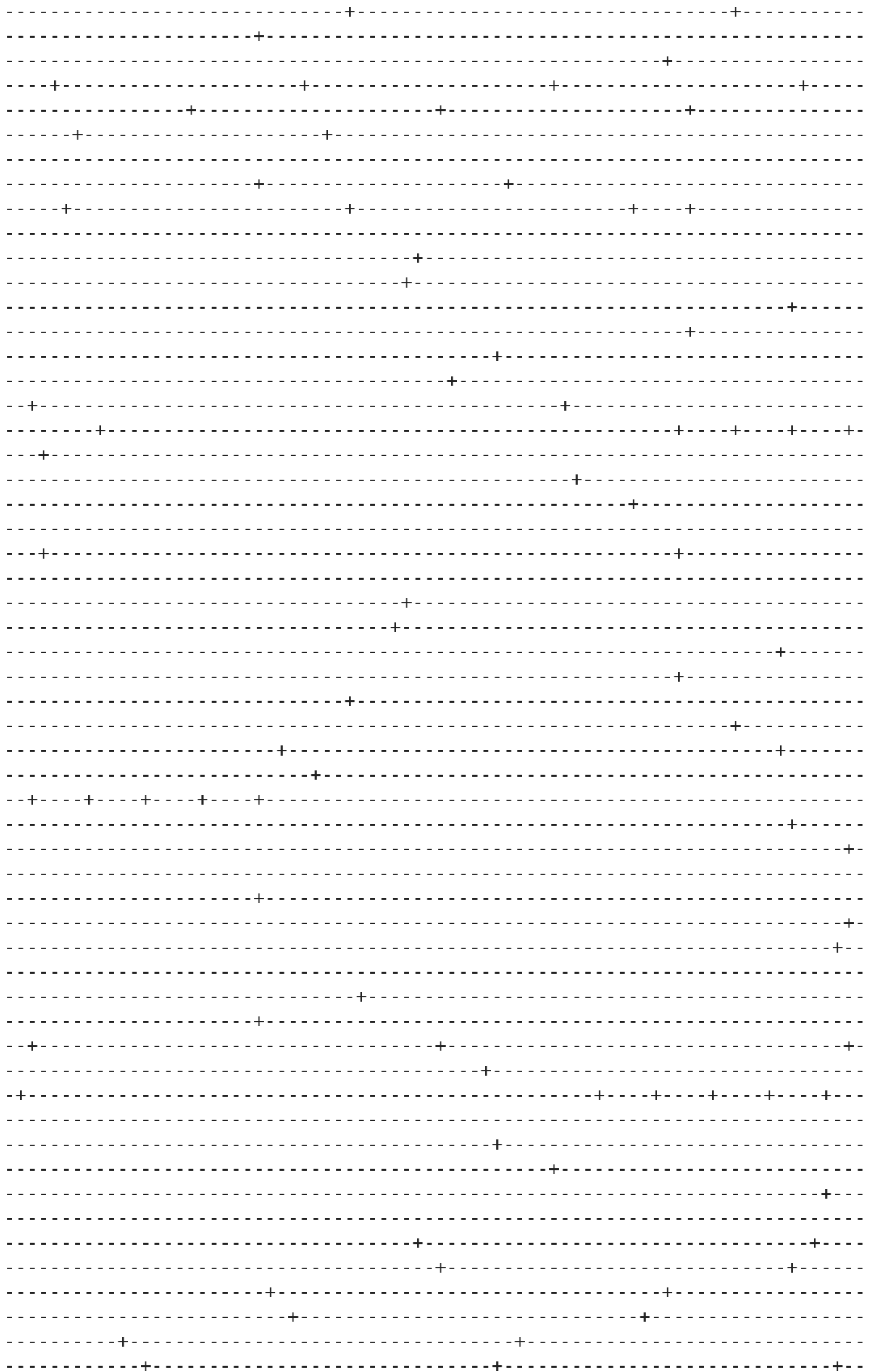
[illegible]



[illegible]

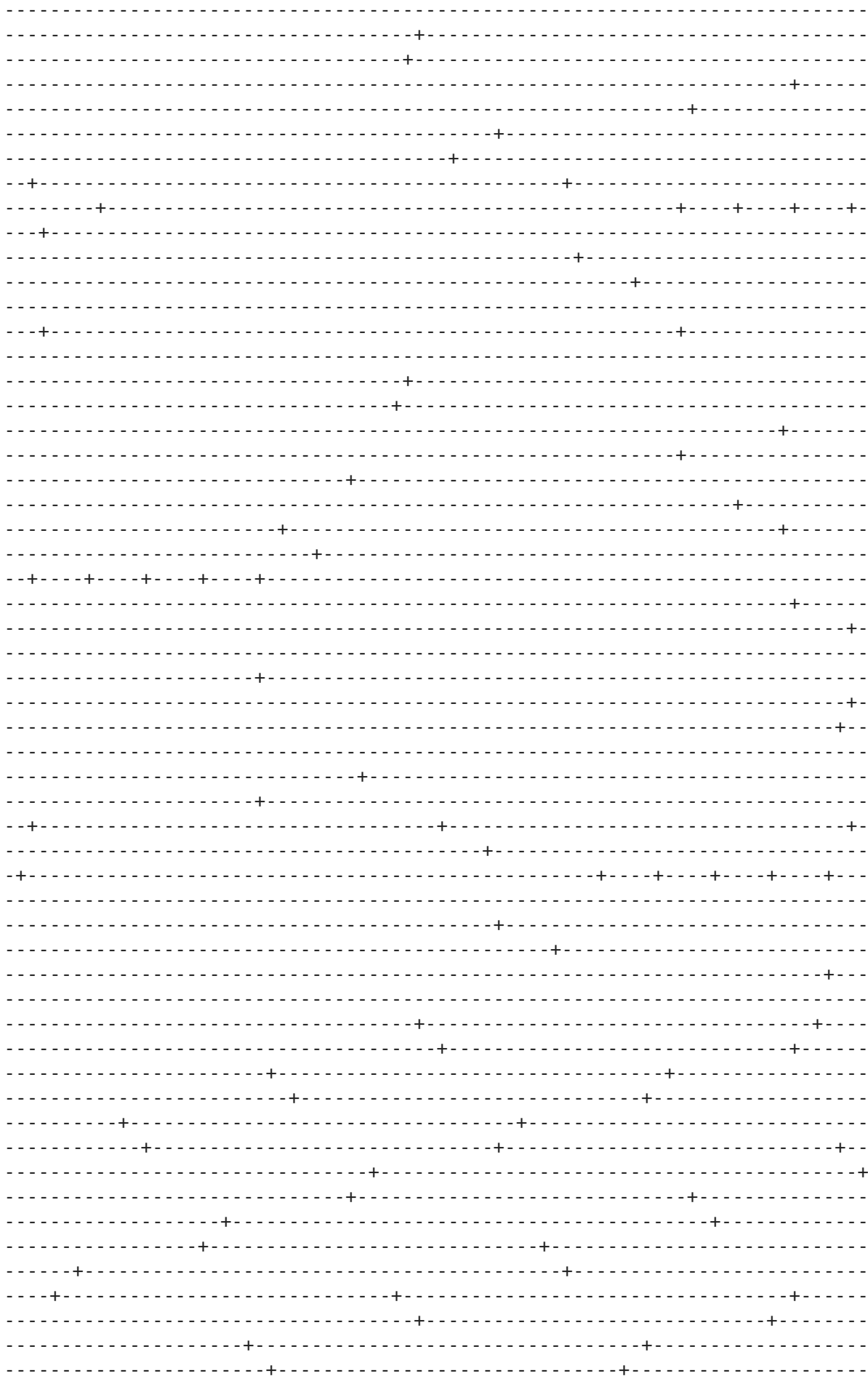
[illegible]

[illegible]

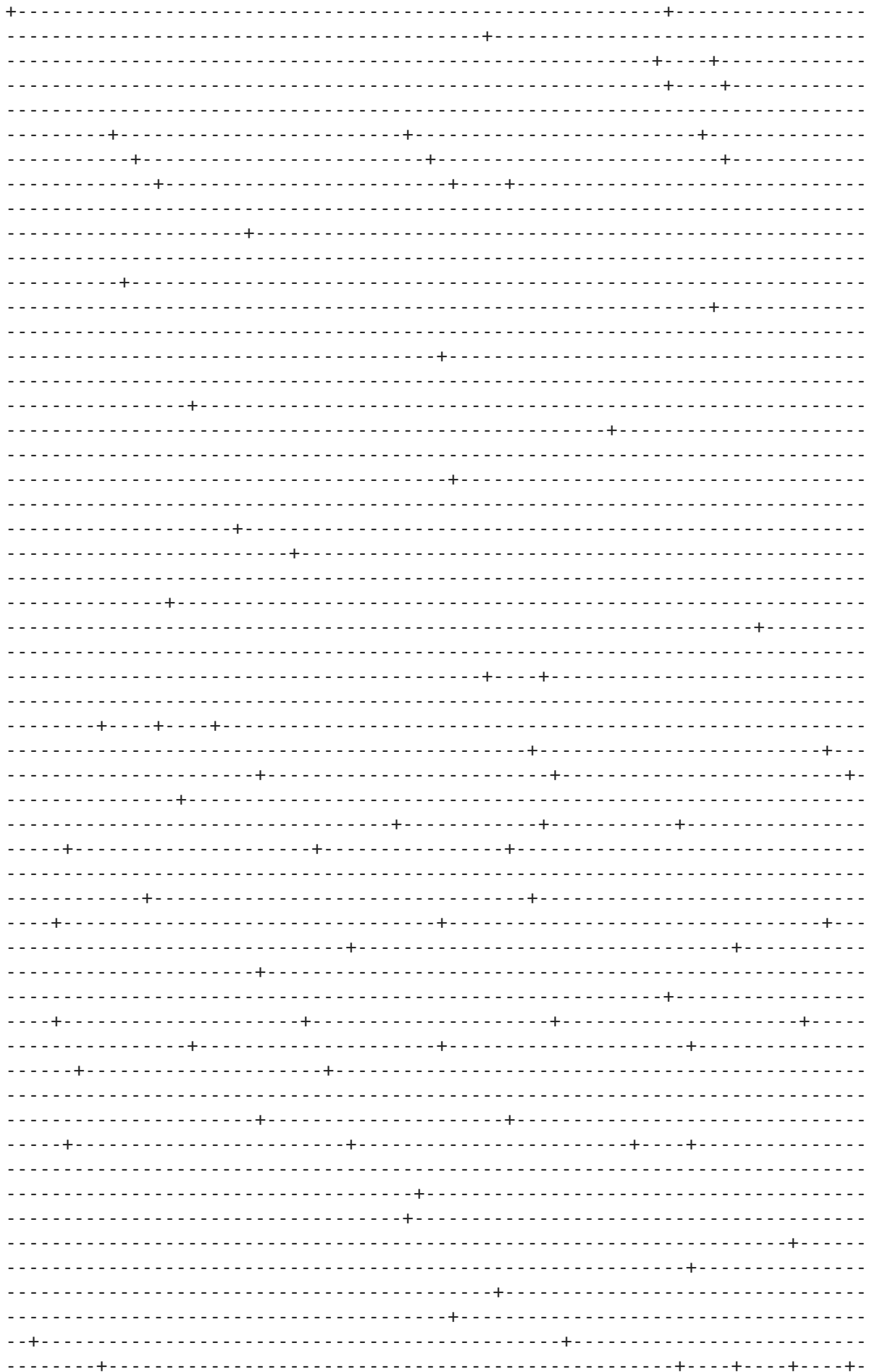


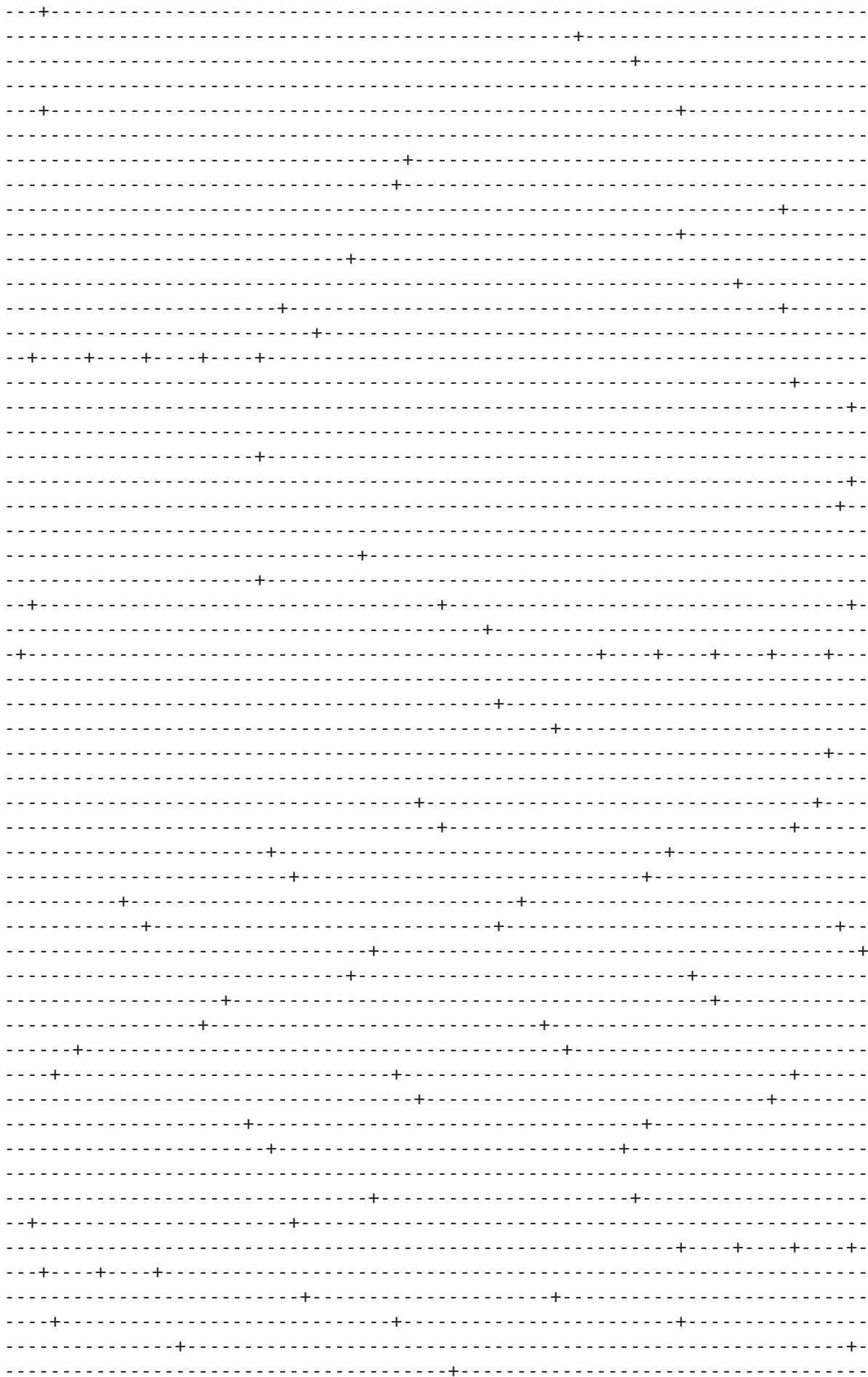
[illegible]

Axis Bank	HDFC Bank	HDFC Bank	Axis Bank	Axis Bank
HDFC Bank	HDFC Bank	HDFC Bank	HDFC Bank	
HDFC Bank	HDFC Bank			
Insurance expertise	Customer reviews and word of mouth	Claim settlement ratio		
I somewhat like this		Very easy to understand		
I may buy				
			Both are	
are strong brand names in their respective segments				
Both are known for superior products				
It looks modern and professional	1			
2	3	Very new and different		
Completely relevant				
I may recommend				
Max Axis Life Insurance			Neither easy nor difficult to understand	
Neither like nor dislike this insurance plan				
I may or may not buy				
It is known for superior products	It is known for superior customer service			
It looks modern and professional				
1	2	3	Somewhat new and different	
May or might not be relevant				
I may or may not recommend				
Very difficult to understand				
I somewhat dislike this				
I may or may not buy				
It has a wide network of branches	It is known for superior products	It is known for superior customer service		
1	2	3	Somewhat new and different	
May or might not be relevant				
I may or may not recommend				
Concept 0Max Life Insurance				
			Concept 1Axis	
Max Life Insurance				
			Concept 2	
Max Life Insurance by Axis Bank			Concept 0Ma	
x Life Insurance				
Concept 2Max Life Insurance by Axis Bank				
			Concept 2Max Life Insurance by Axis Bank	
			Concept 0Max Life Insurance	
			Concept 2Max Life Insurance by Axis Bank	
			Rank 1 - Most liked	
Rank 3	Rank 4 - Least liked	Rank 2		
2	4	5	7	6
3	1	It has a vibrant colour scheme		
It feels refreshing	It looks modern and luxurious			
			Mumbai	
Female		Graduate		
Self-employed / Entrepreneur				
Savings Account/ Current account				



e strong brand names in their respective segments |
 | Both are known for superior products | Both are known for superior customer service | | 1
 | | 2 | 3 | | Slightly new and different
 | Somewhat irrelevant
 | I may not recommend
 | Max Axis Life Insurance | Neither easy nor difficult to understand
 | Neither like nor dislike this insurance plan |
 I may or may not buy
 |
 |
 | It is known for superior products | It is known for superior customer service | It looks modern and professional |
 | | 1 | 2 | 3 | Slightly new and different
 | Somewhat irrelevant
 | I may or may not recommend
 | Somewhat easy to understand
 | Neither like nor dislike this insurance plan |
 I may not buy
 |
 | | It is known for superior products | It is known for superior customer service | It looks modern and professional |
 | | 1 | 2 | 3 | Very new and different
 | May or might not be relevant
 | I may recommend
 | Concept 0Max Life Insurance
 | | Concept 2Max Life Insurance by Axis Bank |
 k | | Concept 1Axis Life Insurance |
 is Max Life Insurance | | Concept 2Max Life Insurance by Axis Bank |
 x Life Insurance | | Concept 0Max Life Insurance |
 | |
 | Concept 2Max Life Insurance by Axis Bank | |
 | |
 | Concept 3Axis Life Insurance | | Concept 1Axis Life Insurance |
 Max Life Insurance | | Concept 2Max Life Insurance by Axis Bank |
 | Rank 1 - Most liked | Rank 4 - Least liked | Rank 3 |
 5 | 6 | 7 | 4 | 3 | 2 | 1 | It has a vibrant colour scheme |
 | | It feels sharper and bolder | It feels international | Mumbai
 | Male | Graduate
 | Self-employed / Entrepreneur |
 Savings Account/ Current account
 | |
 | West | Metro | Max Life Insurance
 | Online | Axis Bank | Concept 1 | | | |
 Metro | 2 | 3 | 4 | | 2 | 3 | 3 | | 2 | 3 | 2 | | 2 | 2
 | 4 | | 2 | 2 | 3 | | 2 | 3 | 4 | | |
 |
 +-----+-----+-----+-----+-----+-----+-----+-----+
 --+-----+-----+-----+-----+-----+-----+-----+-----+
 -----+-----+-----+-----+-----+-----+-----+-----+



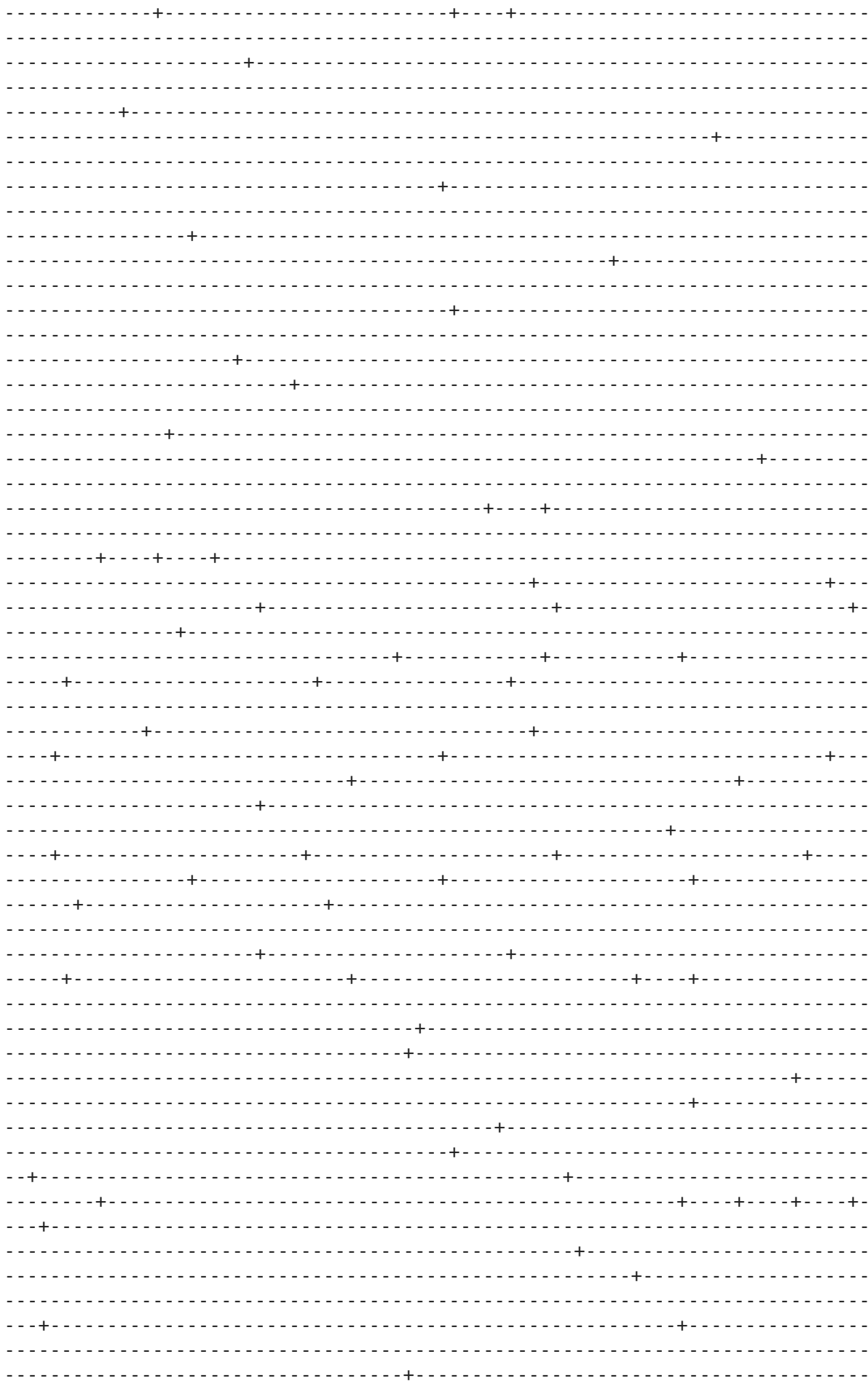


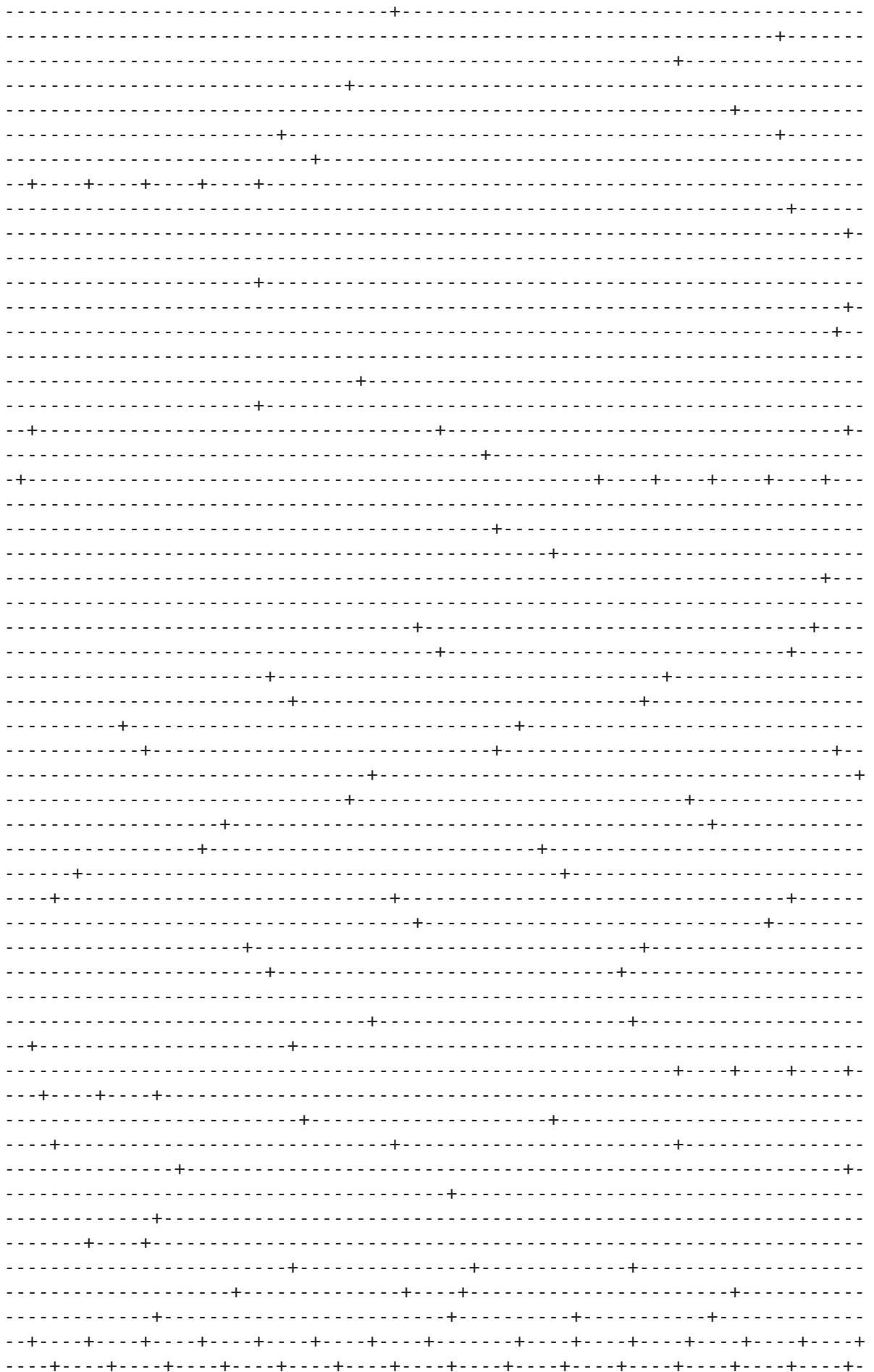

```

-----+-----
-----+-----
-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
--++---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+
---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+
---+---+---+---+---+---+---+---+---+---+---+---+---+
| Accept | | | 1.14515e+11 | 429729204 | 2024-01-23 20:34:3
5 | 2024-01-23 20:50:38 | 106.79.133.243 | | |
| | | 36-45 years | | INR 7.1-10
L | | | No, but I intend to buy a li
fe insurance policy soon |
| |
| |
| Spontaneous 1 (Brand 2) | Spontaneous 3 (Brand 4) |
| | | Spontaneous 2 (Brand 3) | Top of mind (Brand 1)
| | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png |
|
|
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png | Bajaj Allianz Life Insurance https://
surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a
-b885-f06e5c175f81.png |
|
|
|
|
|
|
| Spontaneous 1 (Brand 2)
| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) |
| Spontaneous 3 (Brand 4) | | HDFC Bank
| | Axis Bank | |
| Bajaj Allianz Life Insurance
| LIC | Bajaj Allianz Life Insurance | LIC
| LIC | Tata AiA Life Insurance | Bajaj
Allianz Life Insurance | Bajaj Allianz Life Insurance | HDFC Bank
| HDFC Bank | ICICI Bank | HDFC Bank | HDFC Ban
k | ICICI Bank | ICICI Bank | HDFC Bank
| HDFC Bank | HDFC Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio | | Very difficult to understand
| I somewhat dislike this |
I may not buy
|
| Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| | It looks modern and profess
ional | 2 | 1 | | 3
| Somewhat new and different
| May or might not be relevant
| I may or may not recommend
| Max Axis Life Insurance | Neither easy nor d
ifficult to understand

```

[illegible]



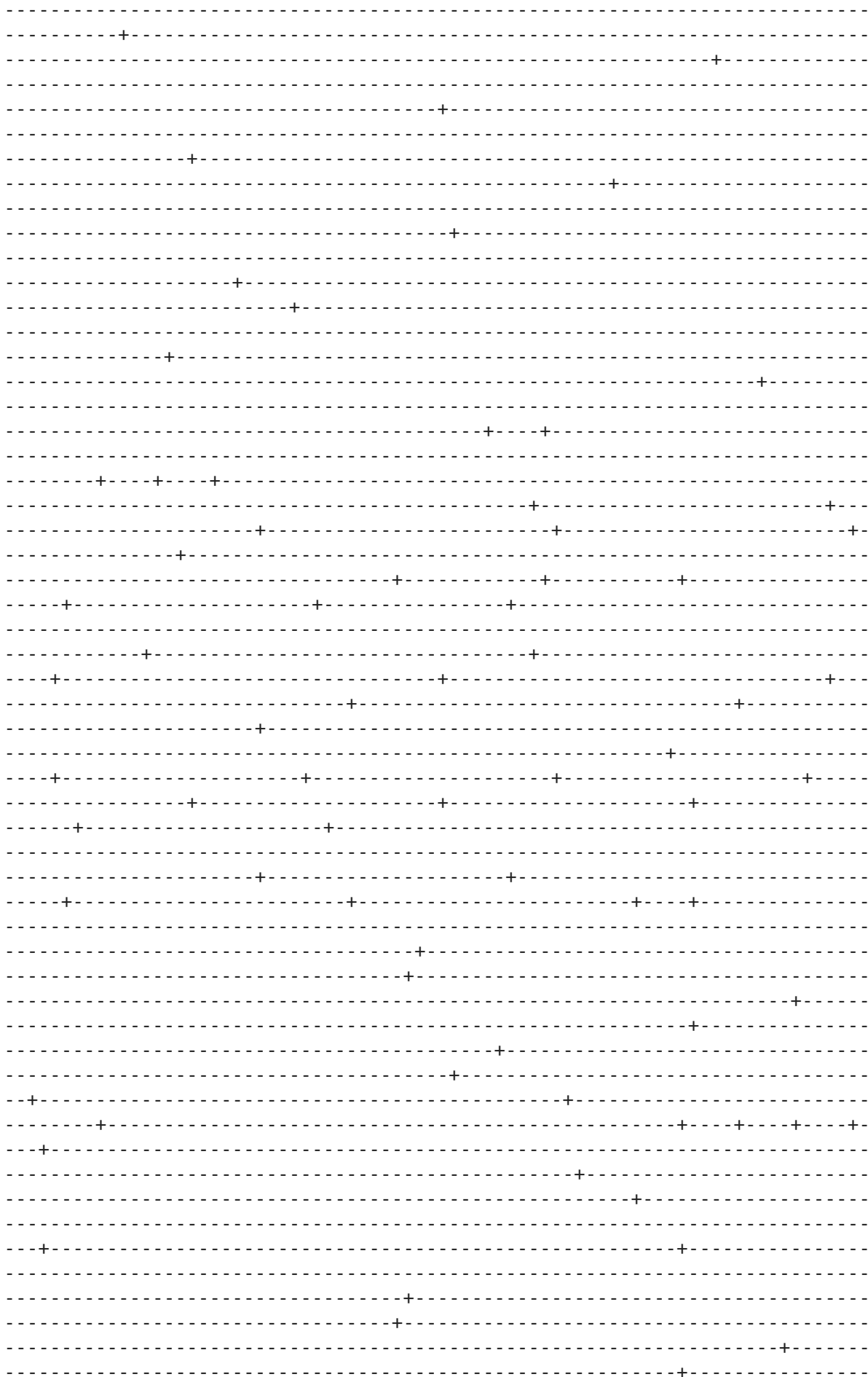


```

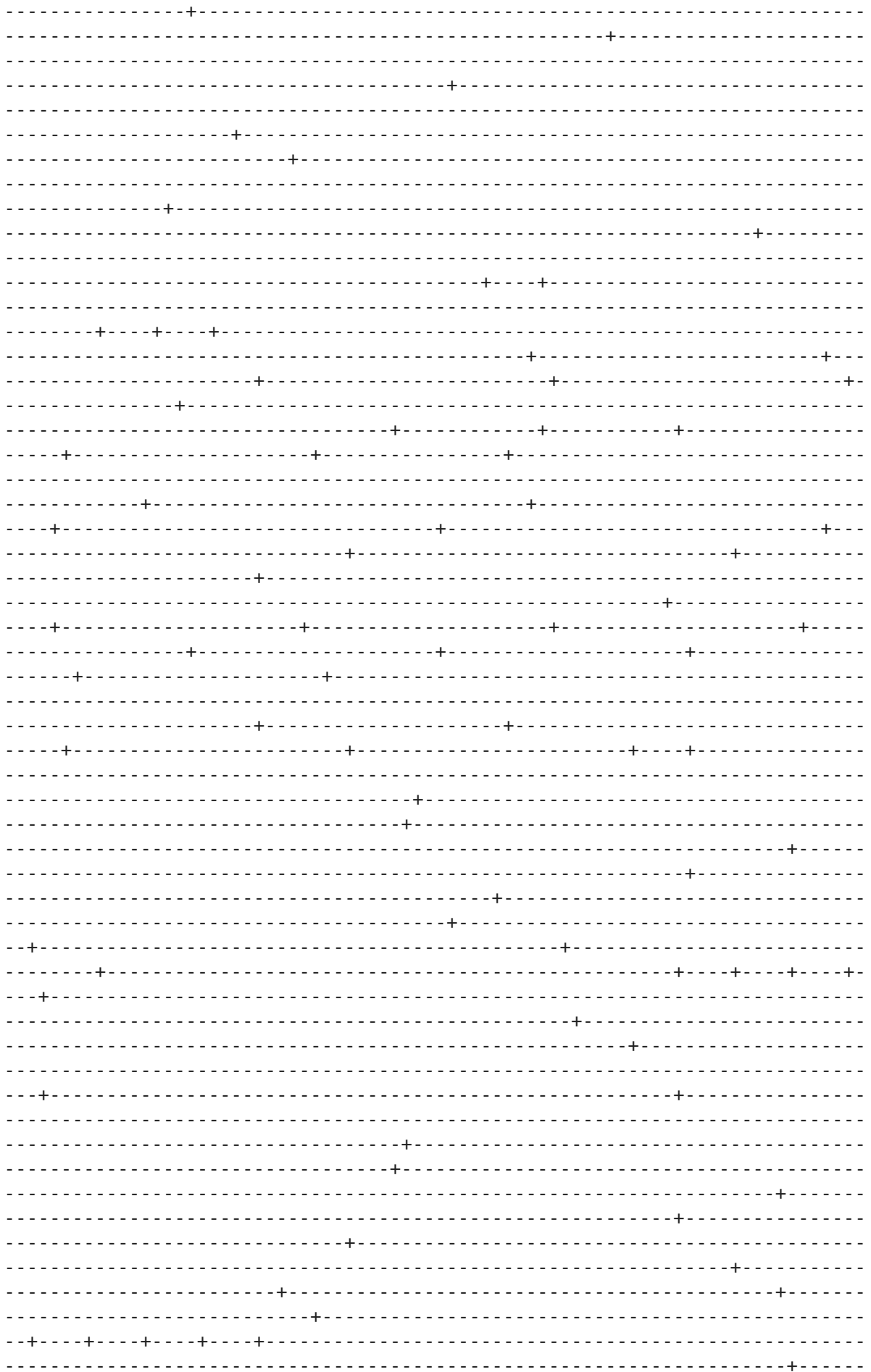
-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Accept | | | 1.14516e+11 | 429729203 | 2024-01-26 14:46:2
2 | 2024-01-26 15:04:40 | 49.47.135.19 | | |
| | 36-45 years | | INR 7.1-10
L | Yes
| Agent / Advisor
| |
| |
| Spontaneous 3 (Brand 4) | Top of mind (Brand 1) | Spontaneous 1 (Brand
2) | | Spontaneous 2 (Brand 3) |
| |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance https://survey
monkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-
bb23d8612890.png |
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png | Bajaj Allianz Life Insurance https://
surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a
-b885-f06e5c175f81.png |
|
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| |
| | Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) | | | HDFC Bank
| | |
| Max Life Insurance
| Max Life Insurance | Max Life Insurance | Max Li
fe Insurance | Max Life Insurance | Max Life Insur
ance | Max Life Insurance | Max Life Insurance
| State Bank of India
| HDFC Bank | HDFC Bank | HDFC Bank | HDFC Ban
k | HDFC Bank | HDFC Bank | HDFC Bank
| HDFC Bank | HDFC Bank | Association with a banking bra
nd/ name
| Insurance expertise | | Claim settlemen
t ratio | | Very easy to understand
| I totally like this |
I will definitely buy
| | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| Both are known for superior customer service |
| 2 | 1 | 3 | | Ext
remely new and different
| Completely relevant
| I will definitely recommend
| Max Axis Life Insurance | Somewhat easy to u
nderstand
| I totally like this |
I may buy
|

```

[illegible]

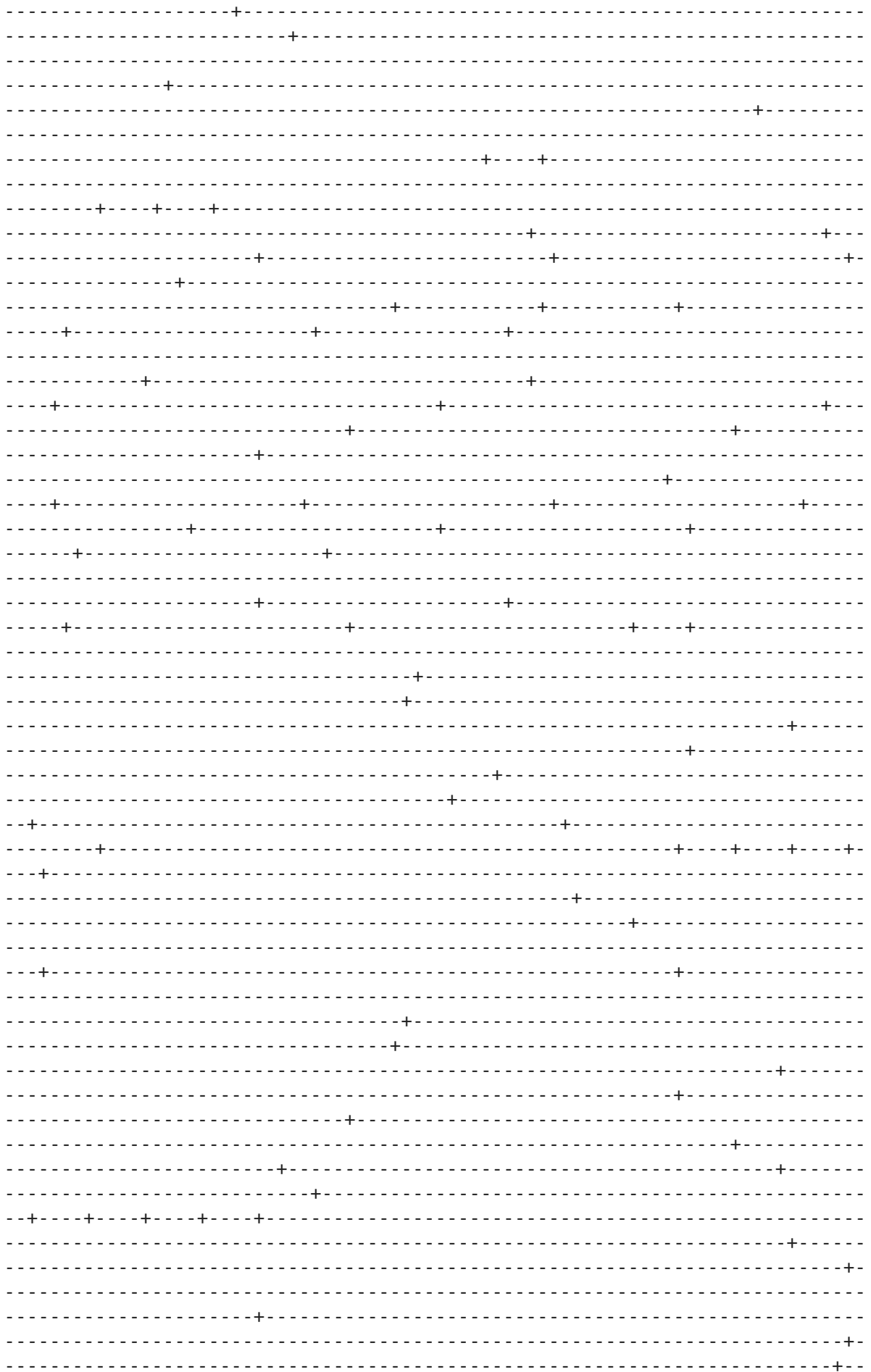


10L	46-50 years	More than
Agent / Advisor	Yes	
Spontaneous 2 (Brand 3)		
Spontaneous 3 (Brand 4)	Top of mind (Brand 1)	
Spontaneous 1 (Brand 2)		
ICICI Prudential Life Insurance	HDFC Life insurance	HDFC Life insurance
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png Tata AIA Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/52c7f424-58bc-443a-b3b8-98c1e9ee1919.png Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png Spontaneous 2 (Brand 3)		
Spontaneous 3 (Brand 4)		Top of mind (Brand 1)
Spontaneous 1 (Brand 2)		
	Kotak Mahindra Bank	State Bank of India
Max Life Insurance		
Max Life Insurance	Max Life Insurance	Max Life Insurance
Max Life Insurance	Max Life Insurance	Max Life Insurance
Max Life Insurance	Max Life Insurance	Max Life Insurance
State Bank of India		
State Bank of India	State Bank of India	State Bank of India
State Bank of India	State Bank of India	State Bank of India
State Bank of India	State Bank of India	State Bank of India
State Bank of India	State Bank of India	Association with a banking brand/ name
Customer reviews and word of mouth	Claim settlement ratio	
	Very easy to understand	
Neither like nor dislike this insurance plan		
I may or may not buy		
		Both are strong brand names in their respective segments
Both are known for superior products	Both are known for superior customer service	
3	2	1
Very new and different		
May or might not be relevant		
I may or may not recommend		
Max Axis Life Insurance		Somewhat easy to understand
I somewhat like this		
I may or may not buy		
It is known for superior products	It is known for superior customer service	
It looks modern and professional		
1	2	3
Very new and different		
Somewhat relevant		
I may recommend		



Accept	1.14516e+11	429729203	2024-01-25 18:31:02
2024-01-25 18:47:11	157.50.61.134		
25-35 years			INR 7.1-10
L		No, but I intend to buy a li	
fe insurance policy soon			
Spontaneous 2 (Brand 3)		Spontaneous 1 (Brand	

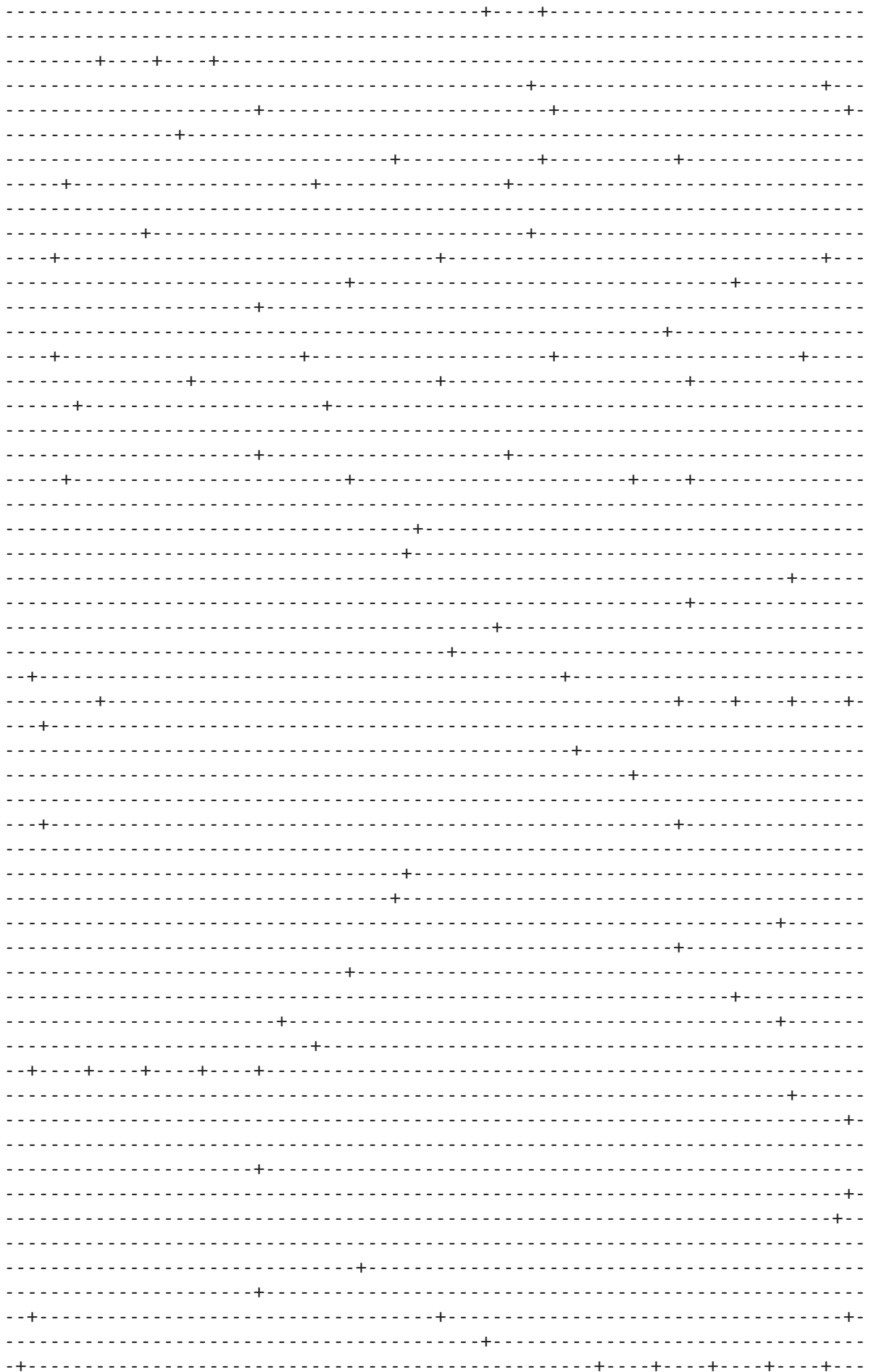
2) | | Top of mind (Brand 1) | Spontaneous 3 (Brand 4) |
 | ICICI Prudential Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png> |
 | SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png> |
 | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> | Bajaj Allianz Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png> |
 |
 |
 |
 |
 |
 |
 | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
 | Spontaneous 3 (Brand 4) | Bank of Baroda |
 | | | State Bank of India | Bank of Baroda | LIC
 | Kotak Life Insurance | SBI Life Insurance | SBI Life Insurance
 | LIC | SBI Life Insurance
 | SBI Life Insurance | SBI Life Insurance
 | Others
 | State Bank of India | Others | State Bank of India | State Bank of India | Others | Others | Others
 | State Bank of India | State Bank of India | Association with a banking brand/ name
 | Customer reviews and word of mouth |
 | Branch/ office network | Very easy to understand
 | I somewhat like this
 I may or may not buy
 |
 | Both are successfully competing with major brands like HDFC and ICICI | Both are known for superior products | Both are known for superior customer service |
 | 1 | 3 | 2 | Very new and different
 | May or might not be relevant
 | I may recommend
 | Max Axis Life Insurance | Somewhat easy to understand
 | Neither like nor dislike this insurance plan
 I may buy
 | Max Life is a respected and well-known brand | It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | It looks modern and professional | 2 | 1 | 3 |
 Somewhat new and different
 | May or might not be relevant
 | I may recommend
 | Very easy to understand
 | I somewhat like this
 I may buy
 | Axis name is taken in the same line as HDFC and ICICI | It has a wide network of branches



Accept			1.14516e+11		429729203		2024-01-25 16:03:0
0		2024-01-25 16:23:44		157.45.248.173			
			25-35 years				More than
10L						Yes, but I intend to buy a n	
ew life insurance policy soon		Bank					
		ICICI Bank					
		Spontaneous 3 (Brand 4)					
	Spontaneous 2 (Brand 3)					Spontaneous 1 (Brand	
2)				Top of mind (Brand 1)			
				HDFC Life insurance	HDFC Life insurance		
	ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png					
	SBI Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411					

433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png |
 | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> |
 |
 |
 |
 | SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png> | |
 | | |
 | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
 | Spontaneous 2 (Brand 3) | |
 | | Axis Bank | | State Bank of India |
 | LIC
 | ICICI Prudential Life Insurance | SBI Life Insurance | HDFC Life Insurance
 | SBI Life Insurance | SBI Life Insurance | HDFC Life Insurance
 | SBI Life Insurance | SBI Life Insurance
 | State Bank of India
 | Axis Bank | Axis Bank | State Bank of India | State Bank of India | Axis Bank
 | Axis Bank | State Bank of India |
 | Insurance expertise | Customer reviews and word of mouth | Claim settlement ratio |
 | | Somewhat easy to understand
 | Neither like nor dislike this insurance plan |
 | I may buy
 | | Both are
 | e strong brand names in their respective segments |
 | Both are known for superior products | Both are known for superior customer service |
 | | 2
 | | 1 | 3 | | Somewhat new and different
 | May or might not be relevant
 | I may recommend
 | Max Axis Life Insurance | Very easy to understand
 | I somewhat like this |
 | I may buy
 | | Max Life
 | e is a respected and well-known brand | It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | It is known for superior customer service |
 | 2 | 1 | 3 | | Somewhat new and different
 | May or might not be relevant
 | I may recommend
 | Very easy to understand
 | I somewhat like this |
 | I may or may not buy
 | | Axis name
 | is taken in the same line as HDFC and ICICI | It has a wide network of branches |
 | It looks modern and professional | 3
 | 1 | | 2 | Very new and different
 | Somewhat relevant
 | I will definitely recommend
 |
 | Concept 2Max Life Insurance by Axis Bank

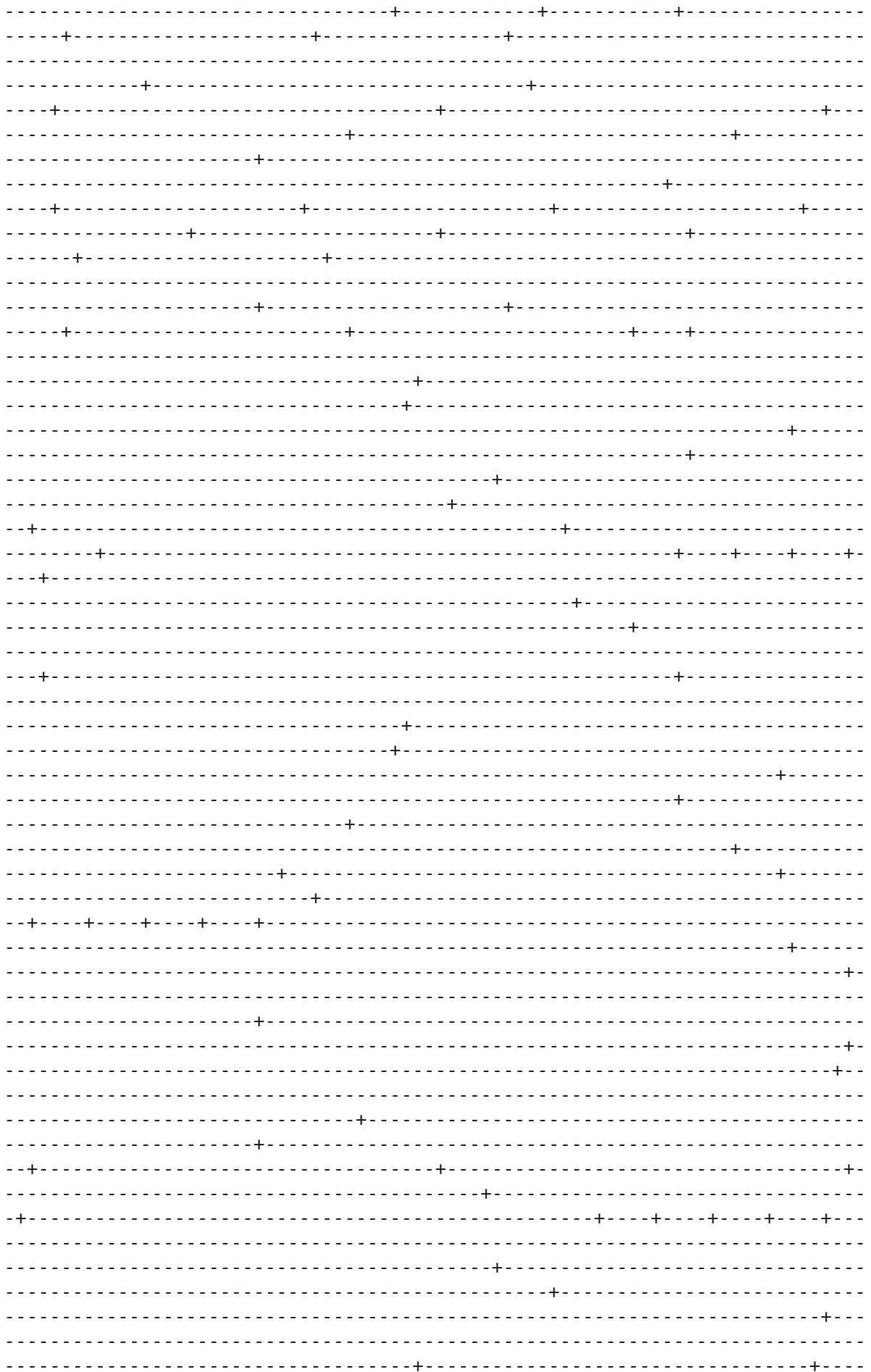
[illegible]



Accept			1.14516e+11	429729203	2024-01-25 16:03:05
2024-01-25 16:23:33			157.45.248.173		
	25-35 years				More than
10L				Yes	
Bank					
	Axis Bank				
	Spontaneous 3 (Brand 4)				
		Top of mind (Brand 1)			
Spontaneous 2 (Brand 3)		Spontaneous 1 (Brand 2)			
		HDFC Life insurance	HDFC Life insurance		
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png				
Kotak Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png				
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png				

|
 | Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png> |
 |
 | | Spontaneous 2 (Brand 3)
Spontaneous 3 (Brand 4)	Top of mind (Brand 1)		
Spontaneous 1 (Brand 2)			
	Axis Bank		
LIC			
Max Life Insurance	Max Life Insurance	Max Li	
fe Insurance	Max Life Insurance	Kotak Life Ins	
urance	Max Life Insurance	Max Life Insurance	
HDFC Bank			
Axis Bank	Kotak Mahindra Bank	Axis Bank	Axis Ban
k	Axis Bank	Kotak Mahindra Bank	Axis Bank
Axis Bank	Axis Bank	Association with a banking bra	
nd/ name			
	Customer reviews and word of mouth		
Branch/ office network		Very easy to understand	
I somewhat like this			
I will definitely buy			
	Both ar		
e strong brand names in their respective segments	Both are successfully co		
mpeting with major brands like HDFC and ICICI			
Both are known for superior customer service			
2	1	3	Som
ewhat new and different			
Somewhat relevant			
I may recommend			
Max Axis Life Insurance	Somewhat easy to u		
nderstand			
I somewhat like this			
I may buy			
	Max Lif		
e is a respected and well-known brand			
	It is known for superior customer serv		
ice	It looks modern and professional	2	
	1	3	Somewhat new and different
May or might not be relevant			
I may recommend			
Somewhat easy to understand			
Neither like nor dislike this insurance plan			
I may not buy			
It has a wide network of branches	It is known for superior products	It	
is known for superior customer service			
2	1	3	Somewhat new and different
Somewhat relevant			
I may recommend			
Concept 0Max Life Insurance			
Concept 1Axis Max Life Insurance			
Concept 3Axis Life Insurance	Concept 0Max Life Insurance	Concept 1Axis	
Max Life Insurance	Concept 2Max Life Insurance by Axis Bank		
	Concept 1Axis Max Life Insurance	Concept 2	
 Max Life Insurance by Axis Bank | | Concept 0Ma
 x Life Insurance | Concept 1Axis Max Life Insurance |

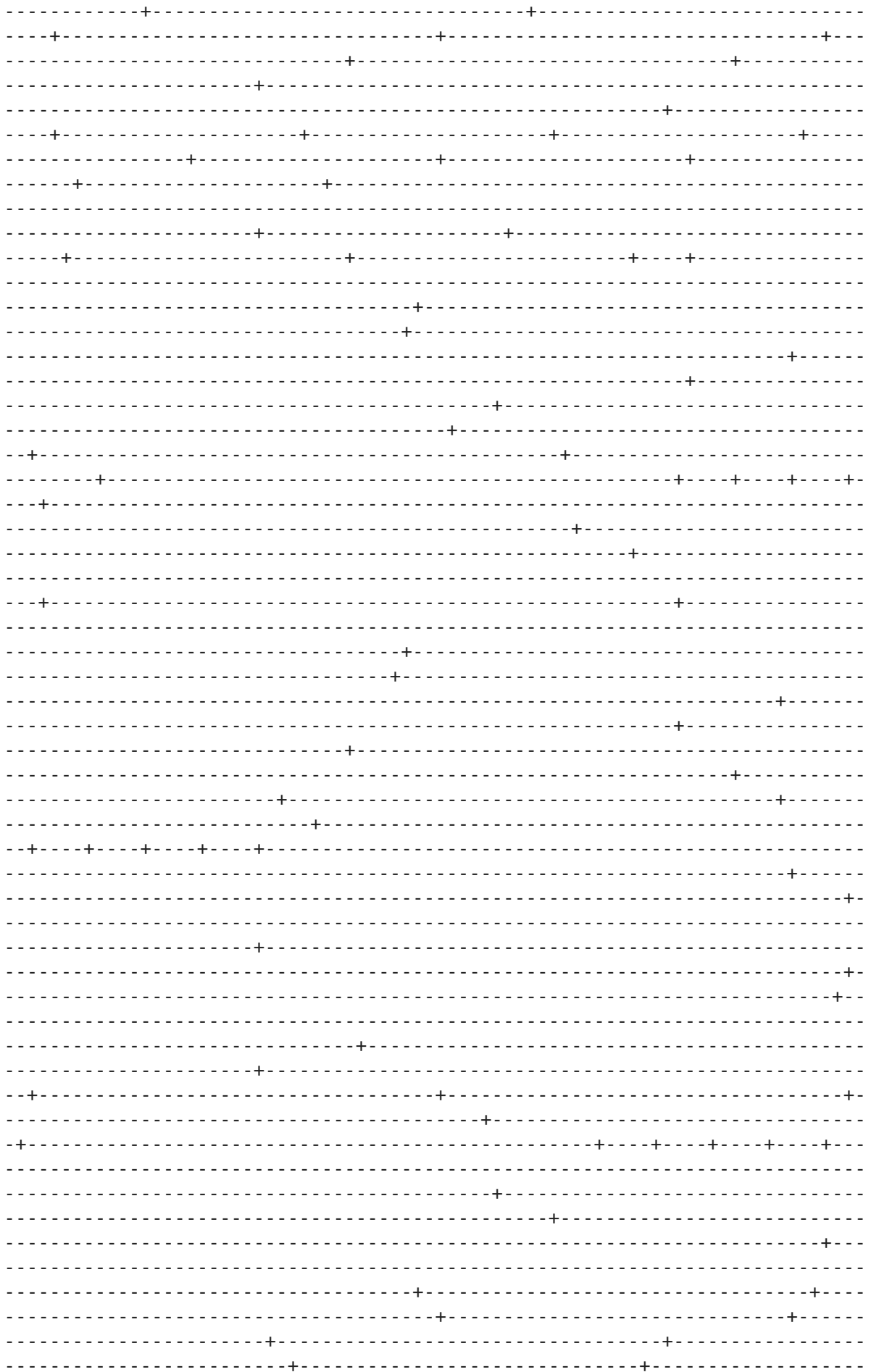
[illegible]



Accept	1.14516e+11	429729203	2024-01-25 15:36:56
2024-01-25 16:02:48	157.45.248.173		
36-45 years			More than 10L
No, but I intend to buy a life insurance policy soon			
Spontaneous 2 (Brand 3)			
Spontaneous 1 (Brand 2)	Top of mind (Brand 1)	Spontaneous 3 (Brand 4)	
	HDFC Life insurance	HDFC Life insurance	
SBI Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png		
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png		
Bajaj Allianz Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png		
Top of mind (Brand 1)			

Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand
2) Spontaneous 2 (Brand 3)	HDFC Bank
	State Bank of India
LIC	
HDFC Life Insurance	SBI Life Insurance
LIC	HDFC Life Insu
HDFC Life Insurance	HDFC Life Insurance
State Bank of India	
State Bank of India HDFC Bank	State Bank of India State Ba
nk of India HDFC Bank	HDFC Bank
HDFC Bank	Association with a banking bra
nd/ name	
Insurance expertise Customer reviews and word of mouth	
	Somewhat easy to understand
I somewhat like this	
I may or may not buy	
Both are successfully competing with major brands like HDFC and ICICI Bo	
th are known for superior products Both are known for superior customer se	
rvice	
1 3 2	Somewhat new and different
May or might not be relevant	
I may recommend	
Max Axis Life Insurance	Very easy to under
stand	
I somewhat like this	
I may buy	
	Max Lif
e is a respected and well-known brand It is successfully competing with ma	
ajor bank based insurers like HDFC Life and ICICI Prudential, on its own	
	It looks modern and profession
al 2	1 3
Somewhat new and different	
May or might not be relevant	
I may or may not recommend	
Very easy to understand	
I totally like this	
I will definitely buy	
	Axis na
me is taken in the same line as HDFC and ICICI It has a wide network of br	
anches	It is known for superior custom
er service	2
1 3	Somewhat new and different
Somewhat relevant	
I will definitely recommend	
	Concept 2Max Life Insurance by Axis Ban
k Concept 3Axis Life Insurance	Concept 1Ax
is Max Life Insurance	
	Concept 2
Max Life Insurance by Axis Bank Concept 3Axis Life Insurance Concept 0Ma	
x Life Insurance	
Concept 3Axis Life Insurance	
Concept 2Max Life Insurance by Axis Bank Concept 3Axis Life Insurance	
Concept 0Max Life Insurance Concept 1Axis Max Life Insurance Concept 2Ma	
x Life Insurance by Axis Bank	

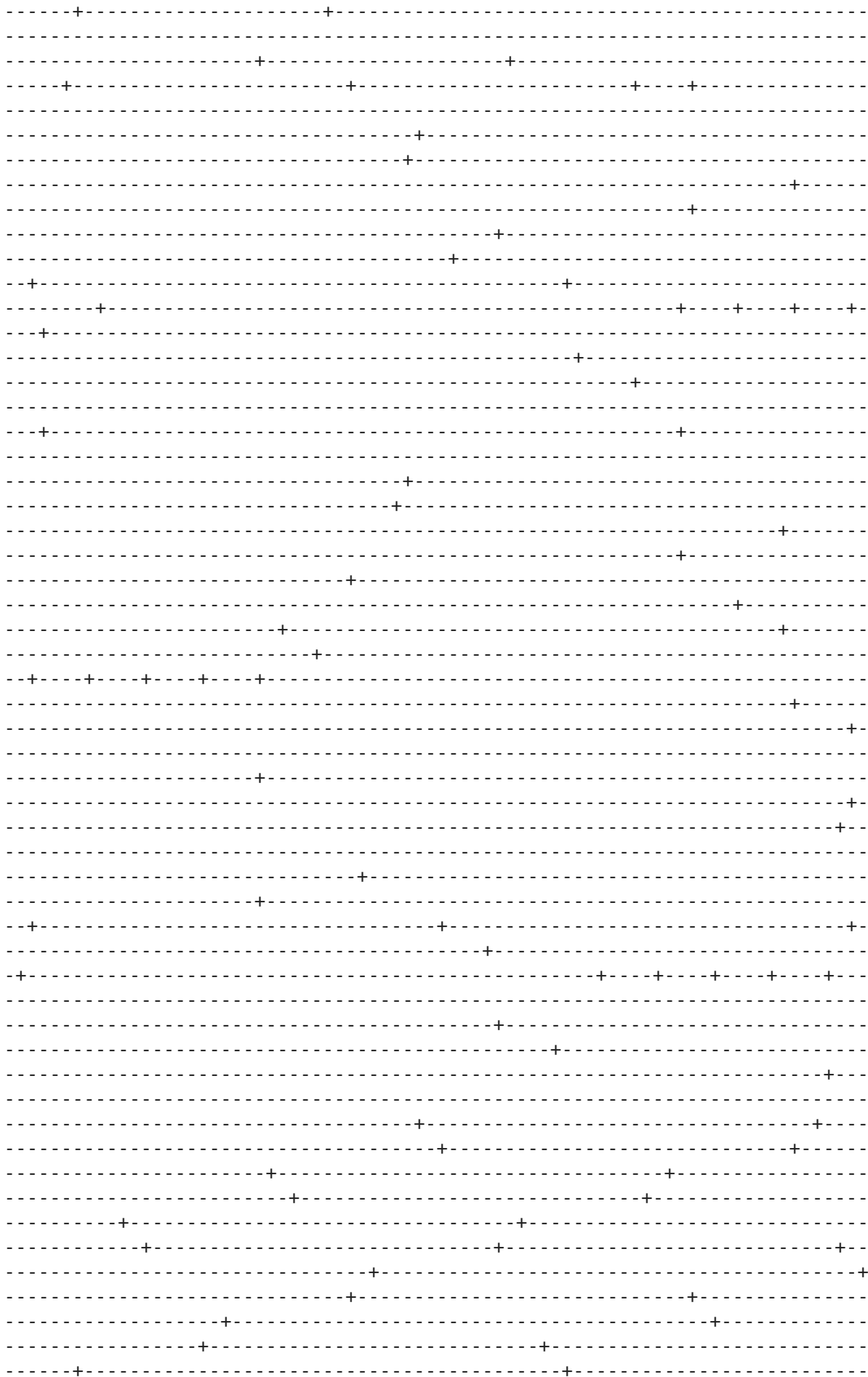
[illegible]



[illegible]

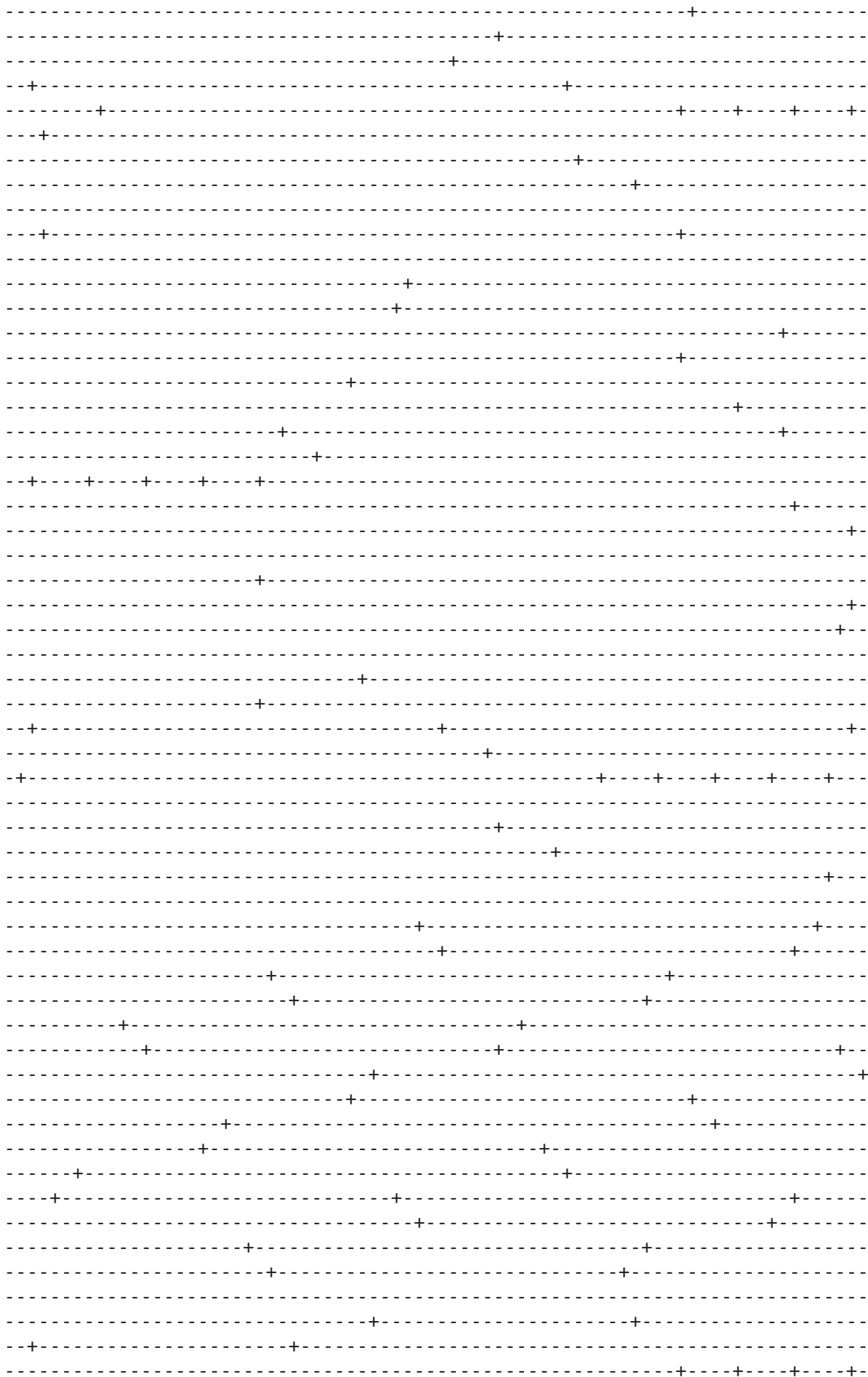
fe Insurance	LIC	Max Life Insur
ance	HDFC Life Insurance	LIC
HDFC Bank		
HDFC Bank	HDFC Bank	HDFC Bank
HDFC Bank	HDFC Bank	HDFC Bank
HDFC Bank	HDFC Bank	Association with a banking bra
nd/ name		
	Customer reviews and word of mouth	Claim settlemen
t ratio		Somewhat easy to understand
I totally like this		
I may buy		
		Bo
th are known for superior products	Both are known for superior customer se	
rvice	It looks modern and professional	
1	2	3
Very new and different		
Somewhat relevant		
I may recommend		
Max Axis Life Insurance		Neither easy nor d
ifficult to understand		
Neither like nor dislike this insurance plan		
I may or may not buy		
It is successfully competing with major bank based insurers like HDFC Life		
and ICICI Prudential, on its own	It is known for superior products	It is
known for superior customer service		
2	1	3
Somewhat new and different		
May or might not be relevant		
I may not recommend		
Somewhat difficult to understand		
Neither like nor dislike this insurance plan		
I may not buy		
It has a wide network of branches		It
is known for superior customer service	It looks modern and professional	
1	2	3
Not at all new and different		
Somewhat irrelevant		
I may not recommend		
	Concept 2Max Life Insurance by Axis Ban	
k	Concept 0Max Life Insurance	
Concept 2Max Life Insurance by Axis Bank		
Concept 1Axis Max Life Insurance	Concept 2Max Life Insurance by Axis Ban	
k		
Concept 2Max Life Insurance by Axis Bank		
Concept 0Max Life Insurance		Concept 2Ma
x Life Insurance by Axis Bank		Concept 0Max
Life Insurance		Concept 2Max Life Insura
nce by Axis Bank		
	Concept 2Max Life Insurance by Axis Ban	
k		
Concept 2Max Life Insurance by Axis Bank		
Rank 1 - Most liked		
Rank 2	Rank 4 - Least liked	Rank 3
3	4	5
6	7	2
1	It has a vibrant colour scheme	
It feels refreshing		

[illegible]



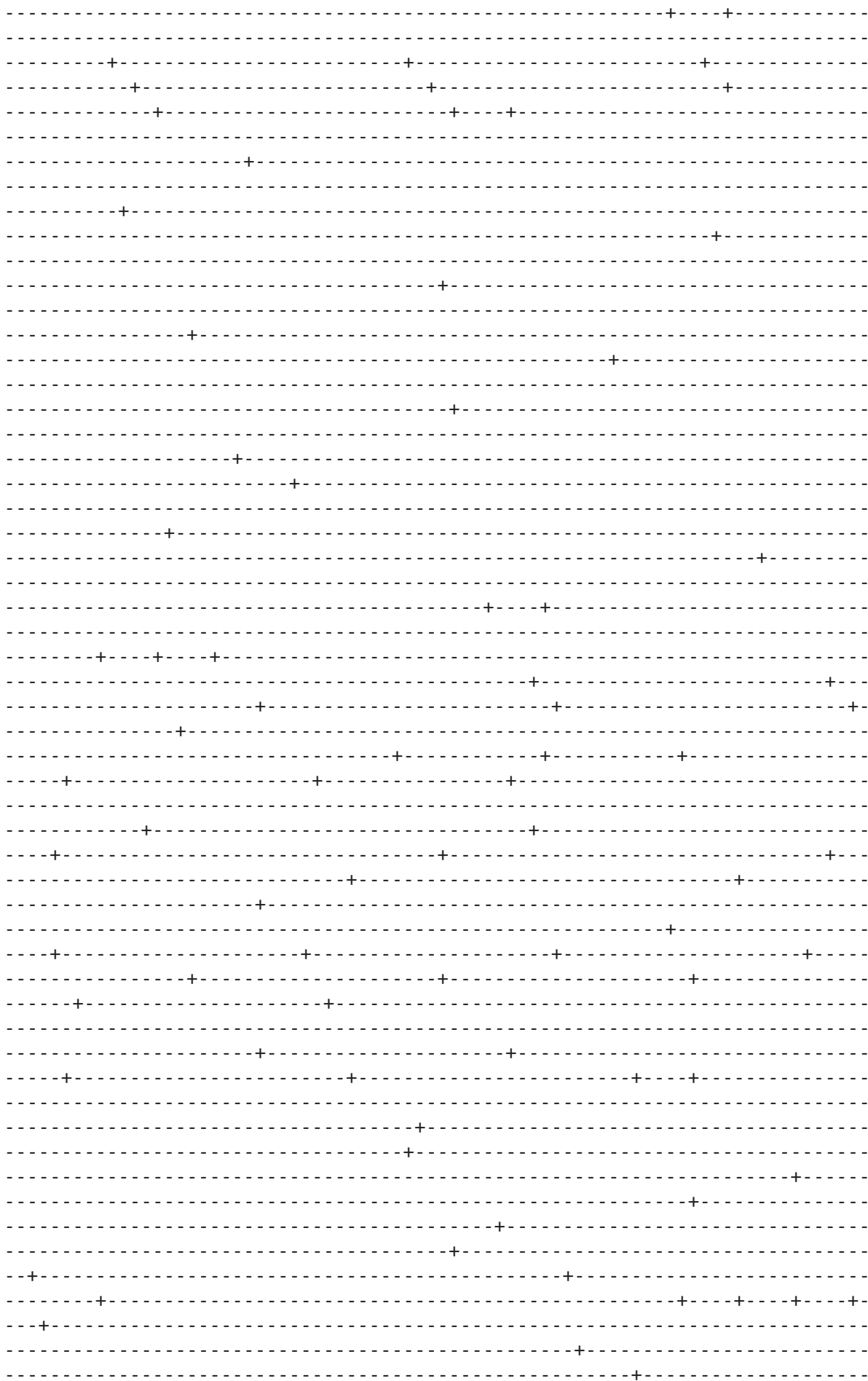
Accept		1.14518e+11	429729204	2024-01-29 14:26:10
2024-01-29 14:42:44	106.79.189.119			
	36-45 years			More than 10L
			Yes	
Bank				
	Axis Bank			
		Spontaneous 3 (Brand 4)		
		Top of mind (Brand 1)	Spontaneous 1 (Brand 2)	
	Spontaneous 2 (Brand 3)			
	Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		
	LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png		
	Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		
		Spontaneous 2 (Brand 3)		
	Spontaneous 1 (Brand 2)	Top of mind (Brand 1)	Spontaneous 3 (Brand 4)	
	Axis Bank			
LIC				
Max Life Insurance		Max Life Insurance		LIC
LIC		LIC		LIC
Max Life Insurance		Axis Bank		
Axis Bank	Axis Bank	Axis Bank	Axis Bank	Axis Ban
k	Axis Bank	Axis Bank	Axis Bank	Axis Bank
Axis Bank	Axis Bank	Association with a banking bra		
nd/ name				
Insurance expertise				

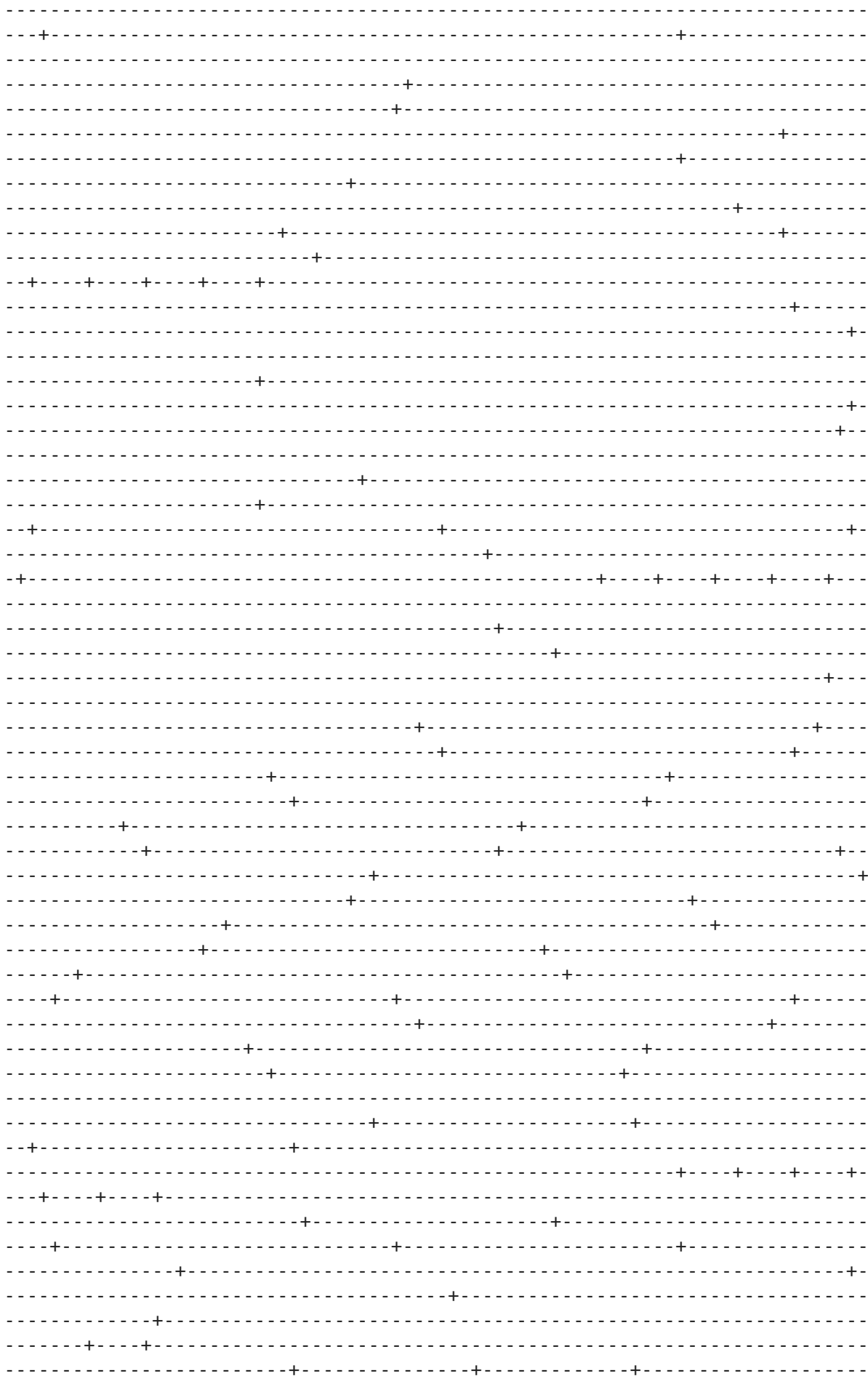
Branch/ office network	Very easy to understand	
I somewhat like this		
I may buy		
		Both are
strong brand names in their respective segments		
	Both are known for superior customer service	
It looks modern and professional	1	
3	2	Somewhat new and different
Somewhat relevant		
I may recommend		
Max Axis Life Insurance		Neither easy nor difficult to understand
Neither like nor dislike this insurance plan		
I may not buy		
		Max Life
is a respected and well-known brand		
It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own		
	It looks modern and professional	
1	3	2
Slightly new and different		
May or might not be relevant		
I may or may not recommend		
Somewhat difficult to understand		
Neither like nor dislike this insurance plan		
I may not buy		
It has a wide network of branches		It is known for superior customer service
		It looks modern and professional
1	3	2
Somewhat new and different		
May or might not be relevant		
I may or may not recommend		
	Concept 2Max Life Insurance by Axis Bank	Concept 1Max Life Insurance by Axis Bank
Concept 0Max Life Insurance		Concept 2Max Life Insurance by Axis Bank
	Concept 2Max Life Insurance by Axis Bank	Concept 0Max Life Insurance
	Concept 2Max Life Insurance by Axis Bank	Concept 0Max Life Insurance
Concept 0Max Life Insurance		
	Rank 1 - Most liked	
Rank 3	Rank 4 - Least liked	Rank 2
7	4	5
6	3	2
1	It has a vibrant colour scheme	
	It feels refreshing	It feels sharper and bolder
		Mumbai
Male	Graduate	
Self-employed / Entrepreneur		
Savings Account/ Current account		
West	Metro	Max Life Insurance
Others	Axis Bank	Concept 0
Metro	5	3
2	4	3
3	4	2
2	2	3
2		2

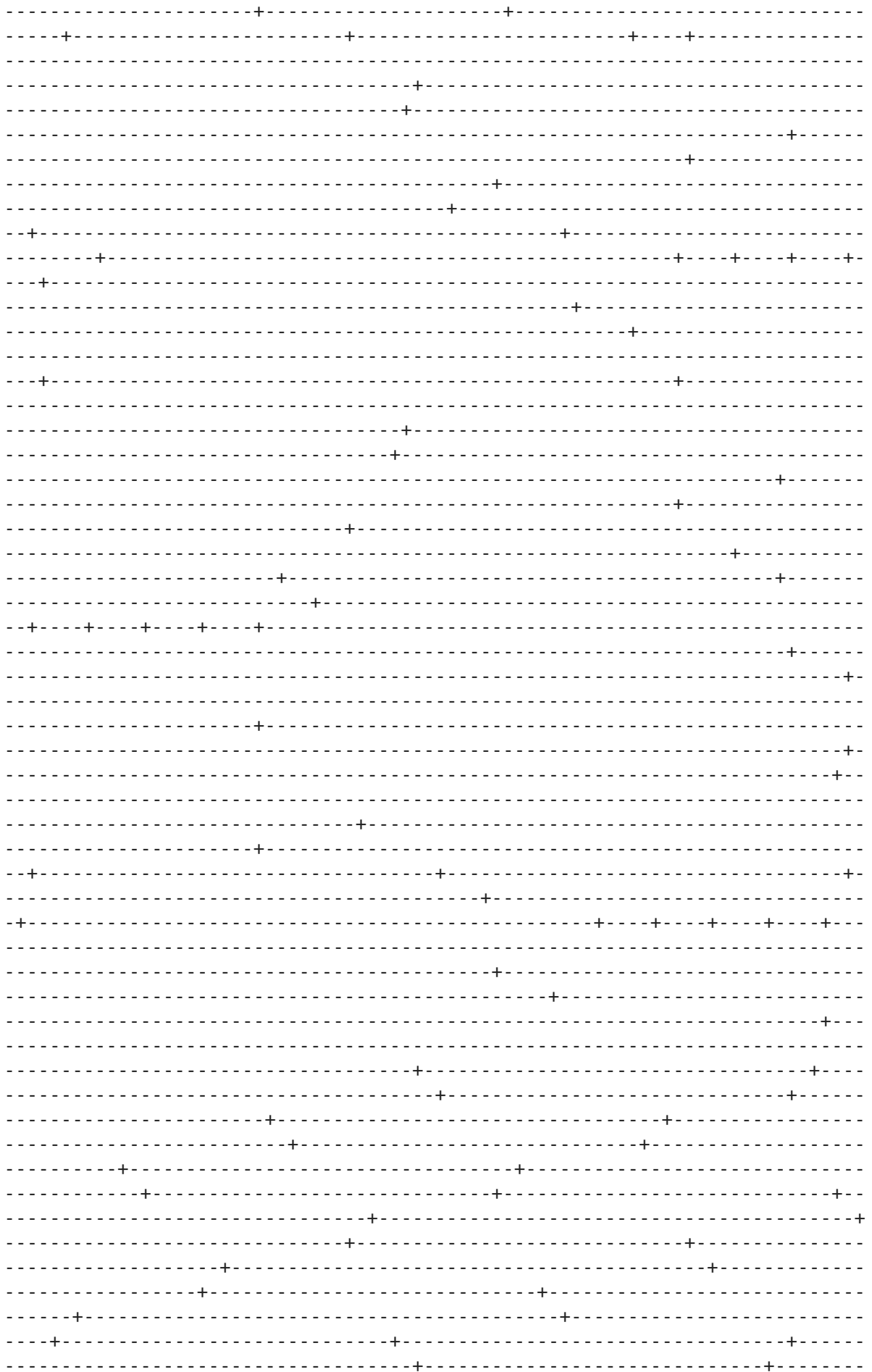


Accept			1.14518e+11	429729204	2024-01-29 14:08:06
2024-01-29 14:26:50	49.14.94.190				
	36-45 years			More than 10L	Yes
Bank					
HDFC Bank					
Top of mind (Brand 1)					
	Spontaneous 1 (Brand 2)				
	Spontaneous 2 (Brand 3)				
Spontaneous 3 (Brand 4)	HDFC Life insurance	HDFC Life insurance			
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png				
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png				
HDFC Life insurance	HDFC Life insurance				
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png				
Top of mind (Brand 1)					
Spontaneous 3 (Brand 4)	Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)			
		HDFC Bank			
HDFC Life Insurance					
Max Life Insurance	Max Life Insurance	HDFC Life Insurance			
LIC		HDFC Life Insurance			
Max Life Insurance	Max Life Insurance				
HDFC Bank					
HDFC Bank	HDFC Bank	HDFC Bank	HDFC Bank	HDFC Bank	
HDFC Bank	HDFC Bank	HDFC Bank			
Insurance expertise	Customer reviews and word of mouth	Claim settlement ratio		Somewhat difficult to understand	
Neither like nor dislike this insurance plan					
I may not buy					
Both are successfully competing with major brands like HDFC and ICICI	Both are known for superior products	Both are known for superior customer service			
1	3	2		Slightly new and different	

[illegible]





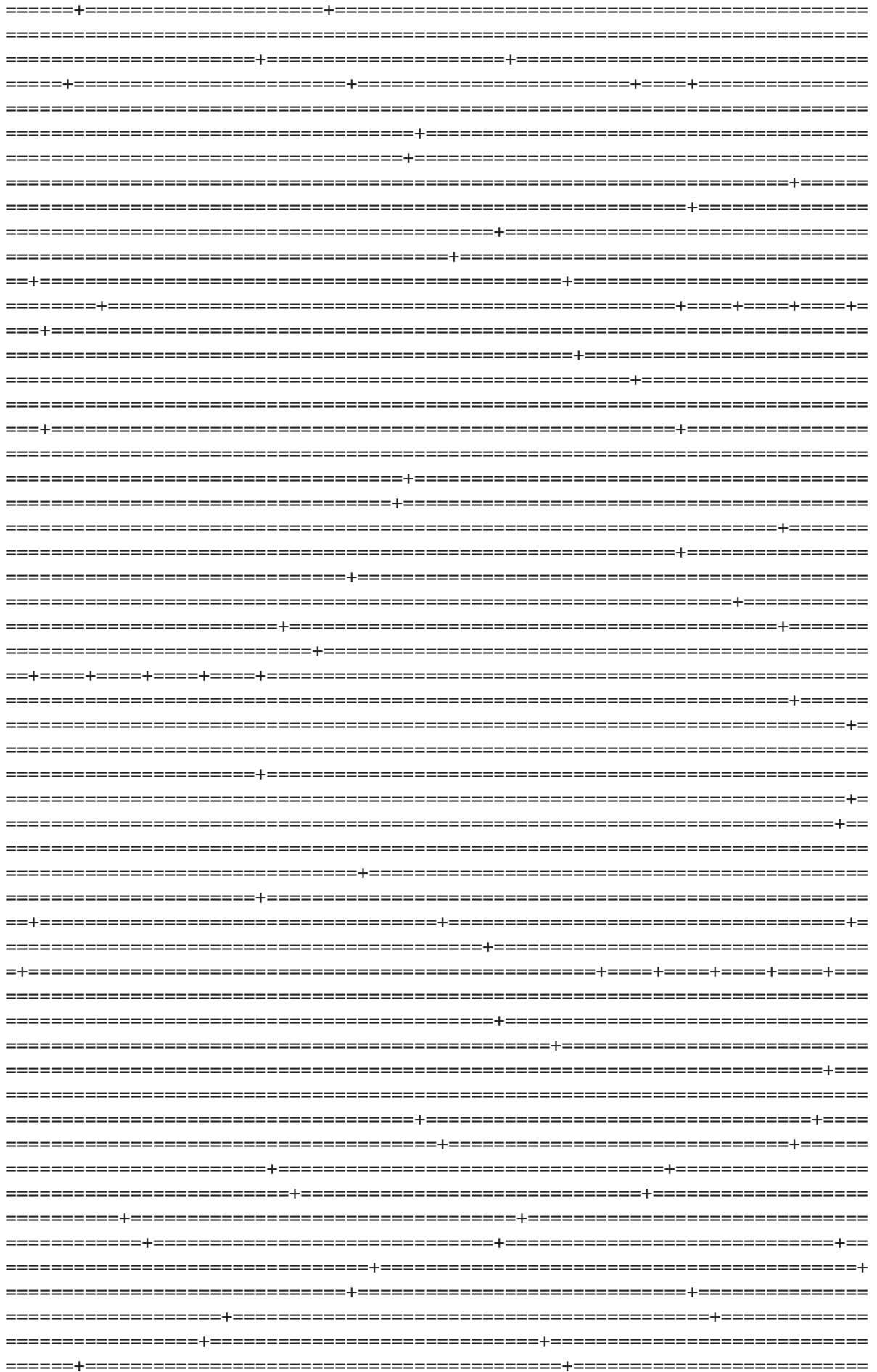


```
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
+-----+-----+-----+-----+-----+
| Status |      |      | Respondent ID | Collector ID | Start Date |
| End Date |      |      | IP Address   | Email Address | First Name | La
st Name | Custom Data 1 | What is your current age? [SINGLE SELECT] |
What is your annual income? (pre-tax) [SINGLE SELECT] | Do you hold a life
insurance policy? [MULTIPLE SELECT] | From which channel did you purchase
your latest life insurance policy? [SINGLE SELECT] |      | From which bank
did you purchase your latest life insurance policy? |      | Kindly state al
l the brands that come to your mind when you think of life insurance. [UNAIE
D] |      |      |      |
|      |      |      |      |      |      |
|      |      |      | Which of the following life insurance brand
s are you aware of? [Select all that apply showing logos of each of these br
ands] |      |
|      |      |      |      |      |      |
|      |      |      |      |      |      |
| With which of the following brands do you hold a life insurance policy fro
m? |      |
|      |      |      |      |      |      |
|      |      |      |      |      |      |
|      |      |      | Kindly state all the brands that come to your mind when you thin
k of banks. [Select all that apply] |      |      |
|      |      |      |      |      |      |      |      | With
which of the following banking brands do you have an account? [Select all th
at apply] |      |      |      |      |      |
|      |      | I will now read out a few statements. Kindly let me know
which life insurer you associate most with each statement: |      |
|      |      |      |      |      |      |
| I will now read out a few statements. Kindly let me know which bank you as
sociate most with each statement: |      |      |      |
|      |      |      |      |      |      |
|      |      |      |      |      |      |      |      | Which of
the following factors do you consider while choosing the brand for purchasin
g a life insurance policy from? [Select up to 3 options] |
```


you choose the logo you selected above as Rank 1? [Select up to 3 options]

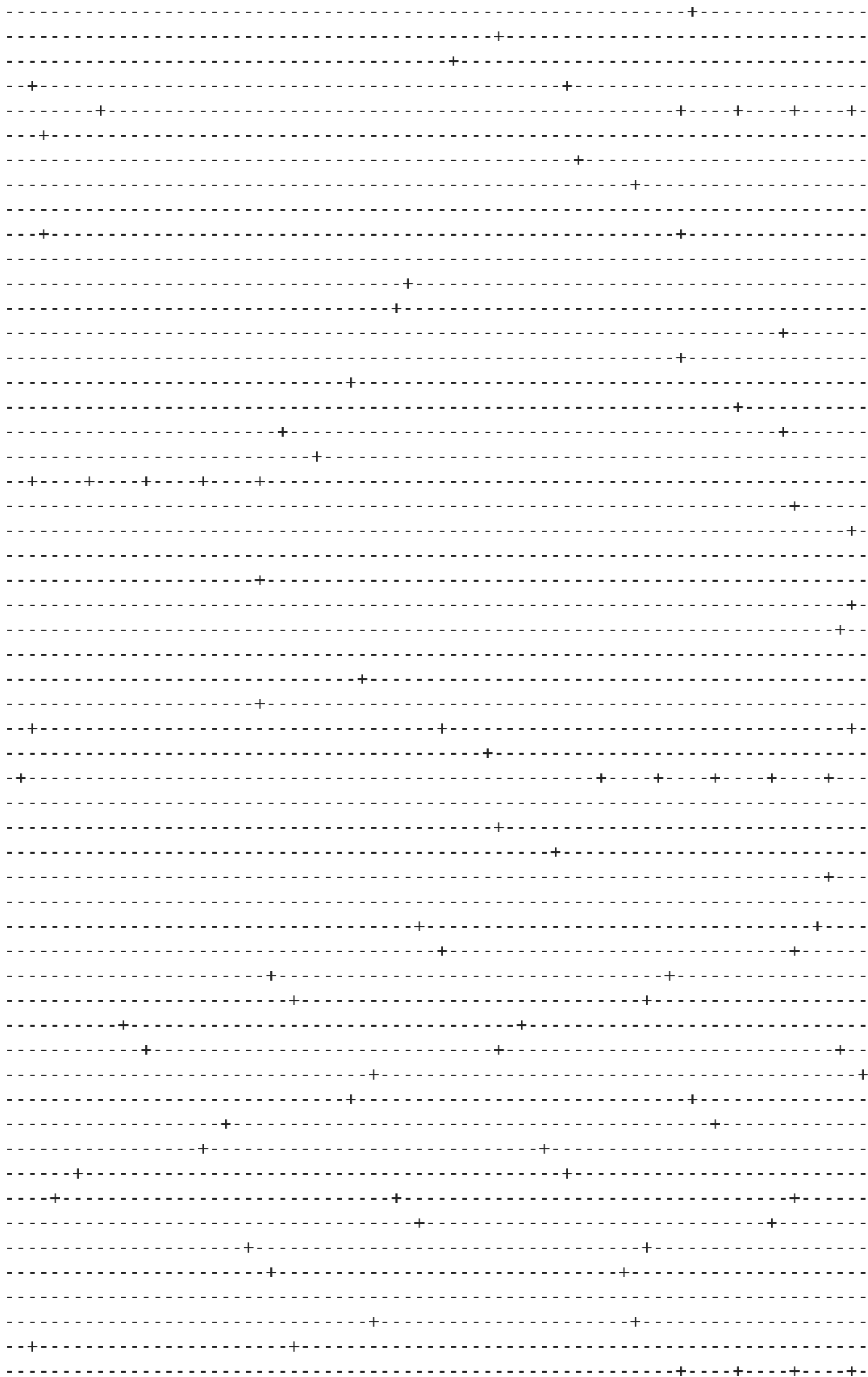
| | | | Which city do you
currently reside in? [SINGLE SELECT] | What is your gender? [SINGLE SELECT]
| What is your education level? (SINGLE SELECT) | What is your current
occupation? [SINGLE SELECT] | Which of the following
financial products do you currently own/ use? [SINGLE SELECT] |

Zone classification	Metro classification	Brand
Bank		



[illegible]

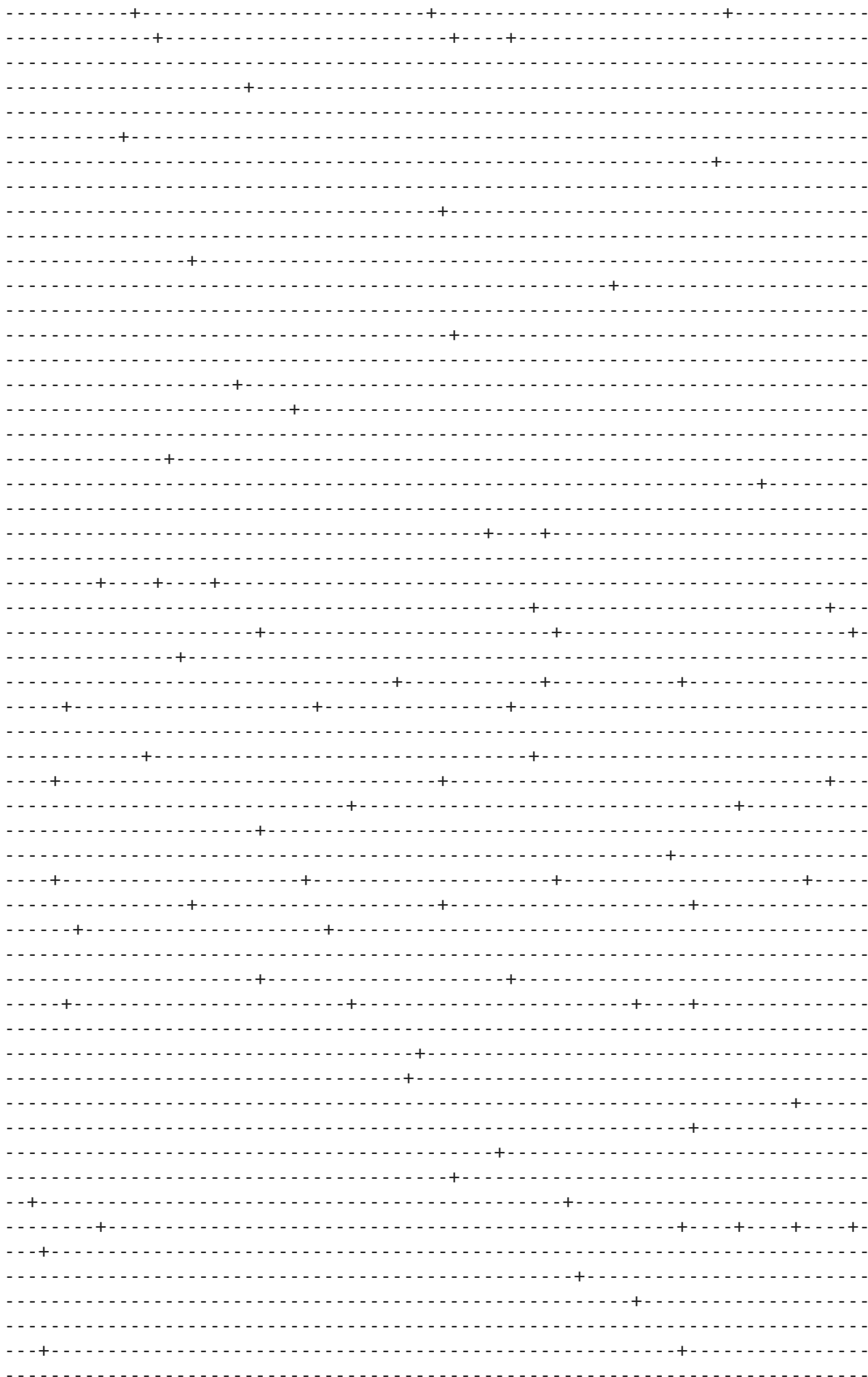
[illegible]

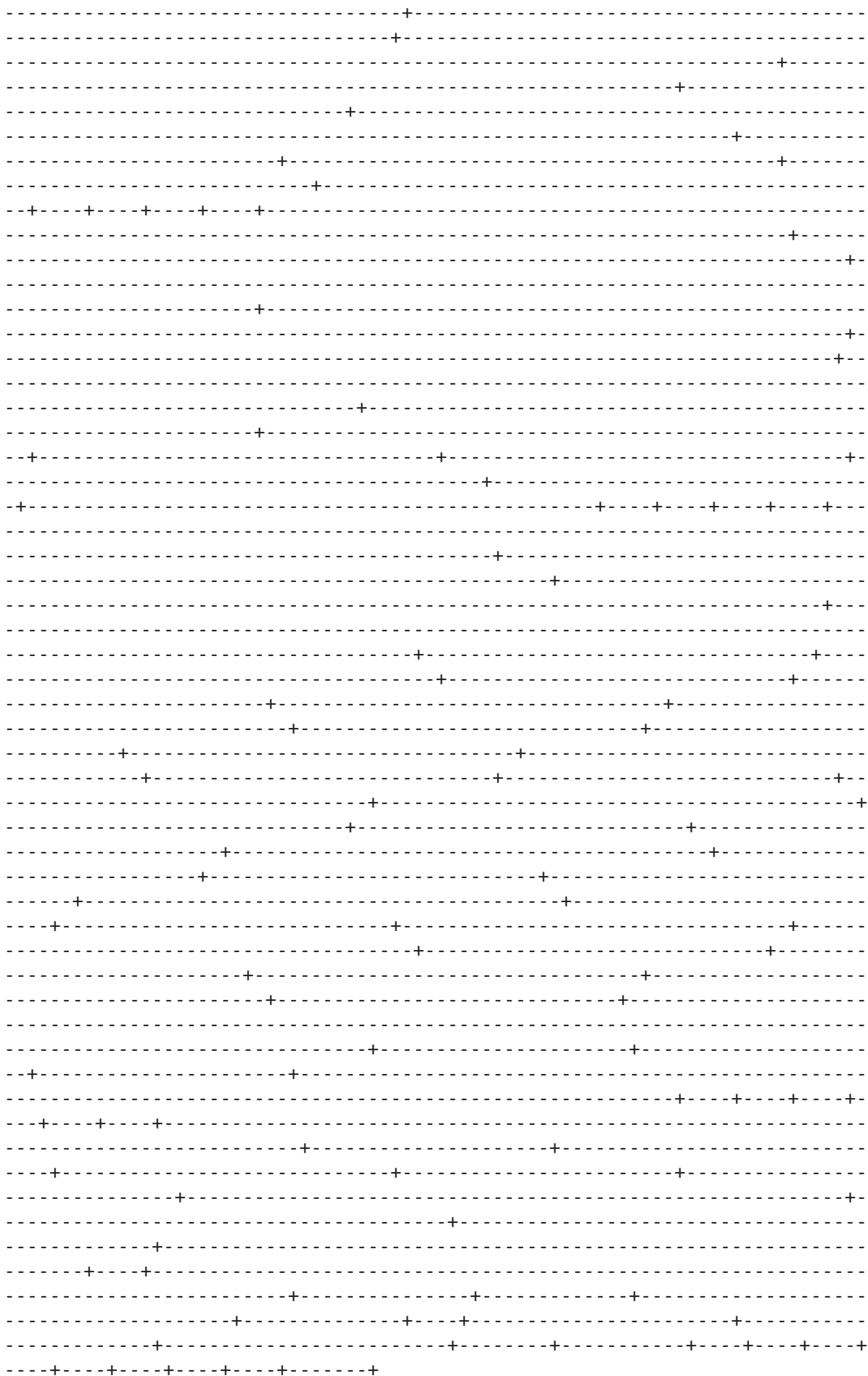


```

-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Accept | | | 1.14514e+11 | 429729203 | 2024-01-23 13:42:0
6 | 2024-01-23 14:08:02 | 152.58.232.99 | | |
| | 46-50 years | More than
10L | No, but I intend to buy a li
fe insurance policy soon |
| |
| Spontaneous 3 (Brand 4) | |
| Spontaneous 1 (Brand 2) | Spontaneous 2 (Brand 3) | Top of mind (Brand 1)
| | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png |
|
| Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/4
11433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC https://surveymo
nkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab
99919d1f65.png | Bajaj Allianz Life Insurance https://surveymonkey-assets.s
3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.pn
g |
|
|
|
|
|
|
| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) | Spontaneous 3 (Brand
4) | Spontaneous 1 (Brand 2) |
| ICICI Bank | Axis Bank | Kotak Mahindra Bank |
| ICICI Prudential Life Insurance
| ICICI Prudential Life Insurance | Kotak Life Insurance | ICICI
Prudential Life Insurance | ICICI Prudential Life Insurance | ICICI Prudenti
al Life Insurance | ICICI Prudential Life Insurance | ICICI Prudential Life
Insurance | Kotak Mahindra Bank
| Axis Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Ma
hindra Bank | ICICI Bank | Kotak Mahindra Bank | Axis Bank
| Axis Bank | Axis Bank |
| Insurance expertise | Claim settlemen
t ratio | Branch/ office network | | Very easy to understand
| Neither like nor dislike this insurance plan |
I may or may not buy
|
| Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI | Both are known for superior
products |
| 1 | 2 | 3 | | Som

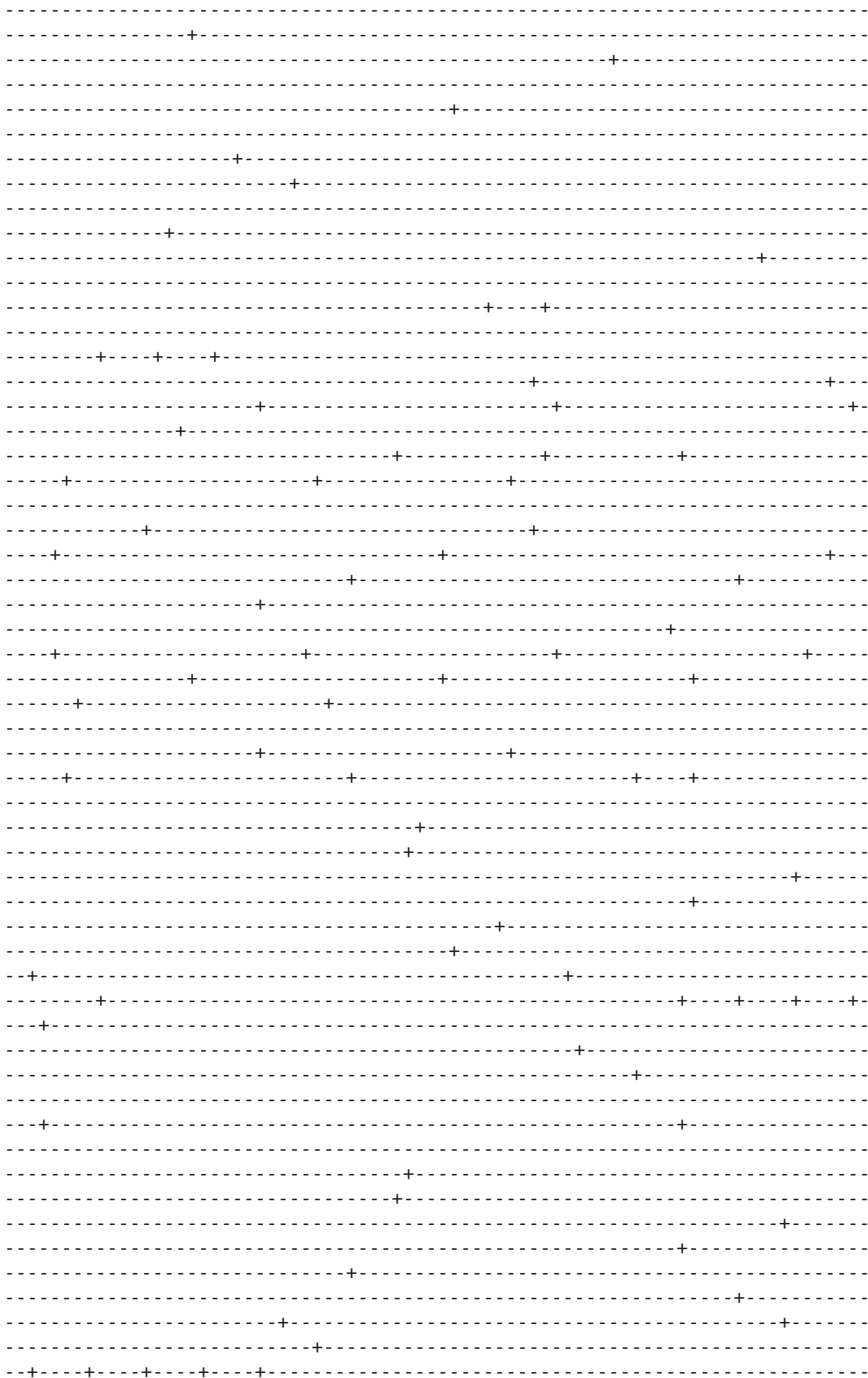
```



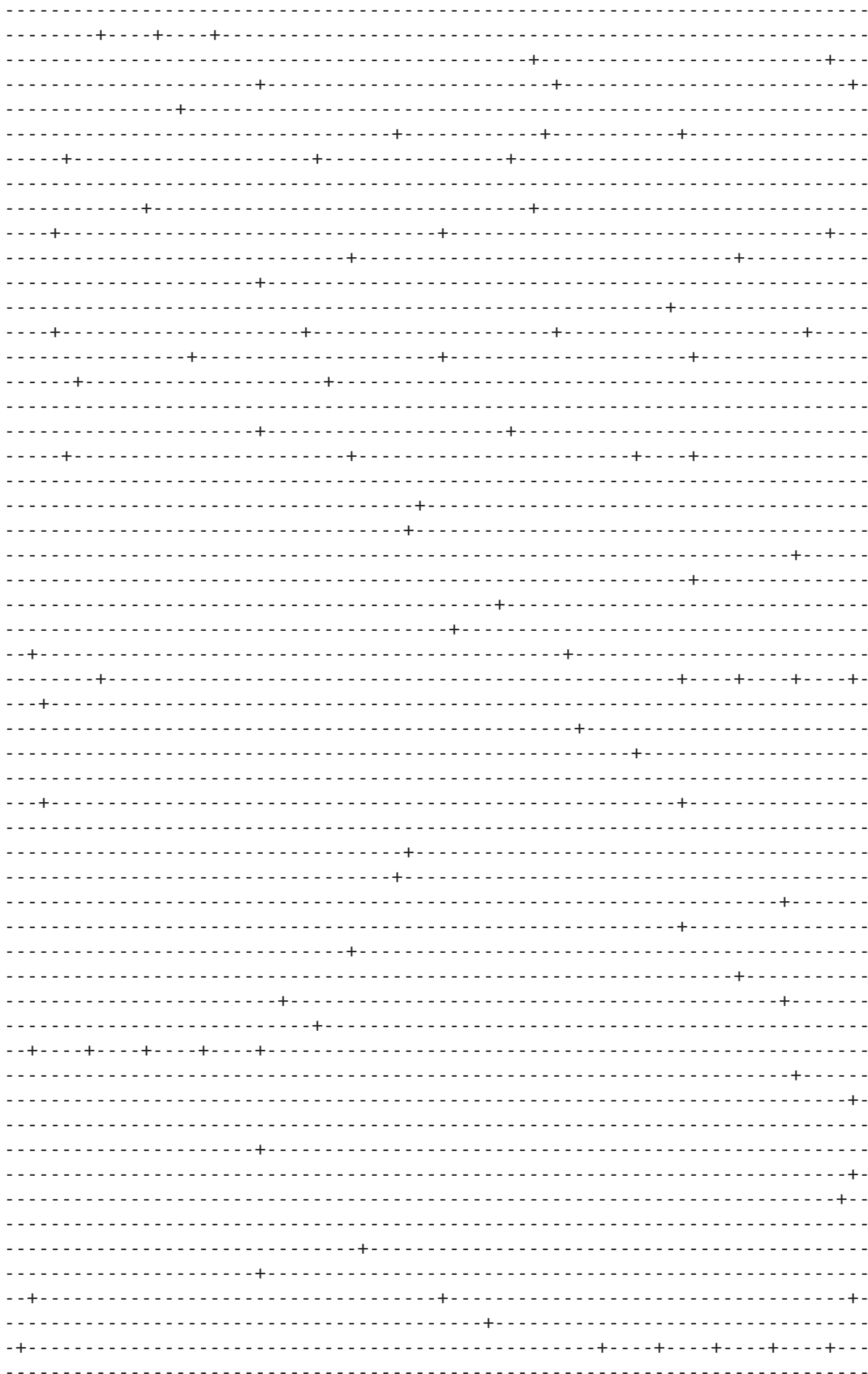
| Accept | | 1.14514e+11 | 429729203 | 2024-01-23 13:42:1
 9 | 2024-01-23 14:07:44 | 152.58.232.99 | |
 | | 36-45 years | INR 7.1-10
 L | No, but I intend to buy a li
 fe insurance policy soon |
 | |
 | |
 | Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
 2) | | Top of mind (Brand 1) |
 | | |
 | ICICI Prudential Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png> | Max Life
 Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png> | SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png> |
 | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> |
 |
 |
 |
 |
 | |
 | | Spontaneous 2 (Brand 3)
 | | Spontaneous 3 (Brand 4) | Top of mind (Brand 1)
 | Spontaneous 1 (Brand 2) | | HDFC Bank
 | | | State Bank of India |
 | LIC
 | HDFC Life Insurance | HDFC Life Insurance | Tata A
 ia Life Insurance | LIC | HDFC Life Insu
 rance | HDFC Life Insurance | HDFC Life Insurance
 | HDFC Bank
 | HDFC Bank | HDFC Bank | HDFC Bank | State Ba
 nk of India | HDFC Bank | HDFC Bank | HDFC Bank
 | HDFC Bank | HDFC Bank |
 | Insurance expertise | Customer reviews and word of mouth | Claim settlemen
 t ratio | | Neither easy nor difficult to unders
 tand
 | I somewhat like this |
 I may buy
 | | Both ar
 e strong brand names in their respective segments |
 | Both are known for superior products | Both are known for superior custome
 r service | | 3
 | | 1 | 2 | | Very new and different
 | Somewhat relevant
 | I may or may not recommend
 | Max Axis Life Insurance | Neither easy nor d
 ifficult to understand
 | Neither like nor dislike this insurance plan |
 I may buy
 |
 | It is successfully competing with major bank based insurers like HDFC Life
 and ICICI Prudential, on its own | It is known for superior products | It is
 known for superior customer service |

1	3	2			Extremely new and different
May or might not be relevant					
I may or may not recommend					
Very easy to understand					
I totally like this					
I may or may not buy					
Axis name is taken in the same line as HDFC and ICICI					
It is known for superior customer service					
It looks modern and professional					
		3	1		Very new and different
Completely relevant					
I may recommend					
Concept 3Axis Life Insurance					
Concept 1Axis Max Life Insurance					
Concept 3Axis Life Insurance					
Concept 2Max Life Insurance by Axis Bank					
Concept 3Axis Life Insurance					
Concept 1Axis Max Life Insurance					
Concept 3Axis Life Insurance					
Concept 1Axis Max Life Insurance					
Concept 2Max Life Insurance by Axis Bank					
Concept 3Axis Life Insurance					
Concept 3Axis Life Insurance					
Rank 4 - Least liked					
Rank 2		Rank 3		Rank 1 - Most liked	
6	3	1	2	5	4
It feels refreshing					
It looks modern and luxurious					
It feels sharper and bolder					
Male					
Secondary-10th					
Self-employed / Entrepreneur					
Savings Account/ Current account					
Credit Card					
Loans (Home, auto, personal, business)					
West					
Metro					
Life Insurance					
Intender					
FALSE					
Others					
Metro					



Accept			1.14514e+11		429729204	2024-01-23 11:20:59
2024-01-23 11:36:28		1.187.13.157				
		36-45 years				INR 2-5L
No, but I intend to buy a life insurance policy soon						
Spontaneous 2 (Brand 3)						
Spontaneous 1 (Brand 2)		Top of mind (Brand 1)				
		Spontaneous 3 (Brand 4)				
		HDFC Life insurance		HDFC Life insurance		

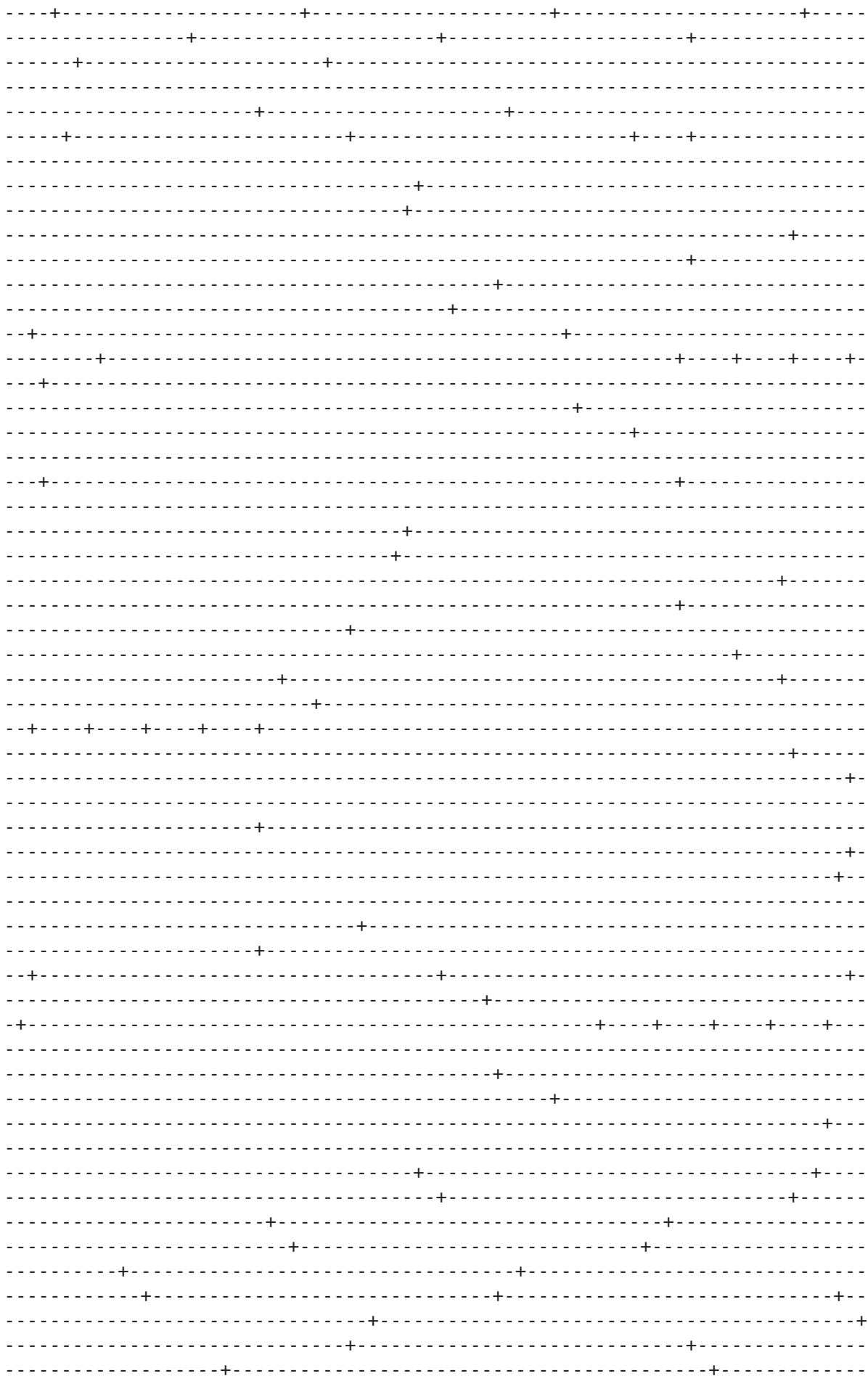
[illegible]



Accept			1.14514e+11		429729204	2024-01-23 10:05:56
2024-01-23 10:23:51		106.79.145.19				
		36-45 years				INR 2-5L
No, but I intend to buy a life insurance policy soon						
		Spontaneous 2 (Brand 3)				
		Top of mind (Brand 1)		Spontaneous 1 (Brand 2)		
				Spontaneous 3 (Brand 4)		
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png						
SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png						
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png						
Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png						

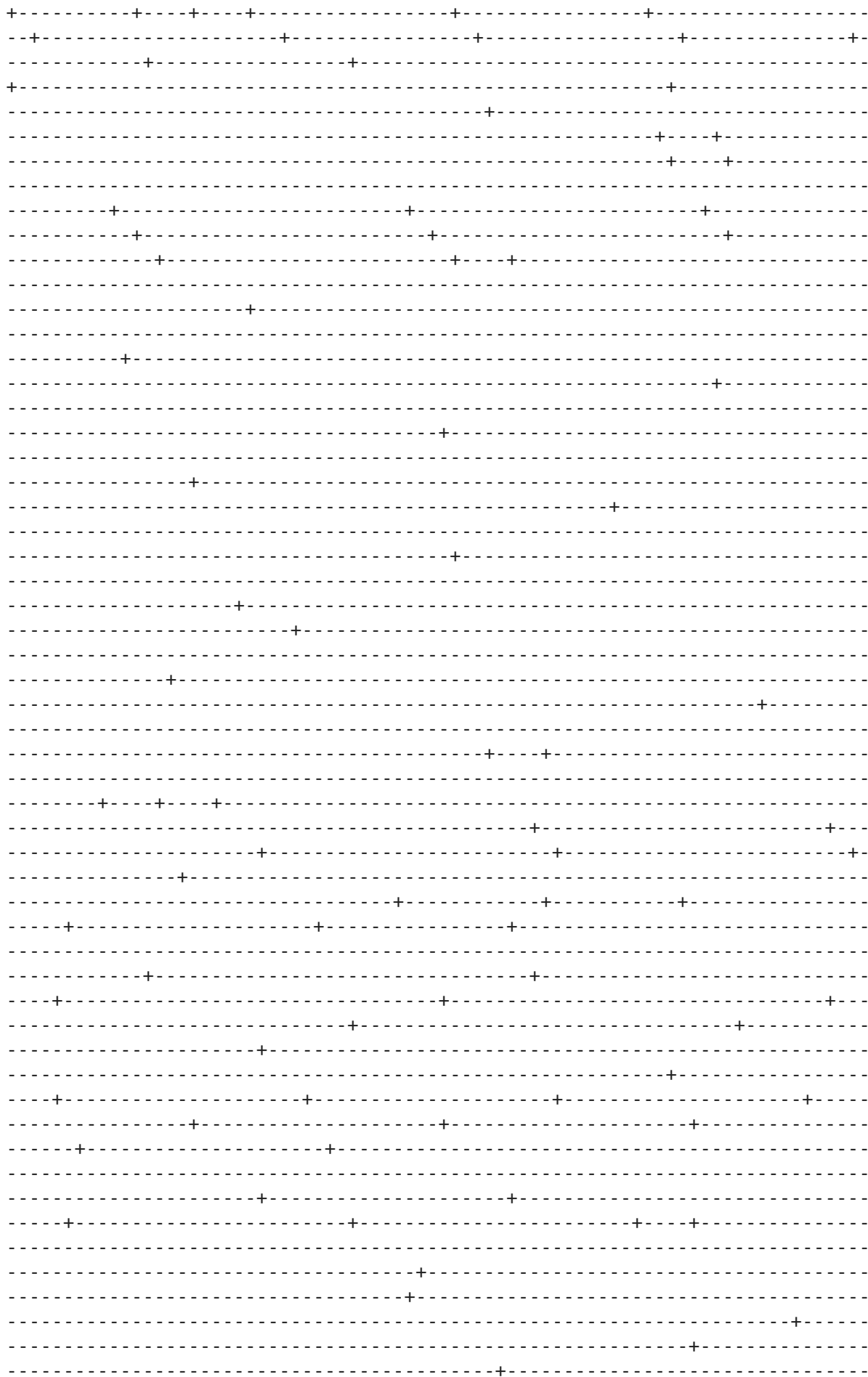
[illegible]

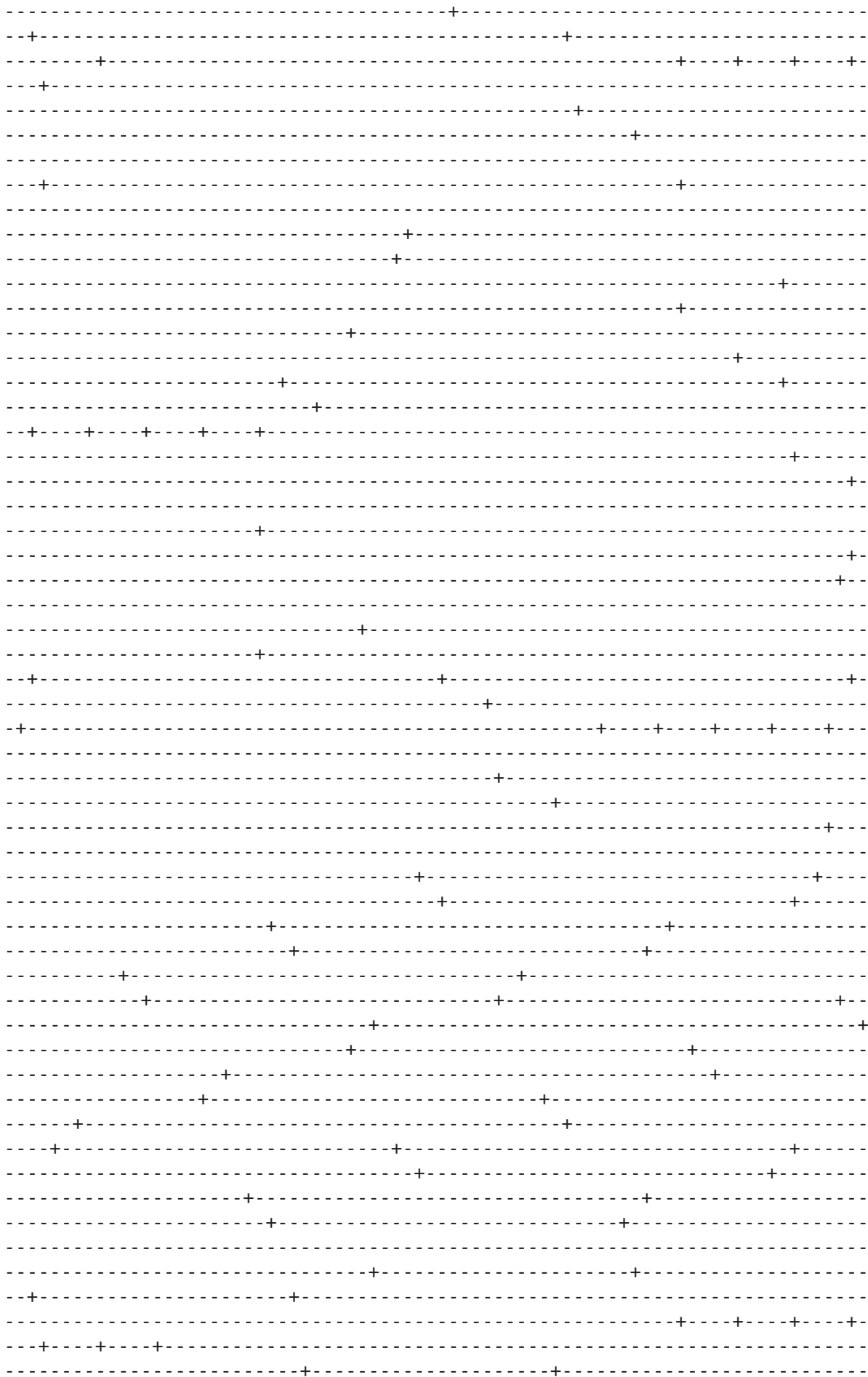
[illegible]



Accept			1.14513e+11	429729204	2024-01-22 18:43:38
2024-01-22 19:07:14	106.79.134.17				
	46-50 years				INR 2-5L
No, but I intend to buy a life insurance policy soon					
Spontaneous 1 (Brand 2)					
Top of mind (Brand 1)			Spontaneous 2 (Brand 3)		
Spontaneous 3 (Brand 4)					
ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png					
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png					
Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png					
Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png					
Spontaneous 1 (Brand 2)					
Spontaneous 3 (Brand 4)		Spontaneous 2 (Brand 3)		Top of mind (Brand 1)	
		HDFC Bank			
		State Bank of India			
HDFC Life Insurance					
Max Life Insurance		Max Life Insurance		Max Life Insurance	
Max Life Insurance		Max Life Insurance		SBI Life Insurance	
Max Life Insurance		SBI Life Insurance			
State Bank of India					
State Bank of India		HDFC Bank		State Bank of India	
State Bank of India		State Bank of India		State Bank of India	
State Bank of India		State Bank of India		Association with a banking brand/ name	

Insurance expertise	Customer reviews and word of mouth	
	Somewhat easy to understand	
I somewhat like this		
I may buy		
	Both are	
are strong brand names in their respective segments		
Both are known for superior products	Both are known for superior customer service	
	1	
2	3	Extremely new and different
Completely relevant		
I may recommend		
Max Axis Life Insurance	Somewhat easy to understand	
I somewhat like this		
I may buy		
	Max Life	
is a respected and well-known brand		
It is known for superior products	It is known for superior customer service	
	1	
3	2	Very new and different
Somewhat relevant		
I may recommend		
Neither easy nor difficult to understand		
Neither like nor dislike this insurance plan		
I may or may not buy		
	Axis name	
is taken in the same line as HDFC and ICICI		
It is known for superior products		
It looks modern and professional	1	
2	3	Slightly new and different
May or might not be relevant		
I may or may not recommend		
	Concept 2Max Life Insurance by Axis Bank	
Concept 2Max Life Insurance by Axis Bank		
	Concept 2Max Life Insurance by Axis Bank	
Concept 2Max Life Insurance by Axis Bank		
	Concept 2Max Life Insurance by Axis Bank	
	Concept 0Max Life Insurance	
Concept 0Max Life Insurance		
	Concept 0Max Life Insurance	
Rank 2		
Rank 1 - Most liked	Rank 3	Rank 4 - Least liked
6	4	3
7	2	5
1	It has a vibrant colour scheme	
It feels refreshing		It feels sharper and bolder
		Mumbai
Female		Graduate
Home maker		
Savings Account/ Current account		
West	Metro	Life Insurance Inter
FALSE	Others	Metro



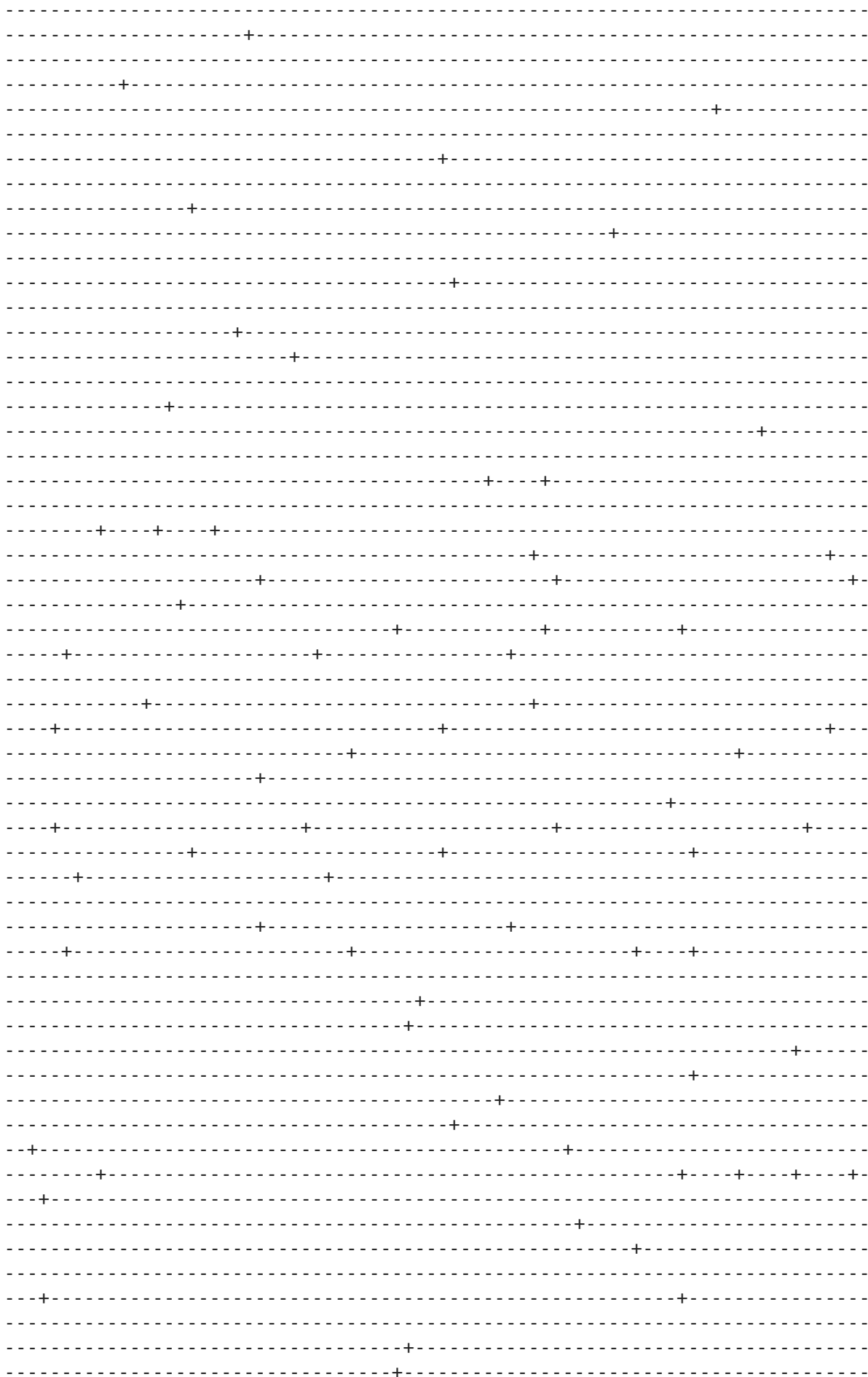


```

-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Accept | | | 1.14515e+11 | 429729204 | 2024-01-24 12:23:28 | 2024-01-24 12:44:14 | 106.79.183.217 | | |
| | | 36-45 years | | INR 2-5L |
| No, but I intend to buy a life insurance policy soon |
| |
| |
| Spontaneous 1 (Brand 2) | |
| Top of mind (Brand 1) | Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand
4) | | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png |
|
| Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/4
11433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC https://surveymo
nkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab
99919d1f65.png |
|
|
|
|
|
|
|
| Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) | | Spontaneous 1 (Brand
2) | Spontaneous 2 (Brand 3) | | HDFC Bank
| | | State Bank of India |
| LIC
| Bajaj Allianz Life Insurance | Bajaj Allianz Life Insurance | Tata A
ia Life Insurance | Bajaj Allianz Life Insurance | LIC
| LIC | Bajaj Allianz Life Insurance | HDFC B
ank
| HDFC Bank | HDFC Bank | HDFC Bank | State Ba
nk of India | HDFC Bank | HDFC Bank | HDFC Bank
| HDFC Bank | HDFC Bank | Association with a banking bra
nd/ name
| Insurance expertise | Customer reviews and word of mouth |
| | | Neither easy nor difficult to understand
| I somewhat dislike this |
I may not buy
|
| Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| | It looks modern and profess
ional | 1 | 2 | | 3
| Somewhat new and different
| Somewhat relevant
| I may not recommend

```

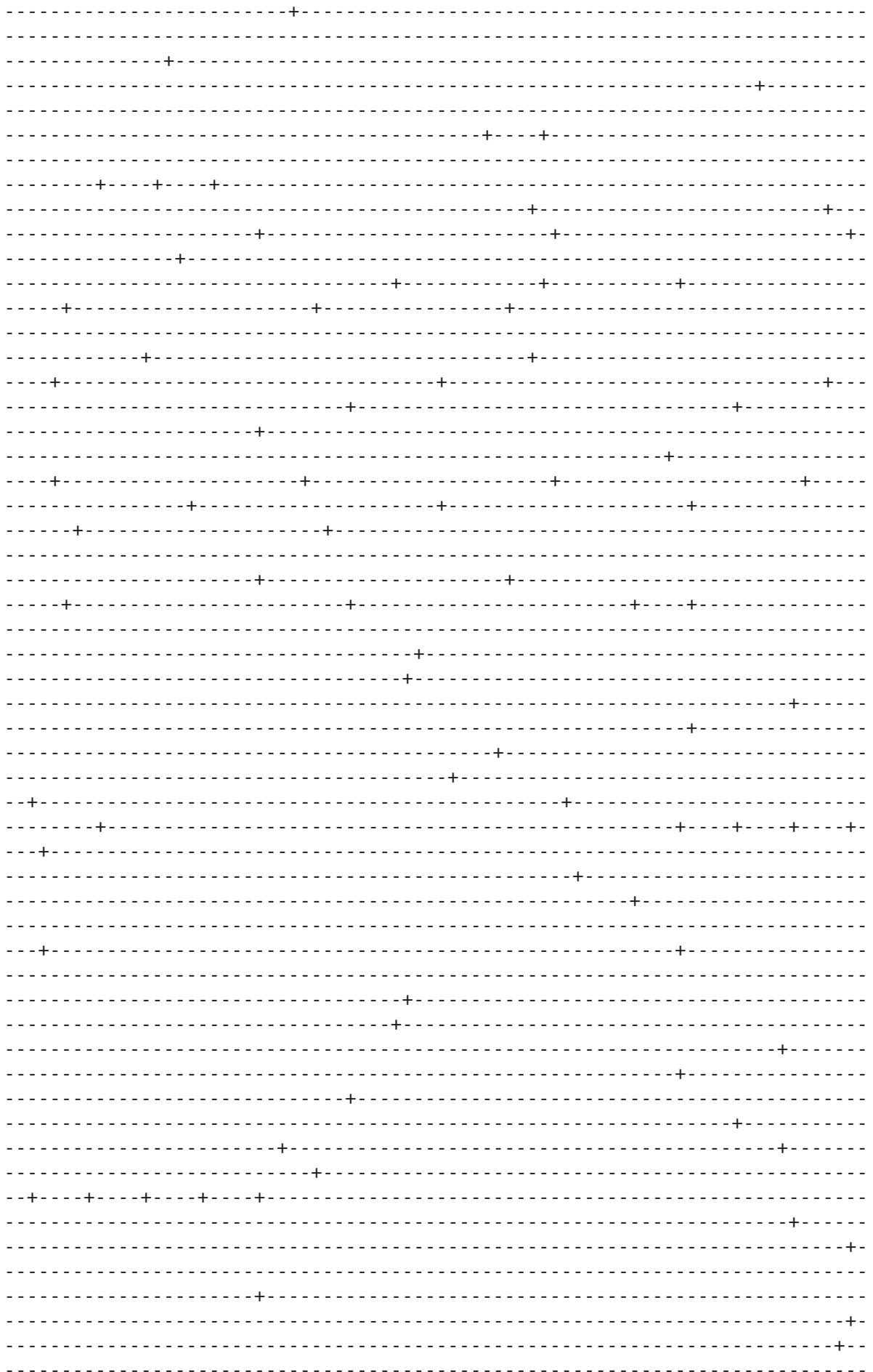
```
| Max Axis Life Insurance | Neither easy nor difficult to understand  
| Neither like nor dislike this insurance plan  
I may or may not buy  
|  
| It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own | It is known for superior products | It is known for superior customer service |  
| 1 | 2 | 3 | Somewhat new and different  
| May or might not be relevant  
| I may or may not recommend  
| Very difficult to understand  
| I completely dislike this  
I may not buy  
|  
me is taken in the same line as HDFC and ICICI | It has a wide network of branches | It is known for superior customer service |  
| 2 | 3 | Slightly new and different  
| May or might not be relevant  
| I may not recommend  
  
k | Concept 0Max Life Insurance by Axis Bank |  
Concept 1Axis Max Life Insurance |  
Concept 2Max Life Insurance by Axis Bank |  
Rank 1 - Most liked Rank 4 - Least liked Rank 3  
1 | 2 | 4 | 6 | 3 | 7 | 5 | It has a vibrant colour scheme  
|  
It feels international The picture/ image looks cool Mumbai  
Male Graduate  
Self-employed / Entrepreneur  
Savings Account/ Current account  
West Metro Life Insurance Interest  
der FALSE Others Metro
```



Accept		1.14515e+11	429729204	2024-01-24 11:50:3
5	2024-01-24 12:11:04	106.78.191.7		

	36-45 years	INR 2-5L
No, but I intend to buy a life insurance policy soon		
Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand 2)	
	Top of mind (Brand 1)	Spontaneous 2 (Brand 3)
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png		
	Spontaneous 1 (Brand 2)	
	Top of mind (Brand 1)	Spontaneous 2 (Brand 3)
Spontaneous 3 (Brand 4)		HDFC Bank
	Axis Bank	State Bank of India
LIC		
Kotak Life Insurance	Max Life Insurance	LIC
LIC	Kotak Life Insurance	Bajaj
Allianz Life Insurance	LIC	HDFC Bank
State Bank of India	HDFC Bank	State Bank of India
HDFC Bank	State Bank of India	HDFC Bank
HDFC Bank	HDFC Bank	Association with a banking brand/ name
		Claim settlement ratio
Branch/ office network	Somewhat difficult to understand	
Neither like nor dislike this insurance plan		
I may not buy		
I did not like this concept		
		Not
at all new and different		
Somewhat irrelevant		
I may not recommend		
Axis Max Life Insurance		Somewhat easy to understand
I somewhat like this		
I may or may not buy		
It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own		
It is known for superior customer service		
It looks modern and professional		
2	1	3
Extremely new and different		
May or might not be relevant		
I may or may not recommend		
Somewhat difficult to understand		
Neither like nor dislike this insurance plan		
I may or may not buy		

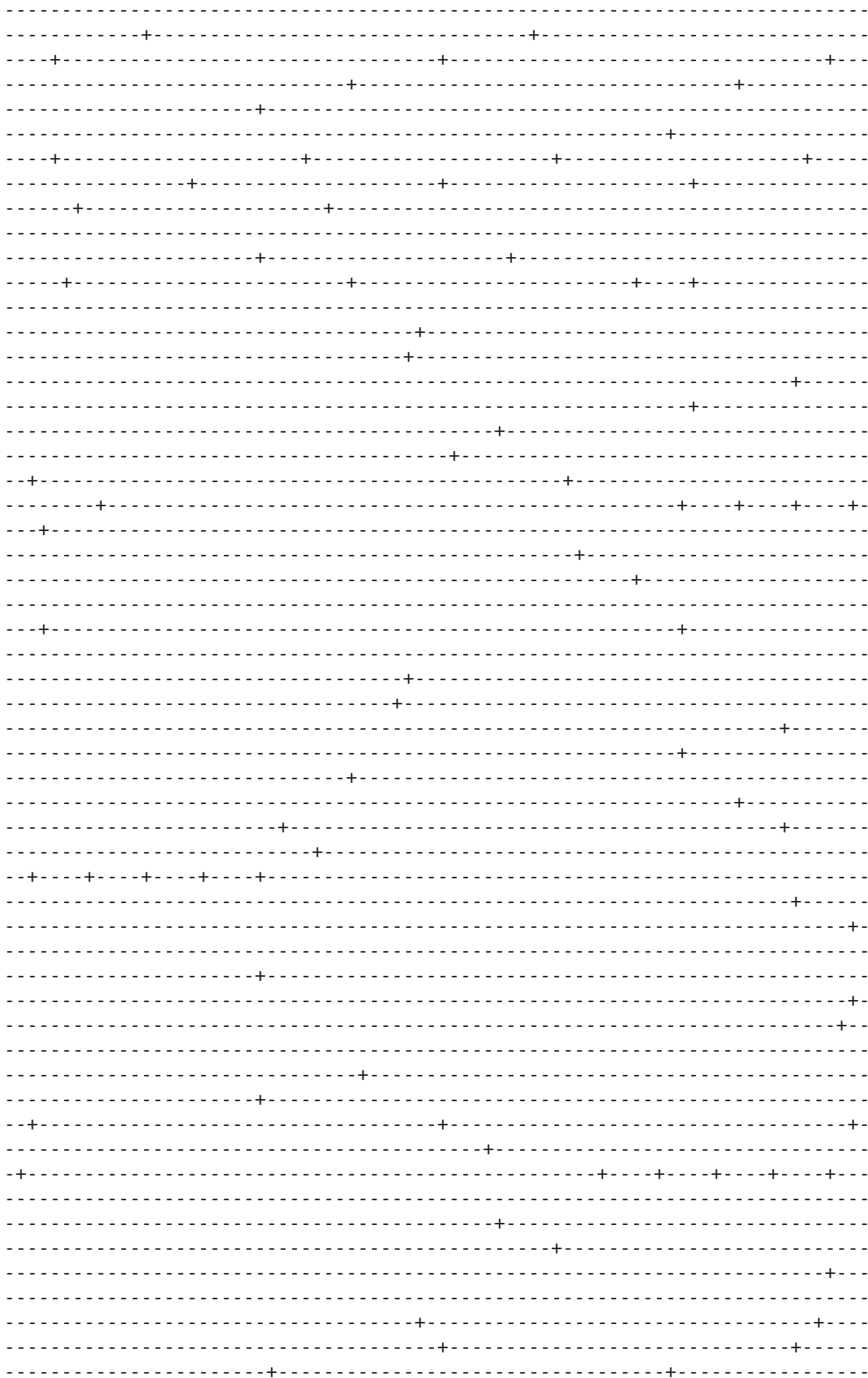
```
| Axis na  
me is taken in the same line as HDFC and ICICI | It has a wide network of br  
anches | It is known for superior custom  
er service | 1  
| 2 | 3 | Slightly new and different  
| Somewhat relevant  
| I may recommend  
|  
| Concept 2Max Life Insurance by Axis Ban  
k | Concept 1AX  
is Max Life Insurance |  
| Concept 0Max Life Insurance |  
| Concept 3Axis Life Insurance |  
| Concept 2Max Life Insurance by Axis Ban  
k |  
| Concept 2Max Life Insurance by Axis Bank |  
| Concept 2Max Life Insurance by Axis Ban  
k |  
| Concept 3Axis Life Insurance |  
Rank 1 - Most liked  
| Rank 3 | Rank 2 | Rank 4 - Least liked |  
6 | 2 | 3 | 7 | 1 | 4 | 5 |  
| It feels refreshing | It looks modern and luxurious |  
| The picture/ image looks cool | Mumbai  
| Male | Graduate  
| Self-employed / Entrepreneur |  
Savings Account/ Current account  
| Loans (Home, auto, personal, business) |  
| West | Metro | Life Insurance Inten  
der | FALSE | Axis Bank | Metro | Metro |
```



[illegible]

[illegible]

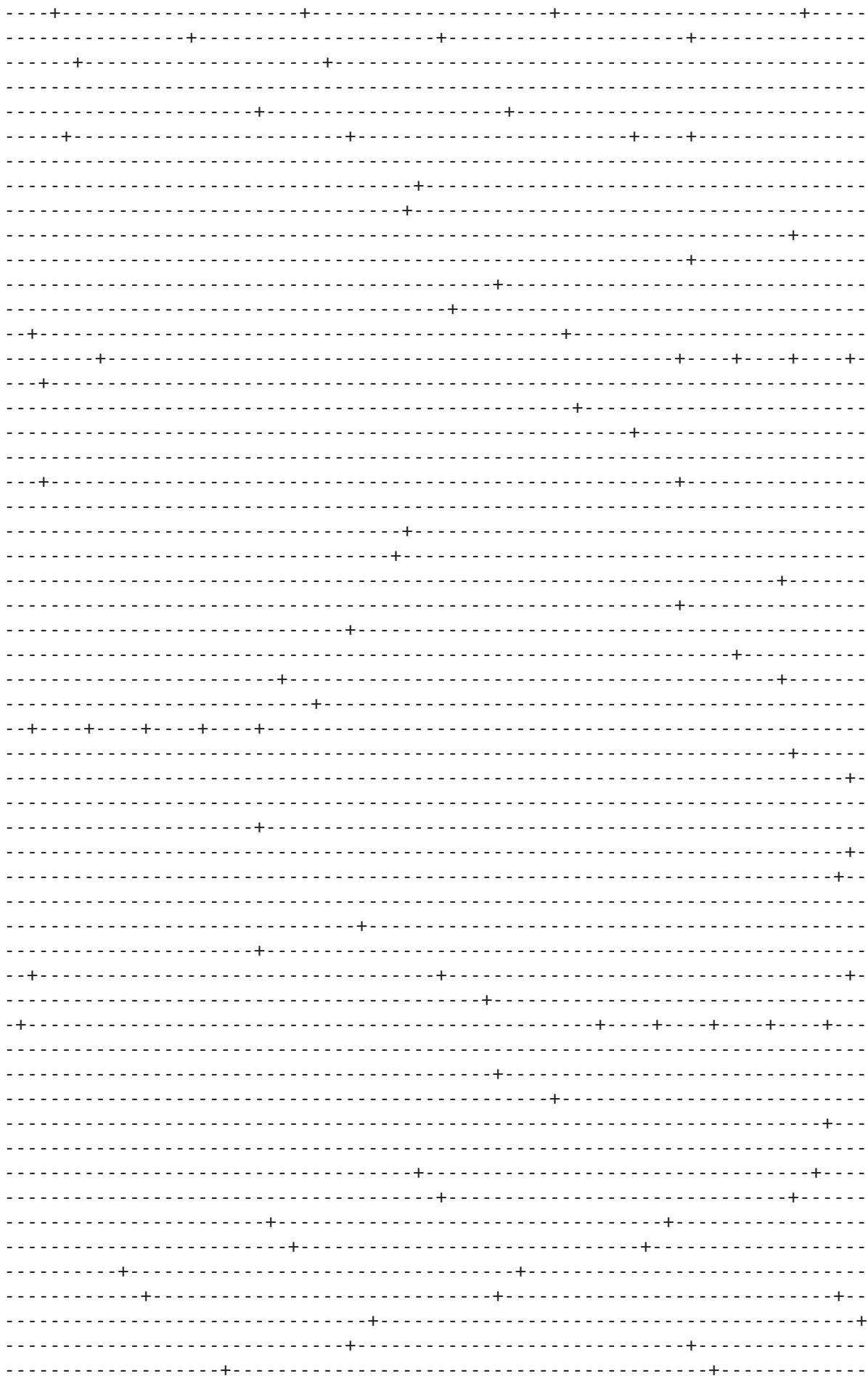
[illegible]



[illegible]

Spontaneous 3 (Brand 4)	HDFC Bank
	State Bank of India Bank
of Baroda Max Life Insurance	
SBI Life Insurance	Max Life Insurance Bajaj
Allianz Life Insurance Max Life Insurance	Kotak Life Ins
urance Max Life Insurance	Max Life Insurance
State Bank of India	
State Bank of India Others	State Bank of India State Ba
nk of India State Bank of India Others	State Bank of Indi
a State Bank of India State Bank of India	
	Customer reviews and word of mouth Claim settlemen
t ratio Branch/ office network	Very easy to understand
I totally like this	
I will definitely buy	
	Both ar
e strong brand names in their respective segments Both are successfully co	
mpeting with major brands like HDFC and ICICI	
	It looks modern and profess
ional 2	1 3
Not at all new and different	
Completely relevant	
I will definitely recommend	
Max Axis Life Insurance	Somewhat easy to u
nderstand	
I somewhat like this	
I may buy	
	Max Lif
e is a respected and well-known brand	
It is known for superior products It is known for superior customer serv	
ice	1
	2 3 Somewhat new and different
Completely relevant	
I may recommend	
Neither easy nor difficult to understand	
I somewhat like this	
I may or may not buy	
	Axis na
me is taken in the same line as HDFC and ICICI It has a wide network of br	
anches	
It looks modern and professional 2	
1 3 Very new and different	
Somewhat relevant	
I will definitely recommend	
Concept 0Max Life Insurance	
Concept 1Axis Max Life Insurance	
	Concept 1Axis
Max Life Insurance Concept 2Max Life Insurance by Axis Bank Concept 3Axi	
s Life Insurance	
Concept 2Max Life Insurance by Axis Bank	
Concept 1Axis Max Life Insurance Concept 2Max Life Insurance by Axis Ban	
k	Concept 1Ax
is Max Life Insurance	
Concept 0Max Life Insurance Concept 1Axis Max Life Insurance	
Concept 3Axis Life Insurance Concept 0Max Life Insurance Concept 1Axis	
Max Life Insurance	Concept 3Axi
s Life Insurance	

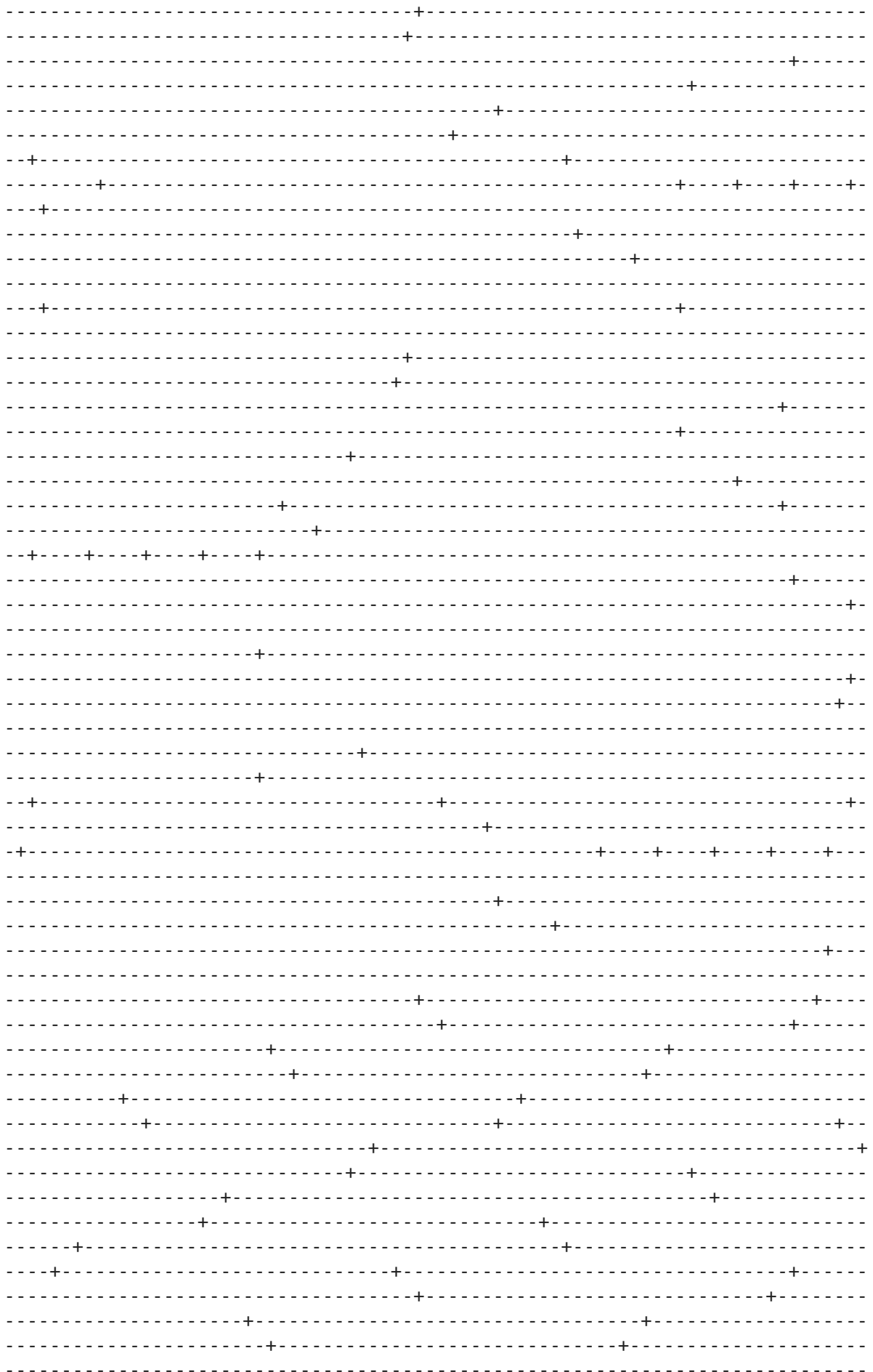
Concept 2Max Life Insurance by Axis Bank									
Rank 1 - Most liked					Rank 2			Rank 4 - Least liked	
1	4	7	2	3	6	It has a vibrant colour scheme			
					It looks modern and luxurious				
It feels international					Mumbai				
Male					Graduate				
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees									
Savings Account/ Current account									
Credit Card					Loans (Home, auto, personal, business)				
West					Metro				
Online					Others				
					Metro				



Accept		1.14514e+11	429729203	2024-01-23 17:21:02
2024-01-23 17:40:36	152.58.209.55			
	25-35 years			INR 5.1-7L
Yes				Online aggregators like Policybazaar, Coverfox, etc.
Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand 2)			
Spontaneous 2 (Brand 3)	Top of mind (Brand 1)			
		HDFC Life insurance	HDFC Life insurance	
ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png	Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png	SBI Life Insurance
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png				
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png	Bajaj Allianz Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png	
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png			
		Spontaneous 3 (Brand 4)		
Top of mind (Brand 1)	Spontaneous 2 (Brand 3)			
Spontaneous 1 (Brand 2)				
ICICI Bank	Kotak Mahindra Bank			
LIC				
ICICI Prudential Life Insurance	Max Life Insurance			Kotak Life Insurance
	Max Life Insurance		LIC	
LIC	Max Life Insurance			ICICI Bank
Kotak Mahindra Bank	ICICI Bank		ICICI Bank	Kotak Ma

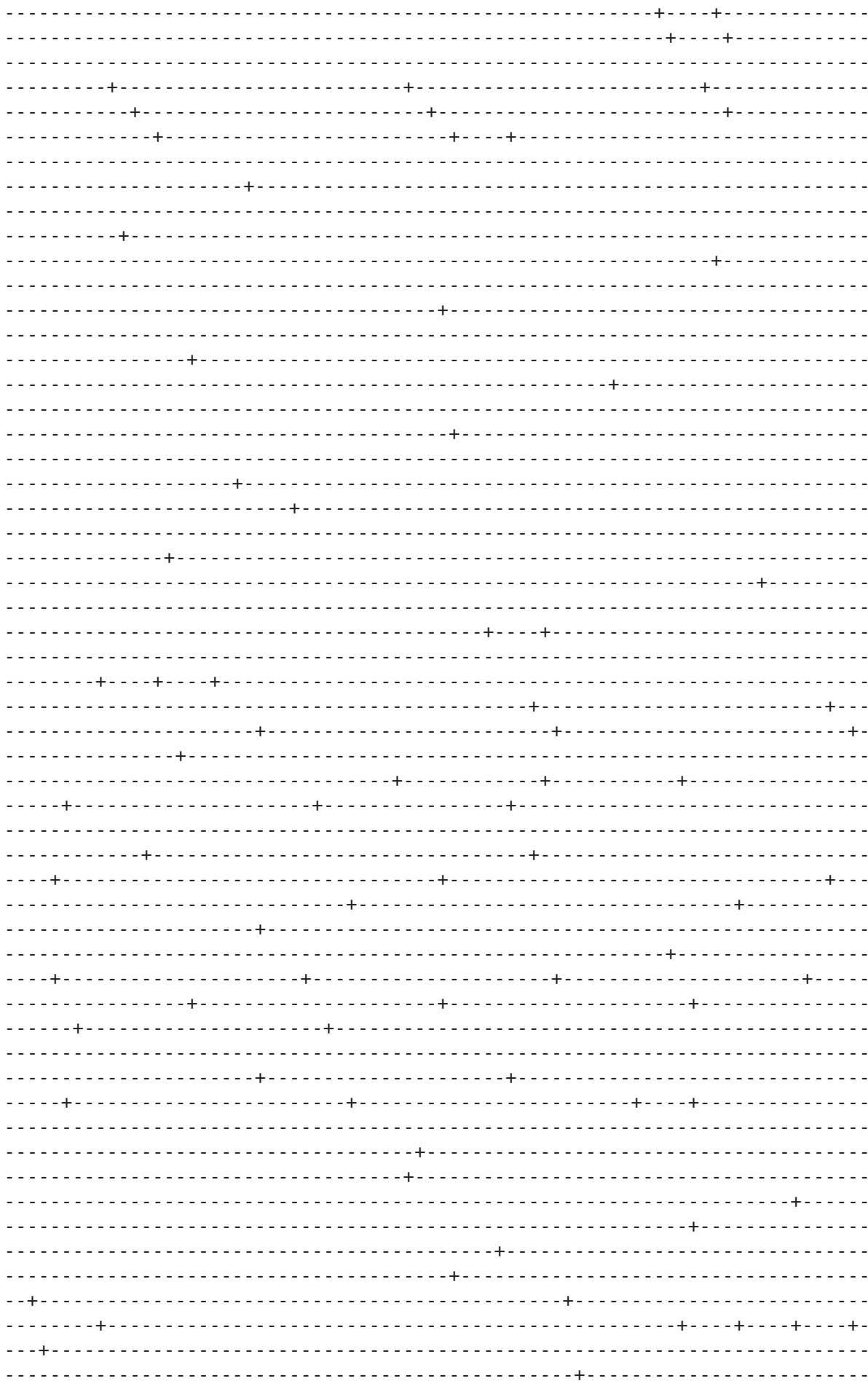
hindra Bank | ICICI Bank | Kotak Mahindra Bank | ICICI Bank
 | ICICI Bank | ICICI Bank | Association with a banking brand/ name
 | Customer reviews and word of mouth |
 | Branch/ office network | | Somewhat easy to understand
 | I somewhat like this |
 I may or may not buy
 | Both are
 e strong brand names in their respective segments | Both are successfully competing with major brands like HDFC and ICICI |
 | Both are known for superior customer service |
 | 2 | 3 | | 1 | | Somewhat new and different
 | Somewhat relevant
 | I may recommend
 | Max Axis Life Insurance | Very easy to understand
 | I totally like this |
 I will definitely buy
 | Max Life
 e is a respected and well-known brand | It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | It is known for superior customer service |
 | 2 | 1 | | 3 | | Extremely new and different
 | Completely relevant
 | I will definitely recommend
 | Somewhat easy to understand
 | I somewhat like this |
 I may or may not buy
 | Axis name
 me is taken in the same line as HDFC and ICICI |
 | It is known for superior products | It is known for superior customer service |
 | 3 | 2 | | Somewhat new and different
 | Somewhat relevant
 | I may recommend
 | Concept 2Max Life Insurance by Axis Bank
 k | | Concept 0Max Life Insurance |
 | Concept 3Axis Life Insurance |
 | Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Bank
 k | |
 | Concept 2Max Life Insurance by Axis Bank |
 | Concept 1Axis Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 Concept 0Max Life Insurance | Concept 2Max
 x Life Insurance by Axis Bank | Concept 0Max
 Life Insurance | Concept 2Max Life Insurance by Axis Bank |
 | Rank 2
 | Rank 3 | Rank 1 - Most liked | Rank 4 - Least liked |
 2 | 4 | 7 | 6 | 1 | 5 | 3 | It has a vibrant colour scheme
 | It looks modern and luxurious | It feels sharper and bolder |
 | Male | Mumbai
 | Post-graduate PhD / doctorate

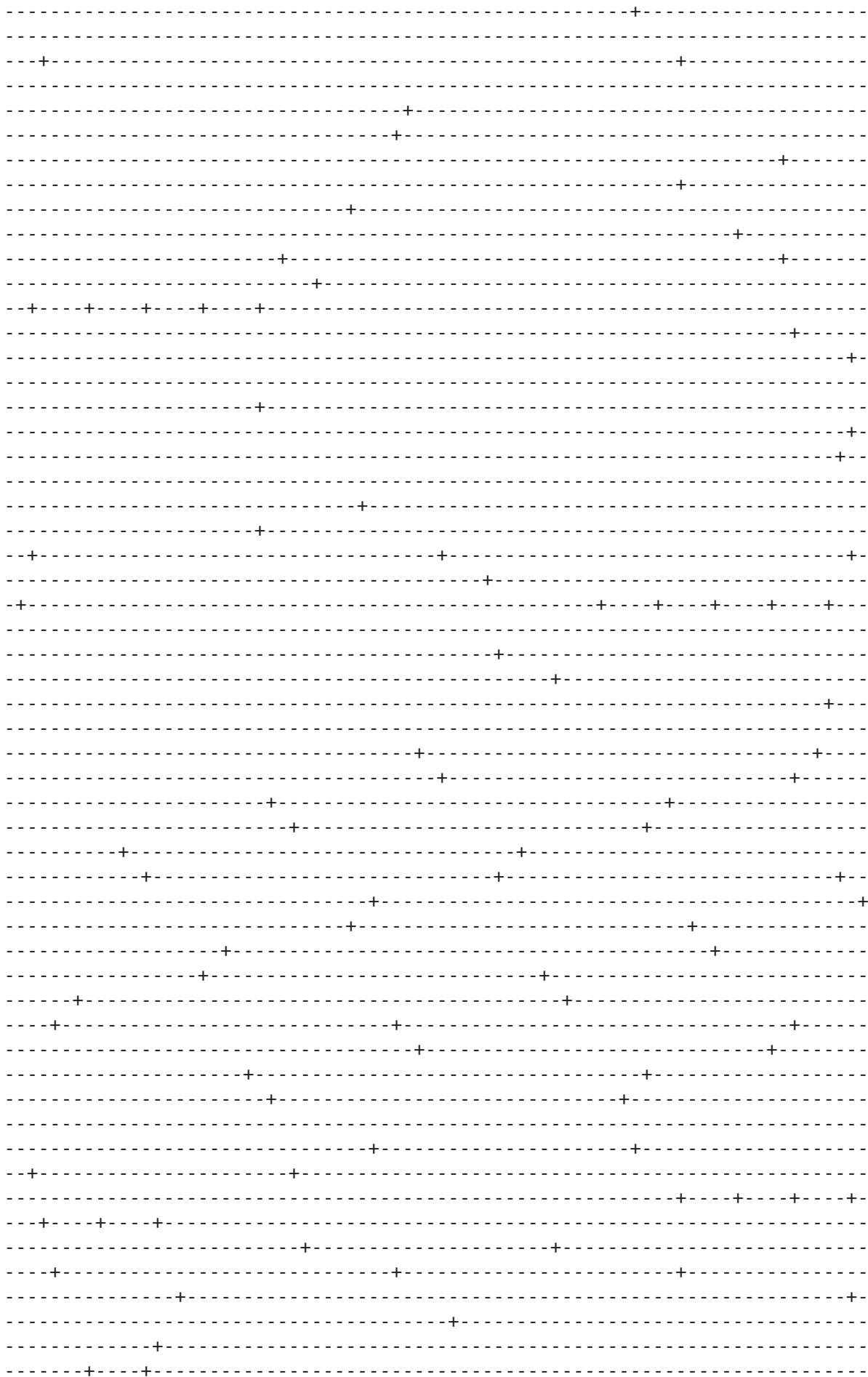
[illegible]



Accept	1.14514e+11	429729203	2024-01-23 16:52:1
2024-01-23 17:19:44	152.58.209.146		
25-35 years			INR 5.1-7L
Yes			Online aggrega
tors like Policybazaar, Coverfox, etc.			
Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)		
	Top of mind (Brand 1)	Spontaneous 3 (Brand	
4)			
ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.c		
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png	Max Life		
Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/		
7743717e-83c9-4b5b-89bf-862da2e15704.png			
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c		
a4b1-a236-491a-be80-ab99919d1f65.png	Bajaj Allianz Life Insurance		
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a			
-b885-f06e5c175f81.png			
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411		
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png			
Spontaneous 1 (Brand 2)	Top of mind (Brand 1)	Spontaneous 2 (Brand	
3)	Spontaneous 3 (Brand 4)		
ICICI Bank	Axis Bank		
LIC			
ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	Bajaj	
Allianz Life Insurance	ICICI Prudential Life Insurance	ICICI Prudenti	
al Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life	
Insurance	Axis Bank		
Axis Bank	Axis Bank	Axis Bank	Axis Ban
k	Axis Bank	Axis Bank	Axis Bank
Axis Bank	Axis Bank		
Insurance expertise	Customer reviews and word of mouth		
Branch/ office network	Neither easy nor difficult to understand		
I somewhat like this			
I may or may not buy			
Both are successfully competing with major brands like HDFC and ICICI	Bo		

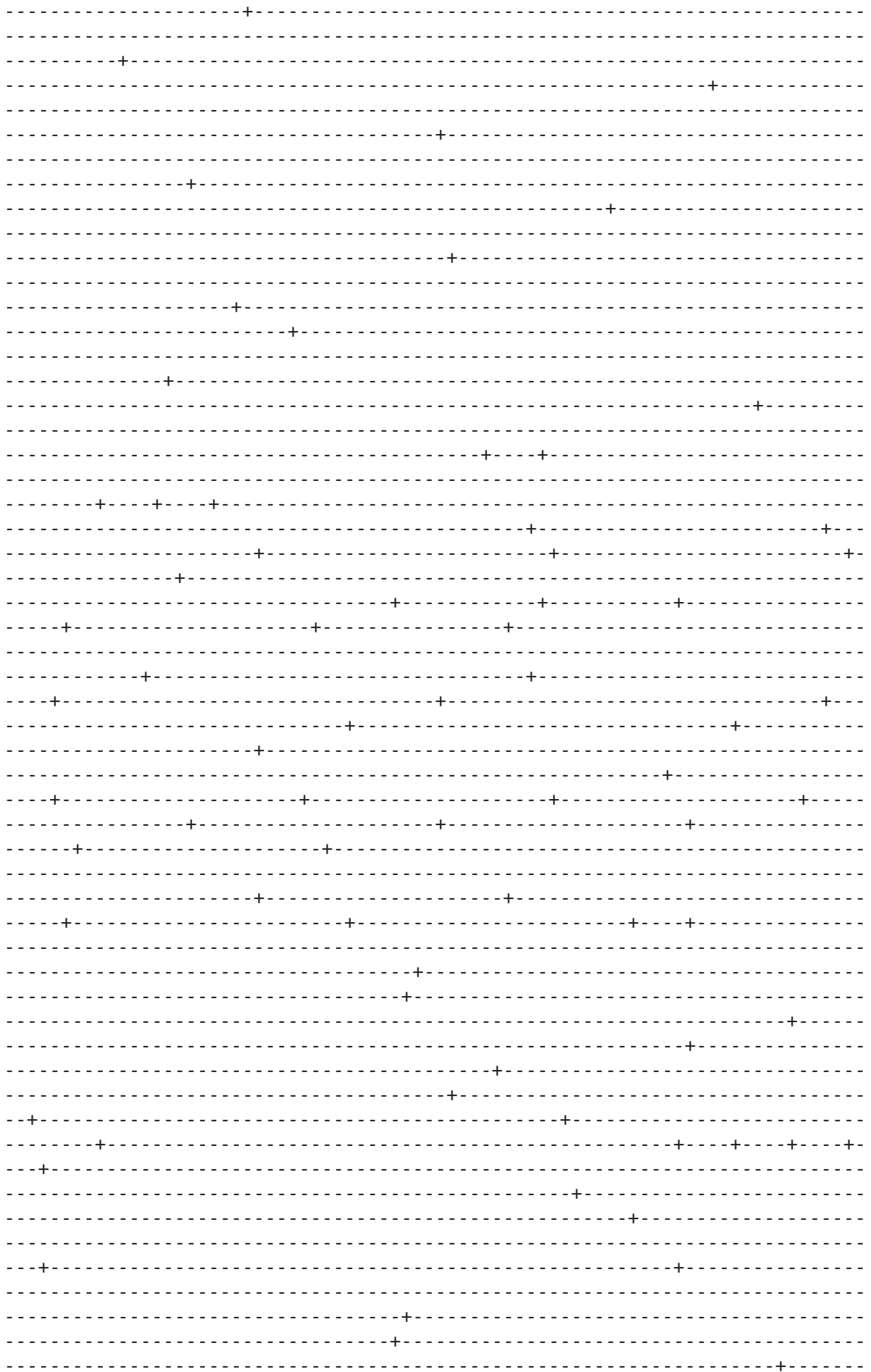
Both are known for superior customer service					
2	3	1	Very new and different		
Somewhat relevant					
I may recommend					
Axis Max Life Insurance				Very easy to understand	
I somewhat like this					
I may buy					
Max Lif					
e is a respected and well-known brand It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own					
It is known for superior customer service					
2	1	3	Somewhat new and different		
Somewhat relevant					
I will definitely recommend					
Somewhat easy to understand					
I somewhat like this					
I may buy					
It has a wide network of branches It is known for superior products					
It looks modern and professional					
2	3	1	Extremely new and different		
May or might not be relevant					
I will definitely recommend					
Concept 0Max Life Insurance					
Concept 2Max Life Insurance by Axis Bank					
k Concept 3Axis Life Insurance Concept 1Ax					
is Max Life Insurance Concept 3					
Axis Life Insurance Concept 1Axis Max Life I					
nsurance Concept 3Axis Life Ins					
urance Concept 1Axis Max Life Insurance Co					
ncept 2Max Life Insurance by Axis Bank					
Concept 3Axis Life Insurance Concept 0Max Life Insurance					
Concept 2Max Life Insurance by Axis Bank					
Concept 2Max Life Insurance by Axis Ban					
k Concept 3Axis Life Insurance Concept 0Max Life Insurance					
Concept 3Axis Life Insurance					
Rank 3					
Rank 4 - Least liked Rank 2 Rank 1 - Most liked					
7	4	2	1	3	5 6 It has a vibrant colour scheme
It feels refreshing It feels sharper and bolder					
Mumbai					
Male Graduate					
Self-employed / Entrepreneur					
Savings Account/ Current account					
Credit Card Loans (Home, auto, personal, business)					
West Metro Max Life Insurance					
Online Axis Bank Metro					
+-----+-----+-----+-----+-----+					
--+-+-----+-----+-----+-----+-----+					
+-----+-----+-----+-----+-----+					
+-----+-----+-----+-----+-----+					





[illegible]

I totally like this										Max Life Insurance									
I may buy										I may not buy									
It is a respected and well-known brand										It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own									
It is known for superior customer service										It is known for superior products									
1										2									
Very new and different										Somewhat relevant									
Somewhat relevant										I may recommend									
I may recommend										Somewhat easy to understand									
Somewhat easy to understand										I somewhat like this									
I somewhat like this										I may or may not buy									
I may or may not buy										Axis Bank									
Name is taken in the same line as HDFC and ICICI										It has a wide network of branches									
It is known for superior products										It is known for superior customer service									
1										2									
1										3									
Very new and different										Somewhat relevant									
Somewhat relevant										I will definitely recommend									
I will definitely recommend										Concept 0Max Life Insurance									
Concept 0Max Life Insurance										Concept 2Max Life Insurance by Axis Bank									
Concept 2Max Life Insurance by Axis Bank										Concept 1Axis Max Life Insurance									
Concept 1Axis Max Life Insurance										Concept 0Max Life Insurance									
Concept 0Max Life Insurance										Concept 3Axis Life Insurance									
Concept 3Axis Life Insurance										Concept 1Axis Max Life Insurance									
Concept 1Axis Max Life Insurance										Concept 2Max Life Insurance by Axis Bank									
Concept 2Max Life Insurance by Axis Bank										Concept 1Axis Max Life Insurance									
Concept 1Axis Max Life Insurance										Concept 0Max Life Insurance									
Concept 0Max Life Insurance										Concept 3Axis Life Insurance									
Concept 3Axis Life Insurance										Rank 3									
Rank 1 - Most liked										Rank 2									
Rank 2										Rank 4 - Least liked									
1										5									
6										2									
3										7									
It has a vibrant colour scheme										It looks modern and luxurious									
It looks modern and luxurious										It feels sharper and bolder									
It feels sharper and bolder										Mumbai									
Male										Post-graduate PhD / doctorate									
Professionals (Doctors, CA, Lawyers, etc.)										Private sector employees									
Savings Account/ Current account										Credit Card									
Credit Card										Loans (Home, auto, personal, business)									
West										Metro									
Metro										Max Life Insurance									
Online										Others									
Others										Metro									

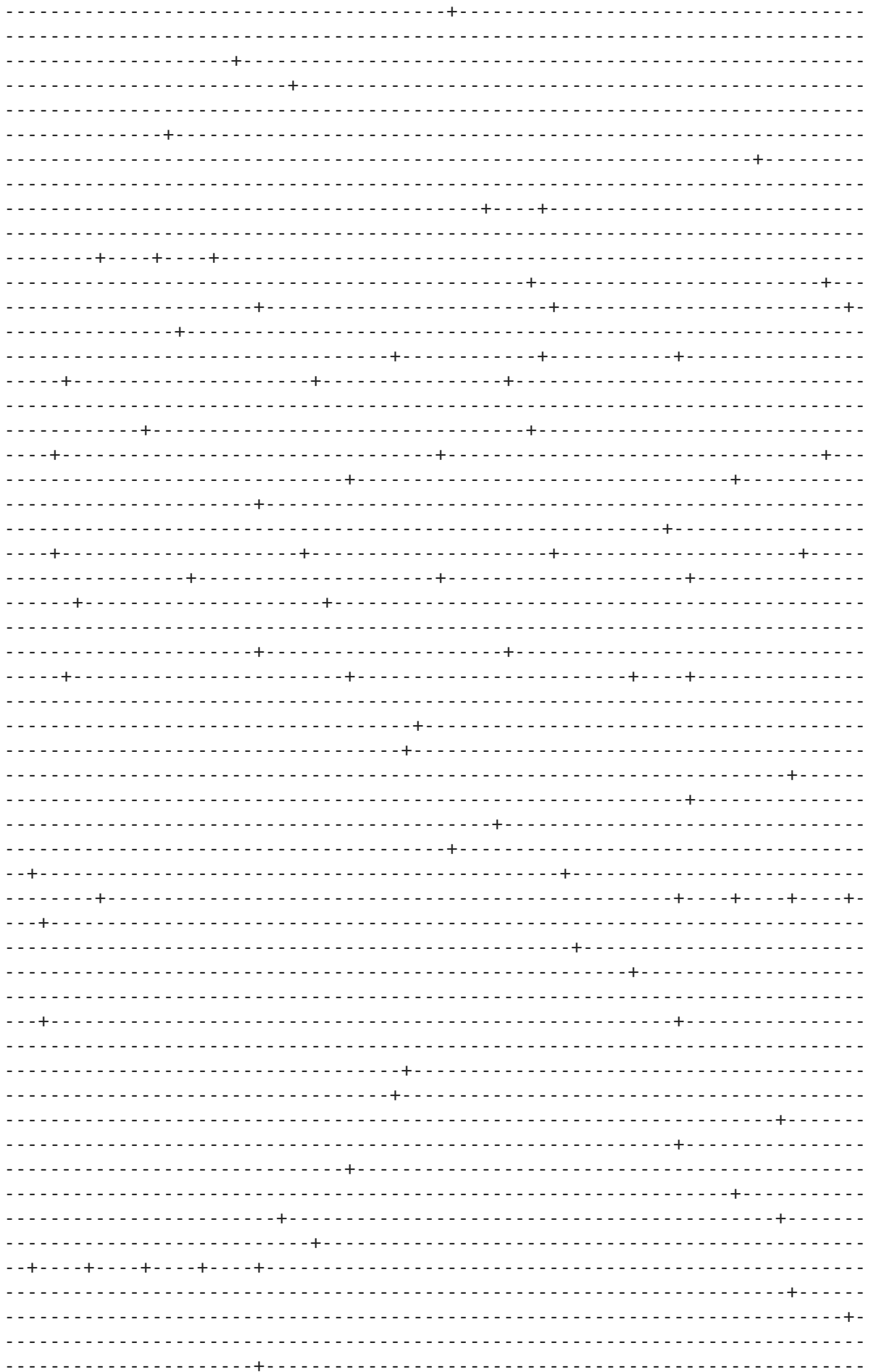



```

| Yes | Online aggregators like Policybazaar, Coverfox, etc. |
|
| Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand 2) |
| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) |
|
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png |
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
|
| Spontaneous 3 (Brand 4)
| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) |
| Spontaneous 1 (Brand 2) |
| Axis Bank |
| LIC
| Kotak Life Insurance | ICICI Prudential Life Insurance | Kotak Life Insurance | LIC | ICICI Prudential Life Insurance | Kotak Life Insurance
| HDFC Bank
| Axis Bank | Axis Bank | Axis Bank | State Bank of India | Axis Bank | Kotak Mahindra Bank | Axis Bank
| Axis Bank | Axis Bank | Association with a banking brand/ name
| Insurance expertise | Customer reviews and word of mouth |
| | Very easy to understand
| I totally like this
I may buy
| Both are strong brand names in their respective segments |
| Both are known for superior customer service | It looks modern and professional | 2
| 3 | 1 | Very new and different
| Somewhat relevant
| I may recommend
| Axis Max Life Insurance | Somewhat easy to understand
| I somewhat like this
I may or may not buy
| Max Life Insurance is a respected and well-known brand |
| It is known for superior products | It is known for superior customer service | 2
| 3 | 1 | Somewhat new and different
| May or might not be relevant
| I may recommend

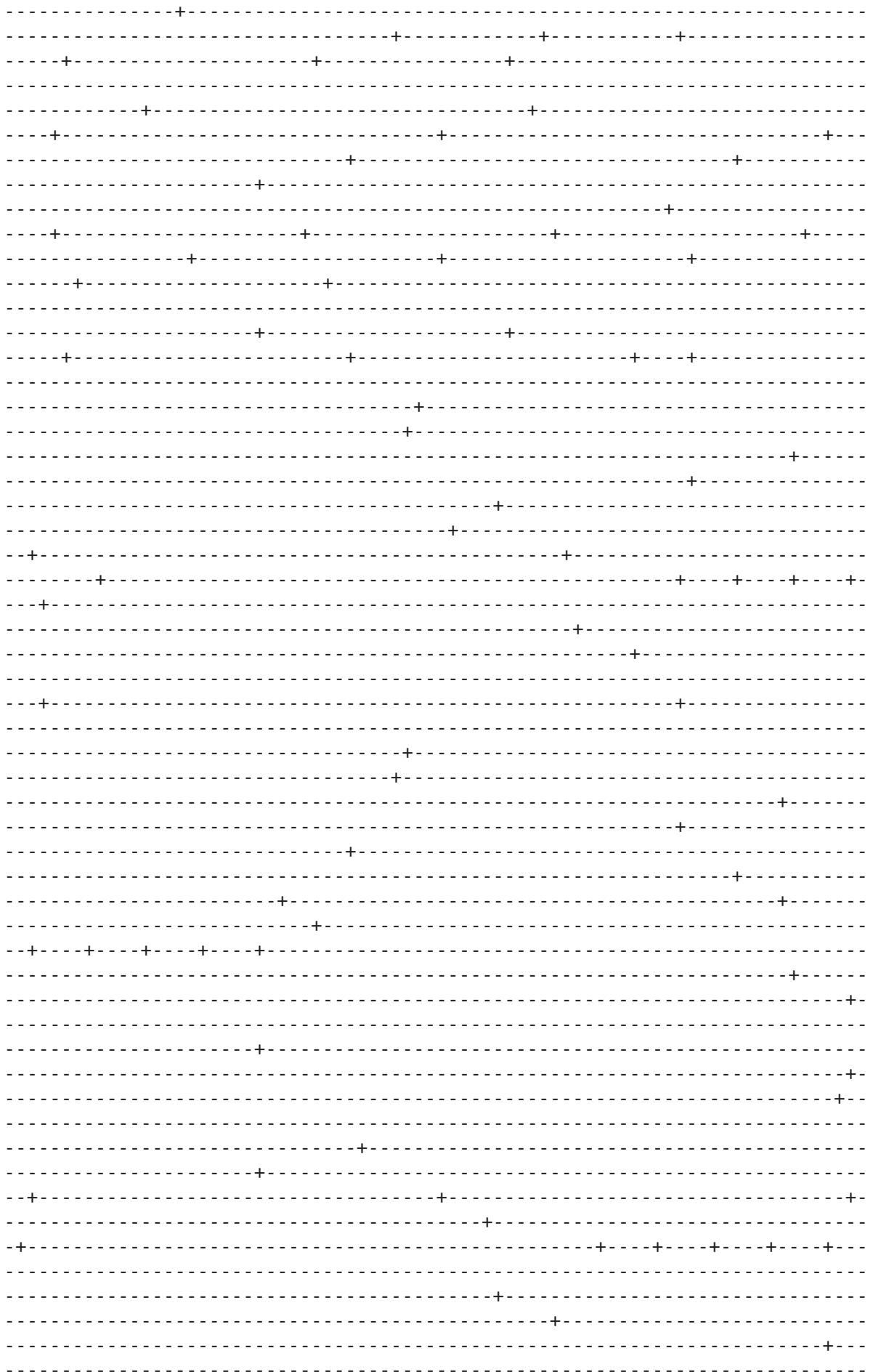
```


[illegible]



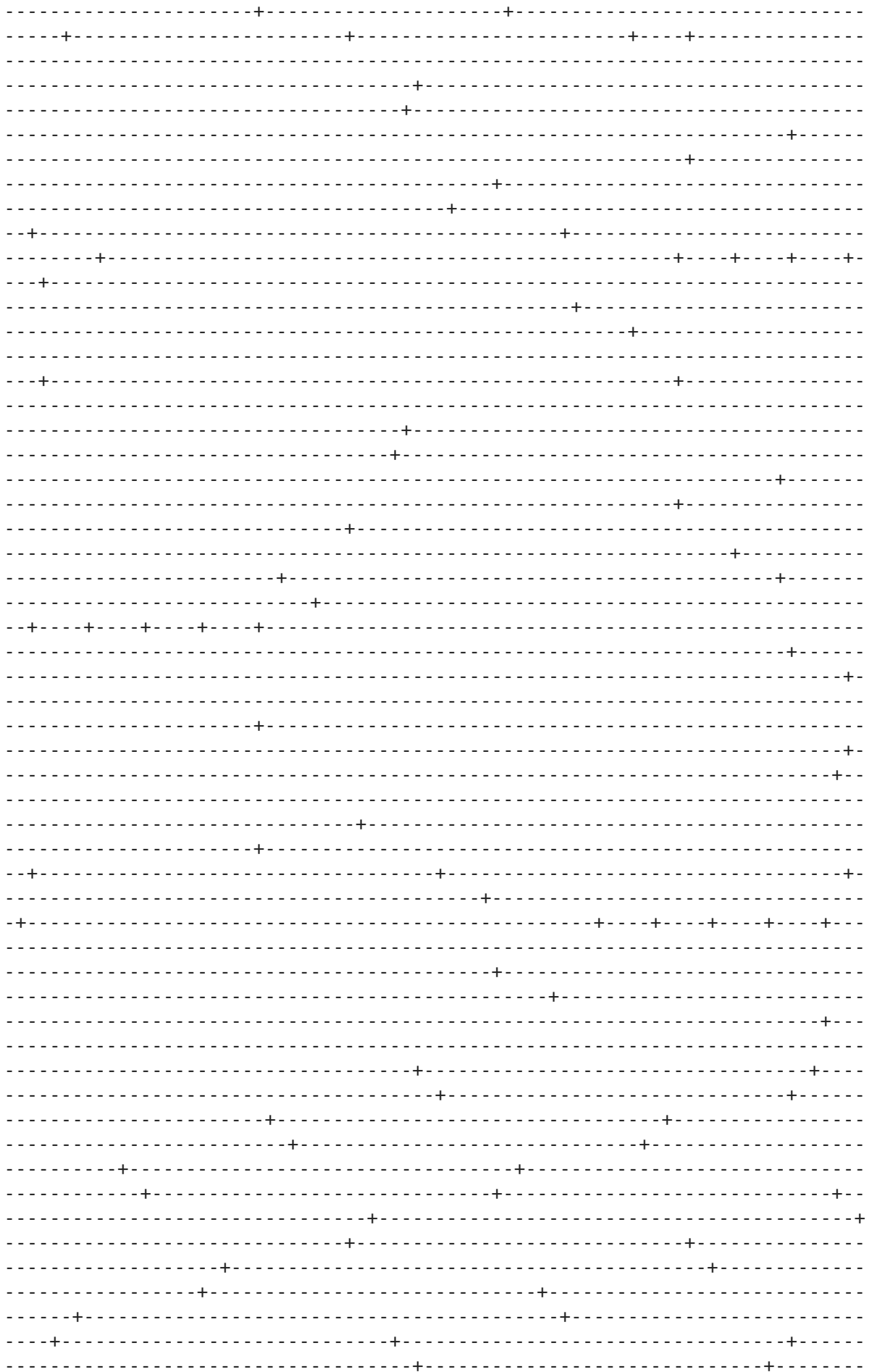
Accept		1.14514e+11	429729204	2024-01-23 17:01:41
2024-01-23 17:18:07	106.79.140.209			
	36-45 years			INR 2-5L
No, but I intend to buy a life insurance policy soon				
Spontaneous 2 (Brand 3)				
Top of mind (Brand 1)				
Spontaneous 1 (Brand 2)				
Spontaneous 3 (Brand 4)				
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png				

[illegible]



[illegible]

Max Life Insurance	Max Life Insurance	Max Life Insurance	Max Life Insurance
Axis Bank	Axis Bank	Axis Bank	Axis Bank
Insurance expertise	Customer reviews and word of mouth	Claim settlement ratio	Neither easy nor difficult to understand
I somewhat like this	I may or may not buy		Both are strong brand names in their respective segments
			Both are known for superior products
			It looks modern and professional
3	2		Somewhat new and different
			Somewhat relevant
			I may recommend
Max Axis Life Insurance			Somewhat easy to understand
I somewhat like this			
I may or may not buy			Max Life Insurance is a respected and well-known brand
			It is known for superior products
			It looks modern and professional
3	2		Very new and different
			Somewhat relevant
			I may recommend
			Somewhat easy to understand
			I totally like this
I may buy			
			It has a wide network of branches
			It is known for superior products
			It is known for superior customer service
2	3	1	Very new and different
			Somewhat relevant
			I may recommend
Concept 0Max Life Insurance			
	Concept 0Max Life Insurance	Concept 1Axis	
Max Life Insurance			Concept 2
Concept 0Max Life Insurance			Concept 0Max Life Insurance by Axis Bank
Max Life Insurance by Axis Bank			Concept 2Max Life Insurance by Axis Bank
			Concept 0Max Life Insurance
			Concept 2Max Life Insurance by Axis Bank
			Concept 0Max Life Insurance
Concept 0Max Life Insurance			
	Concept 0Max Life Insurance		
Rank 1 - Most liked			
Rank 2	Rank 3		Rank 4 - Least liked
2	4	5	7
3	6	1	
			It has a vibrant colour scheme

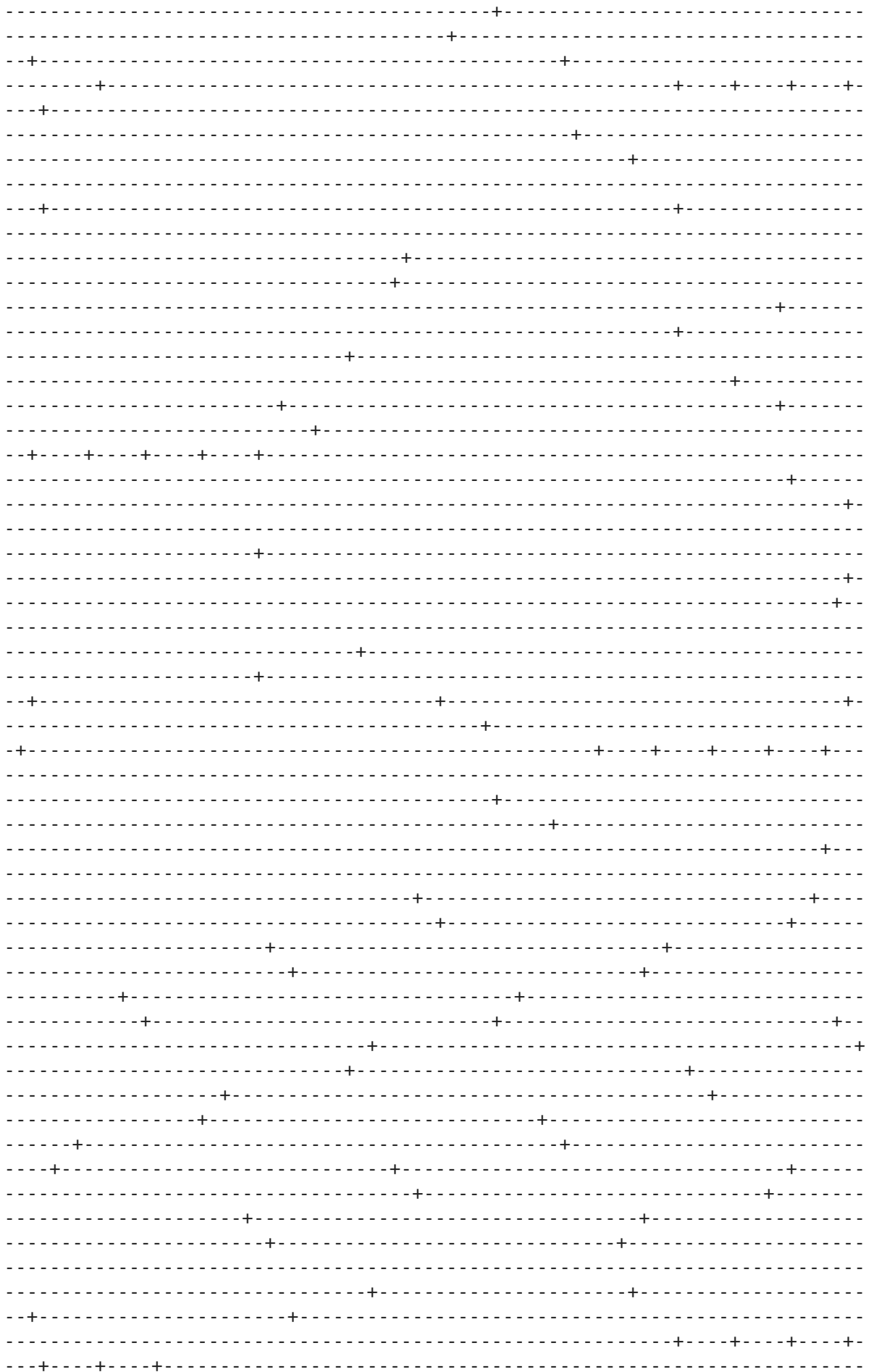


```

-----+-----+-----
-----+-----+-----
-----+-----+-----
--+-----+-----+-----
---+---+---+-----+---+---+---+
-----+-----+-----
---+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----
| Accept | | 1.14514e+11 | 429729203 | 2024-01-23 15:50:2
4 | 2024-01-23 16:32:34 | 152.58.208.28 | | |
| | 36-45 years | | INR 2-5L
| Yes | | Online aggrega
tors like Policybazaar, Coverfox, etc. |
| |
| Spontaneous 2 (Brand 3) |
| | Top of mind (Brand 1) |
| Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand 2) |
| | | HDFC Life insurance HDFC Life insurance
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/4
11433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC https://surveymo
nkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab
99919d1f65.png |
|
|
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| |
| | Spontaneous 3 (Brand 4)
| Spontaneous 1 (Brand 2) | Top of mind (Brand 1) | Spontaneous 2 (Brand
3) | |
| ICICI Bank | Axis Bank | | |
| HDFC Life Insurance
| Max Life Insurance | Kotak Life Insurance | Kotak
Life Insurance | Max Life Insurance | Max Life Insur
ance | Max Life Insurance | Max Life Insurance
| HDFC Bank
| Axis Bank | Axis Bank | Axis Bank | Axis Ban
k | Axis Bank | Kotak Mahindra Bank | Axis Bank
| Axis Bank | Axis Bank | Association with a banking bra
nd/ name
|
| Customer reviews and word of mouth | Claim settlemen
t ratio | | Neither easy nor difficult to unders
tand

```

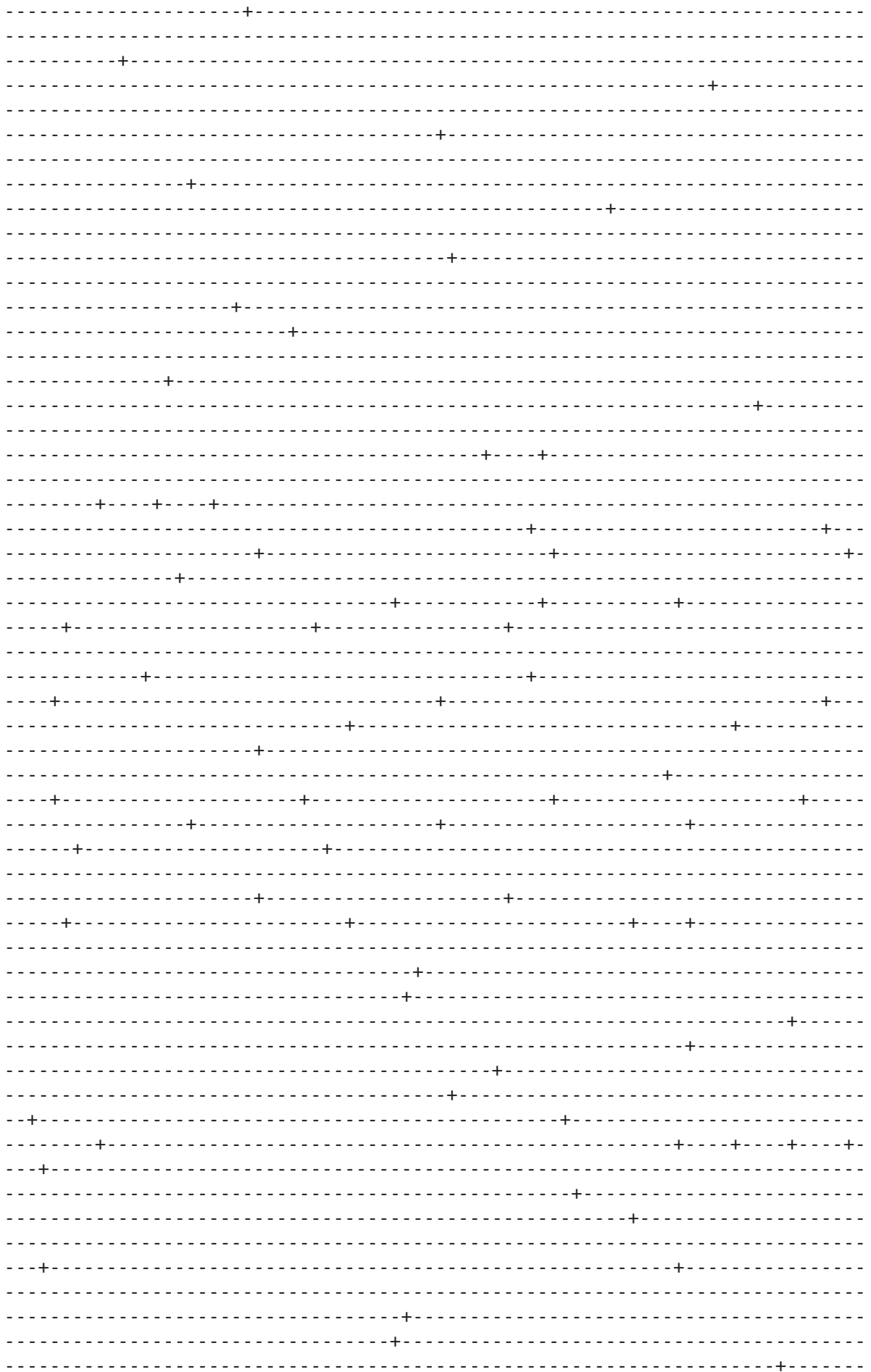
| Neither like nor dislike this insurance plan |
 I may buy
 | | Both are
 e strong brand names in their respective segments | Both are successfully co
 mpeting with major brands like HDFC and ICICI |
 | Both are known for superior customer service |
 | 2 | 1 | 3 | Som
 ewhat new and different
 | Somewhat relevant
 | I may recommend
 | Max Axis Life Insurance | Very easy to under
 stand
 | I totally like this |
 I may buy
 | | Max Lif
 e is a respected and well-known brand | It is successfully competing with ma
 jor bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | It is known for superior customer service |
 | 1 | 2 | 3 | Som
 ewhat new and different
 | Somewhat relevant
 | I may recommend
 | Neither easy nor difficult to understand
 | I somewhat like this |
 I will definitely buy
 | | Axis na
 me is taken in the same line as HDFC and ICICI | It has a wide network of br
 anches |
 | It looks modern and professional | 3
 | 2 | 1 | Slightly new and different
 | May or might not be relevant
 | I may recommend
 |
 | Concept 2Max Life Insurance by Axis Ban
 k | Concept 1Ax
 is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | Concept 3
 Axis Life Insurance | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance | Concept 0Max Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank |
 | Concept 2Max Life Insurance by Axis Ban
 k | Concept 1Ax
 is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | Concept 3
 Axis Life Insurance |
 | Concept 2Max Life Insurance by Axis Bank |
 Rank 4 - Least liked
 | Rank 3 | Rank 1 - Most liked | Rank 2 |
 6 | 4 | 2 | 7 | 1 | 3 | 5 | It has a vibrant colour scheme
 | It looks modern and luxurious |
 | The picture/ image looks cool | Mumbai
 | Male | Post-graduate PhD / doctorate
 | Self-employed / Entrepreneur |
 Savings Account/ Current account
 | Credit Card | Loans (Home, auto, personal, business) |
 | West | Metro | Max Life Insurance



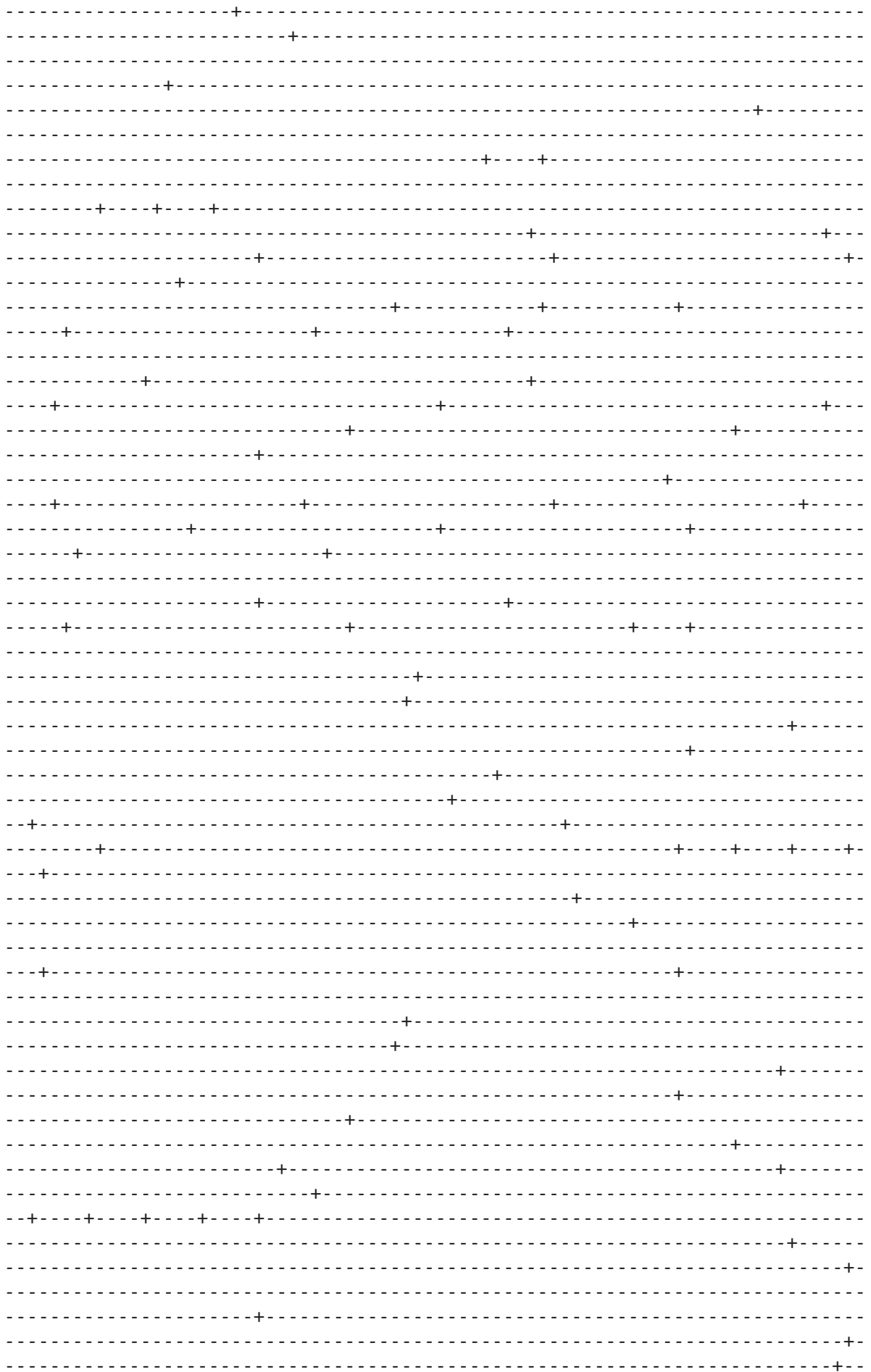
```

-----+-----+-----+-----+
---+-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
---+---+---+---+---+---+
| Accept | | | 1.14514e+11 | 429729204 | 2024-01-23 16:15:4
9 | 2024-01-23 16:35:52 | 106.79.134.12 | | |
| | | 36-45 years | | INR 5.1-7L
| No, but I intend to buy a life insurance policy soon |
| |
| |
| | Top of mind (Brand 1) | Spontaneous 1 (Brand
2) | | Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand
d 4) | | |
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance htt
ps://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906
-47a1-8da0-bb23d8612890.png |
|
|
| Tata AiA Life Insurance https://surveymonkey-assets.s3.amazonaws.com/surve
y/411433262/rte/52c7f424-58bc-443a-b3b8-98cle9ee1919.png |
|
|
| |
| | Spontaneous 3 (Brand 4)
| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) | Spontaneous 1 (Brand
2) | | |
| ICICI Bank | Axis Bank | | State Bank of India |
| Max Life Insurance
| Max Life Insurance | Max Life Insurance | Max Li
fe Insurance | Max Life Insurance | Max Life Insur
ance | Max Life Insurance | Max Life Insurance
| ICICI Bank
| ICICI Bank | ICICI Bank | ICICI Bank | ICICI Ba
nk | ICICI Bank | ICICI Bank | ICICI Bank
| ICICI Bank | ICICI Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio | | Somewhat easy to understand
| I somewhat like this |
I may buy
| | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| | It looks modern and profess
ional | 1 | 2 | | 3
| Somewhat new and different
| Somewhat relevant
| I will definitely recommend

```

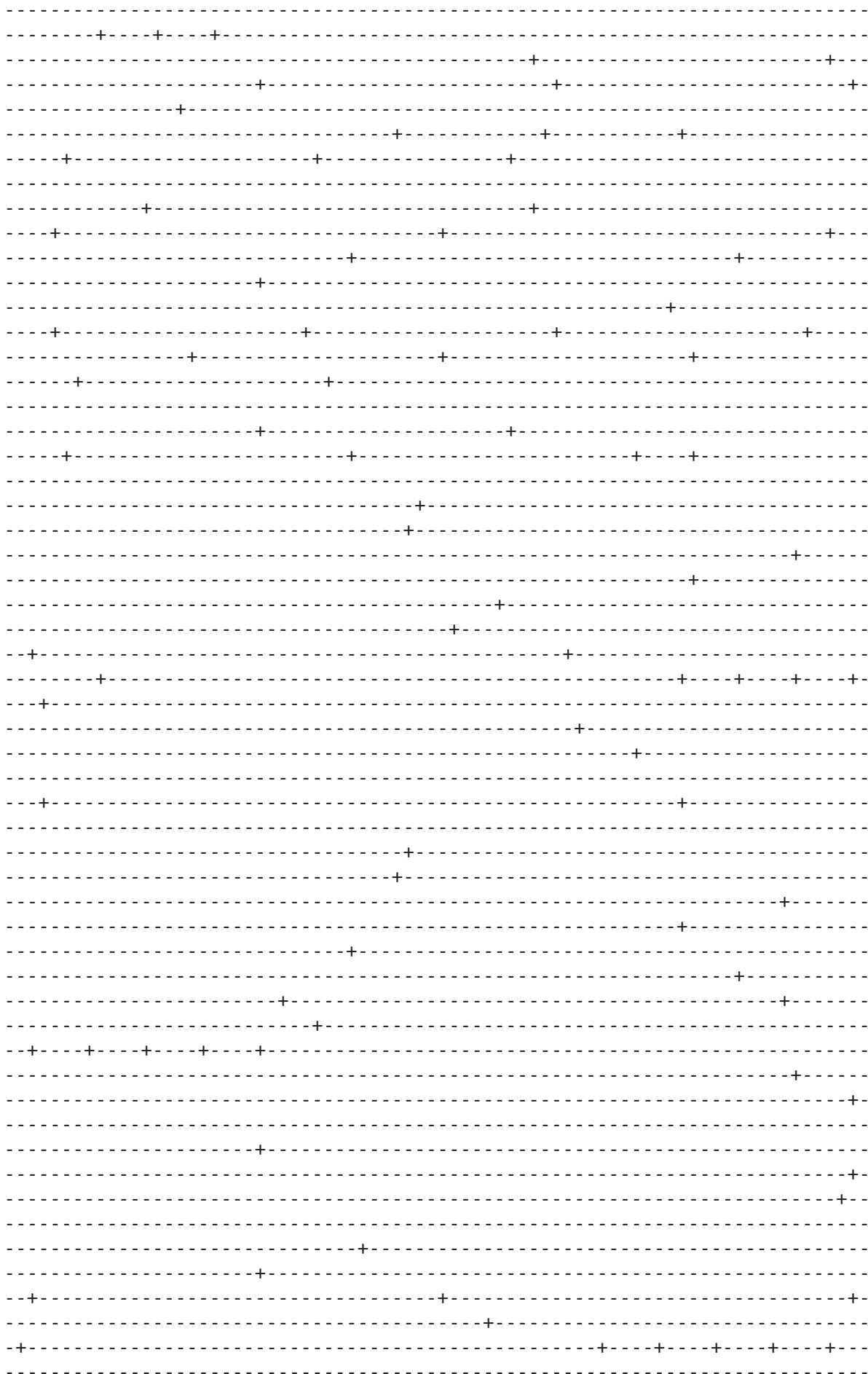
| No, but I intend to buy a life insurance policy soon |
 | |
 | | Spontaneous 1 (Brand 2)
 | Spontaneous 2 (Brand 3) | Top of mind (Brand 1) |
 | | Spontaneous 3 (Brand 4) |
 | |
 |
 | Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png> | SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png> |
 |
 |
 |
 |
 |
 |
 | |
 | | Spontaneous 1 (Brand 2)
 | Spontaneous 3 (Brand 4) | Top of mind (Brand 1) | Spontaneous 2 (Brand 3) |
 | | | HDFC Bank
 | | Axis Bank | |
 | Max Life Insurance
Max Life Insurance	Max Life Insurance	HDFC Life Insurance
Max Life Insurance	Max Life Insurance	ICICI Prudential Life Insurance
Max Life Insurance	Max Life Insurance	
Axis Bank		
Axis Bank	Axis Bank	Axis Bank
Axis Bank	Axis Bank	Axis Bank
Axis Bank	Axis Bank	
Insurance expertise	Customer reviews and word of mouth	Claim settlement ratio
	Somewhat easy to understand	
I somewhat like this		
I may buy		
	Bo	
th are known for superior products	Both are known for superior customer service	It looks modern and professional
	1	2
Somewhat relevant		
I may or may not recommend		
Max Axis Life Insurance	Somewhat easy to understand	
Neither like nor dislike this insurance plan		
I may buy		
	Max Life Insurance	
e is a respected and well-known brand		
It is known for superior products		
It looks modern and professional	1	
	2	
Somewhat relevant		
I may or may not recommend		
Neither easy nor difficult to understand		
Neither like nor dislike this insurance plan		
 I may or may not buy



Accept	1.14514e+11	429729203	2024-01-23 15:03:17
2024-01-23 15:44:50	152.58.209.7		
36-45 years			More than 10L
Yes, but I intend to buy a new life insurance policy soon	Online aggregators like Policybazaar, Coverfox, etc.		
Top of mind (Brand 1)	Spontaneous 3 (Brand 4)		
	Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)	
ICICI Prudential Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png		
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png		
SBI Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-		

bb23d8612890.png |
 | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> | Bajaj Allianz Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png> |
 |
 | ICICI Prudential Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png> |
 |
 | |
 | | Spontaneous 2 (Brand 3)
Spontaneous 1 (Brand 2)	Top of mind (Brand 1)	
Spontaneous 3 (Brand 4)		
ICICI Bank	Axis Bank	
LIC		
ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	Bajaj Allianz Life Insurance
Axis Bank	Axis Bank	Axis Bank
Axis Bank	Axis Bank	Kotak Mahindra Bank
Axis Bank	Axis Bank	Association with a banking brand/ name
Insurance expertise	Customer reviews and word of mouth	
	Neither easy nor difficult to understand	
Neither like nor dislike this insurance plan		
I may not buy		
Both are strong brand names in their respective segments	Both are successfully competing with major brands like HDFC and ICICI	
Both are known for superior customer service		
3	1	2
Somewhat relevant		
I will definitely recommend		
Max Axis Life Insurance	Somewhat easy to understand	
Neither like nor dislike this insurance plan		
I may or may not buy		
Max Life is a respected and well-known brand		
It is known for superior customer service	It looks modern and professional	1
3	2	Very new and different
Somewhat relevant		
I may recommend		
Very easy to understand		
I somewhat like this		
I may buy		
Axis name is taken in the same line as HDFC and ICICI		
It is known for superior products	It is known for superior customer service	1
2	3	Very new and different
May or might not be relevant		
I may or may not recommend		

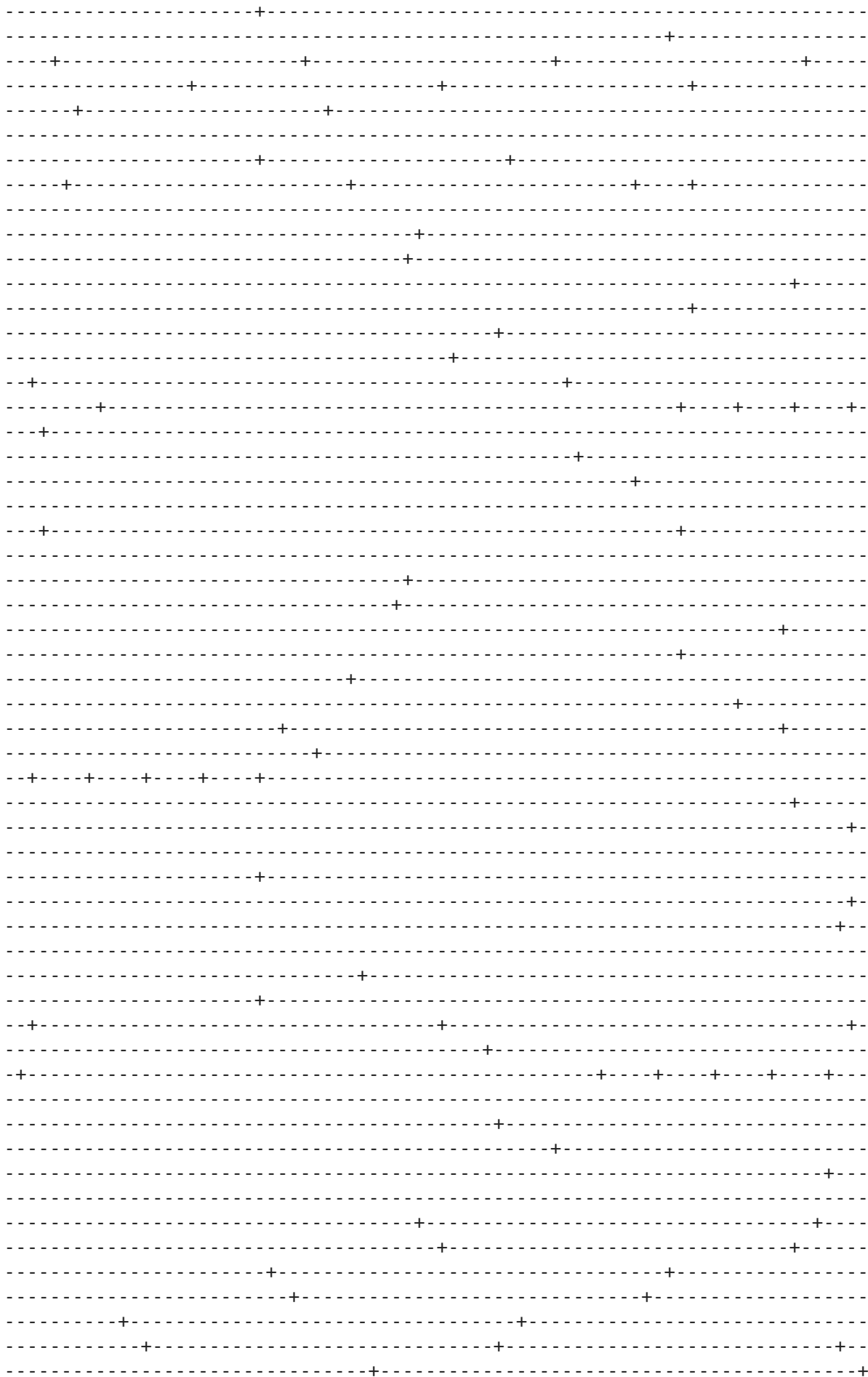
[illegible]



[illegible]

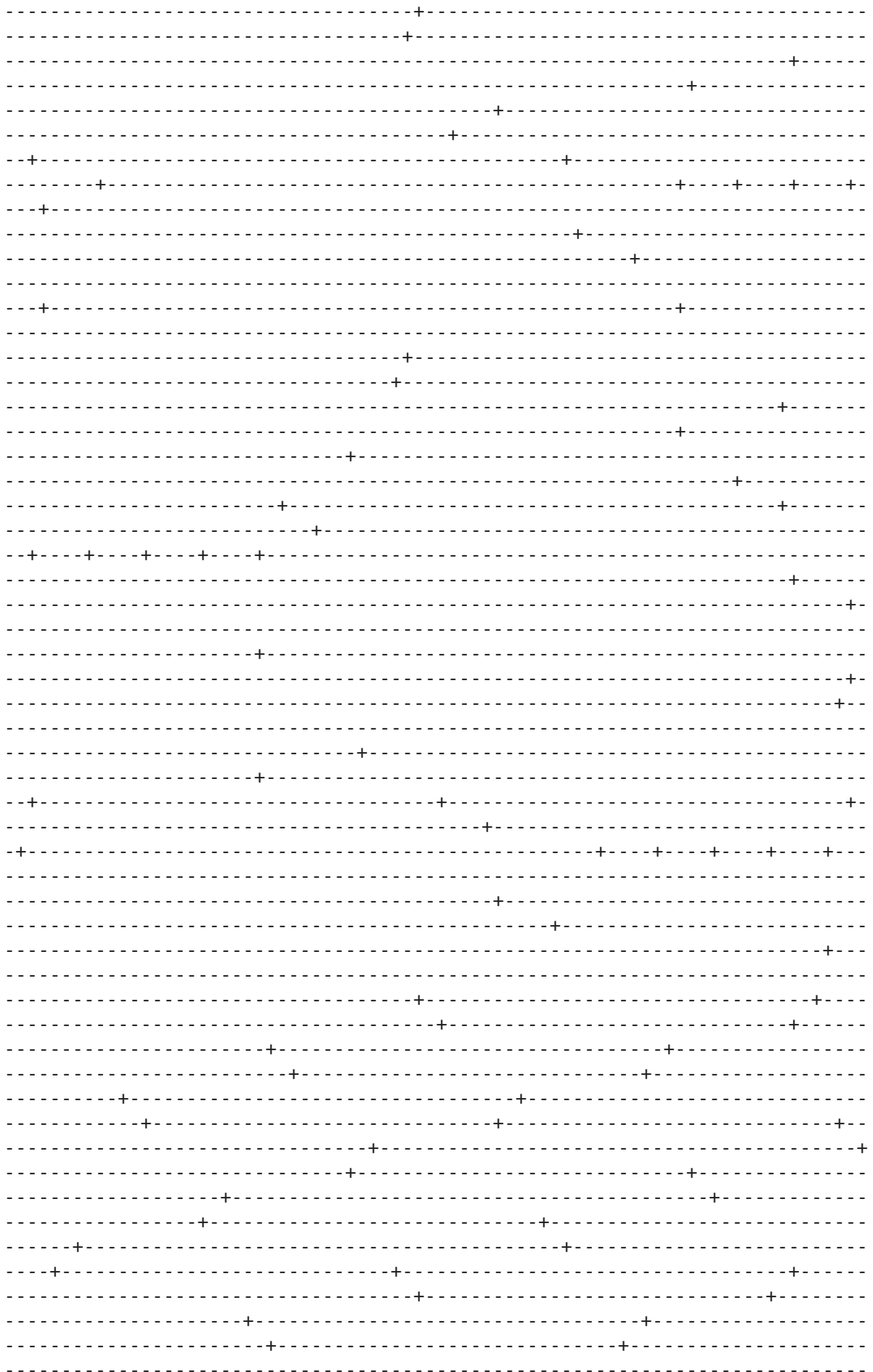
| SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png> |
 | | Spontaneous 3 (Brand 4)
 | | Top of mind (Brand 1) | Spontaneous 1 (Brand 2)
 | Spontaneous 2 (Brand 3) |
 | | Axis Bank | | State Bank of India |
 | SBI Life Insurance
 | LIC | LIC | SBI Life Insurance
 | LIC | LIC | Max Life Insurance
 | SBI Life Insurance | SBI Life Insurance
 | State Bank of India
 | State Bank of India | Axis Bank | Axis Bank | Axis Bank
 | State Bank of India | Axis Bank | State Bank of India
 | Axis Bank | Axis Bank |
 | Customer reviews and word of mouth | Claim settlement ratio | Branch/ office network | Very easy to understand
 | I totally like this
 I will definitely buy
 |
 | Both are successfully competing with major brands like HDFC and ICICI | Both are known for superior products |
 | It looks modern and professional |
 | 1 | 3 | 2 | Extremely new and different
 | Completely relevant
 | I will definitely recommend
 | Max Axis Life Insurance | Somewhat easy to understand
 | I somewhat like this
 I may or may not buy
 | Max Life Insurance
 e is a respected and well-known brand |
 | It is known for superior products | It is known for superior customer service | 1
 | 3 | 2 | Very new and different
 | Somewhat relevant
 | I may or may not recommend
 | Somewhat easy to understand
 | I somewhat like this
 I may buy
 | Axis name is taken in the same line as HDFC and ICICI | It has a wide network of branches | It is known for superior products |
 | 2
 | 1 | 3 | Somewhat new and different
 | Completely relevant
 | I may recommend
 | Concept 1Axis Max Life Insurance |
 | Concept 1Axis Max Life Insurance | Concept 1Axis Max Life Insurance by Axis Bank |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance | Concept 0Max Life Insurance | Concept 1Axis Max Life Insurance |
 | Concept 0Max Life Insurance |
 | Concept 3Axis Life Insurance | Concept 0Max Life Insurance | Concept 1Axis Max Life Insurance |

[illegible]



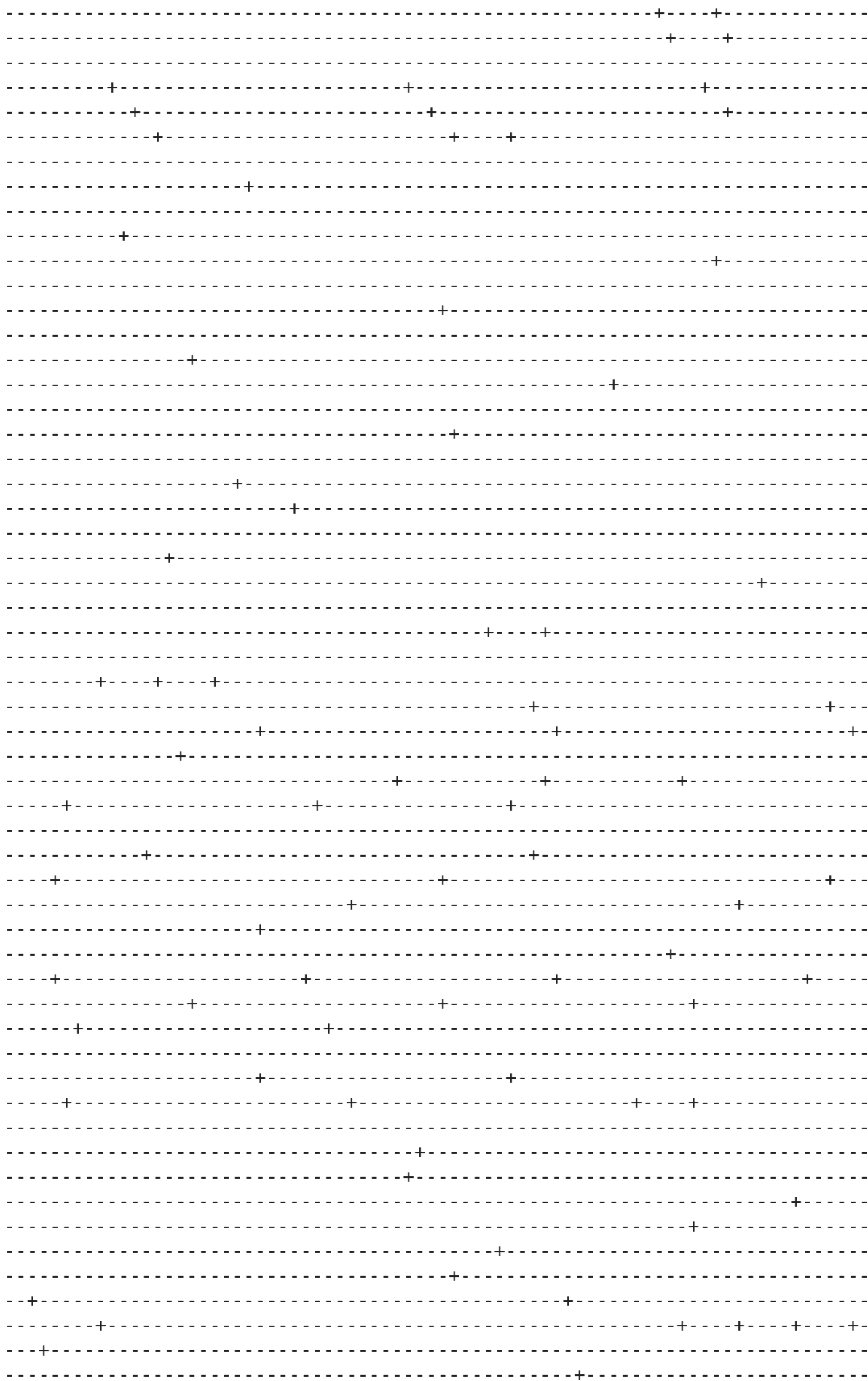
Accept		1.14514e+11	429729203	2024-01-23 15:03:03
2024-01-23 15:44:12	152.58.209.7			
36-45 years				INR 7.1-10
ew life insurance policy soon		Online aggregators like Policybazaar, Coverfox, etc.		
Spontaneous 3 (Brand 4)	Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)		
Top of mind (Brand 1)				
ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png				
Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png				
SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png				
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png				
SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png				
Spontaneous 1 (Brand 2)	Spontaneous 3 (Brand 4)	Top of mind (Brand 1)		
Spontaneous 2 (Brand 3)				
ICICI Bank		State Bank of India		
Bank of Baroda	LIC			
Max Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance		
SBI Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance		
State Bank of India				

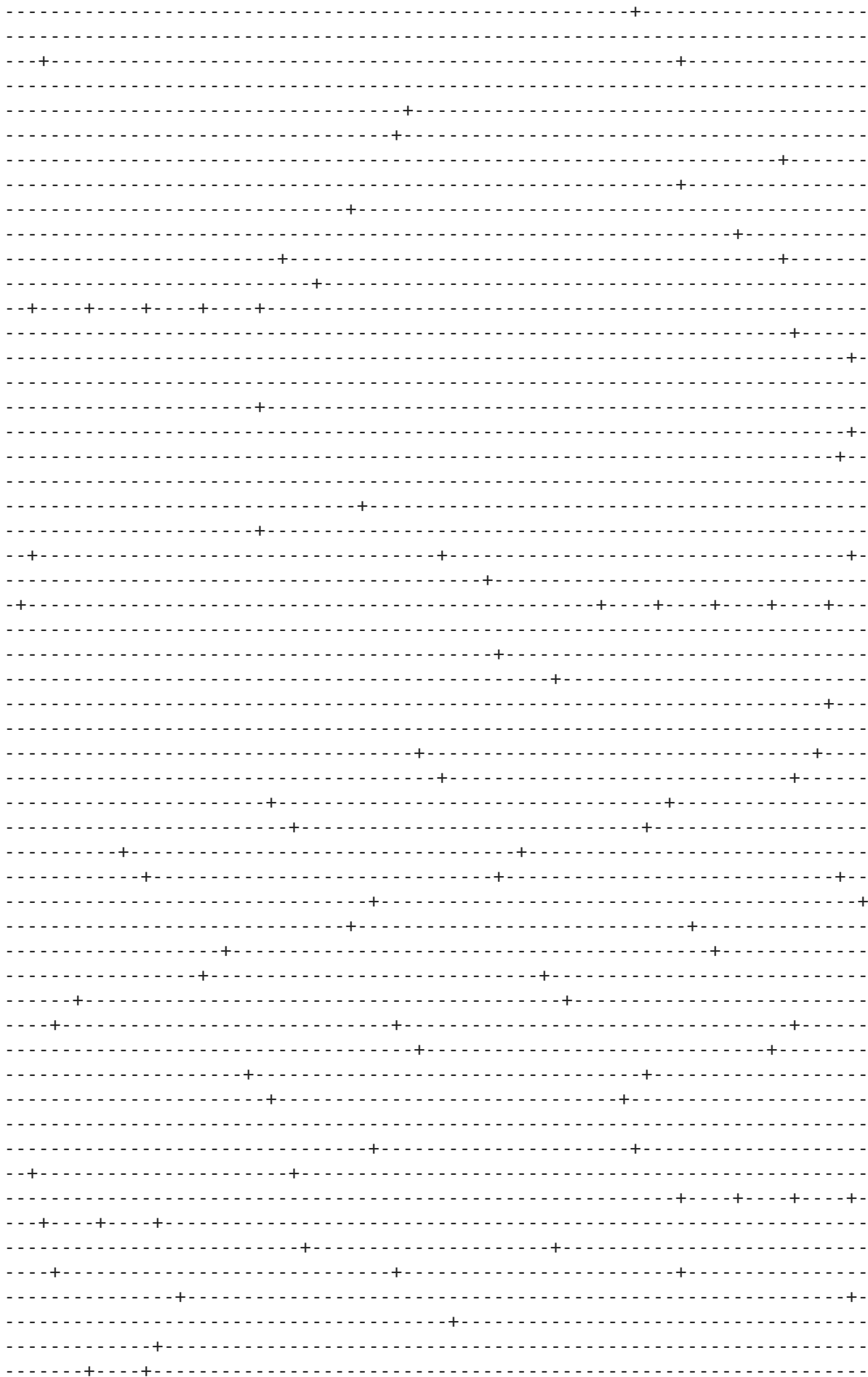
State Bank of India	Others	State Bank of India	Others
State Bank of India	State Bank of India	State Bank of India	Others
State Bank of India	Association with a banking brand/ name		
	Customer reviews and word of mouth	Claim settlement ratio	
Neither like nor dislike this insurance plan		Somewhat easy to understand	
I may buy			
		Both are	
e strong brand names in their respective segments		Both are successfully competing with major brands like HDFC and ICICI	
Both are known for superior customer service			
2	3	1	Somewhat new and different
May or might not be relevant			
I may recommend			
Axis Max Life Insurance		Very easy to understand	
I totally like this			
I will definitely buy			
		Max Life	
e is a respected and well-known brand		It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own	It is known for superior products
1	3	2	Extremely new and different
Somewhat relevant			
I will definitely recommend			
Neither easy nor difficult to understand			
I somewhat like this			
I may or may not buy			
		Axis name is taken in the same line as HDFC and ICICI	It has a wide network of branches
		It is known for superior customer service	2
1	3		Very new and different
Somewhat relevant			
I may or may not recommend			
		Concept 2Max Life Insurance by Axis Bank	Concept 1Axis Max Life Insurance
		Concept 2Max Life Insurance by Axis Bank	Concept 0Max Life Insurance
		Concept 3Axis Life Insurance	Concept 2Max Life Insurance by Axis Bank
		Concept 1Axis Max Life Insurance	Concept 2Max Life Insurance by Axis Bank
		Concept 0Max Life Insurance	
		Concept 2Max Life Insurance by Axis Bank	
		Concept 1Axis Max Life Insurance	Concept 2Max Life Insurance by Axis Bank
		Concept 0Max Life Insurance	
		Concept 3Axis Life Insurance	
		Concept 2Max Life Insurance by Axis Bank	
Rank 4 - Least liked	Rank 2	Rank 1 - Most liked	Rank 3
6	3	5	4
1	2	7	It has a vibrant colour scheme
It feels refreshing			
		The picture/ image looks cool	Mumbai
Male		Graduate	



Accept		1.14514e+11	429729203	2024-01-23 14:10:38
2024-01-23 15:02:39	152.58.209.7			
36-45 years				INR 7.1-10L
Yes, but I intend to buy a new life insurance policy soon			Online aggregators like Policybazaar, Coverfox, etc.	
Spontaneous 1 (Brand 2)				
Spontaneous 2 (Brand 3)				
Top of mind (Brand 1)			Spontaneous 3 (Brand 4)	
HDFC Life insurance				
ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png				
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png				
Bajaj Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png				
HDFC Life insurance				
HDFC Life insurance				
Top of mind (Brand 1)				
Spontaneous 2 (Brand 3)				
Spontaneous 1 (Brand 2)			HDFC Bank	
Kotak Mahindra Bank				
LIC				
HDFC Life Insurance				
ICICI Prudential Life Insurance				
Bajaj Allianz Life Insurance				
HDFC Life Insurance				
ICICI Prudential Life Insurance				
ICICI Prudential Life Insurance				
HDFC Bank				
Kotak Mahindra Bank				
Kotak Mahindra Bank				
HDFC Bank				
HDFC Bank				
Kotak Mahindra Bank				
Kotak Mahindra Bank				
Insurance expertise				
Claim settlement ratio				
Branch/ office network				
Somewhat easy to understand				
I somewhat like this				
I may buy				
Both are strong brand names in their respective segments				
Both are successfully competing with major brands like HDFC and ICICI				

Both are known for superior customer service									
2					1			3	Somewhat new and different
Somewhat relevant									
I may recommend									
Max Axis Life Insurance					Neither easy nor difficult to understand				
I somewhat like this									
I may buy									
Max Life Insurance is a respected and well-known brand									
It is known for superior products					It is known for superior customer service				
2									
3 1 Very new and different									
Somewhat relevant									
I may recommend									
Very easy to understand									
I totally like this									
I will definitely buy									
Axis name is taken in the same line as HDFC and ICICI									
It has a wide network of branches									
It looks modern and professional									
3 2 Extremely new and different									
May or might not be relevant									
I will definitely recommend									
Concept 2Max Life Insurance by Axis Bank									
Concept 3Axis Life Insurance									
Concept 0Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank									
Concept 3Axis Life Insurance									
Concept 1Axis Max Life Insurance									
Concept 3Axis Life Insurance									
Concept 1Axis Max Life Insurance									
Concept 2Max Life Insurance by Axis Bank									
Concept 3Axis Life Insurance									
Concept 1Axis Max Life Insurance									
Concept 3Axis Life Insurance									
Rank 4 - Least liked									
Rank 3 Rank 2 Rank 1 - Most liked									
6	5	1	2	3	4	7			
It feels refreshing									
It feels international									
Mumbai									
Male									
Higher secondary-12th									
Self-employed / Entrepreneur									
Savings Account/ Current account									
Credit Card									
Loans (Home, auto, personal, business)									
West									
Metro									
Life Insurance Intender									
Online Others									
Metro									



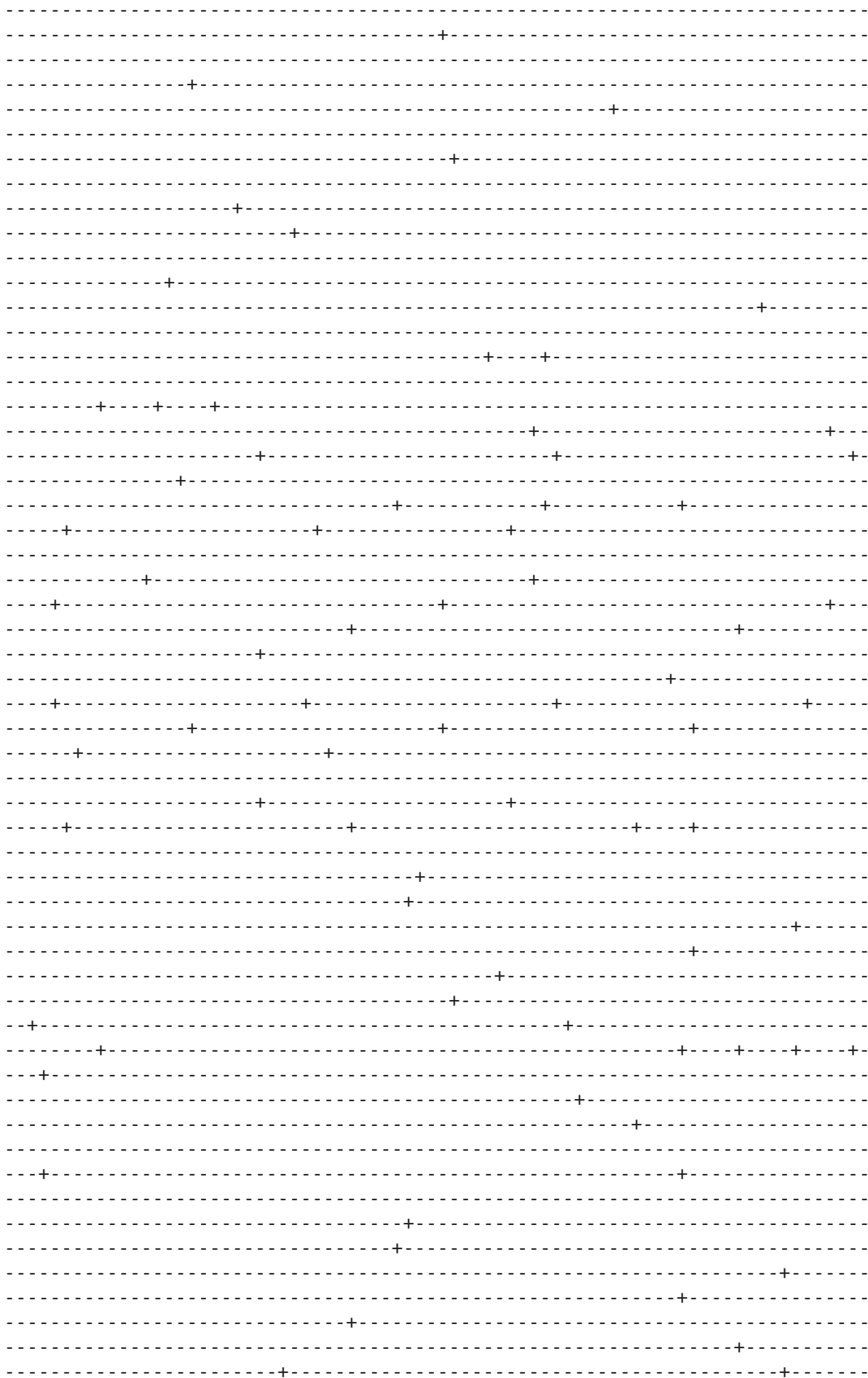


```

-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+
----+----+----+----+----+-----+
| Accept | | | 1.14514e+11 | 429729203 | 2024-01-23 14:10:3
4 | 2024-01-23 14:46:34 | 152.58.209.7 | | |
| | | 46-50 years | | | INR 7.1-10
L | | | | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc. | |
| |
| Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
2) | | | Top of mind (Brand 1) |
| | |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance https://survey
monkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-
bb23d8612890.png |
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
|
|
|
|
|
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rt
e/c74ca4b1-a236-491a-be80-ab99919d1f65.png | | |
| Top of mind (Brand 1) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) | Spontaneous 3 (Brand 4) | |
| ICICI Bank | Axis Bank | | State Bank of India |
| LIC
| SBI Life Insurance | LIC | Max Li
fe Insurance | Max Life Insurance | LIC
| Max Life Insurance | Max Life Insurance | HDFC B
ank
| Axis Bank | Axis Bank | Axis Bank | Axis Ban
k | Axis Bank | Kotak Mahindra Bank | Axis Bank
| Axis Bank | Axis Bank |
| Insurance expertise | | Claim settlemen
t ratio | Branch/ office network | | Somewhat easy to understand
| Neither like nor dislike this insurance plan |
I may buy
|
| Both are successfully competing with major brands like HDFC and ICICI | Bo
th are known for superior products | Both are known for superior customer se
rvice |
| 2 | 3 | 1 | | Very new and different
| Somewhat relevant
| I may or may not recommend
| Max Axis Life Insurance | Somewhat easy to u
nderstand
| I somewhat like this |
I may or may not buy
|
|

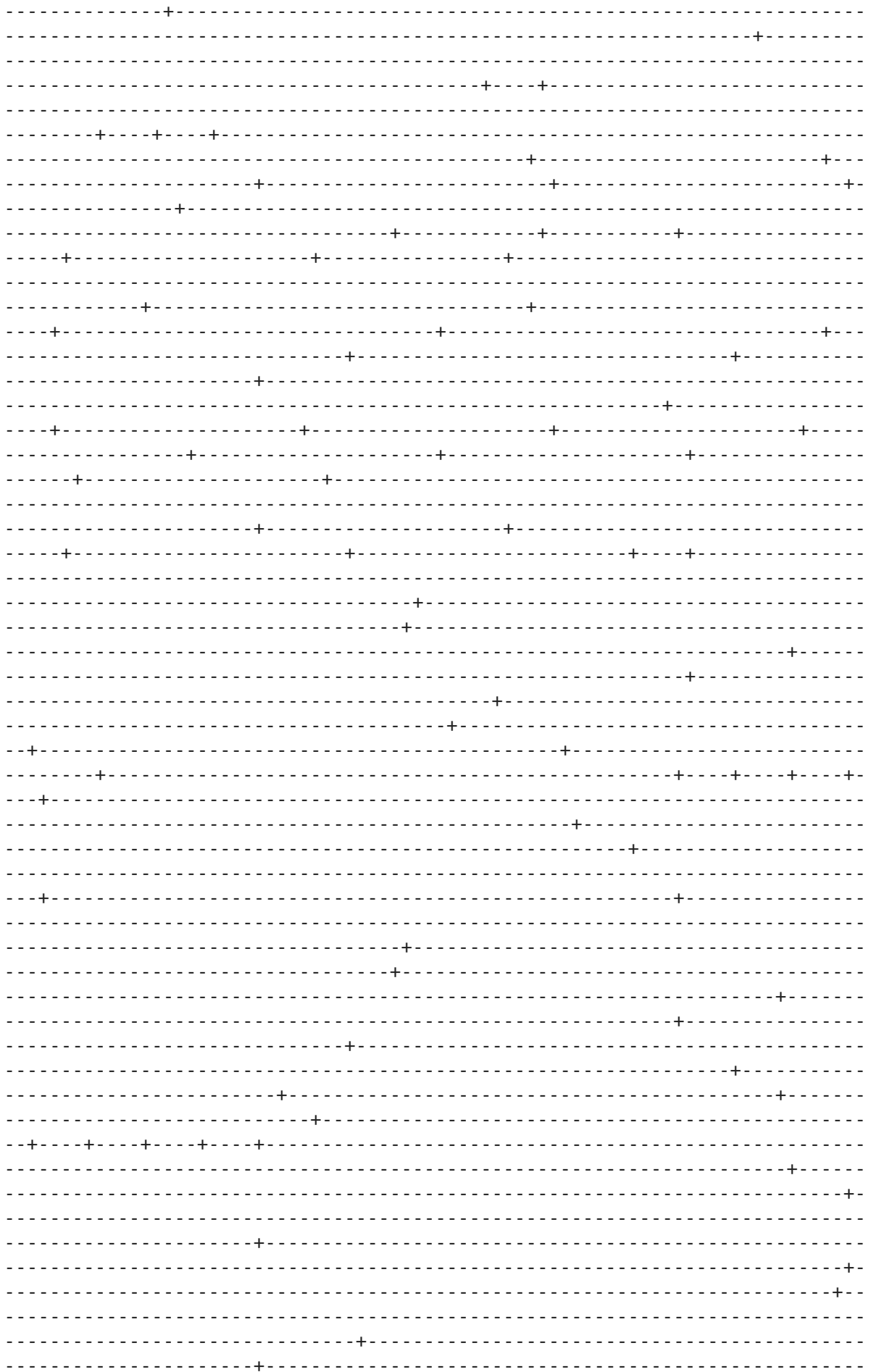
```

[illegible]



[illegible]

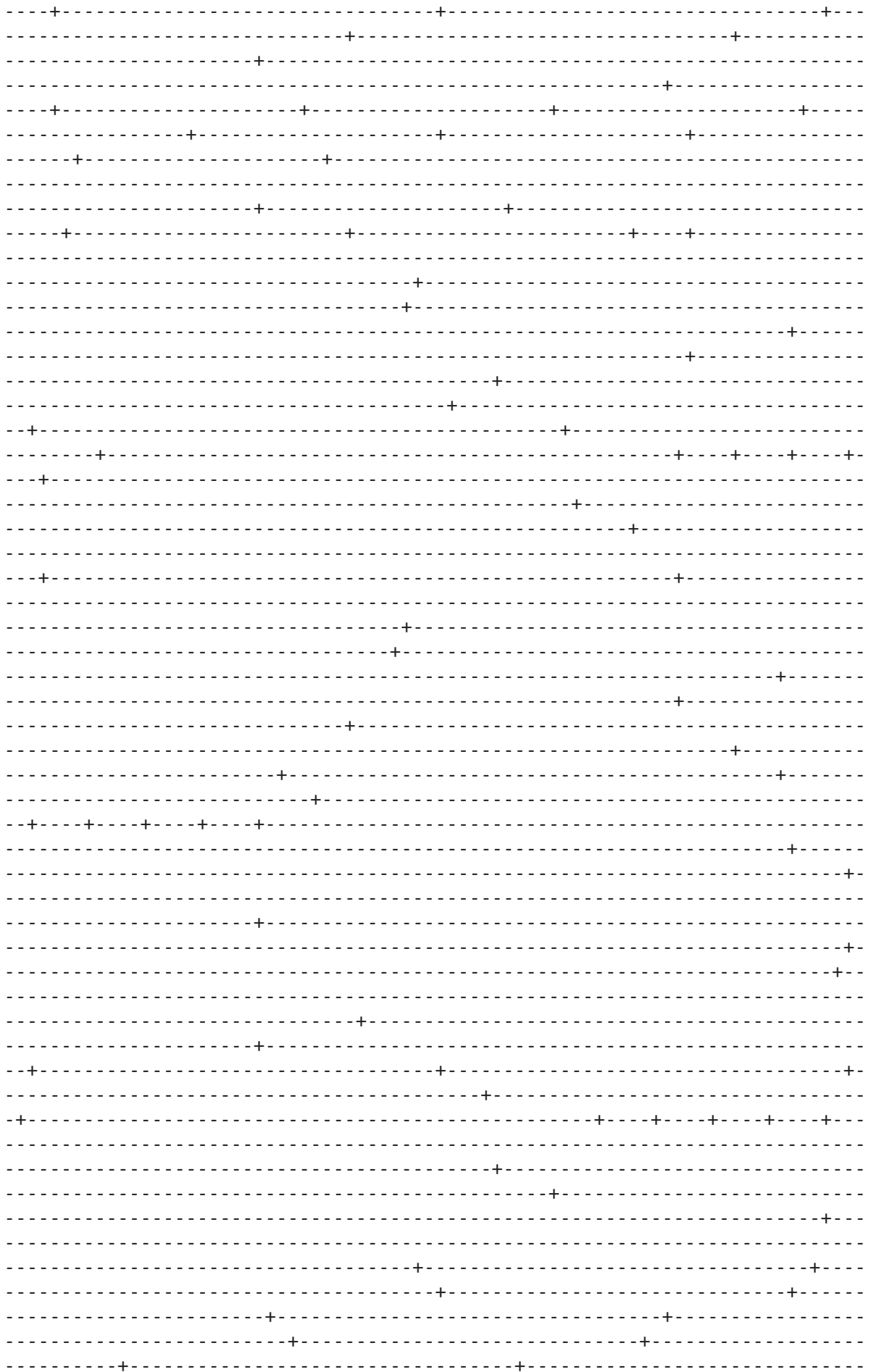
Spontaneous 3 (Brand 4)	Spontaneous 1 (Brand 2)	Top of mind (Brand 1)	Spontaneous 2 (Brand 3)
Max Life Insurance	LIC	Max Life Insurance	LIC
Max Life Insurance	Max Life Insurance	Max Life Insurance	LIC
Max Life Insurance	Max Life Insurance	Max Life Insurance	LIC
HDFC Bank	ICICI Bank	ICICI Bank	ICICI Bank
HDFC Bank	HDFC Bank	HDFC Bank	HDFC Bank
Insurance expertise	Customer reviews and word of mouth	Claim settlement ratio	Very easy to understand
I somewhat like this	I will definitely buy	Both are strong brand names in their respective segments	Both are successfully competing with major brands like HDFC and ICICI
Both are known for superior customer service	1	3	2
Slightly new and different	Completely not relevant	I may not recommend	Somewhat easy to understand
Neither like nor dislike this insurance plan	I may not buy	I did not like this concept	Neither easy nor difficult to understand
Neither like nor dislike this insurance plan	I may or may not buy	Axis name is taken in the same line as HDFC and ICICI	It has a wide network of branches



[illegible]

|
 | Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png> |
 |
 | | Spontaneous 2 (Brand 3)
 | Spontaneous 1 (Brand 2) | | Top of mind (Brand 1)
 | Spontaneous 3 (Brand 4) | |
 | | | State Bank of India |
 | Max Life Insurance
 | Max Life Insurance | LIC | LIC
 | Max Life Insurance | Max Life Insurance | Max Li
 fe Insurance | Bajaj Allianz Life Insurance | State Bank of
 India
 | State Bank of India | State Bank of India | State Bank of India | State Ba
 nk of India | State Bank of India | State Bank of India | State Bank of Indi
 a | State Bank of India | State Bank of India |
 | Insurance expertise | | Claim settlemen
 t ratio | Branch/ office network | | Somewhat easy to understand
 | I somewhat like this |
 I will definitely buy
 | | Both ar
 e strong brand names in their respective segments |
 | Both are known for superior products |
 | It looks modern and professional | 1
 | | 2 | | 3 | Very new and different
 | Somewhat relevant
 | I may recommend
 | Max Axis Life Insurance | Somewhat easy to u
 nderstand
 | I somewhat like this |
 I may or may not buy
 | | Max Lif
 e is a respected and well-known brand |
 | | It is known for superior customer serv
 ice | It looks modern and professional | 1
 | | | 2 | 3 | Very new and different
 | May or might not be relevant
 | I may recommend
 | Neither easy nor difficult to understand
 | Neither like nor dislike this insurance plan |
 I may not buy
 | | Axis na
 me is taken in the same line as HDFC and ICICI |
 | | It is known for superior customer serv
 ice | It looks modern and professional | 3
 | | | 1 | 2 | Not at all new and different
 | Somewhat irrelevant
 | I may not recommend
 | Concept 0Max Life Insurance
 | Concept 1Axis Max Life Insurance |
 | | |
 | Concept 2Max Life Insurance by Axis Bank | |
 | | Concept 2Max Life Insurance by Axis Ban
 k | | Concept 0Max Life Insurance |
 | |
 Concept 0Max Life Insurance | |

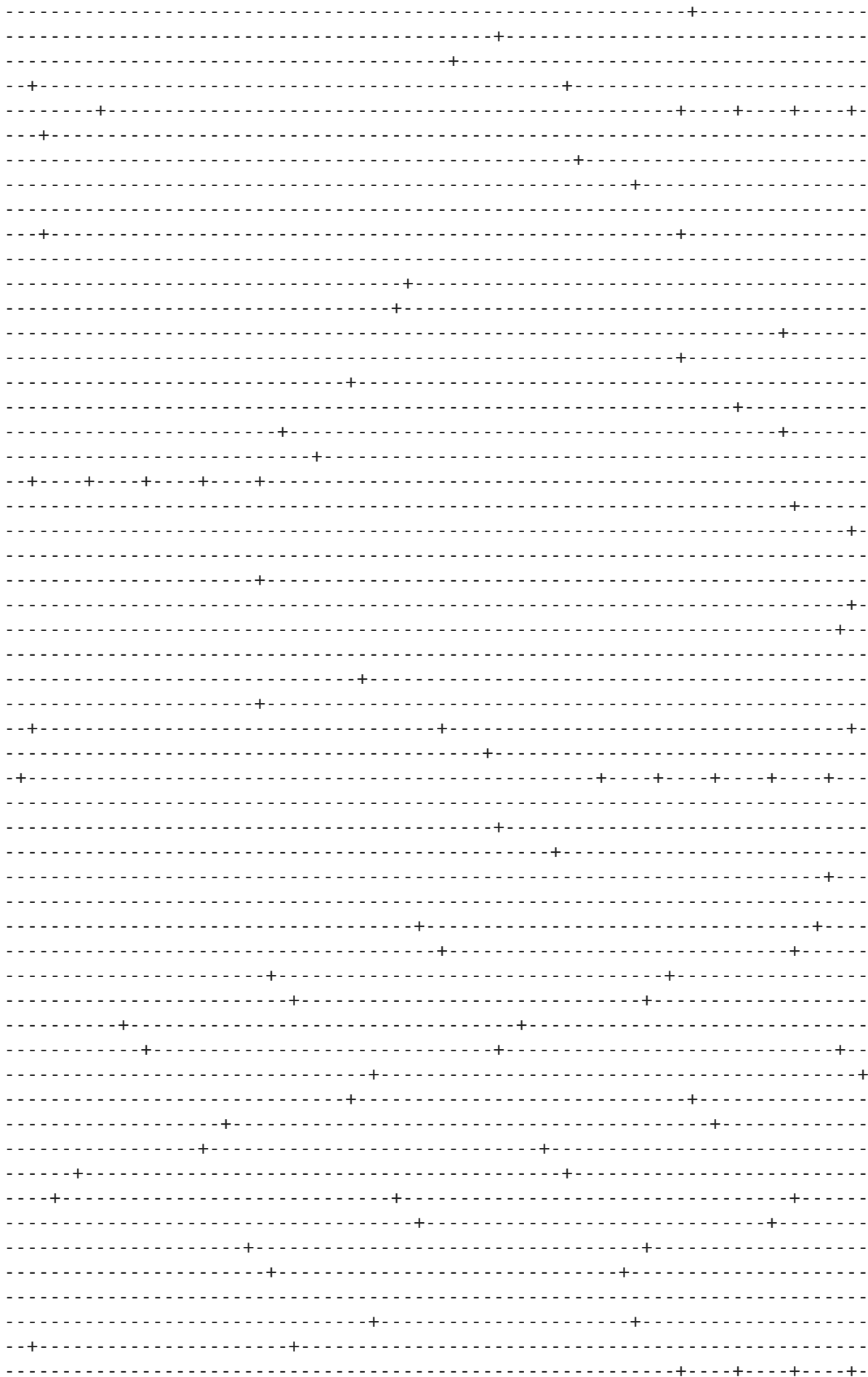
[illegible]



Accept			1.14515e+11	429729204	2024-01-23 14:24:35
2024-01-23 14:40:38	106.79.134.124				
36-45 years					INR 2-5L
Yes					PhonePe, Paytm, etc.
Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)	Top of mind (Brand 1)			
Spontaneous 3 (Brand 4)					
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png				
LIC	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png				
Max Life Insurance	https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png				
Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)	Top of mind (Brand 1)			
Spontaneous 3 (Brand 4)					
	Kotak Mahindra Bank				
Max Life Insurance					
Max Life Insurance	LIC				Max Life Insurance
Max Life Insurance	LIC				Max Life Insurance
Max Life Insurance					Max Life Insurance
Kotak Mahindra Bank					

| Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Ma
 hindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Ban
 k | Kotak Mahindra Bank | Kotak Mahindra Bank |
 | Insurance expertise | Customer reviews and word of mouth |
 | Branch/ office network | | Neither easy nor difficult to understand
 | Neither like nor dislike this insurance plan |
 I may not buy
 | | Both ar
 e strong brand names in their respective segments |
 | Both are known for superior products | Both are known for superior custome
 r service | | 1
 | | 2 | 3 | | Slightly new and different
 | Somewhat irrelevant
 | I may not recommend
 | Axis Max Life Insurance | Somewhat easy to u
 nderstand
 | I somewhat like this |
 I may or may not buy
 | | Max Lif
 e is a respected and well-known brand |
 | It is known for superior products | It is known for superior customer serv
 ice | | 1
 | | 2 | 3 | | Very new and different
 | Somewhat relevant
 | I may recommend
 | Somewhat difficult to understand
 | Neither like nor dislike this insurance plan |
 I may or may not buy
 | |
 | It has a wide network of branches | | It
 is known for superior customer service | It looks modern and professional |
 | 1 | | 2 | 3 | Somewhat new and different
 | Somewhat relevant
 | I may recommend
 | Concept 0Max Life Insurance
 | |
 | | |
 | Concept 2Max Life Insurance by Axis Bank | |
 | | Concept 2Max Life Insurance by Axis Ban
 k | | Concept 0Max Life Insurance |
 | | |
 | | Concept 2Max Life Insurance by Axis Ban
 k | | Concept 1Ax
 is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
 | | Concept 2
 Max Life Insurance by Axis Bank | | Concept 0Ma
 x Life Insurance |
 | | Rank 1 - Most liked
 | Rank 3 | Rank 2 | Rank 4 - Least liked |
 6 | 4 | 7 | 3 | 2 | 5 | 1 |
 | It feels refreshing | It looks modern and luxurious |
 | | The picture/ image looks cool | Mumbai
 | Male | Graduate
 | Self-employed / Entrepreneur | |
 Savings Account/ Current account
 | | |

[illegible]

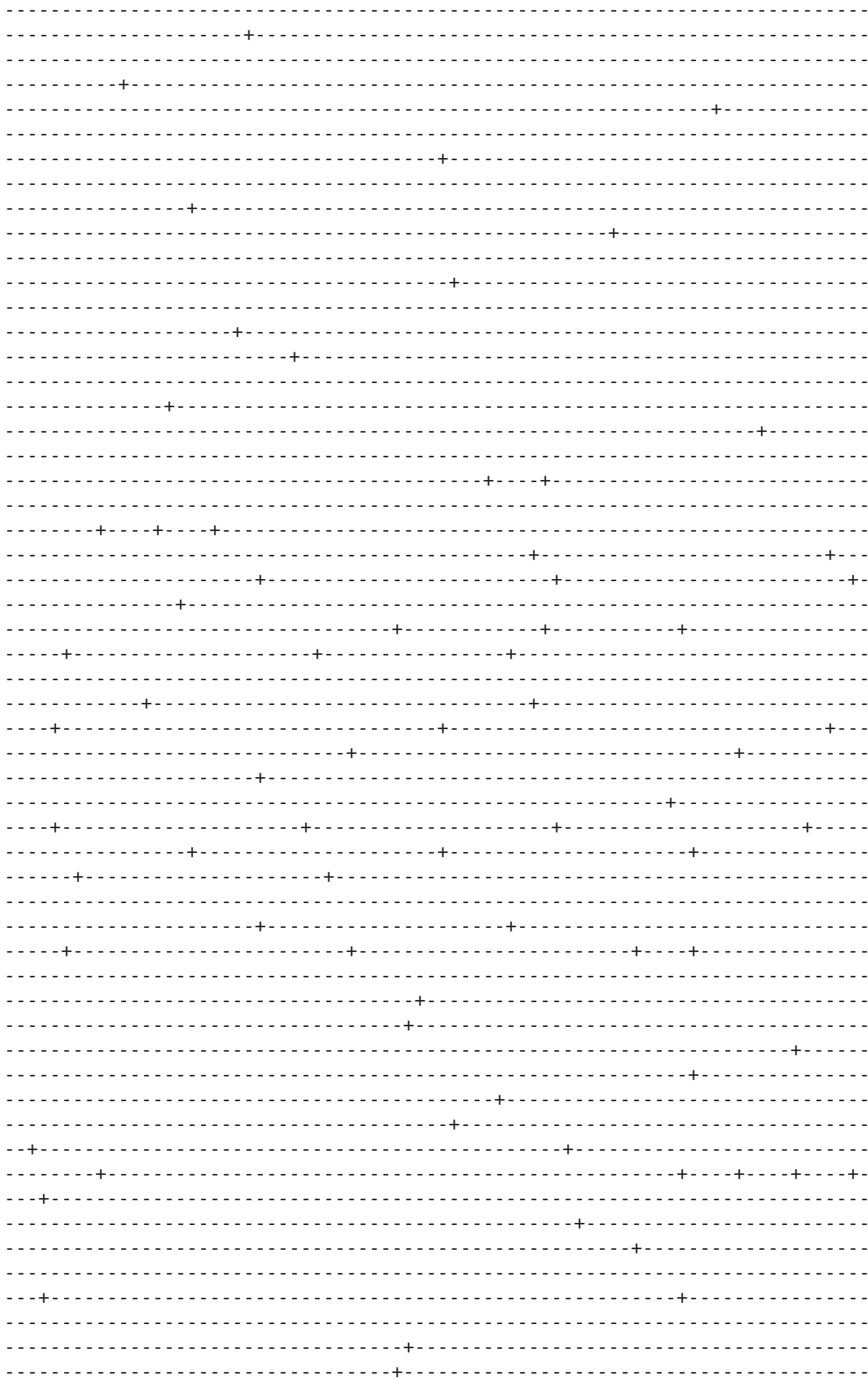


```

-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Accept | | | 1.14515e+11 | 429729204 | 2024-01-23 17:34:3
5 | 2024-01-23 17:50:38 | 1.187.16.244 | | |
| | | 36-45 years | | | INR 2-5L
| Yes | | | | Insurer websit
e | | | |
| | | | |
| | | | Top of mind (Brand 1) | Spontaneous 1 (Brand
2) | | | Spontaneous 3 (Brand 4) | Spontaneous 2 (Bran
d 3) | | |
| | | |
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance htt
ps://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906
-47a1-8da0-bb23d8612890.png |
|
|
|
|
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| |
| | | Spontaneous 1 (Brand 2)
| | | Spontaneous 2 (Brand 3) | Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) | | | HDFC Bank
| ICICI Bank | | | State Bank of India |
| Max Life Insurance
| Max Life Insurance | Bajaj Allianz Life Insurance | Max Li
fe Insurance | Max Life Insurance | Max Life Insur
ance | Max Life Insurance | Max Life Insurance
| State Bank of India
| State Bank of India | ICICI Bank | State Bank of India | State Ba
nk of India | ICICI Bank | State Bank of India | ICICI Bank
| State Bank of India | ICICI Bank |
| Insurance expertise | Customer reviews and word of mouth |
| Branch/ office network | | Somewhat easy to understand
| I somewhat like this |
I may buy
| | Both ar
e strong brand names in their respective segments |
| Both are known for superior products | Both are known for superior custome
r service | | 1
| | 2 | 3 | | Somewhat new and different
| Completely relevant

```

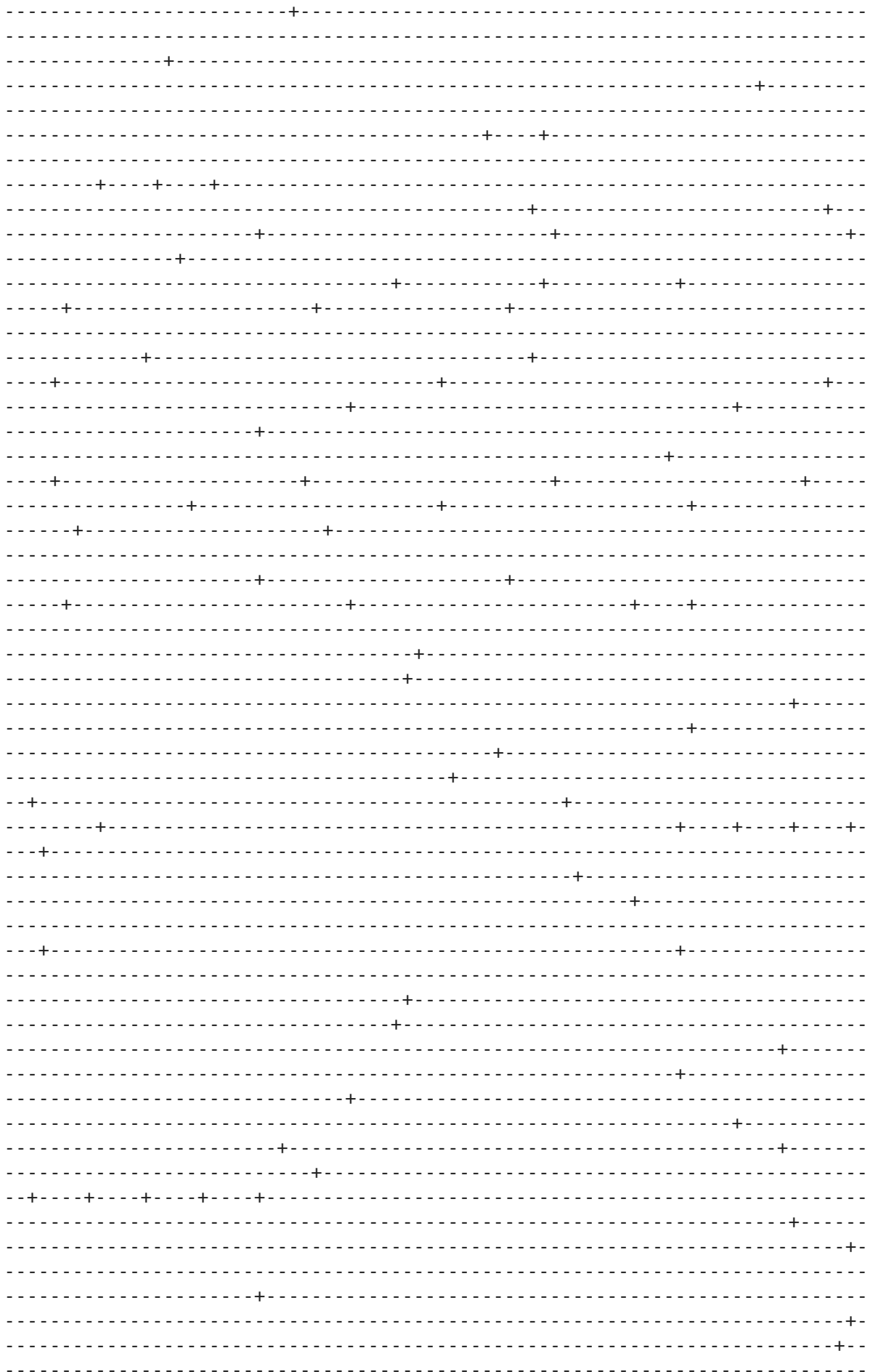
[illegible]



```
| Accept | | 1.14515e+11 | 429729204 | 2024-01-25 10:19:07 | 2024-01-25 10:31:52 | 1.187.21.60 |
```


	36-45 years	INR 2-5L
Yes		Insurer website
	Top of mind (Brand 1)	
	Spontaneous 3 (Brand 4)	Spontaneous 2 (Brand 3)
3) Spontaneous 1 (Brand 2)		
	Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png	
	LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png	
	Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png	
	Top of mind (Brand 1)	
	Spontaneous 2 (Brand 3)	Spontaneous 1 (Brand 2)
2) Spontaneous 3 (Brand 4)		HDFC Bank
	Axis Bank	
	Max Life Insurance	
	Max Life Insurance	Bajaj Allianz Life Insurance
fe Insurance	Max Life Insurance	Max Life Insurance
ance	Max Life Insurance	LIC
	Axis Bank	
	HDFC Bank	HDFC Bank
k	HDFC Bank	Axis Bank
	HDFC Bank	HDFC Bank
	HDFC Bank	HDFC Bank
	Insurance expertise	Customer reviews and word of mouth
t ratio		Claim settlement ratio
		Very easy to understand
	I somewhat like this	
I may buy		
		Both are
	e strong brand names in their respective segments	
	Both are known for superior products	
	It looks modern and professional 1	
	2	3
	Very new and different	
	Completely relevant	
	I may recommend	
	Max Axis Life Insurance	Neither easy nor difficult to understand
	Neither like nor dislike this insurance plan	
I may or may not buy		
	It is known for superior products It is known for superior customer service It looks modern and professional	
	1	2
	3	Somewhat new and different
	May or might not be relevant	
	I may or may not recommend	
	Very difficult to understand	
	I somewhat dislike this	

[illegible]

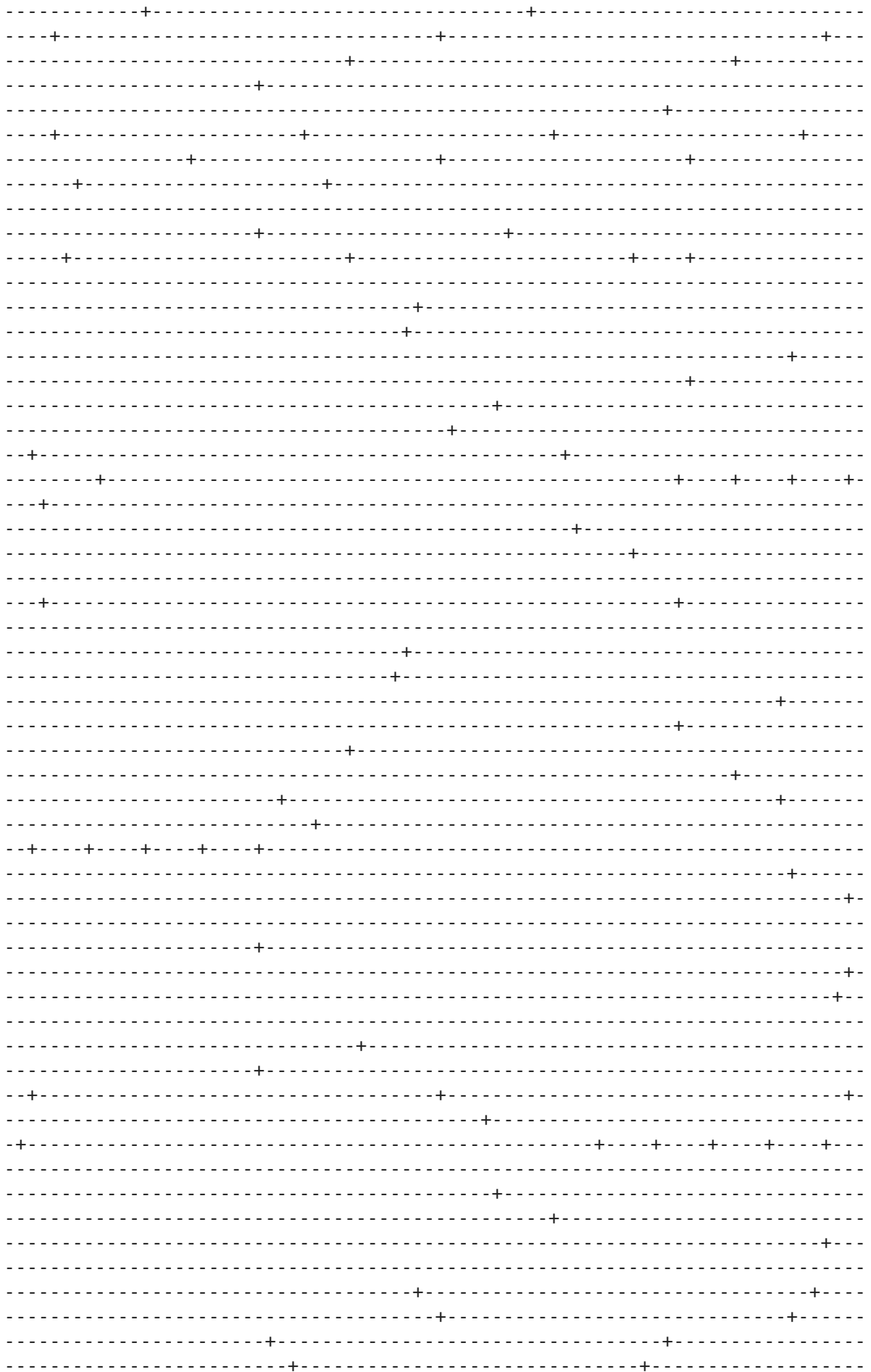


[illegible]

```

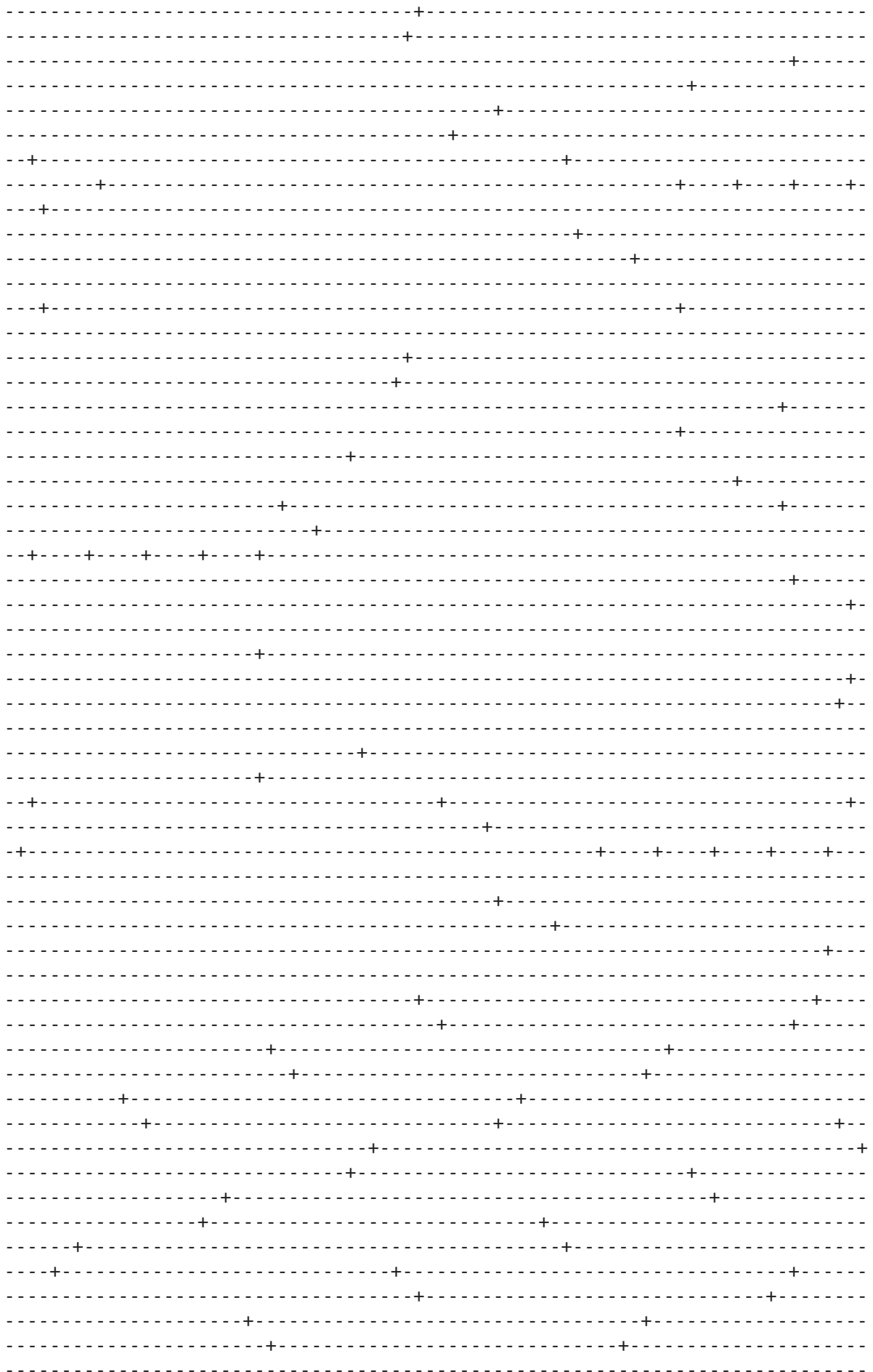
|
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
|
|
| Top of mind (Brand 1)
| Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
2) | | |
| | Axis Bank | | |
| Max Life Insurance
| Bajaj Allianz Life Insurance | Max Life Insurance | Max Li
fe Insurance | Max Life Insurance | Max Life Insur
ance | Max Life Insurance | Max Life Insurance
| Axis Bank
| Axis Bank | Axis Bank | Axis Bank | Axis Ban
k | Axis Bank | Axis Bank | Axis Bank
| Axis Bank | Axis Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio | | Somewhat difficult to understand
| I somewhat dislike this |
I may not buy
|
| Both ar
e strong brand names in their respective segments |
| Both are known for superior products | Both are known for superior custome
r service | | 1
| | 2 | 3 | | Slightly new and different
| Somewhat irrelevant
| I may not recommend
| Max Axis Life Insurance | Neither easy nor d
ifficult to understand
| Neither like nor dislike this insurance plan |
I may or may not buy
|
|
| It is known for superior products | It is known for superior customer serv
ice | It looks modern and professional |
| | 1 | 2 | 3 | Slightly new and different
| Somewhat irrelevant
| I may or may not recommend
| Somewhat easy to understand
| Neither like nor dislike this insurance plan |
I may not buy
|
|
| | It is known for superior products | It
is known for superior customer service | It looks modern and professional |
| | 1 | 2 | 3 | Very new and different
| May or might not be relevant
| I may recommend
| Concept 0Max Life Insurance
| | Concept 2Max Life Insurance by Axis Ban
k | | Concept 1Ax
is Max Life Insurance | |
| | Concept 2
Max Life Insurance by Axis Bank | | Concept 0Ma
x Life Insurance | |

```

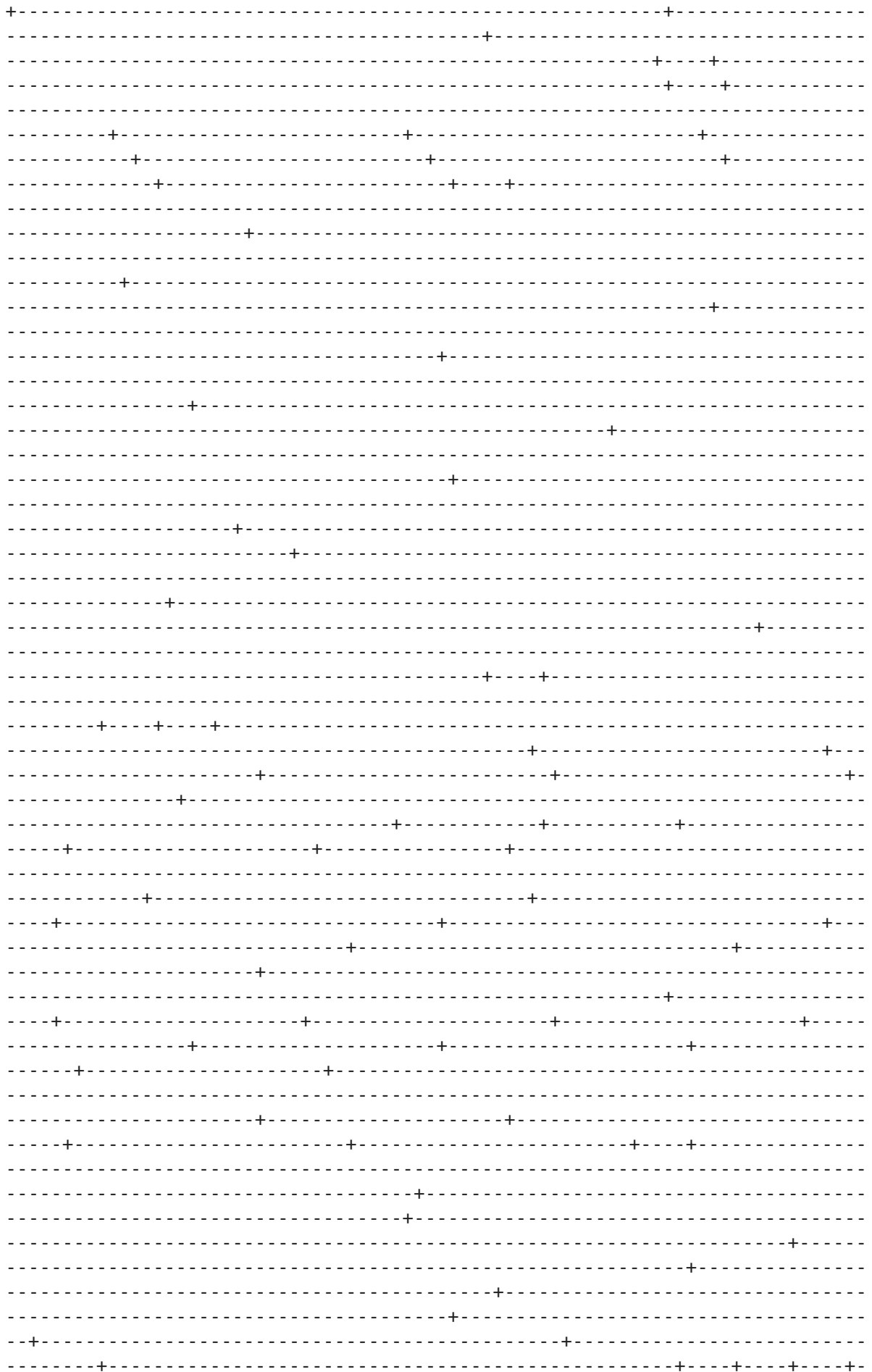
[illegible]

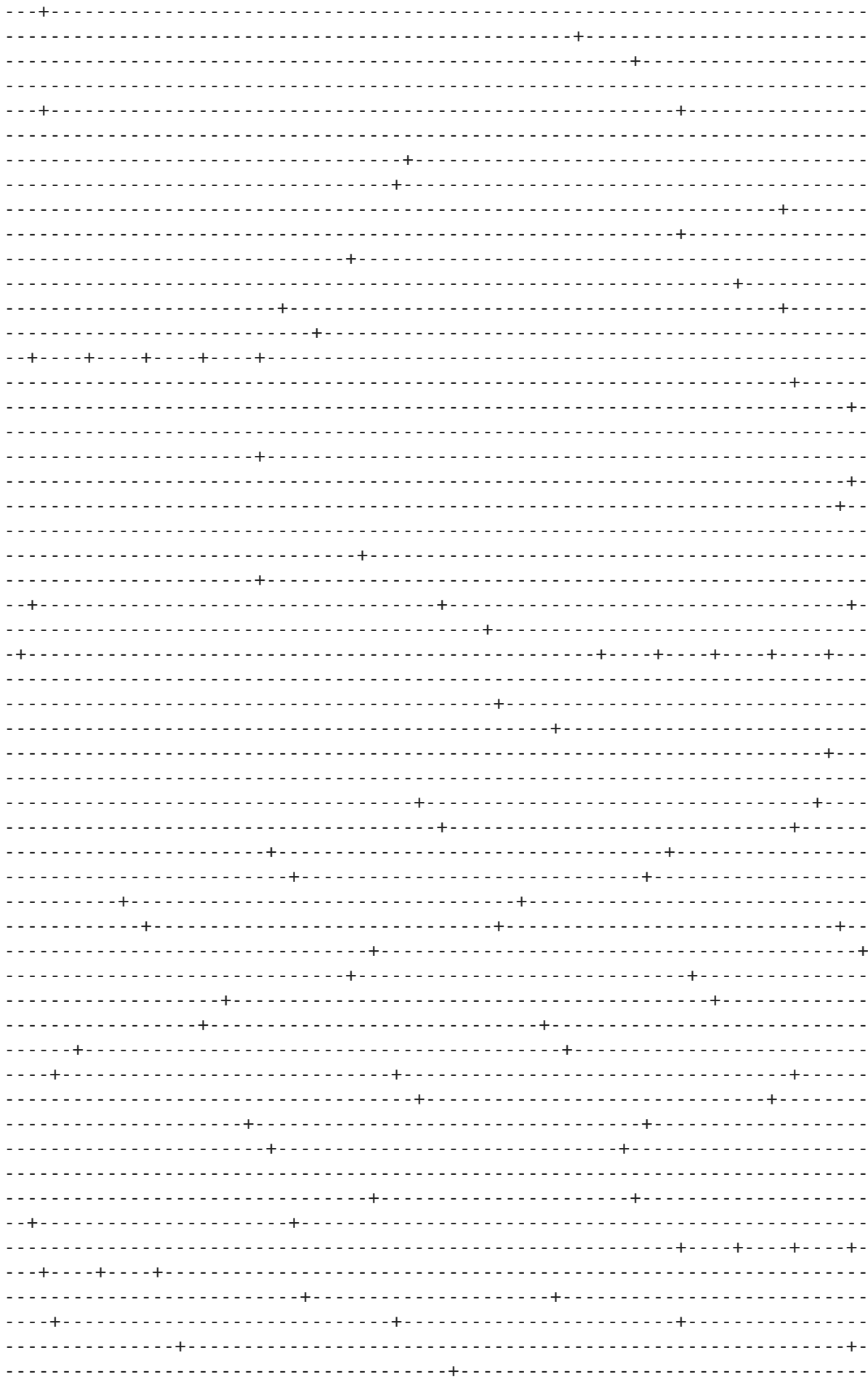
Allianz Life Insurance	Bajaj Allianz Life Insurance	HDFC Bank
HDFC Bank	ICICI Bank	HDFC Bank
ICICI Bank	ICICI Bank	HDFC Bank
HDFC Bank	HDFC Bank	
Insurance expertise	Customer reviews and word of mouth	Claim settlement ratio
I somewhat dislike this	Very difficult to understand	
I may not buy		
		Both are strong brand names in their respective segments
		Both are successfully competing with major brands like HDFC and ICICI
		It looks modern and professional
2	1	3
Somewhat new and different		
May or might not be relevant		
I may or may not recommend		
Max Axis Life Insurance		Neither easy nor difficult to understand
Neither like nor dislike this insurance plan		
I may not buy		
		Max Life is a respected and well-known brand
		It is known for superior products
		It is known for superior customer service
2	3	1
Somewhat new and different		
May or might not be relevant		
I may or may not recommend		
Somewhat easy to understand		
Neither like nor dislike this insurance plan		
I may buy		
		Axis name is taken in the same line as HDFC and ICICI
		It has a wide network of branches
		It is known for superior customer service
2	3	1
Extremely new and different		
Somewhat relevant		
I may not recommend		
Concept 1	Axis Max Life Insurance	
		Concept 1
Max Life Insurance	Concept 2	Max Life Insurance by Axis Bank
Concept 0	Max Life Insurance	
Concept 3	Axis Life Insurance	
Concept 2	Max Life Insurance by Axis Bank	
Concept 1	Axis Max Life Insurance	
		Concept 1
Max Life Insurance		
		Concept 1
Concept 3	Axis Life Insurance	
Max Life Insurance		
Rank 2		
Rank 4 - Least liked	Rank 3	Rank 1 - Most liked
2	4	5
1	7	3
6		
It has a vibrant colour scheme		
It feels refreshing		It feels sharper and bolder
		Mumbai
Female		Graduate



[illegible]

						Both ar					
e strong brand names in their respective segments Both are successfully co											
mpeting with major brands like HDFC and ICICI											
Both are known for superior customer service											
2						1		3		Ext	
remely new and different											
Completely relevant											
I will definitely recommend											
Max Axis Life Insurance								Somewhat easy to u			
nderstand											
I totally like this											
I may buy											
It is successfully competing with major bank based insurers like HDFC Life											
and ICICI Prudential, on its own										It is	
known for superior customer service It looks modern and professional											
1		3		2		Very new and different					
Somewhat relevant											
I may recommend											
Somewhat easy to understand											
Neither like nor dislike this insurance plan											
I may or may not buy											
										Axis na	
me is taken in the same line as HDFC and ICICI											
										It is known for superior customer serv	
ice It looks modern and professional 3											
		2		1		Somewhat new and different					
May or might not be relevant											
I may or may not recommend											
Concept 1Axis Max Life Insurance											
										Concept 1Axis	
Max Life Insurance											
										Concept 1Axis Max Life Insurance	
Concept 2Max Life Insurance by Axis Bank											
Concept 1Axis Max Life Insurance											
										Concept 1Axis	
Max Life Insurance											
										Concept 2	
Max Life Insurance by Axis Bank											
Concept 1Axis Max Life Insurance											
										Rank 3	
Rank 1 - Most liked				Rank 2				Rank 4 - Least liked			
1 2		7 6		4 3		5		It has a vibrant colour scheme			
										It feels sharper and	
bolder It feels international				Mumbai							
Male											
										Graduate	
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees											
Savings Account/ Current account											
										Loans (Home, auto, personal, business)	
West						Metro		Max Life Insurance			
FALSE		Others								Metro	
+-----+-----+-----+-----+-----+-----+-----+-----+											
--++-----+-----+-----+-----+-----+-----+-----+											
+-----+-----+-----+-----+-----+-----+-----+-----+											





```

-----+-----
-----+-----
-----+-----+-----+-----
-----+-----+-----+-----+-----
-----+-----+-----+-----+-----+-----+
-----+-----+-----+-----+-----+
| Accept | | | 1.14516e+11 | 429729203 | 2024-01-26 10:27:0
8 | 2024-01-26 10:50:12 | 49.47.135.19 | | |
| | 46-50 years | More than
10L | Yes
| Agent / Advisor
| |
| | Spontaneous 2 (Brand 3)
| Spontaneous 3 (Brand 4) | Top of mind (Brand 1) |
| Spontaneous 1 (Brand 2) | |
| | | HDFC Life insurance HDFC Life insurance
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
7743717e-83c9-4b5b-89bf-862da2e15704.png |
| Kotak Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/4
11433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png |
|
| Tata AiA Life Insurance https://surveymonkey-assets.s3.amazonaws.com/surve
y/411433262/rte/52c7f424-58bc-443a-b3b8-98c1e9ee1919.png |
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| |
| | | Spontaneous 2 (Brand 3)
| Spontaneous 3 (Brand 4) | | Top of mind (Brand 1)
| Spontaneous 1 (Brand 2) | |
| | | Kotak Mahindra Bank | State Bank of India |
| Max Life Insurance
| Max Life Insurance | Max Life Insurance | Max Li
fe Insurance | Max Life Insurance | Max Life Insur
ance | Max Life Insurance | Max Life Insurance
| State Bank of India
| State Bank of India | State Bank of India | State Ba
nk of India | State Bank of India | State Bank of Indi
a | State Bank of India | State Bank of India | Association with a banking b
rand/ name
| | Customer reviews and word of mouth | Claim settlemen
t ratio | | Very easy to understand
| Neither like nor dislike this insurance plan |
I may or may not buy
| | Both ar
e strong brand names in their respective segments |
| Both are known for superior products | Both are known for superior custome
r service | 1
| | 3 | 2 | | Very new and different
| May or might not be relevant
| I may or may not recommend
| Max Axis Life Insurance | Somewhat easy to u
nderstand
| I somewhat like this |

```


	1	2	3	Very new and different
--	---	---	---	------------------------

| Somewhat relevant

| I may recommend

| Very easy to understand

| I totally like this

```

|
me is taken in the same line as HDFC and ICICI | It has a wide network of br
anches |

```

3		2	Extremely new and different
---	--	---	-----------------------------

| I will definitely recommend

```
| Concept 3Axis Life Insurance |
```

| Concept 3Axis Life Insurance |

| Concept 3Axis Life Insurance |

Concept 3	Axis Life Insurance	Concept 0	Max Life Insurance
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36
37	38	39	40
41	42	43	44
45	46	47	48
49	50	51	52
53	54	55	56
57	58	59	60
61	62	63	64
65	66	67	68
69	70	71	72
73	74	75	76
77	78	79	80
81	82	83	84
85	86	87	88
89	90	91	92
93	94	95	96
97	98	99	100

concept	SHARES	LEVEL	Insurance	concept	SHARE	LEVEL	Insurance

Rank 3	Rank 4 - Least liked	Rank 1 - Most liked
--------	----------------------	---------------------

4 | 5 | 2 | 1 | 6 | 7 | 3 |

| It feels refreshing | | It feels sharper and

bolder | It feels international |

Male	Graduate
------	----------

Public sector/ govt. employees		
--------------------------------	--	--

Savings Account/ Current account

Fixed deposit		
West	Metro	Max Life Insurance

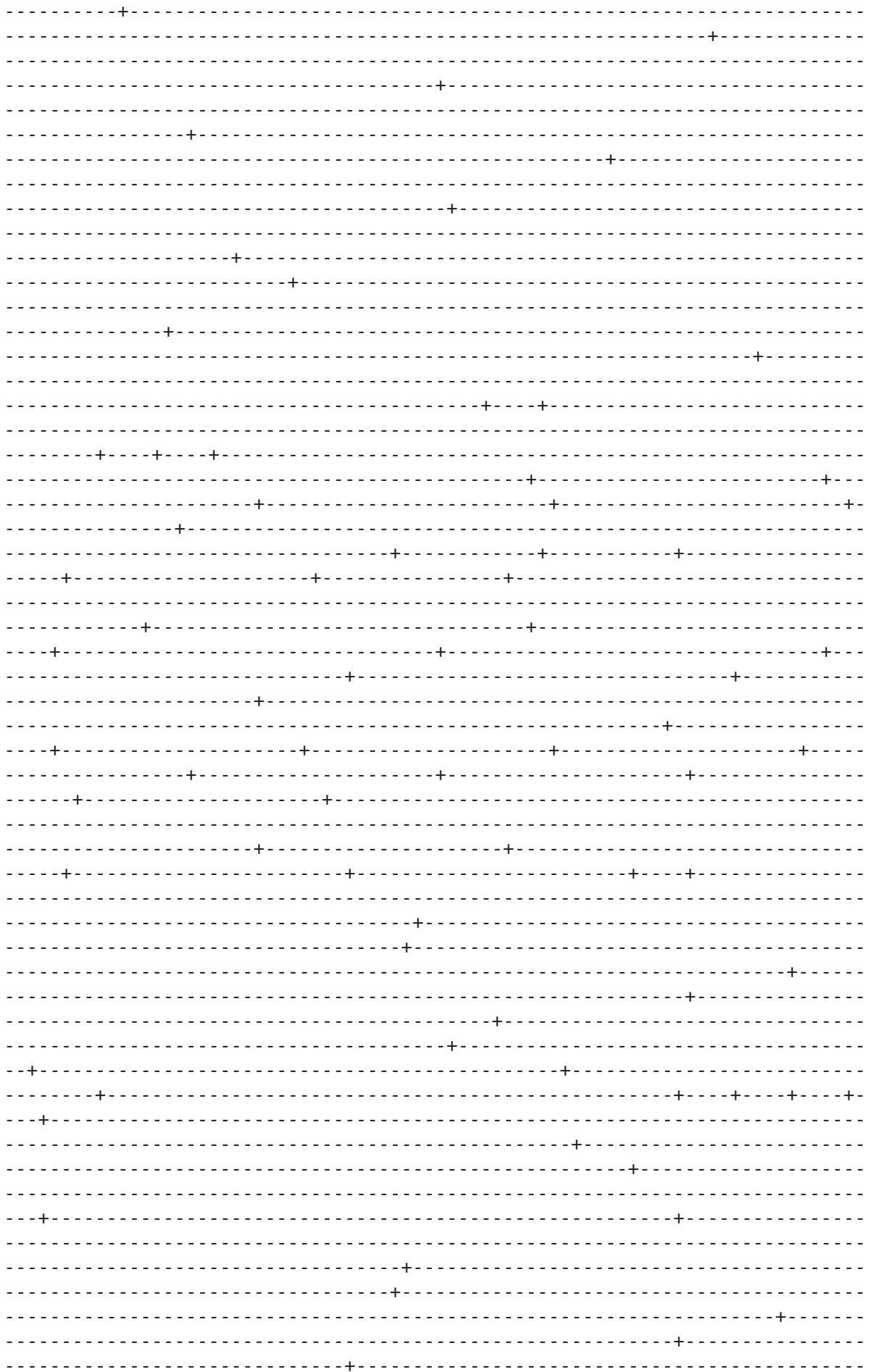
FALSE	Others							Metro
-------	--------	--	--	--	--	--	--	-------

+ - - - - + - - - + - - - - - - - - - - - + - - - - - - - - - - -

-----+-----+-----+-----+-----+

Handwriting practice lines consisting of a solid top line, a dashed middle line, and a solid bottom line. Plus signs (+) are placed at regular intervals along each line to guide letter formation and alignment.

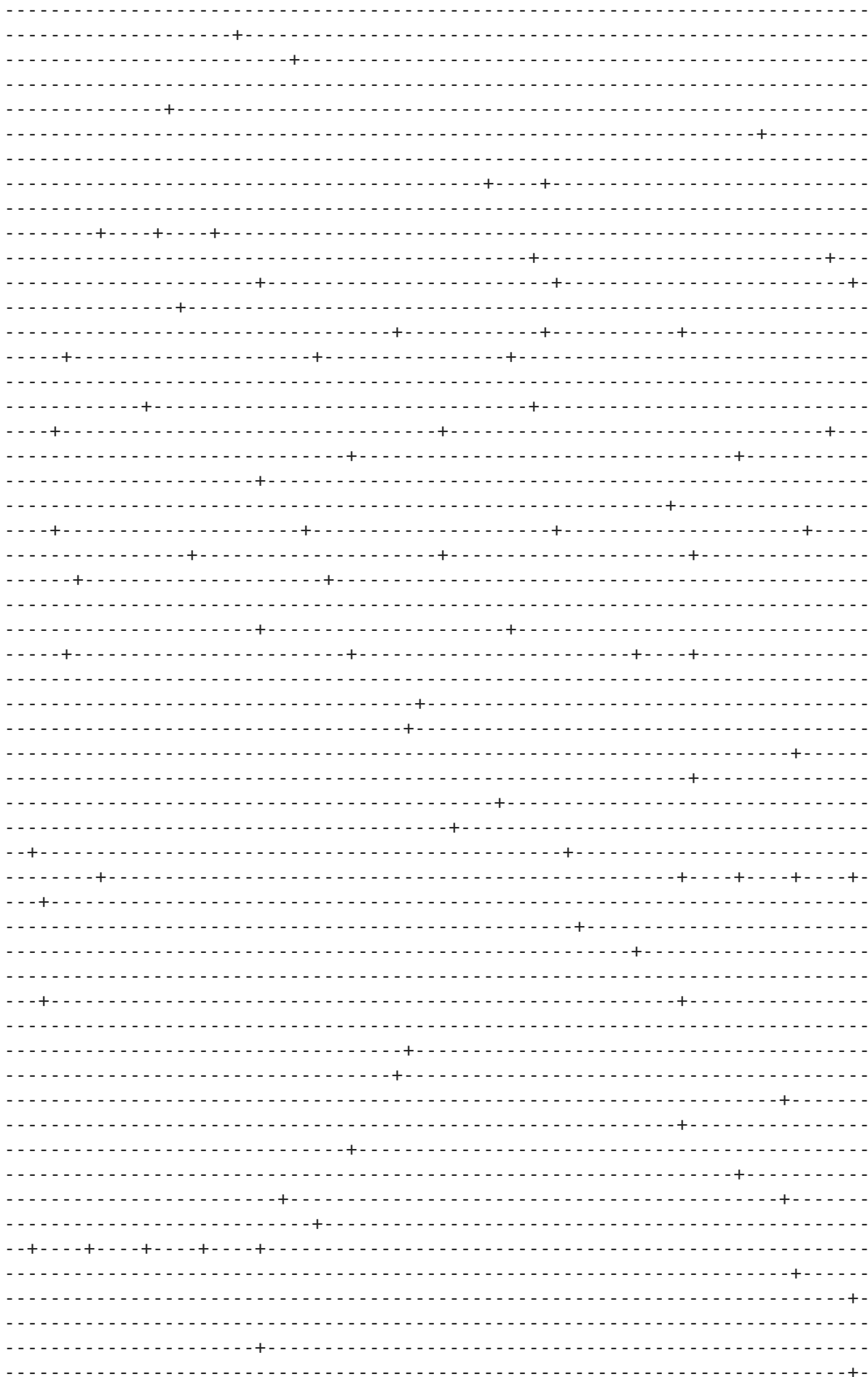
----- + -----



| | | | | | |
|---------------------|--|-------------|---------------|--|---------------------|
| Accept | | | 1.14516e+11 | 429729203 | 2024-01-25 18:31:02 |
| 2024-01-25 18:47:11 | | | 157.50.61.134 | | |
| | | 25-35 years | | | INR 7.1-10 |
| | | | | No, but I intend to buy a life insurance policy soon | |

| |
 | |
 | Spontaneous 2 (Brand 3) | | Spontaneous 1 (Brand 2) | |
 | | | Top of mind (Brand 1) | Spontaneous 3 (Brand 4) |
 | | |
 | ICICI Prudential Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png> |
 | SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png> |
 | LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> | Bajaj Allianz Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.png> |
 |
 |
 |
 |
 | |
 | | |
 | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
 | Spontaneous 3 (Brand 4) | Bank of Baroda |
 | | | State Bank of India | Bank of Baroda | LIC
 | Kotak Life Insurance | SBI Life Insurance | SBI Life Insurance
 | LIC | SBI Life Insurance
 | SBI Life Insurance | SBI Life Insurance
 | Others
 | State Bank of India | Others | State Bank of India | State Bank of India | Others | Others | Others
 | State Bank of India | State Bank of India | Association with a banking brand/ name
 | Customer reviews and word of mouth |
 | Branch/ office network | | Very easy to understand
 | I somewhat like this |
 I may or may not buy
 |
 | Both are successfully competing with major brands like HDFC and ICICI | Both are known for superior products | Both are known for superior customer service |
 | 1 | 3 | 2 | | Very new and different
 | May or might not be relevant
 | I may recommend
 | Max Axis Life Insurance | Somewhat easy to understand
 | Neither like nor dislike this insurance plan |
 I may buy
 | Max Life is a respected and well-known brand | It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | It looks modern and professional | 2 | 1 | | 3 |
 Somewhat new and different
 | May or might not be relevant
 | I may recommend
 | Very easy to understand
 | I somewhat like this |

[illegible]



| Accept | | 1.14516e+11 | 429729203 | 2024-01-25 16:03:00
| 2024-01-25 16:23:44 | 157.45.248.173 | |
| 25-35 years | More than 10L
| Yes, but I intend to buy a new life insurance policy soon | Bank
| ICICI Bank
| Spontaneous 3 (Brand 4)
| Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand 2)
| Top of mind (Brand 1)
| HDFC Life insurance | HDFC Life insurance
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png |
| SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png |

| LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> |

|

|

|

| SBI Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png> |

|

| Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)

| Spontaneous 2 (Brand 3) |

| | Axis Bank | | State Bank of India |

| LIC

| ICICI Prudential Life Insurance | SBI Life Insurance | HDFC Life Insurance

| SBI Life Insurance | SBI Life Insurance | SBI Life Insurance

| State Bank of India

| Axis Bank | Axis Bank | State Bank of India | State Bank of India | Axis Bank

| Axis Bank | State Bank of India |

| Insurance expertise | Customer reviews and word of mouth | Claim settlement ratio |

| Somewhat easy to understand

| Neither like nor dislike this insurance plan |

I may buy

|

| Both are strong brand names in their respective segments |

| Both are known for superior products | Both are known for superior customer service |

| 2

| 1 | 3 | Somewhat new and different

| May or might not be relevant

| I may recommend

| Max Axis Life Insurance | Very easy to understand

| I somewhat like this |

I may buy

|

| Max Life is a respected and well-known brand | It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own |

| It is known for superior customer service |

| 2 | 1 | 3 | Somewhat new and different

| May or might not be relevant

| I may recommend

| Very easy to understand

| I somewhat like this |

I may or may not buy

|

| Axis name is taken in the same line as HDFC and ICICI | It has a wide network of branches |

| It looks modern and professional | 3

| 1 | 2 | Very new and different

| Somewhat relevant

| I will definitely recommend

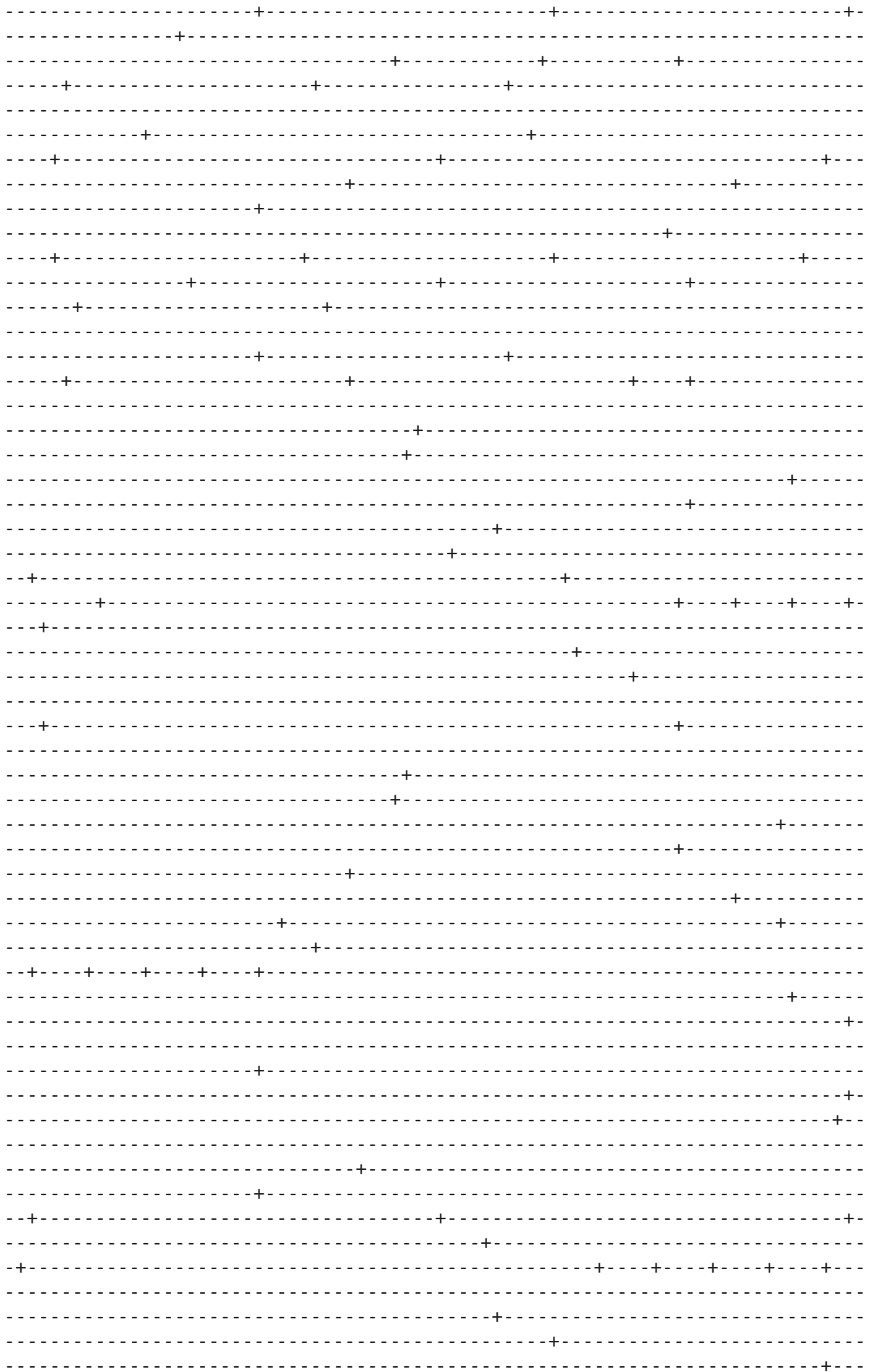
|

|

| Concept 2Max Life Insurance by Axis Bank |

k | | Concept 1Axis

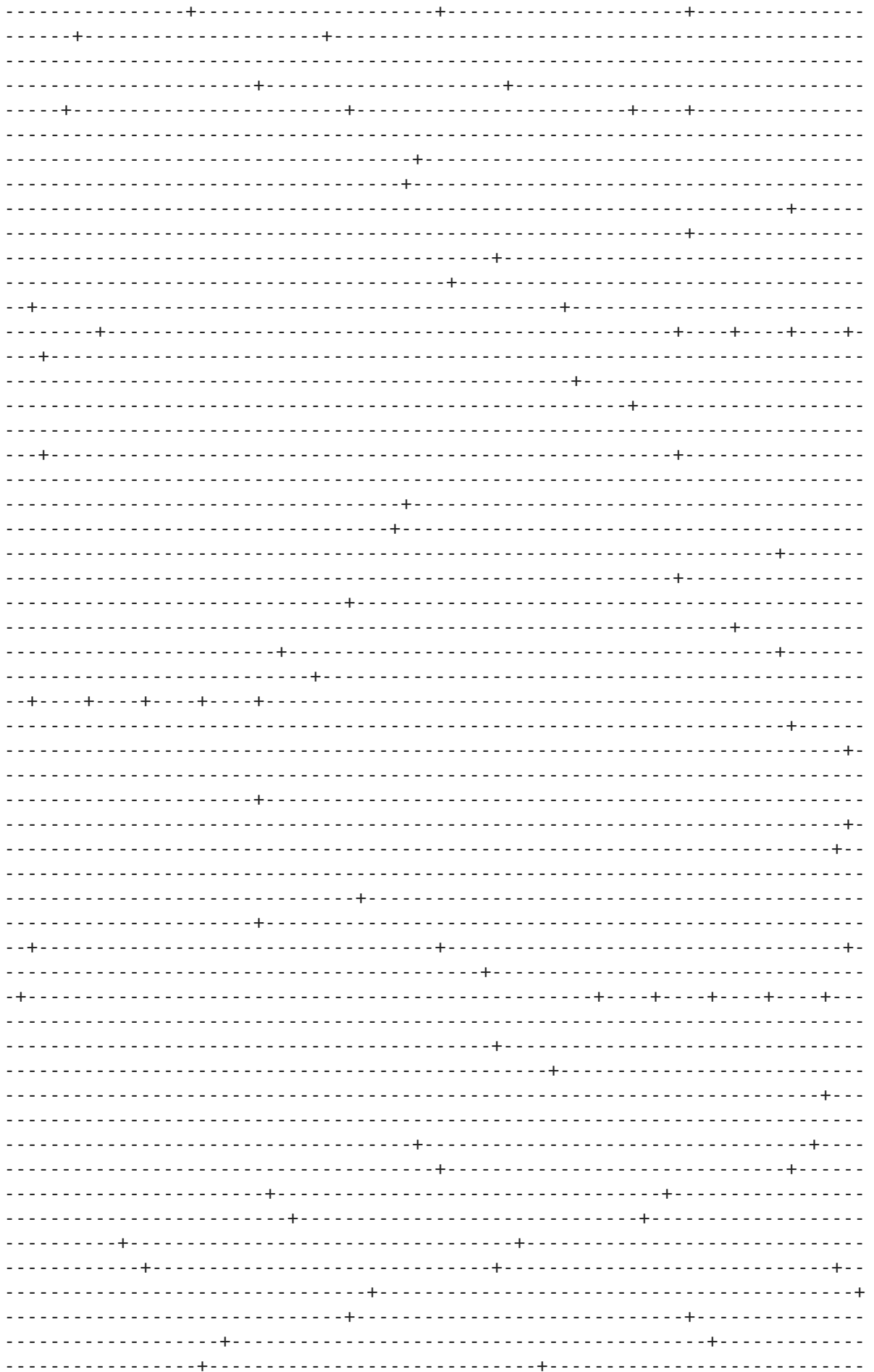
[illegible]



| | | | | |
|-----|-------------------------|---|---------------------|--------------------|
| 5 | Accept | 1.14516e+11 | 429729203 | 2024-01-25 16:03:0 |
| 5 | 2024-01-25 16:23:33 | 157.45.248.173 | | |
| | 25-35 years | | | More than |
| 10L | | | Yes | |
| | Bank | | | |
| | Axis Bank | | | |
| | Spontaneous 3 (Brand 4) | | | |
| | | Top of mind (Brand 1) | | |
| | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand 2) | | |
| | | HDFC Life insurance | HDFC Life insurance | |
| | Max Life Insurance | https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png | | |
| | Kotak Life Insurance | https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | | |
| | LIC | https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png | | |
| | | | | |
| | | | | |
| | | | | |
| | Max Life Insurance | https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png | | |
| | | | | |
| | | Spontaneous 2 (Brand 3) | | |
| | Spontaneous 3 (Brand 4) | Top of mind (Brand 1) | | |

| | | | |
|--|--|---|----------------------------|
| Spontaneous 1 (Brand 2) | | | |
| Axis Bank | | | |
| LIC | | | |
| Max Life Insurance | Max Life Insurance | | Max Life Insurance |
| Max Life Insurance | Max Life Insurance | | Kotak Life Insurance |
| Max Life Insurance | | Max Life Insurance | |
| HDFC Bank | | | |
| Axis Bank | Kotak Mahindra Bank | Axis Bank | Axis Bank |
| Axis Bank | Kotak Mahindra Bank | Axis Bank | |
| Axis Bank | Axis Bank | Association with a banking brand/ name | |
| | Customer reviews and word of mouth | | |
| Branch/ office network | Very easy to understand | | |
| I somewhat like this | | | |
| I will definitely buy | | | |
| | | Both are | |
| | Both are strong brand names in their respective segments | Both are successfully competing with major brands like HDFC and ICICI | |
| | Both are known for superior customer service | | |
| 2 | 1 | 3 | Somewhat new and different |
| Somewhat relevant | | | |
| I may recommend | | | |
| Max Axis Life Insurance | | Somewhat easy to understand | |
| I somewhat like this | | | |
| I may buy | | | |
| | | Max Life | |
| | Max Life is a respected and well-known brand | | |
| | It is known for superior customer service | | |
| It looks modern and professional | 2 | | |
| 1 | 3 | | Somewhat new and different |
| May or might not be relevant | | | |
| I may recommend | | | |
| Somewhat easy to understand | | | |
| Neither like nor dislike this insurance plan | | | |
| I may not buy | | | |
| | | | |
| It has a wide network of branches | It is known for superior products | It is known for superior customer service | |
| 2 | 1 | 3 | Somewhat new and different |
| Somewhat relevant | | | |
| I may recommend | | | |
| Concept 0Max Life Insurance | | | |
| Concept 1Axis Max Life Insurance | | | |
| Concept 3Axis Life Insurance | Concept 0Max Life Insurance | Concept 1Axis Max Life Insurance | |
| Concept 2Max Life Insurance by Axis Bank | | | |
| | Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | |
| | | Concept 0Max Life Insurance | |
| Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance | | |
| Concept 0Max Life Insurance | Concept 1Axis Max Life Insurance | | |
| | Concept 0Max Life Insurance | | |
| Concept 2Max Life Insurance by Axis Bank | | | |
| Concept 1Axis Max Life Insurance | | | |

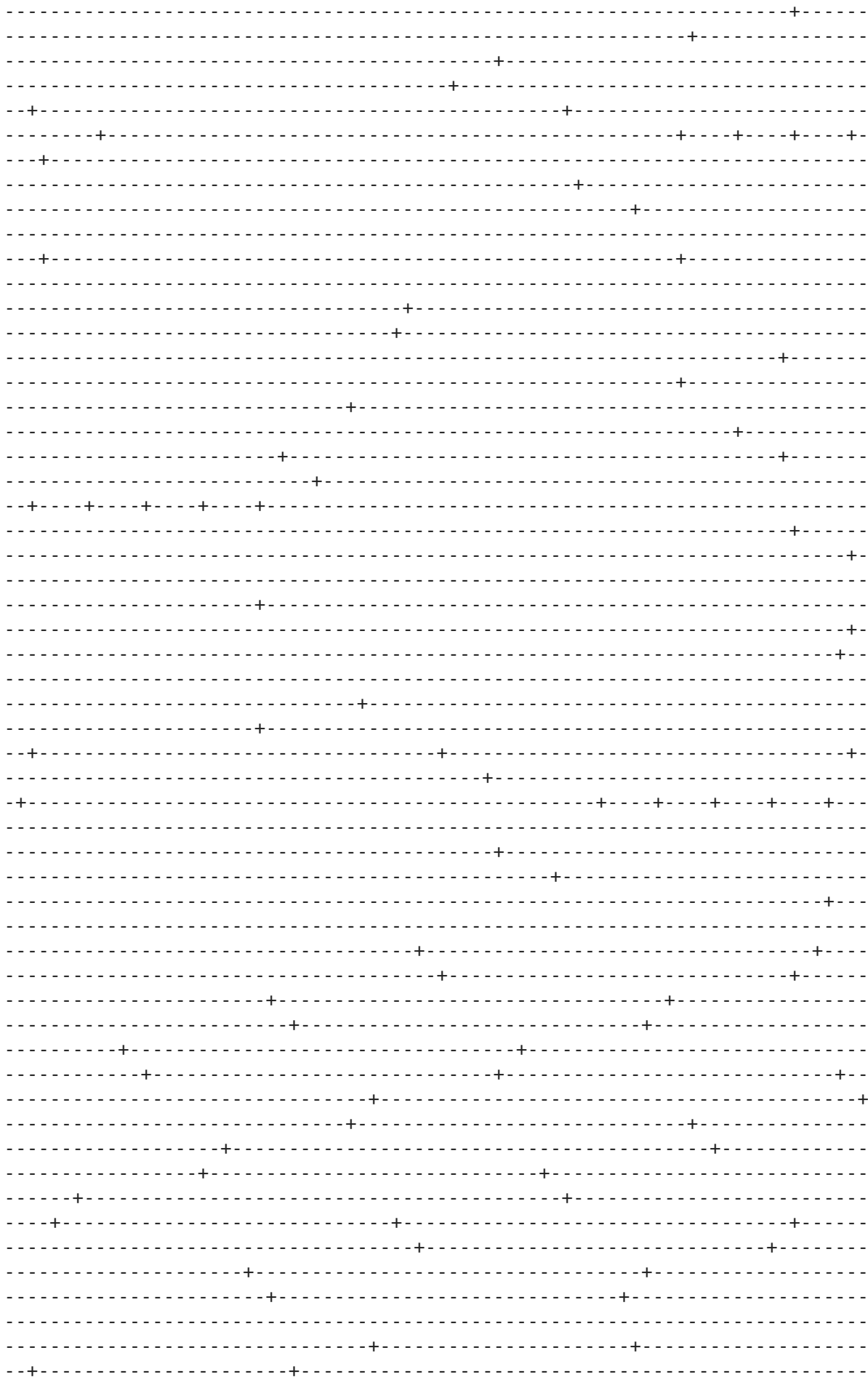
[illegible]



[illegible]

nd/ name
 | Insurance expertise | Customer reviews and word of mouth |
 | | | Somewhat easy to understand
 | I somewhat like this |
 I may or may not buy
 |
 | Both are successfully competing with major brands like HDFC and ICICI | Bo
 th are known for superior products | Both are known for superior customer se
 rvice |
 | 1 | 3 | 2 | | Somewhat new and different
 | May or might not be relevant
 | I may recommend
 | Max Axis Life Insurance | Very easy to under
 stand
 | I somewhat like this |
 I may buy
 | | Max Lif
 e is a respected and well-known brand | It is successfully competing with ma
 jor bank based insurers like HDFC Life and ICICI Prudential, on its own |
 | | It looks modern and profession
 al | 2 | 1 | | 3 |
 Somewhat new and different
 | May or might not be relevant
 | I may or may not recommend
 | Very easy to understand
 | I totally like this |
 I will definitely buy
 | | Axis na
 me is taken in the same line as HDFC and ICICI | It has a wide network of br
 anches | | It is known for superior custom
 er service | 2
 | 1 | | 3 | | Somewhat new and different
 | Somewhat relevant
 | I will definitely recommend
 |
 | | Concept 2Max Life Insurance by Axis Ban
 k | Concept 3Axis Life Insurance | | Concept 1Ax
 is Max Life Insurance | |
 | | Concept 2
 Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance | Concept 0Ma
 x Life Insurance |
 | Concept 3Axis Life Insurance | |
 | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 Concept 0Max Life Insurance | Concept 1Axis Max Life Insurance | Concept 2Ma
 x Life Insurance by Axis Bank |
 | Concept 1Axis Max Life Insurance |
 | Concept 3Axis Life Insurance | |
 | Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
 Rank 4 - Least liked
 | Rank 3 | Rank 2 | Rank 1 - Most liked |
 5 | 6 | 2 | 1 | 3 | 4 | 7 |
 | | It looks modern and luxurious | It feels sharper and
 bolder | It feels international | | Mumbai
 | Male | Higher secondary-12th
 | Self-employed / Entrepreneur | |
 Savings Account/ Current account

[illegible]

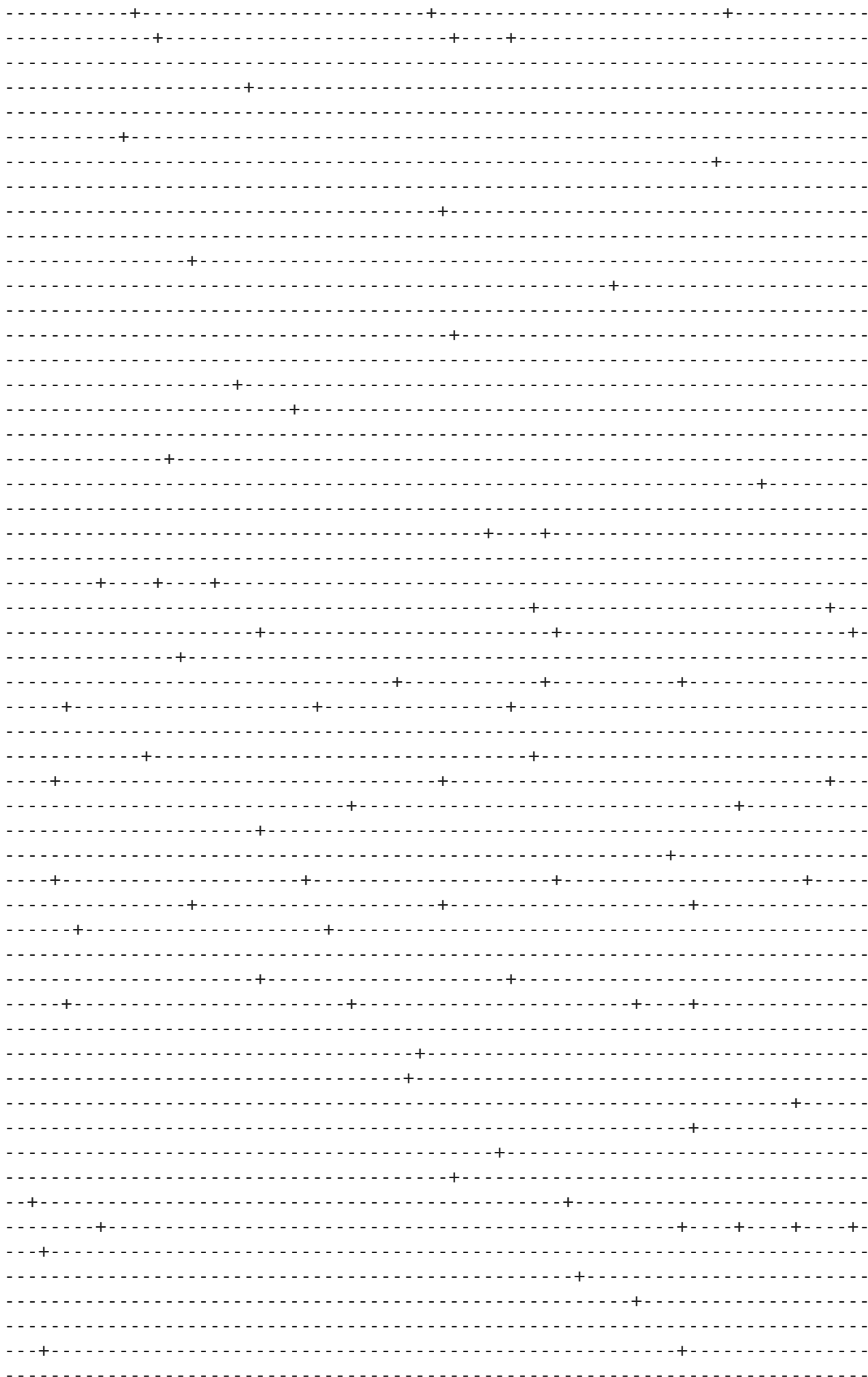


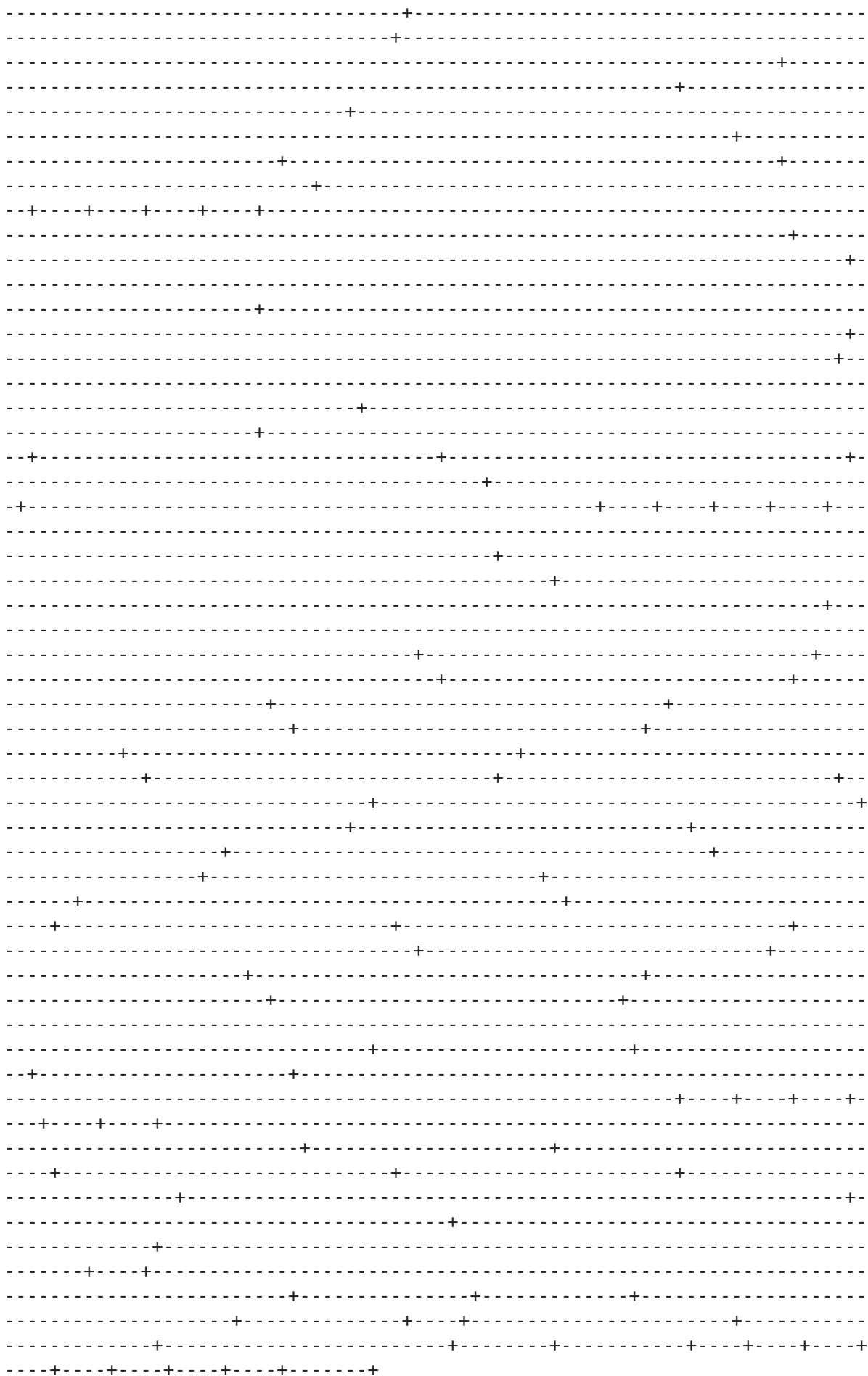
```

-----+-----+-----+-----+
---+---+---+-----+-----+-----+
-----+-----+-----+-----+
---+-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
-----+-----+-----+-----+
| Accept | | | 1.14518e+11 | 429729204 | 2024-01-29 14:23:4
3 | 2024-01-29 14:53:07 | 106.79.169.77 | | |
| | 25-35 years | More than
10L | Yes
| Bank
| | HDFC Bank
| | Spontaneous 2 (Brand 3)
| | Spontaneous 1 (Brand 2) |
| | Top of mind (Brand 1) |
| Spontaneous 3 (Brand 4) | | HDFC Life insurance HDFC Life insurance
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
|
| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
|
| HDFC Life insurance HDFC Life insurance
|
| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
| |
| | Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) | | | HDFC Bank
| | | |
| LIC
| HDFC Life Insurance | LIC | Max Li
fe Insurance | LIC | Max Life Insur
ance | HDFC Life Insurance | LIC
| HDFC Bank
| HDFC Bank | HDFC Bank | HDFC Bank | HDFC Ban
k | HDFC Bank | HDFC Bank | HDFC Bank
| HDFC Bank | HDFC Bank | Association with a banking bra
nd/ name
| | Customer reviews and word of mouth | Claim settlemen
t ratio | | Somewhat easy to understand
| I totally like this |
I may buy
|
| | Bo
th are known for superior products | Both are known for superior customer se
rvice | It looks modern and professional |
| | 1 | 2 | 3 | Very new and different

```

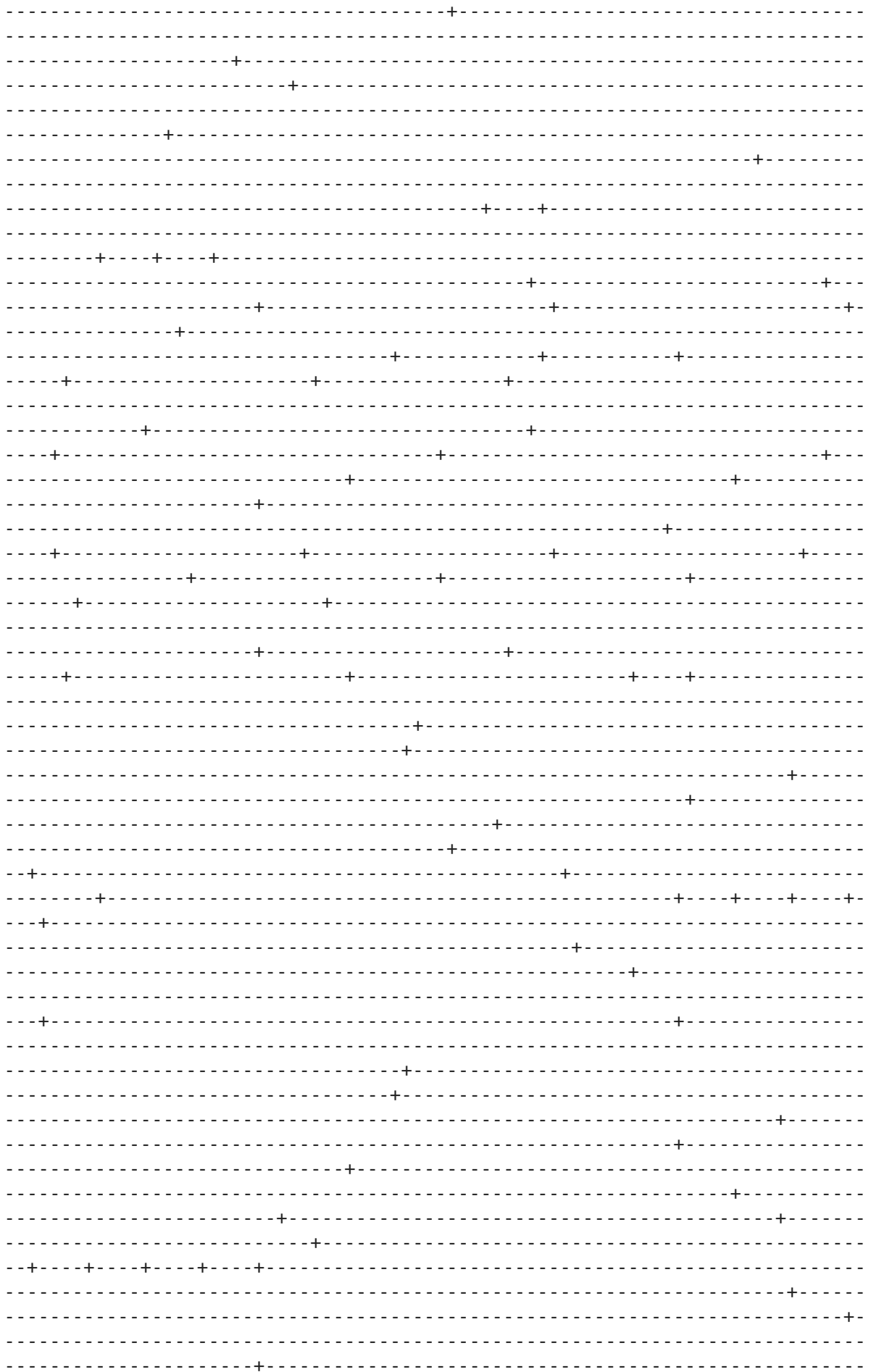
| | | | | | | | | | |
|---|---|---|------------------------------|---|--|---|--------------------------------|--|--|
| Somewhat relevant | | | | | | | | | |
| I may recommend | | | | | | | | | |
| Max Axis Life Insurance | | | | | Neither easy nor difficult to understand | | | | |
| Neither like nor dislike this insurance plan | | | | | | | | | |
| I may or may not buy | | | | | | | | | |
| It is successfully competing with major bank based insurers like HDFC Life and ICICI Prudential, on its own | | | | | | | | | |
| It is known for superior products | | | | | | | | | |
| It is known for superior customer service | | | | | | | | | |
| 2 | 1 | 3 | Somewhat new and different | | | | | | |
| May or might not be relevant | | | | | | | | | |
| I may not recommend | | | | | | | | | |
| Somewhat difficult to understand | | | | | | | | | |
| Neither like nor dislike this insurance plan | | | | | | | | | |
| I may not buy | | | | | | | | | |
| It has a wide network of branches | | | | | | | | | |
| It is known for superior customer service | | | | | | | | | |
| It looks modern and professional | | | | | | | | | |
| 1 | 2 | 3 | Not at all new and different | | | | | | |
| Somewhat irrelevant | | | | | | | | | |
| I may not recommend | | | | | | | | | |
| Concept 2Max Life Insurance by Axis Bank | | | | | | | | | |
| Concept 0Max Life Insurance | | | | | | | | | |
| Concept 2Max Life Insurance by Axis Bank | | | | | | | | | |
| Concept 1Axis Max Life Insurance | | | | | | | | | |
| Concept 2Max Life Insurance by Axis Bank | | | | | | | | | |
| Concept 2Max Life Insurance by Axis Bank | | | | | | | | | |
| Concept 0Max Life Insurance | | | | | | | | | |
| Concept 2Max Life Insurance by Axis Bank | | | | | | | | | |
| Concept 0Max Life Insurance | | | | | | | | | |
| Concept 2Max Life Insurance by Axis Bank | | | | | | | | | |
| Concept 2Max Life Insurance by Axis Bank | | | | | | | | | |
| Concept 2Max Life Insurance by Axis Bank | | | | | | | | | |
| Rank 1 - Most liked | | | | | | | | | |
| Rank 2 | | | | | | | | | |
| Rank 4 - Least liked | | | | | | | | | |
| Rank 3 | | | | | | | | | |
| 3 | 4 | 5 | 6 | 7 | 2 | 1 | It has a vibrant colour scheme | | |
| It feels refreshing | | | | | | | | | |
| The picture/ image looks cool | | | | | | | | | |
| Mumbai | | | | | | | | | |
| Male | | | | | | | | | |
| Post-graduate PhD / doctorate | | | | | | | | | |
| Self-employed / Entrepreneur | | | | | | | | | |
| Savings Account/ Current account | | | | | | | | | |
| West | | | | | | | | | |
| Metro | | | | | | | | | |
| Max Life Insurance | | | | | | | | | |
| Others | | | | | | | | | |
| Others | | | | | | | | | |
| Metro | | | | | | | | | |





| | | | | | | | | | |
|---|--|---|--|-------------------------------------|-------------|----------------------|-----------|---------|---------------------|
| | Accept | | | | 1.14518e+11 | | 429729204 | | 2024-01-29 14:26:10 |
| 0 | | 2024-01-29 14:42:44 | | 106.79.189.119 | | | | | |
| | | | | 36-45 years | | | | | More than |
| 10L | | | | | | | Yes | | |
| | Bank | | | | | | | | |
| | | Axis Bank | | | | | | | |
| | | | | | | | | | |
| | | | | Spontaneous 3 (Brand 4) | | | | | |
| | | | | Top of mind (Brand 1) | | Spontaneous 1 (Brand | | | |
| 2) | | Spontaneous 2 (Brand 3) | | | | | | | |
| | | | | | | | | | |
| | Max Life Insurance | https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png | | | | | | | |
| | | | | | | | | | |
| | LIC | https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | Max Life Insurance | https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png | | | | | | | |
| | | | | | | | | | |
| | | Spontaneous 2 (Brand 3) | | | | | | | |
| | Spontaneous 1 (Brand 2) | Top of mind (Brand 1) | | | | Spontaneous 3 (Brand | | | |
| 4) | | | | | | | | | |
| | | Axis Bank | | | | | | | |
| | LIC | | | | | | | | |
| | Max Life Insurance | | | Max Life Insurance | | LIC | | | |
| | LIC | | | LIC | | LIC | | | |
| | Max Life Insurance | | | Axis Bank | | | | | |
| | Axis Bank | Axis Bank | | Axis Bank | | Axis Ban | | | |
| k | Axis Bank | Axis Bank | | Axis Bank | | Axis Bank | | | |
| | Axis Bank | Axis Bank | | Association with a banking bra | | | | | |
| nd/ name | | | | | | | | | |
| | Insurance expertise | | | | | | | | |
| | Branch/ office network | Very easy to understand | | | | | | | |
| | I somewhat like this | | | | | | | | |
| I may buy | | | | | | | | | |
| | | | | | | | | Both ar | |
| e strong brand names in their respective segments | | | | | | | | | |
| | | | | Both are known for superior custome | | | | | |
| r service | It looks modern and professional | 1 | | | | | | | |
| | 3 2 Somewhat new and different | | | | | | | | |
| | Somewhat relevant | | | | | | | | |
| | I may recommend | | | | | | | | |
| | Max Axis Life Insurance | | | Neither easy nor d | | | | | |
| ifficult to understand | | | | | | | | | |
| | Neither like nor dislike this insurance plan | | | | | | | | |
| I may not buy | | | | | | | | | |
| | | | | | | | | Max Lif | |
| e is a respected and well-known brand | It is successfully competing with ma | | | | | | | | |
| jor bank based insurers like HDFC Life and ICICI Prudential, on its own | | | | | | | | | |
| | It looks modern and profession | | | | | | | | |
| al | 1 | 3 | | 2 | | | | | |
| Slightly new and different | | | | | | | | | |
| | May or might not be relevant | | | | | | | | |

[illegible]



Accept | 1.14518e+11 | 429729204 | 2024-01-29 14:08:06 | 2024-01-29 14:26:50 | 49.14.94.190 | More than 10L | Yes | Bank | HDFC Bank | Top of mind (Brand 1) | Spontaneous 1 (Brand 2) | Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | HDFC Life insurance | Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png

|

| LIC <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png> |

|

| HDFC Life insurance HDFC Life insurance

|

| Max Life Insurance <https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png> |

|

| | Top of mind (Brand 1)

| Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand 2) |

| | | HDFC Bank

| | |

| HDFC Life Insurance

| Max Life Insurance | Max Life Insurance | HDFC Life Insurance | LIC | HDFC Life Insurance

| Max Life Insurance | Max Life Insurance

| HDFC Bank

| HDFC Bank | HDFC Bank | HDFC Bank | HDFC Bank

| HDFC Bank | HDFC Bank | HDFC Bank | HDFC Bank

| Insurance expertise | Customer reviews and word of mouth | Claim settlement ratio | | Somewhat difficult to understand

| Neither like nor dislike this insurance plan |

I may not buy

|

| Both are successfully competing with major brands like HDFC and ICICI | Both are known for superior products | Both are known for superior customer service |

| 1 | 3 | 2 | | Slightly new and different

| Somewhat irrelevant

| I may not recommend

| Max Axis Life Insurance | Somewhat easy to understand

| I somewhat like this |

I may buy

|

| Max Life Insurance is a respected and well-known brand |

| It is known for superior products | It is known for superior customer service | 1

| 2 | 3 | | Very new and different

| Somewhat relevant

| I may recommend

| Neither easy nor difficult to understand

| I somewhat like this |

I may or may not buy

|

| It has a wide network of branches | It is known for superior products |

| It looks modern and professional |

| 1 | 2 | | 3 | Slightly new and different

| May or might not be relevant

| I may or may not recommend

|

| | Concept 2Max Life Insurance by Axis Bank | Concept 1Axis is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |

[illegible]

