```
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 0:0
       0:00
       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 0:0
       Requirement already satisfied: python-dateutil<3.0.0,>=2.1 in /usr/local/li
       b/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-pa
       ckages (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 s3tra
       nsfer-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
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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
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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/py
thon3.10/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
Requirement already satisfied: jinja2>=2.11.2 in /usr/local/lib/python3.10/d
ist-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 (fro
m fastapi)
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86 64.whl (53 kB)
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Collecting orjson>=3.2.1 (from fastapi)
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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)
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Collecting dnspython>=2.0.0 (from email validator>=2.0.0->fastapi)
  Downloading dnspython-2.6.1-py3-none-any.whl (307 kB)
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Requirement already satisfied: anyio in /usr/local/lib/python3.10/dist-packa
ges (from httpx>=0.23.0->fastapi) (3.7.1)
Requirement already satisfied: certifi in /usr/local/lib/python3.10/dist-pac
kages (from httpx>=0.23.0->fastapi) (2024.2.2)
Collecting httpcore==1.* (from httpx>=0.23.0->fastapi)
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kages (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)
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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/pyth
on3.10/dist-packages (from pydantic!=1.8,!=1.8.1,!=2.0.0,!=2.0.1,!=2.1.0,<3.
0.0, >=1.7.4 - \text{fastapi}) (0.6.0)
Requirement already satisfied: pydantic-core==2.18.2 in /usr/local/lib/pytho
n3.10/dist-packages (from pydantic!=1.8,!=1.8.1,!=2.0.0,!=2.0.1,!=2.1.0,<3.
0.0, >=1.7.4 - \text{fastapi}) (2.18.2)
Requirement already satisfied: click>=7.0 in /usr/local/lib/python3.10/dist-
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6 64.manylinux 2 17 x86 64.manylinux2014 x86 64.whl (341 kB)
                                            - 341.4/341.4 kB 34.7 MB/s eta
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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)
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014 x86 64.whl (1.3 MB)
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Collecting websockets>=10.4 (from uvicorn[standard]>=0.12.0->fastapi)
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6 64.manylinux 2 17 x86 64.manylinux2014 x86 64.whl (130 kB)
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Requirement already satisfied: exceptiongroup in /usr/local/lib/python3.10/d
ist-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->fasta
pi)
  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/di
st-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/pytho
n3.10/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/pyt
hon3.10/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/distpackages (from markdown-it-py>=2.2.0->rich>=10.11.0->typer>=0.12.3->fastapicli>=0.0.2->fastapi) (0.1.2) Installing collected packages: websockets, uvloop, ujson, shellingham, pytho n-multipart, python-dotenv, orjson, httptools, hll, dnspython, watchfiles, u vicorn, starlette, httpcore, email validator, typer, httpx, fastapi-cli, fas 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 th e 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 i s 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 orj son-3.10.3 python-dotenv-1.0.1 python-multipart-0.0.9 shellingham-1.5.4 star lette-0.37.2 typer-0.12.3 ujson-5.10.0 uvicorn-0.29.0 uvloop-0.19.0 watchfil es-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 acces
            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) # Initia
            # 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, a
                    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 ke
```

```
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.s
                    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 = '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'
        region name = 'eu-north-1'
        search results = search csv s3(bucket name, keywords, aws access key id, aws
        for file path, results in search results:
            print("Results for file:", file_path)
            print(tabulate(results, headers="firstrow", tablefmt="grid"))
            print()
In [ ]: http://dhirenllattice.pythonanywhere.com/?
         File "<ipython-input-14-226fb4e561c4>", line 1
           http://dhirenllattice.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 acces
   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 o
   # 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 re
        future to path = {executor.submit(search csv, file path, keywords, a
        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
   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-88
    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/rLFEAMtMG/gX2gzd8pMZRAd'
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 projec
t(Raw data) (1).csv:

Error searching file s3://test2bucket13052024/2201 - Databook - Payment gate way research(Survey responses).csv:

Error searching file s3://test2bucket13052024/2111 - PGAL - Neobanking consumer reasearch - Databook(Survey responses).csv:

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t(Raw data).csv:

Error searching file s3://test2bucket13052024/211220 - Paytm databook V1(Sur vey 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 Sav eo (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:

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v1(Raw Data).csv:

Error searching file s3://test2bucket13052024/2206 - Databook - Saveo projec
t(Raw data) (2).csv:

Error searching file s3://test2bucket13052024/220106 - PGAL - Chalo - Bus mo bility market research - Databook(Raw Data).csv:

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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 a ssessment for Chaayos(Raw data).csv:

Error searching file s3://test2bucket13052024/2211 - BBK survey - Databook(R
aw data).csv:

Error searching file s3://test2bucket13052024/2210 - SME Neo-banks databook (Data).csv:

Error searching file s3://test2bucket13052024/2211 - 1Lattice - Interim Data book - Credit behaviour consumer survey(Raw data).csv:

Error searching file s3://test2bucket13052024/2211 - Baby products databook (Raw data).csv:

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ayment platform merchant research(Raw data).csv:

Error searching file s3://test2bucket13052024/2211 - Praxis - Databook -Mswi pe survey(Raw data).csv:

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Error searching file s3://test2bucket13052024/2211 - BBK Customer Survey - D
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Error searching file s3://test2bucket13052024/2208- Swiggy Instamart databoo
k(Raw data).csv:
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book - Credit behaviour consumer survey(Raw data) (1).csv:
Error searching file s3://test2bucket13052024/2211 - E- Scooter Survey - Dat
abook(Raw data).csv:
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a - Discount brokerage platform(Raw data).csv:
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atest(Raw data).csv:
Error searching file s3://test2bucket13052024/2211- Grocery retailer survey
Databook(Raw data).csv:
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la driver survey1(Raw data).csv:
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responses).csv:
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earch - Databook v4(Raw data).csv:
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Databook Final(Raw data).csv:
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data).csv:
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benchmarking - Databook(Raw data).csv:
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Cipla(Raw data - physicians).csv:
Error searching file s3://test2bucket13052024/2303 - Databook - Responses -
Cipla(Raw data - Chemist).csv:
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ata).csv:
Error searching file s3://test2bucket13052024/2303 - 1Lattice - Workplace co
mmute 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 NP
S benchmarking - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2305 - IVF - Databook(Raw dat
a).csv:
Error searching file s3://test2bucket13052024/2305- 1Lattice - Databook - Qu
iz on telecom newsletter(Raw data).csv:
Error searching file s3://test2bucket13052024/2305 - IVF Databook - v2(Raw d
ata).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 NP
S 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 - U
S Payment gateway merchant survey (Raw data).csv:
Error searching file s3://test2bucket13052024/230425 - 1Lattice - Neobank NP
S benchmarking - Databook(Raw data).csv:
Error searching file s3://test2bucket13052024/2304 - Databook - PoS merchan
t survey(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - At Home coffee market s
tudy - Databook V2(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - At Home coffee market s
tudy - 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 s
tudy - 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 s
tudy - CLIENT DATABOOK(Raw data).csv:
Error searching file s3://test2bucket13052024/2306 - Databook - EV scooter
```

(Raw data) (2).csv:

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Error searching file s3://test2bucket13052024/2306 - Databook - EV scooter (Raw data) (1).csv:
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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 seg
ment(Raw data).csv:

Error searching file s3://test2bucket13052024/2306 - Databook - Luxury marke
t(Raw data).csv:

Error searching file s3://test2bucket13052024/2306 - Databook - Luxury marke
t_v2(Raw data).csv:

Error searching file s3://test2bucket13052024/2306 - 1Lattice - Databook - M obility 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' surv ey- 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 Mea surement 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' surv ey- 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 perc eption study - Databook(Raw data).csv:

Error searching file s3://test2bucket13052024/2307 - 1Lattice - Databook too l(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 perc eption 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 perc eption study - Databook(Raw data).csv:

Error searching file s3://test2bucket13052024/230728 - 1Lattice - Brand perc eption study - Databook(Raw data).csv:

Error searching file s3://test2bucket13052024/2309 - 1Lattice - Databook(Dat
a) csv:

Error searching file s3://test2bucket13052024/230731 - 1Lattice - Brand perc eption study - Databook(Raw data) (1).csv:

Error searching file s3://test2bucket13052024/2308- 1Lattice- Databook versi on 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 versi on 5(Raw data) (1).csv:

Error searching file s3://test2bucket13052024/2309 - 1Lattice - Databook - M
erchant 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 - E
lixir CDD(Raw data).csv:

Error searching file s3://test2bucket13052024/2309 - Databook responses(Raw
data).csv:

Error searching file s3://test2bucket13052024/230914 - 1Lattice - Project QU
IPS 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 - De mand 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 QU
IPS 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 QU
IPS databook(Data).csv:

Error searching file s3://test2bucket13052024/2310 - Kuwait Databook - Repor
t 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 - Offli ne pharmacy discount benchmarking(Raw data).csv:

Error searching file s3://test2bucket13052024/231004 - 1Lattice - Project QU
IPS databook(Data).csv:

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Error searching file s3://test2bucket13052024/2311 - 1Lattice- Bhutan Retail
er Survey new databook(Raw data).csv:
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Error searching file s3://test2bucket13052024/2310 - UAE Databook - Report o n 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- Mees ho study(Raw data) (1).csv:

Error searching file s3://test2bucket13052024/2312 - Supplier databook- Mees ho study(Raw data).csv:

Error searching file s3://test2bucket13052024/2312 - Customer databook - Mee
sho study(Raw data).csv:

Error searching file s3://test2bucket13052024/2312 - Customer databook - Mee sho 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 survery - Study on hospitality listing platform(Ra w 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 eve nt 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 p hase 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 dat abook(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 da
ta).csv:

Error searching file s3://test2bucket13052024/2403 - Databook - eCommerece s
eller study(Raw data).csv:

Error searching file s3://test2bucket13052024/2403-1Lattice-Databook-Consume r 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-Influ encer 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 datab ook(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 p
hase responses(Raw data).csv:

Error searching file s3://test2bucket13052024/2402 - Survey Databook(Raw dat
a).csv:

Error searching file s3://test2bucket13052024/240328 - Pepe Jeans - Brand perception study - Databook(Raw data).csv:

Error searching file s3://test2bucket13052024/2404 - Databook - Dealer - Fin
al(Raw data).csv:

Error searching file s3://test2bucket13052024/2404 - Databook - Dealer - Cli
ent 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 Custo mer 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 s
eller study_Final(Experience & Feedback).csv:

Error searching file s3://test2bucket13052024/Copy of Gaming databook(Data).
csv:

Error searching file s3://test2bucket13052024/Swiggy instamart databook 05-0 8-2022(Raw data).csv:

Error searching file s3://test2bucket13052024/Databook - CocaCola(Raw data).
csv:

Error searching file s3://test2bucket13052024/Client- BPC Player study - Dat abook(Raw data).csv:

Error searching file s3://test2bucket13052024/New Databook - Market assessme nt 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- c
ountry 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(Ra w 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

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ata).csv:
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
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----+
 Feedbackid | FYear | Year | Month | Company ID | User ID |
           Company Seats | City Name | Space ID | name1
User Name
 rating1 | name2
                   rating2 | name3
                 1
 rating3 | name4
                     rating4 | name5
                         rating6 | name7
 rating5 | name6
 rating7 | Quarter
                      | Seats | FY year
           | NPS
                | Timeline
_____+__+___+___+___+____
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====+=====+====++=====++=====++======++
    32754 |
        2021 |
             2020 | June
                          2387 |
                              205209
Abeezar Vasi
                 30 | Pune
                        54381 | Interne
       8 | Pantry and F&B Services |
t & IT |
                         5 | Housekeeping & Cl
         7 | Community Engagement/Events |
                            6 | Center Des
eanliness |
ign/Ambience |
         3 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
| Detractor | 2021 Q1 | 25-50 | FY 21
-----
----+-----+
    77469 |
         2022 I
             2021 | June
                     11142
                              217605
AZARUDEEN
                 20 | Chennai
                            54428 | Interne
t & IT |
       10 | Pantry and F&B Services |
                        10 | Housekeeping & Cl
        10 | Community Engagement/Events |
eanliness |
                            0 | Center Des
ign/Ambience |
         10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                             10 | Q1
| Promoter | 2022 Q1
          | 0-25
               | FY 22
+-----
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----+----+----+
   99341 | 2022 | 2021 | August |
                        15240 |
                56 | Hyderabad
Edward Rozario
                          54431 | Interne
       10 | Pantry and F&B Services |
t & IT |
                       10 | Housekeeping & Cl
eanliness |
       10 | Community Engagement/Events |
                           0 | Center Des
        9 | How likely are you to recommend Awfis |
ign/Ambience |
| How would you rate the efforts of your centre manager |
| Promoter | 2022 Q2 | 50-100 | FY 22
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______
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----+----+
   110002 |
        2022 |
             2021 | September |
                        15240 |
                             223488
Edward Rozario
                56 | Hyderabad
                       54431 | Interne
t & IT |
       9 | Pantry and F&B Services |
                        8 | Housekeeping & Cl
eanliness |
        9 | Community Engagement/Events |
                           0 | Center Des
ign/Ambience |
         10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                            10 | Q2
| Promoter | 2022 Q2 | 50-100 | FY 22
+-----
-----
2021 | October |
   121226 |
        2022 |
                        15240 |
                             223488 |
Edward Rozario
                56 | Hyderabad |
                          54431 | Interne
       10 | Pantry and F&B Services |
                        9 | Housekeeping & Cl
t & IT |
        9 | Community Engagement/Events |
                           0 | Center Des
eanliness |
        10 | How likely are you to recommend Awfis |
ign/Ambience |
                                10
| How would you rate the efforts of your centre manager |
| Promoter | 2022 Q3 | 50-100 | FY 22
-+-------
----+----+
        2022 I
             2021 | November |
   128584 |
                        14158 l
                             214914 |
Ruth lazar kola
               104 | Pune
                          54411 | Interne
t & IT |
      10 | Pantry and F&B Services |
                       10 | Housekeeping & Cl
        10 | Community Engagement/Events |
eanliness |
                           0 | Center Des
ign/Ambience |
         10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                            10 | Q3
| Promoter | 2022 Q3 | 100-200 | FY 22
+-----
```

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

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

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----+
   174289 | 2022 |
            2022 | February |
                        15240 |
                             223488
                56 | Hyderabad
Edward Rozario
                          54431 | Interne
      10 | Pantry and F&B Services |
t & IT |
                       9 | Housekeeping & Cl
eanliness |
       10 | Community Engagement/Events |
                          0 | Center Des
ian/Ambience |
        10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
| Promoter | 2022 Q4 | 50-100 | FY 22
------
______
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----+----+
        2022 |
            2022 | March
   189234 I
                        15240 |
                             223488
Edward Rozario
                56 | Hyderabad
                          54431 | Interne
t & IT |
      10 | Pantry and F&B Services |
                       10 | Housekeeping & Cl
eanliness I
        10 | Community Engagement/Events |
                          0 | Center Des
ign/Ambience |
         10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
| Promoter | 2022 Q4 | 50-100 | FY 22
+-----
-----
2022 | April
   204777 | 2023 |
                   15240 |
                             223488 |
Edward Rozario
                56 | Hyderabad |
                          54431 | Interne
       4 | Pantry and F&B Services |
t & IT |
                       10 | Housekeeping & Cl
        10 | Community Engagement/Events |
                          0 | Center Des
eanliness |
        10 | How likely are you to recommend Awfis |
ign/Ambience |
                                9
| How would you rate the efforts of your centre manager |
| Promoter | 2023 Q1 | 50-100 | FY 23
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-+-------
----+----+
        2023 I
            2022 | June
                  20584 I
   241634 l
                             252634
Dipak Zarekar
                9 | Pune
                      54424 | Interne
t & IT |
       5 | Pantry and F&B Services |
                       4 | Housekeeping & Cl
        8 | Community Engagement/Events |
                          0 | Center Des
eanliness |
ign/Ambience |
         6 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
          | 0-25
| Promoter | 2023 Q1
              | FY 23
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   252318 | 2023 | 2022 | June |
                       19870 |
                            249932
               111 | Mumbai
                          54489 | Interne
Ankita Vanzara
        6 | Pantry and F&B Services |
t & IT |
                       9 | Housekeeping & Cl
eanliness |
        9 | Community Engagement/Events |
                          0 | Center Des
        10 | How likely are you to recommend Awfis |
ign/Ambience |
How would you rate the efforts of your centre manager
| Passives | 2023 Q1 | 100-200 | FY 23
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----+----+
                       20584 |
   263349 |
        2023 |
            2022 | July
                            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 |
| How would you rate the efforts of your centre manager |
                           10 | Q2
| Promoter | 2023 Q2 | 0-25
              | FY 23
+-----
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2023 | 2022 | July |
   273729 |
                       16614 |
                            227741 |
Abbi Jonathan Lazarus |
               38 | Hyderabad |
                          54458 | Interne
       8 | Pantry and F&B Services |
                       8 | Housekeeping & Cl
t & IT |
        8 | Community Engagement/Events |
                          0 | Center Des
eanliness |
ign/Ambience |
        8 | How likely are you to recommend Awfis |
                                9
| How would you rate the efforts of your centre manager |
| Promoter | 2023 Q2 | 25-50 | FY 23
----+----+
        2023 I
            2022 | August
                       20584 I
   283053 |
                            252634
                9 | Pune
Dipak Zarekar
                          54424 | Interne
t & IT |
      10 | Pantry and F&B Services |
                       10 | Housekeeping & Cl
        10 | Community Engagement/Events |
eanliness |
                          0 | Center Des
ign/Ambience |
         10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                           10 | Q2
| Promoter | 2023 Q2
         0-25
              | FY 23
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----+----+----+
   294305 | 2023 | 2022 | August |
                        16614 | 227741 |
                38 | Hyderabad
                          54458 | Interne
Abbi Jonathan Lazarus |
     9 | Pantry and F&B Services |
                       9 | Housekeeping & Cl
t & IT |
eanliness |
        9 | Community Engagement/Events |
                          0 | Center Des
ign/Ambience |
        9 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
| Promoter | 2023 Q2 | 25-50
              | FY 23
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----+----+
                        22806 |
   297589 I
        2023 |
            2022 | August
                             264309
                8 | Hyderabad
                          54374 | Interne
Mohd.anzar
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 |
| 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
       9 | Pantry and F&B Services |
                       8 | Housekeeping & Cl
t & IT |
        9 | Community Engagement/Events |
                          0 | Center Des
eanliness |
ign/Ambience |
        9 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
| Promoter | 2023 Q2 | 25-50 | FY 23
----+----+
   328057 I
        2023 I
            2022 | October |
                        15240 l
                             223488
Edward Rozario
                56 | Hyderabad
                      54431 | Interne
t & IT |
       8 | 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 |
| How would you rate the efforts of your centre manager |
| Promoter | 2023 Q3 | 50-100 | FY 23
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   368097 | 2023 | 2022 | December |
                        13317 |
                41 | Pune
Dipak Zarekar
                          54424 | Interne
         1
                     10 | Housekeeping & Cl
       5 | Pantry and F&B Services |
t & IT |
eanliness |
       10 | Community Engagement/Events |
                         10 | Center Des
ign/Ambience |
        10 | How likely are you to recommend Awfis |
How would you rate the efforts of your centre manager
| Promoter | 2023 Q3 | 25-50
              | FY 23
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______
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----+----+
        2023 |
            2022 | December |
   375043 |
                        16614 |
                             227741 |
Abbi Jonathan Lazarus |
                38 | Hyderabad
                          54458 | Interne
      10 | Pantry and F&B Services |
                       10 | Housekeeping & Cl
t & IT |
eanliness I
        10 | Community Engagement/Events |
                          10 | Center Des
ign/Ambience |
        10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                            10 | Q3
| Promoter | 2023 Q3 | 25-50 | FY 23
+-----
-----
2023 | February |
   407288 |
       2023 |
                        13317 |
                             252634
Dipak Zarekar
                41 | Pune
                       54424 | Interne
      10 | Pantry and F&B Services |
t & IT |
                       10 | Housekeeping & Cl
        10 | Community Engagement/Events |
                          10 | Center Des
eanliness |
        10 | How likely are you to recommend Awfis |
ign/Ambience |
                                10
| How would you rate the efforts of your centre manager |
| Promoter | 2023 Q4 | 25-50 | FY 23
----+----+
        2023 |
            2023 | February |
   416570 |
                        16614 I
                             227741 |
Abbi Jonathan Lazarus |
                38 | Hyderabad
                      54458 | Interne
t & IT |
       4 | Pantry and F&B Services |
                       1 | Housekeeping & Cl
        5 | Community Engagement/Events |
eanliness |
                          10 | Center Des
ign/Ambience |
         8 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                            1 | Q4
| Detractor | 2023 Q4
          | 25-50 | FY 23
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----+
   487224 | 2024 | 2023 | May |
                       21986 |
Wendell Rozario
               10 | Mumbai
                         54515 | Interne
        9 | Pantry and F&B Services |
t & IT |
                      9 | Housekeeping & Cl
eanliness |
       10 | Community Engagement/Events |
                         10 | Center Des
        10 | How likely are you to recommend Awfis |
ign/Ambience |
| How would you rate the efforts of your centre manager |
| Promoter | 2024 Q1 | 0-25
              | FY 24(Q1) |
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Results for file: s3://test2bucket13052024/2211-1Lattice databook Awfis stud
y(Data) (1).csv
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 Feedbackid | FYear | Year | Month | Company ID | User ID |
          Company Seats | City Name |
                        Space ID | name1
User Name
                 rating2 | name3
 rating1 | name2
                rating3 | name4
                   rating4 | name5
 rating5 | name6
                       rating6 | name7
                     rating7 | Quarter
          | NPS
               I Timeline
                    | Seats | FY year
_______
====+=====++=====++====++=====++======++
   32754 |
        2021 |
            2020 | June
                       2387 |
                            205209
               30 | Pune
Abeezar Vasi
                      54381 | Interne
       8 | Pantry and F&B Services | 5 | Housekeeping & Cl
t & IT |
eanliness |
        7 | Community Engagement/Events |
                          6 | Center Des
         3 | How likely are you to recommend Awfis |
ign/Ambience |
| How would you rate the efforts of your centre manager |
| Detractor | 2021 Q1 | 25-50 | FY 21
+------
----+
       2022 | 2021 | June
   77469 l
                   11142 |
                            217605 |
      | 2022 | 2021 | June | 11142 | 217003 |
| 20 | Chennai | 54428 | Interne
| 10 | Pantry and F&B Services | 10 | Housekeeping & Cl
AZARUDEEN
t & IT |
eanliness |
      10 | Community Engagement/Events |
                         0 | Center Des
```

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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
              I FY 22
+-----
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99341 |
        2022 |
             2021 | August
                        15240 |
                             223488
Edward Rozario
         56 | Hyderabad
                       54431 | Interne
      10 | Pantry and F&B Services |
t & IT |
                       10 | Housekeeping & Cl
      10 | Community Engagement/Events |
                           0 | Center Des
eanliness |
ign/Ambience |
         9 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                            10 | Q2
| Promoter | 2022 Q2 | 50-100 | FY 22
-----
----+-----+
   110002 | 2022 | 2021 | September |
                       15240 l
                             223488 I
                56 | Hyderabad |
Edward Rozario
                          54431 | Interne
       9 | Pantry and F&B Services | 8 | Housekeeping & Cl
t & IT |
eanliness | 9 | Community Engagement/Events | 0 | Cign/Ambience | 10 | How likely are you to recommend Awfis |
                           0 | Center Des
| How would you rate the efforts of your centre manager |
| Promoter | 2022 Q2 | 50-100 | FY 22
2022 |
             2021 | October |
                        15240 |
   121226 |
                             223488
Edward Rozario
                56 | Hyderabad |
                          54431 | Interne
      10 | Pantry and F&B Services |
t & IT |
                       9 | Housekeeping & Cl
eanliness |
        9 | Community Engagement/Events |
                           0 | Center Des
        10 | How likely are you to recommend Awfis |
ign/Ambience |
| How would you rate the efforts of your centre manager |
                            10 | Q3
| Promoter | 2022 Q3 | 50-100 | FY 22
----+-----+
        2022 | 2021 | November |
   128584 |
                        14158 |
                             214914 |
                      1
      | 104 | Pune | 54411 | Interne
10 | Pantry and F&B Services | 10 | Housekeeping & Cl
Ruth lazar kola
        10 | Community Engagement/Events |
                           0 | Center Des
eanliness |
```

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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
      10 | Pantry and F&B Services |
t & IT |
                       9 | Housekeeping & Cl
      10 | Community Engagement/Events |
                          0 | Center Des
eanliness |
ign/Ambience |
         10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                           10 | Q3
| Promoter | 2022 Q3 | 50-100 | FY 22
-----
----+-----+
   141526 | 2022 | 2021 | December |
                       14158 l
                            214914 I
Ruth lazar kola
               104 | Pune
                      54411 | Interne
         1
      10 | Pantry and F&B Services |
                      10 | Housekeeping & Cl
t & IT |
eanliness |
      10 | Community Engagement/Events |
                          0 | Center Des
ign/Ambience | 10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
| Promoter | 2022 Q3 | 100-200 | FY 22
-----
2021 | December |
   145363 |
        2022 |
                       17454 |
                            229365
sanjeev b zarbade
                6 | Mumbai
                      54373 | Interne
         t & IT | 8 | Pantry and F&B Services |
                      8 | Housekeeping & Cl
eanliness |
ign/Ambience |
        8 | Community Engagement/Events |
                          0 | Center Des
       8 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
| Passives | 2022 Q3 | 0-25 | FY 22
----+-----+
   145634 | 2022 | 2021 | December |
                       16614 |
                            227741 |
               22 | Hyderabad | 54458 | Interne
Abbi Jonathan Lazarus |
     10 | Pantry and F&B Services | 10 | Housekeeping & Cl
        10 | Community Engagement/Events |
eanliness |
                          0 | Center Des
```

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

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

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

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

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ign/Ambience | 10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                            7 | Q3
| Promoter | 2023 Q3 | 50-100 | FY 23
+-----
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----+
   368097 |
        2023 |
            2022 | December |
                        13317 |
                            252634
               41 | Pune
Dipak Zarekar
         54424 | Interne
       5 | Pantry and F&B Services | 10 | Housekeeping & Cl
t & IT |
       10 | Community Engagement/Events | 10 | Center Des
eanliness |
ign/Ambience |
         10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
                            10 | Q3
                   | Promoter | 2023 Q3 | 25-50 | FY 23
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-+-------
----+-----+
   375043 | 2023 | 2022 | December |
                        16614 I
                            227741 |
Abbi Jonathan Lazarus |
               38 | Hyderabad |
                          54458 | Interne
      10 | Pantry and F&B Services |
                       10 | Housekeeping & Cl
t & IT |
eanliness |
        10 | Community Engagement/Events |
                          10 | Center Des
ign/Ambience | 10 | How likely are you to recommend Awfis |
| How would you rate the efforts of your centre manager |
| Promoter | 2023 Q3 | 25-50 | FY 23
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----+
   407288 |
        2023 |
            2023 | February |
                        13317 |
                            252634
Dipak Zarekar
               41 | Pune
                          54424 | Interne
         10 | Pantry and F&B Services |
t & IT |
                       10 | Housekeeping & Cl
eanliness |
        10 | Community Engagement/Events |
                          10 | Center Des
       10 | How likely are you to recommend Awfis |
ign/Ambience |
| How would you rate the efforts of your centre manager |
                            10 | Q4
| Promoter | 2023 Q4 | 25-50 | FY 23
----+-----+
   416570 | 2023 | 2023 | February |
                       16614 |
                            227741 |
               38 | Hyderabad | 54458 | Interne
Abbi Jonathan Lazarus |
t & IT | 4 | Pantry and F&B Services | 1 | Housekeeping & Cl
        5 | Community Engagement/Events | 10 | Center Des
eanliness |
```

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| 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 | Interne
              9 | Pantry and F&B Services | 9 | Housekeeping & Cl
    t & IT |
             10 | Community Engagement/Events | 10 | Center Des
    eanliness |
    ign/Ambience | 10 | How likely are you to recommend Awfis |
    | 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 acces
       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 o
       # 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 re
         future to path = {executor.submit(search csv, file path, keywords, a
         for future in concurrent.futures.as completed(future to path):
           file path = future to path[future]
           try:
```

ign/Ambience | 8 | How likely are you to recommend Awfis |

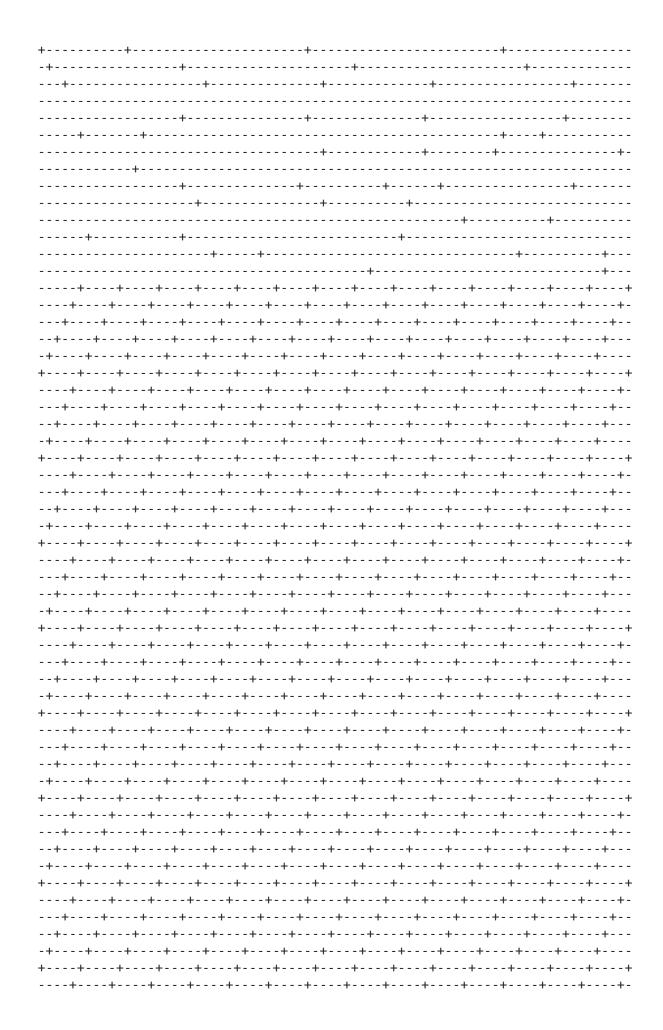
```
result = future.result()
                if result:
                    all results.append(result)
            except Exception as e:
                pass # Do nothing if there's an error searching the file
    return all results
def search csv(file path, keywords, aws access key id, aws secret access 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-88
   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/gX2gzd8pMZRAd'
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()

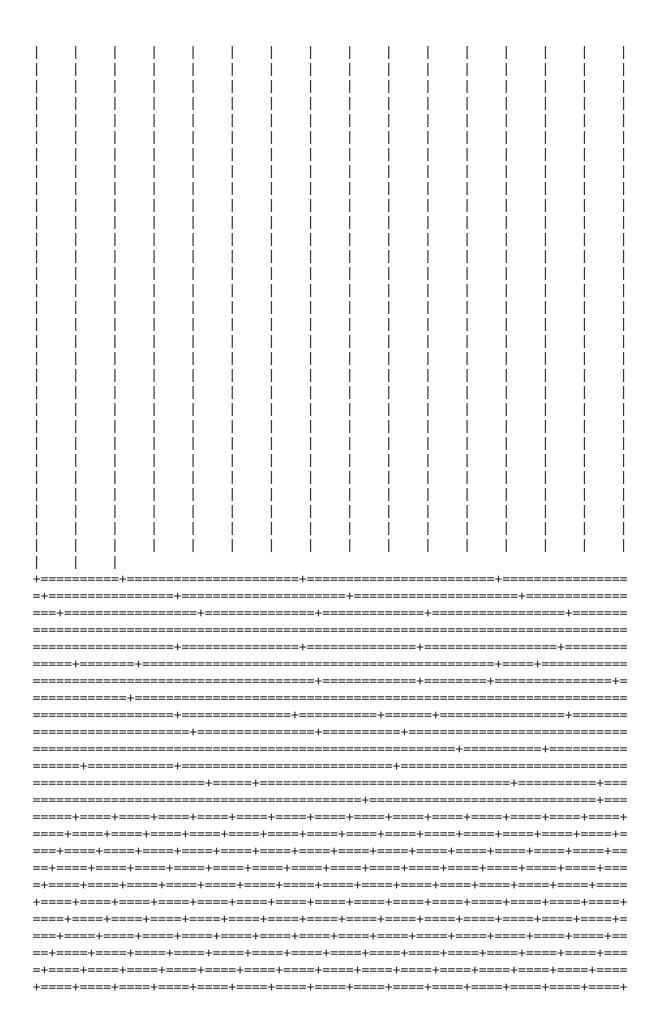
Results for file: s3://test2bucket13052024/2211-1Lattice databook Awfis stud
y(Data) (1).csv

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=10000000.0 (bytes/sec)
NotebookApp.rate limit window=3.0 (secs)
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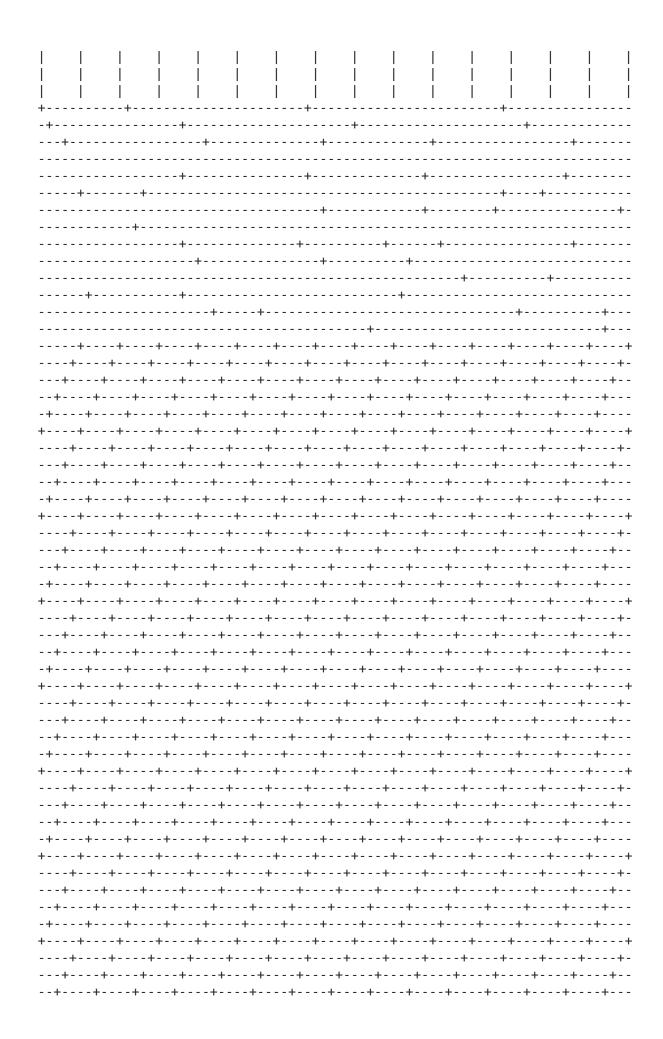


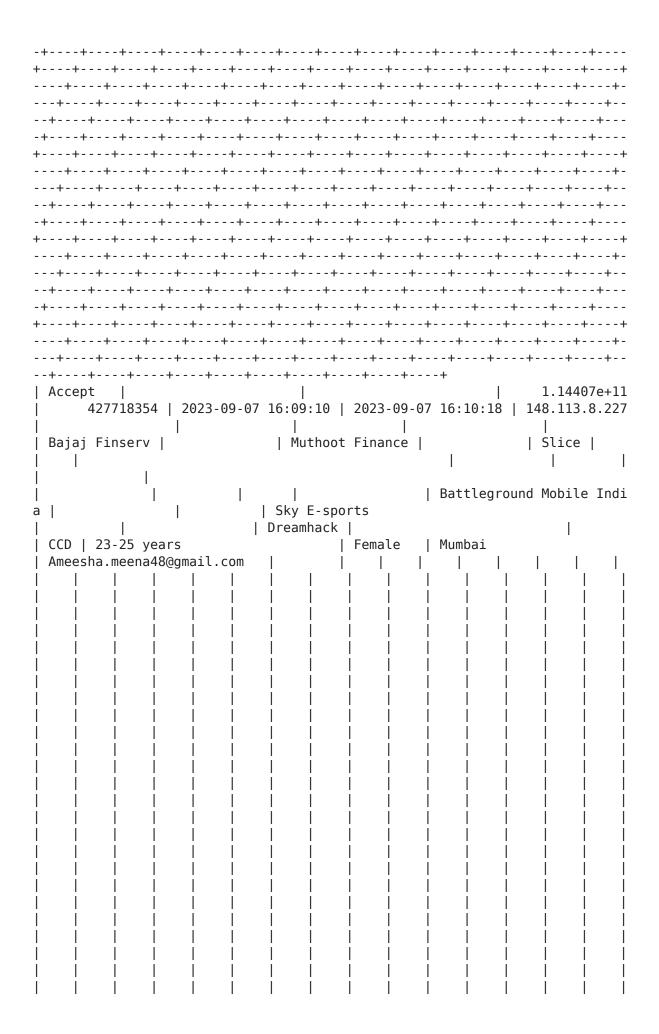
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Status Test/Garbage Entry Reason for rejection Respondent ID Collector ID Start Date End Date IP Address Email Address First Name Last Name Custom Data 1 Which of the following personal finance-based companies are you aware of? (Select all that apply)
How did you first hear about DMI finance? What perception
do you have of DMI finance?
What of the following games do you play or take part? (Select all that app
ly)
are 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
dly enter your E-Mail City

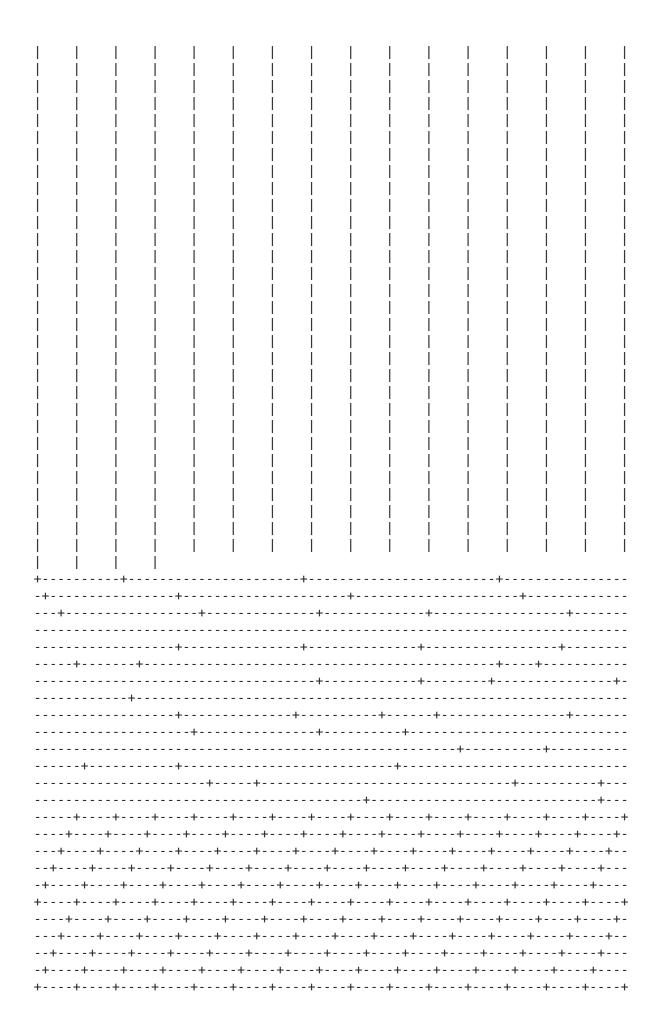


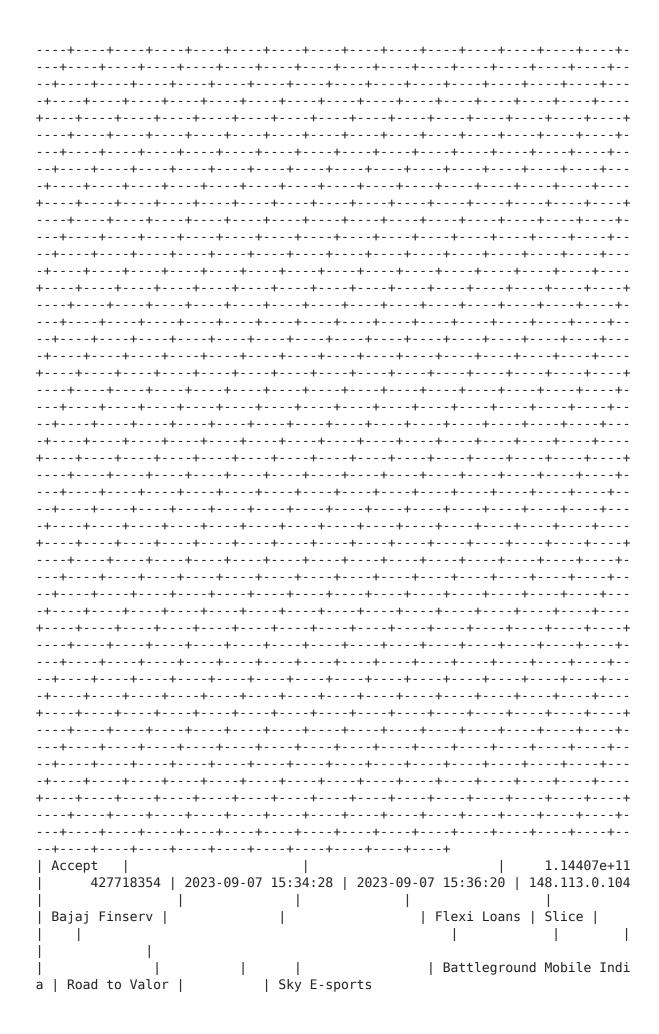
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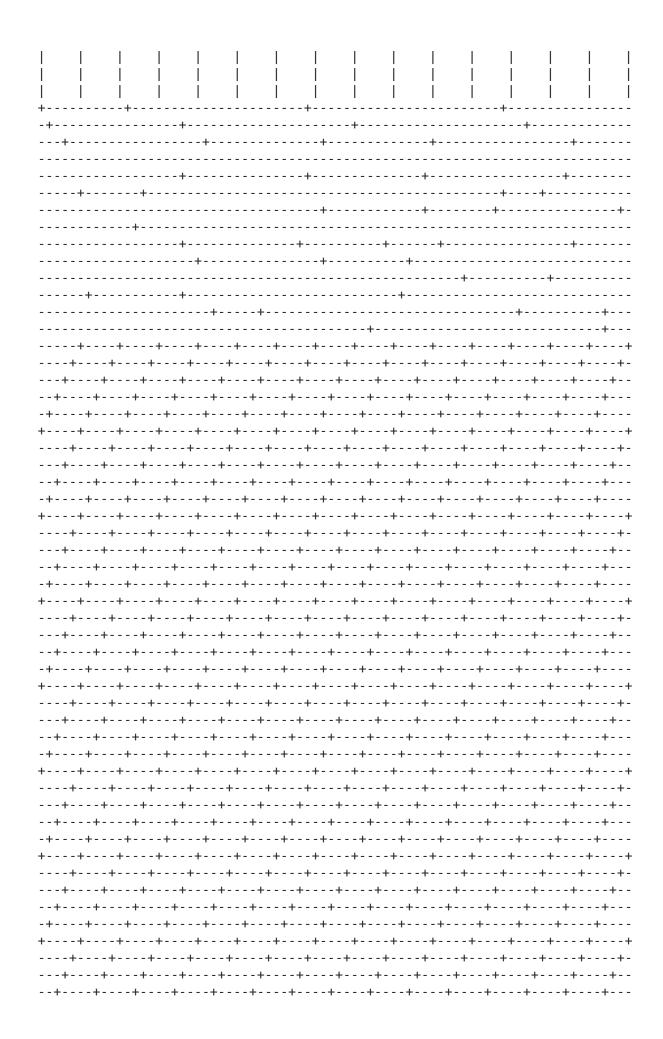


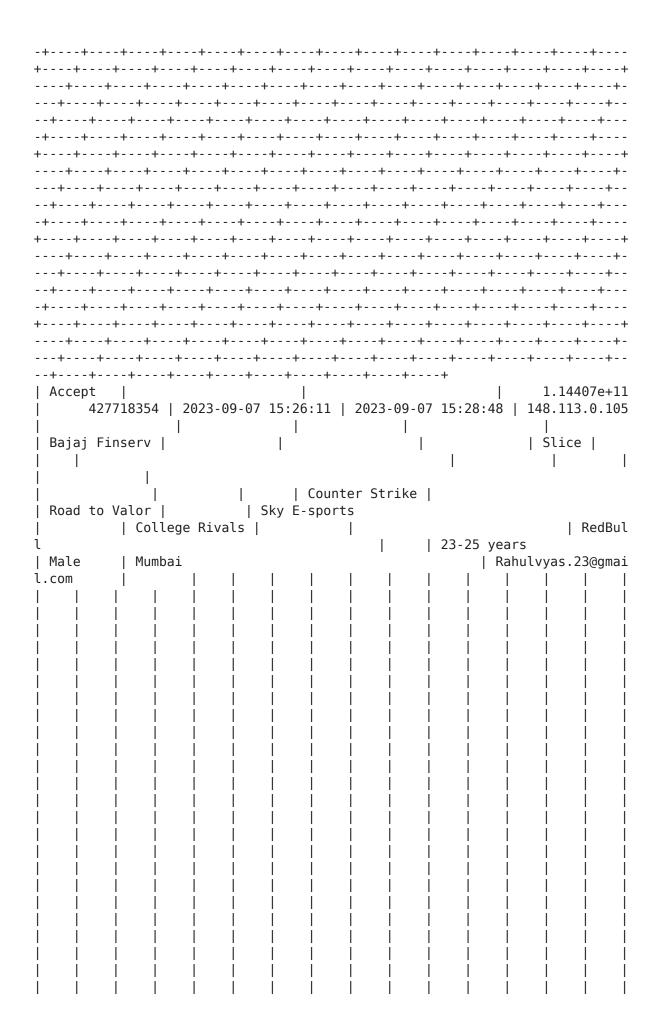


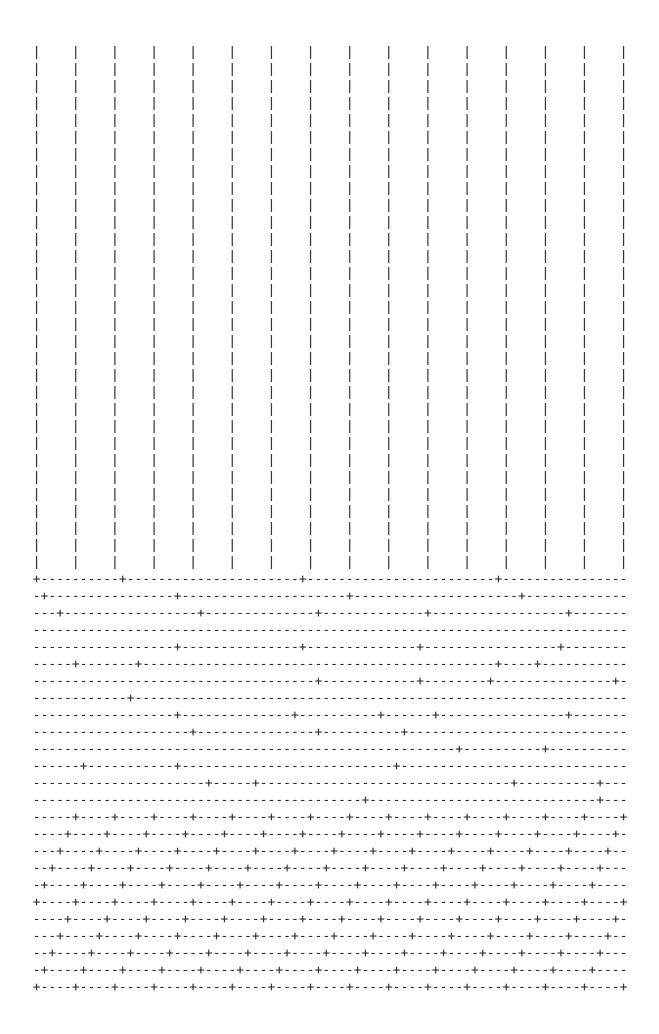




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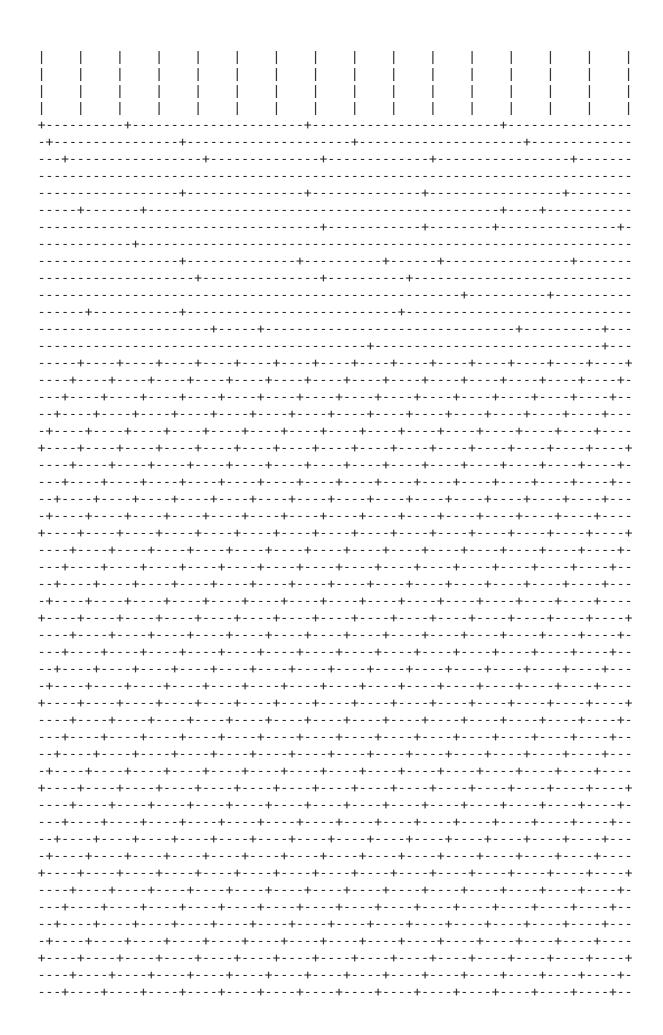


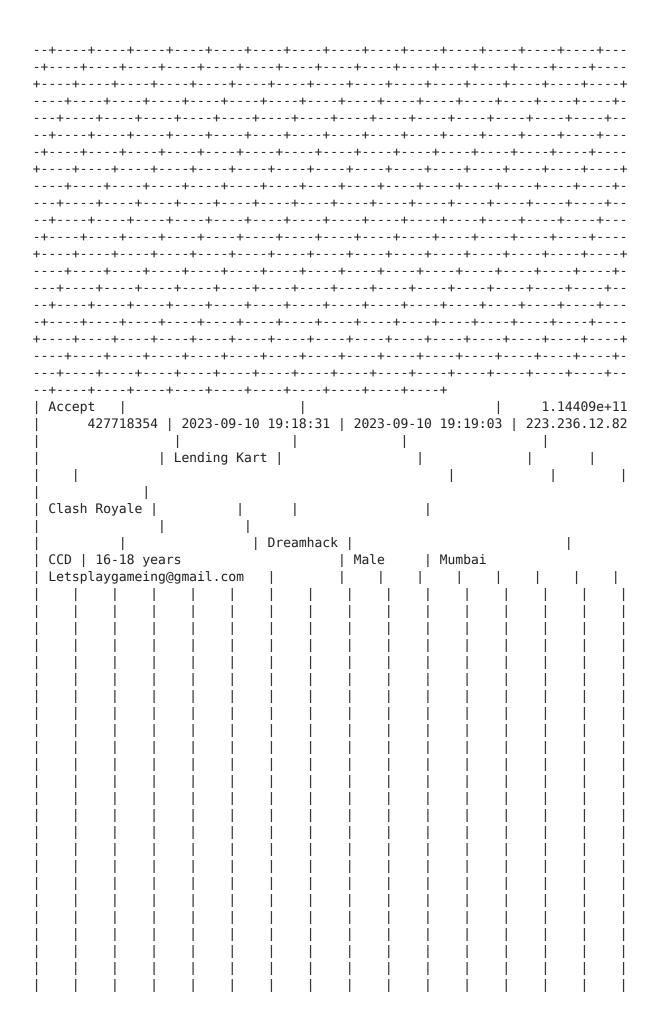


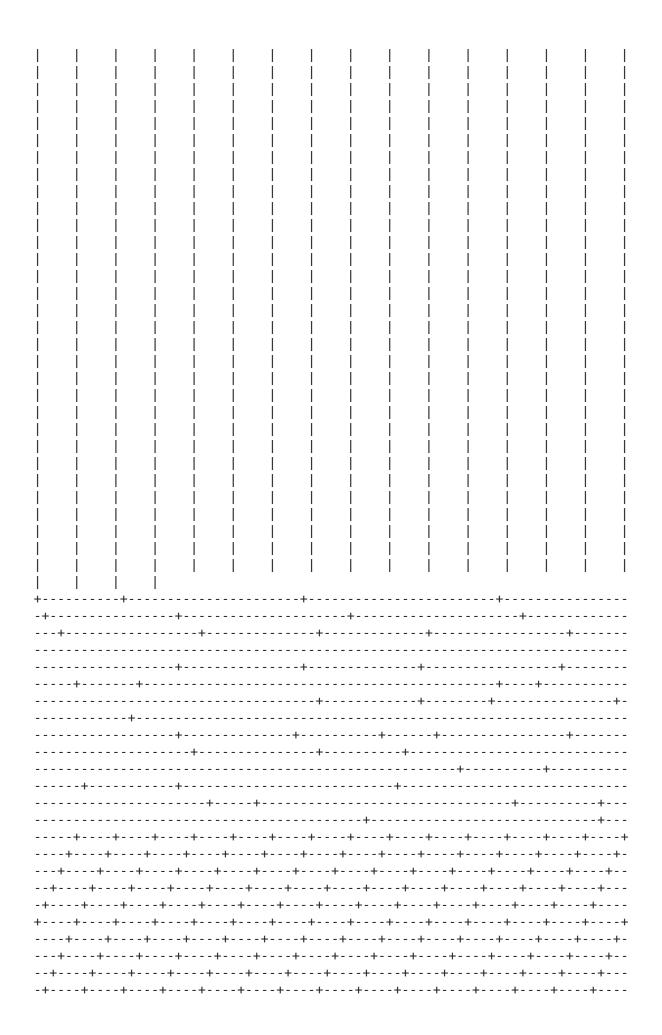


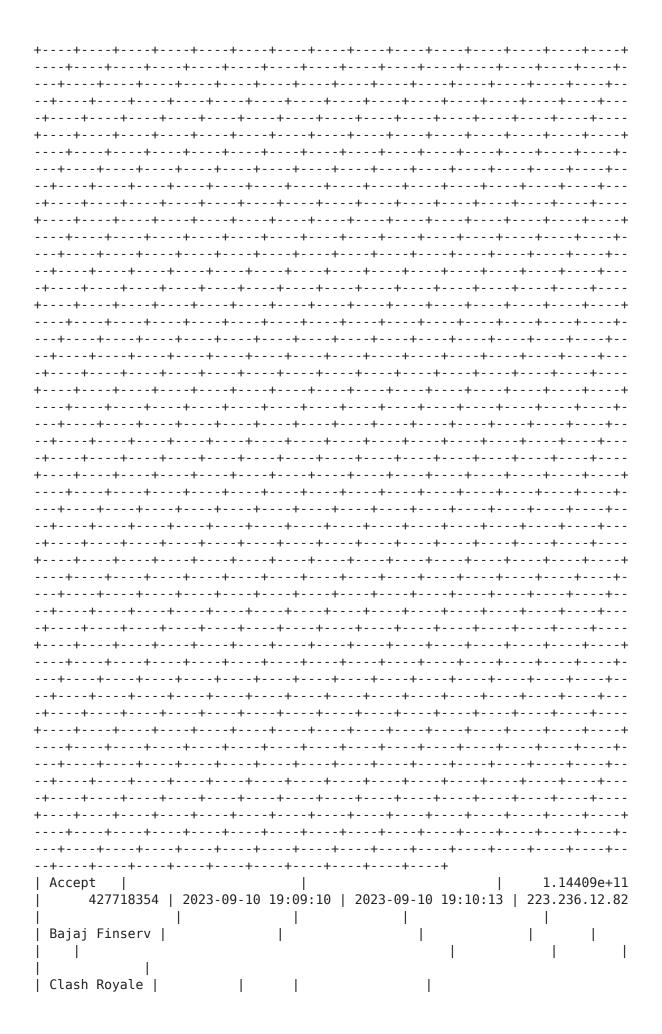
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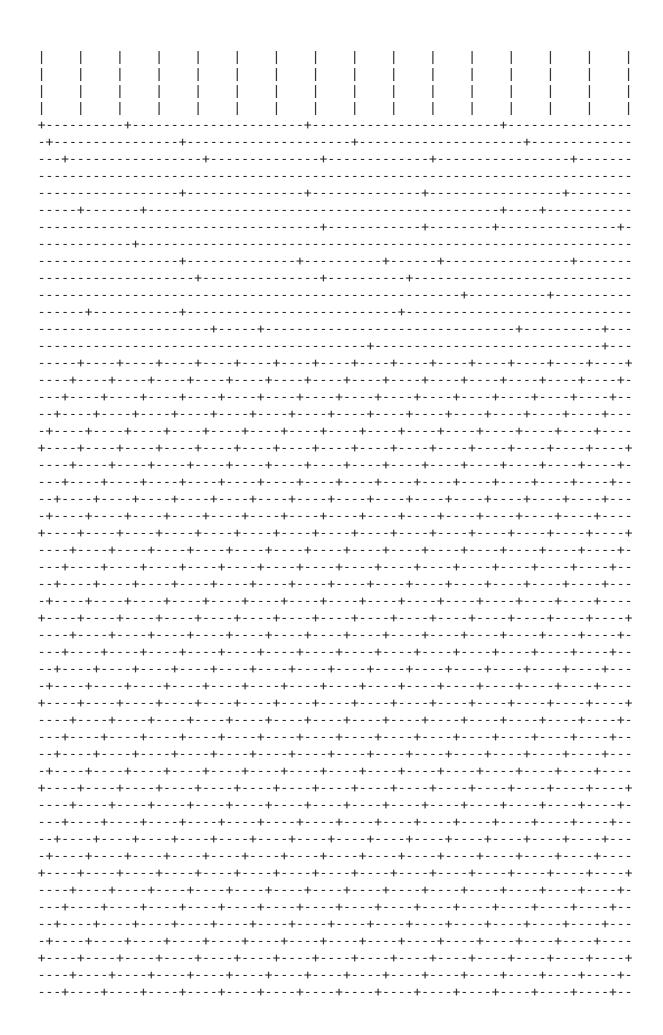


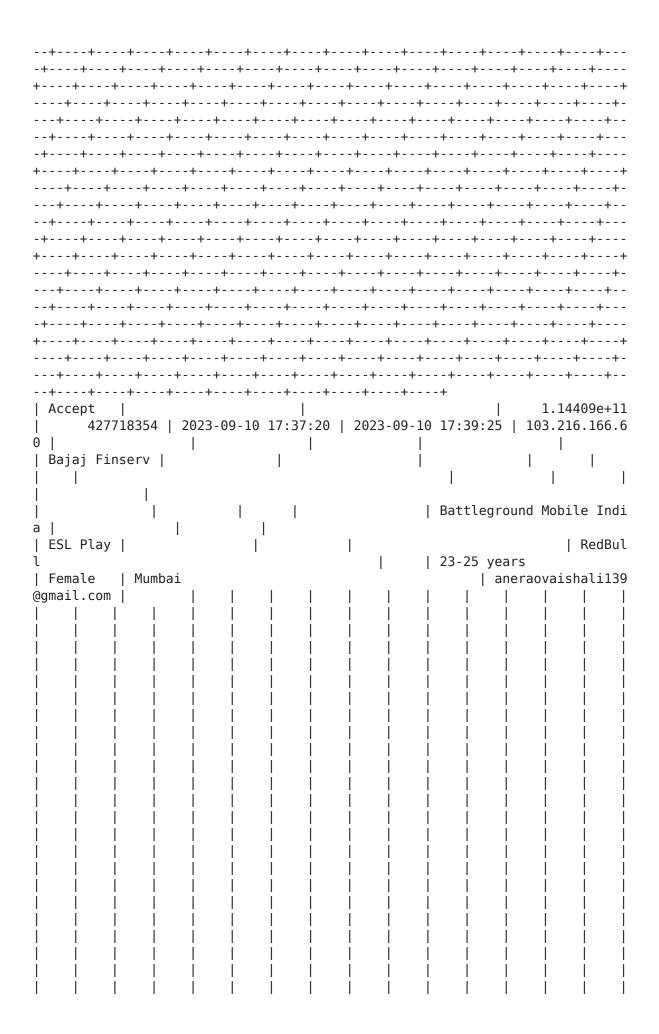


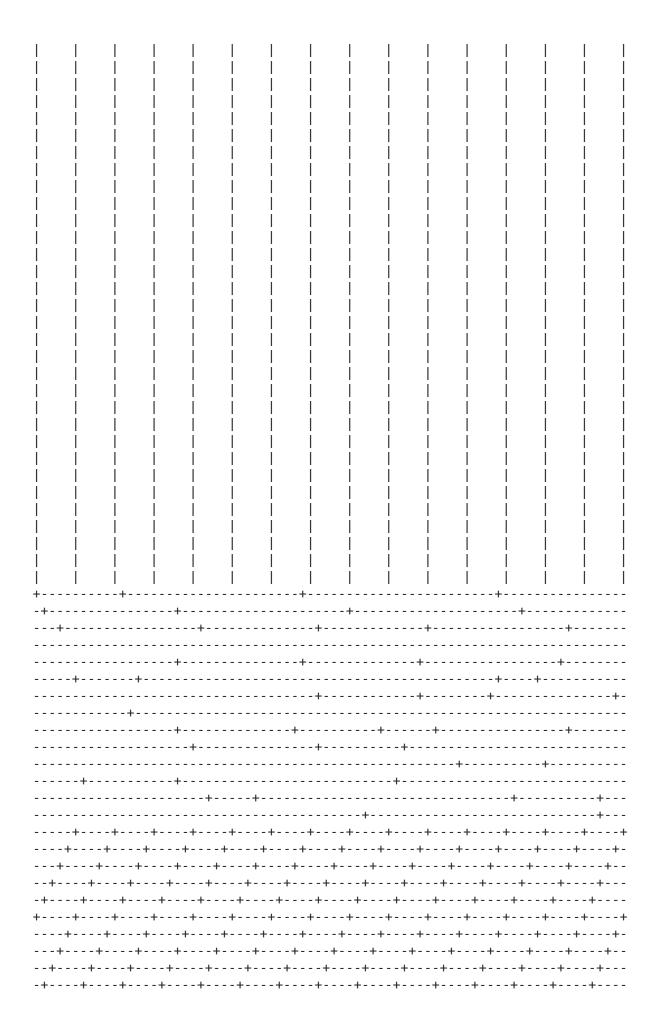


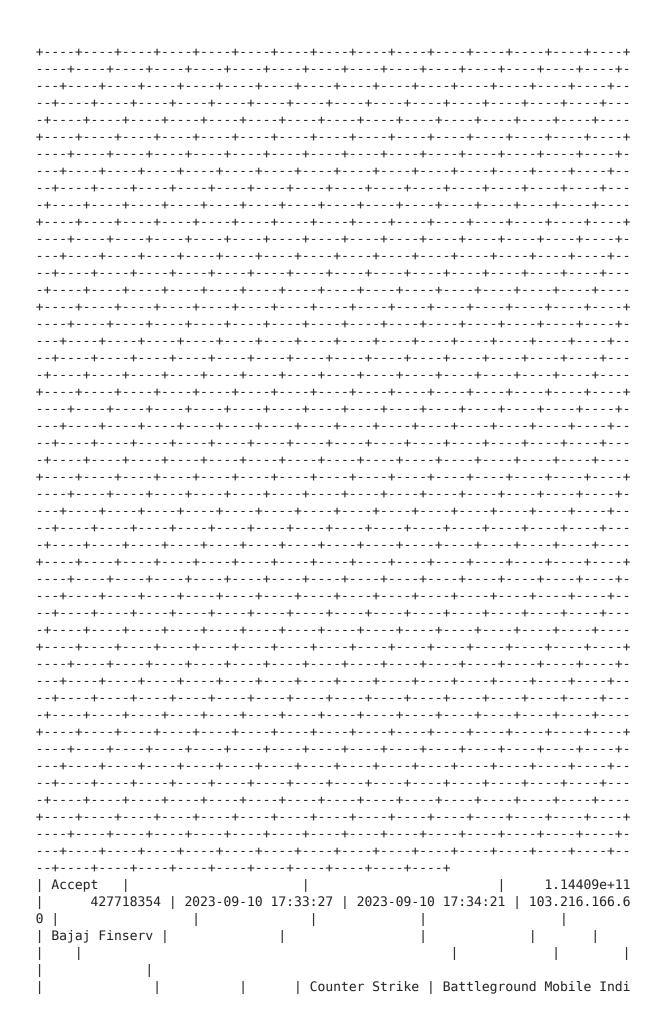


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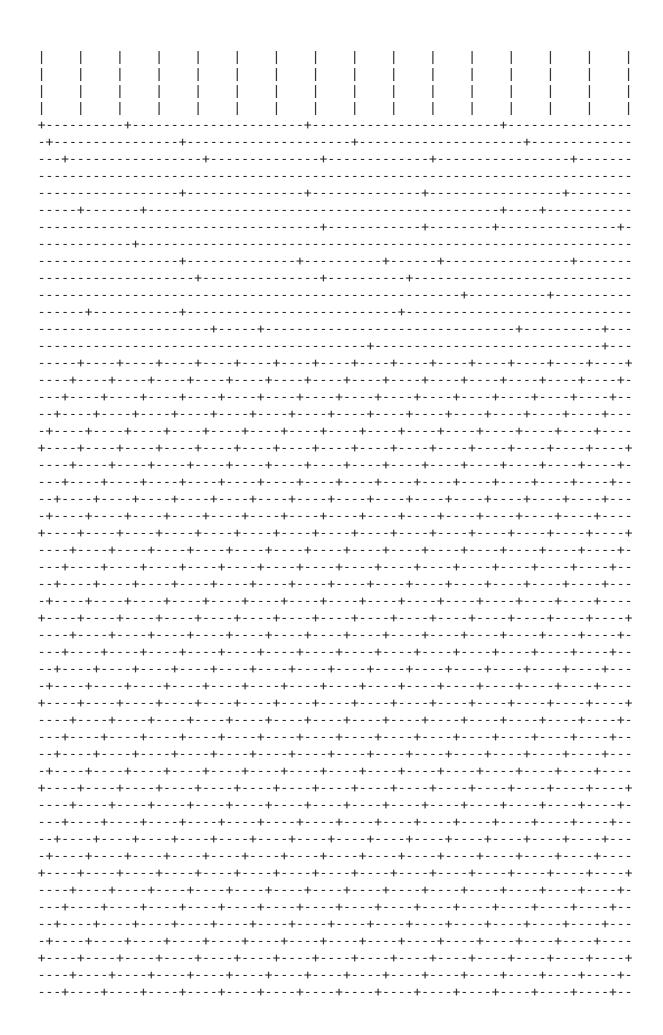


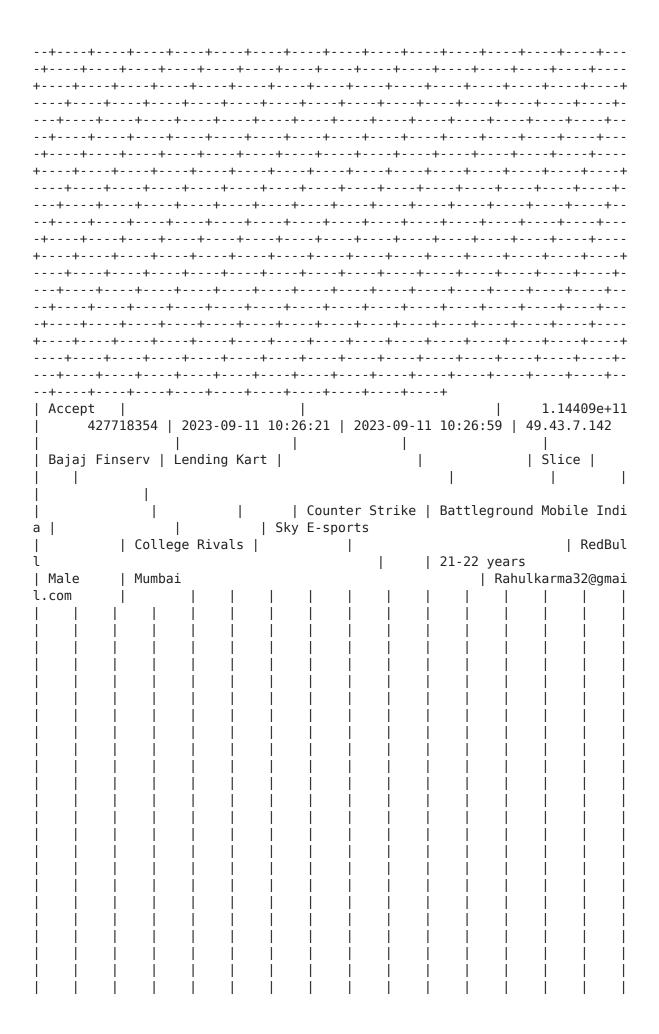


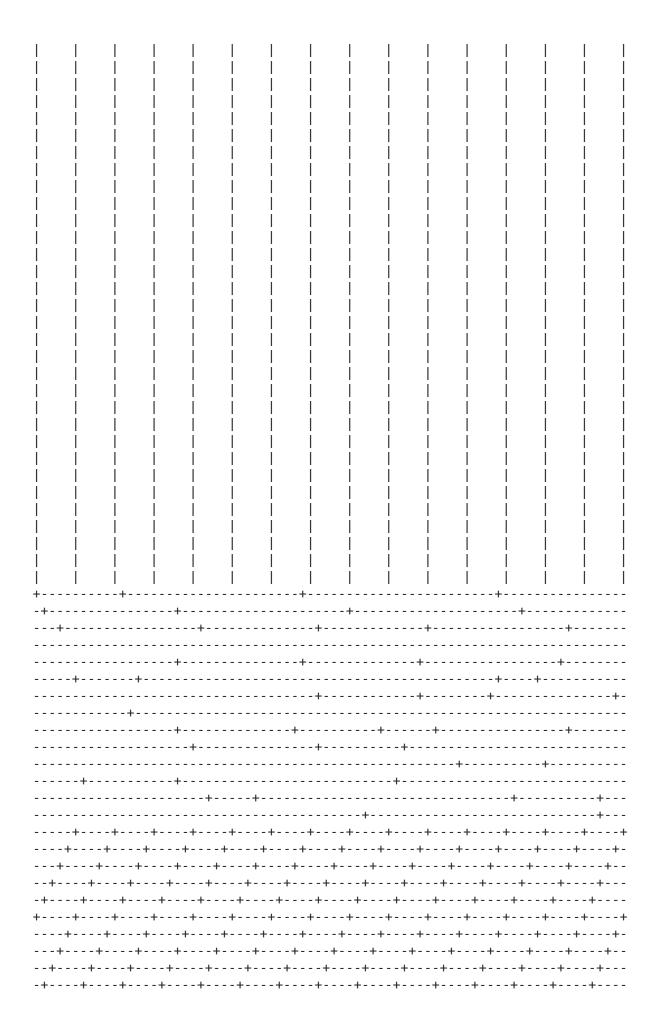




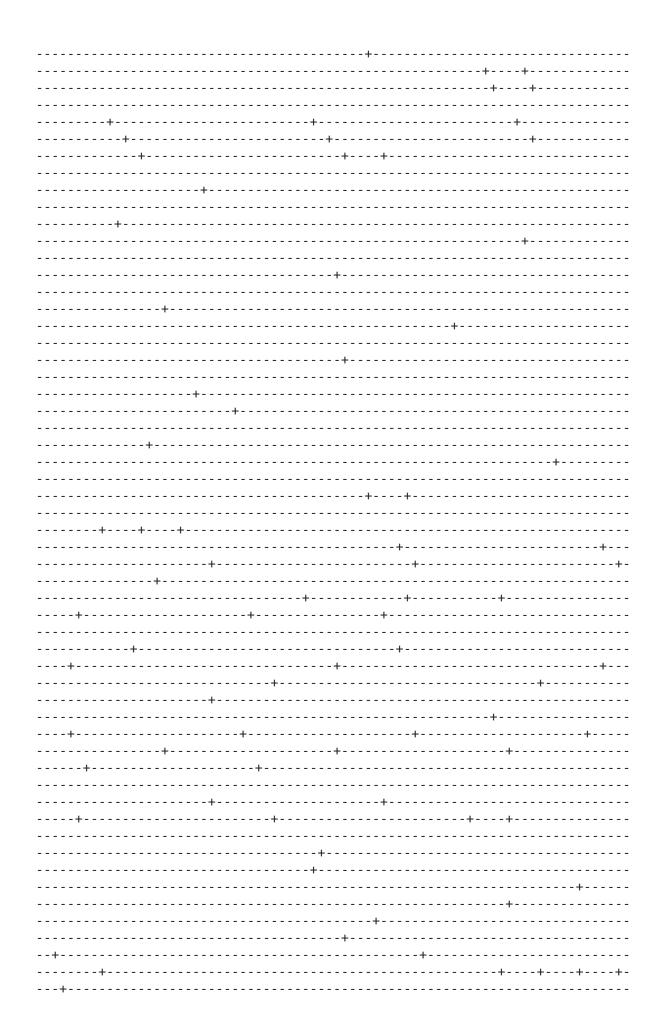
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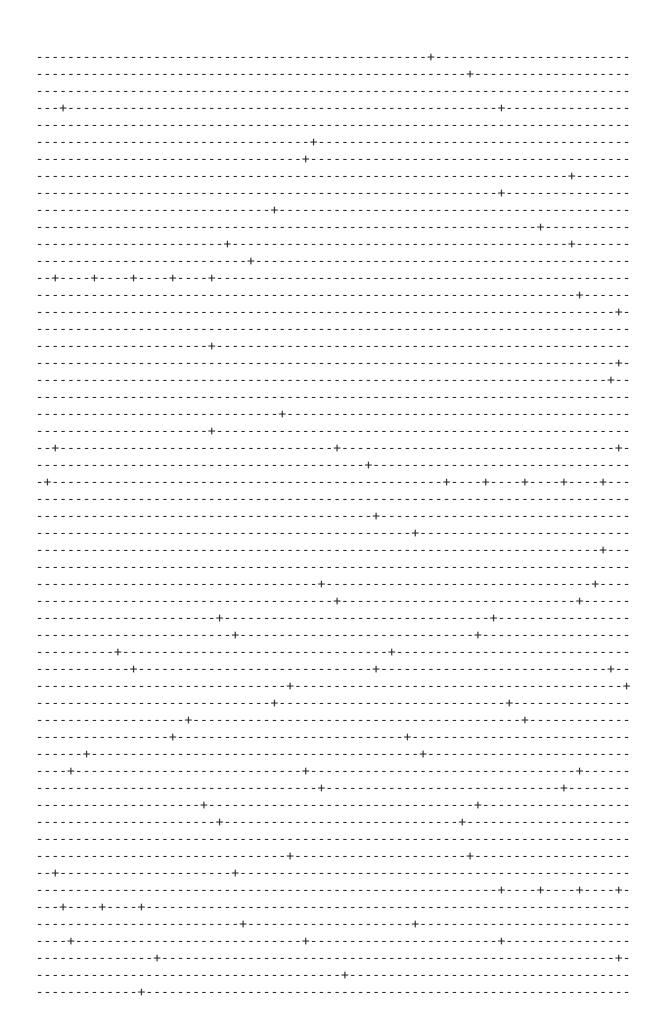






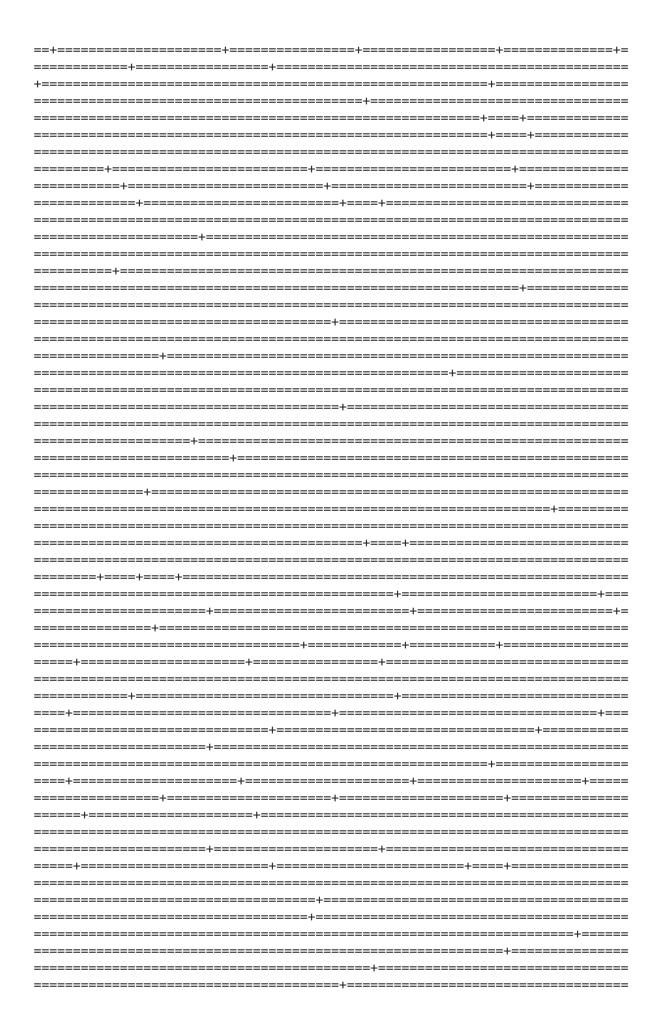
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	for file: s3://test2bucket13052024/2401 - (Concept cuts) Databook testing1(Raw data).csv
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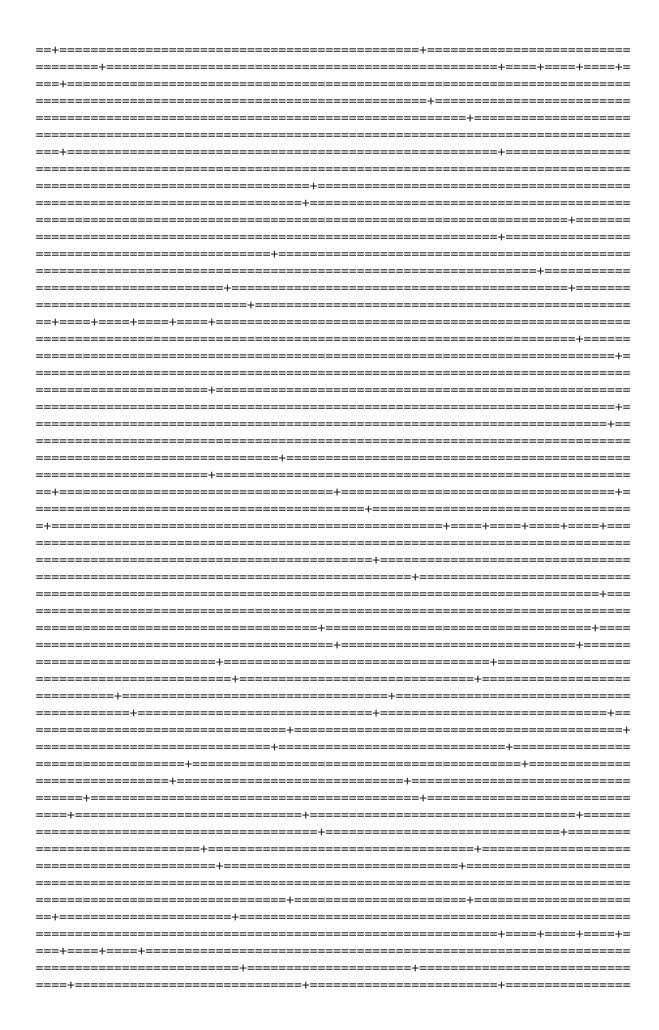




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Status
s are you aware of? [Select all that apply showing logos of each of these brands]
With which of the following brands do you hold a life insurance policy fro
m?
Kindly state all the brands that come to your mind when you thin k of banks. [Select all that apply]
at apply]
I will now read out a few statements. Kindly let me know
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 life insurer you associate most with each statement:
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I will now read out a few statements. Kindly let me know which life insurer you associate most with each statement:

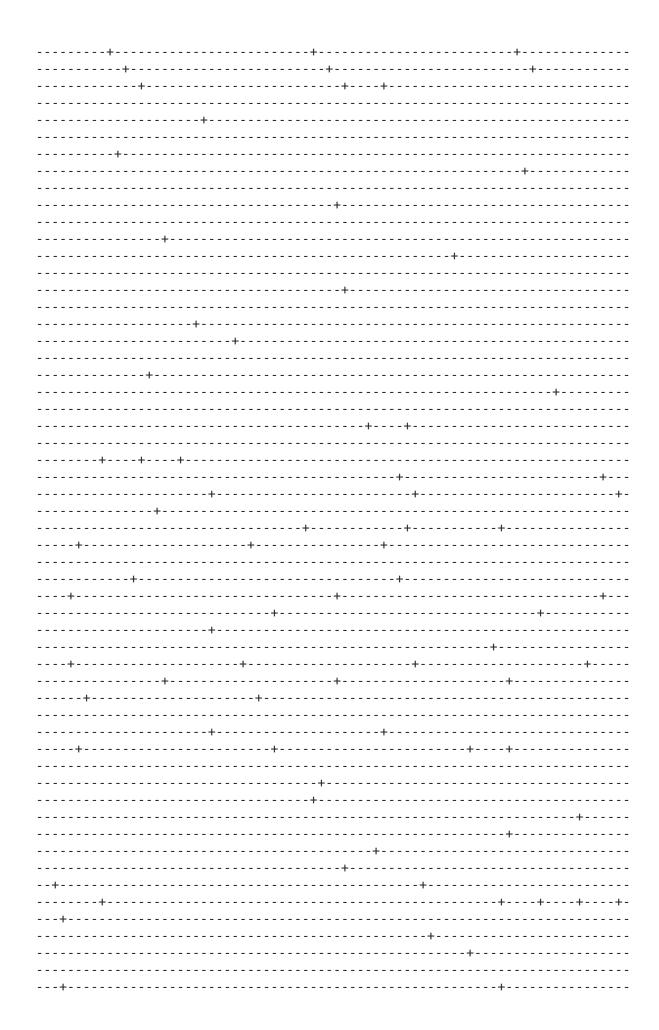
Kindly rank the attributes you just men tioned? Which of these statements best describe how different this concept is when compared to similar concepts in the market? Which of these statements best describe how relevant is this concept to you? Which of these statements best describe how likely are you to recomme nd this concept to others? Which of these statements best describe how easy or difficult was it to understand about the concept that I just describe d? Overall, how much did you like this new concept that I just describe d? How likely are you to purchase a product from this rebranded company, when it is available in the market? What did you like about this concept? [Select up to 3 options]
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 you? Which of these statements best describe how likely are you to recomme nd this concept to others? Kindly look at the 4 concepts again and menti
i i i
Kindly look at the 4 concepts again and ran k them based on your preference. (Rank 1 for most liked to Rank 4 for least liked)
Kindly have a look at the following logos and rank them based on your preference: (Rank 1 for most liked)
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]

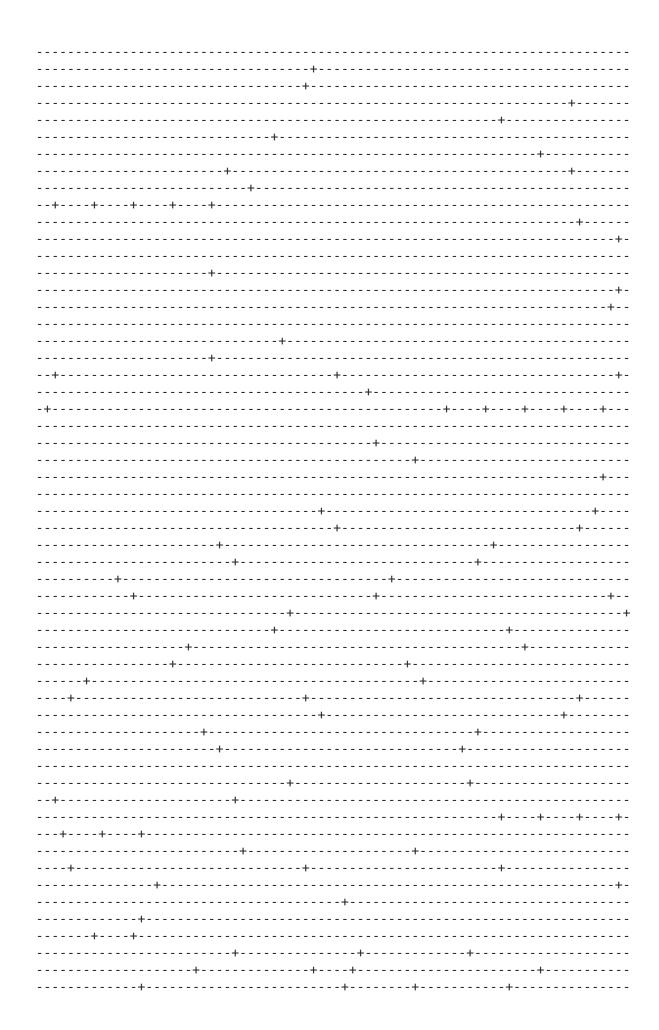




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0 | 2024-01-23 14:08:19 | 152.58.232.99 |
               | 25-35 years
                                                      | More than
10L
                                       | No, but I intend to buy a li
fe insurance policy soon
 Spontaneous 1 (Brand 2) | Spontaneous 3 (Brand 4) |
                      | Top of mind (Brand 1) | Spontaneous 2 (Brand
                            | HDFC Life insurance HDFC Life insurance
3) |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
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        | Spontaneous 3 (Brand 4)
                      | Top of mind (Brand 1) | Spontaneous 1 (Brand
2) | Spontaneous 2 (Brand 3) |
           | Axis Bank |
| ICICI Prudential Life Insurance | Kotak Life Insurance
                                                         | Max Li
fe Insurance
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                                                   | Kotak Life Ins
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I HDFC Bank
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                            | Axis Bank
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                                               | Axis Bank
                                     | Association with a banking bra
| Axis Bank
                  | Axis Bank
nd/ name
| Insurance expertise |
                        | Neither easy nor difficult to understand
| Branch/ office network |
| I totally like this
                                                               I may buy
                                                        I 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 |
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1 2
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y new and different
| Somewhat relevant
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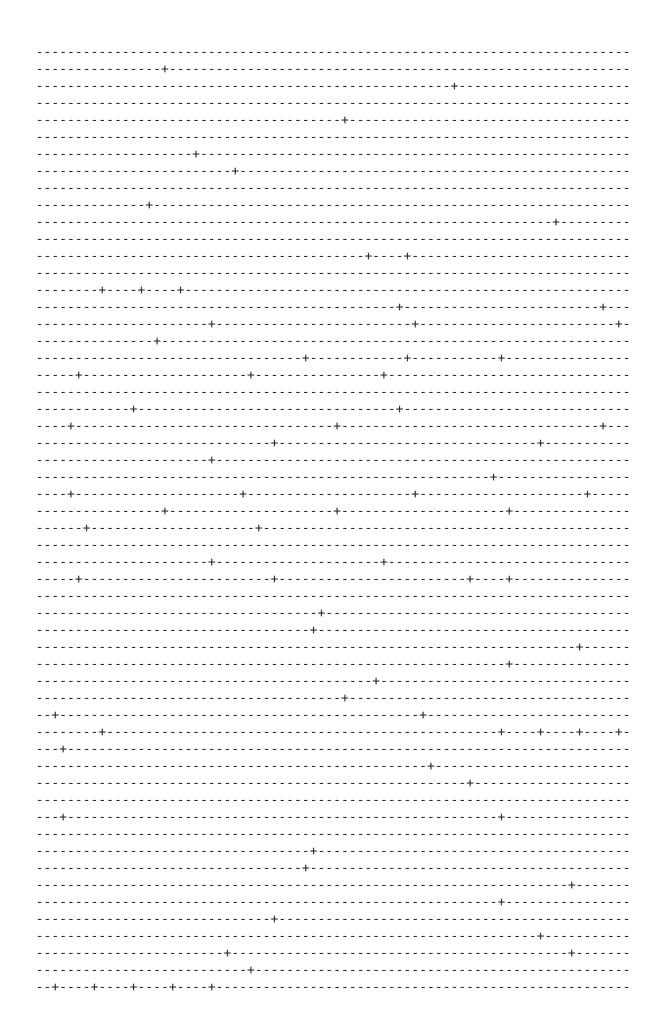
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| I will definitely recommend
| Max Axis Life Insurance
                                            | Very easy to under
stand
| I somewhat like this
I may or may not buy
                                                     I Max Lif
e is a respected 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 |
Very new and different
| Completely relevant
| I may 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 products |
| 1 | 3 | | Extremely new and different
| Completely relevant
| I will definitely recommend
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
                          | Concept OMax Life Insurance | Concept 1Ax
is Max Life Insurance |
| Concept OMax Life Insurance |
| Concept 3Axis Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
                        | Concept OMax 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
I Male
                                | Graduate
| Self-employed / Entrepreneur
                                                          Savings Account/ Current account
                                          | Life Insurance Inten
    | West
                      | Metro
der | FALSE | Axis Bank | Concept 1
                               | Pure Intender
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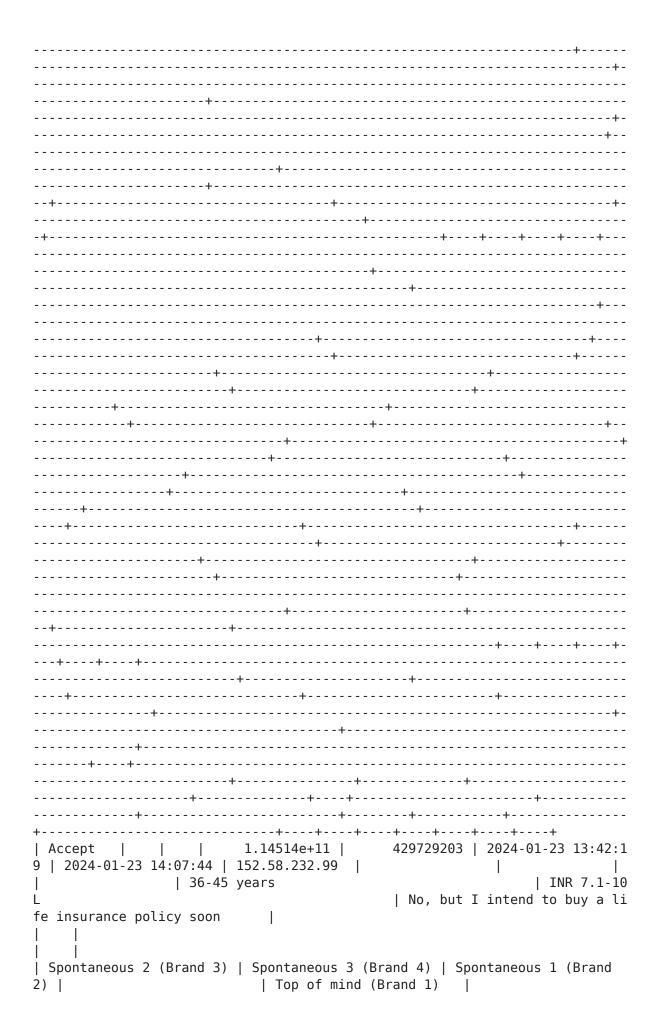




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               | 46-50 years
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Prudential Life Insurance | ICICI Prudential Life Insurance | ICICI Prudenti
al Life Insurance | ICICI Prudential Life Insurance | ICICI Prudential Life
Insurance | Kotak 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
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 |
```

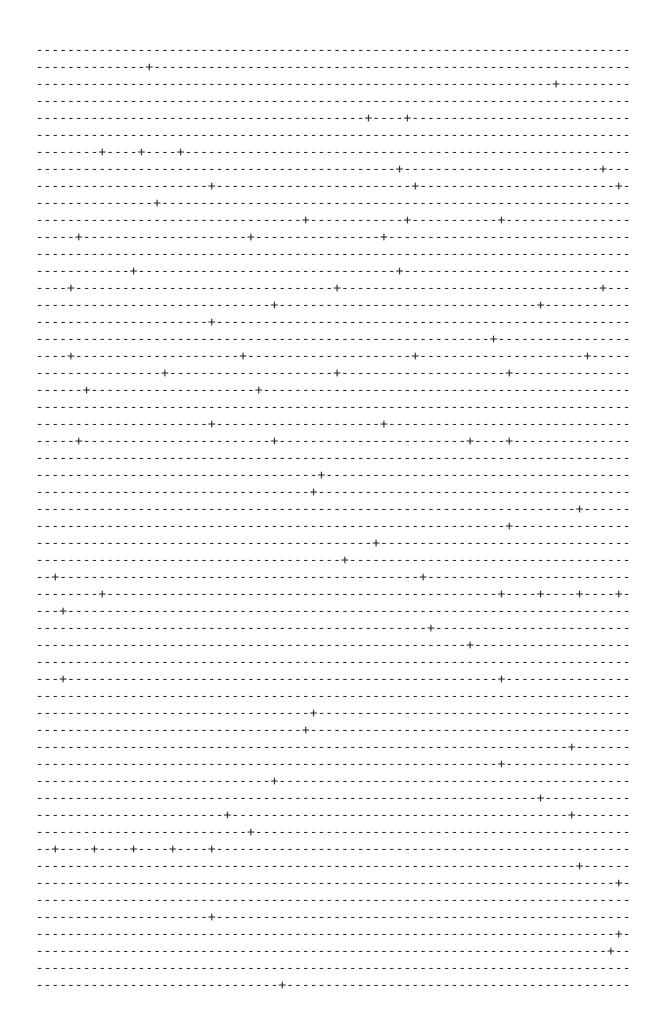
It looks modern and professional 2 3
Very easy to understand
Neither like nor dislike this insurance plan
It has a wide network of branches
2 3 1 Somewhat new and different Somewhat relevant
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Concept OMax Life Insurance
Concept 2Max Life Insurance by Axis Bank Concept 0Max Life Insurance Concept 2Max Life Insurance by Axis Bank
Concept 2Max Life Insurance by Axis Ban
k Concept 3Axis Life Insurance Concept 0Max Life Insurance
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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 FALSE Axis Bank Concept 2 Pure Intender
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| 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-
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LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
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         | 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
                | HDFC Life Insurance | HDFC Life Insurance
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| HDFC Bank
                                        | HDFC Bank
I HDFC Bank
                   | HDFC Bank
                                                         l 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
                              | Neither easy nor difficult to unders
t ratio |
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 |
     | 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
                                                                        | 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
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<pre>ice It looks modern and professional 2 </pre>	
Max Life Insurance	Concept 1Axis Concept 3Axi
<pre>s Life Insurance </pre>	fe Insurance
·	Concept 1Axis
	Concept 2
Concept 2Max Life Insurark Concept 3Axis Life Insurance	-
Concept 3Axis Lif Rank 4 - Least liked	fe Insurance
Rank 2	liked
It feels refreshing It looks modern and luxurious It fee bolder	els sharper and Mumbai
Male	1 1
· · · · · · · · · · · · · · · · · · ·	ousiness) Insurance Inten
der FALSE Others Concept 3 Pure Intender	I
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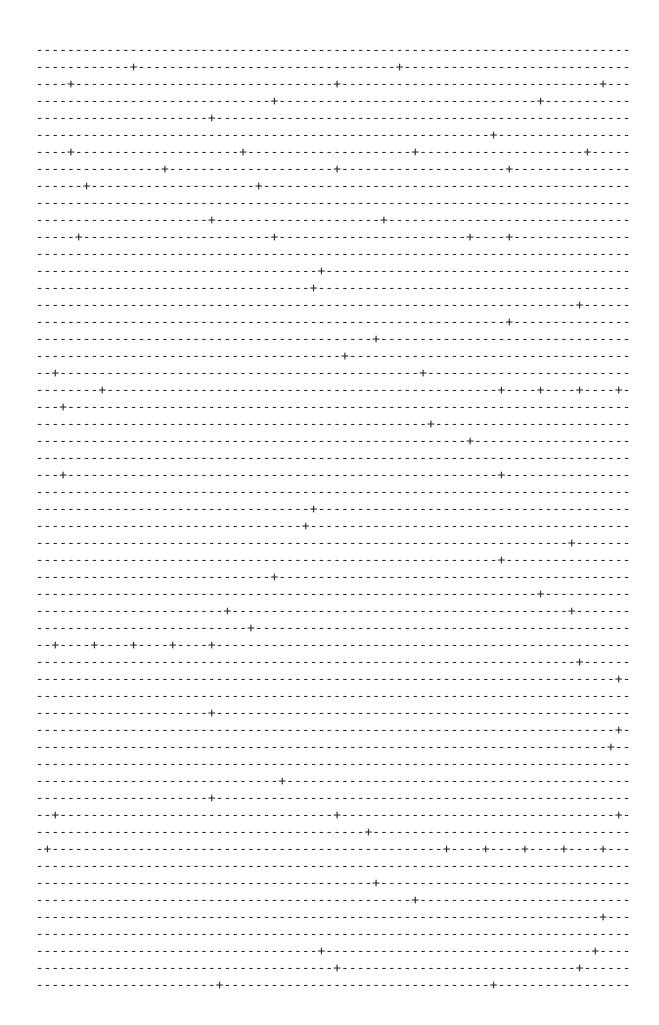


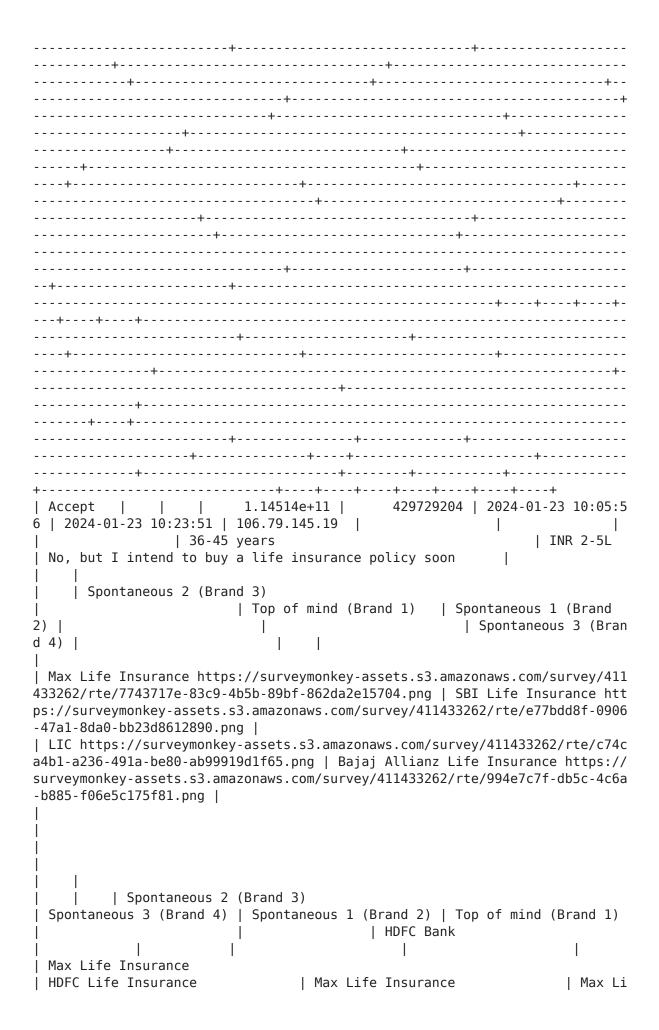
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9 2024-01-23 11:36:28 1.187.13.157
36-45 years INR 2-5L
No, but I intend to buy a life insurance policy soon
Spontaneous 2 (Brand 3)
Spontaneous 1 (Brand 2) Top of mind (Brand 1)
Spontaneous 3 (Brand 4)
HDFC Life insurance HDFC Life insurance
ICICI 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
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| Spontaneous 2 (Brand 3)
  Spontaneous 1 (Brand 2) | Spontaneous 3 (Brand 4) | Top of mind (Brand 1)
            | Axis Bank |
| Max Life Insurance
| SBI Life Insurance
                               | Max Life Insurance
                                                                 | HDFC L
ife Insurance | Max Life Insurance | Bajaj Allianz
Life Insurance | Max Life Insurance
                                                | Max Life Insurance
l Axis Bank
                                   | Axis Bank
| Axis Bank
                | Axis Bank
                                                        | Axis Ban
           | Axis Bank
                                | Axis Bank
                                                    | Axis Bank
              | Axis Bank
| Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                            | | Somewhat easy to understand
t ratio |
| 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 | 1
 | | 2 | 3 | Very new and different
| Somewhat relevant
| I may recommend
I Max Axis Life Insurance
                                                     | Neither easy nor d
ifficult to understand
| 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 |
                   | Somewhat new and different
    | 2 | 1 |
| Somewhat 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 products |
                   | Somewhat new and different
| 2 | 3 | |
| Somewhat relevant
| I may or may not recommend
| Concept OMax Life Insurance
                             | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                             | Concept OMax Life Insurance |
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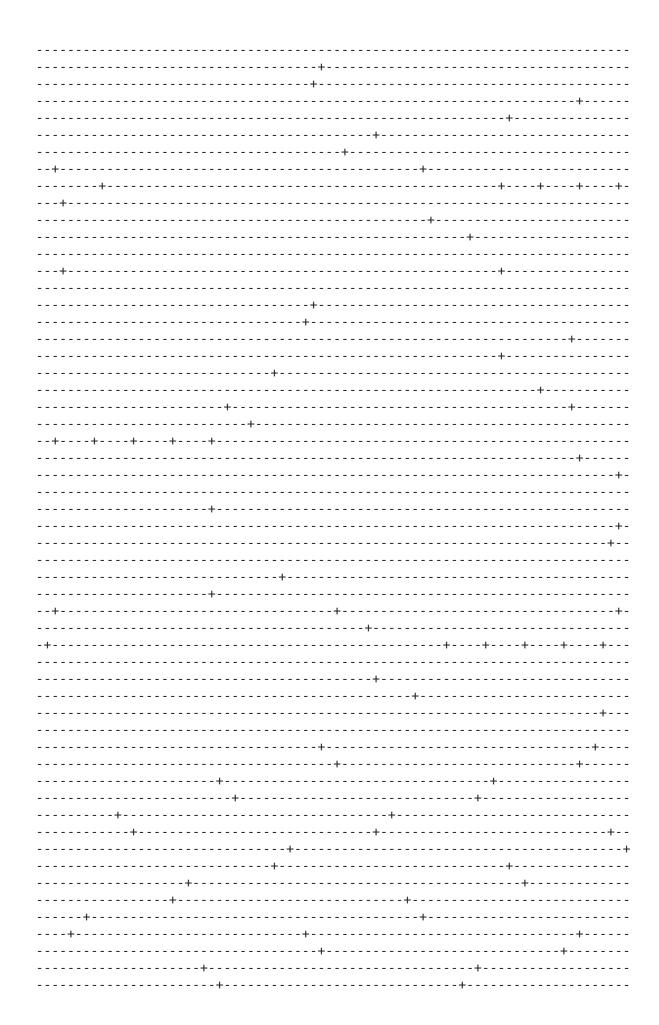
Concept OMax Life Insurance
Concept OMax Life Insurance
Concept OMax Life Insurance
Concept OMax Life Insurance
Rank 1 - Most liked
Rank 3
7 5 3 4 2 6 1 It has a vibrant colour scheme
It looks modern and luxurious
It feels international
Male Graduate
Self-employed / Entrepreneur
Savings Account/ Current account
Fixed deposit
West Metro Life Insurance Inten
der FALSE Axis Bank Concept 0 Pure Intender
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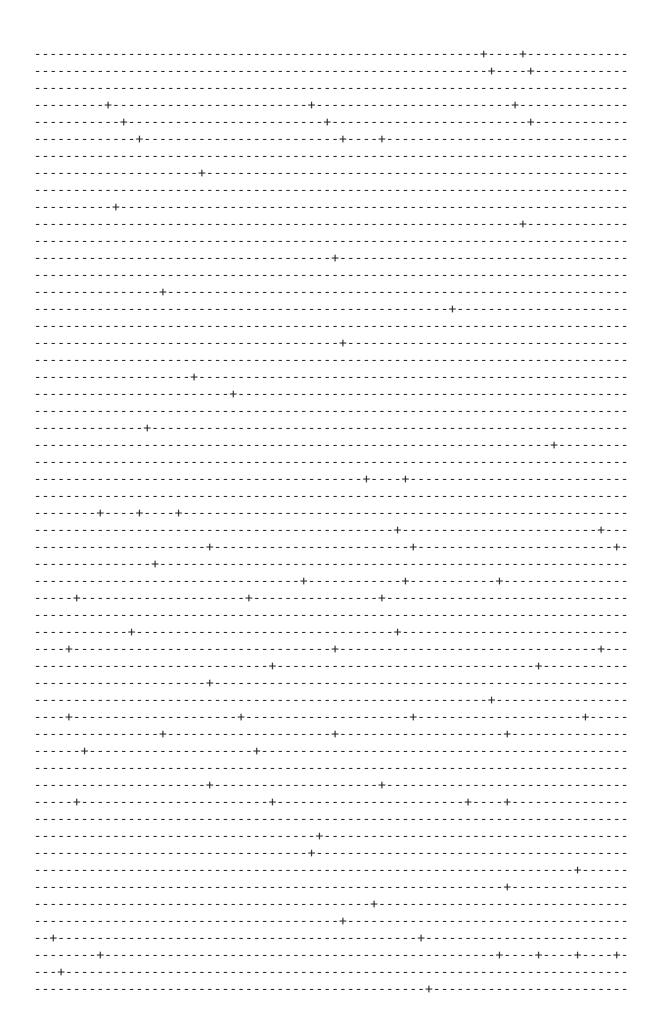
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fe Insurance
                                               | Max Life Insur
ance
I HDFC Bank
                                | HDFC Bank
| HDFC Bank
                  | HDFC Bank
                                                           | HDFC Ban
k | HDFC Bank | HDFC Bank | HDFC Bank
| HDFC Bank | HDFC Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                       | | Somewhat easy to understand
t ratio |
| I somewhat like this
I may buy
th are known for superior products | Both are known for superior customer se
rvice | It looks modern and professional |
| | 1 | 3 | 2 | Somewhat new and different
| Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                  | Somewhat easy to u
nderstand
| I totally 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
                                  | 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 products | It
is known for superior customer service |
| 1 | 2 | 3 | | Very new and different
| Somewhat relevant
| I may recommend
| Concept OMax Life Insurance
| Concept 2Max Life Insurance by Axis Bank |
Concept OMax Life Insurance |
                           | Concept OMax Life Insurance |
Concept OMax Life Insurance
                            | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                           | Concept OMax Life Insurance |
Rank 1 - Most liked
                   | Rank 2
| Rank 3
                                         | 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
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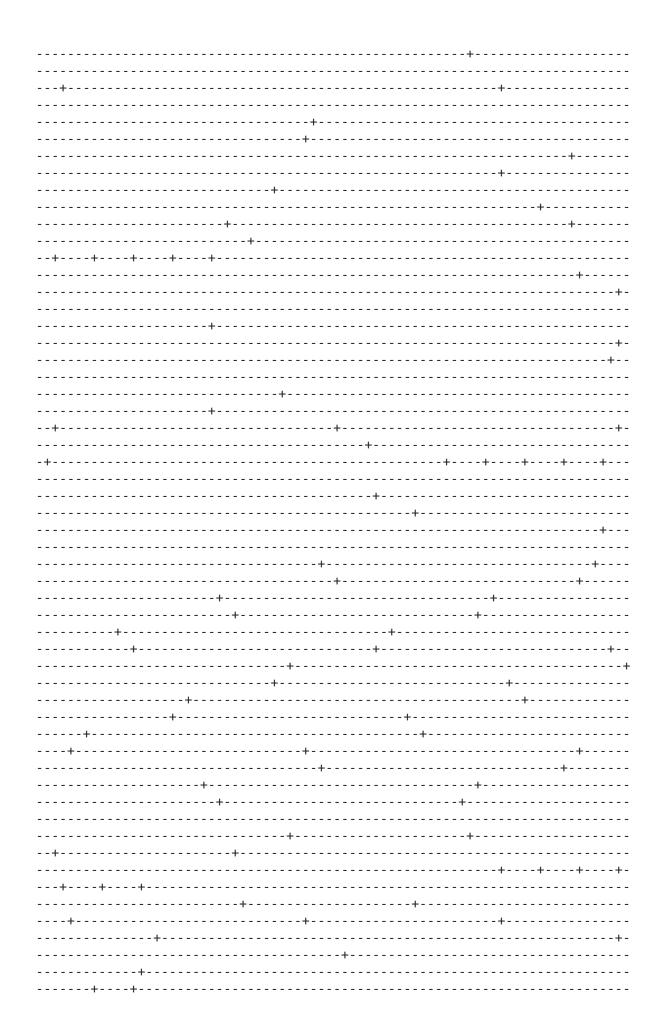
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| Accept
                 1.14513e+11 |
8 | 2024-01-22 19:07:14 | 106.79.134.17 |
                                         | INR 2-5L
           | 46-50 years
| No, but I intend to buy a life insurance policy soon
   | Spontaneous 1 (Brand 2)
                | Top of mind (Brand 1) | Spontaneous 2 (Brand
                  | Spontaneous 3 (Brand 4) |
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 |
| 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
| 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 |
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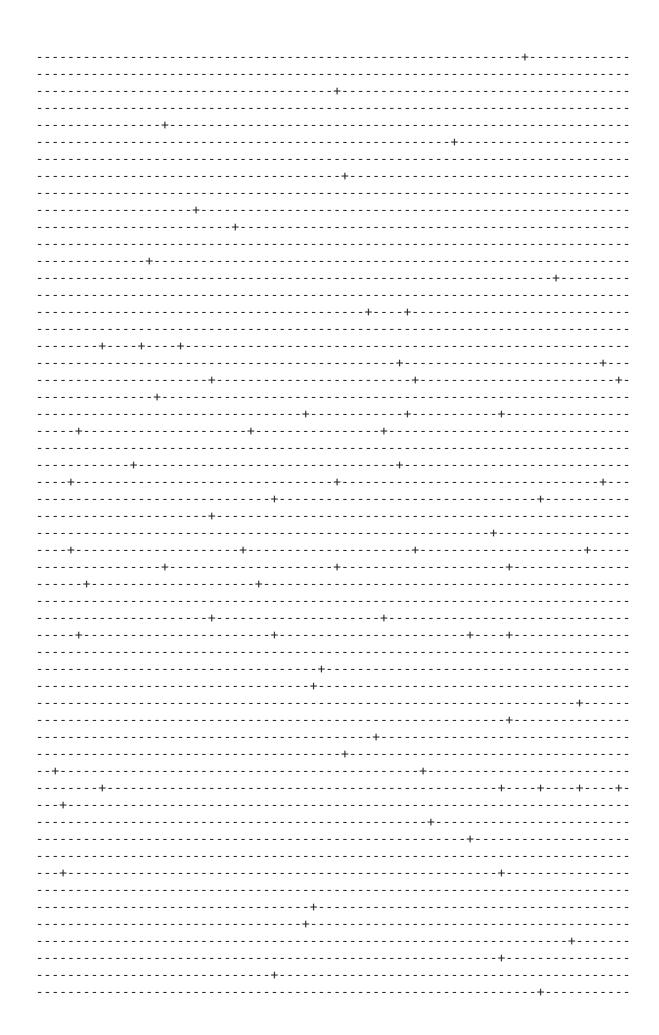
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| Both are known for superior products | Both are known for superior custome
r service |
    | 2 | 3 | | Extremely new and different
| Completely relevant
| I may recommend
I Max Axis Life Insurance
                                                | 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 |
    | 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 na
me 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 Ban
| Concept 2Max Life Insurance by Axis Bank |
                              | Concept 2Max Life Insurance by Axis Ban
| Concept 2Max Life Insurance by Axis Bank |
                             | Concept 2Max Life Insurance by Axis Ban
k |
                            | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                          | Concept OMax 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
                                                       | Mumbai
bolder |
| Female
                                   | Graduate
| Home maker
                                                               Savings Account/ Current account
   | West
                        | Metro
                                              | Life Insurance Inten
der | FALSE | Others
                     | Concept 1
                                   | Pure Intender
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| Accept |
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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
                                        | HDFC Bank
2) | Spontaneous 2 (Brand 3) |
                                         | 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
I HDFC Bank
                                                          | State Ba
nk of India | HDFC Bank
                              | HDFC Bank
                                                 | HDFC Bank
I 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
                                                                  1
I may or may not buy
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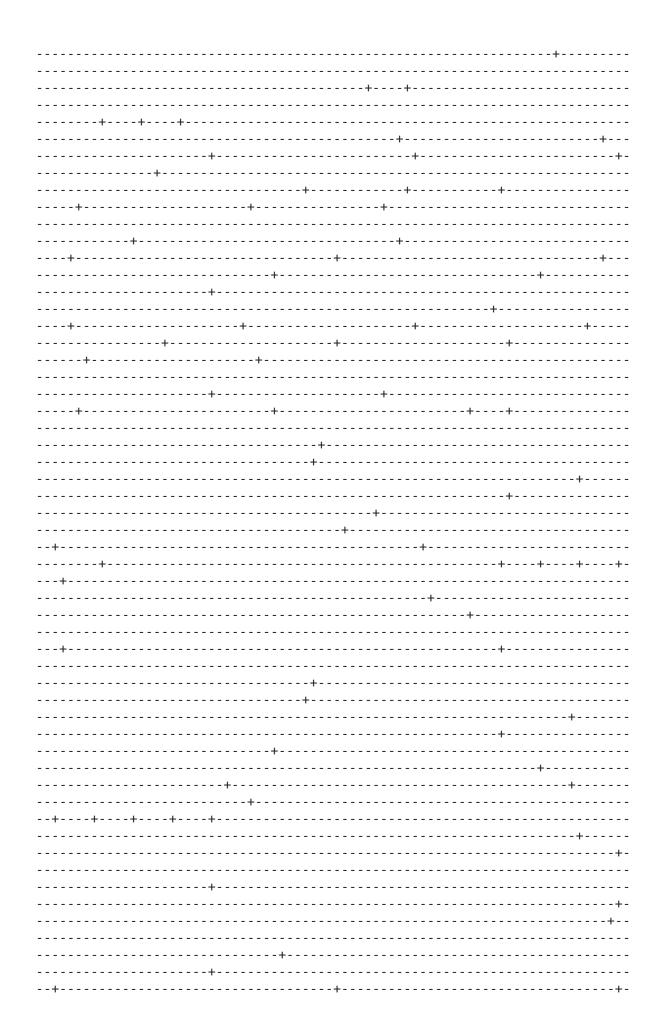
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| It is successfully competing with major bank based insurers like HDFC Life
and ICICI Prudential, on its own | It is known for superior products | It is
known for superior customer service |
| 1 | 2 | 3 | | Somewhat new and different
| May or might not be relevant
| I may or may not recommend
| Very difficult to understand
| I completely dislike this
I may not buy
                                                    | Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
                                 | It is known for superior custom
                                    | 1
er service |
| 2 | | 3 |
              | Slightly new and different
| May or might not be relevant
| I may not recommend
                           | Concept 2Max Life Insurance by Axis Ban
                          | Concept OMax Life Insurance |
k |
                           | 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 1Axis Max Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
                           | Concept 2Max Life Insurance by Axis Ban
                          | Rank 2
k |
| 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 Inten
der | FALSE | Others
                   | Concept 1
                                | Pure Intender
                   -----
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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
No, but I intend to buy a tire insurance poticy soon

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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 |
          | Spontaneous 1 (Brand 2)
                         | Top of mind (Brand 1) | Spontaneous 2 (Brand
3) | Spontaneous 3 (Brand 4) |
                                             | HDFC Bank
                                             | State Bank of India |
            | Axis Bank |
| LIC
| Kotak Life Insurance
                               | Max Life Insurance
                                                                  | LIC
                                 | Kotak Life Insurance
| LIC
                                                                  | Bajaj
Allianz Life Insurance | LIC
                                                          | HDFC Bank
                                         | State Bank of India | HDFC Ban
| State Bank of India | HDFC Bank
  | State Bank of India | HDFC Bank | HDFC Bank
                     | HDFC Bank | Association with a banking bra
| HDFC Bank
nd/ name
                                                         I Claim settlemen
t 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
at all 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
| It is successfully competing with major bank based insurers like HDFC Life
and ICICI Prudential, on its own |
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
                                          | It is known for superior custom
er service |
                                            | 1
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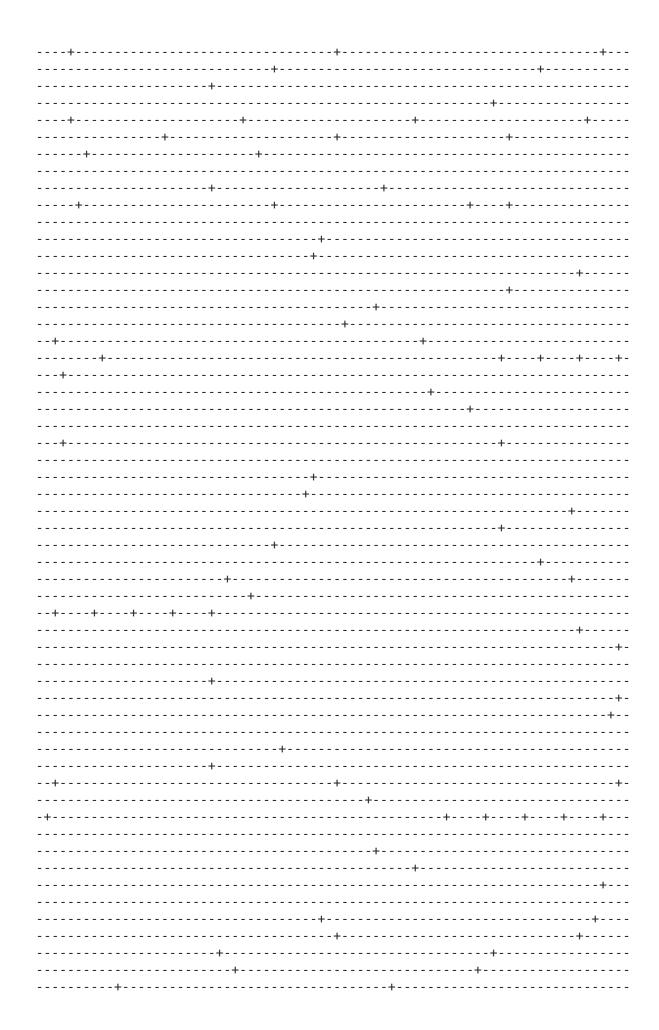
2 3 Slightly new and different
Somewhat relevant
I may recommend
Concept 2Max Life Insurance by Axis Ban k Concept 1Ax
is Max Life Insurance
Concept OMax Life Insurance
Concept 3Axis Life Insurance
Concept 2Max Life Insurance by Axis Ban
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Concept 2Max Life Insurance by Axis Bank
Concept 2Max Life Insurance by Axis Ban
k
Concept 3Axis Life Insurance
Rank 1 - Most liked
Rank 3
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 Concept 0 Pure Intender
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Accept 1.14514e+11 429729204 2024-01-23 17:16:1
9 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
No, but I intend to buy a tire insurance poticy soon
Spontaneous 1 (Brand 2)
Spontaneous 1 (Brand 2) Top of mind (Brand 1)
Spontaneous 2 (Brand 3) Spontaneous 3 (Brand
4)
May life Transpare https://aversamenless.cooks.co.
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

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| Spontaneous 2 (Brand 3)
                          | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
  Spontaneous 3 (Brand 4) |
                                               | State Bank of India |
             | Axis Bank |
 Max Life Insurance
| SBI Life Insurance
                                  | Max Life Insurance
                                                                     | Max Li
                          | Max Life Insurance
fe 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 |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                                      | Somewhat easy to understand
t ratio |
| I somewhat like this
I may buy
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
| Extremely new and different
| Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                        | Very easy to under
stand
| I somewhat like this
                                                                           I may or 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 |
                                                                - 1
                                                                    | 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 OMax Life Insurance
                               | Concept OMax Life Insurance |
Concept OMax Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
Concept OMax Life Insurance |
```

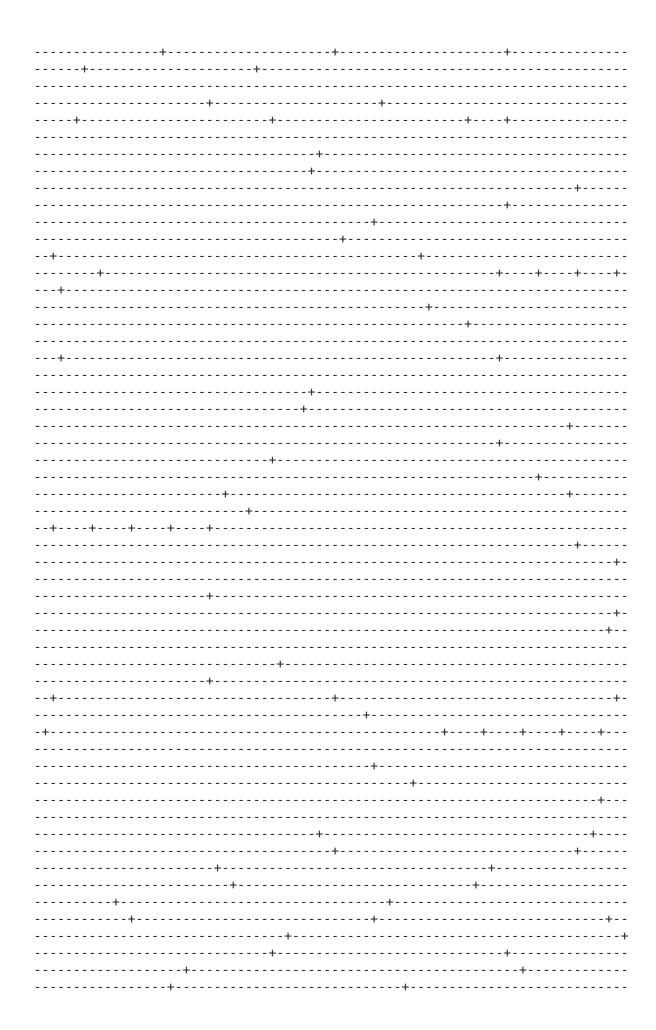
Concept 2Max Life Insurance by Axis Bank
Concept 2Max Life Insurance by Axis Bar
k Concept OMax Life Insurance
Rank 2
Rank 1 - Most liked Rank 4 - Least liked Rank 3
3 7 5 4 2 6 1
It looks modern and luxurious It feels sharper and
bolder The picture/ image looks cool Mumbai
Male Graduate
Self-employed / Entrepreneur
Savings Account/ Current account
West Metro Life Insurance Inter
der FALSE Axis Bank Concept 1 Pure Intender
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                   1.14514e+11 |
                                 429729203 | 2024-01-23 17:20:5
1 | 2024-01-23 17:40:41 | 152.58.209.138 |
                                              | INR 5.1-7L
             | 36-45 years
                                           | Online aggrega
| Yes
tors like Policybazaar, Coverfox, etc.
                  | Top of mind (Brand 1)
                                   | Spontaneous 2 (Brand
                     | Spontaneous 1 (Brand 2) | Spontaneous 3 (Bran
3) |
d 4) |
                         | HDFC Life insurance HDFC Life insuranc
| 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/
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monkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-
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naws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a
236-491a-be80-ab99919d1f65.png | Bajaj Allianz Life Insurance https://survey
monkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-
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azonaws.com/survey/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 1 (Brand 2)
                  | Spontaneous 2 (Brand 3) | Top of mind (Brand 1)
 Spontaneous 3 (Brand 4) |
                              | HDFC Bank
                                 | State Bank of India | Bank
```

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of Baroda | Max Life Insurance
| SBI Life Insurance
                               | Max Life Insurance
                                                                 | Bajaj
Allianz Life Insurance | Max Life Insurance
                                                          | Kotak Life Ins
                 | Max Life Insurance
                                                  | Max Life Insurance
urance
| 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
                                                                  I 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
| It looks modern and professional | 2
        | | 3 | Very new and different
| Somewhat relevant
| I will definitely recommend
| Concept OMax 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
                                                             | Concept 1Ax
k |
is Max Life Insurance |
| Concept OMax 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
```

Rank 1 - Most liked Rank 2
It feels international
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees
Savings Account/ Current account Credit Card Loans (Home, auto, personal, business)
West
+
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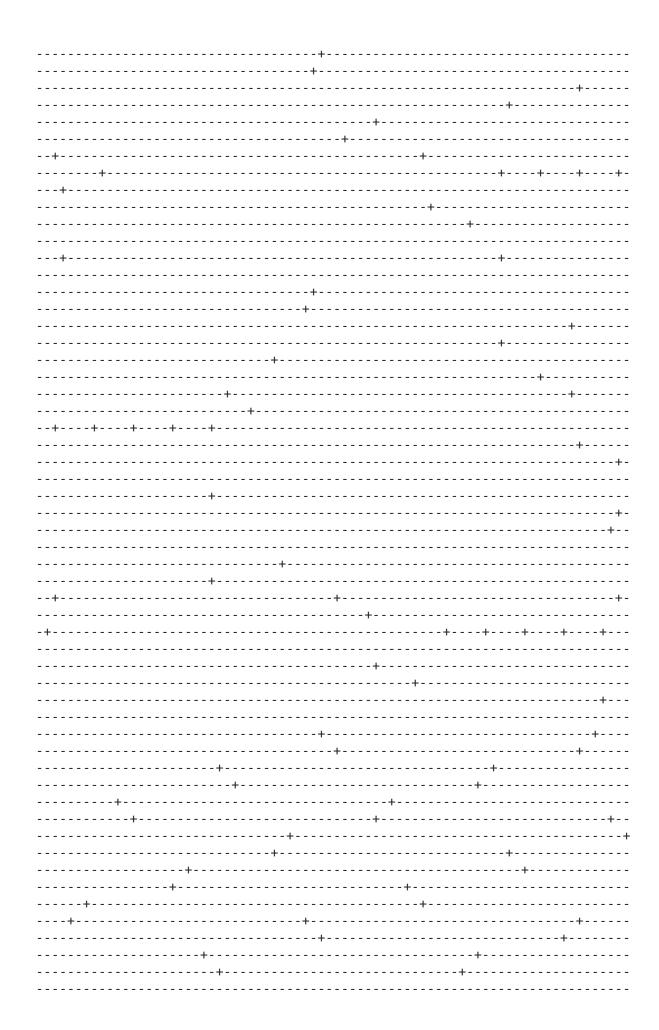


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  +----+
                   1.14514e+11 |
                                 429729203 | 2024-01-23 17:21:0
2 | 2024-01-23 17:40:36 | 152.58.209.55 |
             | 25-35 years
                                               | INR 5.1-7L
                                            | 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.c
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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 |
       | Spontaneous 3 (Brand 4)
 Top of mind (Brand 1) | Spontaneous 2 (Brand 3) |
 Spontaneous 1 (Brand 2)
 ICICI Bank |
                  | Kotak Mahindra Bank |
| 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 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 |
                                                                     | Som
| 2
ewhat new and different
I Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                       | Very easy to under
stand
| I totally like this
                                                                          I will definitely buy
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 |
| 2
                                                  | 1 |
                                                           | 3 |
                                                                      | Ext
remely new and different
| Completely relevant
| I will definitely recommend
| Somewhat easy 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 is known for superior products | It is known for superior customer serv
ice |
                                       | 1
    | 3 | 2 | | Somewhat new and different
| Somewhat relevant
| I may recommend
                                  | Concept 2Max Life Insurance by Axis Ban
k |
                                 | Concept OMax Life Insurance |
                                          | Concept 3Axis Life Insurance |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
| Concept 2Max Life Insurance by Axis Bank |
                                                                         | Concept 1Axis Max Life Insurance |
| Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
                                                              | Concept 2Ma
Concept OMax Life Insurance |
x Life Insurance by Axis Bank |
                                                            | Concept OMax
                                                 | Concept 2Max Life Insura
Life Insurance |
nce by Axis Bank |
                                                I Rank 2
                       | Rank 1 - Most liked | Rank 4 - Least liked |
| Rank 3
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
```

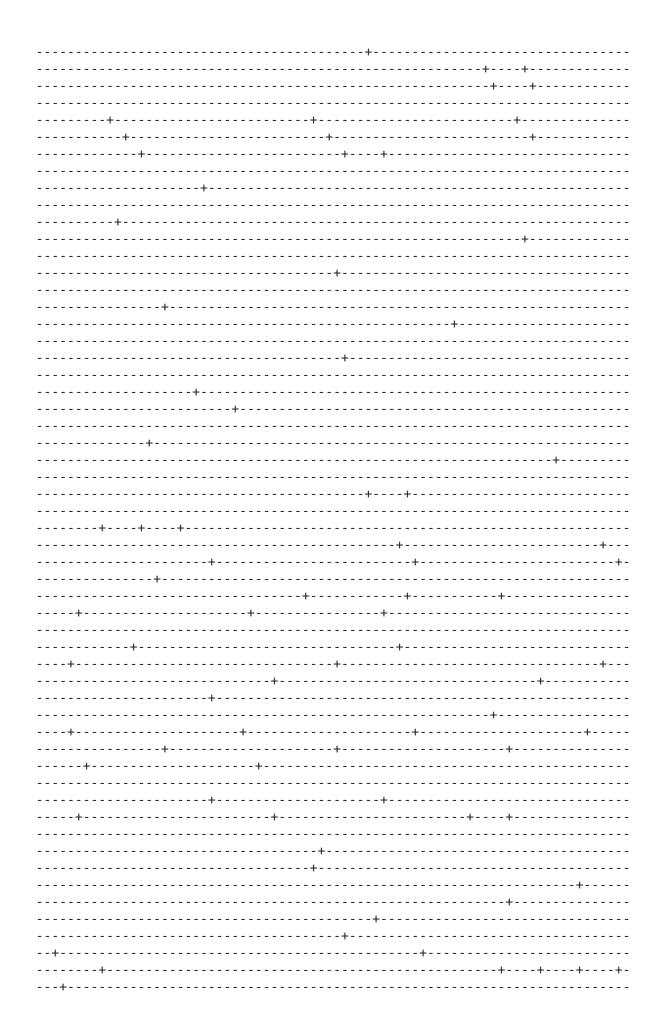
Savings Account/ Current account Loans (Home, auto, personal, business)
West Metro Max Life Insurance
Online Others Concept 2 Max Life Insurance
++++++

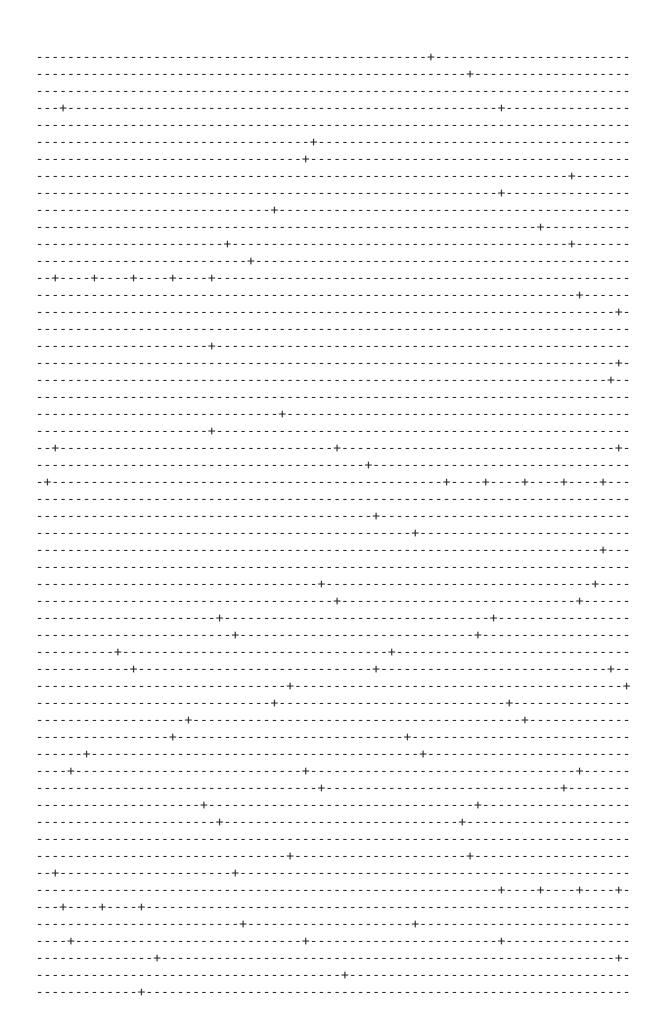
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| Accept |
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                                    429729203 | 2024-01-23 16:52:1
1 | 2024-01-23 17:19:44 | 152.58.209.146 |
              | 25-35 years
                                                   | 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
| 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 Ban
                 | Axis Bank
          | Axis Bank
                                             | Axis Bank
                           | Axis Bank
l Axis Bank
                 l 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
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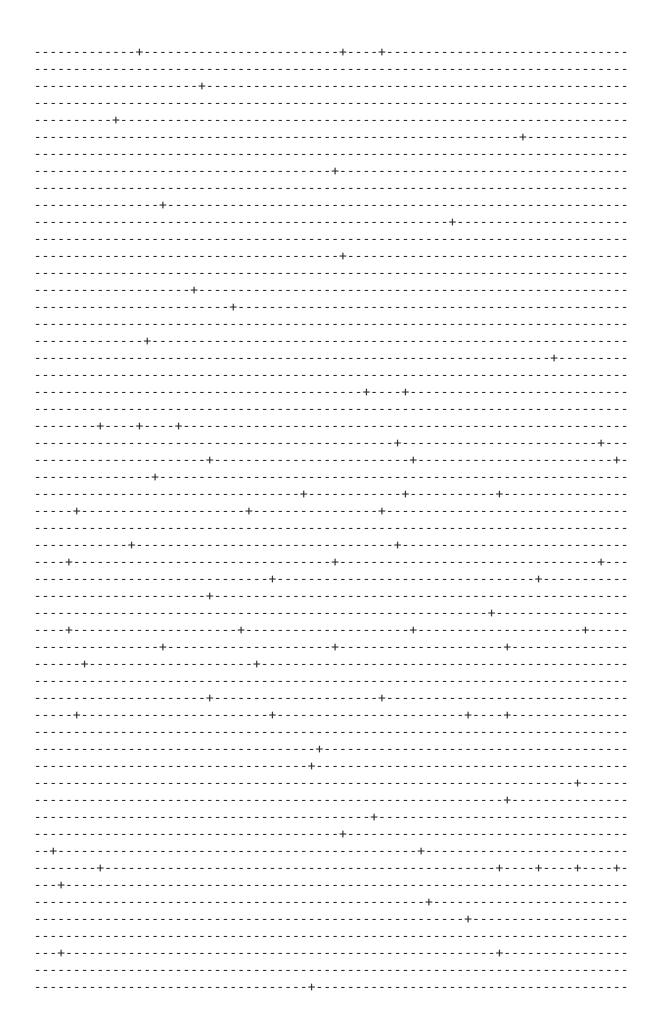
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th are known for superior products | Both are known for superior customer se
| 2 | 3 | 1 | | Very new and different
| Somewhat relevant
| I may recommend
| Axis Max Life Insurance
                                                 | Very easy to under
| 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 is known for superior customer service |
                                            | 1 | | 3 |
                                                            | Som
ewhat 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 OMax Life Insurance
                              | Concept 2Max Life Insurance by Axis Ban
k | Concept 3Axis Life Insurance |
                                                       | Concept 1Ax
is Max Life Insurance |
                                                         | Concept 3
Axis Life Insurance |
                                           | Concept 1Axis Max Life I
                                             | Concept 3Axis Life Ins
nsurance |
                                | Concept 1Axis Max Life Insurance | Co
urance |
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) |
                         | Metro
                                            | Max Life Insurance
                               | Max Life Insurance
| Online | Axis Bank | Concept 3
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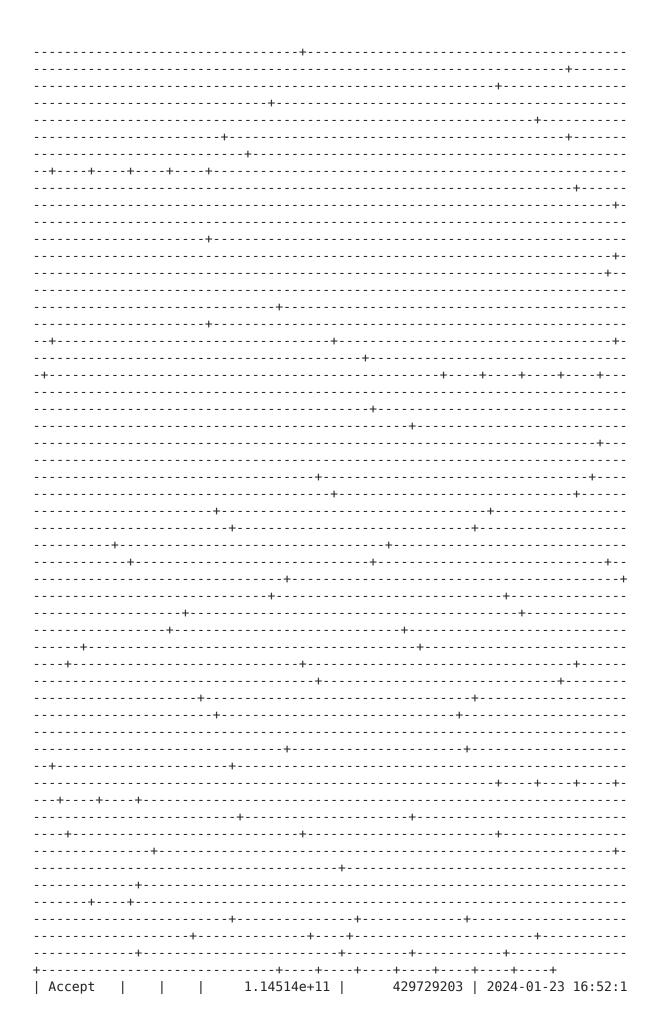




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                        1.14514e+11 |
 Accept
8 | 2024-01-23 17:19:24 | 152.58.209.146 |
                | 46-50 years
                                                          | INR 5.1-7L
| Yes
                                                      | Insurer websit
е
                        | Spontaneous 1 (Brand 2) | Spontaneous 3 (Brand
4) | Spontaneous 2 (Brand 3) | Top of mind (Brand 1)
                           | HDFC Life insurance HDFC Life insurance
                       1
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
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Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
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monkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-
bb23d8612890.png | Kotak Life Insurance https://surveymonkey-assets.s3.amazo
naws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a
236-491a-be80-ab99919d1f65.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 2 (Brand 3) | Top of mind (Brand 1)
 Spontaneous 1 (Brand 2) |
                      | Kotak Mahindra Bank | State Bank of India |
 LTC
| Max Life Insurance
                               | Kotak Life Insurance
                                                              | HDFC L
ife Insurance
                        | Max Life Insurance
                                                       | Kotak Life Ins
                | Max Life Insurance
                                               | Max Life Insurance
urance
| State Bank of India
| Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Ma
hindra Bank | State Bank of India | Kotak Mahindra Bank | Kotak Mahindra Ban
k | Kotak Mahindra Bank | Kotak Mahindra Bank | Association with a banking b
rand/ name
                    | Customer reviews and word of mouth |
| 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 |
| Both are known for superior customer service |
| 2
                                                                | Som
                                              | 3 |
                                                       | 1 |
ewhat new and different
| Completely relevant
| I will definitely recommend
| Max Axis Life Insurance
                                                   | Very easy to under
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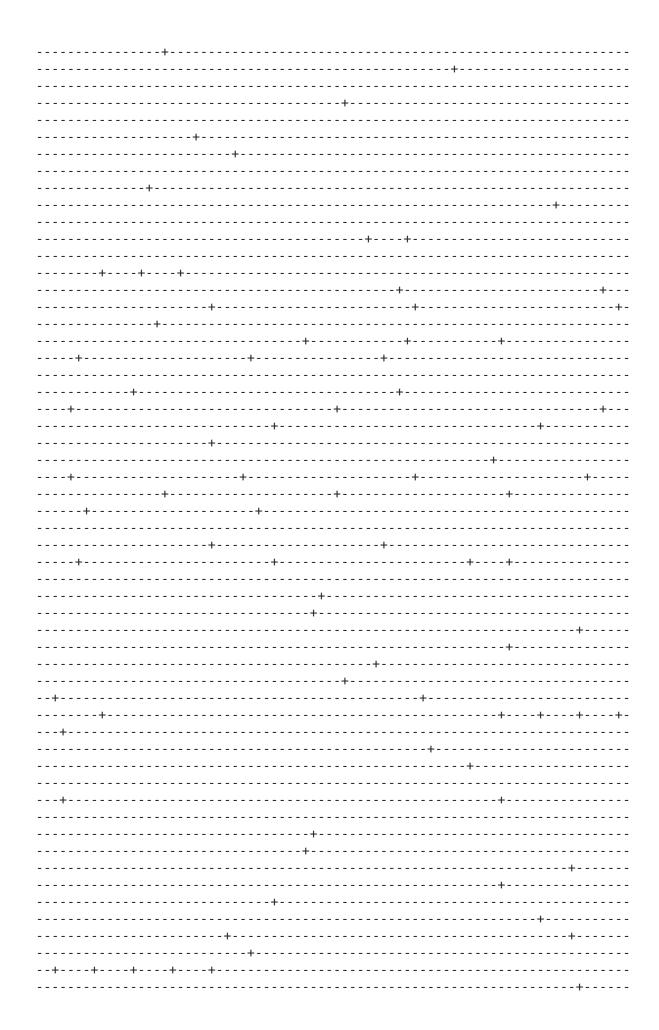
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stand
| I totally like this
I may buy
                                                     | Max Lif
e is a respected and well-known brand | It is successfully competing with ma
jor bank based insurers like HDFC Life and ICICI Prudential, on its own |
| It is known for superior customer service |
1
                                        | 2 |
                                               | 3 |
                                                        | Ver
y new and different
| Somewhat relevant
| I may recommend
| Somewhat easy to understand
I 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 products |
                            | 2
                | Very new and different
| 1 | 3 |
           | Somewhat relevant
| I will definitely recommend
| Concept OMax Life Insurance
                            | Concept 2Max Life Insurance by Axis Ban
                                                  | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax Life Insurance |
| Concept 3Axis 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 0Max Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
                                                           ı
| Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance | Rank 3
| Rank 1 - Most liked | Rank 2
                                    | Rank 4 - Least liked |
4 | 1 | 5 | 6 | 2 | 3 | 7 | It has a vibrant colour scheme
                 | It looks modern and luxurious | It feels sharper and
                                                   | Mumbai
bolder |
| Male
                                | Post-graduate PhD / doctorate
| Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees |
Savings Account/ Current account
            | Credit Card | Loans (Home, auto, personal, business) |
                                           | Max Life Insurance
    l West
                       l Metro
 Online | Others
                | Concept 1
                             | Max Life Insurance
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7 | 2024-01-23 17:18:52 | 152.58.209.146 |
                                                                | INR 2-5L
                 | 25-35 years
l 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.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 | 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 2 (Brand 3) | Top of mind (Brand 1)
  Spontaneous 1 (Brand 2) |
             | Axis Bank |
| LIC
| Kotak Life Insurance
                                 | ICICI Prudential Life Insurance | Kotak
                          | LIC
Life Insurance
                                                           | ICICI Prudenti
al Life Insurance | Kotak Life Insurance
                                                  | Kotak Life Insurance
| HDFC Bank
| Axis Bank
                      | Axis Bank
                                            | Axis Bank
                                                                  | State Ba
nk of India | Axis Bank
                                 | Kotak Mahindra Bank | Axis Bank
| Axis Bank
                     | Axis Bank
                                           | Association with a banking bra
nd/ name
| Insurance expertise | Customer reviews and word of mouth |
                            | Very easy to understand
| I totally like this
                                                                           I may buy
                                                                   I Both ar
e strong brand names in their respective segments |
                                      | Both are known for superior custome
r 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 u
nderstand
I 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
     | 3 | 1 | | Somewhat new and different
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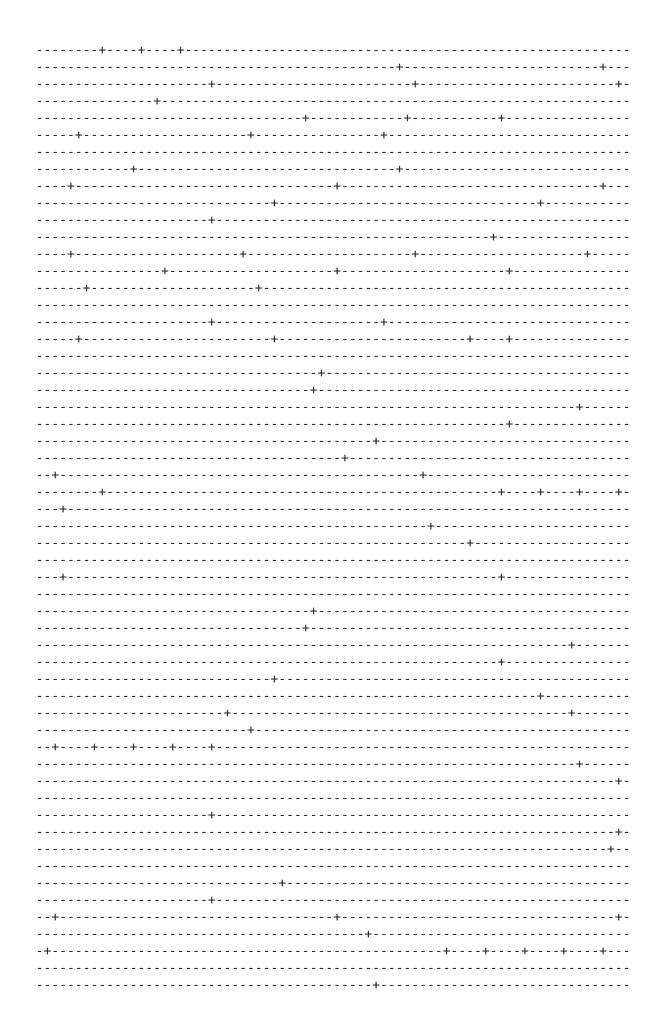
May or might not be relevant I may recommend	
Very easy to understand	
I totally like this I will definitely buy	
	Axis na
me is taken in the same line as HDFC and ICICI	
It is known for superior products It is known for superior	or customer serv
2 1 3 Somewhat new and different Somewhat relevant I may recommend	
 Concept 1Axis Max Life Insurance	
Concept 3Axis Life Insurance Concept 0Max Life Insurance	-
Concept 3Axis Li Concept 2Max Life Insura	·
k	Concept 1Ax
is Max Life Insurance	
Concept 1Axis Max Life Insura Concept 0Max Life Insurance Concept 3Axis Li	1
Concept OMax Life Insurance	
Concept 3Axis Life Insurance Max Life Insurance	Concept 1Axis
s Life Insurance Rank 3	Concept 3Axi
Rank 2	heme umbai
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West Metro Max	Life Insurance
Online Axis Bank Concept 3 Max Life Insurance	
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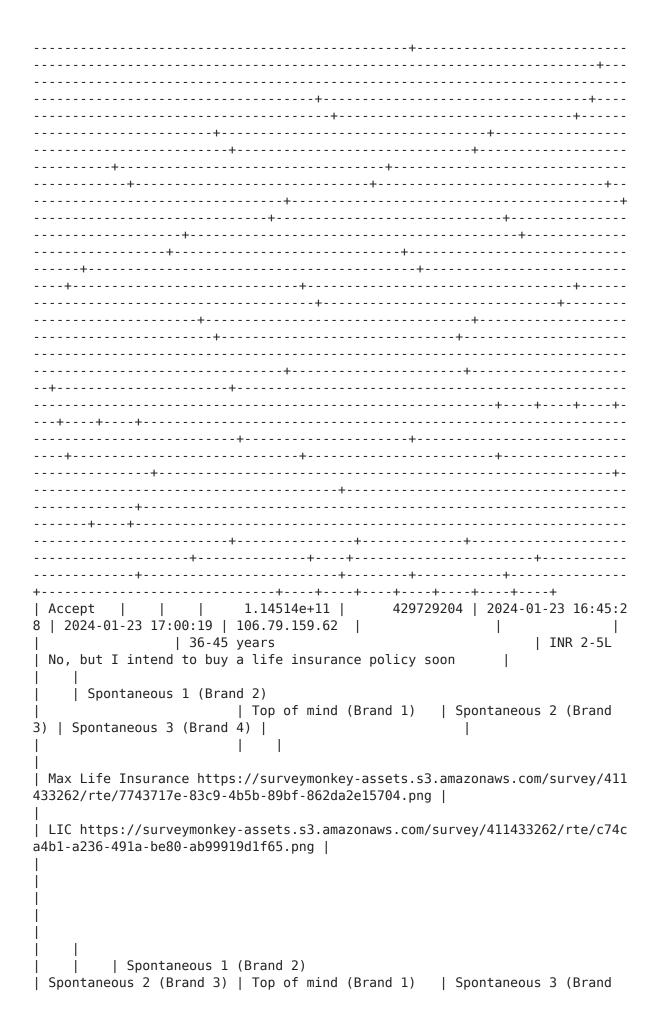


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Accept 1.14514e+11 429729204 2024-01-23 17:01:4
1 2024-01-23 17:18:07 106.79.140.209
36-45 years INR 2-5L
No, but I intend to buy a life insurance policy soon
No, but I intend to buy a tire insurance poticy soon
Spontaneous 2 (Brand 3)
Top of mind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

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| 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
               | Max Life Insurance
ife Insurance
                                                      | Max Life Insur
                                              | Max Life Insurance
               | HDFC Life Insurance
ance
| Axis Bank
                                  | Axis Bank
| Axis Bank
                                                             | Axis Ban
              | Axis Bank
k
    | Axis Bank | Axis Bank
                                             | Axis Bank
| Axis Bank
              | Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                       | | 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 |
                                               | 3 | 2 | |
| 1
remely new and different
| Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                    | Neither easy nor d
ifficult to understand
I 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 OMax Life Insurance
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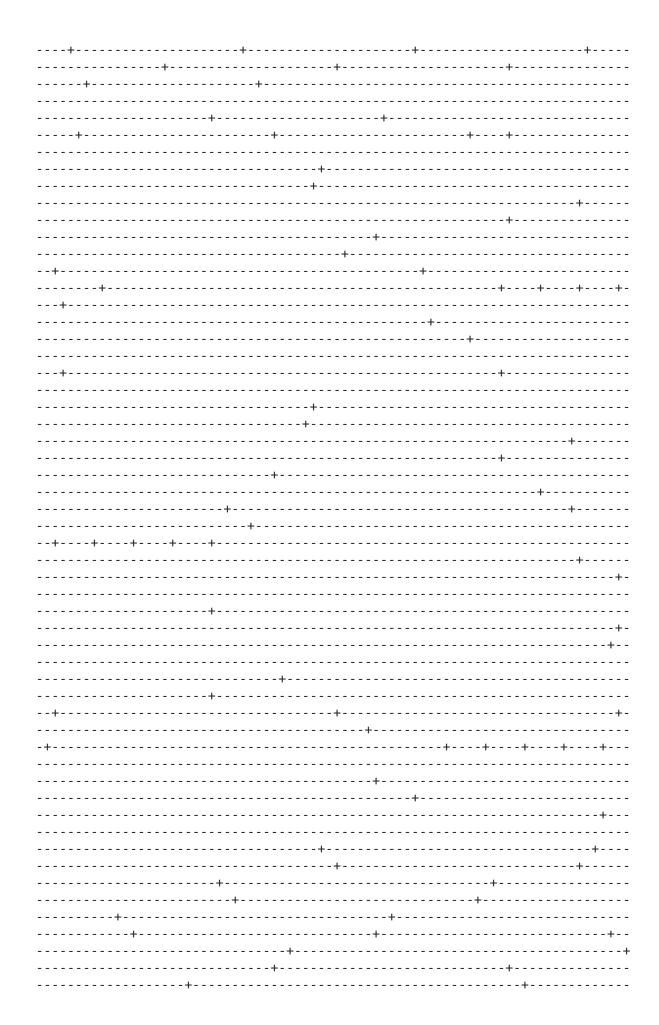
 	 Concept 0Ma	ax Life Insurance I	1
Concept OMax Life Insurance		ı	
 Max Life Insurance	I		Concept 1Axis
 	•	is Max Life Insura ax Life Insurance 	
Concept OMax Life Insurance 	Concept 0Ma	ax Life Insurance 	
Rank 1 - Most liked Rank 3	1 ks modern and I Lawyers, etc.	. M Post-graduate PhD	umbai / doctorate
ual funds West ance Intender FALSE Axis	I İ	t 0 Pure In	
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4) |
                                             | HDFC Bank
            | Axis Bank |
| Max Life Insurance
| Max Life Insurance
                                | Max Life Insurance
                                                                    | Max Li
fe Insurance
                         | Max Life Insurance
                                                          | Max Life Insur
                | LIC
                                                  | Max Life Insurance
ance
l Axis Bank
| Axis Bank
                      | Axis Bank
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                                                                  | Axis Ban
            | Axis Bank
                                | Axis Bank
                                                      | Axis Bank
| Axis Bank
                      | Axis 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 or may not buy
                                                                   | Both ar
e strong brand names in their respective segments |
| Both are known for superior products |
| It looks modern and professional | 1
     | 3 | | 2 | Somewhat new and different
| Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                        | Somewhat easy to u
nderstand
I 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 looks modern and professional | 1
     | 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 OMax Life Insurance
                               | Concept OMax Life Insurance | Concept 1Axis
Max Life Insurance |
                                                                 | Concept 2
| Concept OMax Life Insurance |
Max Life Insurance by Axis Bank |
                                                              | Concept 0Ma
                                                    | Concept 2Max Life Insu
x Life Insurance |
rance by Axis Bank |
                                                  | Concept OMax Life Insura
                                       | Concept 2Max Life Insurance by Axis
nce |
Bank |
                                    | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                               | Concept OMax Life Insurance |
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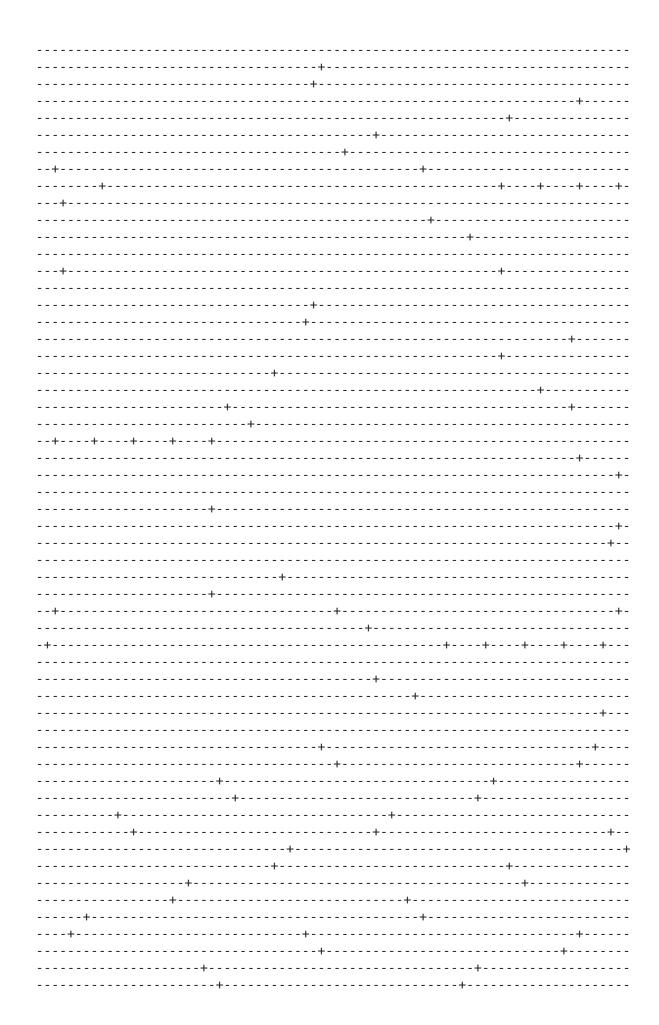
Rank 1 - Most liked Rank 2	It feels sharpe Mumba Graduate Life Insurance	ii
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                                429729203 | 2024-01-23 15:50:2
                   1.14514e+11 |
4 | 2024-01-23 16:32:34 | 152.58.208.28
            | 36-45 years
                                             | INR 2-5L
                                          | Online aggrega
 Yes
tors like Policybazaar, Coverfox, etc.
 Spontaneous 2 (Brand 3)
                  | Top of mind (Brand 1)
 Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand 2) |
                      I 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
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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
                                                l Kotak
                  | Max Life Insurance
Life Insurance
                                          | Max Life Insur
            | Max Life Insurance
                                    | Max Life Insurance
ance
| HDFC Bank
Axis Bank
               | Axis Bank
                               | Axis Bank
                                              l Axis Ban
        | Axis Bank
                        | Kotak Mahindra Bank | Axis Bank
                               | Association with a banking bra
| Axis Bank
               | Axis Bank
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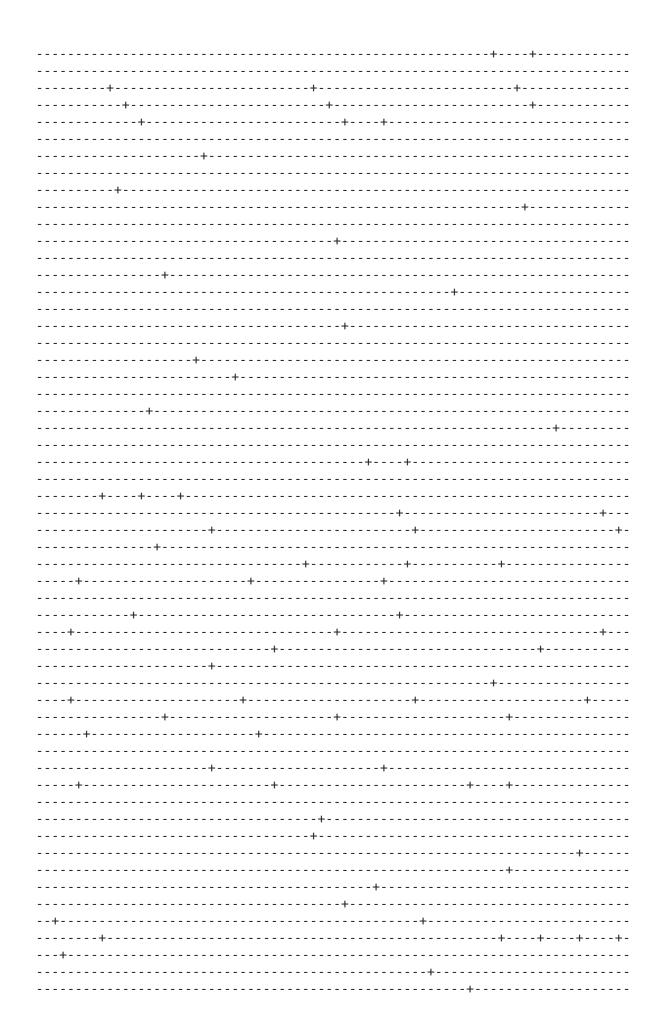
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nd/ name
                      | Customer reviews and word of mouth | Claim settlemen
                                      | Neither easy nor difficult to unders
t ratio |
tand
| Neither like nor dislike this insurance plan
                                                                           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 |
                                                           | 3 |
| 2
                                                   | 1 |
                                                                      | Som
ewhat new and different
I Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                        | Very easy to under
stand
| I totally like this
                                                                           I may buy
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
I 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
| It looks modern and professional | 3
        | | 1 | Slightly new and different
| May or might not be relevant
| I may recommend
                                   | Concept 2Max Life Insurance by Axis Ban
                                                               | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | Concept 3
Axis Life Insurance | Concept OMax 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
                                                               | 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 1 - Most liked | Rank 2
| Rank 3
6 | 4 | 2 | 7 | 1 | 3 | 5 | It has a vibrant colour scheme
                      | It looks modern and luxurious |
                         | The picture/ image looks cool | Mumbai
                                         | Post-graduate PhD / doctorate
| Male
```

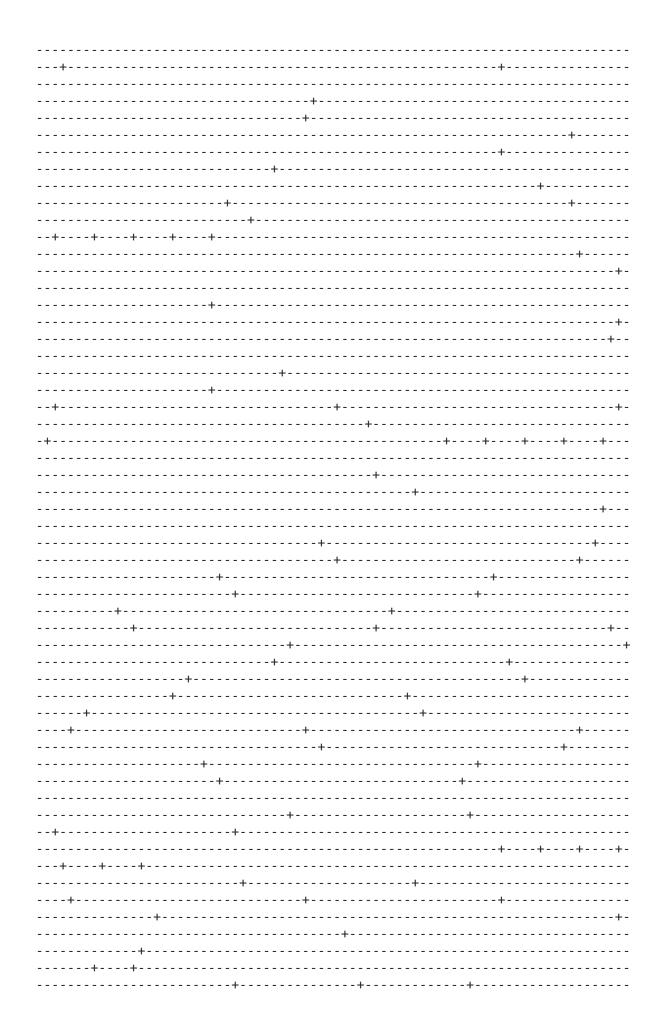
Self-employed / Entrepreneur	
Savings Account/ Current account	
Credit Card Loans (Home, auto, personal, business)	
West Metro Max Life Insurance	ce
Online Axis Bank Concept 2 Max Life Insurance	
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| Accept
                   1.14514e+11 |
9 | 2024-01-23 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
                    | Spontaneous 2 (Brand 3) | Spontaneous 3 (Bran
2) |
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
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| Tata AiA Life Insurance https://surveymonkey-assets.s3.amazonaws.com/surve
y/411433262/rte/52c7f424-58bc-443a-b3b8-98c1e9ee1919.png |
       | Spontaneous 3 (Brand 4)
| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) | Spontaneous 1 (Brand
                    | State Bank of India |
| ICICI Bank | Axis Bank |
| Max Life Insurance
| Max Life Insurance
                       | Max Life Insurance
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fe Insurance
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             | Max Life Insurance
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ance
| ICICI Bank
| ICICI Bank
                                               | ICICI Ba
               | ICICI Bank
                               | ICICI Bank
        | ICICI Bank
                       | ICICI Bank
                                       | ICICI Bank
| ICICI Bank
               | ICICI Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                       | | Somewhat easy to understand
t ratio |
| I somewhat like this
                                                     I may buy
                                                I Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
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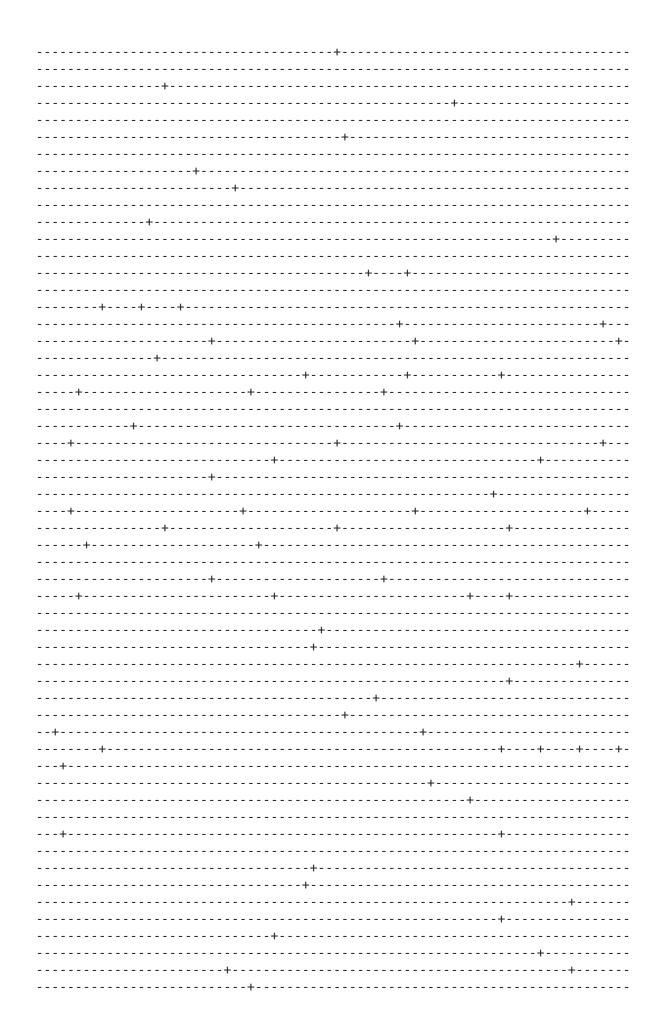
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| It looks modern and profess
                                              | 2 | | 3
ional | 1
I Somewhat new and different
| Somewhat relevant
| I will definitely recommend
| Max Axis Life Insurance
                                              | 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 customer serv
ice | 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 OMax Life Insurance
                         | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                                                  | Concept 1Axis
Max Life Insurance |
| Concept OMax Life Insurance |
                                                  | Concept 1Axis
Max Life Insurance |
| Concept OMax Life Insurance |
                         | Concept OMax Life Insurance |
Rank 1 - Most liked
| Rank 3
                  | Rank 2
                                      | Rank 4 - Least liked |
5 | 7 | 4 | 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
                                           | Life Insurance Inten
der | FALSE | Axis Bank | Concept 0
                                | Pure Intender
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                                         429729204 | 2024-01-23 15:39:4
                        1.14514e+11 |
2 | 2024-01-23 16:13:26 | 106.79.132.252 |
                                                          | INR 2-5L
                | 25-35 years
| 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/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance htt
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-47a1-8da0-bb23d8612890.png |
        | Spontaneous 1 (Brand 2)
| Spontaneous 3 (Brand 4) | Top of mind (Brand 1) | Spontaneous 2 (Brand
                                         | HDFC Bank
3) |
                         | Axis Bank |
                                          | Max Life Insurance
                         | Max Life Insurance
                                                             | HDFC L
| Max Life Insurance
                                                      | ICICI Prudenti
ife Insurance
                       | Max Life Insurance
al Life Insurance | Max Life Insurance
                                              | Max Life Insurance
| Axis Bank
| Axis Bank
                | Axis Bank
                                 | Axis Bank
                                                          | Axis Ban
           | Axis Bank
                              | Axis Bank | Axis Bank
k
| Axis Bank
             | Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                             | | Somewhat easy to understand
t ratio |
| I somewhat like this
I may buy
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 or may not recommend
| Max Axis Life Insurance
                                                   | Somewhat easy to u
nderstand
| Neither like nor dislike this insurance plan
I may buy
                                                             | Max Lif
e is a respected and well-known brand |
| It is known for superior products |
| It looks modern and professional | 1
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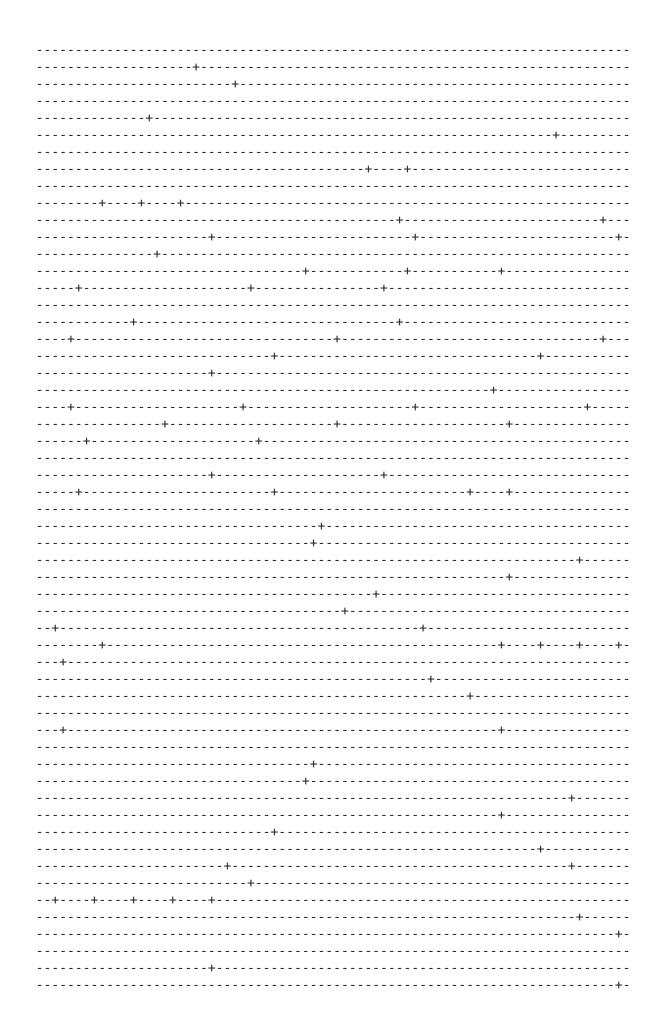
2 3 Somewhat new and different	
Somewhat relevant	
I may or may not recommend	
Neither easy nor difficult to understand	
Neither like nor dislike this insurance plan	
I may or may not buy	
Axis r	na
me is taken in the same line as HDFC and ICICI It has a wide network of b	br
anches	
It looks modern and professional 1	
2 3 Slightly new and different	
May or might not be relevant	
I may or may not recommend	
Concept OMax Life Insurance	
Concept OMax Life Insurance	
Concept OMax Life Insurance Concept 1Axis Max Life Insurance	
Concept 1Ax:	is
Max Life Insurance	
Concept OMax Life Insurance Concept	
Max Life Insurance by Axis Bank Concept ON	٩a
x Life Insurance	
Concept 1Ax:	İS
Max Life Insurance	_
Concept	
Max Life Insurance by Axis Bank Rank 1 - N	٩o
st liked	
Rank 3	
7 6 4 5 3 2 1 It has a vibrant colour scheme	
It feels refreshing It looks modern and luxurious	
Mumbai	
Male Graduate	
Self-employed / Entrepreneur	I
Savings Account/ Current account	
	on
West	211
der FALSE Axis Bank Concept 0 Pure Intender	
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7 2024-01-23 15:44:50 152.58.209.7
36-45 years More than
10L Yes, but I intend to buy a n
ew life insurance policy soon Online aggregators like Policybazaar, Coverf
ox, etc.
 Top of mind (Brand 1) Spontaneous 3 (Brand 4)
Top of mind (Brand 1) Spontaneous 3 (Brand 4)

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| Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) |
| 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/
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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 |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/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 | ICICI Prudential Life Insurance | Max Life Insur
                  | ICICI Prudential Life Insurance | ICICI Prudential Life
Insurance | HDFC Bank
                      | Axis Bank
| Axis Bank
                                            | Axis Bank
                                                                  | Axis Ban
                                  | Kotak Mahindra Bank | Axis Bank
k
            | Axis Bank
| Axis Bank
                      | Axis Bank
                                           | Association with a banking bra
nd/ 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
                                                                   I 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
                                                   | 1 |
                                                             | 2 |
                                                                       Som
ewhat new and different
I Somewhat relevant
| I will definitely recommend
| Max Axis Life Insurance
                                                        | Somewhat easy to u
nderstand
| Neither like nor dislike this insurance plan
                                                                           1
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
         | 3 | 2 | Very new and different
| Somewhat relevant
| I may recommend
| Very easy to understand
| I somewhat like this
                                                                           I may buy
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I	Axis na
me is taken in the same line as HDFC an It is known for superior products I	•
ice	1
2 3 Very new and diff	erent
May or might not be relevant	
I may or may not recommend	
ı Concept 1Axis Max Life Insurance	
Concept 3Axis Life Insurance	Concept 1Axis
lax Life Insurance	Concept 3Axi
s Life Insurance	Concept 1Axis Max Life Insu
rance Concept 2Max Life Insurance by	•
•	1Axis Max Life Insurance Concept 2
Max Life Insurance by Axis Bank x Life Insurance	Concept 0Ma
Concept 3Axis Life Insurance	1
Concept 2Max Life Insurance by Axis B	ank Concept 3Axis Life Insurance
Concept 1Axis Max Life Insurance	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Concept 3Axis Life Insurance	Concept 1Axis
ax Life Insurance	Concept 3Axi
Life Insurance Rank 4 - Least liked	
Rank 2 Rank 3	Rank 1 - Most liked
3 1 2 4 5 7 It ha	
It looks modern	•
It feels international Male	Mumbai Graduate
Self-employed / Entrepreneur	
Savings Account/ Current account	1 1
-	Home, auto, personal, business)
West Metro	Life Insurance Inten
er Online Axis Bank Concept 3	Intender having existing LI
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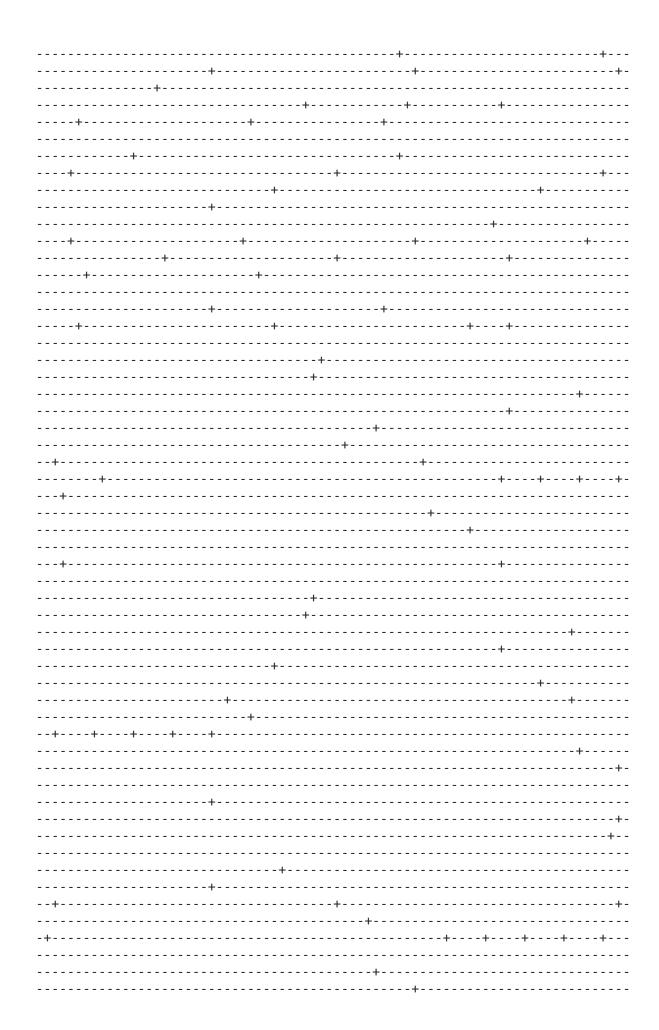


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     1.14514e+11 |
         429729203 | 2024-01-23 15:03:1
0 | 2024-01-23 15:44:25 | 152.58.209.7
   | 25-35 years
            | More than
10L
         | Yes, but I intend to buy a n
ew life insurance policy soon | Bank
 | ICICI Bank
     | Spontaneous 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/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance htt
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-47a1-8da0-bb23d8612890.png | Kotak Life Insurance https://surveymonkey-asse
ts.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479
f.png | LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rt
e/c74ca4b1-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)
                         | 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
                 | SBI Life Insurance
                                                 | SBI Life Insurance
ance
| State Bank of India
| State Bank of India | Axis Bank
                                        | Axis Bank
                                                              | Axis Ban
          | State Bank of India | Axis Bank
                                                 | State Bank of Indi
                      | Axis Bank |
a | Axis Bank
                     | 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 are successfully competing with major brands like HDFC and ICICI | Bo
th 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 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
                                     | 1
ice |
    | 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 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 products |
                                  | 2
| 1 | 3 | |
                  | Somewhat new and different
| Completely relevant
| I may recommend
| Concept 1Axis Max Life Insurance |
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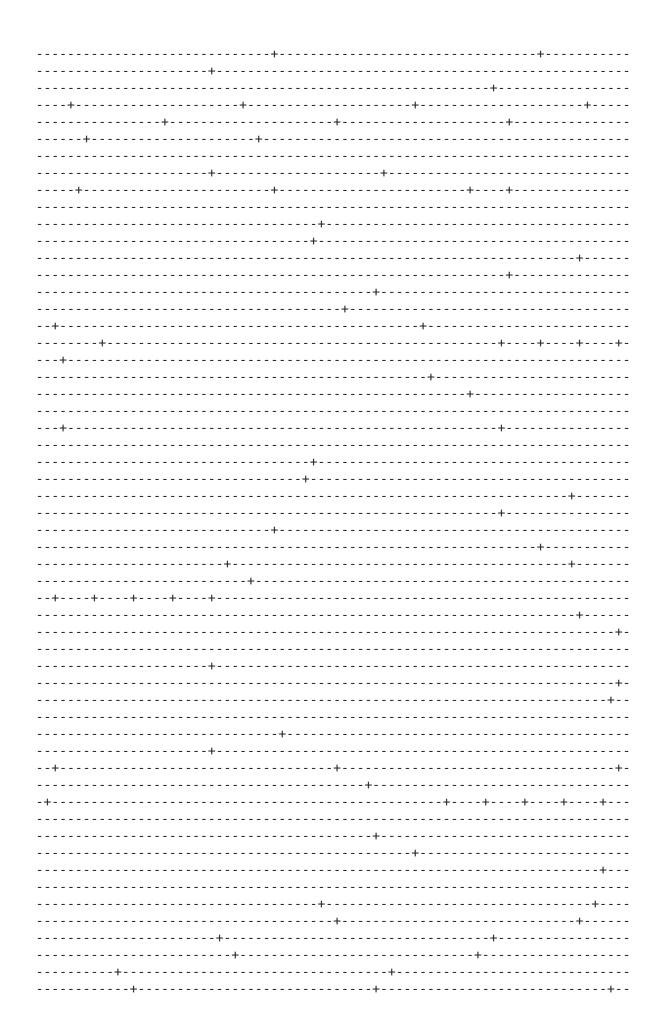
·	pt 1Axis
Max Life Insurance Concept 2Max Life Insurance by Axis Bank	
Concept 1Axis Max Life Insurance	n+ 10vi
Concept 3Axis Life Insurance Concept 0Max Life Insurance Conce Max Life Insurance	pt TAXIS
Concept OMax Life Insurance	
Concept 3Axis Life Insurance	nt 1Axio
Max Life Insurance	pc IAXIS
Concept 1Axis Max Life Insurance	
Concept 3Axis Life Insurance	
Concept 2Max Life Insurance by Axis Bank	1
Rank 2	ı
Rank 1 - Most liked Rank 4 - Least liked Rank 3	1
7 1 4 6 3 5 2	•
It feels refreshing It looks modern and luxurious It feels sha	rper and
polder	mbai
Male	rate
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employee	s
Savings Account/ Current account	
Credit Card Loans (Home, auto, personal, busines	s)
West Metro Life Insuran	ce Inter
der Others Axis Bank Concept 1 Intender having existing	LI
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           1.14514e+11 |
                   429729203 | 2024-01-23 15:03:0
| Accept
3 | 2024-01-23 15:44:12 | 152.58.209.7
       | 36-45 years
                           I INR 7.1-10
                   | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc.
| Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
            | Top of mind (Brand 1)
2) [
| 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-
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LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
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SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/e77bdd8f-0906-47a1-8da0-bb23d8612890.png |
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| 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
al 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 settlemen
                                     | Somewhat easy to understand
                                 1
| 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
                                                   | 3 |
                                                            | 1 |
                                                                      Som
ewhat new and different
| May or might not be relevant
| I may recommend
I Axis Max Life Insurance
                                                        | Very easy to under
stand
| I totally like this
I will definitely buy
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
        | 3 |
| 1 |
                  | Very new and different
| Somewhat relevant
| I may or may not recommend
                                   | Concept 2Max Life Insurance by Axis Ban
                                                               | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax 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
                                | Concept OMax Life Insurance |
k |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
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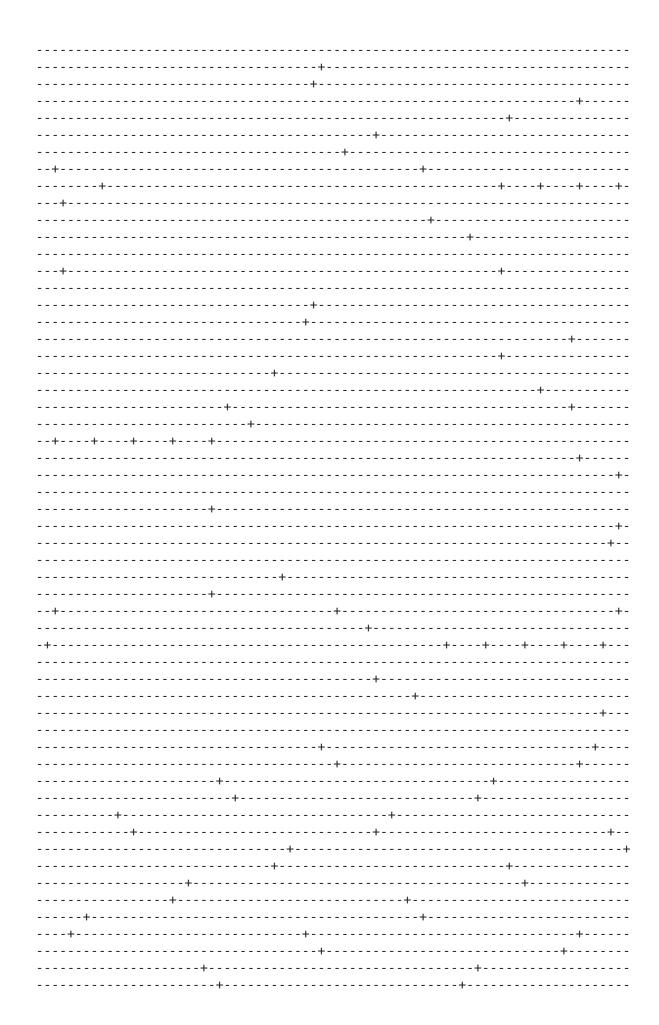
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Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees Savings Account/ Current account
Loans (Home, auto, personal, business) West Metro Life Insurance Intender Online Others Concept 2 Intender having existing LI
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                1.14514e+11 |
                           429729203 | 2024-01-23 14:10:3
Accept
8 | 2024-01-23 15:02:39 | 152.58.209.7
                                      | INR 7.1-10
          | 36-45 years
                           | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc.
                          1
                             | Spontaneous 1 (Brand 2)
Spontaneous 2 (Brand 3) |
                Top of mind (Brand 1)
                               | Spontaneous 3 (Brand
                    | HDFC Life insurance HDFC Life insurance
4) |
| 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 |
| HDFC Life insurance 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
               | HDFC Life Insurance
Allianz Life Insurance
                                   | ICICI Prudenti
al Life Insurance | ICICI Prudential Life Insurance | ICICI Prudential Life
Insurance | HDFC Bank
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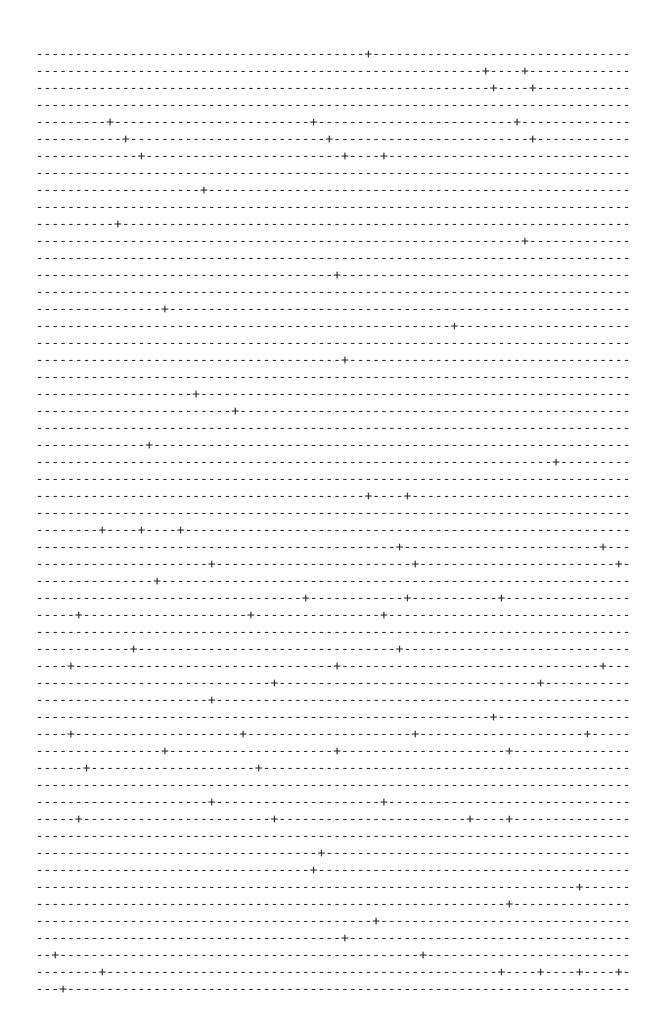
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| Kotak Mahindra Bank | Kotak Mahindra Bank | HDFC Bank
k | HDFC Bank | Kotak Mahindra Bank | Kotak Mahindra Ban
k | Kotak Mahindra Bank | Kotak Mahindra Bank |
| Insurance expertise |
                                                         | Claim settlemen
t ratio | 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 successfully co
mpeting with major brands like HDFC and ICICI |
| Both are known for superior customer service |
                                                  | 1 | 3 | | Som
| 2
ewhat 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 is known for superior customer serv
ice |
                                      | 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 na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
| 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 Ban
k | 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 2
Max Life Insurance by Axis Bank |
                                  | Concept 2Max Life Insurance by Axis Ban
k | Concept 3Axis Life Insurance |
                                                             | Concept 1Ax
is Max Life Insurance |
                                                               | Concept 3
Axis Life Insurance |
                                                | Concept 1Axis Max Life I
                                                   | Concept 3Axis Life Ins
nsurance |
urance | Rank 4 - Least liked
                   | Rank 2
                                            | Rank 1 - Most liked |
| Rank 3
6 | 5 | 1 | 2 | 3 | 4 | 7 |
| It feels refreshing | It looks modern and luxurious |
| It feels international |
| Male
                                        | Higher secondary-12th
```

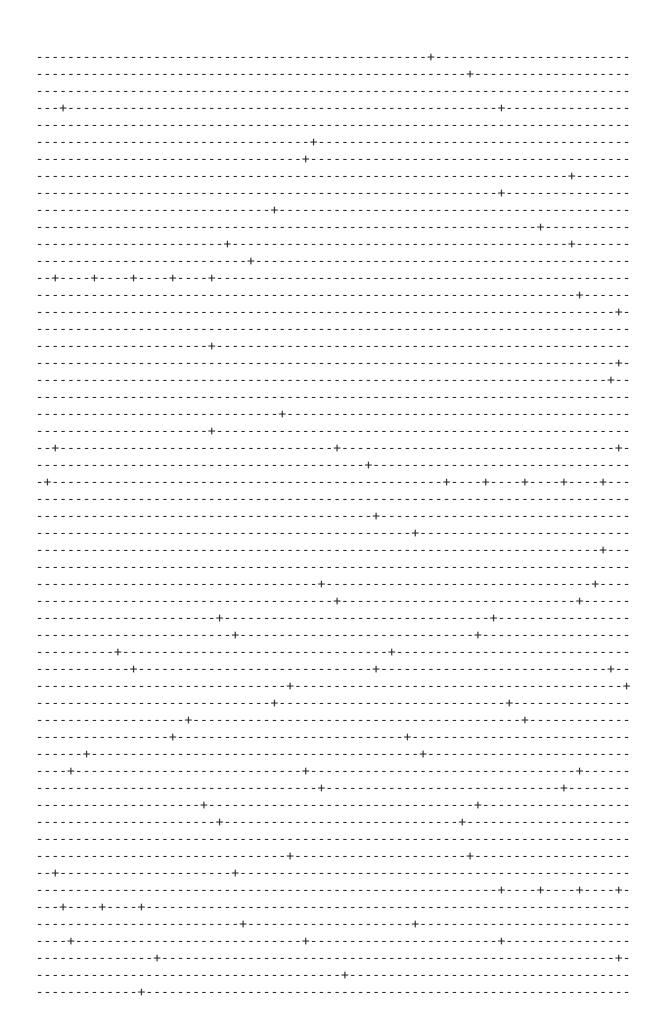
Self-employed / Entrepreneur	
Savings Account/ Current account	
Credit Card Loans (Home, auto, personal, business)	.
West	ten
der Online Others Concept 3 Intender having existing LI	
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  -----+
                   1.14514e+11 |
                                429729203 | 45314.59067
 45314.61567
               | 152.58.209.7
             | 46-50 years
                                              | INR 7.1-10
                                 | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc.
                                   1
| Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
                    | Top of mind (Brand 1)
2) |
| 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) |
                                 | State Bank of India |
| ICICI Bank | Axis Bank |
| 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
        l 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
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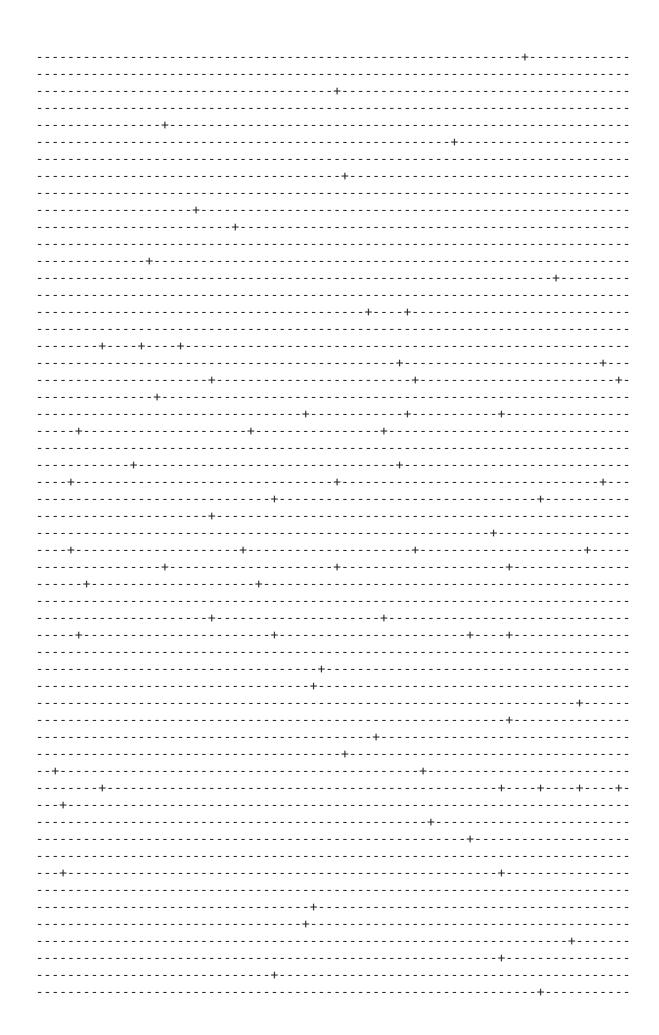
```
| Both are successfully competing with major brands like HDFC and ICICI | Bo
th are known for superior products | Both are known for superior customer se
rvice |
| 2 | 3 | 1 | | Very new and different
| Somewhat relevant
| I may or may not recommend
| Max Axis Life Insurance
                                                | Somewhat easy to u
nderstand
| I somewhat like this
I may or may not buy
| It is known for superior products | It is known for superior customer serv
ice | 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 na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
                                     | It is known for superior custom
anches |
er service |
                                       | 3
| 2 | | 1 | | Somewhat new and different
| May or might not be relevant
| I may recommend
                              | Concept 2Max Life Insurance by Axis Ban
k |
| Concept 2Max Life Insurance by Axis Bank |
                                                                Concept OMax Life Insurance
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance |
                                                    | Concept 1Axis
Max Life Insurance |
| Concept OMax Life Insurance |
                                                        | Concept 2
Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
k |
                            | Rank 3
| 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 |
                                                      | Mumbai
| Male
                                   | Graduate
| Self-employed / Entrepreneur
                                                               Savings Account/ Current account
             | Credit Card | Loans (Home, auto, personal, business) |
    | West
                        | Metro
                                       | Life Insurance Inten
der | Online | Axis Bank | Concept 2 | Intender having existing LI |
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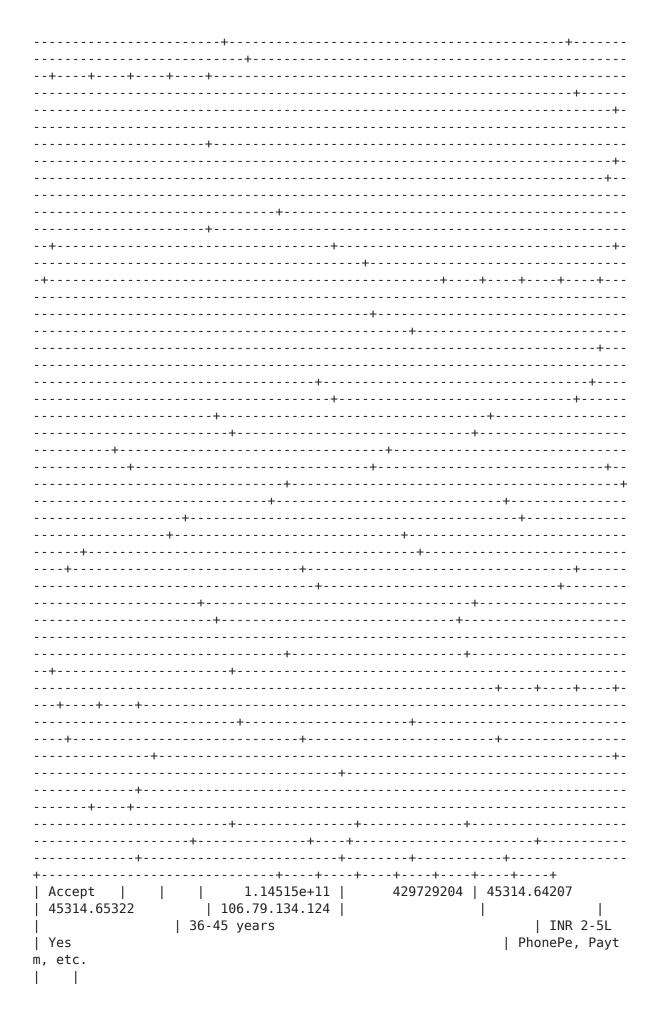




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                       1.14515e+11 |
                                       429729204 | 45314.80874
 Accept
                  | 106.79.175.35 |
 45314.81988
                                                       | INR 2-5L
               | 25-35 years
| Yes
                                                   | Insurer websit
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 Li
                                                   | LIC
fe Insurance
                      | Max Life Insurance
| Max Life Insurance
                            | Max Life Insurance
                                                          | ICICI
Bank
| HDFC Bank
                   | ICICI Bank
                                      | ICICI Bank
                                                         | ICICI Ba
          | HDFC Bank
                                               | ICICI Bank
                             | ICICI Bank
| HDFC Bank
                   | HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                            | | Very easy to understand
t ratio |
| 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 1
                                            | 3 |
                                                             | 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
                                                                1
I may not buy
| I did not like this concept
```

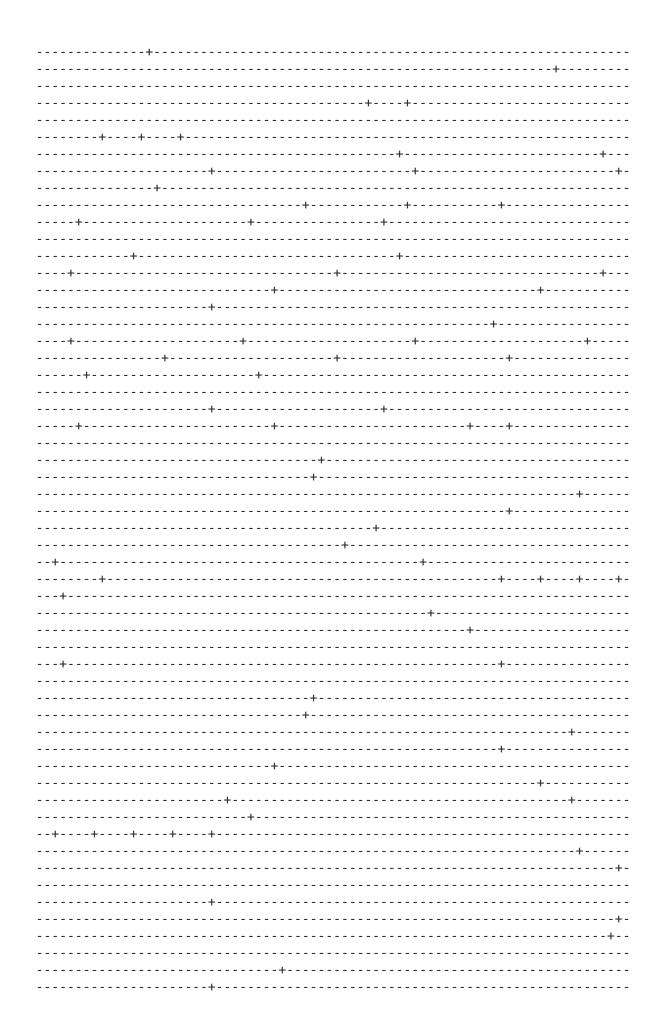
	1
me is taken in the same line as HDFC and ICICI anches	
Concept 1Axis Max Life Insurance Concept 2Max k Concept 0Max L	
Concept OMax Life Insurance Concept OMax Lif	e Insurance
k Concept 2Max Life Insurance by Axis Bank	Life Insurance by Axis Ban Life Insurance by Axis Ban Insurance
Rank 3 Rank 1 - Most liked Rank 4 - Least liked R 2 6 7 4 5 3 1 It has a vibran It feels refreshing It looks modern and luxur Male	t colour scheme ious Mumbai raduate PhD / doctorate
	·
+	
+	
+	





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| 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/411
433262/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/411
433262/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
                                                                    l 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
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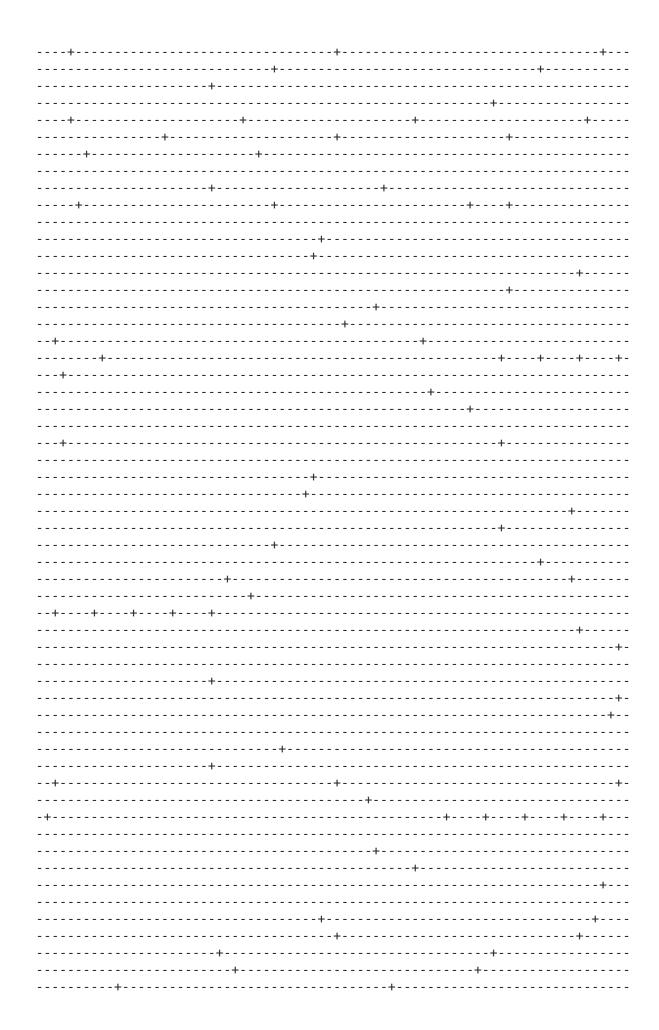
1 2 Not at all new and different		
Somewhat irrelevant		
I may not recommend		
Concept OMax Life Insurance		
Concept 1Axis Max Life Insurance		
Concept 2Max Life Insurance by Axis Bank		
Concept 2Max Life Insurance b	y Axis I	Ban
k Concept OMax Life Insurance		
Consent Ober Life Transport		ı
Concept OMax Life Insurance		
Concept 2Max Life Insurance b	y Axis I	Ban
k Concept OMax Life Insurance		
Concept 2Max Life Insurance by Axis Bank		ı
Rank 4 - Least liked		
Rank 2	a	
4 6 3 5 7 2 1 It has a vibrant colour scheme		
It looks modern and luxurious		
The picture/ image looks cool Mumbai		
Female Graduate		
Home maker		
Savings Account/ Current account		
West Metro Max Life I	nsurance	9
Online Others Concept 3 Max Life Insurance		l
+		
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+		
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            429729204 | 45314.60041
       1.14515e+11 |
Accept
     | 106.79.134.124 |
45314.61155
    | 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/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 |
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| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/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
                  | Max Life Insurance
                                                    | Max Life Insurance
ance
| 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
                                                                           1
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 |
     | 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
                                       | 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 |
        | 2 | 3 | Somewhat new and different
| Somewhat relevant
| I may recommend
| Concept OMax Life Insurance
| Concept 2Max Life Insurance by Axis Bank |
                                   | Concept 2Max Life Insurance by Axis Ban
k |
                                 | Concept OMax Life Insurance |
                                   | Concept 2Max Life Insurance by Axis Ban
                                                               | Concept 1Ax
k |
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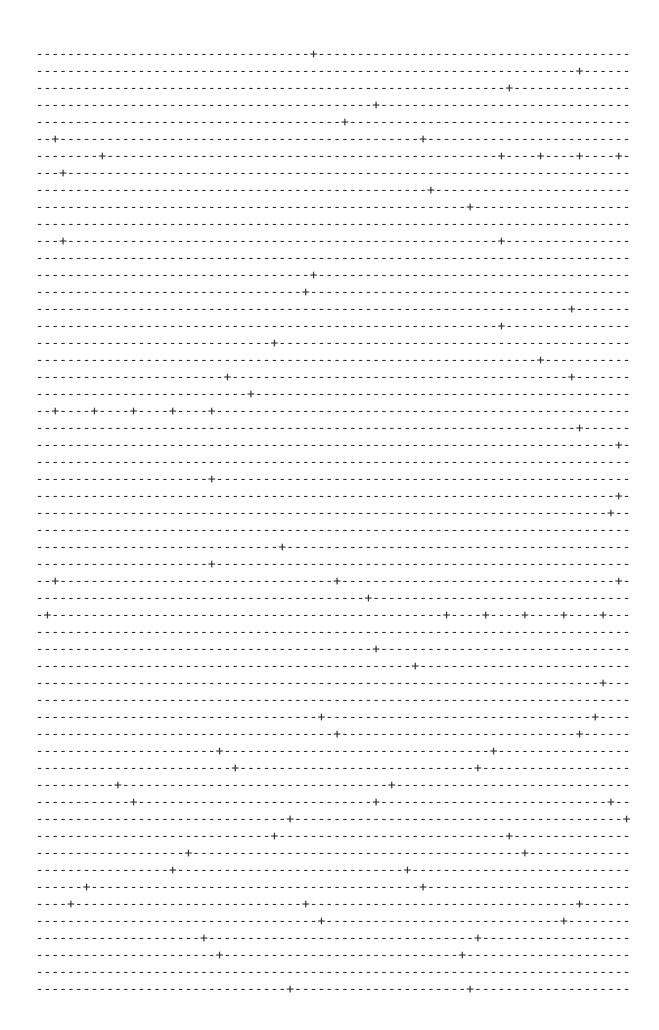
is Max Life Insurance Concept 2Max Life Insurance by Axis Bank Max Life Insurance by Axis Bank x Life Insurance	Concept 2 Concept 0Ma liked
West Metro Max Life Online Others Concept 0 Max Life Insurance	fe Insurance
+	+ -
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           1.14515e+11 |
                   429729204 | 45314.73235
         | 1.187.16.244
45314.7435
       | 36-45 years
                           | INR 2-5L
| Yes
                          | Insurer websit
e
           | Top of mind (Brand 1) | Spontaneous 1 (Brand
            | Spontaneous 3 (Brand 4) | Spontaneous 2 (Bran
2) |
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
       | Max Life Insurance
                      | Max Life Insurance
ance
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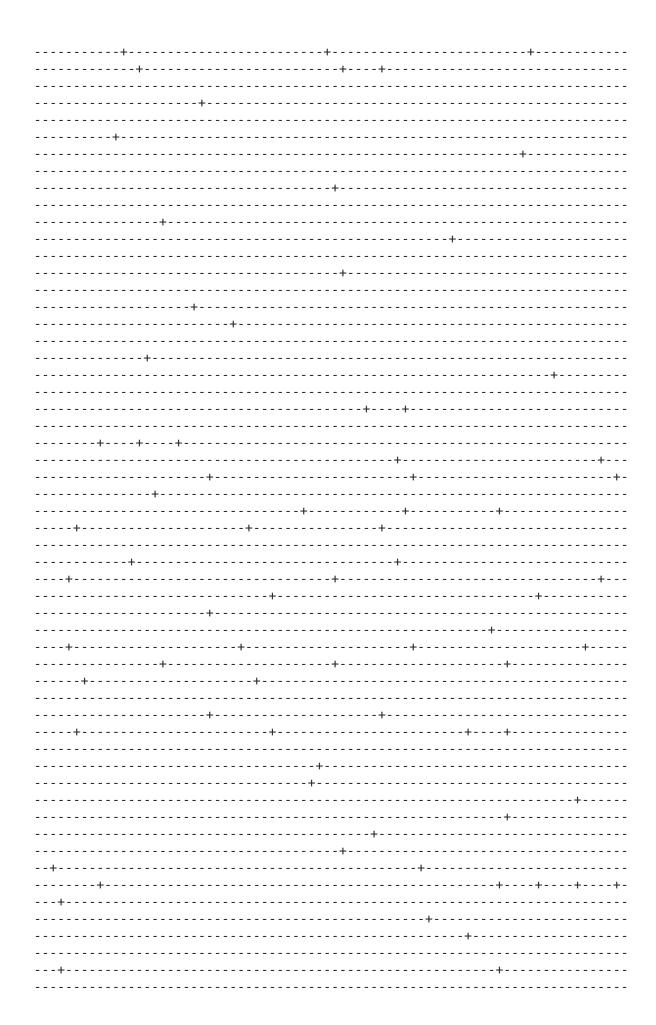
```
| State Bank of India
| State Bank of India | ICICI Bank | State Bank of India | State Ba
nk of India | ICICI Bank | State Bank of India | ICICI Bank
| State Bank of India | ICICI Bank |
| Insurance expertise | Customer reviews and word of mouth |
| Branch/ office network | | Somewhat easy to understand
| 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 |
     | 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 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 | 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 |
| Male
                                        | Graduate
| Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees |
Savings Account/ Current account
```

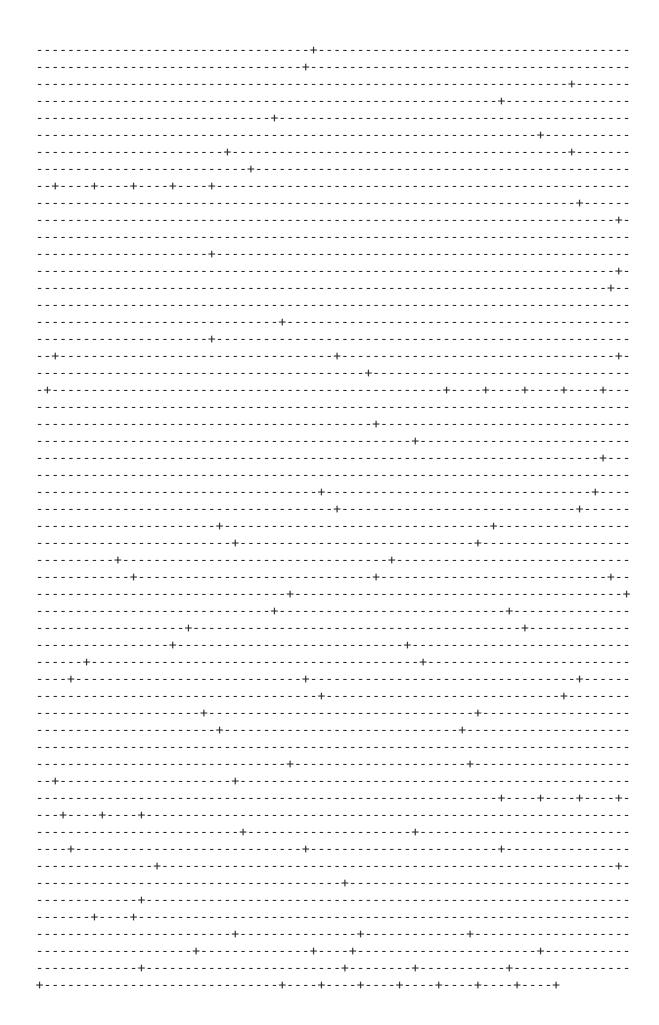
- 1	Other 		Concept		Max		Insuran	ce		Insurar 	
			+								
 	+			+					+		
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			+								
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   -----+----+-----
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                    1.14515e+11 |
                                   429729204 | 45316.42994
 45316.4388
                | 1.187.21.60
                                                 | INR 2-5L
              | 36-45 years
| Yes
                                              | Insurer websit
e
                    | Top of mind (Brand 1)
                    | Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand
3) | Spontaneous 1 (Brand 2) |
                        | 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 |
       | Top of mind (Brand 1)
                    | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) | Spontaneous 3 (Brand 4) |
                                   | HDFC Bank
          | Axis Bank |
Max Life Insurance
                          | Bajaj Allianz Life Insurance | Max Li
| Max Life Insurance
fe Insurance
                    | Max Life Insurance
                                              | Max Life Insur
             | Max Life Insurance
ance
                                       | LIC
l Axis Bank
| HDFC Bank
                | HDFC Bank
                               | Axis Bank
                                                  | Axis Ban
         | HDFC Bank
                          | HDFC Bank
                                          | HDFC Bank
k
                | HDFC Bank
I HDFC 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 known for superior products |
| It looks modern and professional | 1
   | 2 | | 3 | Very new and different
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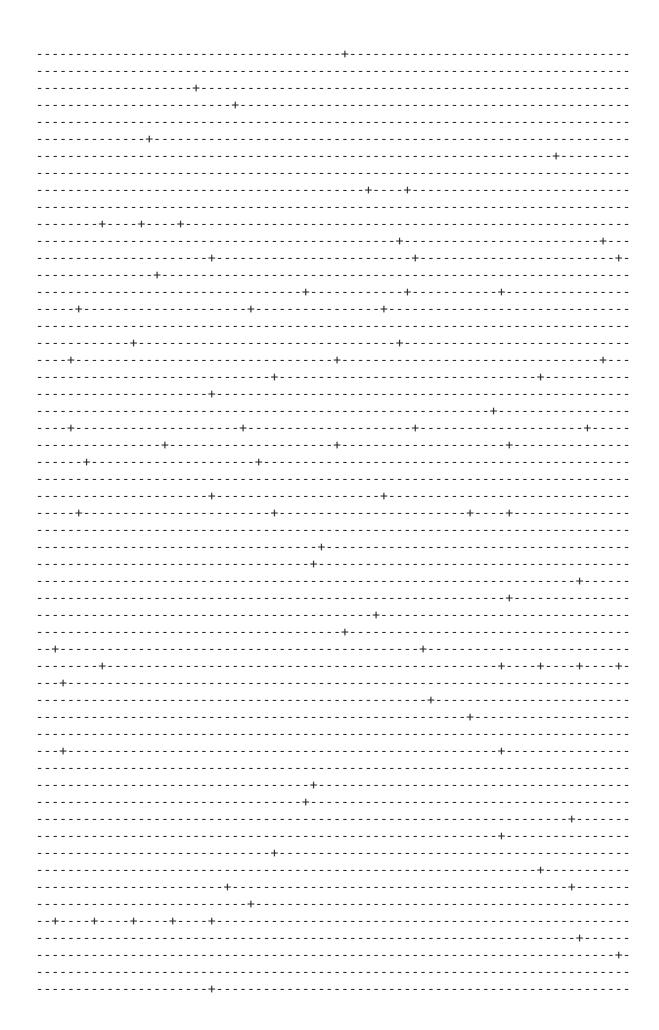
```
| Completely relevant
| I may recommend
I Max Axis Life Insurance
                                                | Neither easy nor d
ifficult to understand
| Neither like nor dislike this insurance plan
                                                                I may or may not buy
| It is known for superior products | It is known for superior customer serv
ice | It looks modern and professional |
    | 1 | 2 | 3 | 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 OMax 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 Ban
                            | Concept OMax Life Insurance |
k |
                              | Concept 2Max Life Insurance by Axis Ban
                            | Rank 1 - Most liked
k |
                  | Rank 4 - Least liked | Rank 2
| Rank 3
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
    | West
                         | Metro
                                              | Max Life Insurance
| Online | Axis Bank | Concept 0
                               | Max Life Insurance
```





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Accept | | 1.14515e+11 | 45314.82683 | 1.187.16.246 |
                                        429729204 | 45314.80874
                                                   | 25-35 years
                                                           | INR 2-5L
| Yes
                                                       | Insurer websit
е
                        | 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/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 |
         | 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 Li
fe Insurance | Max Life Insurance
                                                      | Max Life Insur
             | Max Life Insurance | Max Life Insurance
ance
| 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 |
| | 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
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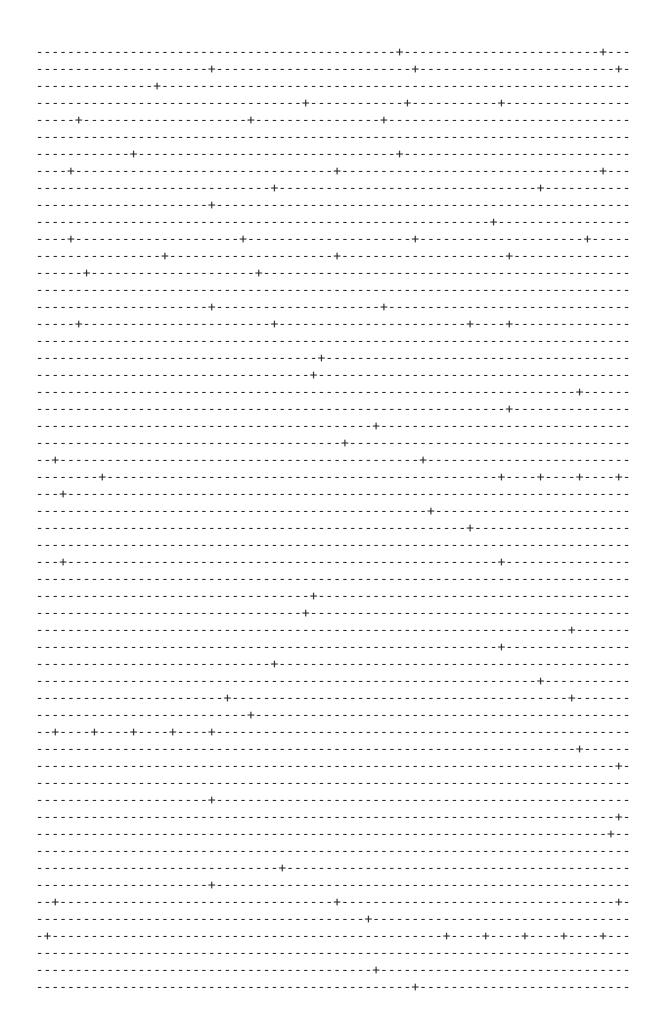
Somewhat easy to understand Neither like nor dislike this insurance plan I may not buy	I
It is known for superior prise is known for superior prise service It looks modern and prosection 1 2 3 Very new and different May or might not be relevant I may recommend Concept OMax Life Insurance Concept 2Max Life Insurance	ofessional
k is Max Life Insurance	Concept 1Ax
	Concept 2 Concept 0Ma
Concept 2Max Life Insurance by Axis Bank	1
Concept 3Axis Life Insurance (Max Life Insurance	Concept 1Axis
Max 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	Concept 2 Rank 2 e s sharper and
bolder It feels international	Mumbai
Self-employed / Entrepreneur	
Savings Account/ Current account	 e Insurance
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+	
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Accept 1.14515e+11 429729204 45314.85735
45314.8685 106.79.133.243
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
1

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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 |
                                               1
  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
                      | ICICI Bank
| HDFC Bank
                                                                 | HDFC Ban
                                            | HDFC Bank
            | 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
                                           | It is known for superior custom
anches |
er service |
                                              | 1
         | 3 |
                    | Extremely new and different
| Somewhat relevant
| I may not recommend
| Concept 1Axis Max Life Insurance |
```

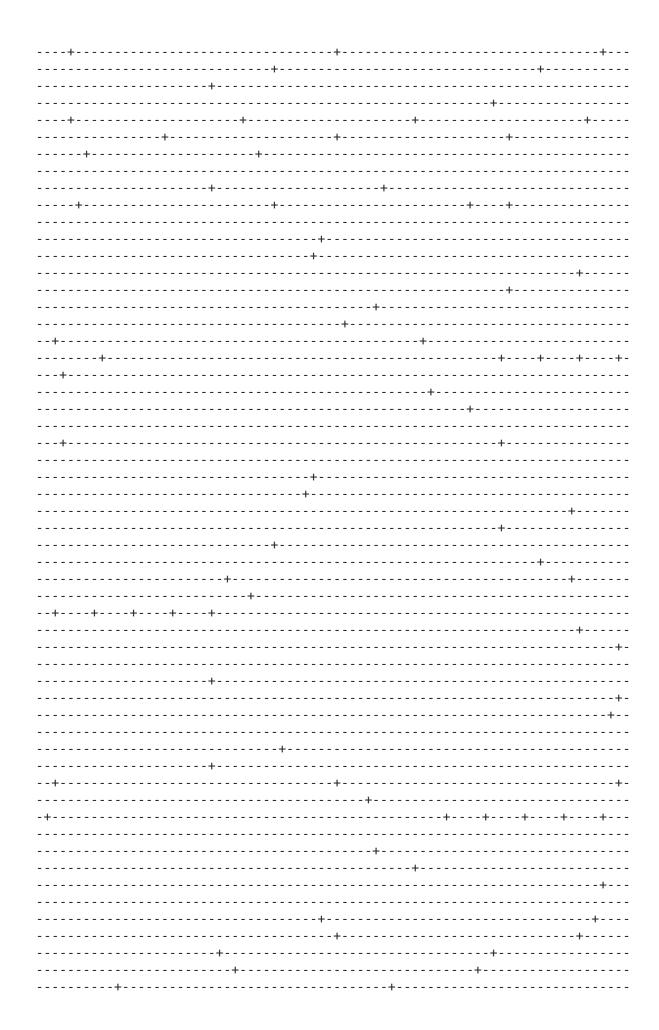
	Concept 1Axis
Max Life Insurance Concept 2Max Life Insurance by Axis Ba	
Concept OMax Life Insurance	····
Concept 3Axis Life Insurance	
Concept 2Max Life Insurance by Axis Bank	1
Concept 1Axis Max Life Insurance	I
Concept TAXIS Max Life Insurance	Concont 1Avic
Many Life Transpage I	Concept 1Axis
Max Life Insurance	
Concept 3Axis Life Insurance	Concept 1Axis
Max Life Insurance	
Rank 2	
Rank 4 - Least liked Rank 3 Rank 1 - Mo	st liked
2 4 5 1 7 3 6 It has a vibrant colour s	cheme
It feels refreshing	feels sharper and
bolder	Mumbai
Female Graduate	1
Home maker	1 1
	I I
Savings Account/ Current account	
	e Insurance Inten
der FALSE Axis Bank Concept 3 Pure Intender	
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-----+
                         429729203 | 45317.61553
               1.14516e+11 |
 Accept
            | 49.47.135.19
 45317.62824
          | 36-45 years
                                   | INR 7.1-10
                         | 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 |
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| 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
                                                                  l Max Li
                         | Max Life Insurance
fe Insurance
                                                           | Max Life Insur
                 | Max Life Insurance
                                                  | Max Life Insurance
| State Bank of India
| HDFC Bank
                     | HDFC Bank
                                       | HDFC Bank
                                                                | HDFC Ban
                            | HDFC Bank | HDFC Bank
      | HDFC Bank
k
I HDFC Bank
                     | HDFC Bank
                                         | Association with a banking bra
nd/ name
| Insurance expertise |
                                                         | Claim settlemen
                                    | Very easy to understand
                                t ratio |
| I totally like this
I will definitely buy
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 |
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
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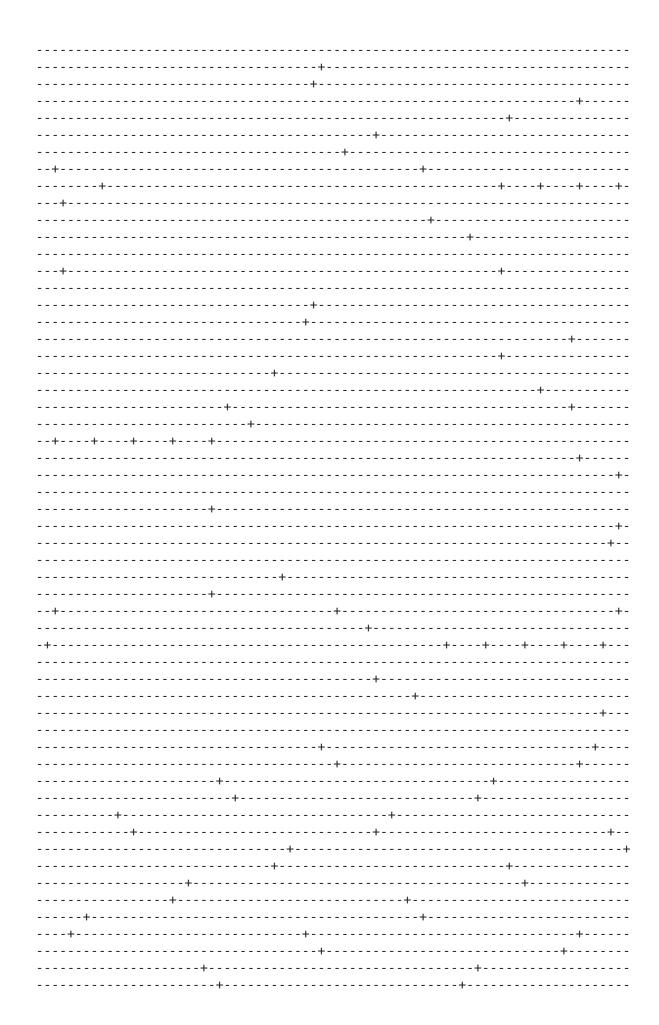
Max Life Insurance	 Concept 2
Rank 1 - Most liked Rank 2	'
<pre>bolder It feels international Male</pre>	Mumbai
Savings Account/ Current account	iproyees
Loans (Home, auto, personal, b West Metro Max Li FALSE Others Concept 1 Max Life Insurance	ousiness) ife Insurance
+	
+	
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              1.14516e+11 |
                        429729203 | 45317.43551
Accept
           | 49.47.135.19
45317.45153
         | 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
                                    l Max Li
fe Insurance
             | Max Life Insurance
                               | Max Life Insur
         | Max Life Insurance
                           | Max Life Insurance
ance
```

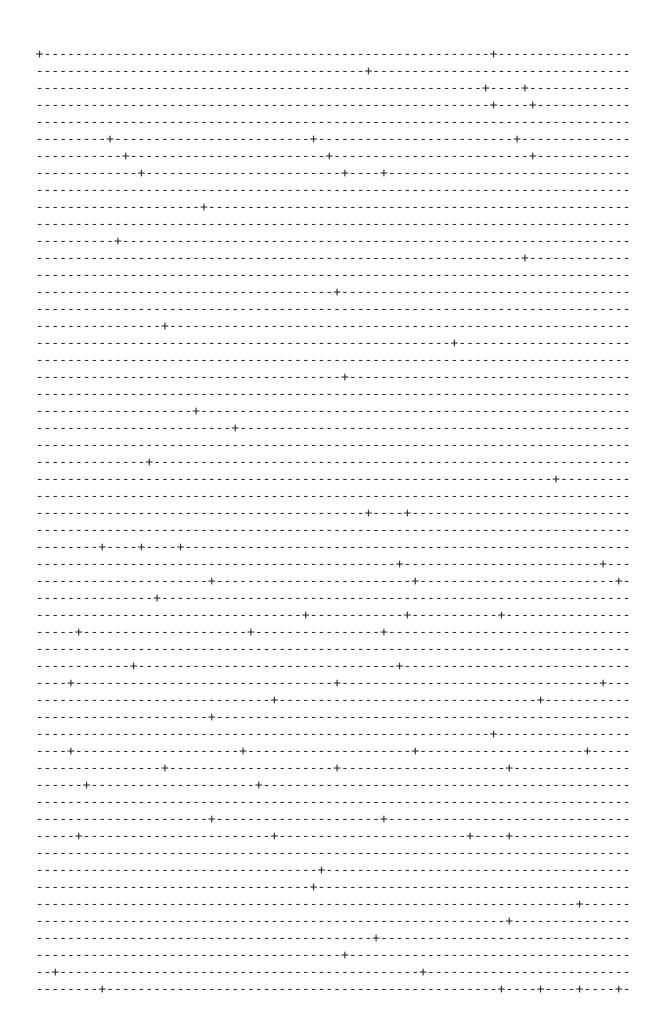
```
| State Bank of India
| State Bank of India | State Bank of India | State Bank of India | State Ba
nk of India | State Bank of India | State Bank of India | State Bank of Indi
a | State Bank of India | State Bank of India | Association with a banking b
rand/ name
                      | Customer 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
                                                                          1
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 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
                                         | Graduate
| Male
```

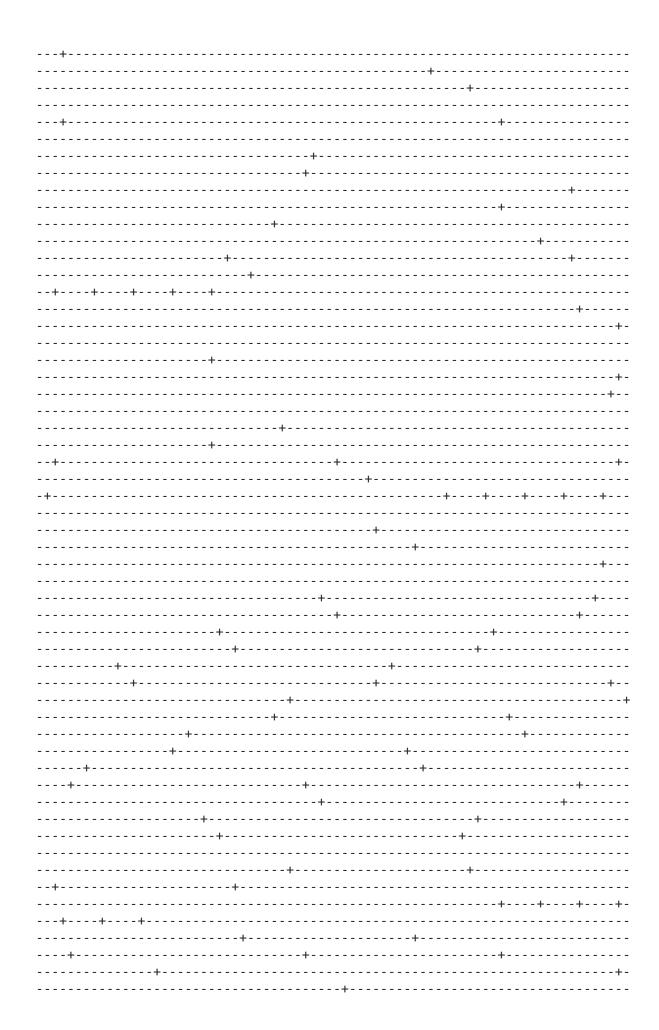
Public sector/ govt. employees	
Savings Account/ Current account	
Fixed deposit	
West Metro Max Life Insurar	ice
FALSE Others Concept 3 Max Life Insurance	
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                 1.14516e+11 |
                             429729203 | 45316.77155
 Accept
             | 157.50.61.134 |
 45316.78277
           | 25-35 years
                                         | INR 7.1-10
                             | No, but I intend to buy a li
fe insurance policy soon
| Spontaneous 2 (Brand 3) |
                                 | Spontaneous 1 (Brand
                  | Top of mind (Brand 1) | Spontaneous 3 (Bran
2) |
d 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
                                 | SBI Life Insurance
ance
           | SBI Life Insurance
| Others
                            | State Bank of India | State Ba
| State Bank of India | Others
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 |
                  | Very easy to understand
| Branch/ office network |
I I somewhat like this
I may or may not buy
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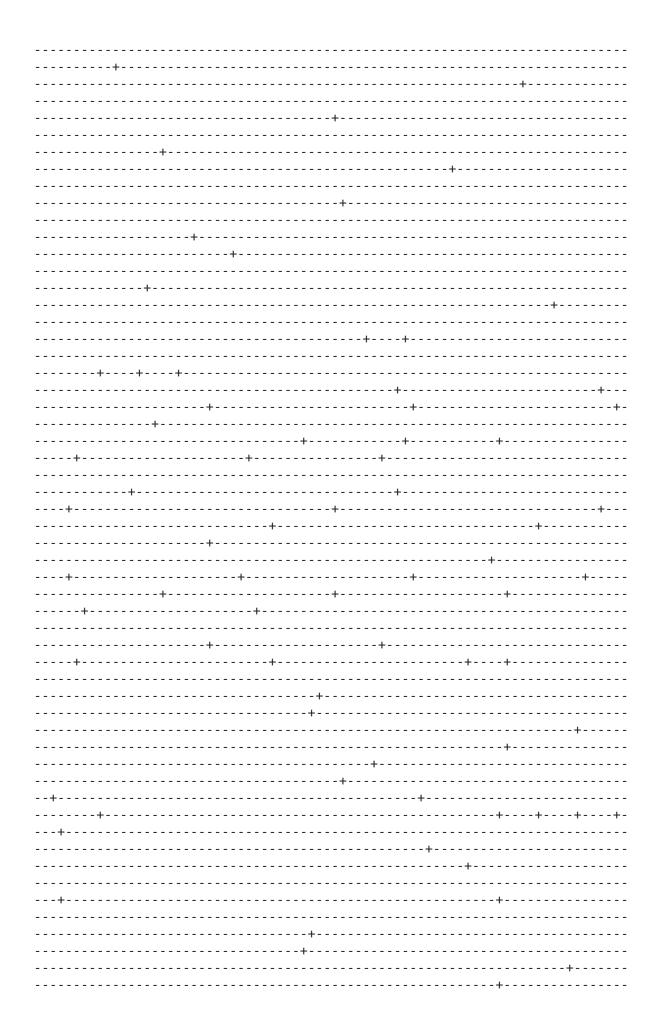
```
| Both are successfully competing with major brands like HDFC and ICICI | Bo
th are known for superior products | Both are known for superior customer se
rvice |
| 1 | 3 | 2 | | Very new and different
| May or might not be relevant
| I may recommend
| Max Axis Life Insurance
                                                  | Somewhat easy to u
nderstand
| Neither like nor dislike this insurance plan
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 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 br
| 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 Ban
k | 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 sharper and
| It feels refreshing |
bolder |
                                                         | Mumbai
                             | Male
                                     | Post-graduate PhD / doctorate
| Self-employed / Entrepreneur
                                                                   Savings Account/ Current account
             | Credit Card | Loans (Home, auto, personal, business) | Mut
ual funds | | West
                                                         | Life Insur
                                   | Metro
ance Intender | FALSE | Others
                               | Concept 3
                                             | Pure Intender
```

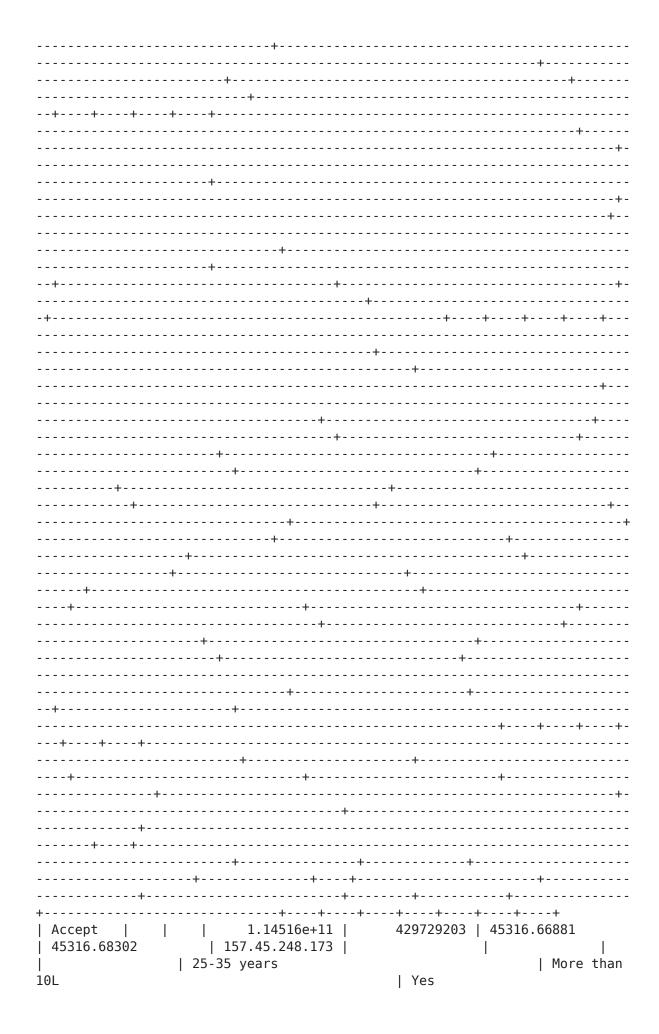




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+----+
                | 1.14516e+11 |
| Accept | |
                                      429729203 | 45316.66875
                 | 157.45.248.173 |
| 45316.68315
              | 25-35 years
                                                     | More 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
                        | 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
              | SBI Life Insurance
                                           | SBI Life Insurance
rance
| State Bank of India
                  l Axis Bank
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
                               | 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 l
    | 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
                                                              1
I may buy
                                                        | Max Lif
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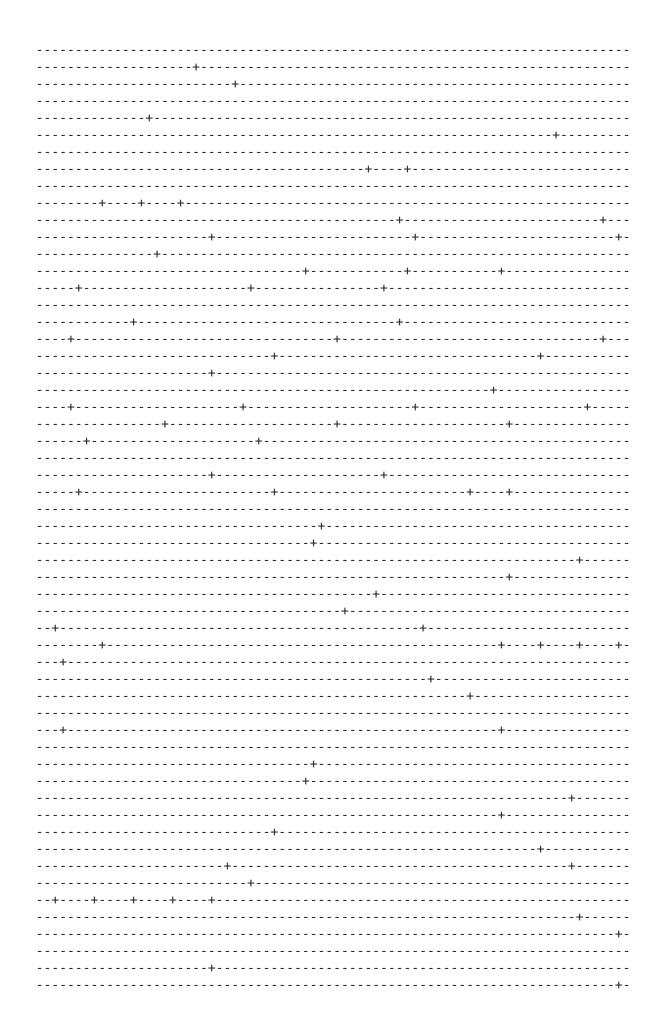
e is a respected and well-known brand jor bank based insurers like HDFC Life	and ICICI Prudential, on its own
It is known for superior customer ser 2 ewhat new and different	1 3 Som
May or might not be relevant I may recommend	
Very easy to understand	
I somewhat like this I may or may not buy	I
	Axis na
me is taken in the same line as HDFC an anches	d ICICI It has a wide network of br
It looks modern and professional 3 1	erent
I will definitely recommend	
 	ncept 2Max Life Insurance by Axis Ban Concept 1Ax
is Max Life Insurance Concept 2Max Li 	fe Insurance by Axis Bank
Concept 3Axis Life Insurance Max Life Insurance Concept 2Max Life	Concept 1Axis Insurance by Axis Bank Concept 2
	Concept 2
Concept 3Axis Life Insurance	Concept 1Axis
Max Life Insurance s Life Insurance	Concept 3Axi Concept 1Axis Max Life Insu
rance Concept 2Max Life Insurance by Rank 4 - Least liked	·
Rank 2 Rank 1 - Most	·
6 3 5 4 1 2 7 It ha It feels refreshing It looks modern	s a vibrant colour scheme
	Mumbai
Male	Graduate
Professionals (Doctors, CA, Lawyers, Savings Account/ Current account	etc.)\Private sector employees
Credit Card	
West Metro	Life Insurance Inten
der Others Axis Bank Concept 2 	Intender having existing LI
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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/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 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
I HDFC Bank
| Axis Bank
                                                                  | Axis Ban
                      | Kotak Mahindra Bank | Axis Bank
            | Axis Bank
                              | Kotak Mahindra Bank | Axis Bank
l Axis Bank
                      l 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 |
                                                   | 1 |
| 2
                                                             | 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
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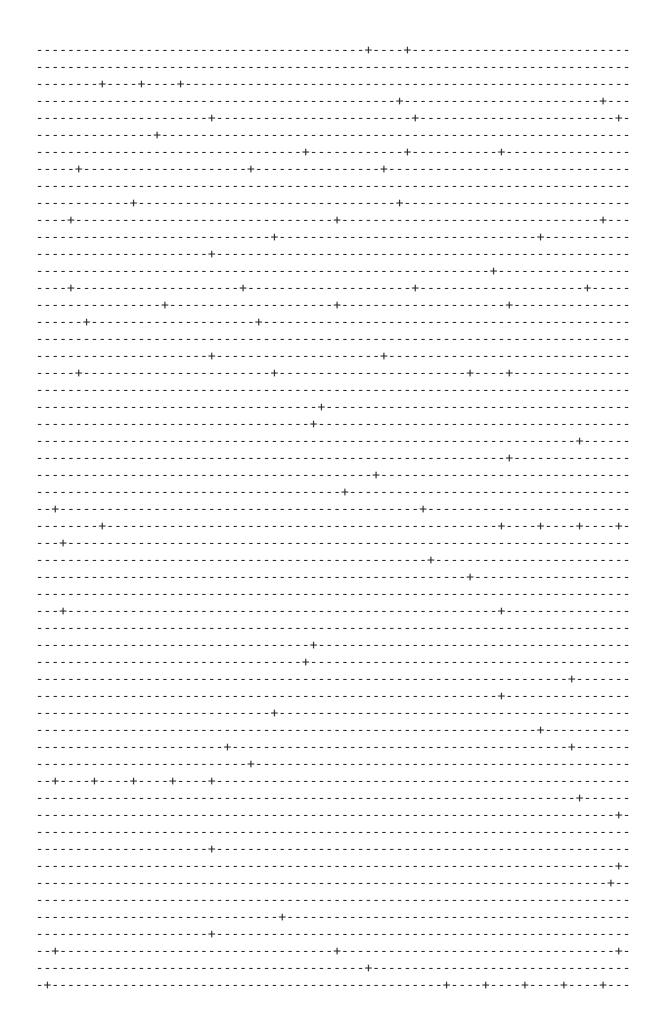
Neither like nor dislike this insurance plan I may not buy
It has a wide network of branches It is known for superior products It is known for superior customer service
Concept 2Max Life Insurance by Axis Bank Concept 3Axis Life Insurance Concept 0Max Life Insurance Concept 1Axis Max Life Insurance Concept 0Max Life Insurance Concept 2Max Life Insurance by Axis Bank Concept 1Axis Max Life Insurance
Rank 2 Rank 1 - Most liked Rank 4 - Least liked Rank 3 4 1 6 7 5 3 2 It feels refreshing It looks modern and luxurious The picture/ image looks cool Mumbai Male Post-graduate PhD / doctorate
Self-employed / Entrepreneur Savings Account/ Current account
Savings Account/ Current account
Savings Account/ Current account
Savings Account/ Current account
Savings Account/ Current account
Savings Account/ Current account
Savings Account/ Current account
Savings Account/ Current account
Savings Account/ Current account
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Savings Account/ Current account



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            429729203 | 45316.65065
      1.14516e+11 |
     | 157.45.248.173 |
45316.66861
    | 36-45 years
                | More than
10L
            | No, but I intend to buy a li
fe insurance policy soon
 | Spontaneous 2 (Brand 3)
             | Spontaneous 1 (Brand
       | Top of mind (Brand 1) | Spontaneous 3 (Bran
2) |
         | HDFC Life insurance HDFC Life insuranc
d 4) |
е
| SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
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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 |
        | Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) |
                                                 | Spontaneous 1 (Brand
                                            | HDFC Bank
2) | Spontaneous 2 (Brand 3) |
                                            | State Bank of India |
           | LIC
| HDFC Life Insurance
                                | SBI Life Insurance
                                                                 | HDFC L
ife Insurance
                         | LIC
                                                          | HDFC Life Insu
                 | HDFC Life Insurance
                                                | HDFC Life Insurance
rance
| 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
I 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
                                                                l Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
                                         | It is known for superior custom
anches |
er service |
| 1 | | 3 |
                   | Somewhat new and different
| Somewhat relevant
| I will definitely recommend
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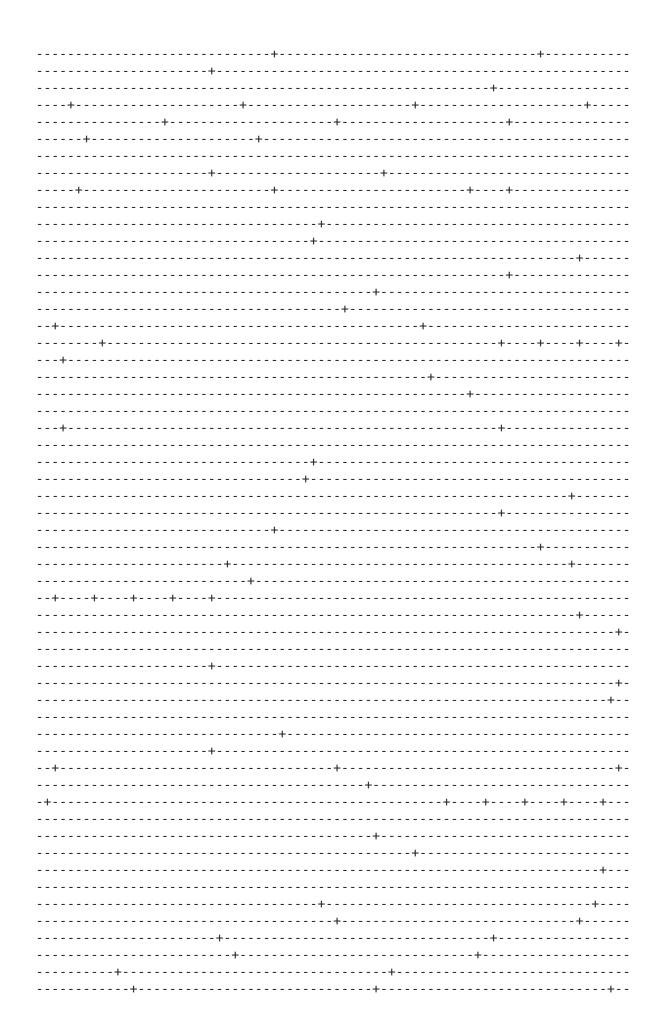
Concept 2Max Life Insurance by Axis Bank Concept 3Axis Life Insurance Concept 1Ax
is Max Life Insurance
Concept 2 Max Life Insurance by Axis Bank Concept 3Axis Life Insurance Concept 0Ma x Life Insurance
Concept 3Axis Life Insurance
Concept OMax Life Insurance Concept 1Axis Max Life Insurance Concept 2Max Life Insurance by Axis Bank Concept 1Axis Max Life Insurance
Concept 3Axis Life Insurance
Rank 4 - Least liked Rank 3
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
Credit Card
West Metro Life Insurance Intender FALSE Others Concept 3 Pure Intender
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         1.14518e+11 |
               429729204 | 45320.5998
Accept
       | 106.79.169.77
45320.62022
      | 25-35 years
                      | More than
10L
               | Yes
Bank
 I 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 |
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| Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
                                              | HDFC Bank
2) |
                                               | LIC
                                  | LIC
| HDFC Life Insurance
                                                                    l Max Li
fe Insurance
                          | LIC
                                                            | Max Life Insur
                                                    | LIC
                  | HDFC Life Insurance
ance
| HDFC Bank
| HDFC Bank
                      | HDFC Bank
                                            | HDFC Bank
                                                                  | HDFC Ban
                                | HDFC Bank
k
            | HDFC Bank
                                                       | HDFC Bank
| HDFC Bank
                                            | Association with a banking bra
                      | HDFC Bank
nd/ name
                      | Customer reviews and word of mouth | Claim settlemen
                                    | Somewhat easy to understand
t ratio |
| 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
                                                                           1
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
                                                                           1
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 OMax 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 OMax Life Insurance |
                                                               | Concept 2Ma
x Life Insurance by Axis Bank |
                                                             | Concept OMax
Life Insurance |
                                                  | Concept 2Max Life Insura
nce by Axis Bank |
```

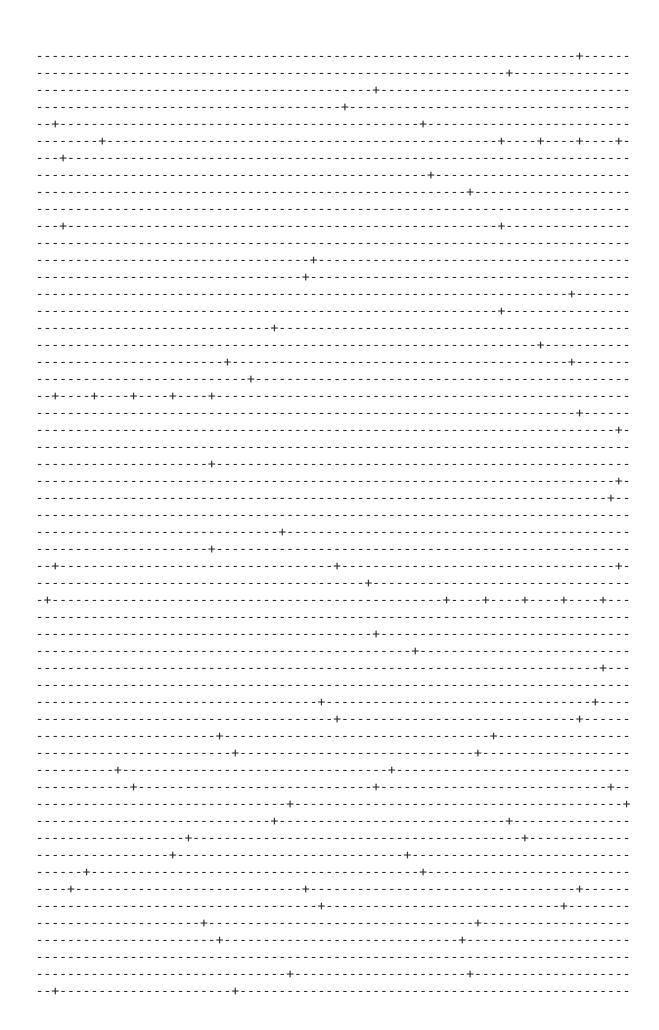
Ι.	Concept 2Max Life Insurance by Axi	s B
k Concept 2Max Life Insurance	by Axis Bank	
•	4 - Least liked Rank 3 1 It has a vibrant colour scheme	
		:e
Savings Account/ Current accou West Others Others Concept 	 Metro	
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	+ + + + + + + +	
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	+ + +	
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 _____
   ______
-----+
             1.14518e+11 |
                       429729204 | 45320.6015
Accept
 45320,61301
           | 106.79.189.119 |
         | 36-45 years
                                | More than
10L
                       | Yes
I 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/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 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
                 | Axis Bank
Max Life Insurance
| Axis Bank
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k
      | Axis Bank
                 | Axis Bank
                            | Axis Bank
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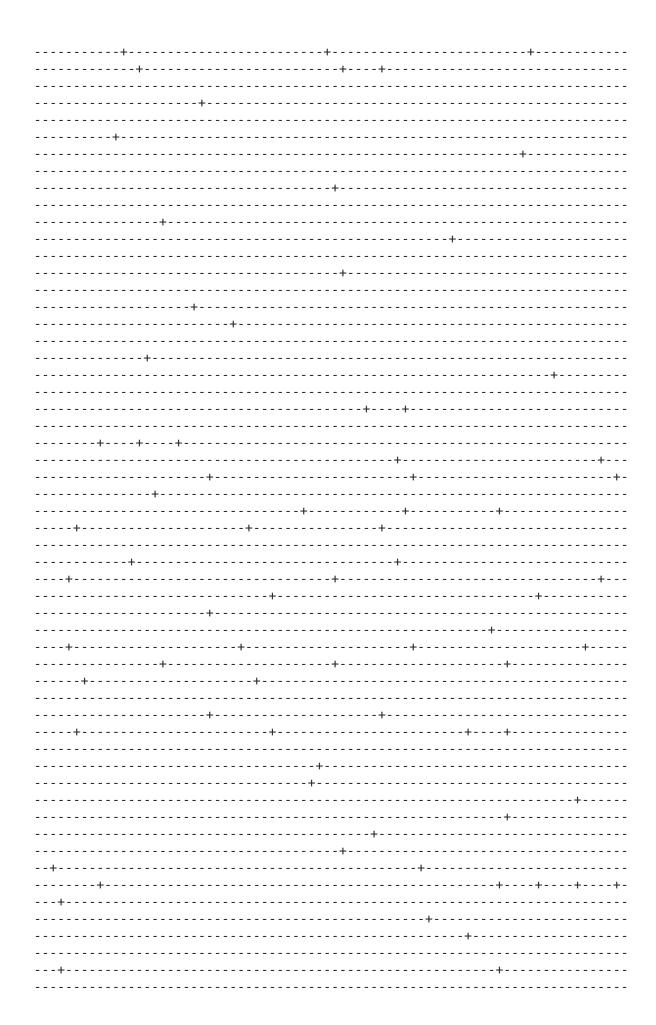
```
| Axis Bank
                    | Axis Bank
                                          | Association with a banking bra
nd/ name
| Insurance expertise |
| Branch/ office network | | Very easy to understand
| I somewhat like this
                                                                          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
| 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 Ban
                                                               | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax Life Insurance |
                                                                 | Concept 2
Max Life Insurance by Axis Bank |
                                   | Concept 2Max Life Insurance by Axis Ban
k |
                                 | Concept OMax Life Insurance |
                                   | Concept 2Max Life Insurance by Axis Ban
k |
                                 | Concept OMax Life Insurance |
Concept OMax Life Insurance
                              | Rank 1 - Most liked
                     | Rank 4 - Least liked | Rank 2
| Rank 3
7 | 4 | 5 | 6 | 3 | 2 | 1 | It has a vibrant colour scheme
                                                     | It feels sharper and
| It feels refreshing |
bolder |
                                                               | Mumbai
| Male
                                         | Graduate
| Self-employed / Entrepreneur
                                                                          1
Savings Account/ Current account
```

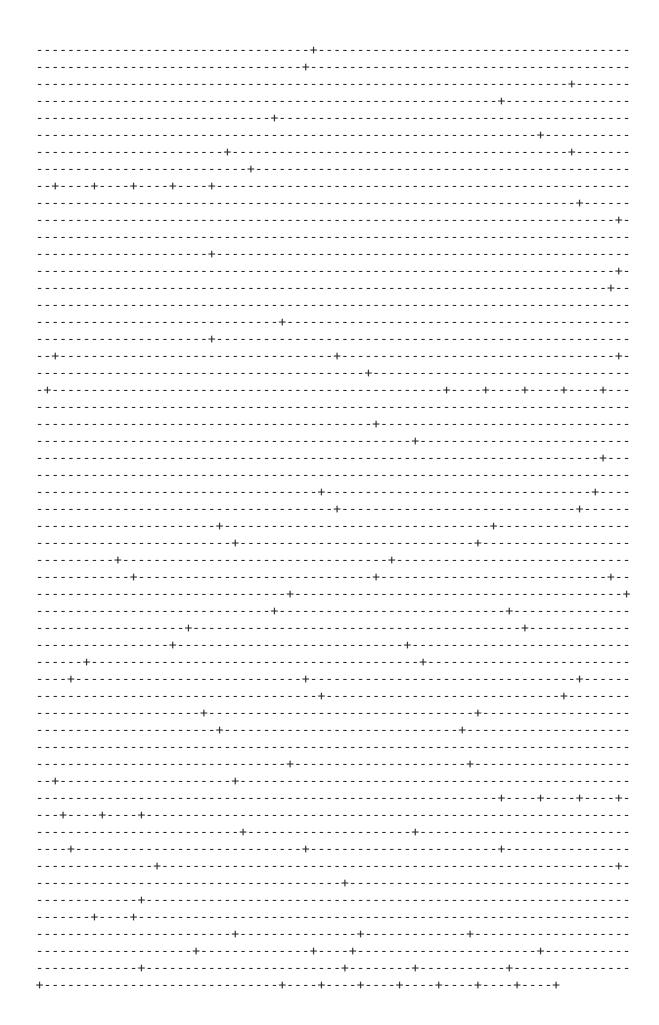
	1	t Axis Bank -++	Concept 				nsurand			I	I
-	-+		+		+-			+			- +-
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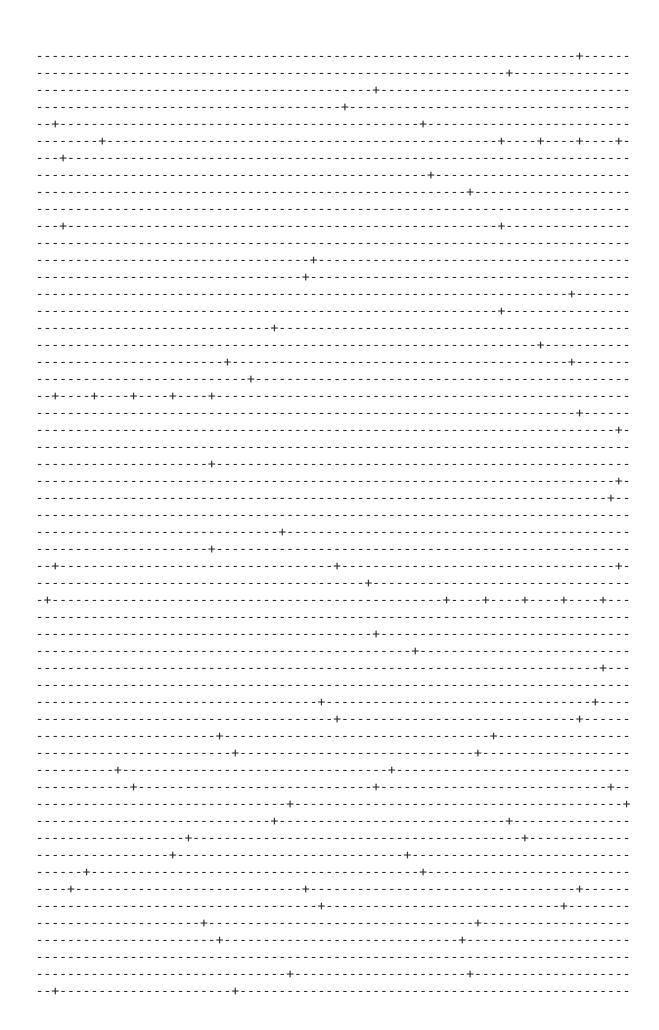
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     -----+
                       1.14518e+11 |
                                       429729204 | 45320.58896
 Accept
                  | 49.14.94.190
 45320.60197
               | 36-45 years
                                                       | More than
101
                                        | Yes
I Bank
    | HDFC Bank
    | Top of mind (Brand 1)
                      | Spontaneous 1 (Brand 2) |
                      | Spontaneous 2 (Brand 3) |
                        | HDFC Life insurance HDFC Life insurance
 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 |
 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
                                        | HDFC Bank
2) |
| HDFC Life Insurance
| Max Life Insurance
                             | Max Life Insurance
                                                           | HDFC L
                                                    | HDFC Life Insu
ife Insurance
                      | LIC
               | Max Life Insurance
rance
                                             | Max Life Insurance
| HDFC Bank
                                      I HDFC Bank
                                                         I HDFC Ban
I HDFC Bank
                   I HDFC Bank
          | 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
```

```
| I may not 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
                               | 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 Ban
k |
                                                   | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax Life Insurance |
                                                    | Concept 2
Max Life Insurance by Axis Bank |
                                                   | Concept 0Ma
x Life Insurance |
                                          | Concept 2Max Life Insu
rance by Axis Bank |
                           | Concept 2Max Life Insurance by Axis Ban
k |
                          | Concept OMax Life Insurance |
                            | Concept 2Max Life Insurance by Axis Ban
| Concept 2Max Life Insurance by Axis Bank |
Rank 2
| Rank 1 - Most liked | Rank 4 - Least liked | Rank 3
2 | 3 | 7 | 4 | 6 | 5 | 1 | It has a vibrant colour scheme
                 | It looks modern and luxurious |
| It feels international |
                                              | Mumbai
I Male
                                 | Graduate
| Self-employed / Entrepreneur
Savings Account/ Current account
                                                         Mut
ual funds |
            | West
                               | Metro
                                                   | Max Life I
           | Others | Others
                            | Concept 1
                                         | Max Life Insurance
nsurance
-----
   _____
```





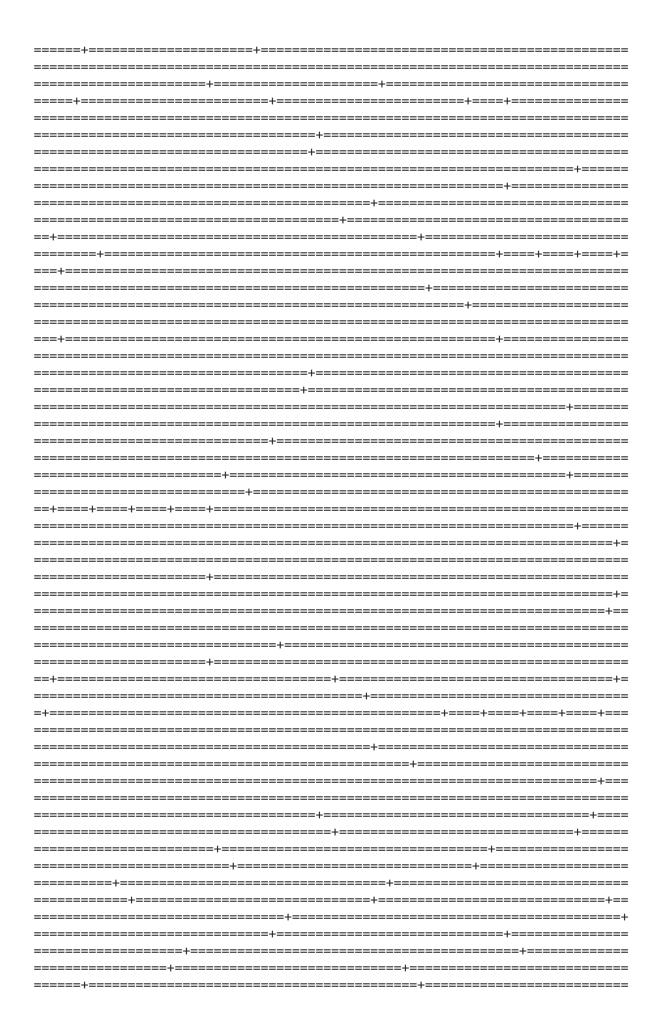
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Status Respondent ID Collector ID Start Date End Date IP Address Email Address First Name La st Name Custom Data 1 What is your current age? [SINGLE SELECT] What is your annual income? (pre-tax) [SINGLE SELECT] Do you hold a life insurance policy? [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]
k of banks. [Select all that apply]
k of banks. [Select all that apply]
k of banks. [Select all that apply]
k of banks. [Select all that apply]
k of banks. [Select all that apply]
k of banks. [Select all that apply]
k of banks. [Select all that apply]

```
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
                            | 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
u? | Which of these statements best describe how likely are you to recomme
nd this concept to others? | Which of the following naming scheme do you p
refer? | Which of these statements best describe how easy or difficult was
it to understand about the concept that I just described? | Overall, how m
uch 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 the market? | What did you like about this concept? [Select up to 3 opt
ions] |
                                  | Kindly rank the attributes you just men
                            | 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
     | Which of these statements best describe how likely are you to recomme
u?
nd this concept to others? | Which of these statements best describe how e
asy or difficult was it to understand about the concept that I just describe
     | Overall, how much did you like this new concept that I just describe
     | How likely are you to purchase a product from this rebranded company,
when it is available in the market? | What did you like about this concep
t? [Select up to 3 options]
                                  | Kindly rank the attributes you just men
                             | 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
u? | Which of these statements best describe how likely are you to recomme
nd this concept to others? | Kindly look at the 4 concepts again and menti
on which concept you relate the most with the following statements
                              | Kindly look at the 4 concepts again and ran
k them based on your preference. (Rank 1 for most liked to Rank 4 for least
liked)
    Kindly have a look at the following logos and rank them based on your pr
eference: (Rank 1 for most liked) | | | | | | What made
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]
+=====+===++===++====+====++====++====++====
+=====++===++====++====++====++====++====
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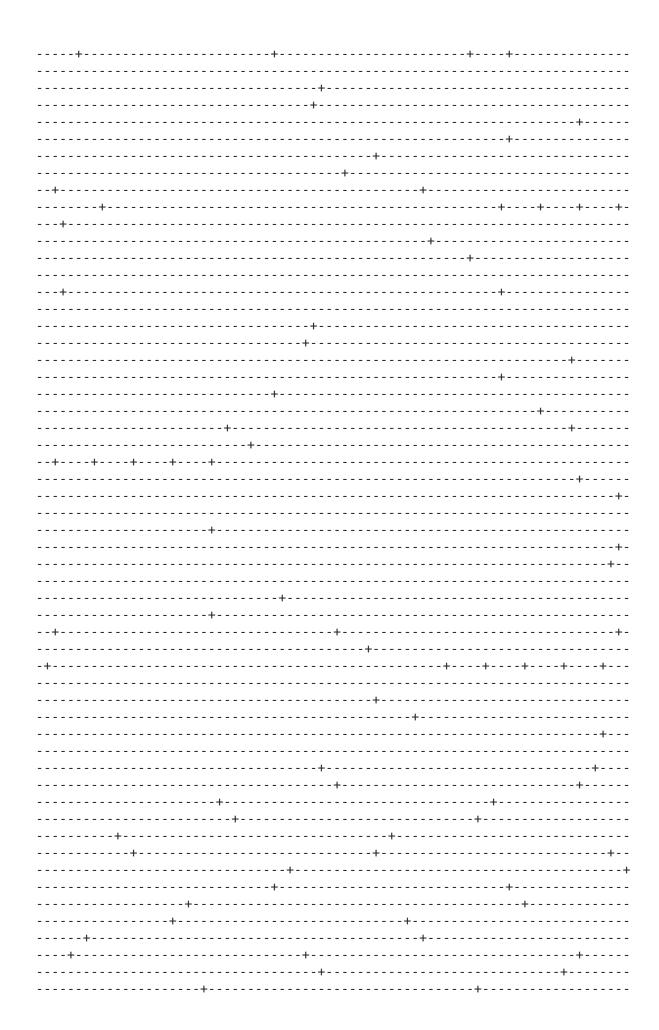


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==+===++===++===++===++===++===++===++===++===++===++===++===+
1.14514e+11 |
                                    429729203 | 2024-01-23 13:42:1
0 | 2024-01-23 14:08:19 | 152.58.232.99 |
              | 25-35 years
                                                   | 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
                           | HDFC Life insurance HDFC Life insurance
3) |
| 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 | Kotak Life Insurance h
ttps://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/359980d8-a6
97-449a-a162-f8a7aa3f479f.png | LIC https://surveymonkey-assets.s3.amazonaw
s.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png | Bajaj
Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/4
11433262/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
                    | LIC
                                                | Kotak Life Ins
fe Insurance
                                         | LIC
urance
              | LIC
 HDFC Bank
| Axis Bank
                 | Axis Bank
                                   | Axis Bank
                                                     | Axis Ban
         | Axis Bank
k
                           | Axis Bank
                                             | Axis Bank
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```
| Axis Bank
| Axis Bank
                                          | Association with a banking bra
nd/ name
| Insurance expertise |
| Branch/ office network | | Neither easy nor difficult to understand
| I totally 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 customer service |
                                                  | 3 |
                                                           | 1 |
| 2
                                                                     | Ver
y new and different
I Somewhat relevant
| I will definitely recommend
| Max Axis Life Insurance
                                                       | Very easy to under
stand
| I somewhat like this
                                                                          I may or may not buy
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 |
Very new and different
| Completely relevant
| I may 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 products |
| 1 | 3 | | Extremely new and different
| Completely relevant
| I will definitely recommend
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
                                | Concept OMax Life Insurance | Concept 1Ax
k |
is Max Life Insurance |
| Concept OMax Life Insurance |
| Concept 3Axis Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
                                                                         | Concept 1Axis Max Life Insurance |
                              | Concept OMax 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 |
I 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
                                        | Graduate
| Self-employed / Entrepreneur
```

Savings Account/ Current account
West
der Intender Axis Bank Concept 1
Metro 3 5 5 5 4 5 4 3 5 4
4 5 4 5 5 5 4 5
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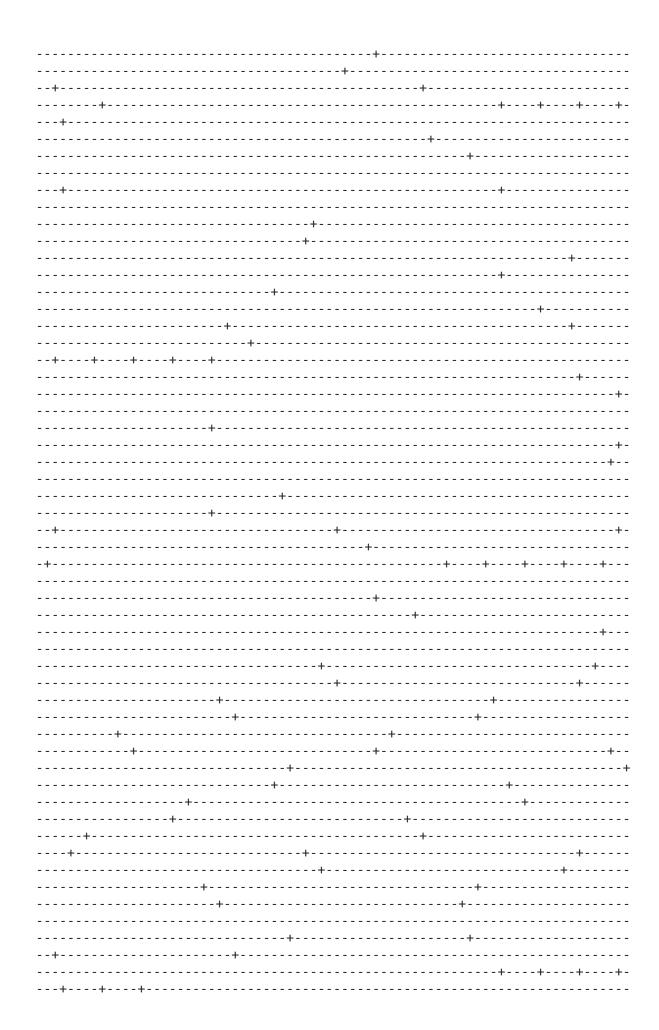
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 1.14514e+11 |
                                 429729203 | 2024-01-23 13:42:0
| Accept |
          6 | 2024-01-23 14:08:02 | 152.58.232.99 |
             | 46-50 years
                                              | More than
10L
                                 | 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 l
| 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
                       | Kotak Mahindra Bank | Axis Bank
hindra Bank | ICICI Bank
| Axis Bank
                I Axis Bank
| Insurance expertise |
                                           | Claim settlemen
t ratio | Branch/ office network | | Very easy to understand
```

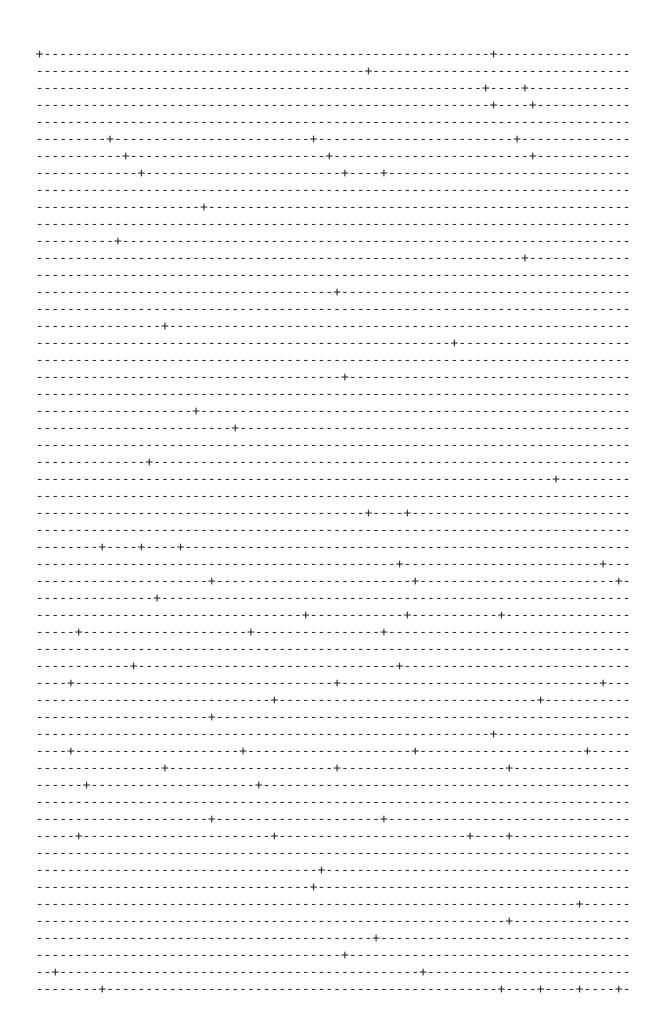
```
| Neither like nor dislike this insurance plan
I may or may not buy
                                                                  I Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI | Both are known for superior
products |
                                                  | 2 | 3 | |
| 1
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 OMax Life Insurance
                                  | Concept 2Max Life Insurance by Axis Ban
                                | Concept OMax Life Insurance |
k |
| 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 OMax 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
                                                              | Mumbai
bolder | It feels international |
                                        | Graduate
| Male
| 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
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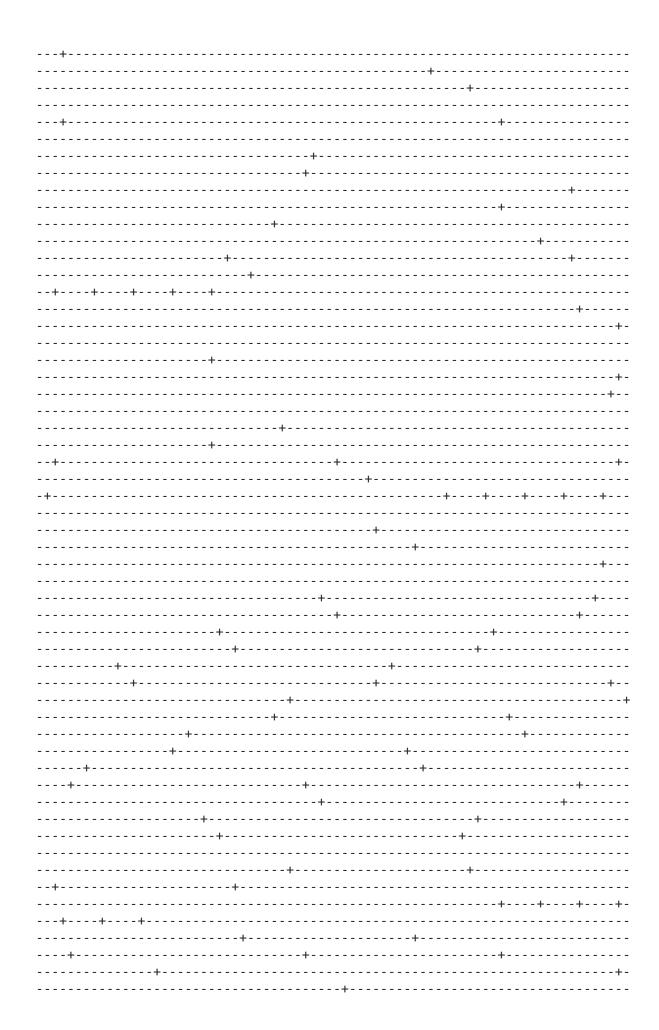
2-3
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429729203 | 2024-01-23 13:42:1
                   1.14514e+11 |
l Accept
           9 | 2024-01-23 14:07:44 | 152.58.232.99 |
             | 36-45 years
                                               | INR 7.1-10
                                 | No, but I intend to buy a li
fe insurance policy soon
| Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
                     | Top of mind (Brand 1)
2) |
| 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 |
                 LLIC
| HDFC Life Insurance
                         | HDFC Life Insurance
                                                  | Tata A
iA Life Insurance
                   | LIC
                                            | HDFC Life Insu
             | HDFC Life Insurance
                                     | HDFC Life Insurance
rance
| HDFC Bank
                                | HDFC Bank
                                                | State Ba
| HDFC Bank
                | HDFC Bank
nk of India | HDFC Bank
                         | HDFC Bank
                                         | HDFC Bank
| HDFC Bank
               I HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                           | Neither easy nor difficult to unders
t ratio |
tand
| I somewhat like this
                                                       I may buy
                                                 I Both ar
e strong brand names in their respective segments |
| Both are known for superior products | Both are known for superior custome
```

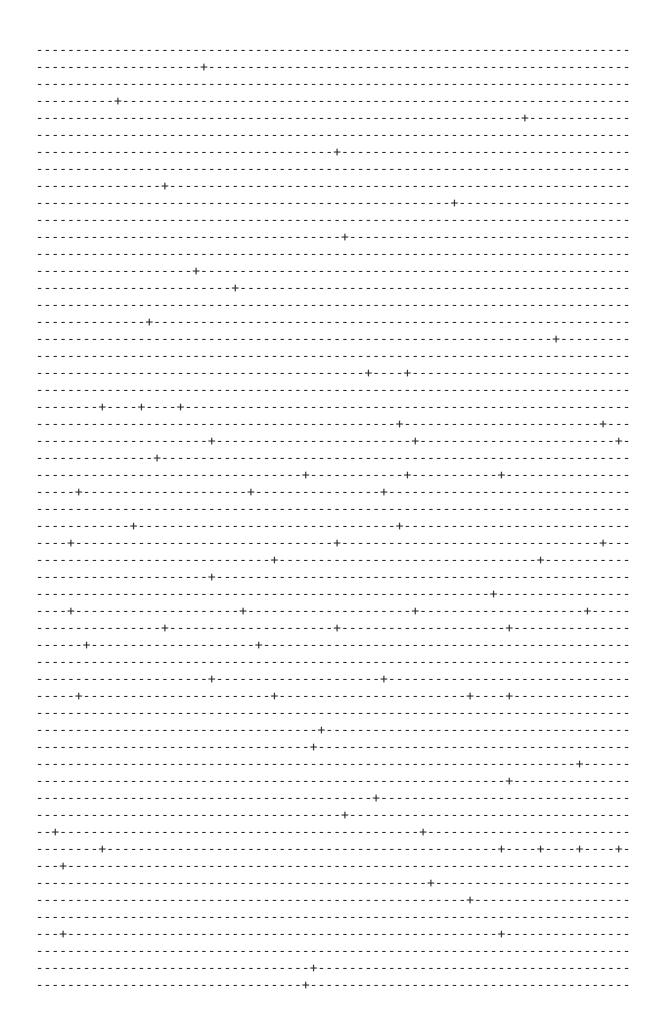
```
r service |
| | 1 | 2 | | Very new and different
| Somewhat relevant
| I may or may not recommend
| Max Axis Life Insurance
                                                 | Neither easy nor d
ifficult to understand
| Neither like nor dislike this insurance plan
I may buy
| It is successfully competing 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
ice | 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 3Axi
s 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 2
Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
                              | Concept 2Max Life Insurance by Axis Ban
k | Concept 3Axis Life Insurance |
                                    | Concept 3Axis Life Insurance |
Rank 4 - Least liked
                                       | Rank 1 - Most liked |
l Rank 2
                    | Rank 3
6 | 3 | 1 | 2 | 5 | 4 | 7 |
| It feels refreshing | It looks modern and luxurious | It feels sharper and
                                                        | Mumbai
bolder |
| Male
                                   | Secondary-10th
| Self-employed / Entrepreneur
                                                                Savings Account/ Current account
            | Credit Card | Loans (Home, auto, personal, business) |
                                   | Life Insurance Inten
    | West
                        | Metro
der | Intender | Others | Concept 3 |
                                        | Metro | 3 | 3 | 5 | | 4 | 3 | 5 | | 4 | 4 | 3 |
                                                           | 4 |
5 | 4 | | 4 | 3 | 5 | | 3 | 3 | 4 | | |
```

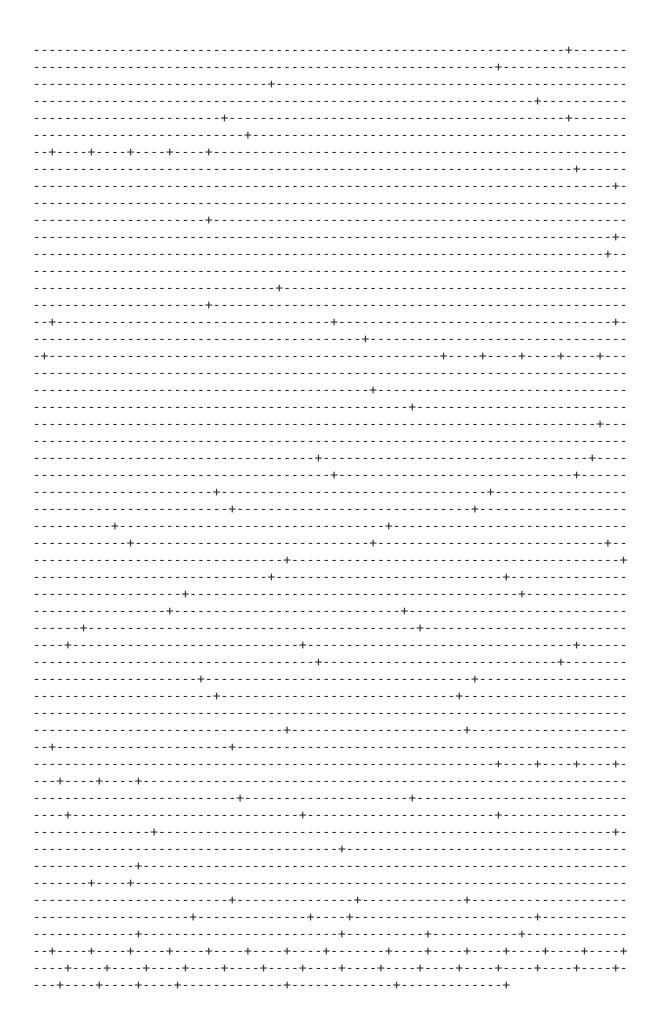




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---+---+
           429729204 | 2024-01-23 11:20:5
                    1.14514e+11 |
9 | 2024-01-23 11:36:28 | 1.187.13.157
             | 36-45 years
                                                 | INR 2-5L
| No, but I intend to buy a life insurance 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
| 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 |
       | Spontaneous 2 (Brand 3)
 Spontaneous 1 (Brand 2) | Spontaneous 3 (Brand 4) | Top of mind (Brand 1)
          | Axis Bank |
 Max Life Insurance
| SBI Life Insurance
                     | Max Life Insurance
                                                    | HDFC L
ife Insurance
                    | Max Life Insurance
                                              | Bajaj Allianz
                                       | Max Life Insurance
Life Insurance | Max Life Insurance
| Axis Bank
                                                  | Axis Ban
| Axis Bank
                | Axis Bank
                              | Axis Bank
                          | Axis Bank
         | Axis Bank
k
                                           | Axis Bank
| Axis Bank
                | Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                         | | Somewhat easy to understand
t ratio |
| 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 | 1
   | | 2 | 3 | Very new and different
| Somewhat relevant
| I may recommend
I Max Axis Life Insurance
                                           | Neither easy nor d
ifficult to understand
| I somewhat like this
```

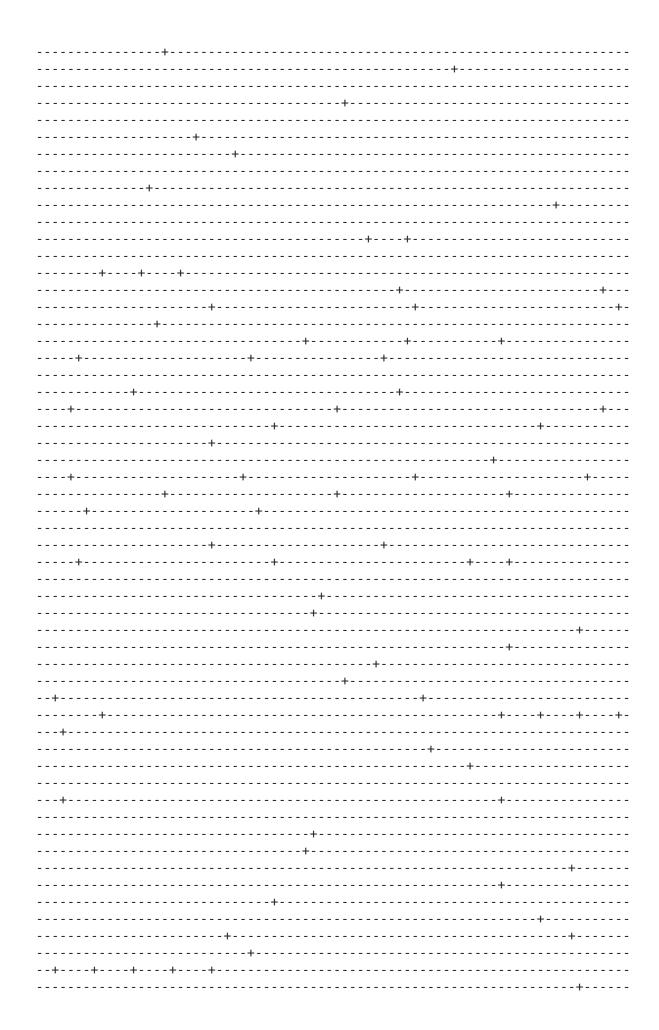
```
I may or may not buy
                                               | Max Lif
e is a respected and well-known brand |
| It is known for superior products | It is known for superior customer serv
ice |
              | Somewhat new and different
   | 2 | 1 |
| Somewhat relevant
| I may or may not recommend
| 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 products |
              | Somewhat new and different
| 2 | 3 |
| Somewhat relevant
| I may or may not recommend
| Concept OMax Life Insurance
                      | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                      | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                      | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                      | Concept OMax Life Insurance |
Rank 1 - Most liked
| Rank 3
                | Rank 2
                                | Rank 4 - Least liked |
              2 | 6 | 1 | It has a vibrant colour scheme
               | It looks modern and luxurious |
| It feels international |
                                        I Mumbai
| Male
                             | Graduate
| Self-employed / Entrepreneur
                                                     -
Savings Account/ Current account
| Fixed deposit |
                                     | Life Insurance Inten
   | West
                    | Metro
der | Intender | Axis Bank | Concept 0
| Metro | 4 | 3 | 2 | | 5 | 4 | 3 |
                                | 4 | 3 |
        | 4 | 4 | 4 | | 4 | 3 | 3 |
3 | 3 |
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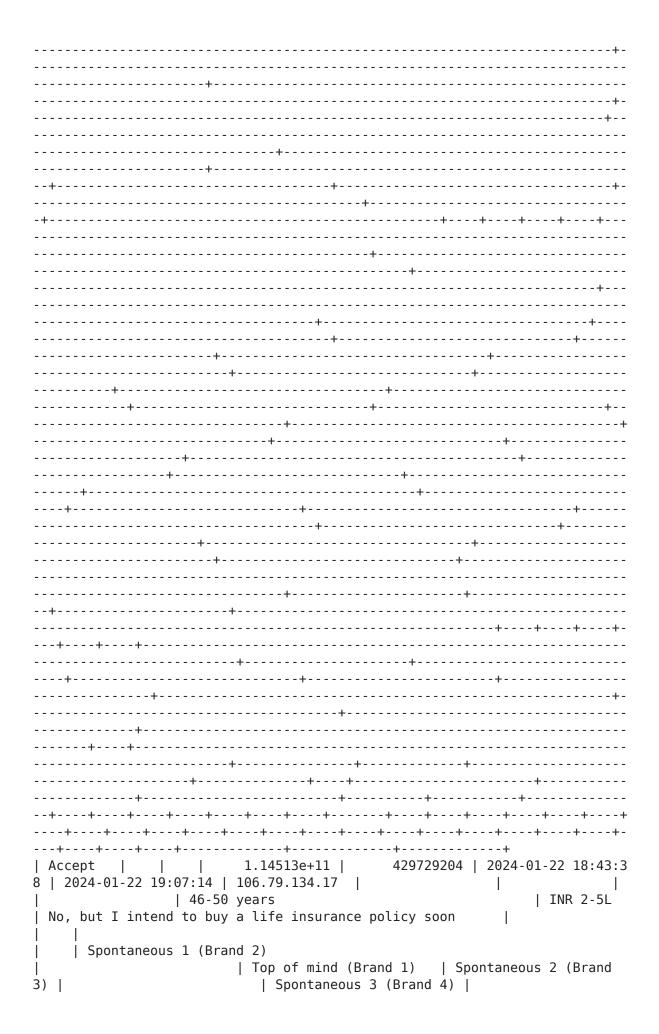




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1.14514e+11 | 429729204 | 2024-01-23 10:05:5
6 | 2024-01-23 10:23:51 | 106.79.145.19 |
                 | 36-45 years
                                                             | INR 2-5L
| No, but I intend to buy a life insurance policy soon
    | Spontaneous 2 (Brand 3)
                         | Top of mind (Brand 1) | Spontaneous 1 (Brand
                                                    | Spontaneous 3 (Bran
2) |
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 |
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 3 (Brand 4) | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
                                        | HDFC Bank
| Max Life Insurance
                          | Max Life Insurance
| HDFC Life Insurance
                                                                 | Max Li
                                                     | Max Life Insur
                      | Max Life Insurance
fe Insurance
ance
                | Max Life Insurance
                                                | Max Life Insurance
I HDFC Bank
                   | HDFC Bank | HDFC Bank
| HDFC Bank
                                                              | HDFC Ban
           | HDFC Bank
                               | HDFC Bank | HDFC Bank
| HDFC Bank
             | HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                               | | Somewhat easy to understand
t ratio |
| I somewhat like this
                                                                       1
I may buy
                                                                     l Bo
th are known for superior products | Both are known for superior customer se
rvice | It looks modern and professional |
    | 1 | 3 | 2 | Somewhat new and different
| Somewhat relevant
| I may recommend
I Max Axis Life Insurance
                                                     | Somewhat easy to u
nderstand
| I totally 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
   | 3 | 2 | | Extremely new and different
| Somewhat relevant
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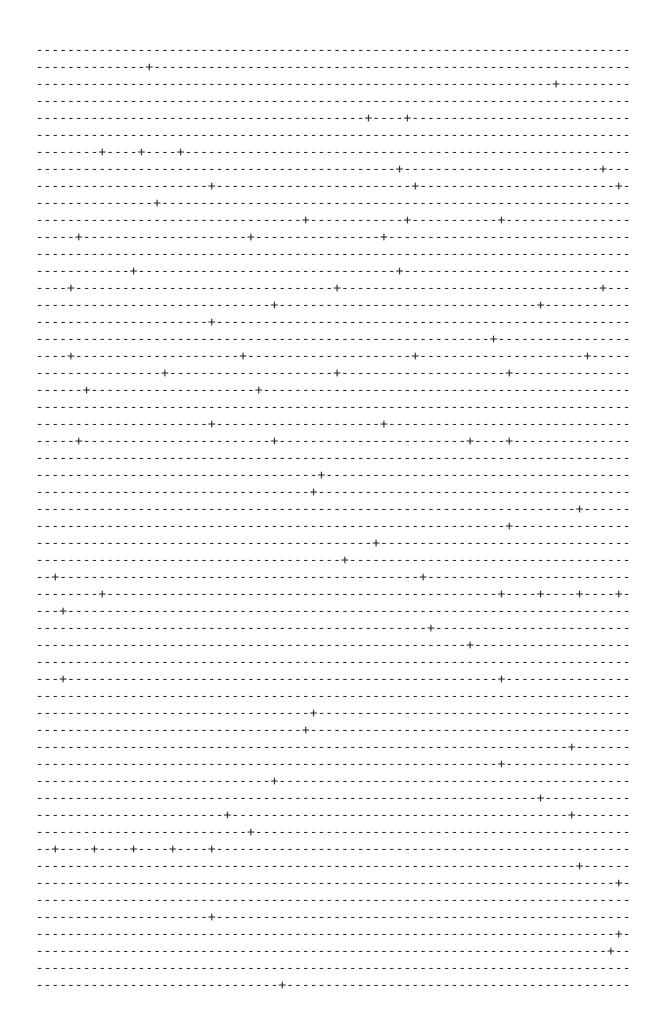
Somewhat easy to understand I somewhat like this will definitely buy	I
	s It
Concept 2Max Life Insurance by Axis Bank Concept 0Max Life Insurance	I
Concept OMax Life Insurance	'
Concept OMax Life Insurance	·
Rank 1 - Most liked Rank 3	
Self-employed / Entrepreneur Savings Account/ Current account	
	 Inten
West	3
der Intender Others Concept 0 Metro 4 4 4 4 5 4 4 5	
der Intender Others Concept 0 Metro 4 4 4 4 5 4 4 4 5 5 4 4 4 4 4 4 4 Hetro 4 4 4 4 4 4 4 4 4	' +-
der Intender Others Concept 0 Metro 4 4 4 4 5 4 4 4 5 5 4 4 4 4 4 4 4 Hetro 4 4 4 4 4 4 4 4 Hetro 4 4 4 4 4 4 4 4 4	'
der Intender Others Concept 0 Metro 4 4 4 4 5 4 4 4 5 5 4 4 4 4 4 4 4 Herro 1 Herro 2 Herro 2 Herro 2	'
der Intender Others Concept 0 Metro 4 4 4 4 5 4 4 4 5 5 4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1	'
der Intender Others Concept 0 Metro 4 4 4 4 5 4 4 4 5 5 4 4 4 4 4 4 4 Herro 1 Herro 2 Herro 2 Herro 2	'
der Intender Others Concept 0	'
der Intender Others Concept 0	'
der Intender Others Concept 0	'
der Intender Others Concept 0	'
der Intender Others Concept 0	'
der Intender Others Concept 0	

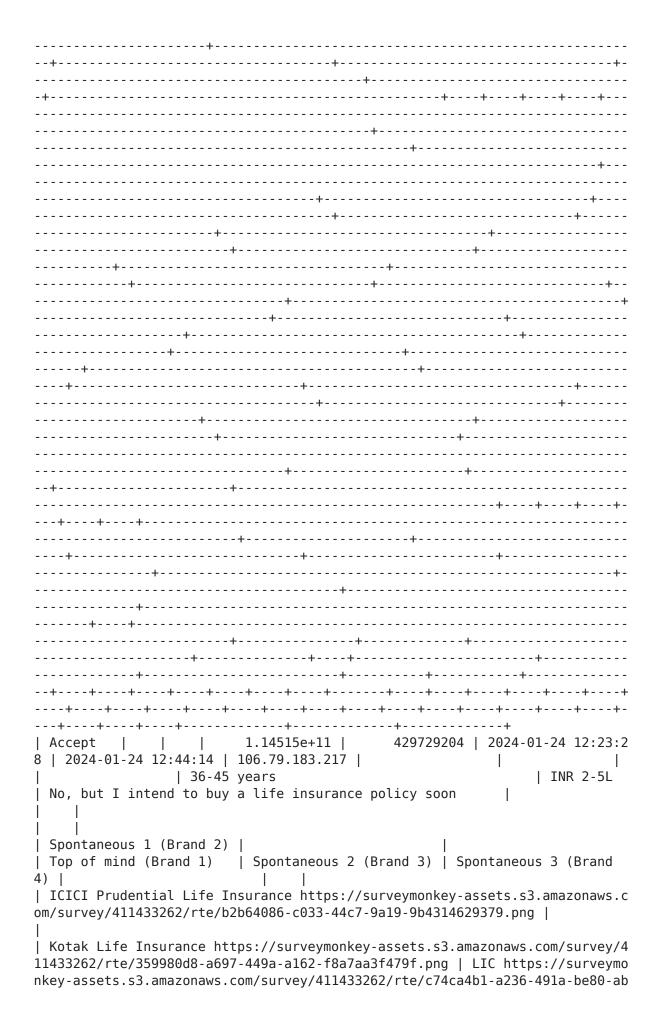




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| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
7743717e-83c9-4b5b-89bf-862da2e15704.png |
| 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
                          | Max Life Insurance
fe Insurance
                                                            | SBI Life Insur
ance
                  | Max Life Insurance
                                                    | SBI Life Insurance
| State Bank of India
                                     | State Bank of India | State Ba
| State Bank of India | HDFC Bank
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 custome
r service |
                                             | 1
     | 2 | 3 | | Extremely new and different
| Completely relevant
| I may recommend
| Max Axis Life Insurance
                                                        | Somewhat easy to u
nderstand
I 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 |
                    | Very new and different
     | 3 | 2 |
| 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 na
me is taken in the same line as HDFC and ICICI |
| It is known for superior products |
| It looks modern and professional | 1
```

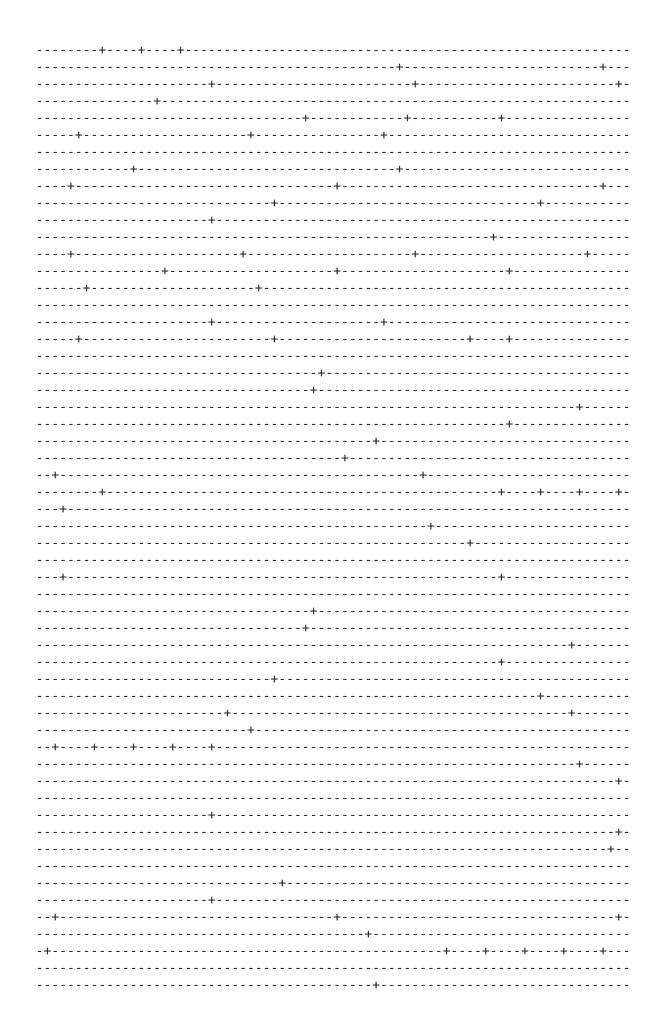
2 3 Slightly new and different May or might not be relevant I may or may not recommend
Concept 2Max Life Insurance by Axis Ban
k
Concept 2Max Life Insurance by Axis Bank
k
Concept 2Max Life Insurance by Axis Bank
Concept OMax Life Insurance
Concept OMax Life Insurance
Rank 2
Rank 1 - Most liked Rank 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
West Metro Life Insurance Inten
der Intender Others Concept 1
Metro 4 4 3 4 4 3 5
4 2 5 4 3 4 4 3
+
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+
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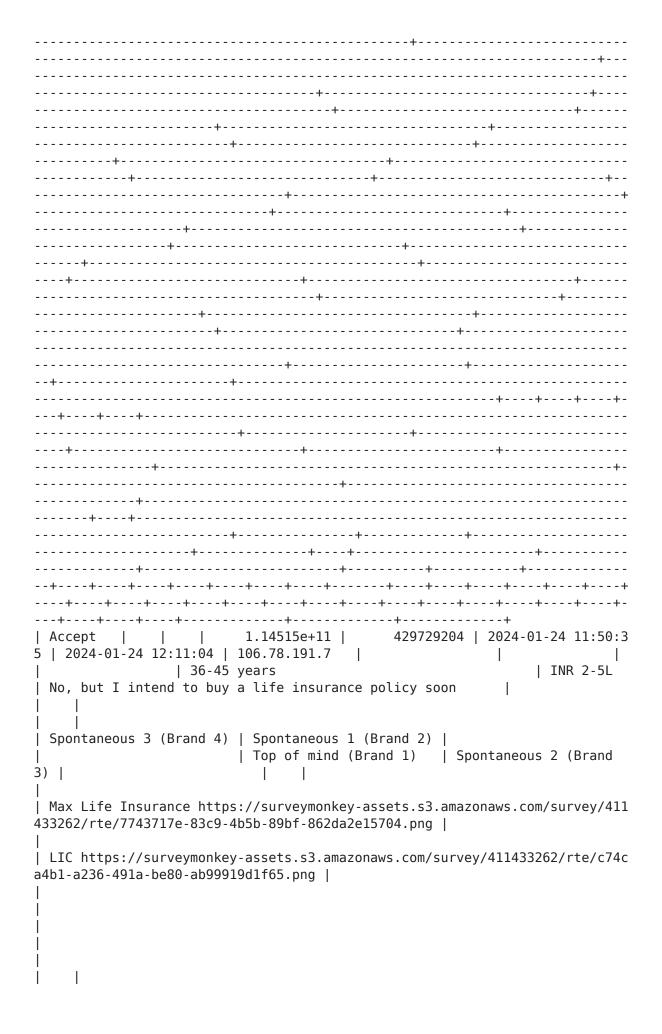




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99919d1f65.png |
         | Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) |
                                                  | Spontaneous 1 (Brand
2) | Spontaneous 2 (Brand 3) |
                                           | HDFC Bank
                                            | State Bank of India |
| LIC
| Bajaj Allianz Life Insurance | Bajaj Allianz Life Insurance
                                                                 I 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
I 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
                                                                 I 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
| 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 br
                                         | It is known for superior custom
anches |
er service l
| 2 | | 3 | | Slightly new and different
| May or might not be relevant
| I may not recommend
                                  | Concept 2Max Life Insurance by Axis Ban
                                | Concept OMax Life Insurance |
k |
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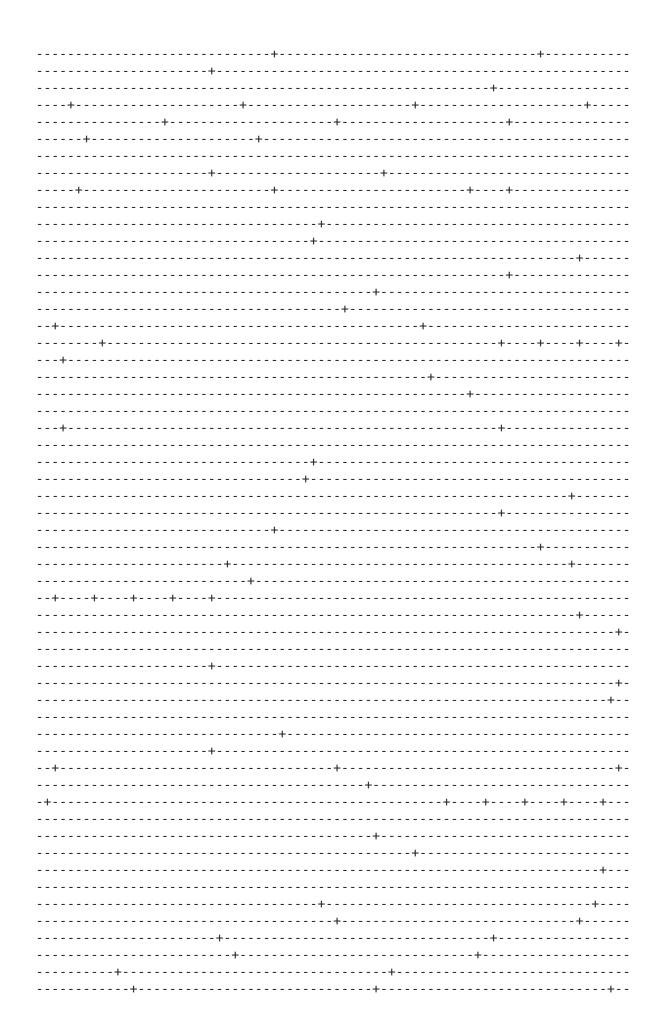
	Concept 2Max Life Insurance by Axis Ban
k Concept 3Axis Life Insurance	Concept 1Ax
is Max Life Insurance	
	Concept 2
Max Life Insurance by Axis Bank	
Concept 1Axis Max Life Insurance	
Concept 2Max Life Insurance by Axi	·
·	Concept 2Max Life Insurance by Axis Ban
•	ank 2
Rank 1 - Most liked Rank 4 - Le	·
1 2 4 6 3 7 5 It	has a vibrant colour scheme
It feels international The pictu	re/ image looks cool Mumbai
Male	Graduate
Self-employed / Entrepreneur	
Savings Account/ Current account	
West Metro	Life Insurance Inten
der Intender Others Concept	
Metro 3 3 1 2	3 1 2 3 2 3
3 2 4 3 3 2	3 2
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	+
	+
	+
	++





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| Spontaneous 1 (Brand 2)
                        | Top of mind (Brand 1) | Spontaneous 2 (Brand
3) | Spontaneous 3 (Brand 4) |
                                            I HDFC Bank
            | Axis Bank |
                                            | State Bank of India |
| LIC
| Kotak Life Insurance
                               | Max Life Insurance
                                                                 | LIC
                                | Kotak Life Insurance
                                                                 | Bajaj
Allianz Life Insurance | LIC
                                                          | HDFC Bank
| State Bank of India | HDFC Bank
                                         | State Bank of India | HDFC Ban
k | State Bank of India | HDFC Bank | HDFC Bank
| HDFC Bank
                     | HDFC Bank
                                         | Association with a banking bra
nd/ name
                                                         | Claim settlemen
t 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
I 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
| It is successfully competing with major bank based insurers like HDFC Life
and ICICI Prudential, on its own |
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 |
| 2 | | 3 | | Slightly new and different
| Somewhat relevant
| I may recommend
                                  | Concept 2Max Life Insurance by Axis Ban
                                                             | Concept 1Ax
k |
is Max Life Insurance |
| Concept OMax Life Insurance |
                                         | Concept 3Axis Life Insurance |
                                  | Concept 2Max Life Insurance by Axis Ban
| Concept 2Max Life Insurance by Axis Bank |
                                 | Concept 2Max Life Insurance by Axis Ban
k |
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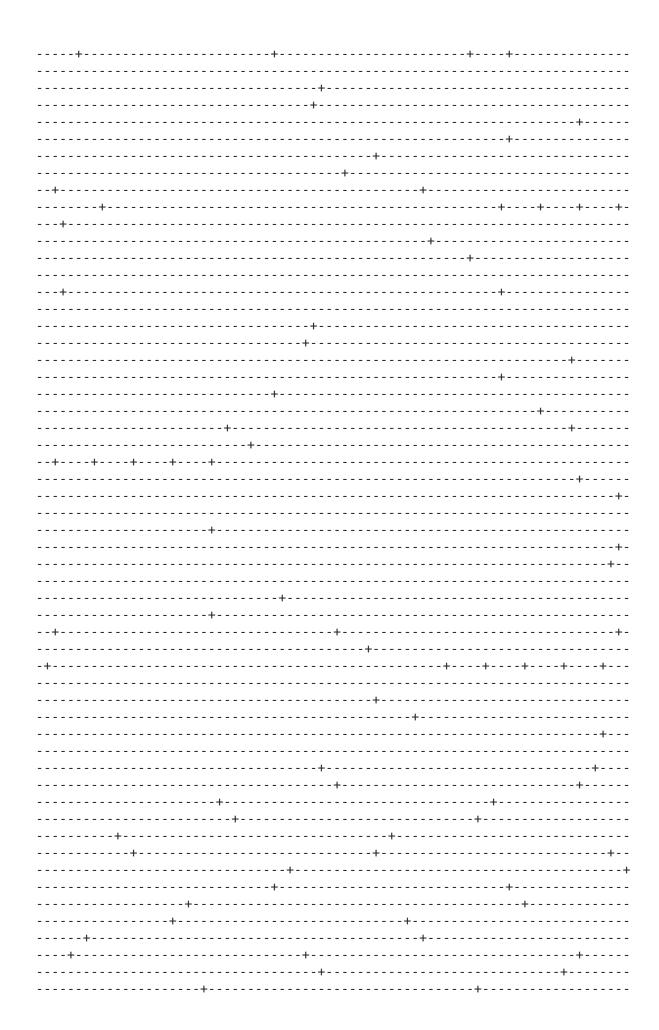
1	Concept 3Axis Life Insurance
Rank 1 - Most liked	
Rank 3 Rank 2	Rank 4 - Least liked
6 2 3 7 1 4 5	
It feels refreshing It looks moder	•
·	e/ image looks cool Mumbai
Male	Graduate
Self-employed / Entrepreneur	
Savings Account/ Current account	(Heme outs nemeral business)
	<pre>(Home, auto, personal, business) </pre>
West Metro der Intender Axis Bank Concept 0	·
Metro 2 4 2 3 4	
5 2 2 3 4 2	
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                      429729204 | 2024-01-23 17:16:1
9 | 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/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)
             | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
 Spontaneous 3 (Brand 4) |
                       | State Bank of India |
      | Axis Bank |
Max Life Insurance
| SBI Life Insurance
                | Max Life Insurance
                                 | Max Li
fe Insurance
            | Max Life Insurance
                             | Max Life Insur
         | Max Life Insurance
                         | Max Life Insurance
| State Bank of India
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| 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 | Customer reviews and word of mouth | Claim settlemen
                                | | Somewhat easy to understand
t ratio |
| 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
| Extremely new and different
| Somewhat relevant
| I may recommend
                                                       | Very easy to under
| Max Axis Life Insurance
stand
| I somewhat like this
                                                                          I may or 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 |
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 OMax Life Insurance
                               | Concept OMax Life Insurance |
Concept OMax Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
Concept OMax Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
                                  | Concept 2Max Life Insurance by Axis Ban
k |
                                 | Concept OMax Life Insurance |
                                                                         I
                                          1
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
                               | The picture/ image looks cool | Mumbai
bolder |
| Male
                                        | Graduate
| Self-employed / Entrepreneur
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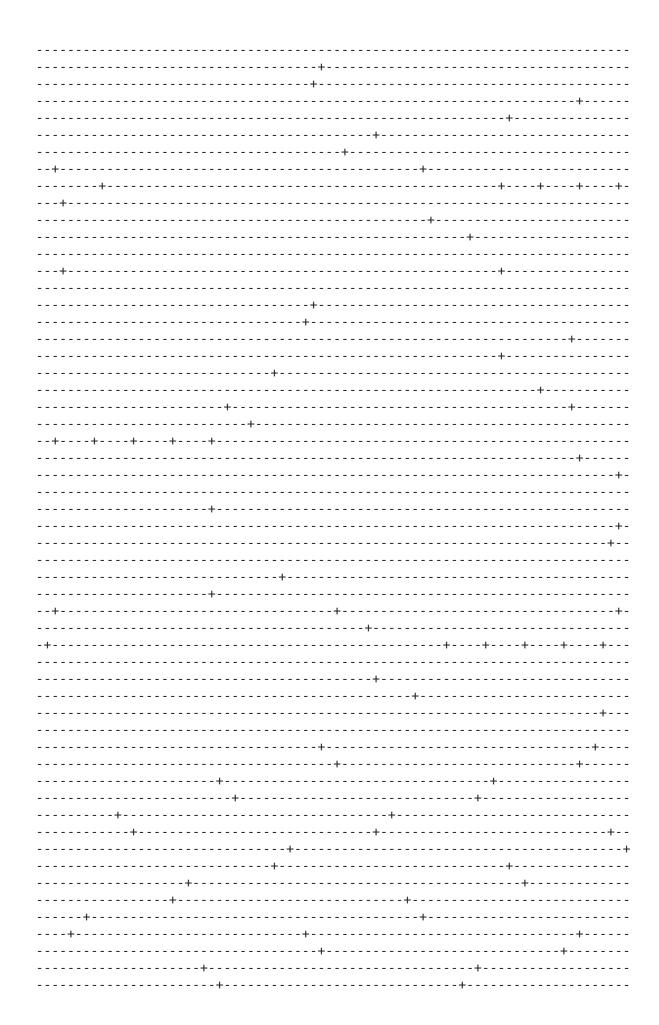
Savings Account/ Current account
West Metro Life Insurance Intender Intender Axis Bank Concept 1
der Intender Axis Bank Concept 1
Metro 4 5 5 4 4 3 4 3 3 5
4 3 4 4 4 4 4 3
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 1.14514e+11 |
                                429729203 | 2024-01-23 17:20:5
       1 | 2024-01-23 17:40:41 | 152.58.209.138 |
            | 36-45 years
                                             | INR 5.1-7L
l Yes
                                          | Online aggrega
tors like Policybazaar, Coverfox, etc.
                  | Top of mind (Brand 1) | Spontaneous 2 (Brand
3) |
                    | Spontaneous 1 (Brand 2) | Spontaneous 3 (Bran
d 4) |
                         | HDFC Life insurance HDFC Life insuranc
| 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 | Kotak Life Insurance https://surveymonkey-assets.s3.amazo
naws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a
236-491a-be80-ab99919d1f65.png | Bajaj Allianz Life Insurance https://survey
monkey-assets.s3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-
f06e5c175f81.png | Tata AiA Life Insurance https://surveymonkey-assets.s3.am
azonaws.com/survey/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 1 (Brand 2)
                  | Spontaneous 2 (Brand 3) | Top of mind (Brand 1)
 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
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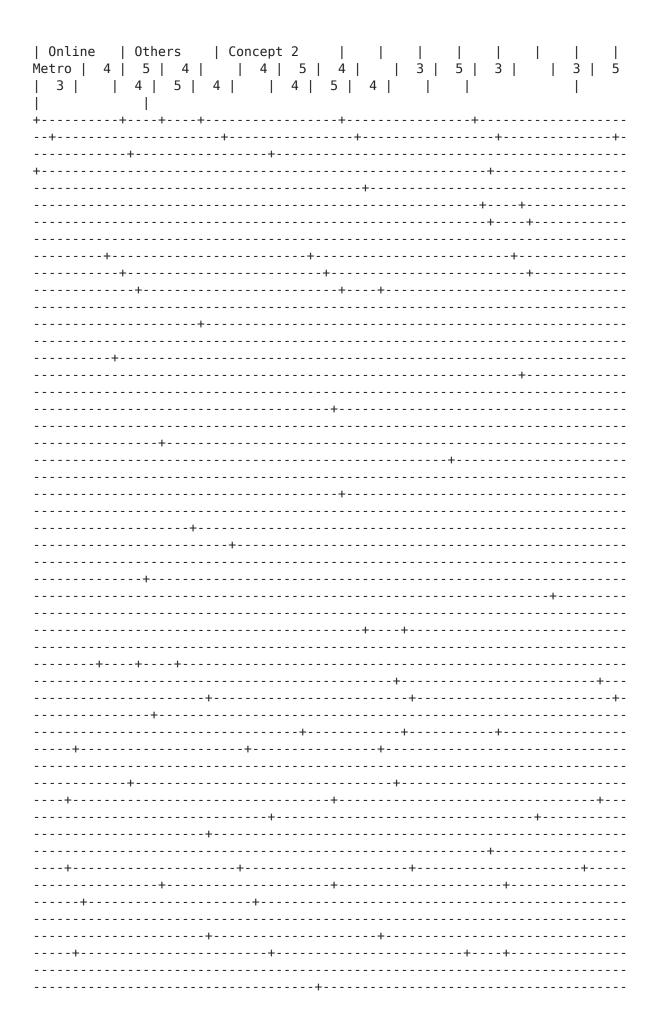
```
a | State Bank of India | State Bank of India |
                      | Customer reviews and word of mouth | Claim settlemen
t ratio | Branch/ office network | | Very easy to understand
| I totally like this
I will definitely buy
                                                                   I 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
| It looks modern and professional | 2
| 1 | | 3 | Very new and different
| Somewhat relevant
| I will definitely recommend
| Concept OMax Life Insurance
| Concept 1Axis Max Life Insurance |
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 OMax 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 |
                                                                          Т
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
                                         | Graduate
l Male
| Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees |
Savings Account/ Current account
```

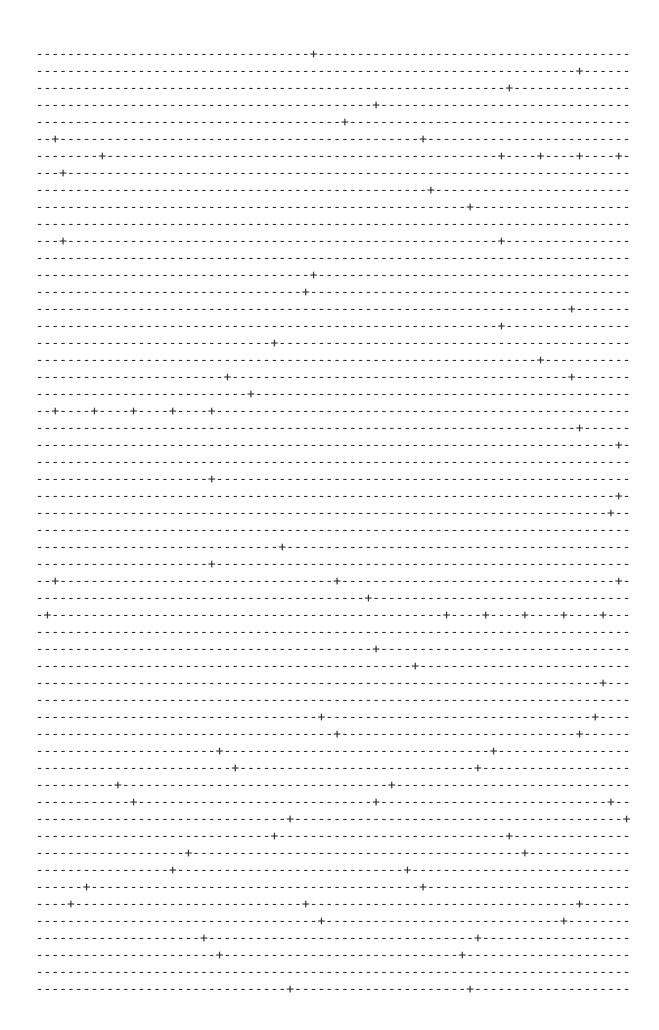
Credit Card Loans (Home, auto, personal, business) West	e
Motro 5 4 3 5 4 4 5 4 3 1 1	5 ا
Metro 5 4 3 5 4 4 5 4 3 1	3
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1.14514e+11 |
                             429729203 | 2024-01-23 17:21:0
| Accept
2 | 2024-01-23 17:40:36 | 152.58.209.55 |
           | 25-35 years
                                         | INR 5.1-7L
                                      | Online aggrega
| Yes
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.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-
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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 3 (Brand 4)
 Top of mind (Brand 1) | Spontaneous 2 (Brand 3) |
 Spontaneous 1 (Brand 2) |
| ICICI Bank |
                | Kotak Mahindra Bank |
| ICICI Prudential Life Insurance | Max Life Insurance
                                            | Kotak
                | Max Life Insurance
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 |
```

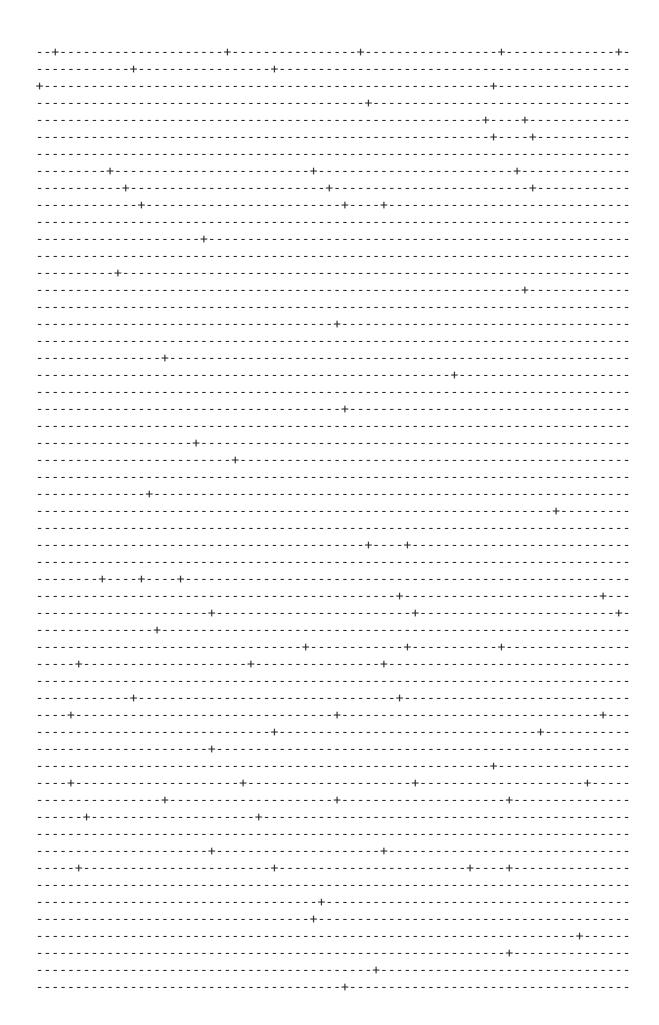
```
| Branch/ office network | | Somewhat easy to understand
| I somewhat like this
I may or may not buy
                                                                   | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI
| Both are known for superior customer service |
1 2
                                                   | 3 | | 1 |
                                                                      | Som
ewhat new and different
I Somewhat relevant
| I may recommend
| Max Axis 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 customer service |
                                                   | 1 | | 3 |
                                                                     | Ext
remely new and different
| Completely relevant
| I will definitely recommend
| Somewhat easy to understand
| I somewhat like this
                                                                           1
I may or may not buy
                                                                   | Axis na
me is taken in the same line as HDFC and ICICI |
| It is known for superior products | It is known for superior customer serv
                                       | 1
     | 3 | 2 | | Somewhat new and different
| Somewhat relevant
| I may recommend
                                   | Concept 2Max Life Insurance by Axis Ban
                                 | Concept OMax Life Insurance |
k |
                                           | Concept 3Axis Life Insurance |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
| Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
Concept OMax Life Insurance |
                                                               | Concept 2Ma
x Life Insurance by Axis Bank |
                                                             | Concept OMax
Life Insurance |
                                                  | Concept 2Max Life Insura
                                                | Rank 2
nce 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) |
                                                      | Max Life Insurance
                             | Metro
     | West
```

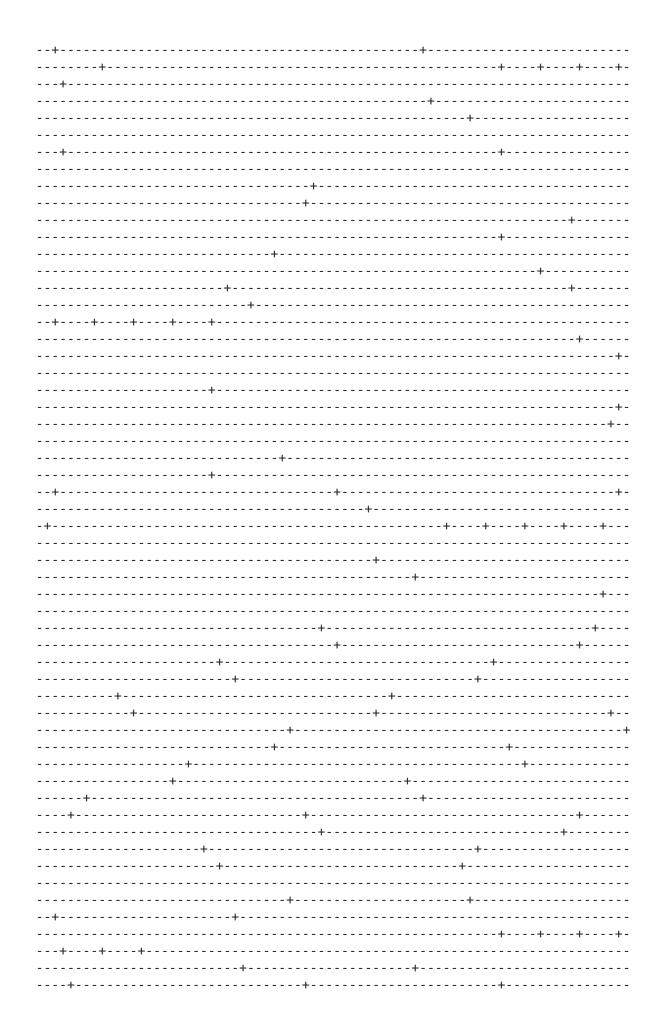




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1.14514e+11 |
                               429729203 | 2024-01-23 16:52:1
1 | 2024-01-23 17:19:44 | 152.58.209.146 |
                                            | INR 5.1-7L
            | 25-35 years
                                         | Online 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
l Axis Bank
               | Axis Bank
                              | Axis Bank
                                             | Axis Ban
        l Axis Bank
k
                       | 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 I somewhat like this
I may or may not buy
```

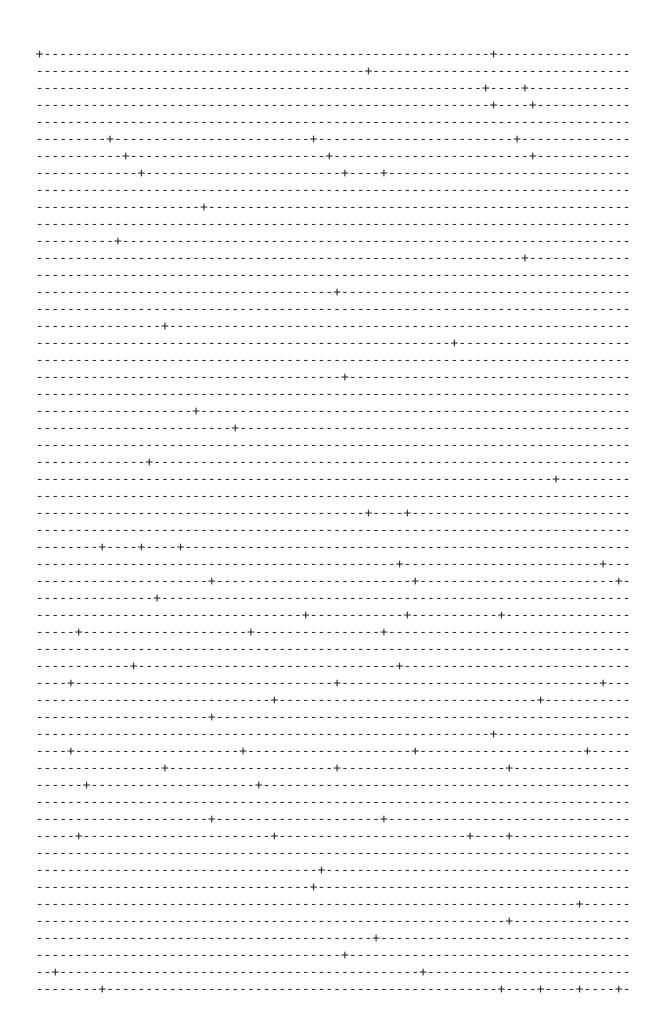
```
| Both are successfully competing with major brands like HDFC and ICICI | Bo
th are known for superior products | Both are known for superior customer se
rvice |
| 2 | 3 | 1 | | Very new and different
| Somewhat relevant
| I may recommend
| Axis Max Life Insurance
                                                   | 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 is known for superior customer service |
                                              | 1 | 3 | | Som
ewhat 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 OMax Life Insurance
                                | Concept 2Max Life Insurance by Axis Ban
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
                               | Concept 1Axis Max Life Insurance | Co
urance |
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) |
Metro | 3 | 5 | 4 | | | 4 | 4 | 4 | | 3 | 4 | 4 | | 3
| 5 | 4 | 4 | 3 | | 4 | 5 | 5 | |
```

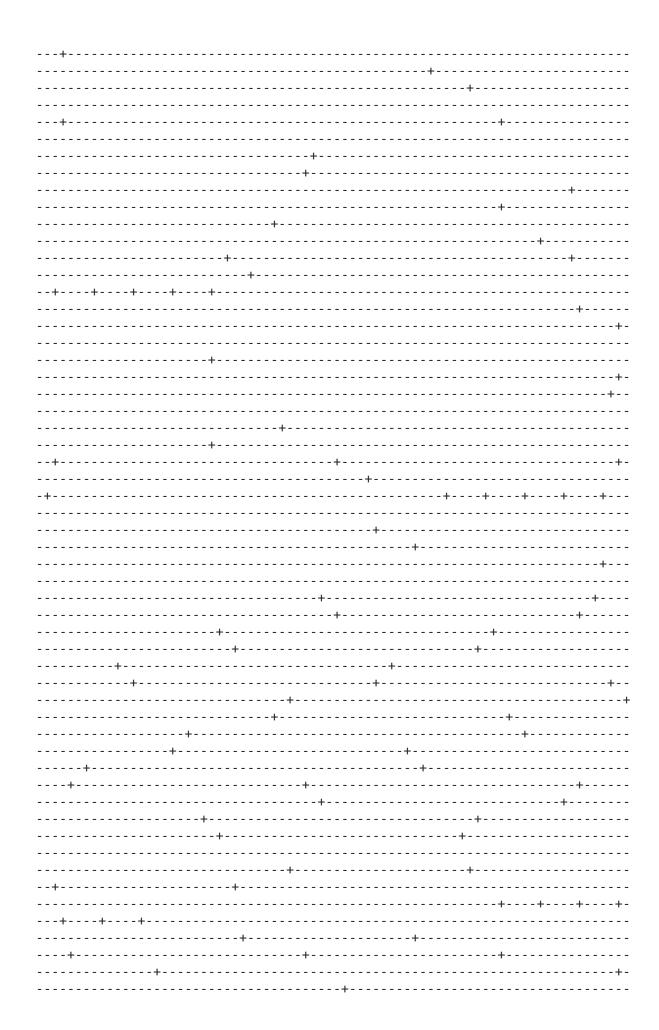




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                      1.14514e+11 |
| Accept
8 | 2024-01-23 17:19:24 | 152.58.209.146 |
               | 46-50 years
                                                     | INR 5.1-7L
 Yes
                                                  | Insurer websit
е
                     | Spontaneous 1 (Brand 2) | Spontaneous 3 (Brand
4) | Spontaneous 2 (Brand 3) | 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 | 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 | Kotak Life Insurance https://surveymonkey-assets.s3.amazo
naws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a
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| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
        | Spontaneous 3 (Brand 4)
                     | Spontaneous 2 (Brand 3) | Top of mind (Brand 1)
 Spontaneous 1 (Brand 2) |
                    | Kotak Mahindra Bank | State Bank of India |
 LTC
l Max Life Insurance
                            | Kotak Life Insurance
                                                        | HDFC L
                     | Max Life Insurance
                                                  | Kotak Life Ins
ife Insurance
                                           | Max Life Insurance
urance
               | Max Life Insurance
| State Bank of India
| Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Ma
hindra Bank | State Bank of India | Kotak Mahindra Bank | Kotak Mahindra Ban
k | Kotak Mahindra Bank | Kotak Mahindra Bank | Association with a banking b
rand/ name
                  | Customer reviews and word of mouth |
| Branch/ office network | | Very easy to understand
| I totally like this
I will definitely buy
                                                       I 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 |
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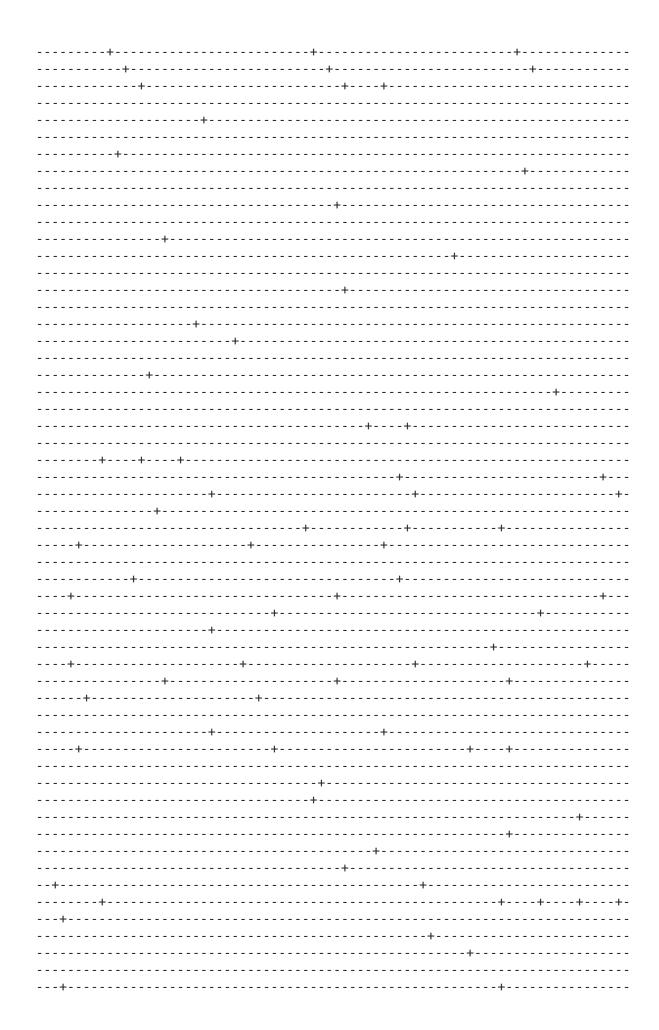
```
1 2
                                             | 3 | | 1 | Som
ewhat new and different
| Completely relevant
| I will definitely recommend
| Max Axis Life Insurance
                                                  | Very easy to under
stand
| I totally like this
I may buy
                                                            | 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 |
                                             | 2 | | 3 |
                                                              l Ver
y new and different
| Somewhat relevant
| I may recommend
| Somewhat easy 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 products |
| 1 | 3 |
                 | Very new and different
            | Somewhat relevant
| I will definitely recommend
| Concept OMax Life Insurance
                               | Concept 2Max Life Insurance by Axis Ban
                                                        | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax Life Insurance |
| Concept 3Axis 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 OMa
x Life Insurance |
| Concept 3Axis Life Insurance | Concept 0Max Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
                                                                  ı
| Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance | Rank 3
                                        | Rank 4 - Least liked |
| Rank 1 - Most liked | Rank 2
4 | 1 | 5 | 6 | 2 | 3 | 7 | It has a vibrant colour scheme
                   | It looks modern and luxurious | It feels sharper and
bolder |
                                                         l Mumbai
| Male
                                    | Post-graduate PhD / doctorate
| Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees |
Savings Account/ Current account
              | Credit Card | Loans (Home, auto, personal, business) |
                                              | Max Life Insurance
    | West
                          | Metro
| Online | Others | Concept 1 | | | | | |
Metro | 5 | 5 | 4 | | 5 | 5 | 4 | | 5 | 4 | 3 |
  4 | 5 | 4 | 4 | 5 | 4 | 5 | |
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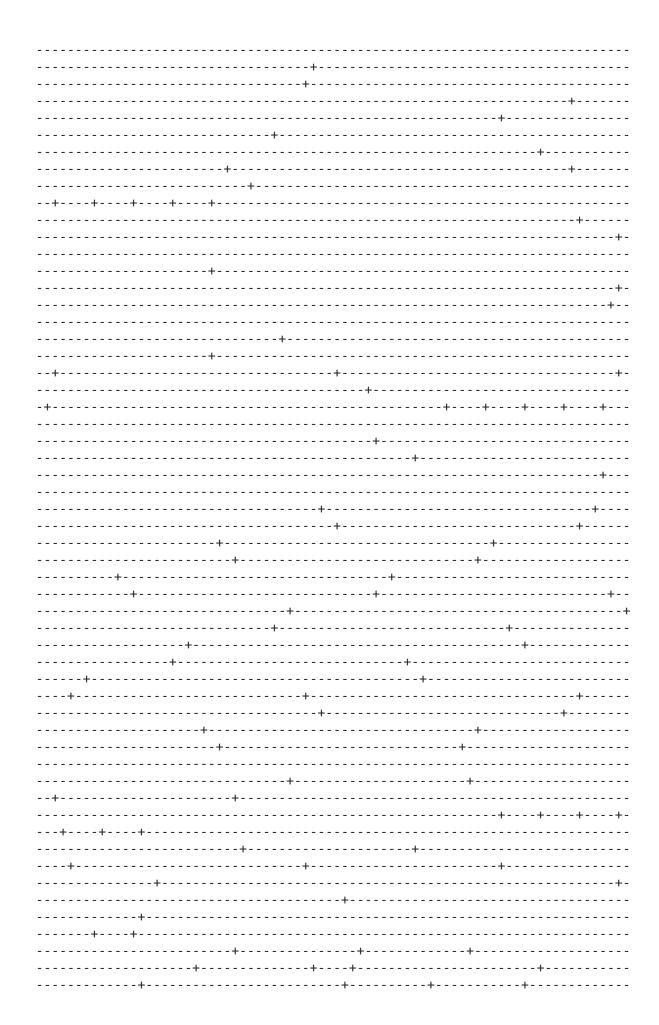




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  429729203 | 2024-01-23 16:52:1
            1.14514e+11 |
7 | 2024-01-23 17:18:52 | 152.58.209.146 |
              | 25-35 years
                                                   | INR 2-5L
| Yes
                                                | 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.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 | 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 2 (Brand 3) | Top of mind (Brand 1)
 Spontaneous 1 (Brand 2) |
          | Axis Bank |
 LIC
| Kotak Life Insurance
                           | ICICI Prudential Life Insurance | Kotak
                     | LIC
Life Insurance
                                                | ICICI Prudenti
al Life Insurance | Kotak Life Insurance
                                          | Kotak Life Insurance
I HDFC Bank
| Axis Bank
                                   | Axis Bank
                 | Axis Bank
                                                     | State Ba
                           | Kotak Mahindra Bank | Axis Bank
nk of India | Axis Bank
| Axis Bank
                 | Axis Bank
                                   | Association with a banking bra
nd/ name
| Insurance expertise | Customer reviews and word of mouth |
                    | Very easy to understand
| 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 | 2
        | 3 | 1 | Very new and different
 Somewhat relevant
| I may recommend
```

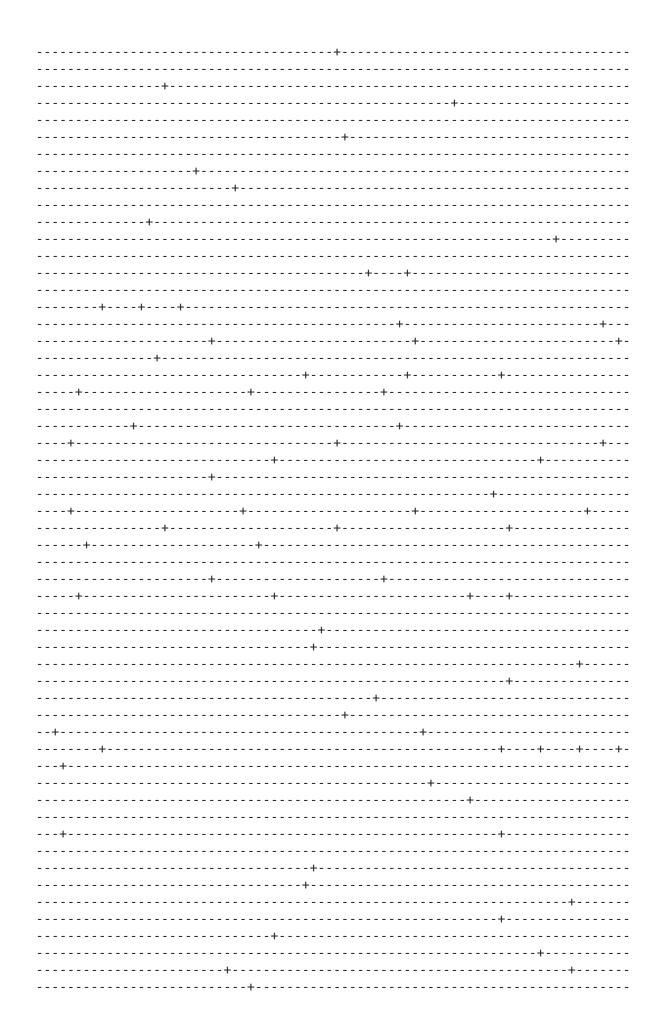
```
| Axis Max Life Insurance
                                           | Somewhat easy to u
nderstand
| I somewhat like this
I may or may not buy
                                                    | Max Lif
e is a respected and well-known brand |
| It is known for superior products | It is known for superior customer serv
ice |
   | 3 | 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 na
me is taken in the same line as HDFC and ICICI |
| It is known for superior products | It is known for superior customer serv
ice |
                              | 2
               | Somewhat new and different
   | 1 | 3 |
| 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 Ban
                                                | Concept 1Ax
k |
is Max Life Insurance |
                       | Concept 1Axis Max Life Insurance |
                        | Concept OMax Life Insurance |
                                 | Concept 3Axis Life Insurance |
Concept OMax Life Insurance |
| Concept 3Axis Life Insurance |
                                               | Concept 1Axis
Max Life Insurance |
                                               | Concept 3Axi
s Life Insurance | Rank 3
               | Rank 4 - Least liked | Rank 1 - Most liked |
| Rank 2
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 |
  3 | 4 | 3 | 4 | 4 | 4 | 4 | 1 |
          ------
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---+----+
                                        429729204 | 2024-01-23 17:01:4
                       1.14514e+11 |
1 | 2024-01-23 17:18:07 | 106.79.140.209 |
                                                        | INR 2-5L
               | 36-45 years
| 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 |
                                         1
| Max Life Insurance
| Max Life Insurance
                            | Max Life Insurance
                                                           | HDFC L
                      | Max Life Insurance | Max Life Insur
ife Insurance
               | HDFC Life Insurance
ance
                                             | Max Life Insurance
| Axis Bank
| Axis Bank
                                     | Axis Bank
                                                          | Axis Ban
                   | Axis Bank
          | Axis Bank
                         | Axis Bank
                                                | Axis Bank
| Axis Bank
                   | Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                            | | Very easy to understand
t ratio |
| I somewhat like this
                                                                 I may buy
                                                           I 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 | |
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
```

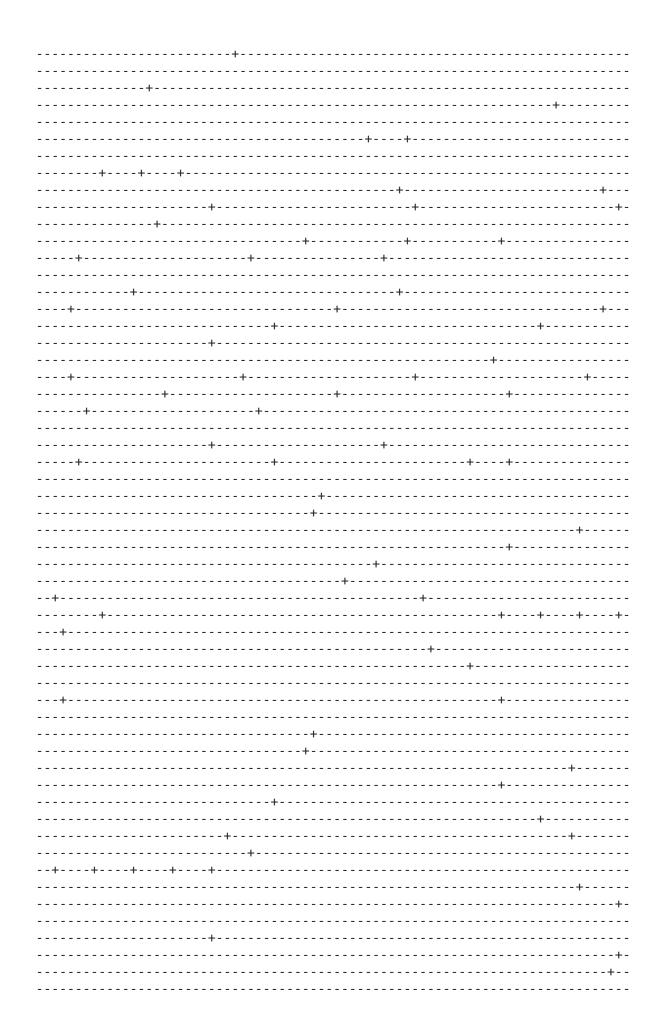
```
| 3 | | 1 | Very new and different
| Somewhat relevant
| I may recommend
| Somewhat easy to understand
| I totally like this
                                                     I may buy
| It has a wide network of branches |
                                                   | It
is known for superior customer service | It looks modern and professional |
| 1 | 2 | 3 | Somewhat new and different
| Completely relevant
| I may or may not recommend
Concept OMax Life Insurance
                      | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                                           | Concept 1Axis
Max Life Insurance |
                     | Concept 1Axis Max Life Insurance |
                      | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                      | Concept OMax Life Insurance |
Rank 1 - Most liked
| Rank 3
                                 | Rank 4 - Least liked |
                | Rank 2
3 | 4 | 7 | 6 | 5 | 2 | 1 |
| It feels refreshing | It looks modern and luxurious |
| It feels international |
                                         | Mumbai
                             | Post-graduate PhD / doctorate
I Male
| Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees |
Savings Account/ Current account
                                                   | Mut
ual funds |
          | West
                            | Metro
                                              | Life Insur
ance Intender | Intender | Axis Bank | Concept 0
   | | Metro | 5 | 3 | 4 | | 4 | 4 | 5 |
              | 4 | 4 | 5 | | 4 | 4 | 3 |
                       -----
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+++
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++++++++
++
Accept
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/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 1 (Brand 2)
| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) | Spontaneous 3 (Brand
                                           | HDFC Bank
4) |
                          | Axis Bank |
                                            | Max Life Insurance
| Max Life Insurance
| Tosurance
                          | Max Life Insurance
                                                                | Max Li
                                              | Max Life Insur
                        | Max Life Insurance
                                                | Max Life Insurance
ance
                | LIC
| Axis Bank
             | Axis Bank | Axis Bank
| Axis Bank
                                                        | Axis Ban
           | Axis Bank
                           | Axis Bank | Axis Bank
| Axis Bank | Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                          | Neither easy nor difficult to unders
t ratio |
tand
| I somewhat like this
                                                                       I may or may not buy
                                                               | Both ar
e strong brand names in their respective segments |
| Both are known for superior products |
| It looks modern and professional | 1
    | 3 | | 2 | Somewhat 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 products |
| It looks modern and professional | 1
| 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 |
```

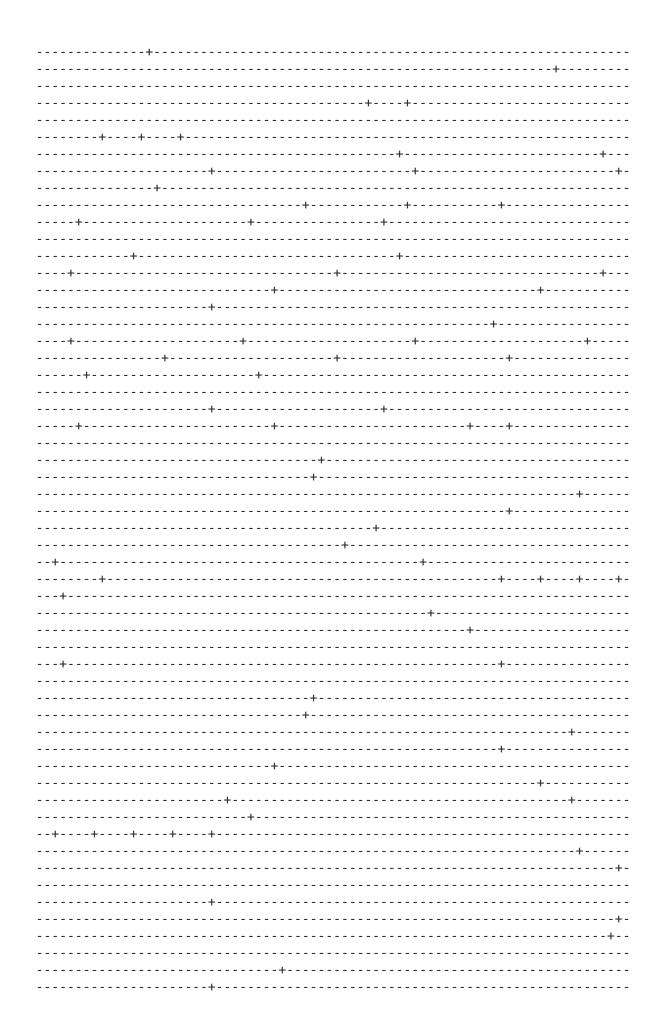
2 3 1 Very new and different Somewhat relevant I may recommend Concept OMax Life Insurance
Concept OMax Life Insurance Concept 1Axis Max Life Insurance
Concept OMax Life Insurance
Concept 0Max Life Insurance Rank 1 - Most liked
Rank 2
+
+
++++
++
+++
+
· ++
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+++

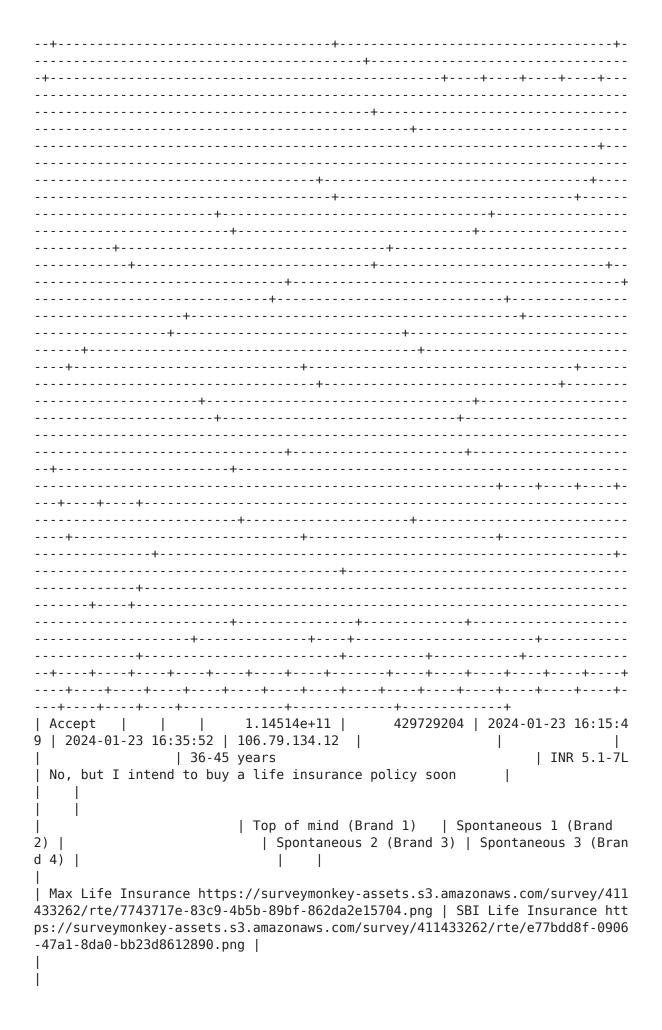


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-----+
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 -----+
 1.14514e+11 |
         429729203 | 2024-01-23 15:50:2
Accept
  1
4 | 2024-01-23 16:32:34 | 152.58.208.28
   | 36-45 years
             | INR 2-5L
| Yes
             | Online aggrega
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
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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
| 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
I Axis Bank
                      | Axis Bank
                                          | Axis Bank
                                                                 l Axis Ban
            | Axis Bank
                                 | Kotak Mahindra Bank | Axis Bank
                                          | Association with a banking bra
| Axis Bank
                      | Axis Bank
nd/ name
                      | Customer reviews and word of mouth | Claim settlemen
                                | Neither easy nor difficult to unders
t ratio |
tand
| Neither like nor dislike this insurance plan
                                                                          I may buy
                                                                  I 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 |
                                                                     | Som
1 2
                                                  | 1 |
                                                           | 3 |
ewhat new and different
| Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                       | Very easy to under
| 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 |
                                                  | 2 | | 3 | | Som
1 1
ewhat new and different
I 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
| It looks modern and professional | 3
        | | 1 | Slightly new and different
| May or might not be relevant
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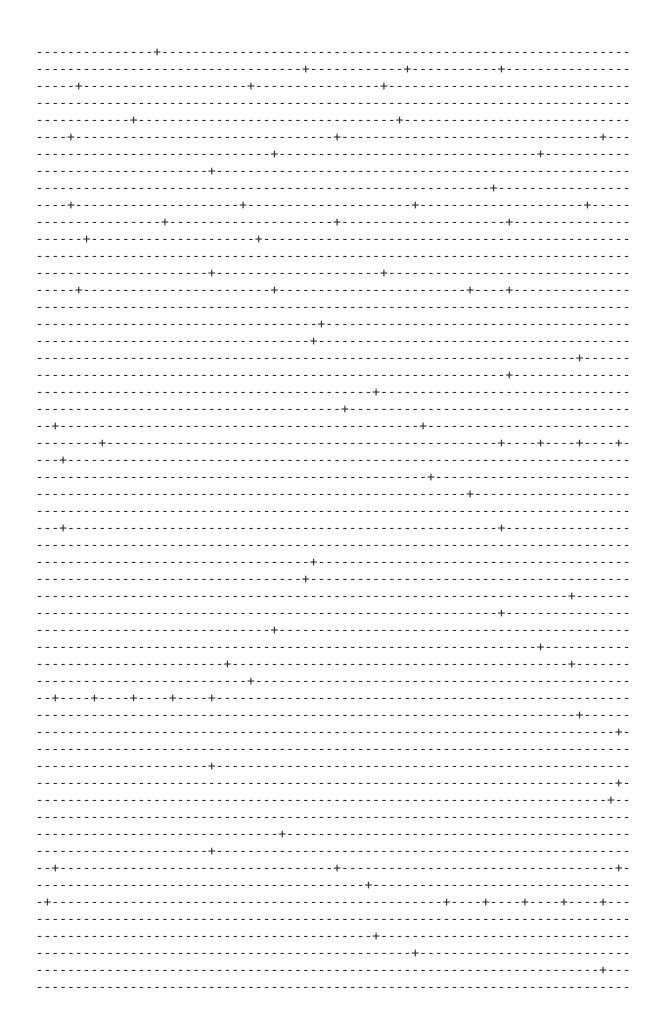
I may recommend
Concept 2Max Life Insurance by Axis Ban
k Concept 1Ax
is Max Life Insurance Concept 2Max Life Insurance by Axis Bank Concept 3
Axis Life Insurance Concept OMax Life Insurance
Concept 2Max Life Insurance by Axis Bank Concept 1Axis Max Life Insurance
Concept BAxis Flax Life Insurance Concept OMax 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
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
Online
Metro 3 5 3 3 5 4 4 4 5 3 3
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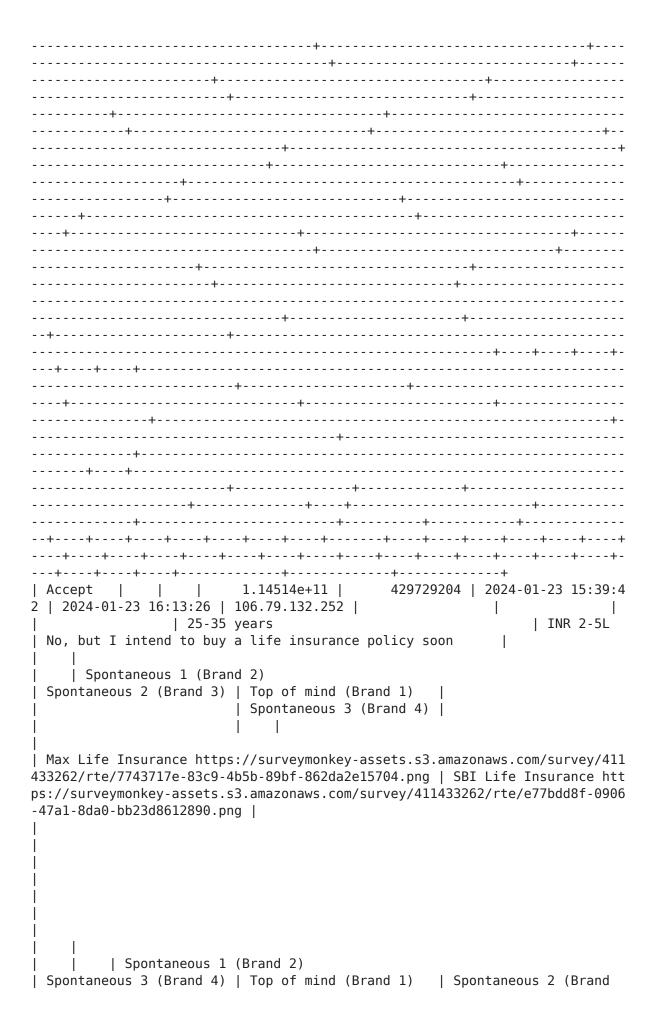




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| Tata AiA Life Insurance https://surveymonkey-assets.s3.amazonaws.com/surve
y/411433262/rte/52c7f424-58bc-443a-b3b8-98c1e9ee1919.png |
        | Spontaneous 3 (Brand 4)
| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) | Spontaneous 1 (Brand
                          | ICICI Bank | Axis Bank |
                                            | State Bank of India |
| Max Life Insurance
                        | Max Life Insurance
                                                              | Max Li
| Max Life Insurance
fe Insurance
                        | Max Life Insurance
                                                        | Max Life Insur
                                               | Max Life Insurance
               | Max Life Insurance
ance
| ICICI Bank
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| ICICI Bank
                   | ICICI Bank
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nk
     | ICICI Bank
                         | ICICI Bank
                                              | ICICI Bank
| ICICI Bank
              | ICICI Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                       | | 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
| 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 customer serv
ice | 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 OMax Life Insurance
                             | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                                                         | Concept 1Axis
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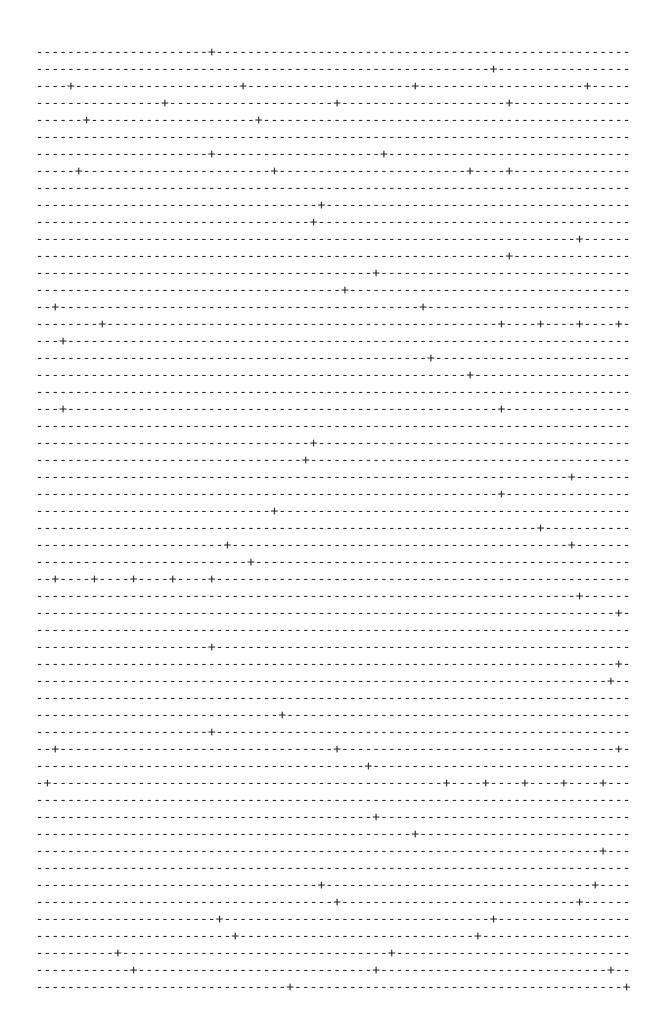
Max Life Insurance	
Concept OMax Life Insurance	 Concept 1Axis
Max Life Insurance	concept inxis
Concept OMax Life Insurance	· 1
Concept 0Max Life Insuran	ce
Rank 1 - Most liked	anak 13land 1
Rank 3	•
	feels sharper and
bolder	Mumbai
Male Graduate	•
Self-employed / Entrepreneur	
Savings Account/ Current account	1
	 fe Insurance Inten
West Metro Li der Intender Axis Bank Concept 0	le insurance inten
Metro 4 3 4 4 4 3 4 4	
3 5 4 4 4 5 4 4	
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3) |
                                           | HDFC Bank
       | Axis Bank |
| Max Life Insurance
                          | Max Life Insurance
| Max Life Insurance
                                                                | HDFC L
ife Insurance | Max Life Insurance | ICICI Prudenti
al Life Insurance | Max Life Insurance
                                         | Max Life Insurance
l Axis Bank
| Axis Bank
             | Axis Bank | Axis Bank
                                                              | Axis Ban
           | Axis Bank
                        | Axis Bank
                                             | Axis Bank
             | Axis Bank
| Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                              | | Somewhat easy to understand
t ratio |
I I somewhat 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 or may not recommend
| Max Axis Life Insurance
                                                     | Somewhat easy to u
nderstand
| Neither like nor dislike this insurance plan
                                                                       | Max Lif
e is a respected and well-known brand |
| It is known for superior products |
| It looks modern and professional | 1
    | 2 | | 3 | Somewhat new and different
| 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
                                                               | 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
| 2 | | 3 | Slightly new and different
| May or might not be relevant
| I may or may not recommend
| Concept OMax Life Insurance
                             | Concept OMax Life Insurance |
Concept OMax Life Insurance | Concept 1Axis Max Life Insurance |
                                                         | Concept 1Axis
Max Life Insurance |
| Concept OMax Life Insurance |
                                                             | Concept 2
Max Life Insurance by Axis Bank |
                                                           | Concept 0Ma
x Life Insurance |
                                                         | Concept 1Axis
Max Life Insurance |
                                                             | Concept 2
Max Life Insurance by Axis Bank |
                                                           Rank 1 - Mo
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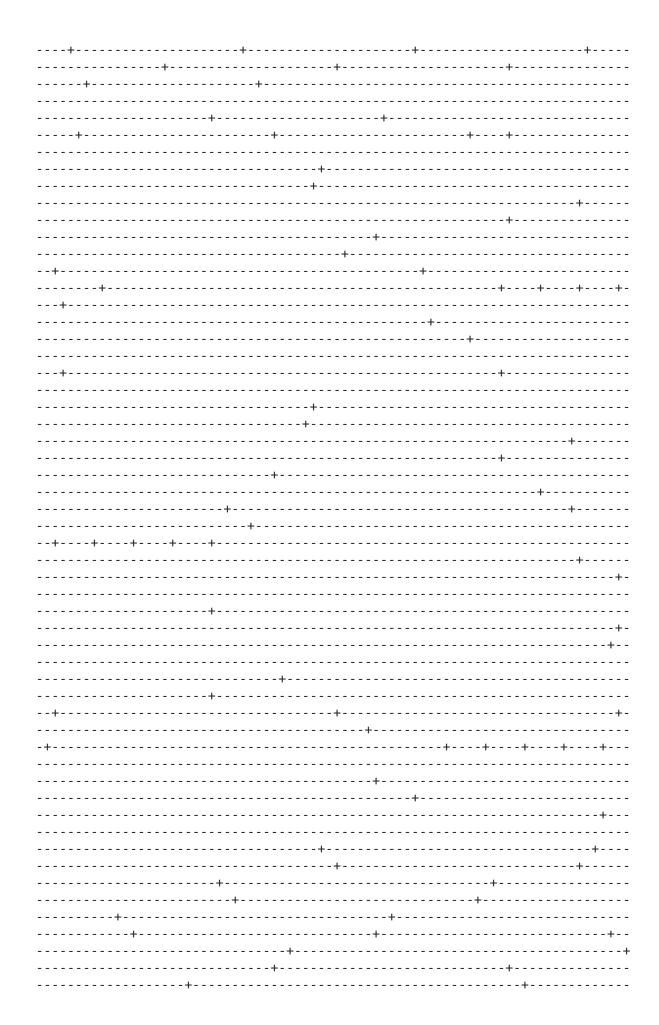
st liked Rank 3	
Male Graduate Self-employed / Entrepreneur	I
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der Intender Axis Bank Concept 0	
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                              429729203 | 2024-01-23 15:03:1
             7 | 2024-01-23 15:44:50 | 152.58.209.7
           | 36-45 years
                                          l More than
                              | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc.
                 | Spontaneous 3 (Brand 4) |
| Top of mind (Brand 1)
                  Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
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7743717e-83c9-4b5b-89bf-862da2e15704.png | SBI Life Insurance https://survey
monkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-
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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 |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/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 |
 ICICI Prudential Life Insurance | ICICI Prudential Life Insurance | Bajaj
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Allianz Life Insurance | ICICI Prudential Life Insurance | Max Life Insur
ance | ICICI Prudential Life Insurance | ICICI Prudential 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
| 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 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 |
| 3
                                                | 1 | 2 | | Som
ewhat new and different
I Somewhat relevant
| I will definitely recommend
| Max Axis Life Insurance
                                                     | Somewhat easy to u
nderstand
| Neither like nor dislike this insurance plan
                                                                       1
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
| | 3 | 2 | Very new and different
| Somewhat 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 is known for superior products | It is known for superior customer serv
| 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 3Axi
s Life Insurance |
                                            | Concept 1Axis Max Life Insu
rance | 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 3Axi
s Life Insurance | Rank 4 - Least liked
| Rank 2
                    | Rank 3
                                            | Rank 1 - Most liked |
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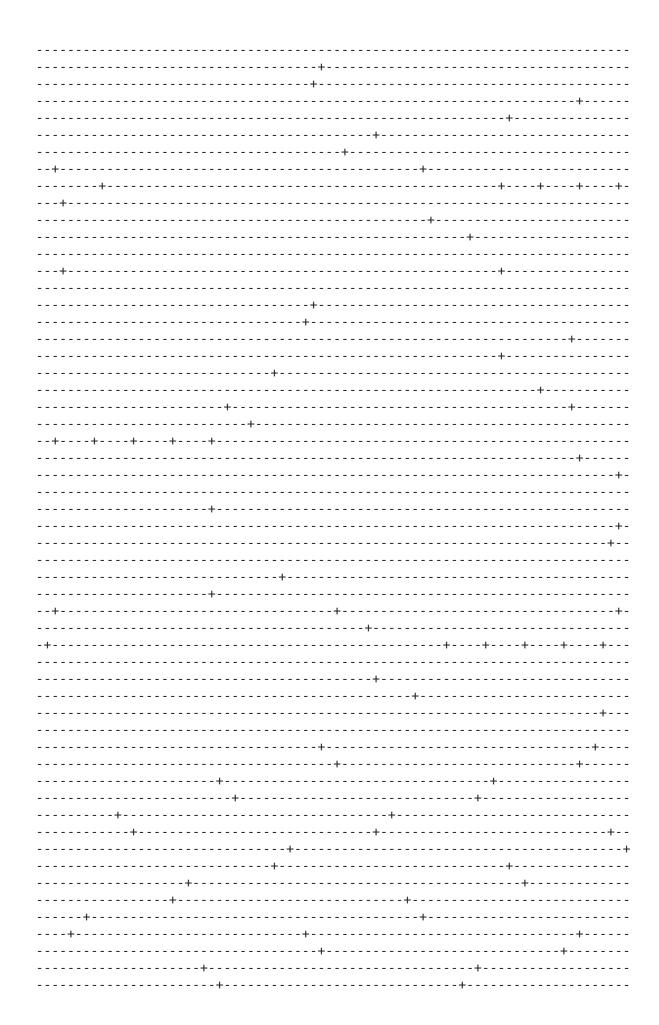
6 3 1 2 4 5 7 It has a vibrant colour scheme
Credit Card Loans (Home, auto, personal, business) West Metro Life Insurance Inten
der Online Axis Bank Concept 3 Metro 3 4 5 3 3 4 2 3 4 3
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     1.14514e+11 |
| Accept
0 | 2024-01-23 15:44:25 | 152.58.209.7
          | 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/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 | Kotak Life Insurance https://surveymonkey-asse
ts.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479
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e/c74ca4b1-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)
               | Top of mind (Brand 1)
                             | Spontaneous 1 (Brand
2) | Spontaneous 2 (Brand 3) |
                           | State Bank of India |
       | Axis Bank |
| SBI Life Insurance
                    | LIC
| LIC
                                        | SBI Li
fe Insurance
               | LIC
                                   | Max Life Insur
          | SBI Life Insurance
                              | SBI Life Insurance
| State Bank of India
```

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| Axis Bank
| State Bank of India | Axis Bank
                                                               | Axis Ban
k | State Bank of India | Axis Bank | State Bank of Indi
                      | Axis Bank
a | Axis Bank
                     | 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 are successfully competing with major brands like HDFC and ICICI | Bo
th 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 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
                                     | 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 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 products |
| 1 | 3 | | | Somewhat new and different
| Completely relevant
| I may recommend
| Concept 1Axis Max Life Insurance |
                                                           | Concept 1Axis
Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
                            | Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance | Concept 0Max Life Insurance | Concept 1Axis
Max Life Insurance |
| Concept OMax 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 |
                                                                        I
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
                                                              | Mumbai
bolder |
| Male
                                        | Post-graduate PhD / doctorate
| Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees |
Savings Account/ Current account
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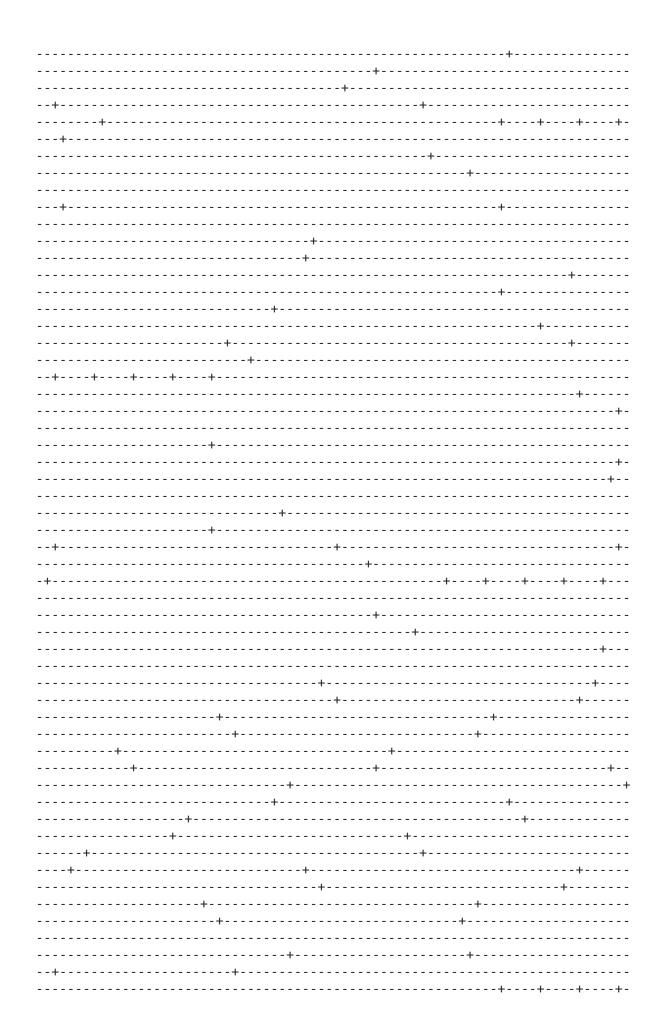
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1.14514e+11 |
                            429729203 | 2024-01-23 15:03:0
Accept
3 | 2024-01-23 15:44:12 | 152.58.209.7
           | 36-45 years
                                        | INR 7.1-10
                             | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, 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.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
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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 |
| SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/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
                     | ICICI Prudential Life Insurance | ICICI
| Max Life Insurance
                                     | ICICI Prudenti
Prudential Life Insurance | SBI Life Insurance
al 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 settlemen
                        | Somewhat easy to understand
| Neither like nor dislike this insurance plan
```

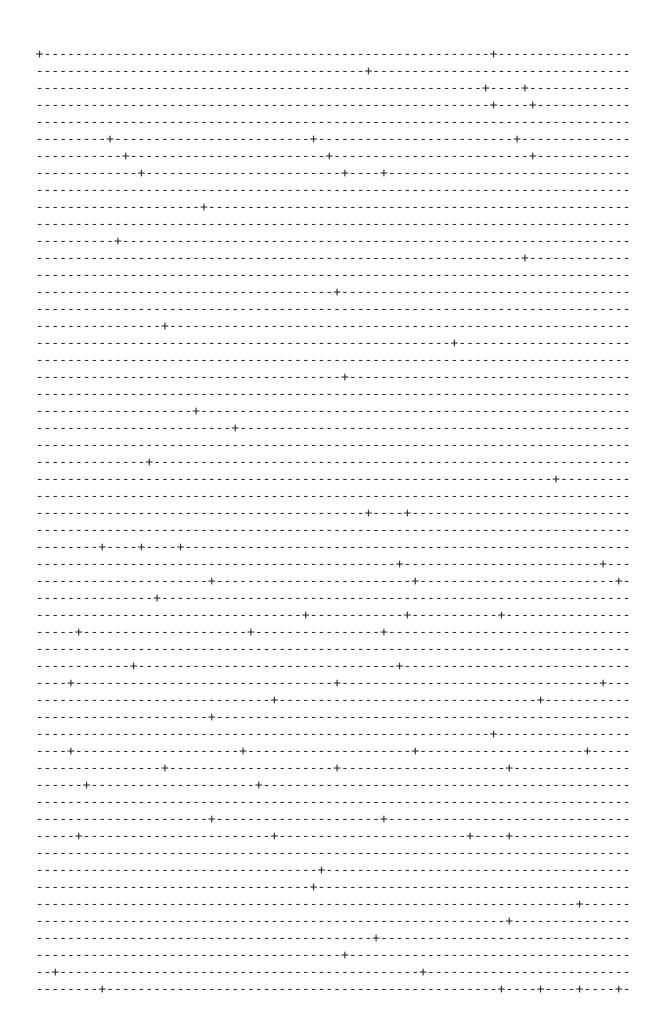
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I may buy
                                                                   | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| Both are known for superior customer service |
| 2
                                                   | 3 |
                                                           | 1 |
                                                                      l 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
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 |
                                                   | 3 | 2 |
| 1
                                                                       | 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
                                                                   I Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
                                           | It is known for superior custom
anches |
er service |
                                              | 2
| 1 |
        | 3 |
                  | Very new and different
| Somewhat relevant
| I may or may not recommend
                                   | Concept 2Max Life Insurance by Axis Ban
                                                               | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax 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
                                 | Concept OMax Life Insurance |
k |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
k |
                                 | Concept OMax Life Insurance |
                                           | Concept 3Axis Life Insurance |
                                   | Concept 2Max Life Insurance by Axis Ban
k | Concept 3Axis Life Insurance | Rank 4 - Least liked
                       | Rank 1 - Most liked | Rank 3
| Rank 2
6 | 3 | 5 | 4 | 1 | 2 | 7 | It has a vibrant colour scheme
| It feels refreshing |
                         | The picture/ image looks cool | Mumbai
I Male
                                         | Graduate
 Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees |
Savings Account/ Current account
                              | Loans (Home, auto, personal, business) |
     | West
                                                     | Life Insurance Inten
                             | Metro
der | Online | Others
                          | Concept 2
| Metro | 4 | 5 | 3 | | 3 | 5 | 4 |
                                               | 4 |
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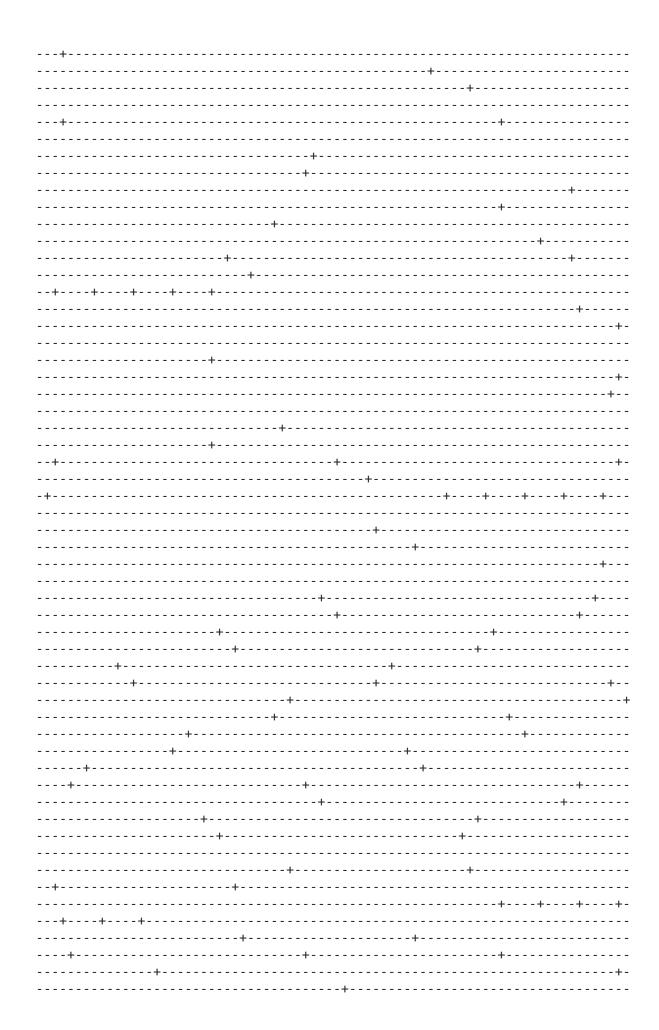
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---+---+----+----+-----+-----+-----+
                                429729203 | 2024-01-23 14:10:3
| Accept |
          1.14514e+11 |
8 | 2024-01-23 15:02:39 | 152.58.209.7
            | 36-45 years
                                              | INR 7.1-10
                                 | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc.
                               | Spontaneous 1 (Brand 2)
| Spontaneous 2 (Brand 3) |
                  | Top of mind (Brand 1) | Spontaneous 3 (Brand
                        | HDFC Life insurance HDFC Life insurance
4) |
| 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 |
| HDFC Life insurance 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 Prudenti
al Life Insurance | ICICI Prudential Life Insurance | ICICI Prudential Life
Insurance | HDFC Bank
| Kotak Mahindra Bank | Kotak Mahindra Bank | HDFC Bank
                                              | HDFC Ban
                        | Kotak Mahindra Bank | Kotak Mahindra Ban
k
        | HDFC Bank
k | Kotak Mahindra Bank | Kotak Mahindra Bank |
| Insurance expertise |
                                          | Claim settlemen
t ratio | 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 successfully co
mpeting with major brands like HDFC and ICICI
| Both are known for superior customer service |
```

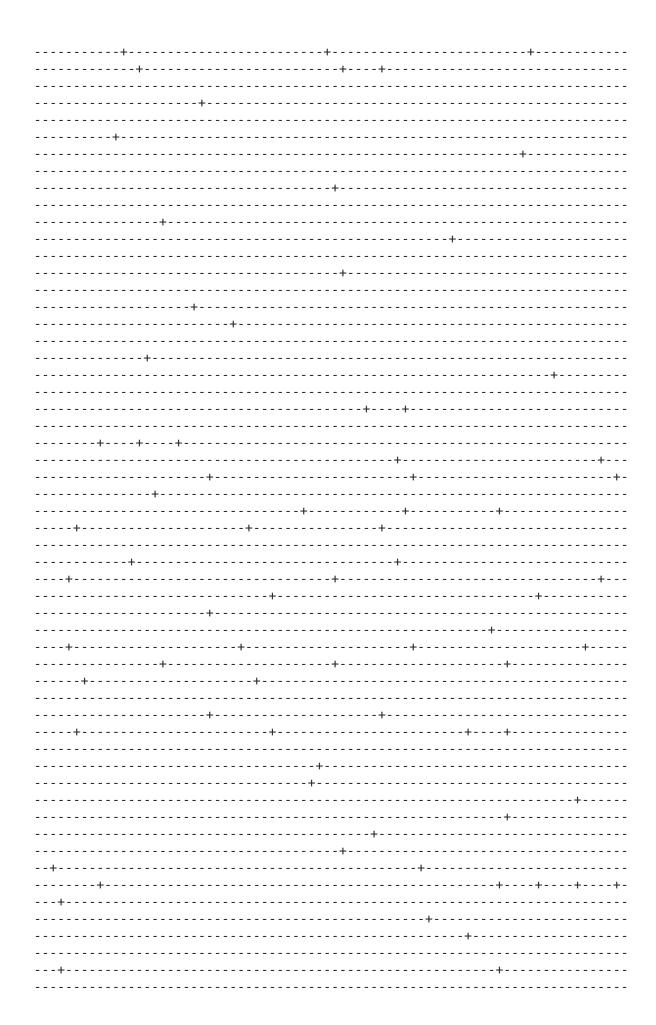
```
1 2
                                             | 1 | 3 | Som
ewhat new and different
I Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                 | Neither easy nor d
ifficult to understand
I I somewhat like this
                                                                 1
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
                                 | 2
    | 3 | 1 | Very new and different
| Somewhat relevant
| I may recommend
| Very easy to understand
| I totally like this
                                                                  I will definitely buy
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
| May or might not be relevant
| I will definitely recommend
                              | Concept 2Max Life Insurance by Axis Ban
k | 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 2
Max Life Insurance by Axis Bank |
                              | Concept 2Max Life Insurance by Axis Ban
k | Concept 3Axis Life Insurance |
                                                       | Concept 1Ax
                                                         | Concept 3
is Max Life Insurance |
                                           | Concept 1Axis Max Life I
Axis Life Insurance |
                                             | Concept 3Axis Life Ins
nsurance |
urance | 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 |
                                                  l Mumbai
| Male
                                   | Higher secondary-12th
| Self-employed / Entrepreneur
                                                                Savings Account/ Current account
             | Credit Card | Loans (Home, auto, personal, business) |
                                            | Life Insurance Inten
   | West
                         | Metro
der | Online | Others
                      | Concept 3 |
                                         | Metro | 4 | 3 | 5 | | 4 | 4 | 5 | | 4 | 4 | 5 |
                                                           | 3 |
4 | 5 | | 4 | 4 | 3 | | 4 | 4 | 5 | |
```

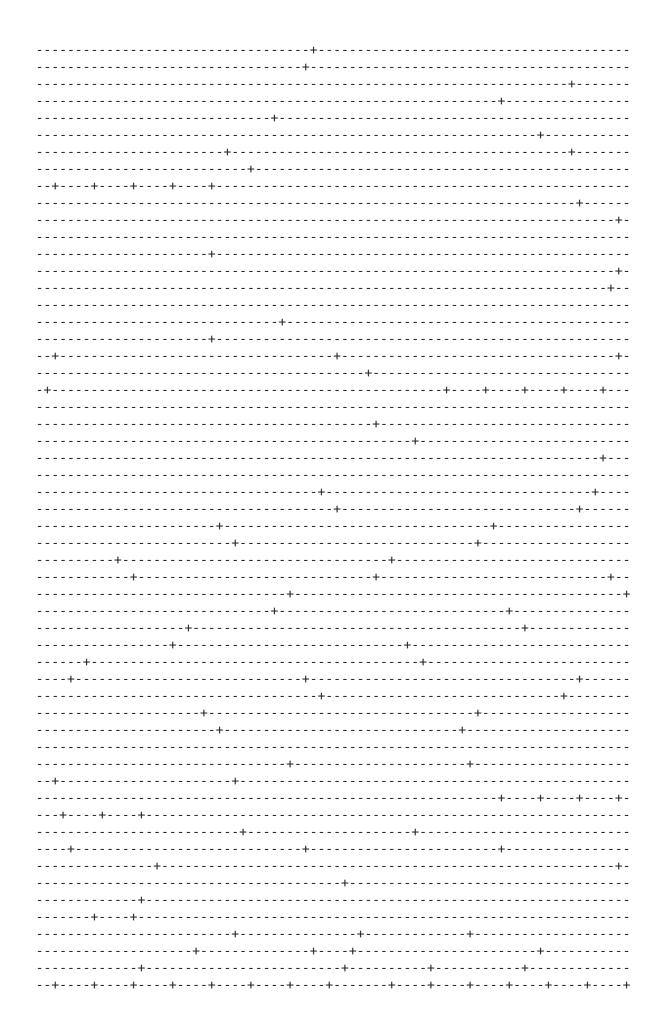




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   -----
  1.14514e+11 |
                                     429729203 | 2024-01-23 14:10:3
                 4 | 2024-01-23 14:46:34 | 152.58.209.7
              | 46-50 years
                                                    | INR 7.1-10
L
                                     | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc.
                                    1
                                        | Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
                       | 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
                     | Max Life Insurance
fe Insurance
                                                 | LIC
| Max Life Insurance
                           | Max Life Insurance
                                                       | HDFC B
ank
l Axis Bank
                  | Axis Bank
                                    | Axis Bank
                                                     | Axis Ban
         | 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
                                                             ١
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 1 | Very new and different
| Somewhat relevant
| I may or may not recommend
| Max Axis Life Insurance
                                             | Somewhat easy to u
```

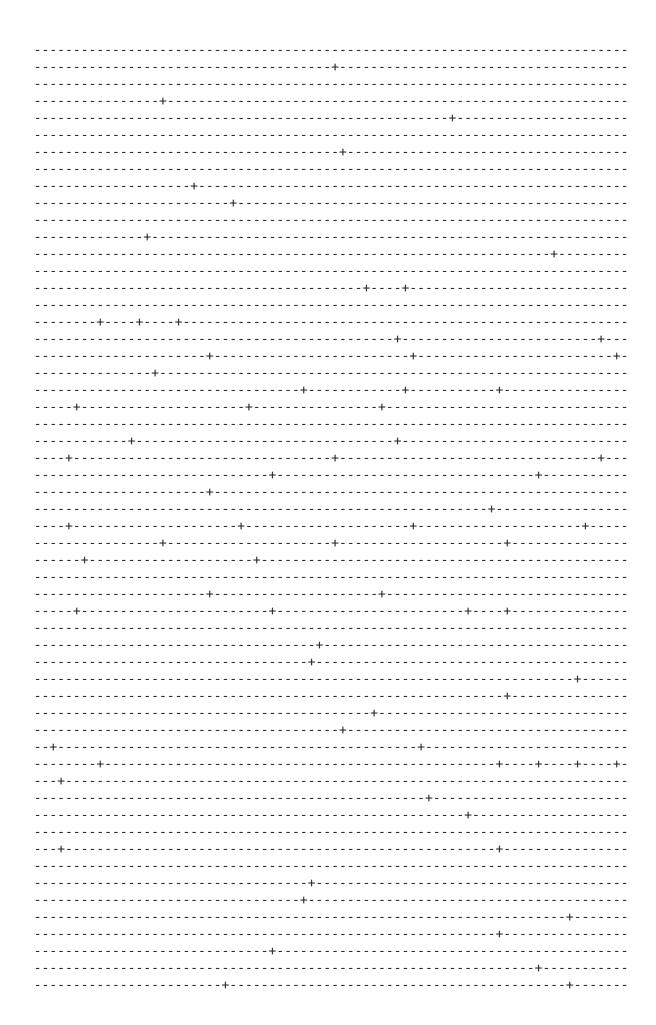
```
nderstand
| I somewhat like this
I may or may not buy
| It is known for superior products | It is known for superior customer serv
ice | It looks modern and professional |
   | 2 | 3 | 1 | Somewhat new and different
| Somewhat relevant
| I may recommend
| Very easy to understand
| I totally like this
I will definitely buy
me is taken in the same line as HDFC and ICICI | It has a wide network of br
                                | It is known for superior custom
anches |
er service |
| 2 | | 1 |
              | Somewhat new and different
| May or might not be relevant
| I may recommend
                          | Concept 2Max Life Insurance by Axis Ban
k |
| Concept 2Max Life Insurance by Axis Bank |
Concept OMax Life Insurance
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance |
                                              | Concept 1Axis
Max Life Insurance |
| Concept OMax Life Insurance |
                                                 | Concept 2
Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
k |
                         | Rank 3
| 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 |
                                                | Mumbai
| Male
                               | Graduate
| Self-employed / Entrepreneur
                                                        Savings Account/ Current account
            | Credit Card | Loans (Home, auto, personal, business) |
   | West
                     | Metro
                                      | Life Insurance Inten
der | Online | Axis Bank | Concept 2
| Metro | 4 | 4 | 5 | | 3 | 4 | 5 |
                                   | 4 | 3 | 5 |
         | 4 | 4 | 3 | | 3 | 4 | 4 |
3 | 3 |
-----
______
-----
```





```
| Accept | | |
                       1.14515e+11 |
                                         429729204 | 2024-01-23 19:24:3
5 | 2024-01-23 19:40:38 | 106.79.175.35 |
             | 25-35 years
                                                          | INR 2-5L
 Yes
                                                      | Insurer websit
е
| 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 |
                                          1
                      | Max Life Insurance
| LIC
                             | Max Life Insurance
                                                             | Max Li
fe Insurance
                       | Max Life Insurance
                                                      | LIC
| Max Life Insurance
                              | Max Life Insurance
                                                             | ICICI
Bank
                                        | ICICI Bank
| HDFC Bank
                    | ICICI Bank
                                                           | ICICI Ba
nk
           | HDFC Bank
                           | ICICI Bank
                                                 | ICICI Bank
                    I HDFC Bank
| HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                          | | Very easy to understand
t ratio |
| I somewhat like this
                                                                    I will definitely buy
                                                             I 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
I Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                   | Neither easy nor d
ifficult to understand
| Neither like nor dislike this insurance plan
                                                                    1
I may not buy
| I did not like this concept
```

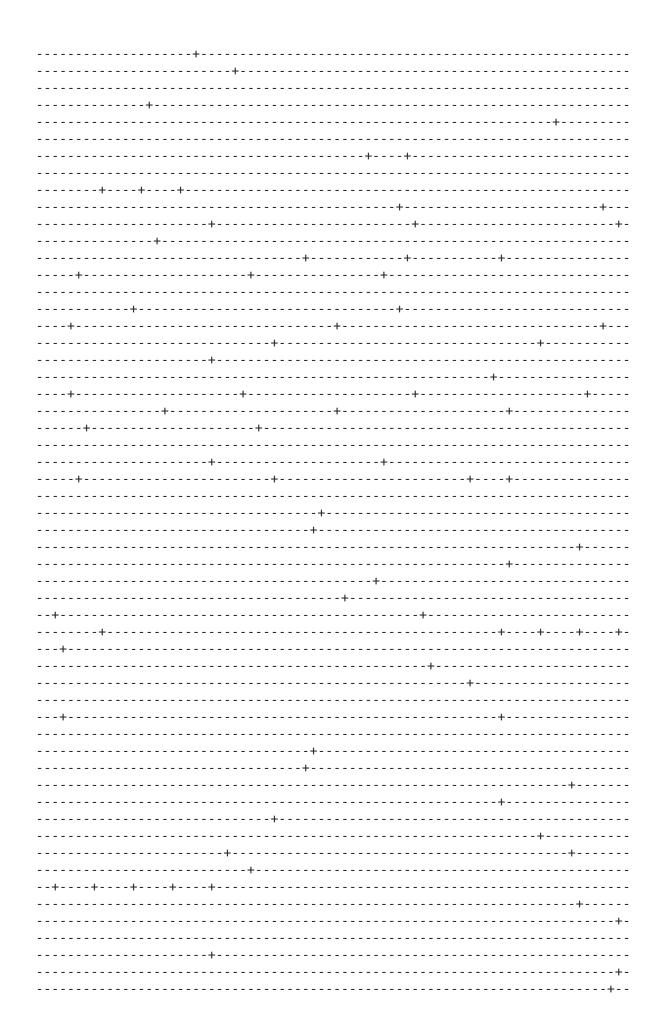
Slightly new and different
Completely not relevant
I may not recommend
Somewhat easy to understand
Neither like nor dislike this insurance plan
I may or may not buy
Axis na
me is taken in the same line as HDFC and ICICI It has a wide network of br
anches
It looks modern and professional 1
2 3 Not at all new and different
Somewhat irrelevant I may or may not recommend
I may of may not recommend
Concept 1Axis Max Life Insurance Concept 2Max Life Insurance by Axis Ban
k Concept OMax Life Insurance
Concept OMax Life Insurance
Concept OMax 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 OMax Life Insurance
Rank 3
Rank 1 - Most liked Rank 4 - Least liked Rank 2
2 6 7 4 5 3 1 It has a vibrant colour scheme It feels refreshing It looks modern and luxurious
Mumbai
Male Post-graduate PhD / doctorate
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees
Savings Account/ Current account
Mut
ual funds West Metro Max Life I
nsurance Online Others Concept 1
Metro 5 3 4 4 3 3 5 2 3
4 2 1 4 1 2 4 2 3
+
+++++
++
+
· +++
++
++
++++++



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------
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-----+------
-----+----+----
------
______
------
1.14515e+11 |
   429729204 | 2024-01-23 15:24:3
| Accept |
 5 | 2024-01-23 15:40:38 | 106.79.134.124 |
    | INR 2-5L
 | 36-45 years
| Yes
    | PhonePe, Payt
m, etc.
```

```
| 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/411
433262/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/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
          | Spontaneous 2 (Brand 3)
                                                    | Top of mind (Brand 1)
  Spontaneous 1 (Brand 2)
  Spontaneous 3 (Brand 4) |
                                               | State Bank of India |
| Max Life Insurance
                                  | LIC
| Max Life Insurance
                                                                    | 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
I 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 |
```

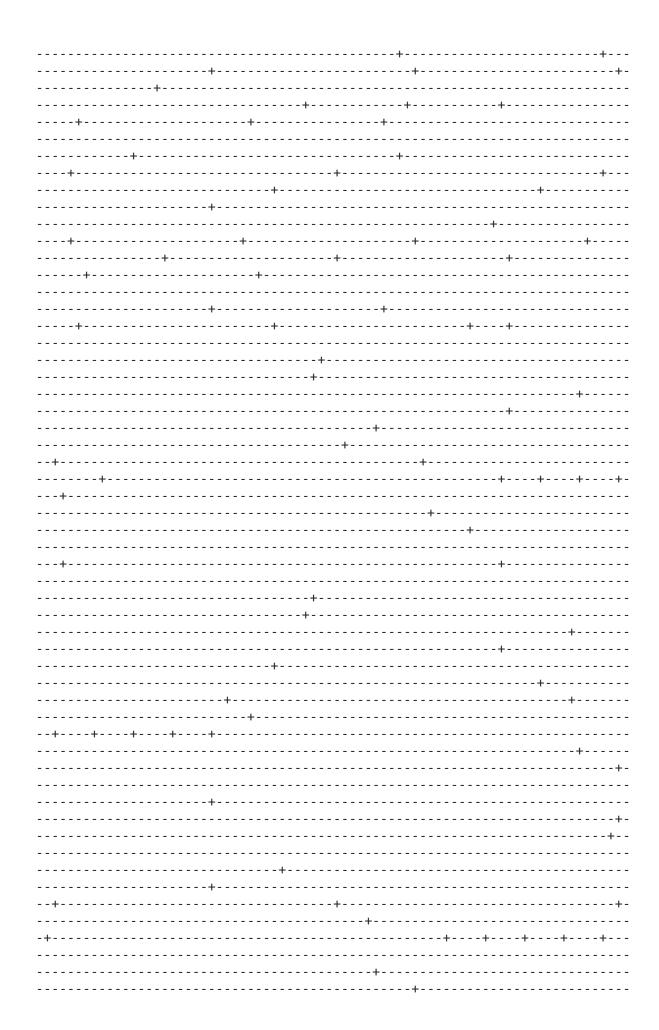
It is known for superior customer service It looks modern and professional 3
Concept 2Max Life Insurance by Axis Bank
k Concept OMax Life Insurance
Concept 2Max Life Insurance by Axis Bark Concept 2Max Life Insurance Concept 2Max Life Insurance Rank 4 - Least liked
Rank 2
Female Graduate Home maker Graduate
West
+
++++
· +++
++
+
++
+
+



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-----+----+----
 ------
-----+------
------
------
-----
1.14515e+11 |
        429729204 | 2024-01-23 14:24:3
Accept
 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/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
```

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| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
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| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/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
                          | LIC
fe Insurance
                                                           | 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 |
    | 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
                                      | 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 OMax Life Insurance
| Concept 2Max Life Insurance by Axis Bank |
```

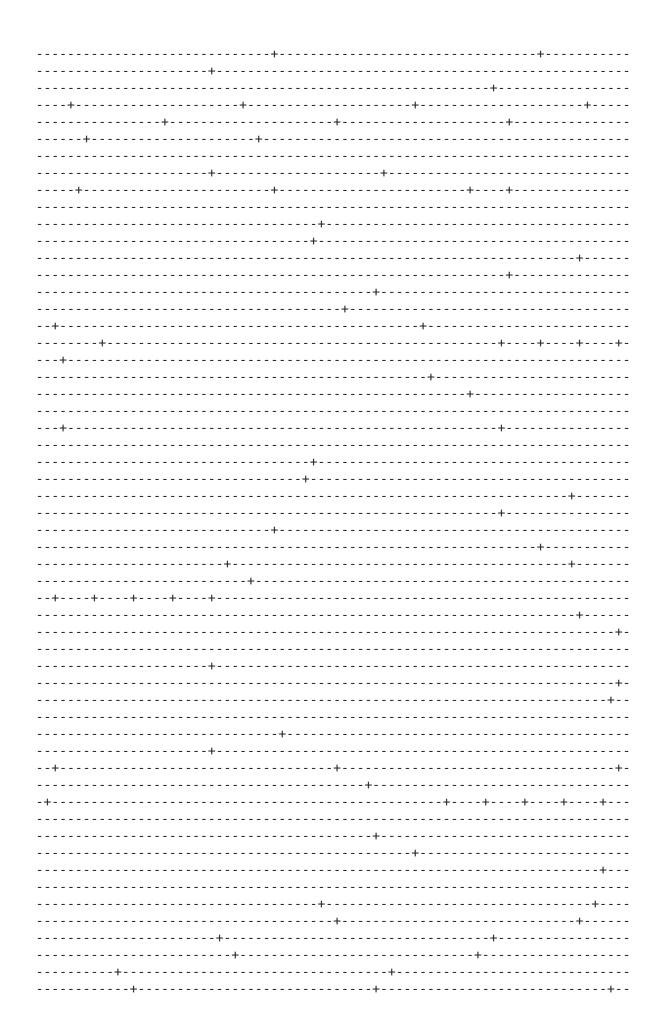
 k	Concept 2Max Life Insurance by Axis Ban Concept 0Max Life Insurance
 k is Max Life Insurance Concept	Concept 2Max Life Insurance by Axis Ban Concept 1Ax 2Max Life Insurance by Axis Bank
Max Life Insurance by Axis Bank x Life Insurance	Concept 2 Concept 0Ma Rank 1 - Most liked
Rank 3	Rank 4 - Least liked
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate
West	4 3 2 3 3 2 4
+	
	+
	+

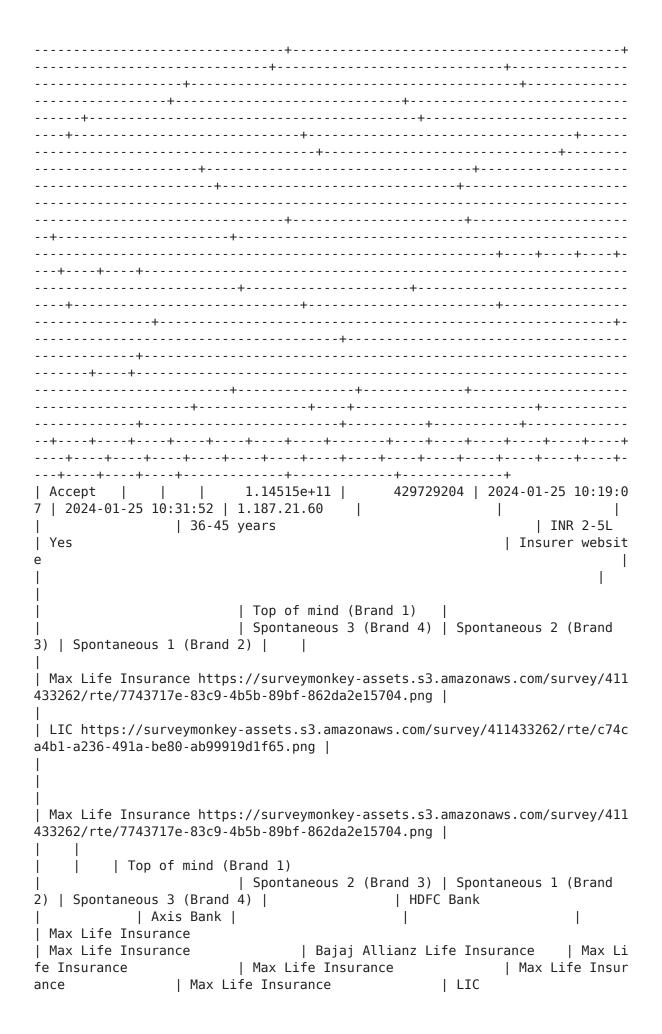


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-----
 1.14515e+11 |
                  429729204 | 2024-01-23 17:34:3
Accept
5 | 2024-01-23 17:50:38 | 1.187.16.244
                         | INR 2-5L
       | 36-45 years
Yes
                        | Insurer websit
е
          | Top of mind (Brand 1) | Spontaneous 1 (Brand
           | Spontaneous 3 (Brand 4) | Spontaneous 2 (Bran
2) |
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
                         | Max Life Insurance
fe Insurance
                                                          | Max Life Insur
                                                   | Max Life Insurance
ance
                 | 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
| 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 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 | 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
```

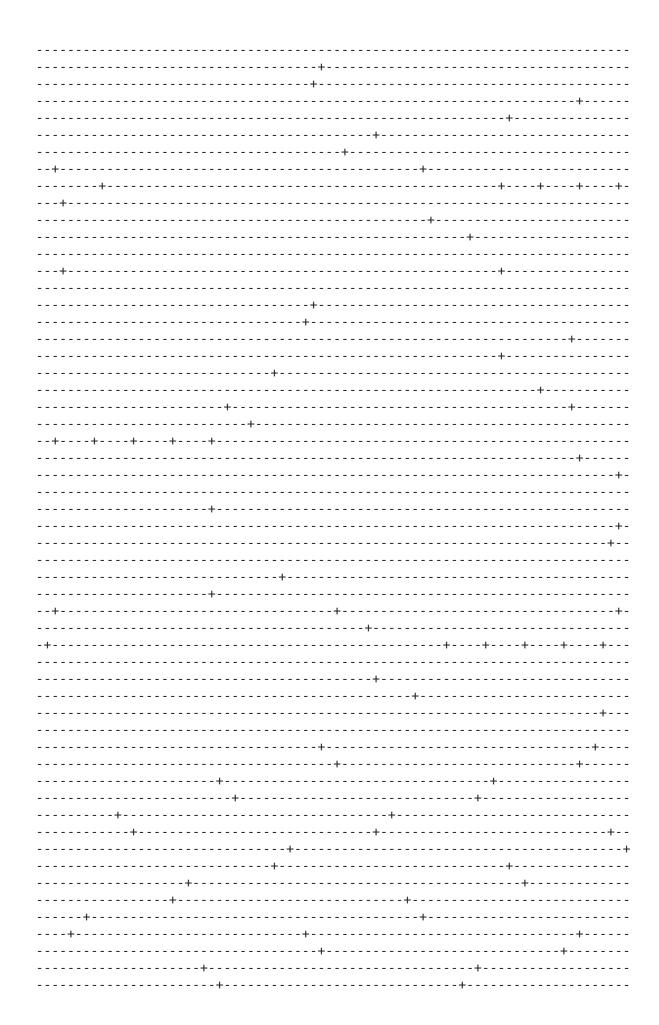
Max Life Insurance Rank 4 - Least liked		1
Rank 1 - Most liked	Rank 2	
	and luxurious It fee	els sharper and Mumbai
Male Professionals (Doctors, CA, Lawyers, e	Graduate	mnlovees
Savings Account/ Current account	.tc.) (Filvate Sector Ci	inprovees
	Max L:	ا ife Insurance
Metro 4 1 1 4 3 1 2 5 4 2 4 3		3 3
		·
++	·	
+	+	
	·	
	·	·
	•	•
++		
+++		
·	·	
+		
		-+
+-		
	·	
++		
		-
	•	-
	•	-
+	+ +	
+	+	
+		





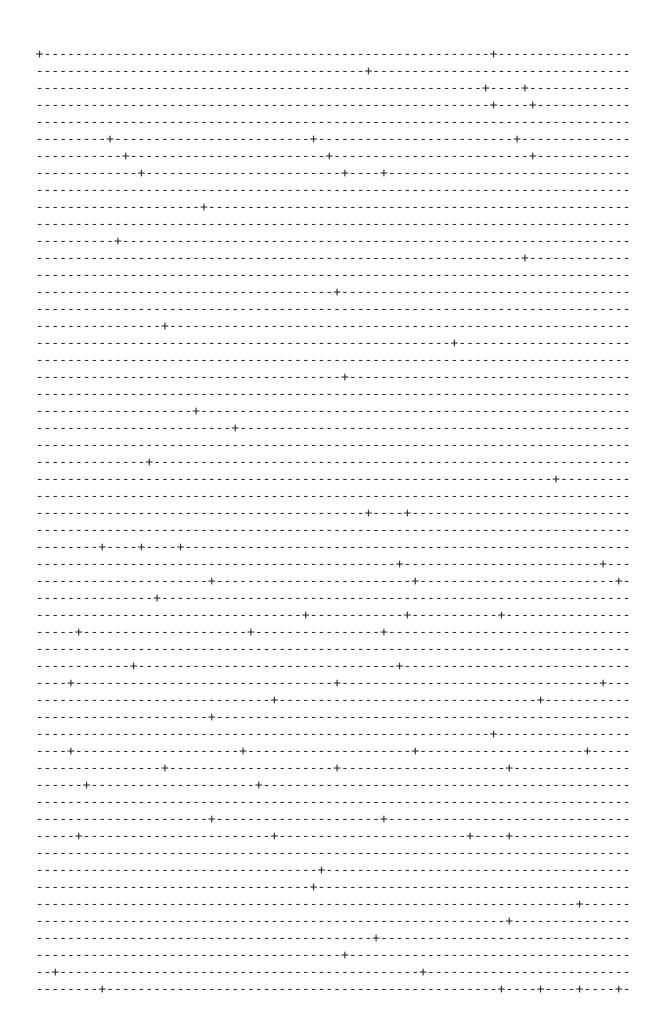
```
l Axis Bank
                 | HDFC Bank
           | HDFC Bank | HDFC Bank
                                                   I HDFC Bank
             | HDFC Bank
| HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                              | | Very easy to understand
t ratio |
| I somewhat like this
I may 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
| Completely 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 known for superior products | It is known for superior customer serv
ice | 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
                                                                       1
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 OMax 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 Ban
k |
                               | Concept OMax Life Insurance |
                                 | Concept 2Max Life Insurance by Axis Ban
                               | Rank 1 - Most liked
k |
                    | Rank 4 - Least liked | Rank 2
I Rank 3
2 | 4 | 5 | 7 | 6 | 3 | 1 | It has a vibrant colour scheme
| It feels refreshing | It looks modern and luxurious |
                                                      l Mumbai
| Female
                                       | Graduate
| Self-employed / Entrepreneur
                                                                      Savings Account/ Current account
```

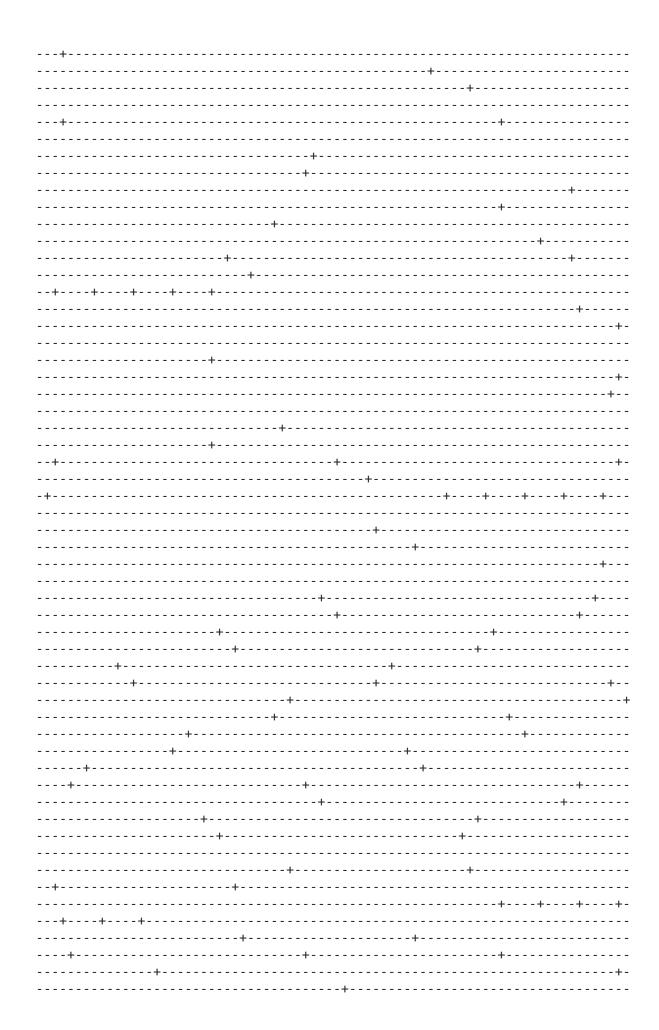
Met 	ro 3	5 	 	3 5 	1 3	3		4	3 4	 2 3	3		4	3	3	I	I		3
										+- 									
																			+ -
															+	-+-		:	
										+-									
						+													
										+									
				+															
														+					
										+-									
				-+															
																	-+-		
											-+	+-							
												-							
									+-			+-			-+				
	+-						+				+								
																	:		
			-									-							
										+									
				+						+					+-				
	+							+											
						-					-								
	T -							T						- F	T-				



```
------
  429729204 | 2024-01-23 19:24:3
| Accept
                1.14515e+11 |
5 | 2024-01-23 19:50:38 | 1.187.16.246
          | 25-35 years
                                       | INR 2-5L
                                     | Insurer websit
| Yes
е
                | 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/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 |
      | Top of mind (Brand 1)
| Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
                            | HDFC Bank
2) |
        | Axis Bank |
Max Life Insurance
| Bajaj Allianz Life Insurance | Max Life Insurance
                                          | Max Li
                | Max Life Insurance
fe Insurance
                                    | Max Life Insur
ance
           | Max Life Insurance
                               | Max Life Insurance
| Axis Bank
Axis Bank
             | Axis Bank
                           | Axis Bank
                                        | Axis Ban
       | Axis Bank
                    | Axis Bank
                                  | Axis Bank
| Axis Bank
             | Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                      | Somewhat difficult to understand
t ratio |
                    1
| I somewhat dislike this
I may not buy
                                         | Both ar
```

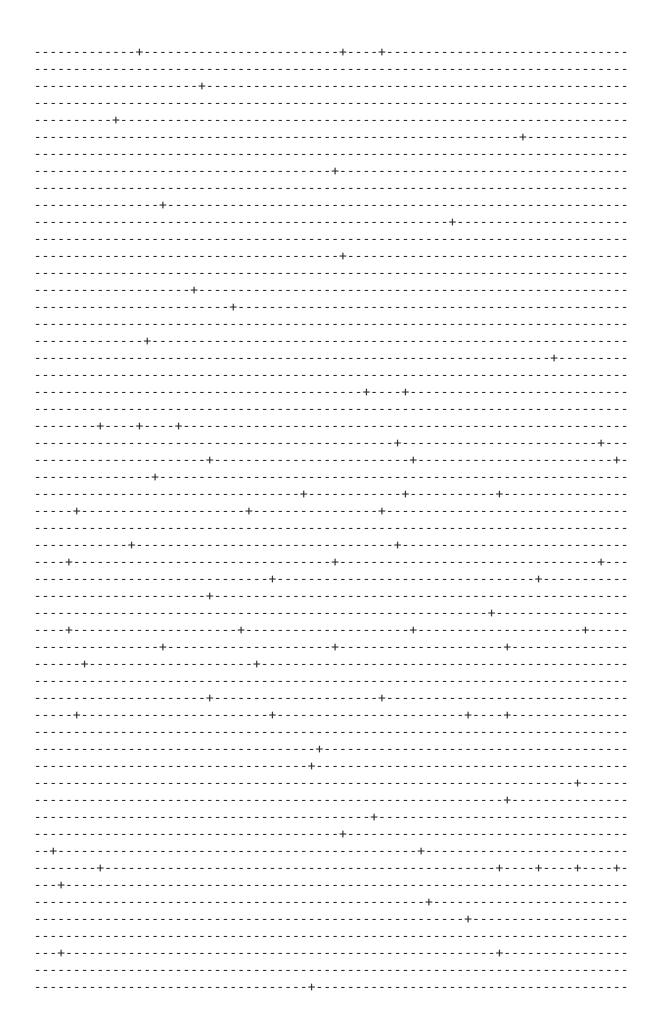
```
e strong brand names in their respective segments |
| Both are known for superior products | Both are known for superior custome
r service |
    | 2 | 3 | | Slightly new and different
| Somewhat irrelevant
| I may not recommend
| Max Axis Life Insurance
                                              | 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 OMax Life Insurance
                            | Concept 2Max Life Insurance by Axis Ban
                                                   | Concept 1Ax
k |
is Max Life Insurance |
                                                     | Concept 2
Max Life Insurance by Axis Bank |
                                                    | Concept 0Ma
x Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
                                                  | Concept 1Axis
| Concept 3Axis Life Insurance |
Max Life Insurance |
                                                     | Concept 2
Max Life Insurance by Axis Bank |
                                                    | Rank 2
| 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
            Metro | 2 | 3 | 4 | | 2 | 3 | 3 | | 2 | 3 | 2 | 2
```

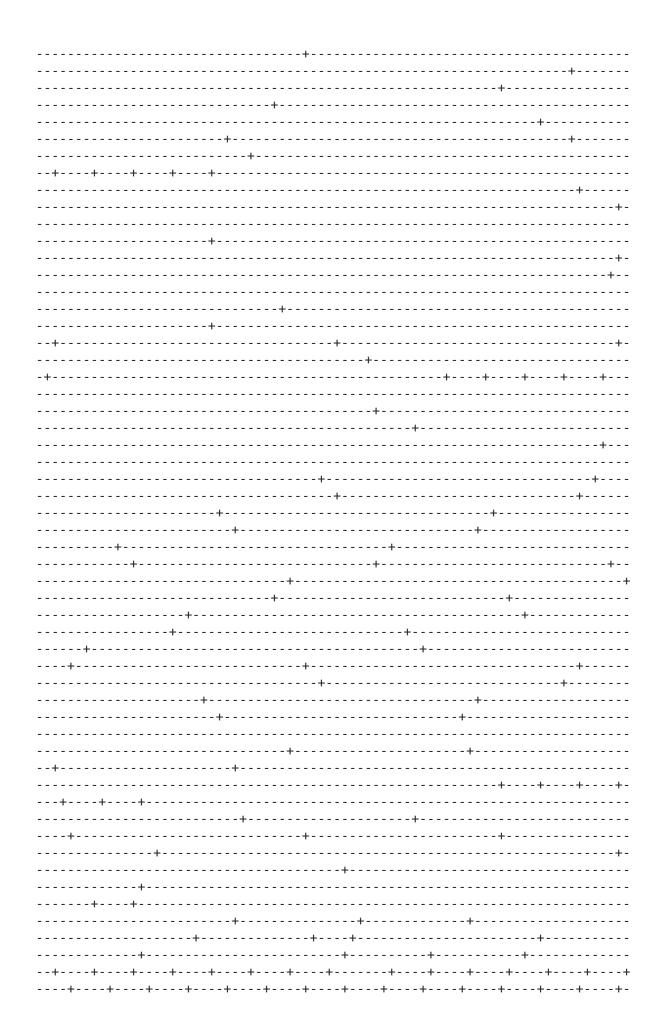




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-----
---+---+
           1.14515e+11 |
                                    429729204 | 2024-01-23 20:34:3
5 | 2024-01-23 20:50:38 | 106.79.133.243 |
              | 36-45 years
                                                  | INR 7.1-10
                                    | 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) |
                                 | HDFC Bank
 Spontaneous 3 (Brand 4) |
          | Axis Bank |
 Bajaj Allianz Life Insurance
 LIC
                           | Bajaj Allianz Life Insurance
| LIC
                           | Tata AiA Life Insurance
Allianz Life Insurance
                   | Bajaj Allianz Life Insurance
                                               | HDFC Bank
                                  | HDFC Bank
                                                    | HDFC Ban
| HDFC Bank
                | ICICI Bank
         | ICICI Bank
k
                           | ICICI Bank
                                            | HDFC Bank
| HDFC Bank
                 | HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                           | Very difficult to understand
t ratio |
| I somewhat dislike this
I may not buy
                                                     I 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
```

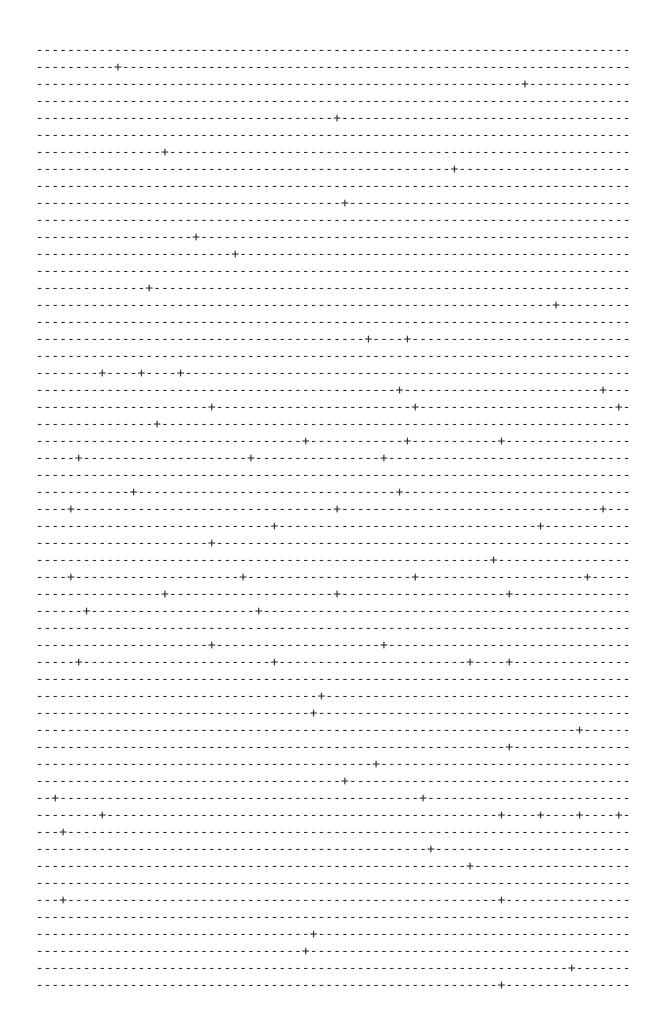
```
| Neither like nor dislike this insurance plan
I may not buy
                                                  | Max Lif
e is a respected and well-known brand |
| It is known for superior products | It is known for superior customer serv
ice |
                             1 1
   | 2 | 3 | | Somewhat 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
                                | It is known for superior custom
                                  | 1
er service |
| 2 | | 3 | | Extremely new and different
| Somewhat relevant
| I may not recommend
| Concept 1Axis Max Life Insurance |
                                             | Concept 1Axis
Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax Life Insurance |
| Concept 3Axis Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
                                             | Concept 1Axis
Max Life Insurance |
| Concept 3Axis Life Insurance |
                                              | Concept 1Axis
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
| Home maker
                                                       Savings Account/ Current account
    | West
                     | Metro
                                        | Life Insurance Inten
der | Intender | Axis Bank | Concept 3
| Metro | 1 | 3 | 4 | | 2 | 3 | 3 |
                                 | 2 | 2 |
                                                   | 3 |
        | 3 | 3 | 4 | | 3 | 3 | 2 |
-----
```

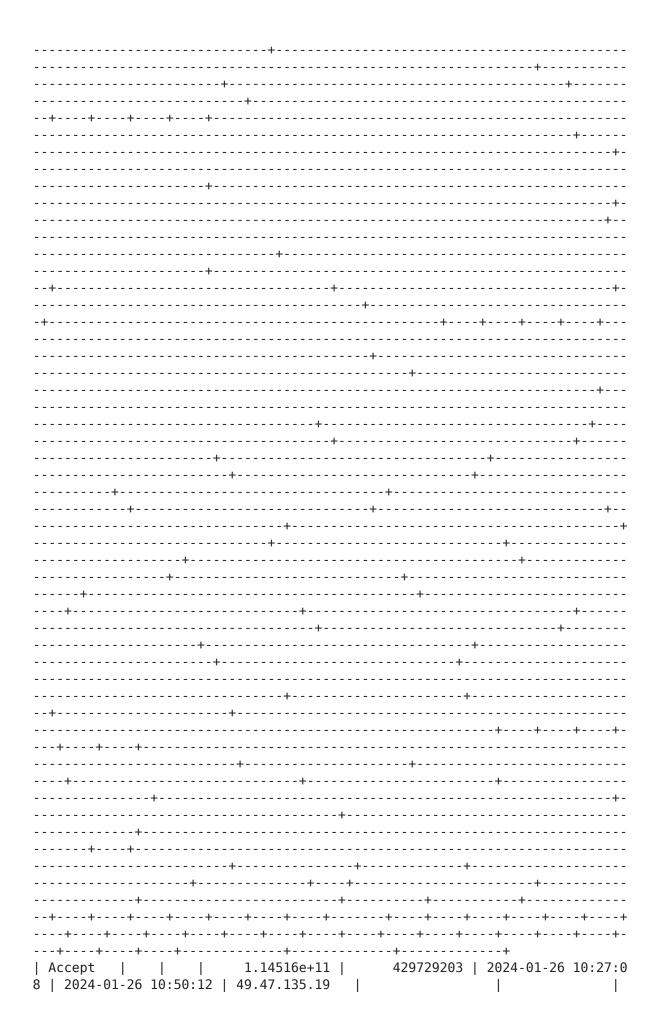




```
429729203 | 2024-01-26 14:46:2
 Accept |
              1.14516e+11 |
2 | 2024-01-26 15:04:40 | 49.47.135.19 |
                 | 36-45 years
                                                               | INR 7.1-10
L
                                              | Yes
 Agent / Advisor
| Spontaneous 3 (Brand 4) | Top of mind (Brand 1) | Spontaneous 1 (Brand
                            | 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
                          | Max Life Insurance
                                                           | Max Life Insur
fe Insurance
                  | Max Life Insurance
                                                  | Max Life Insurance
| State Bank of India
| HDFC Bank
                      | HDFC Bank
                                          | HDFC Bank
                                                                 | HDFC Ban
            | HDFC Bank
                                 | HDFC Bank
                                                       | HDFC Bank
                      | HDFC Bank
                                           | Association with a banking bra
| HDFC Bank
nd/ name
                                                          | Claim settlemen
| Insurance expertise |
t ratio |
                                | Very easy to understand
| I totally like this
I will definitely buy
                                                                  l 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
                                                                          1
I may buy
```

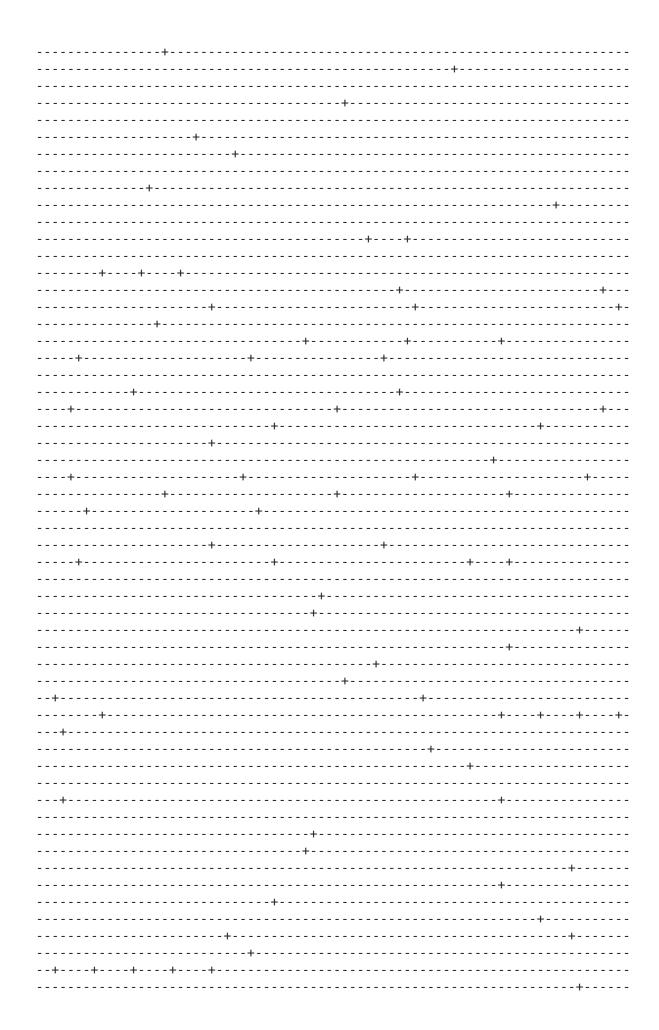
```
| It is successfully competing with major bank based insurers like HDFC Life
and ICICI Prudential, on its own |
known for superior customer service | It looks modern and professional |
| 1 | 3 | 2 | Very new and different
| Somewhat relevant
| I may recommend
| Somewhat easy to understand
| Neither 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
Others | Others | Concept 1 |
                                   Metro | 5 | 4 | 4 | | 5 | 5 | 3 | | 5 | 4 | 3 | | 5 | 4
 3 | | 5 | 4 | 3 | | 5 | 4 | 3 | |
        ______
 ______
```

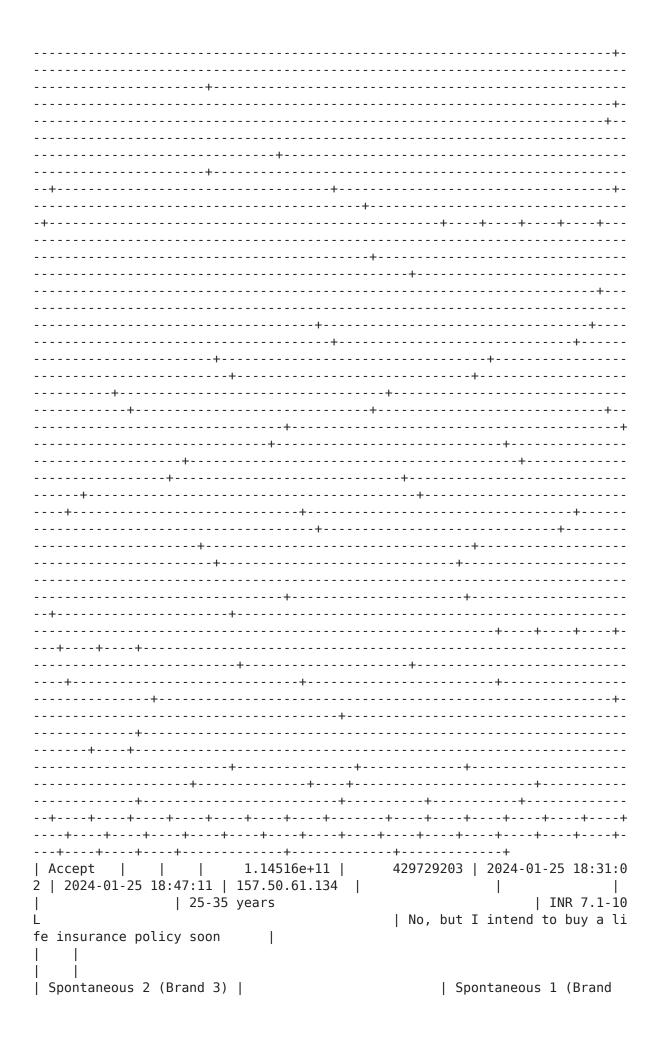




```
| 46-50 years
                                                                | More than
10L
                                              | Yes
| Agent / Advisor
     | Spontaneous 2 (Brand 3)
 Spontaneous 3 (Brand 4) | Top of mind (Brand 1)
 Spontaneous 1 (Brand 2) |
                               | 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 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
                                      | Very easy to understand
t ratio |
| 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
```

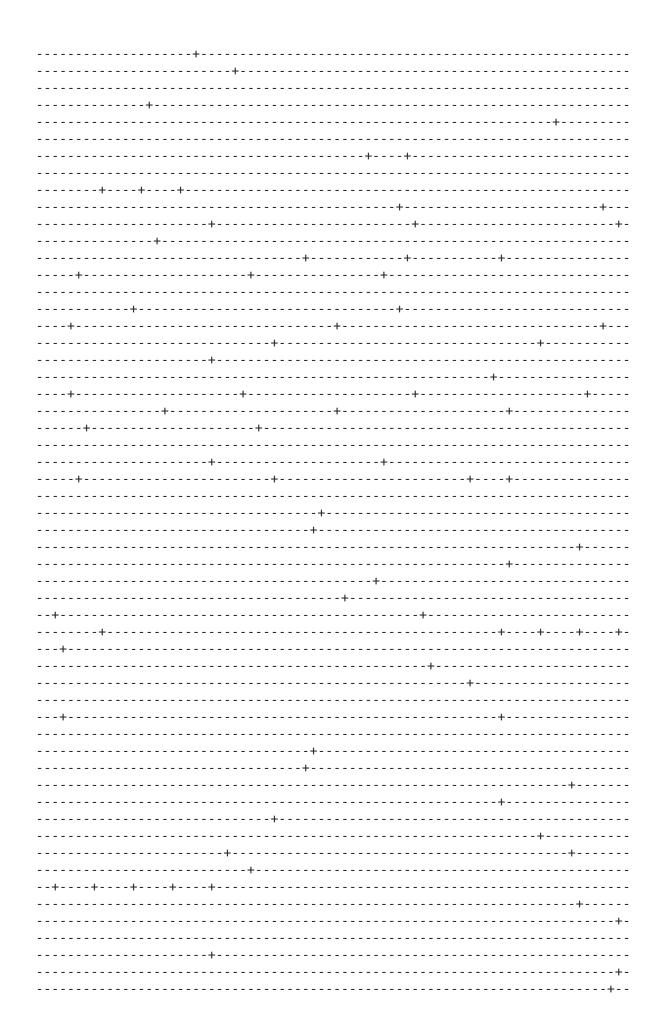
```
| Very easy to understand
| I totally like this
I may buy
                                         | Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
anches I
| It looks modern and professional | 1
         | 2 | Extremely new and different
| Somewhat relevant
 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 0Max Life Insurance |
Rank 2
I 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
| Public sector/ govt. employees
                                             Savings Account/ Current account
| Fixed deposit |
                                 | Max Life Insurance
   | West
                 | Metro
| Others | Others | Concept 3
Metro | 5 | 4 | 5 | | 3 | 4 | 5 |
                           | 3 | 3 | 4 |
     | 3 | 4 | 4 | | 3 | 4 | 5 |
+-----
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2) |
                             | Top of mind (Brand 1) | Spontaneous 3 (Bran
d 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
                                 | SBI Life Insurance
| Kotak Life Insurance
                                                                   | SBI Li
                                                           | SBI Life Insur
fe Insurance
                          | LIC
ance
                  | SBI Life Insurance
                                                  | SBI Life Insurance
| Others
| State Bank of India | Others
                                           | State Bank of India | State Ba
                                | Others
nk of India | 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 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 | | Very new and different
| May or might not be relevant
| I may recommend
| Max Axis Life Insurance
                                                       | Somewhat easy to u
nderstand
| Neither like nor dislike this insurance plan
                                                                          | 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 recommend
| Very easy to understand
| I somewhat like this
                                                                          I may buy
me is taken in the same line as HDFC and ICICI | It has a wide network of br
```

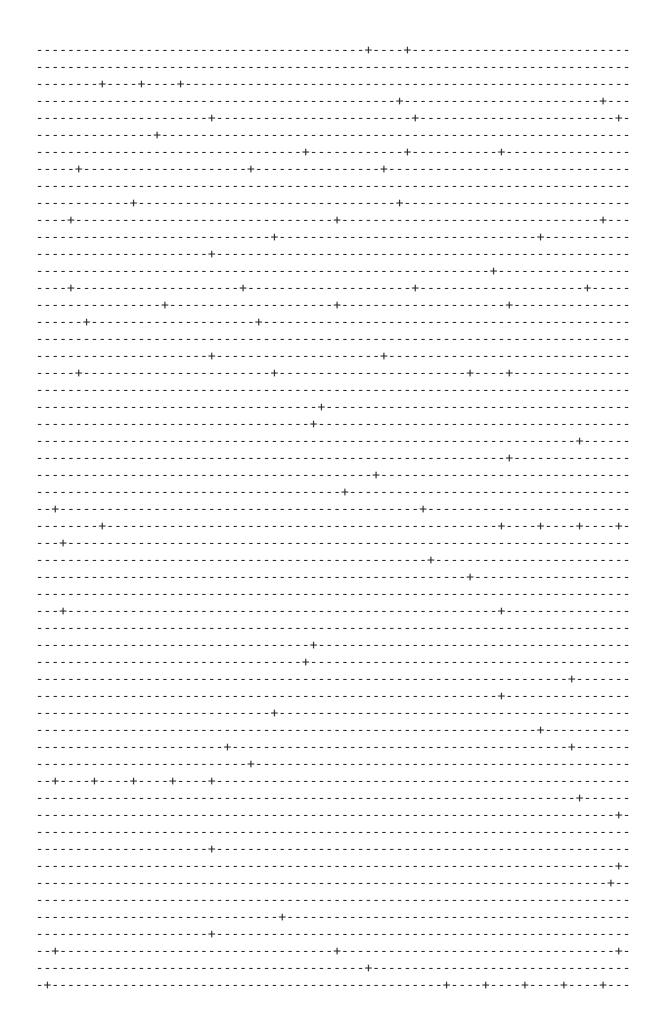
```
anches |
| It looks modern and professional | 2
     | | 3 | Very new and different
| Somewhat relevant
| I may recommend
| Concept 3Axis Life Insurance | Concept 0Max Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
                                        | 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 Ban
k | 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) | Mut
          | West
                                          | Life Insur
ual funds |
                         | Metro
                       | Concept 3
ance Intender | Intender | Others
     | Metro | 5 | 4 | 5 | | 4 | 3 | 4 |
                                       3 | 4 | 4 |
    3 | 4 |
             | 3 | 3 | 4 |
                        | 4 | 4 | 4 |
+-----
______
```



+++
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+
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·+++++++-
+++
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++
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++++
+++++++
++++++++
++
Accept
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.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png
SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411

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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 |
| ICICI Prudential Life Insurance | SBI Life Insurance
                                                                | HDFC L
                        | SBI Life Insurance
                                                        | HDFC Life Insu
ife Insurance
rance
          | SBI Life Insurance
                                                 | SBI Life Insurance
| State Bank of India
                                  | State Bank of India | State Ba
l Axis Bank
                    | Axis Bank
nk of India | Axis Bank
                       | State Bank of India | Axis Bank
                     | State Bank of India |
| Axis Bank
| 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 |
   | 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
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
                                                | 1 | 3 | Som
ewhat 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 na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
| It looks modern and professional | 3
| 1 | | 2 | Very new and different
| Somewhat relevant
| I will definitely recommend
                                 | Concept 2Max Life Insurance by Axis Ban
```

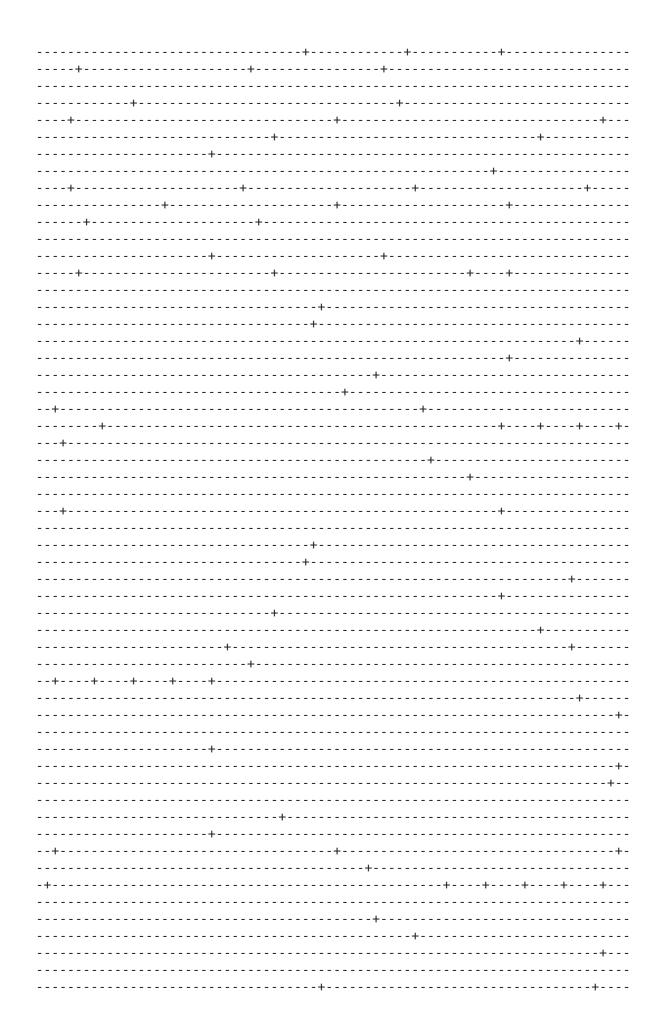
Concept 3Axis Life In	surance Concept 1A
	ncept 2Max Life Insurance by Axis Bank
I	Concep
Max Life Insurance by A	·
Concept 3Axis Life In	surance Concept 1A
Max Life Insurance	Concept 3
s Life Insurance	Concept 1Axis Max Life I
	fe Insurance by Axis Bank
Rank 4 - Least liked	
•	Rank 1 - Most liked Rank 3
	2 7 It has a vibrant colour scheme
It feels refreshing	It looks modern and luxurious Mumbai
I I Male	Graduate
•	s, CA, Lawyers, etc.)\Private sector employees
Savings Account/ Curren	
_	t Card
 West	Metro Life Insurance In
der Others Axis B	
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3 4 3 3	4 4 4 5
l I	
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429729203 | 2024-01-25 16:03:0
   1
    1
       1.14516e+11 |
5 | 2024-01-25 16:23:33 | 157.45.248.173 |
     | 25-35 years
                  | More than
101
             | 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/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 |
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| 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)
             | Axis Bank |
| LIC
| Max Life Insurance
                                | Max Life Insurance
                                                                   | Max Li
                                                           | Kotak Life Ins
fe Insurance
                          | Max Life Insurance
                 | Max Life Insurance
                                                   | Max Life Insurance
urance
I HDFC Bank
                      | Kotak Mahindra Bank | Axis Bank
l Axis Bank
                          | Kotak Mahindra Bank | Axis Bank
            | Axis Bank
                                          | Association with a banking bra
                      | Axis Bank
| Axis Bank
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
I 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 OMax 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 OMa
x Life Insurance | Concept 1Axis Max Life Insurance |
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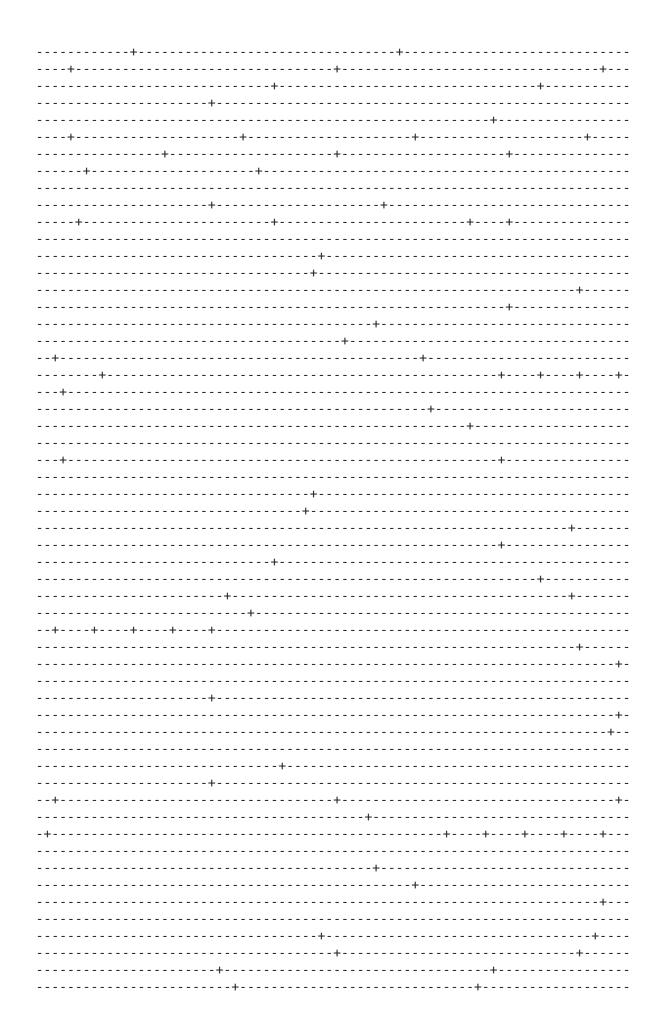
Concept 0Max Life Insurance Concept 2Max Life Insurance by Axis Bank Concept 1Axis Max Life Insurance
Rank 2 Rank 1 - Most liked Rank 4 - Least liked Rank 3
4 1 6 7 5 3 2 It feels refreshing It looks modern and luxurious The picture/ image looks cool Mumbai
Male
Savings Account/ Current account
Others Axis Bank Concept 1
3
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   1.14516e+11 |
                      429729203 | 2024-01-25 15:36:5
6 | 2024-01-25 16:02:48 | 157.45.248.173 |
        | 36-45 years
                               | More than
101
                      | No, but I intend to buy a li
fe insurance policy soon
   Spontaneous 2 (Brand 3)
                         | Spontaneous 1 (Brand
              | Top of mind (Brand 1) | Spontaneous 3 (Bran
2) |
                 | HDFC Life insurance HDFC Life insurance
d 4) |
е
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 |
     | Top of mind (Brand 1)
```

```
| Spontaneous 1 (Brand
| Spontaneous 3 (Brand 4) |
2) | Spontaneous 2 (Brand 3) |
                                        | HDFC Bank
                                           | State Bank of India |
| LIC
| HDFC Life Insurance
ife Insurance | LIC
                              | SBI Life Insurance
                                                              | HDFC L
                                                     | HDFC Life Insu
ife Insurance
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 | 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
| 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
                                        | It is known for superior custom
anches |
er service |
| 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 OMax Life Insurance | Concept 1Axis Max Life Insurance | Concept 2Ma
x Life Insurance by Axis Bank |
```

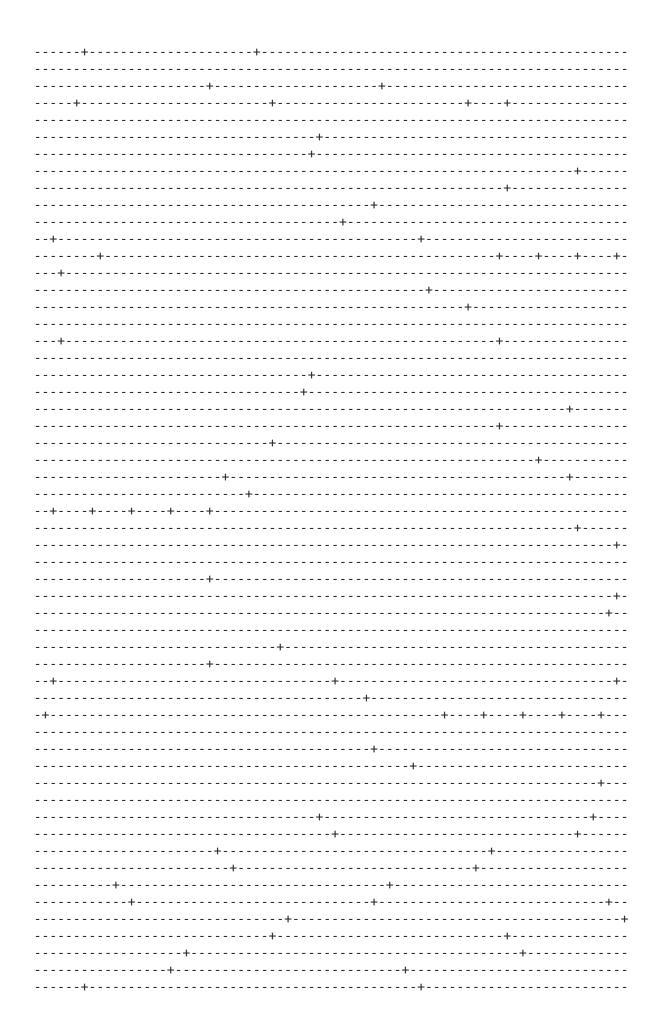
Concept 1Axis Max Life Insurance Concept 3Axis Life Insurance Concept 2Max Life Insurance by Axis Bank Concept 3Axis Life Insurance Rank 4 - Least liked
Rank 3
It looks modern and luxurious It feels sharper and bolder It feels international Mumbai
Self-employed / Entrepreneur
Savings Account/ Current account Credit Card
West Metro Life Insurance Intender Intender Others Concept 3
Metro 4 5 5
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Accept
     1.14518e+11 |
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)
         | HDFC Life insurance HDFC Life insurance
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 |
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
              | HDFC Bank
2) |
| LIC
| HDFC Life Insurance
          | LIC
                     | Max Li
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| LIC
fe Insurance
                                                           | Max Life Insur
                 | HDFC Life Insurance
                                                   | LIC
I HDFC Bank
| HDFC Bank
                     | HDFC Bank
                                           | HDFC Bank
                                                                | HDFC Ban
           | 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
                                | | Somewhat easy to understand
t ratio |
| I totally like this
I may buy
                                                                      l 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
I Max Axis Life Insurance
                                                       | Neither easy nor d
ifficult to understand
| Neither like nor dislike this insurance plan
                                                                         1
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 |
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
                                | Concept OMax Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
| Concept 2Max Life Insurance by Axis Bank |
Concept OMax Life Insurance |
                                                             | Concept 2Ma
x Life Insurance by Axis Bank |
                                                           | Concept OMax
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 |
```

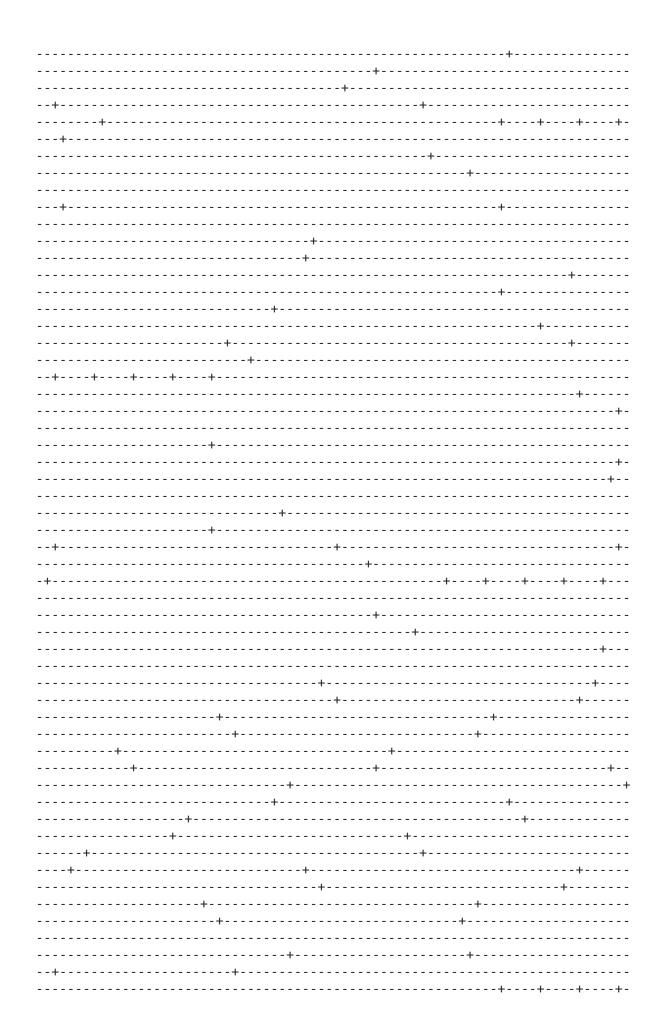
Male Self-employe	d / Entrepr	eneur		e/ image Post		ate PhD		orate
Savings Accoun			ıt					•
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West		Ι΄	Metro			Max L	_ife In:	suran,
Others	thers I	Concep		1 1	1	i i	1	1
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1.14518e+11 |
| Accept |
                       429729204 | 2024-01-29 14:26:1
0 | 2024-01-29 14:42:44 | 106.79.189.119 |
         | 36-45 years
                                | More than
10L
                       l 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/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 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
LLIC
                                  | LIC
| Max Life Insurance
                 | Axis Bank
Axis Bank
           | Axis Bank
                      | Axis Bank
                                 | Axis Ban
                 | Axis Bank
                            | Axis Bank
      | Axis Bank
| Axis Bank
                      | Association with a banking bra
           | Axis Bank
nd/ name
| Insurance expertise |
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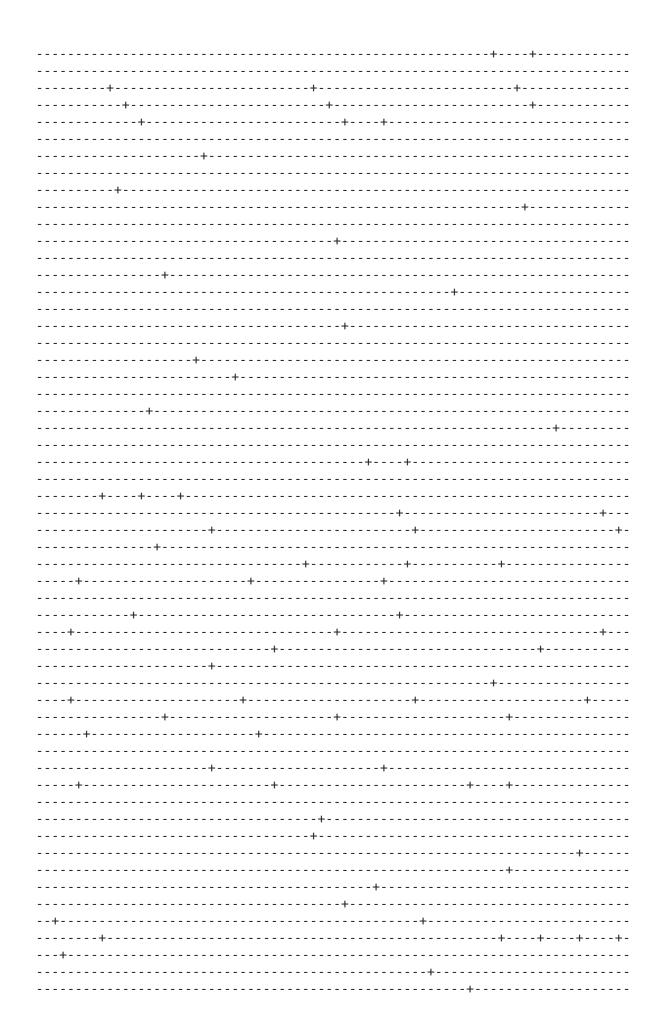
```
| Branch/ office network | | Very easy to understand
| I somewhat like this
I may buy
                                                                | Both ar
e strong brand names in their respective segments |
                                     | Both are known for superior custome
r service | 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
| 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 Ban
                                                            | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax Life Insurance |
                                                              | Concept 2
Max Life Insurance by Axis Bank |
                                 | Concept 2Max Life Insurance by Axis Ban
k |
                                | Concept OMax Life Insurance |
                                 | Concept 2Max Life Insurance by Axis Ban
k |
                                | Concept OMax Life Insurance |
Concept OMax Life Insurance
                             | Rank 1 - Most liked
                      | Rank 4 - Least liked | Rank 2
Rank 3
7 | 4 | 5 | 6 | 3 | 2 | 1 | It has a vibrant colour scheme
| It feels refreshing |
                                                   | It feels sharper and
bolder |
                                                             | Mumbai
I 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 | | 3 | 2
```

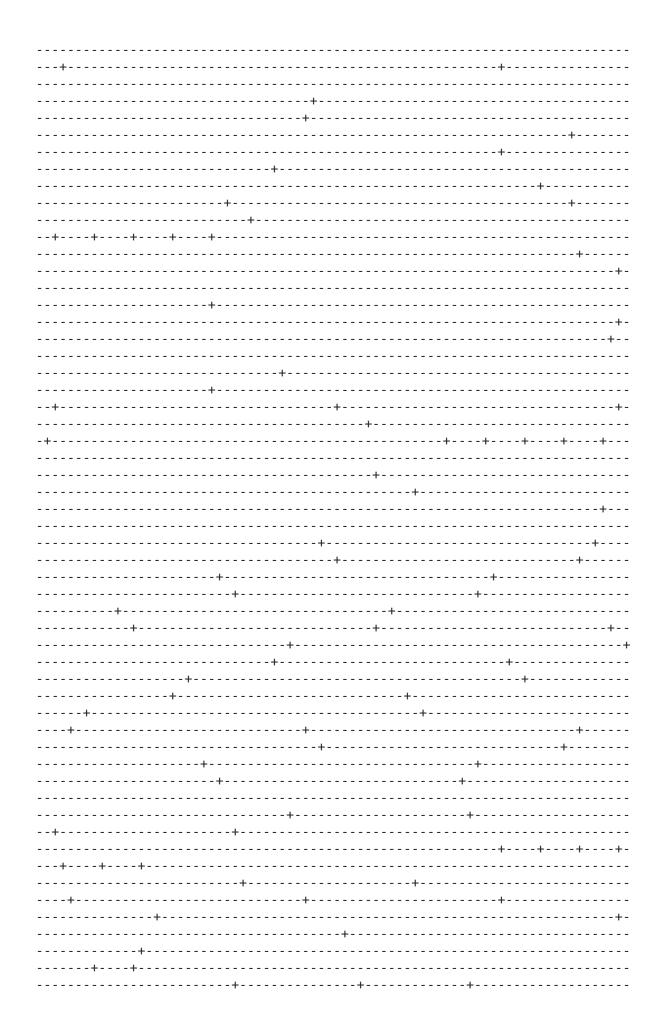
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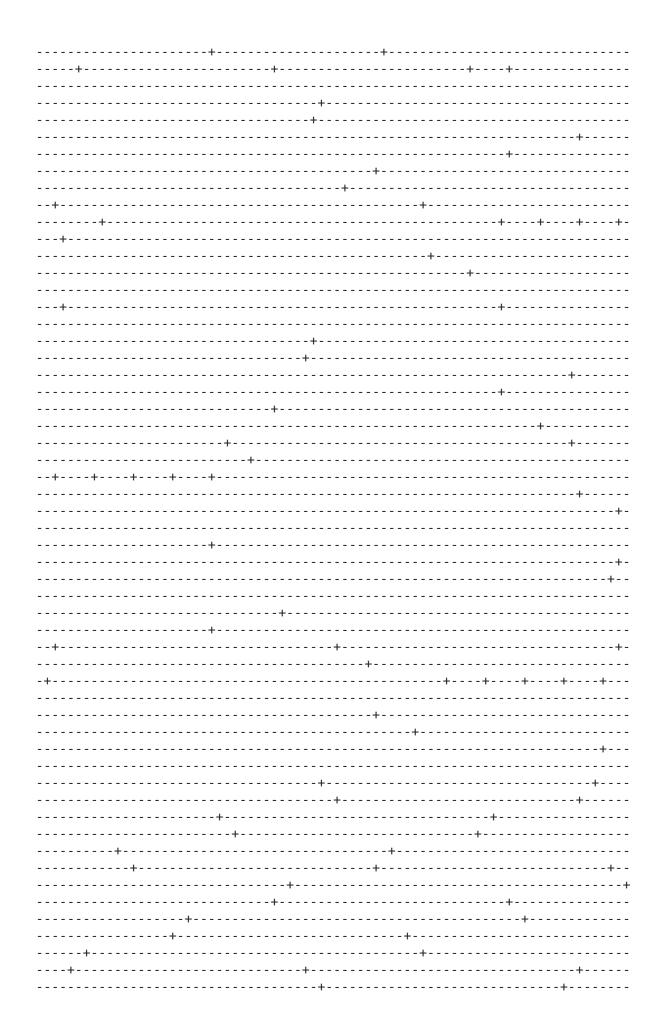
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     429729204 | 2024-01-29 14:08:0
       1.14518e+11 |
           6 | 2024-01-29 14:26:50 | 49.14.94.190
             | 36-45 years
                                              | More than
101
                                 | Yes
Bank
   I HDFC 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
                                 | HDFC Bank
HDFC Life Insurance
| Max Life Insurance
                         | Max Life Insurance
                                                 I HDFC L
ife Insurance
                   | LIC
                                            | HDFC Life Insu
             | Max Life Insurance
                                     | Max Life Insurance
rance
I HDFC Bank
| HDFC Bank
                | HDFC Bank
                                | HDFC Bank
                                                | HDFC Ban
                        | HDFC Bank
                                        | HDFC Bank
        | HDFC Bank
k
HDFC Bank
                I HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                           | 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
| 1 | 3 | 2 |
              | Slightly new and different
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```
| Somewhat irrelevant
| I may not 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 |
    | 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 Ban
k |
                                                    | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax Life Insurance |
                                                     | Concept 2
Max Life Insurance by Axis Bank |
                                                    | Concept 0Ma
x Life Insurance |
                                           | Concept 2Max Life Insu
rance by Axis Bank |
                             | Concept 2Max Life Insurance by Axis Ban
                           | Concept OMax Life Insurance |
k |
                             | Concept 2Max Life Insurance by Axis Ban
| Concept 2Max Life Insurance by Axis Bank |
                                                             | Rank 1 - Most liked | Rank 4 - Least liked | Rank 3
2 | 3 | 7 | 4 | 6 | 5 | 1 | It has a vibrant colour scheme
                  | It looks modern and luxurious |
| It feels international |
                                               | Mumbai
I Male
                                  | Graduate
| Self-employed / Entrepreneur
                                                            Savings Account/ Current account
                                                          | Mut
ual funds |
                                | Metro
                                                    | Max Life I
           | West
nsurance
          | Others | Others
                             | Concept 1
                                               | 2 |
   | | Metro | 2 | 4 | 3 | | 3 | 4 | 4 |
                | 2 | 4 | 3 | | 2 | 4 | 3 |
  2 | 4 | 2 |
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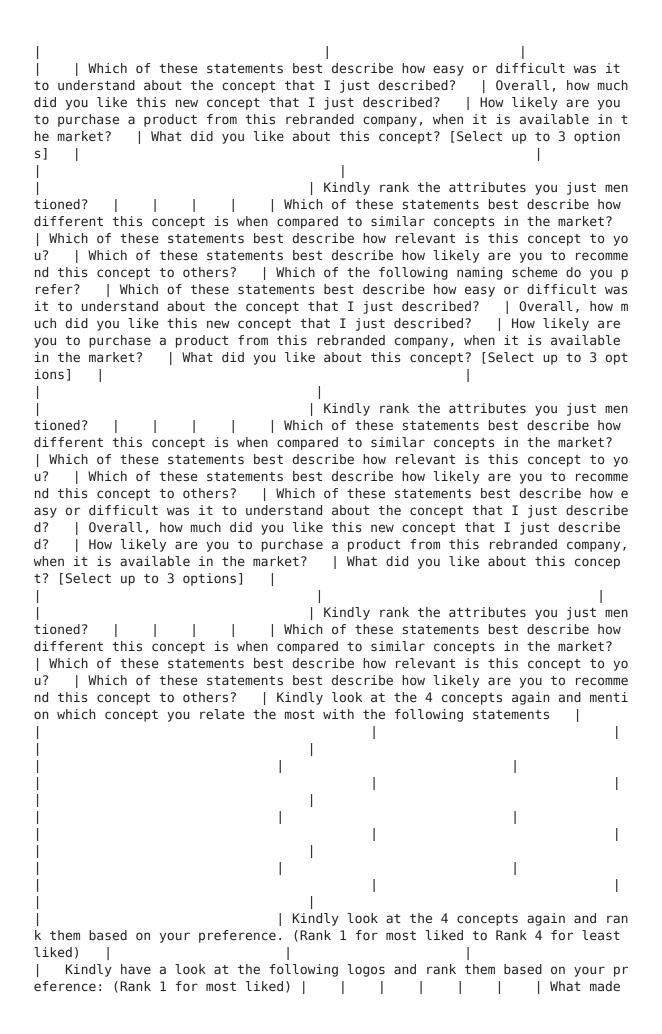




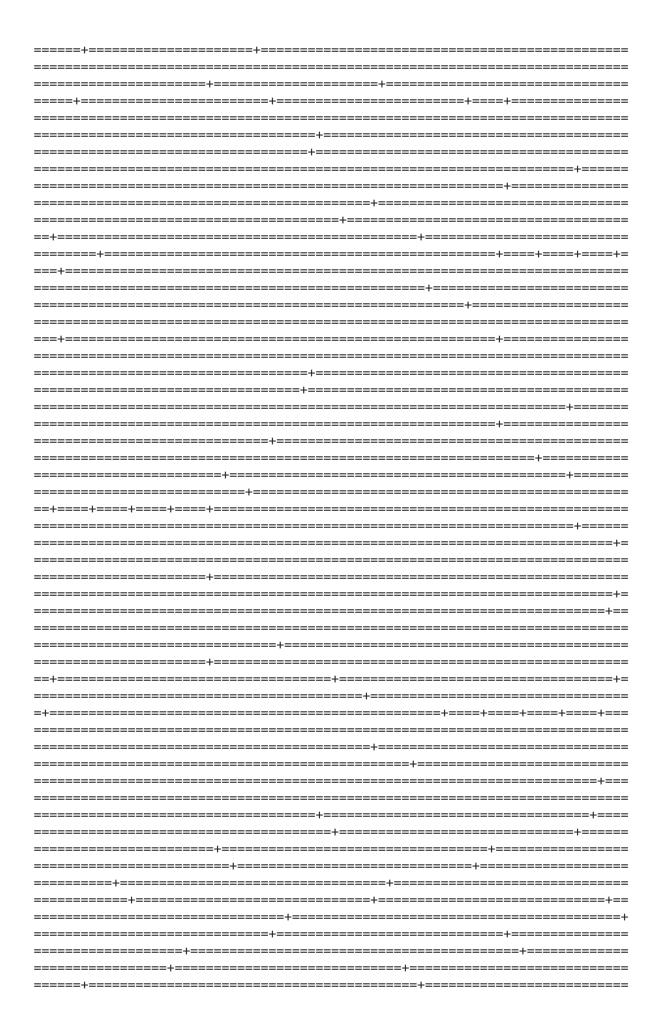
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Results for file: s3://test2bucket13052024/Harsh - 1Lattice - Databook - Concept testing(Raw data).csv
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Status
With which of the following brands do you hold a life insurance policy from?



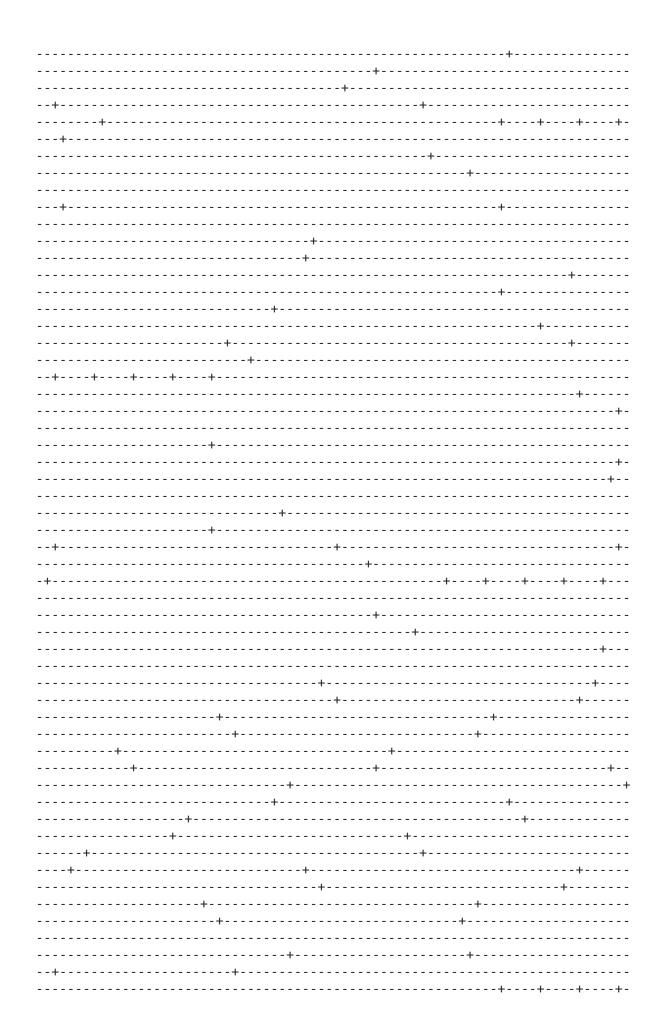
you c	hoose	the	logo	you 	sel	ected	abov	e as	Rank	1?	[Sel	ect (up to	3	opti	ions]
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	ntly r																
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Zone	classi	fica	tion		Met	ro cl	assif	icati	ion	E	Brand						
Ban																	
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0 | 2024-01-23 14:08:19 | 152.58.232.99 |
              | 25-35 years
                                                    | More than
101
                                     | 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
                           | 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 |
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s.com/survey/411433262/rte/c74ca4b1-a236-491a-be80-ab99919d1f65.png | Bajaj
Allianz Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/4
11433262/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
                     | LIC
                                                 | Kotak Life Ins
fe Insurance
urance
              | LIC
                                          | LIC
| HDFC Bank
| Axis Bank
                                    | Axis Bank
                                                      | Axis Ban
                  | Axis Bank
                            | Axis Bank
          l Axis Bank
                                              | Axis Bank
k
| Axis Bank
                  | Axis Bank
                                    | Association with a banking bra
nd/ name
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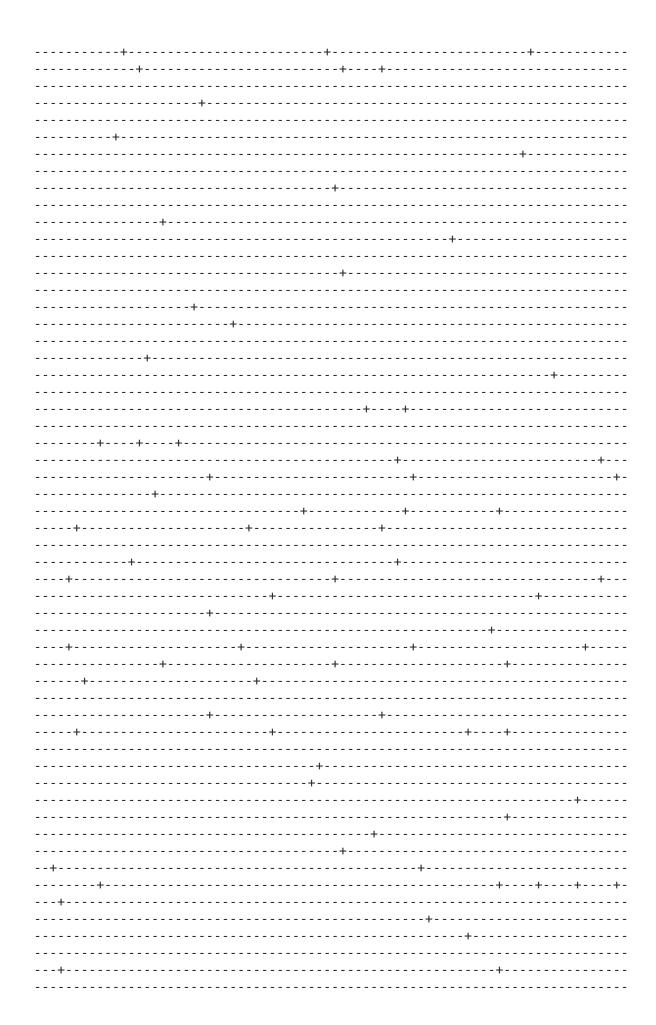
```
| Insurance expertise |
| Branch/ office network | | Neither easy nor difficult to understand
| I totally like this
I may buy
                                                                   | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI
| Both are known for superior customer service |
                                                   | 3 |
| 2
                                                           | 1 |
                                                                      | Ver
y new and different
| Somewhat relevant
| I will definitely recommend
| Max Axis Life Insurance
                                                        | Very easy to under
stand
| I somewhat like this
                                                                           Ι
I may or 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 |
                                                               Very new and different
| Completely relevant
| I may 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 products |
                                   | 2
                   | Extremely new and different
| 1 | 3 | |
| Completely relevant
| I will definitely recommend
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
                                 | Concept OMax Life Insurance | Concept 1Ax
is Max Life Insurance |
| Concept OMax Life Insurance |
| Concept 3Axis Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
                              | Concept OMax 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
Savings Account/ Current account
```

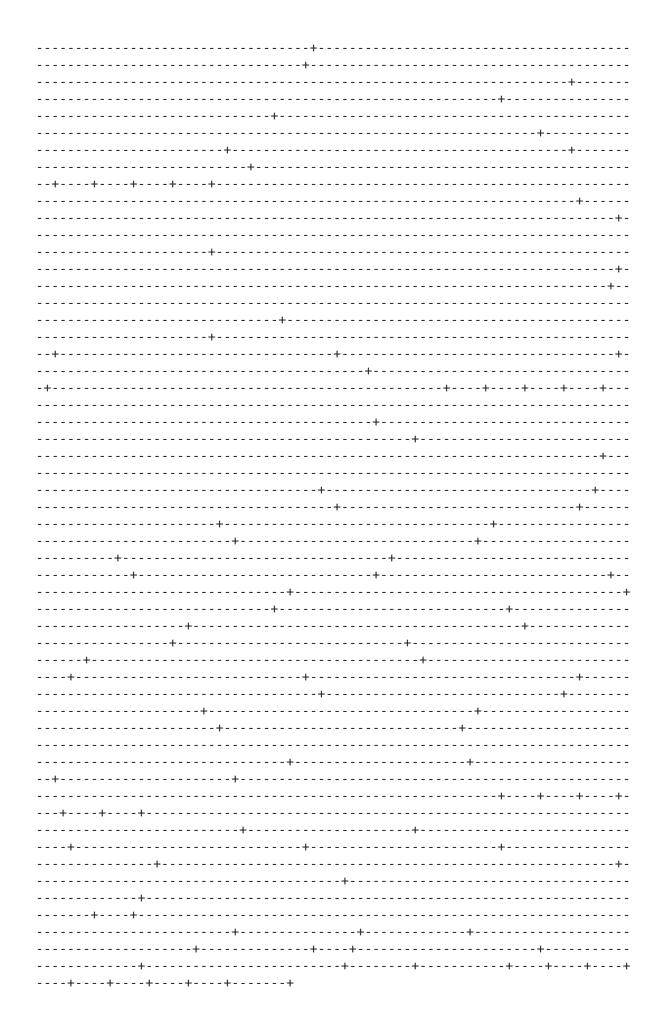
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                       1.14514e+11 |
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| Accept |
             6 | 2024-01-23 14:08:02 | 152.58.232.99 |
               | 46-50 years
                                                       | More than
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
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3.amazonaws.com/survey/411433262/rte/994e7c7f-db5c-4c6a-b885-f06e5c175f81.pn
| 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
l Axis Bank
                   I 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
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
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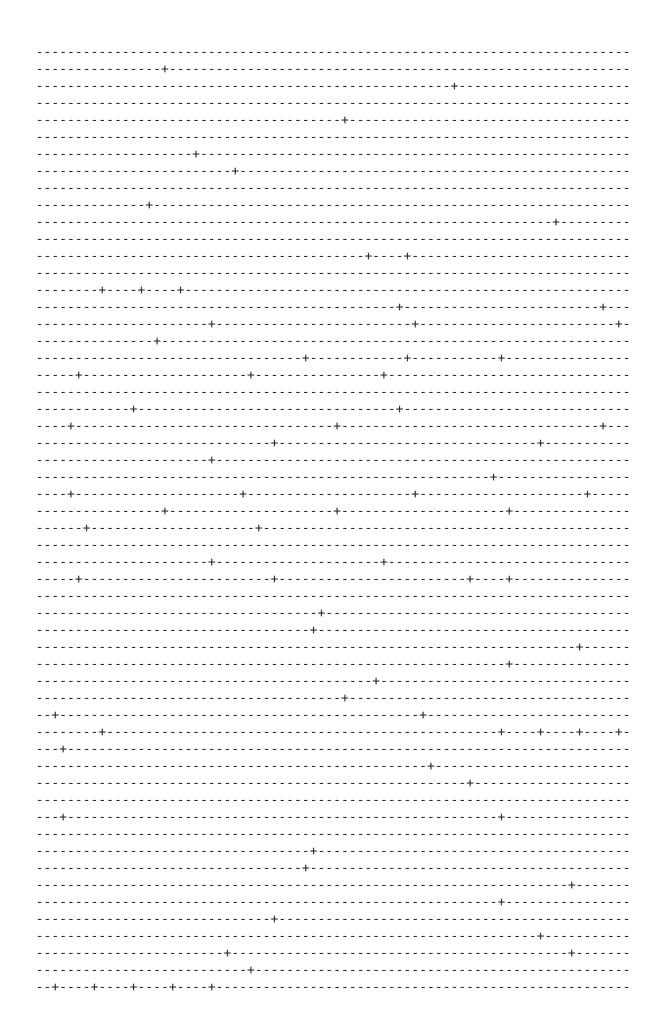
```
ewhat new and different
| Somewhat relevant
| I may or may not recommend
| Axis Max Life Insurance
                                               | Somewhat easy to u
nderstand
| I totally like this
                                                               I may buy
| It is successfully competing 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 |
is known for superior customer service | It looks modern and professional |
       | 3 | 1 | Somewhat new and different
| Somewhat relevant
| I may or may not recommend
| Concept OMax Life Insurance
                             | Concept 2Max Life Insurance by Axis Ban
k |
                            | Concept OMax 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 OMax Life Insurance |
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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
                                                      l Mumbai
bolder | It feels international |
I Male
                                   | Graduate
| Self-employed / Entrepreneur
                                                              Savings Account/ Current account
             | Credit Card | Loans (Home, auto, personal, business) |
    | West
                        | Metro
                                             | Life Insurance Inten
der | FALSE | Axis Bank |
                        -----
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| | 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
                                           | No, but I intend to buy a li
L
fe insurance policy soon |
| Spontaneous 2 (Brand 3) | Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand
                           | Top of mind (Brand 1) |
2) |
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
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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)
                                       | HDFC Bank
 Spontaneous 1 (Brand 2) |
           | State Bank of India |
| LIC
| HDFC Life Insurance
                              | HDFC Life Insurance
                                                               | Tata A
iA Life Insurance | LIC
                                                        | HDFC Life Insu
               | HDFC Life Insurance
                                                | HDFC Life Insurance
rance
| HDFC Bank
| HDFC Bank
                   | HDFC Bank
                                       | HDFC Bank
                                                             | State Ba
                                           | HDFC Bank
nk of India | HDFC Bank | HDFC Bank
| HDFC Bank | HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                       | | Neither easy nor difficult to unders
t ratio |
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 |
    | 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 |
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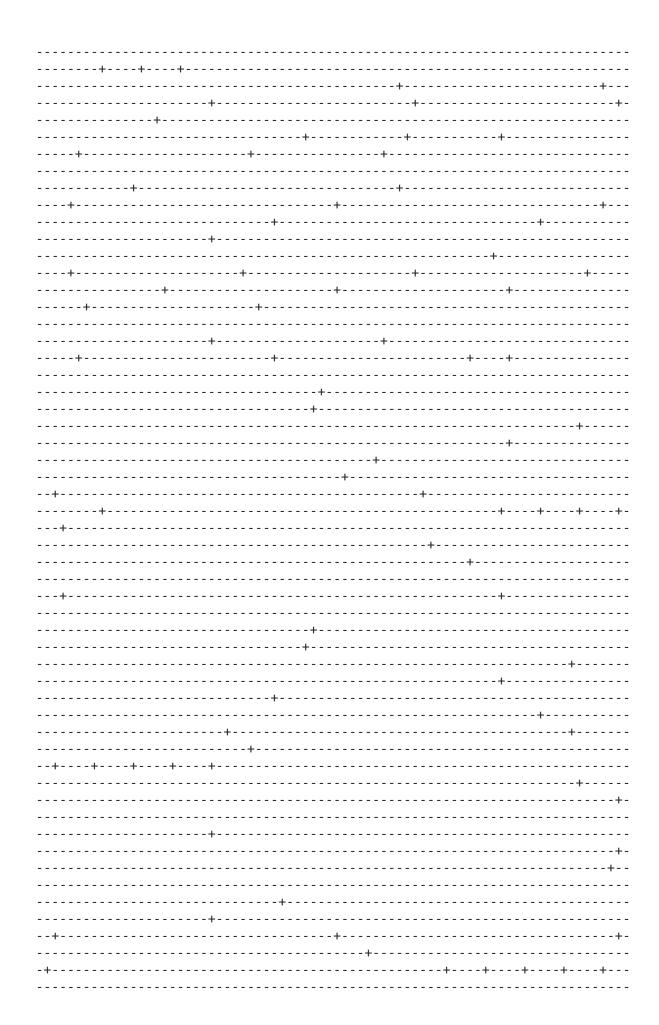
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| 1 | 3 | 2 | | Extremely new and different
| May or might not be relevant
| I may or may not recommend
| Very easy to understand
| I totally like this
                                                        I may or may not buy
                                                  | Axis na
me is taken in the same line as HDFC and ICICI |
                          | It is known for superior customer serv
ice | 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 3Axi
s 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 2
Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
                          | Concept 2Max Life Insurance by Axis Ban
k | 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 Inten
der | FALSE | Others
                      +-----
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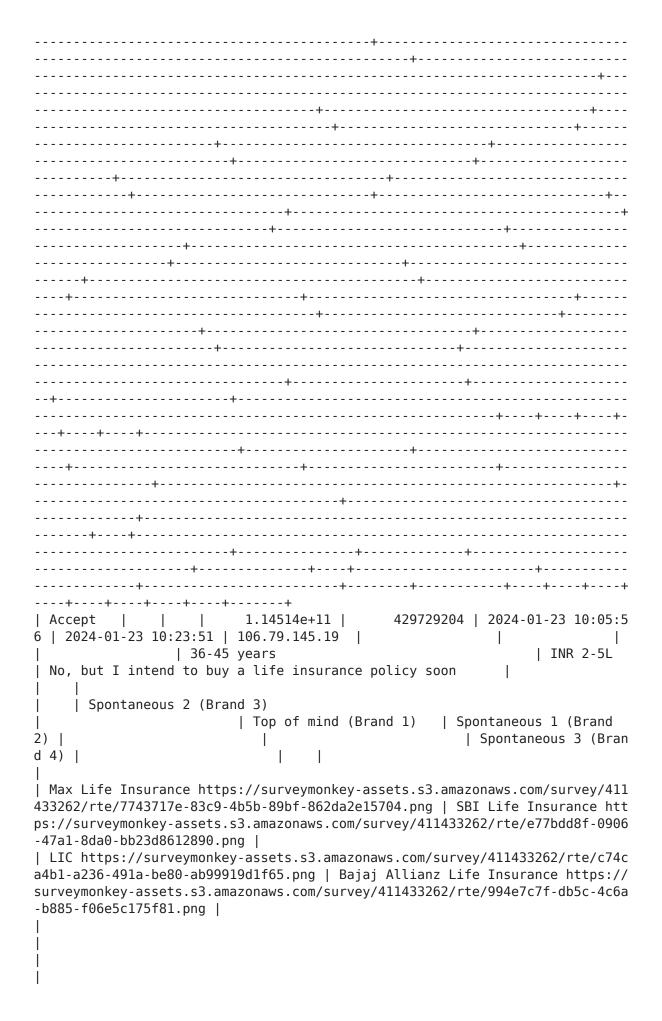


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Accept
9 2024-01-23 11:36:28 1.187.13.157
36-45 years INR 2-5L
No, but I intend to buy a life insurance policy soon
Spontaneous 2 (Brand 3)
Spontaneous 1 (Brand 2) Top of mind (Brand 1)
Spontaneous 3 (Brand 4)
HDFC Life insurance HDFC Life insurance
I I INDICE THE THOUGHT FILE THOUGHT

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| 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 |
                 | Spontaneous 2 (Brand 3)
    Spontaneous 1 (Brand 2) | Spontaneous 3 (Brand 4) | Top of mind (Brand 1)
                         | Axis Bank |
| Max Life Insurance
                                                      | Max Life Insurance
| SBI Life Insurance
                                                                                                                                       | HDFC L
ife Insurance | Max Life Insurance | Bajaj Allianz
Life Insurance | Max Life Insurance | Max Life Insurance
l Axis Bank
Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis Bank | Axis B
k | Axis Bank | Axis Bank | Axis Bank
| Axis Bank | Axis Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio |
                                                          | | Somewhat easy to understand
| 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 | 1
|  | 2 | 3 | Very 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 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
                                                                            | 3
ice |
| | 2 | 1 | | Somewhat new and different
| Somewhat 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 products |
                                                                      | 1
| 2 | 3 | | | Somewhat new and different
| Somewhat relevant
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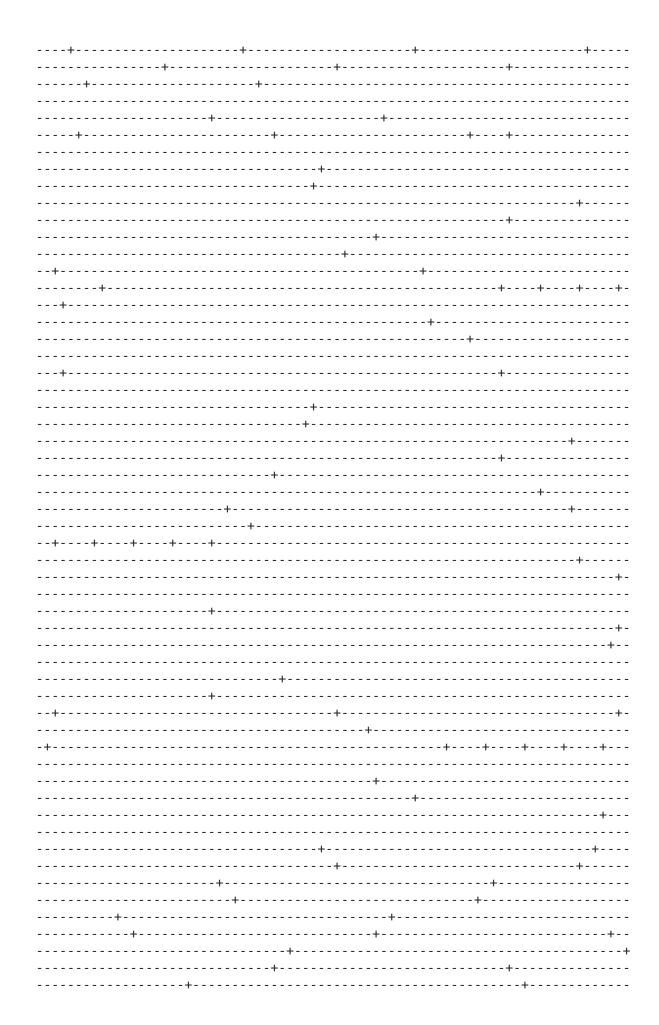
I may or may not recommend Concept OMax Life Insurance	
 Concept 0Max Life Insura	nce
 Concept 0Max Life Insurance	1
Concept 0Max Life Insura	nce
Concept 0Max Life Insurance 	nce
Concept 0Max Life Insurance Concept 0Max Life Insura	nce
7 5 3 4 2 6 1 It has a vibrant colour It looks modern and luxurious	
It feels international	Mumbai
Self-employed / Entrepreneur Savings Account/ Current account Fixed deposit	
West	ife Insurance Inten Metro
++	
+	
+	•
	-+
++	•
++	•
+	
++	
+	
++	





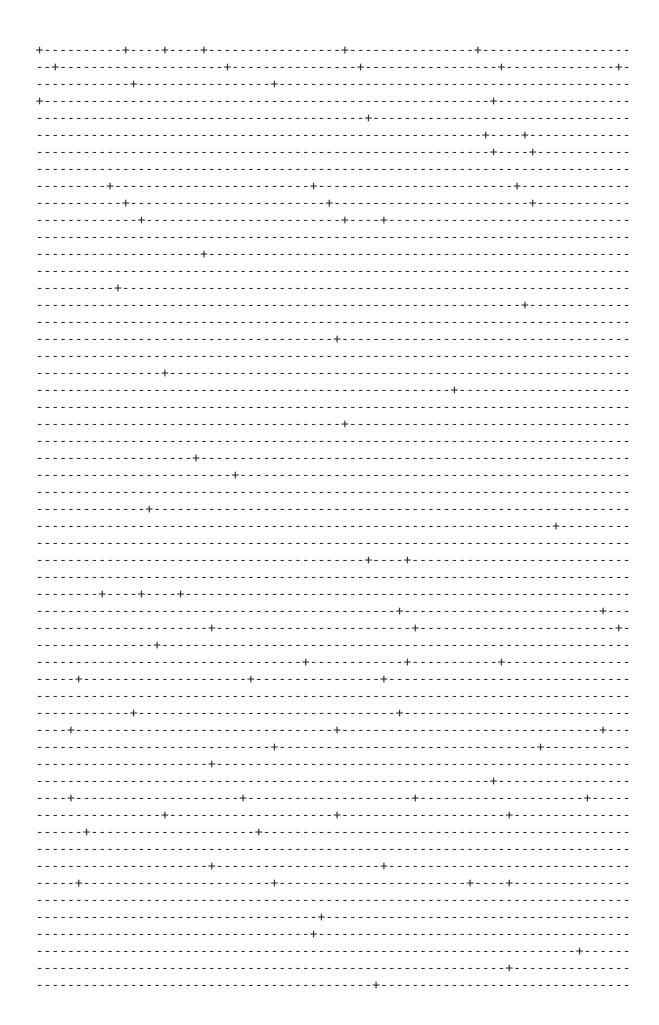
```
| Spontaneous 2 (Brand 3)
  Spontaneous 3 (Brand 4) | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
                                     | HDFC Bank
 Max Life Insurance
| HDFC Life Insurance
                                | Max Life Insurance
                                                                   l Max Li
                         | Max Life Insurance
fe Insurance
                                                           | Max Life Insur
                 | Max Life Insurance
                                                  | Max Life Insurance
ance
| HDFC Bank
| HDFC Bank
                    | HDFC Bank
                                     | HDFC Bank
                                                                | HDFC Ban
                            | HDFC Bank
      | HDFC Bank
                                                | HDFC Bank
                     I HDFC Bank
I HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio |
                          | | Somewhat easy to understand
| I somewhat like this
I may buy
th are known for superior products | Both are known for superior customer se
rvice | It looks modern and professional |
     | 1 | 3 | 2 | Somewhat new and different
| Somewhat relevant
| I may recommend
I Max Axis Life Insurance
                                                       | Somewhat easy to u
nderstand
| I totally 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
     | 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 products | It
is known for superior customer service |
| 1 | 2 | 3 |
                   | Very new and different
| Somewhat relevant
| I may recommend
| Concept OMax Life Insurance
| Concept 2Max Life Insurance by Axis Bank |
Concept OMax Life Insurance |
                              | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                              | Concept OMax Life Insurance |
Concept OMax Life Insurance |
                              | Concept OMax Life Insurance |
```

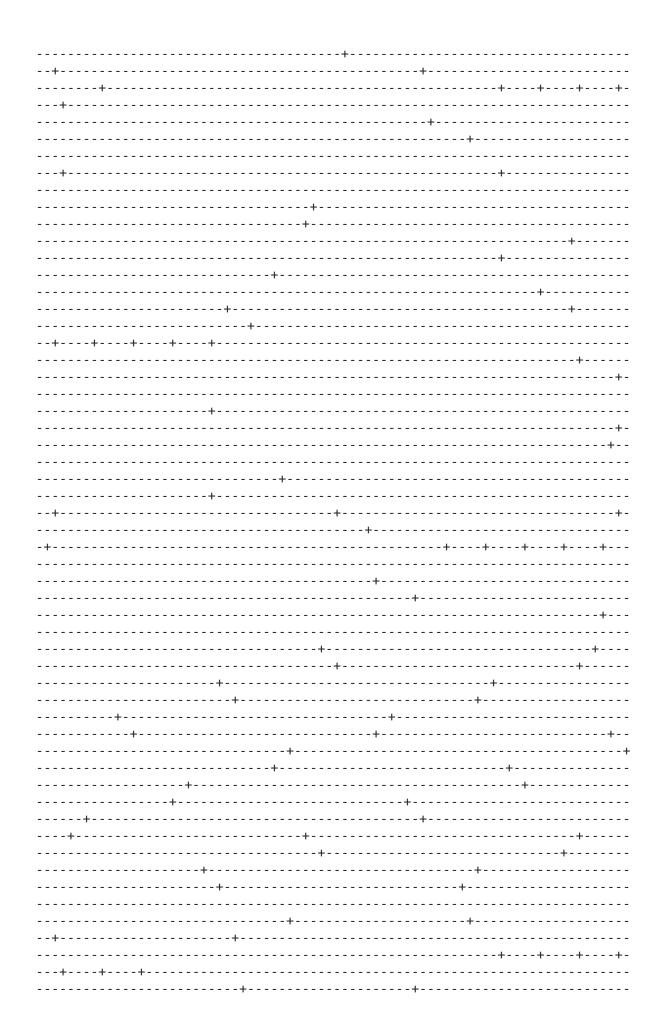
I		1
Rank 1 - Most liked		
Rank 3	•	k 4 - Least liked
	modern and luxurio	
It feels international		Mumbai
Male	Graduate	•
Self-employed / Entrepreneur	·	1 1
Savings Account/ Current account		
West Me	tro	Life Insurance Inten
der FALSE Others		
+		
		·
	+	
+		
	+	
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		+
	+	
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	+	+
+	+	+-
	-+	+
+		
+		
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| Accept |
              1.14513e+11 |
                         429729204 | 2024-01-22 18:43:3
        8 | 2024-01-22 19:07:14 | 106.79.134.17 |
                                   | INR 2-5L
         | 46-50 years
No, but I intend to buy a life insurance policy soon
  | Spontaneous 1 (Brand 2)
              | Top of mind (Brand 1)
                            | Spontaneous 2 (Brand
                | Spontaneous 3 (Brand 4) |
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 |
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
          | Max Life Insurance
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ance
| State Bank of India
                    | State Bank of India | State Ba
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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
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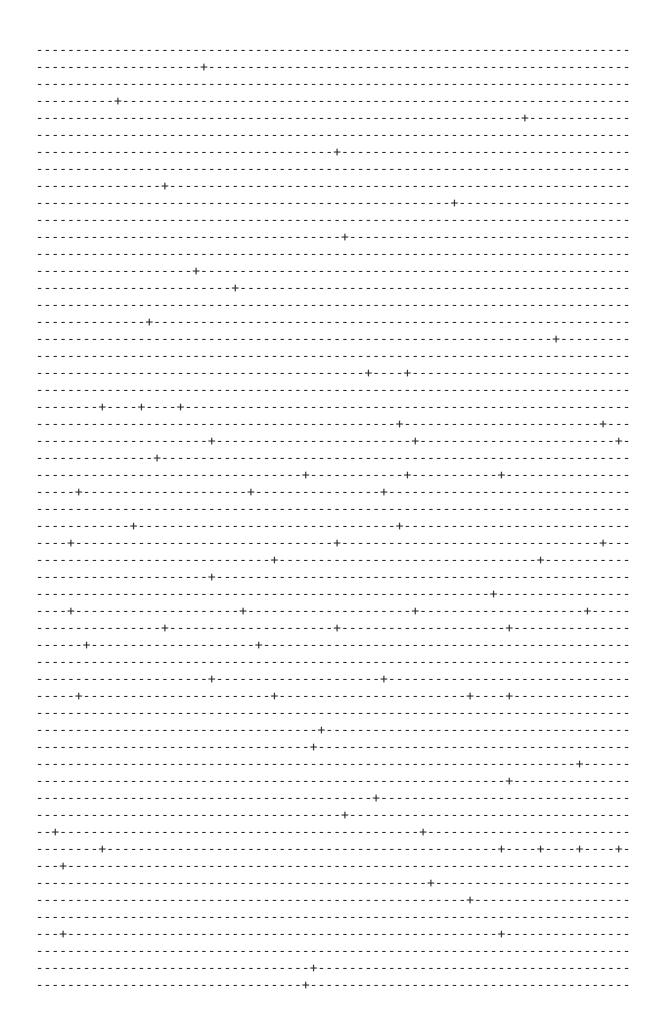
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| Insurance expertise | Customer reviews and word of mouth |
                        | | Somewhat easy to understand
| I somewhat like this
I may buy
                                                                 | Both ar
e strong brand names in their respective segments |
| Both are known for superior products | Both are known for superior custome
r service |
    | 2 | 3 | | Extremely new and different
| Completely 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 products | It is known for superior customer serv
                                     | 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 na
me 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 Ban
| Concept 2Max Life Insurance by Axis Bank |
                                  | Concept 2Max Life Insurance by Axis Ban
k |
| Concept 2Max Life Insurance by Axis Bank |
                                 | Concept 2Max Life Insurance by Axis Ban
                                | Concept OMax Life Insurance |
k |
Concept OMax Life Insurance |
                              | Concept OMax 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
                                        | Graduate
| Female
| Home maker
                                                                        Savings Account/ Current account
    | West
                            | Metro
                                                    | Life Insurance Inten
der | FALSE | Others
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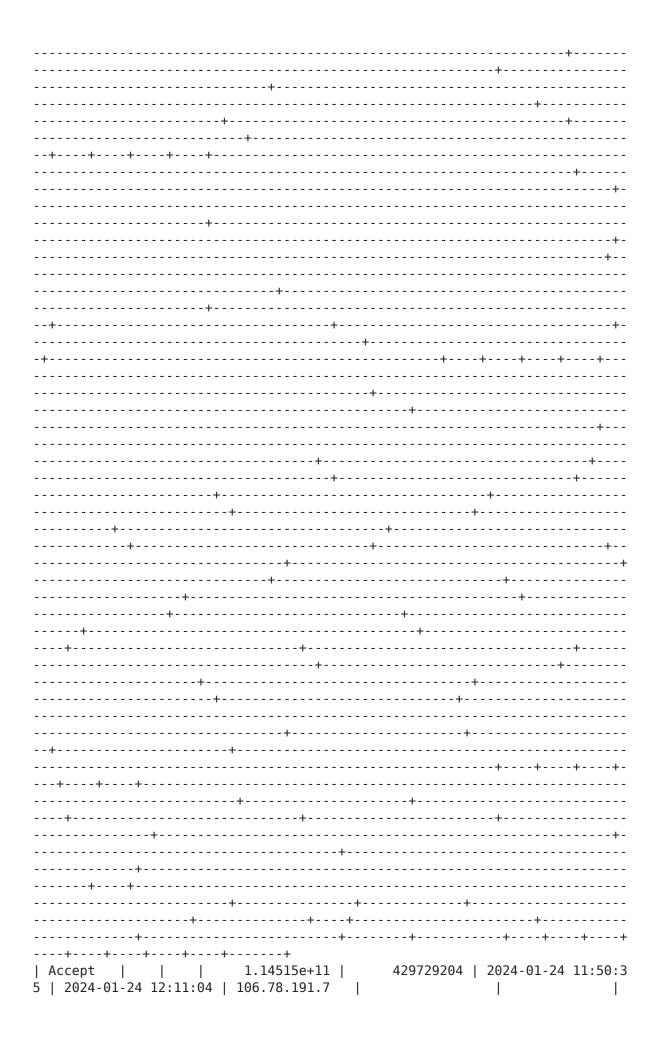




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                        1.14515e+11 |
                                         429729204 | 2024-01-24 12:23:2
8 | 2024-01-24 12:44:14 | 106.79.183.217 |
                | 36-45 years
                                                          | INR 2-5L
 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
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         | 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
                                                            | State Ba
| HDFC Bank
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                                        | HDFC Bank
                               | HDFC Bank
nk of India | 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
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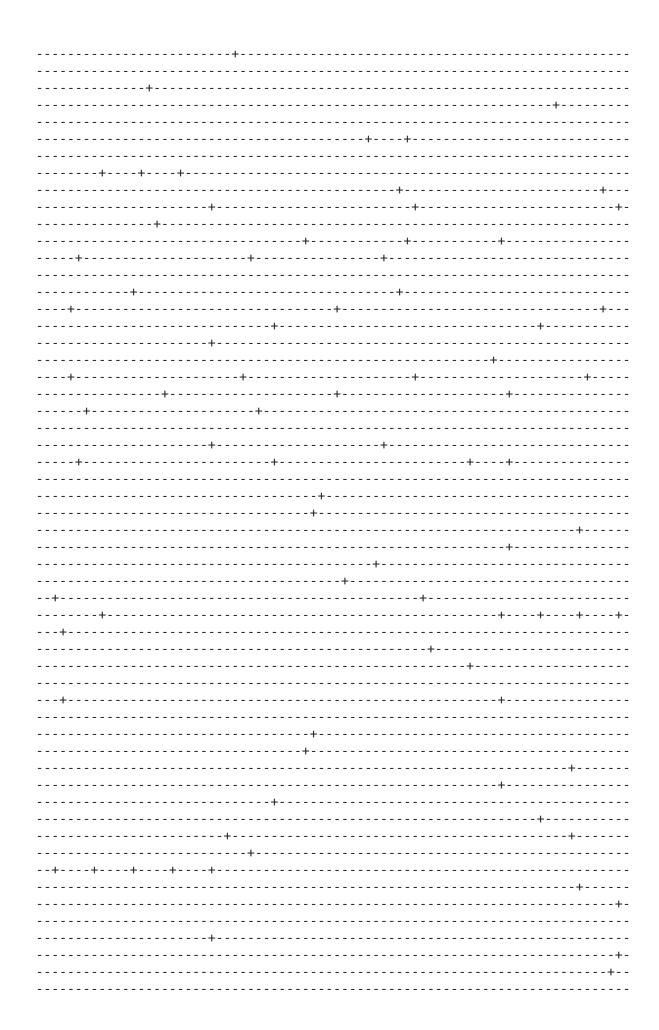
Max Axis Life Insurance	Neither easy nor d
ifficult to understand	
Neither like nor dislike this insurance plan	I
I may or may not buy	ı
It is successfully competing with major bank based and ICICI Prudential, on its own It is known for su known for superior customer service 1 2 3 Somewhat new and different May or might not be relevant I may or may not recommend Very difficult to understand I completely dislike this I may not buy	
·	•
er service 1 2 3 Slightly new and different May or might not be relevant I may not recommend	
Concept 2Max Lifk Concept 0Max Life	e Insurance by Axis Ban Insurance
	e Insurance by Axis Ban
k Concept 3Axis Life Insurance	Concept 1Ax
is Max Life Insurance	i
is Max Life Insurance 	Concept 2
is Max Life Insurance 	Concept 2 Concept 2 e Insurance by Axis Ban
is Max Life Insurance	Concept 2 Concept 2 e Insurance by Axis Ban lour scheme
is Max Life Insurance	Concept 2 Concept 2 e Insurance by Axis Ban lour scheme
is Max Life Insurance Max Life Insurance by Axis Bank Concept 1Axis Max Life Insurance	Concept 2 Concept 2
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is Max Life Insurance	Concept 2 Concept 2
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is Max Life Insurance	Concept 2 Concept 2
is Max Life Insurance	Concept 2 Concept 2
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| 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
| 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 1 (Brand 2)
                       | Top of mind (Brand 1) | Spontaneous 2 (Brand
3) | Spontaneous 3 (Brand 4) |
                                           | HDFC Bank
           | Axis Bank |
                                           | State Bank of India |
| 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
k | State Bank of India | HDFC Bank | HDFC Bank
| HDFC Bank
              | HDFC Bank | Association with a banking bra
nd/ name
                                                        | Claim settlemen
t 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
I 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
| It is successfully competing with major bank based insurers like HDFC Life
and ICICI Prudential, on its own |
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
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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 Bank Concept 1Axis Max Life Insurance
Concept OMax Life Insurance
Concept 3Axis Life Insurance Concept 2Max Life Insurance by Axis Ban
Concept 2Max Life Insurance by Axis Bank
K
Rank 1 - Most liked Rank 3
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

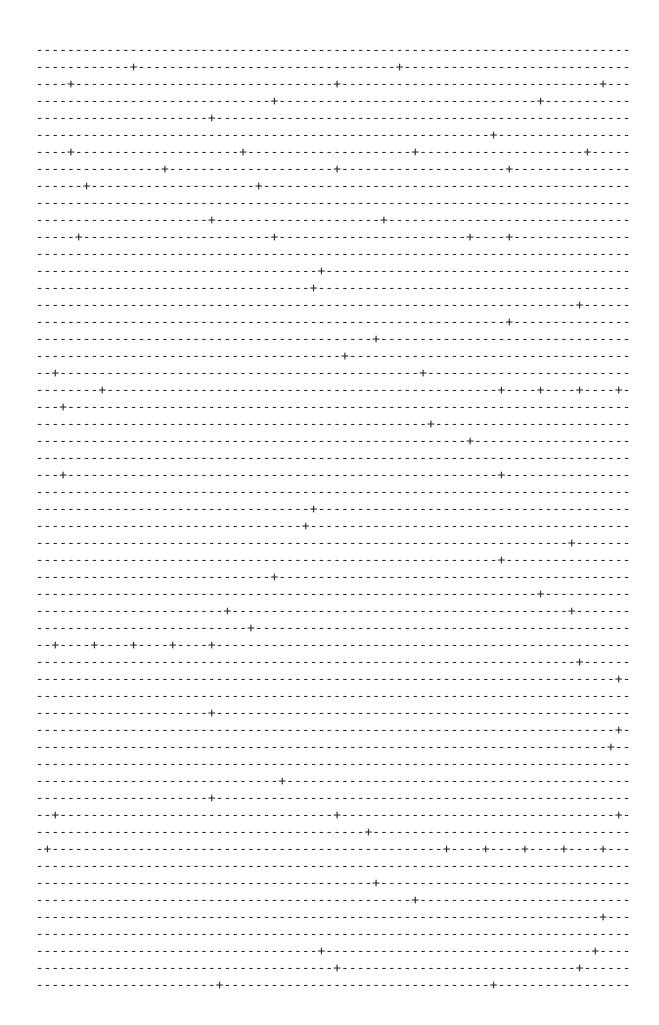


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| Spontaneous 2 (Brand 3)
                          | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
  Spontaneous 3 (Brand 4) |
                                               | State Bank of India |
             | Axis Bank |
| Max Life Insurance
 SBI Life Insurance
                                  | Max Life Insurance
                                                                    | Max Li
                          | Max Life Insurance
                                                            | Max Life Insur
fe Insurance
                  | Max Life Insurance
ance
                                                    | 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 |
| 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
| Extremely new and different
I Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                        | Very easy to under
stand
| I somewhat like this
I may or may not buy
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 |
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 OMax Life Insurance
                               | Concept OMax Life Insurance |
Concept OMax Life Insurance |
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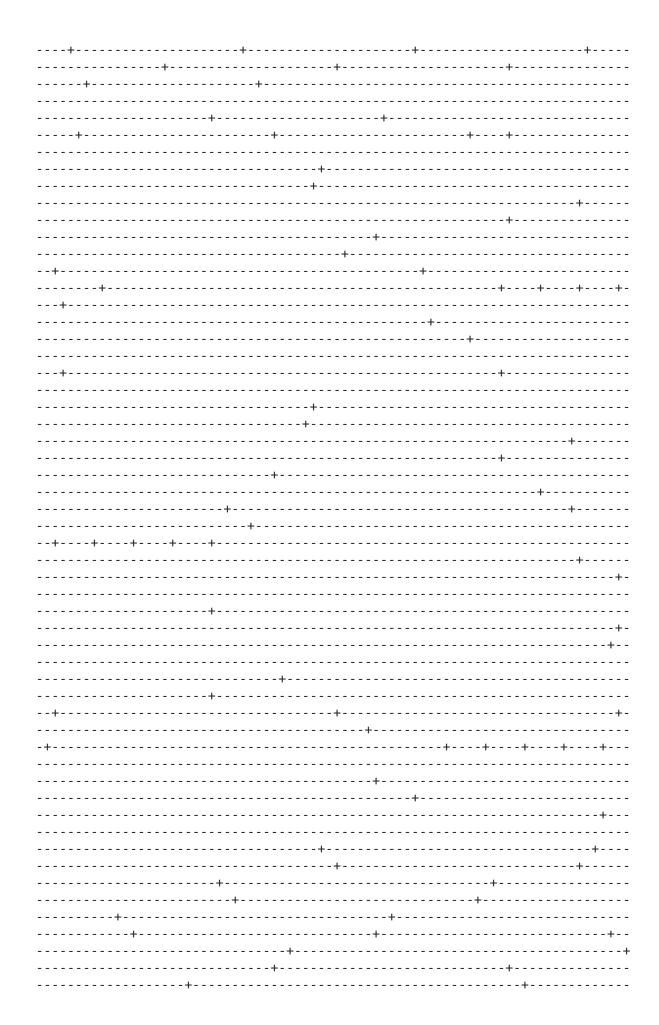
Concept 2Max Life Insurance by Axis Bank Concept 0Max Life Insurance	
Concept 2Max Life Insurance by Axis Bank	n
Rank 2 Rank 1 - Most liked Rank 4 - Least liked Rank 3 3 7 5 4 2 6 1	
It looks modern and luxurious It feels sharper and bolder The picture/ image looks cool Mumbai Graduate	d
Self-employed / Entrepreneur Savings Account/ Current account	
	n
der FALSE Axis Bank Metro	
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| Accept
                1.14514e+11 |
1 | 2024-01-23 17:40:41 | 152.58.209.138 |
           | 36-45 years
                                       | INR 5.1-7L
                                     | Online aggrega
| Yes
tors like Policybazaar, Coverfox, etc.
                | Top of mind (Brand 1) | Spontaneous 2 (Brand
                  | Spontaneous 1 (Brand 2) | Spontaneous 3 (Bran
3) |
d 4) |
                      | HDFC Life insurance HDFC Life insuranc
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
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naws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC
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f06e5c175f81.png | Tata AiA Life Insurance https://surveymonkey-assets.s3.am
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| 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)
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Spontaneous 3 (Brand 4) |
                                       | HDFC Bank
| State Bank of India | Bank
of Baroda | Max Life Insurance
                               | Max Life Insurance
| SBI Life Insurance
                                                                | Bajaj
Allianz Life Insurance | Max Life Insurance | Kotak Life Ins
             | Max Life Insurance
urance
                                           | 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 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
                                    | 1
    | 2 | 3 | | Somewhat new and different
| Completely relevant
| I may recommend
| Neither easy nor difficult to understand
| I somewhat like this
                                                                       1
I may or may not buy
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 OMax 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 OMax 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 |
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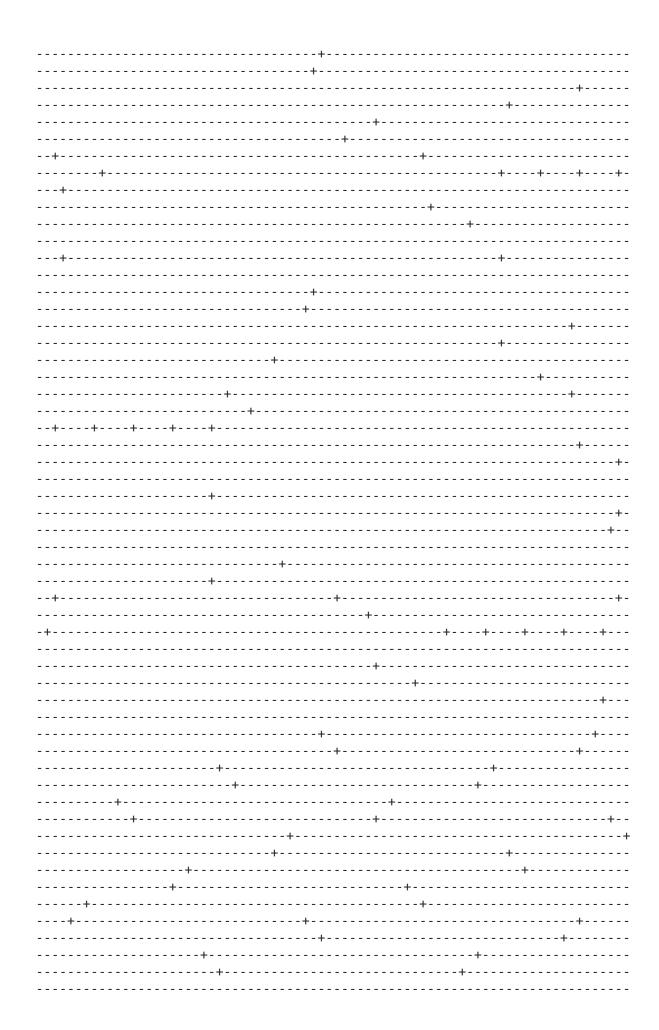
Concept 2Max Life Insurance by Axis Bank	
Rank 3 Rank 1 - Most liked Rank 2 Rank 4 - Least liked 5 1 4 7 2 3 6 It has a vibrant colour scheme	
It looks modern and luxurious	
It feels international	
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees	ı
Savings Account/ Current account	·
Credit Card Loans (Home, auto, personal, business) West Metro Max Life Insurance	۵
Online Others Metro	C
+	
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2 | 2024-01-23 17:40:36 | 152.58.209.55 |
                                                | INR 5.1-7L
             | 25-35 years
                                             | Online aggrega
 Yes
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.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
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LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
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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 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
                                             | LIC
Life Insurance
                   | Max Life Insurance
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Bank
                                 | ICICI Bank
| Kotak Mahindra Bank | ICICI Bank
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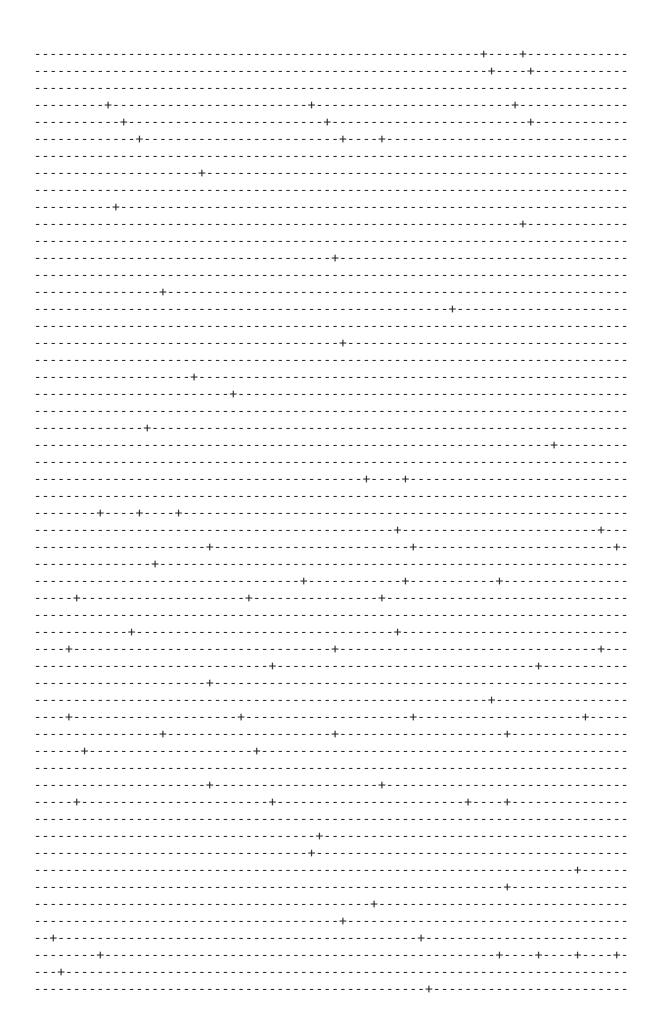
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hindra Bank | ICICI Bank | Kotak Mahindra Bank | ICICI Bank
| ICICI Bank | ICICI Bank | Association with a banking bra
nd/ name
                    | Customer reviews and word of mouth |
| Branch/ office network | | Somewhat easy to understand
| I somewhat like this
I may or may not buy
                                                                 | Both 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 | Som
| 2
                                                  | 3 |
ewhat new and different
| Somewhat relevant
| I may recommend
| Max Axis 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 customer service |
                                                 | 1 | 3 | Ext
remely new and different
| Completely relevant
| I will definitely recommend
| Somewhat easy 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 is known for superior products | It is known for superior customer serv
ice |
    | 3 | 2 | | Somewhat new and different
| Somewhat relevant
| I may recommend
                                  | Concept 2Max Life Insurance by Axis Ban
k |
                                | Concept OMax Life Insurance |
                                          | Concept 3Axis Life Insurance |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
| Concept 2Max Life Insurance by Axis Bank |
                                                                        Т
| Concept 1Axis Max Life Insurance |
| Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
Concept OMax Life Insurance |
                                                             | Concept 2Ma
x Life Insurance by Axis Bank |
                                                           | Concept OMax
Life Insurance |
                                                | Concept 2Max Life Insura
nce 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
                                        | Post-graduate PhD / doctorate
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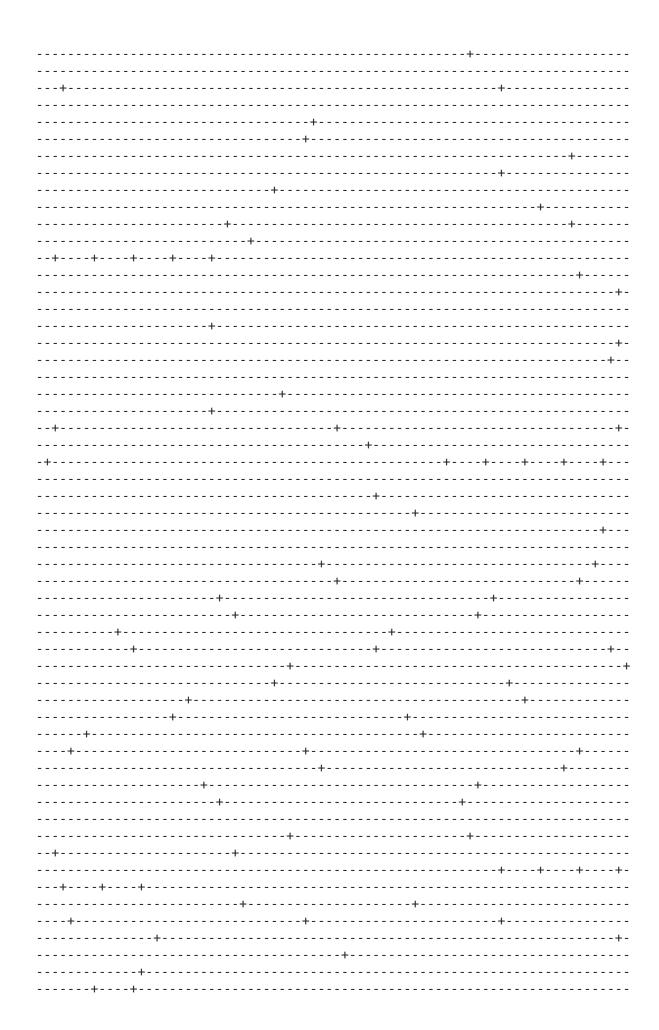
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              | 25-35 years
                                                   | INR 5.1-7L
| Yes
                                               | Online aggrega
tors like Policybazaar, Coverfox, etc.
| Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand 2) |
                     | Top of mind (Brand 1) | Spontaneous 3 (Brand
| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
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| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
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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 Ban
                 | Axis Bank
         | Axis Bank
                           | Axis Bank
                                            | Axis Bank
l Axis Bank
                 l 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
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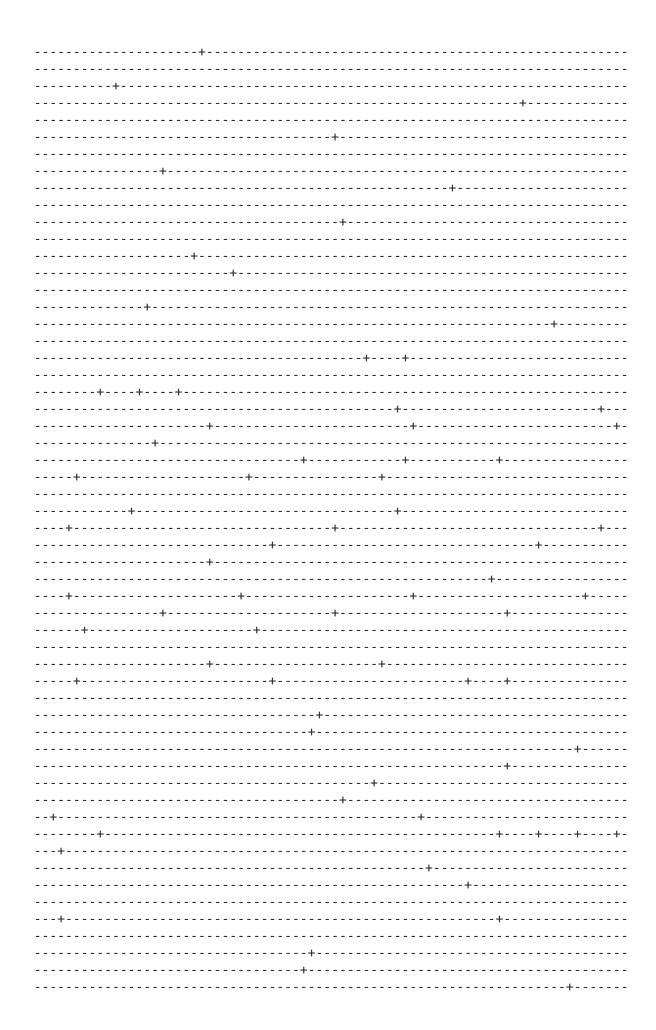
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th are known for superior products | Both are known for superior customer se
| 2 | 3 | 1 | | Very new and different
| Somewhat relevant
| I may recommend
| Axis Max Life Insurance
                                                 | Very easy to under
| 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 is known for superior customer service |
                                            | 1 | | 3 |
                                                             | Som
ewhat new and different
I 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 OMax Life Insurance
                               | Concept 2Max Life Insurance by Axis Ban
k | Concept 3Axis Life Insurance |
                                                       | Concept 1Ax
is Max Life Insurance |
                                                         | Concept 3
Axis Life Insurance |
                                            | Concept 1Axis Max Life I
                                             | Concept 3Axis Life Ins
nsurance |
                                | Concept 1Axis Max Life Insurance | Co
urance |
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) |
    l West
                         | Metro
                                             | Max Life Insurance
| Online | Axis Bank |
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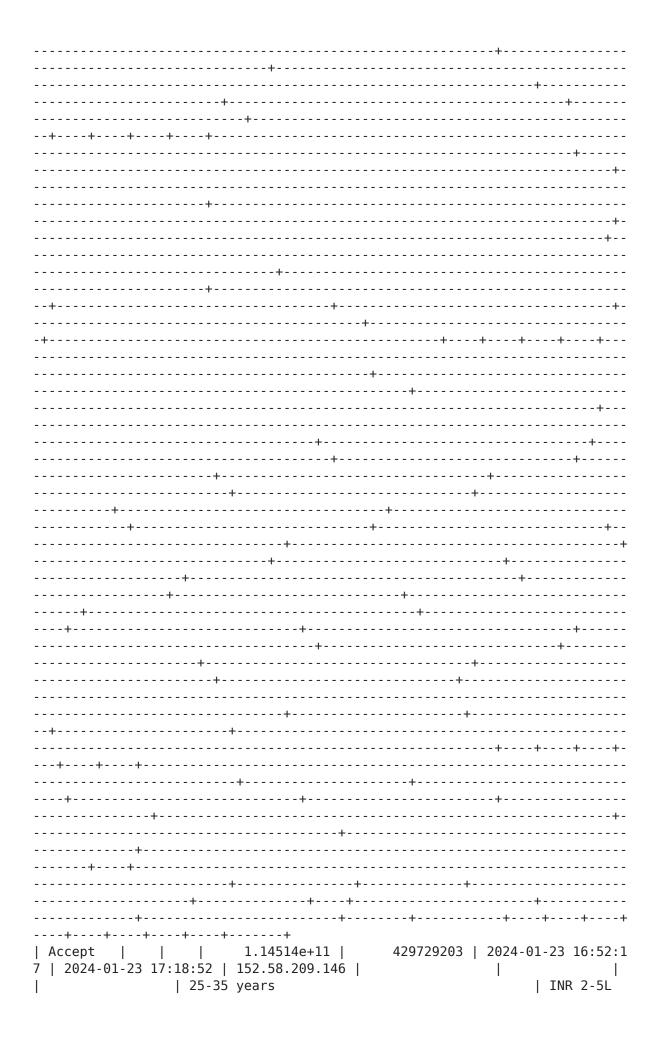




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| Accept |
             1.14514e+11 |
                                          429729203 | 2024-01-23 16:52:0
8 | 2024-01-23 17:19:24 | 152.58.209.146 |
                | 46-50 years
                                                           | INR 5.1-7L
| Yes
                                                        | Insurer websit
е
                        | Spontaneous 1 (Brand 2) | Spontaneous 3 (Brand
4) | Spontaneous 2 (Brand 3) | 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 | Max Life
Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/
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monkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-
bb23d8612890.png | Kotak Life Insurance https://surveymonkey-assets.s3.amazo
naws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479f.png | LIC
https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74ca4b1-a
236-491a-be80-ab99919d1f65.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 2 (Brand 3) | Top of mind (Brand 1)
 Spontaneous 1 (Brand 2)
                       | Kotak Mahindra Bank | State Bank of India |
 LTC
 Max Life Insurance
                               | Kotak Life Insurance
                                                               I HDFC L
ife Insurance
                        | Max Life Insurance
                                                        | Kotak Life Ins
urance
                 | Max Life Insurance
                                                | Max Life Insurance
| State Bank of India
| Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Ma
hindra Bank | State Bank of India | Kotak Mahindra Bank | Kotak Mahindra Ban
k | Kotak Mahindra Bank | Kotak Mahindra Bank | Association with a banking b
rand/ name
                    | Customer reviews and word of mouth |
| Branch/ office network | | Very easy to understand
| I totally like this
I will definitely buy
                                                              I 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
                                               | 3 |
                                                        | 1 |
                                                                  | Som
ewhat new and different
| Completely relevant
| I will definitely recommend
| Max Axis Life Insurance
                                                    | Very easy to under
stand
```

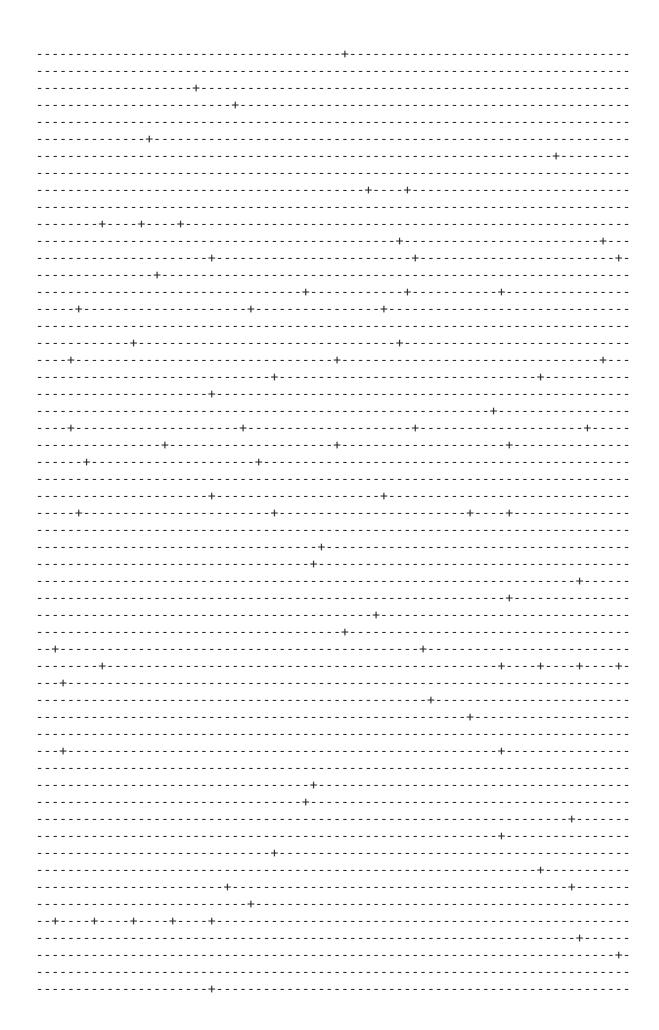
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| I totally like this
I may buy
                                                   | Max Lif
e is a respected and well-known brand | It is successfully competing with ma
jor bank based insurers like HDFC Life and ICICI Prudential, on its own |
| It is known for superior customer service |
                                       | 2 |
                                             | 3 |
                                                      l Ver
y new and different
| Somewhat relevant
| I may recommend
| Somewhat easy to understand
| I somewhat like this
I may or may not buy
me is taken in the same line as HDFC and ICICI | It has a wide network of br
anches | It is known for superior products |
| 1 | 3 |
               | Very new and different
I Somewhat relevant
| I will definitely recommend
| Concept OMax Life Insurance
                           | Concept 2Max Life Insurance by Axis Ban
k |
                                                | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax Life Insurance |
| Concept 3Axis 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 0Max Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance | Rank 3
| Rank 1 - Most liked | Rank 2
                                   | Rank 4 - Least liked |
4 | 1 | 5 | 6 | 2 | 3 | 7 | It has a vibrant colour scheme
                 | It looks modern and luxurious | It feels sharper and
bolder |
                                                 l Mumbai
                               | Post-graduate PhD / doctorate
| Male
| Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees |
Savings Account/ Current account
            | Credit Card | Loans (Home, auto, personal, business) |
                                         | Max Life Insurance
    | West
                      | Metro
| Online | Others
                                              | Metro |
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| Online aggrega
| Yes
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.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 | 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 2 (Brand 3) | Top of mind (Brand 1)
  Spontaneous 1 (Brand 2) |
             | Axis Bank |
| LIC
| Kotak Life Insurance
                                  | ICICI Prudential Life Insurance | Kotak
                                                            | ICICI Prudenti
Life Insurance
                          | LIC
al Life Insurance | Kotak Life Insurance
                                                    | Kotak Life Insurance
| HDFC Bank
| Axis Bank
                      | Axis Bank
                                            | Axis Bank
                                                                  | State Ba
nk of India | Axis Bank
                                  | Kotak Mahindra Bank | Axis Bank
| Axis Bank
                     | Axis Bank
                                          | Association with a banking bra
nd/ name
| Insurance expertise | Customer reviews and word of mouth |
                            | Very easy to understand
| 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 | 2
     | 3 | 1 | Very new and different
| Somewhat relevant
| I may recommend
| Axis Max Life Insurance
                                                        | Somewhat easy to u
nderstand
I 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
                                       | 2
ice |
     | 3 | 1 | Somewhat new and different
| May or might not be relevant
| I may recommend
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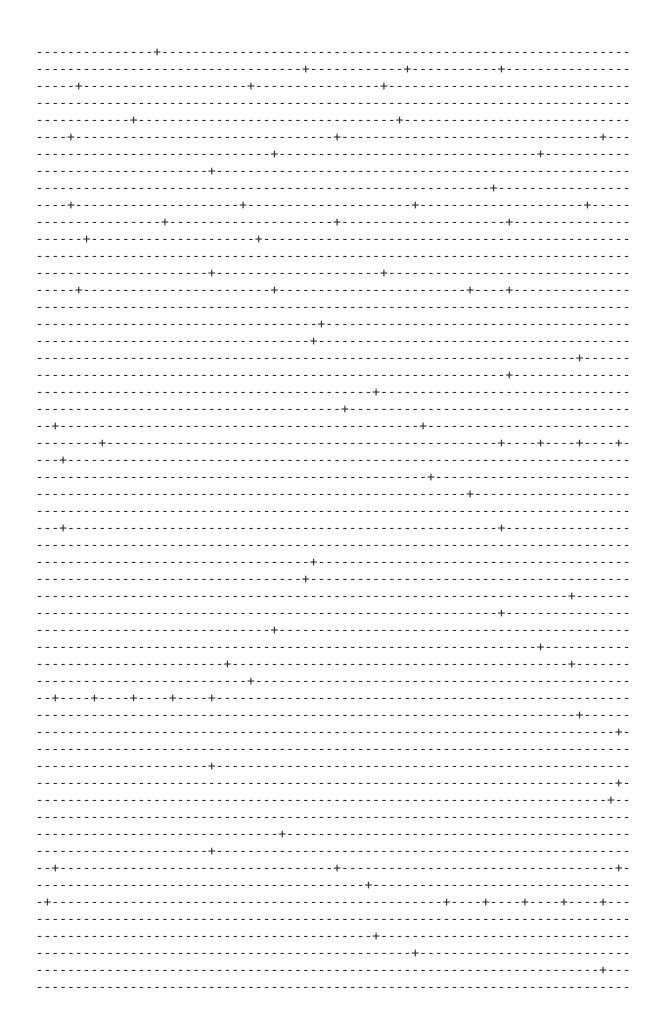
Very easy to understand I totally like this I will definitely buy	I
Witt definitely bdy	Axis na
me is taken in the same line as HDFC It is known for superior products ice	and ICICI It is known for superior customer serv 2
k	
Concept OMax Life Insurance Concept 3Axis Life Insurance Max Life Insurance s Life Insurance Rank 3 Rank 2 Rank 4 - Le 6 3 1 2 4 5 7 It	 Concept 1Axis Concept 3Axi east liked Rank 1 - Most liked
It feels international The pictu Male	ure/ image looks cool Mumbai Higher secondary-12th
Self-employed / Entrepreneur	I I
Savings Account/ Current account	
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	+ +
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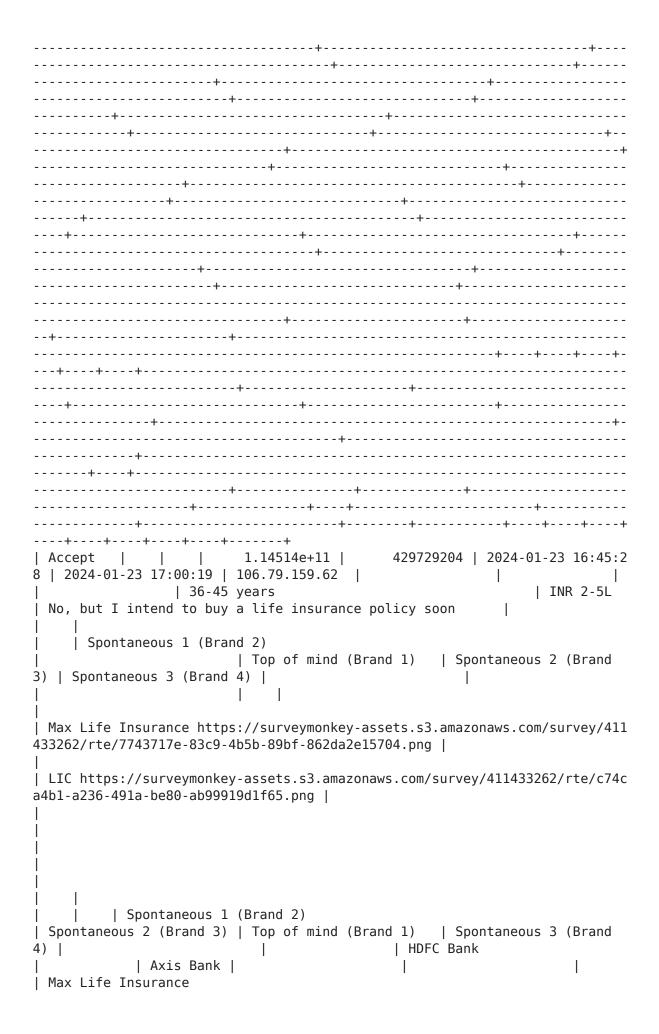


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LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
a4b1-a236-491a-be80-ab99919d1f65.png |
    | | Spontaneous 2 (Brand 3)
| Top of mind (Brand 1) | Spontaneous 1 (Brand 2) |
| Spontaneous 3 (Brand 4) |
                                      | 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
               | HDFC Life Insurance | Max Life Insurance
ance
| 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
                              | | Very easy to understand
t ratio |
| I somewhat like this
                                                                    I may buy
                                                             I 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 |
                                               | 3 | 2 | | | Ext
| 1
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 |
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 OMax Life Insurance
                            | Concept OMax Life Insurance |
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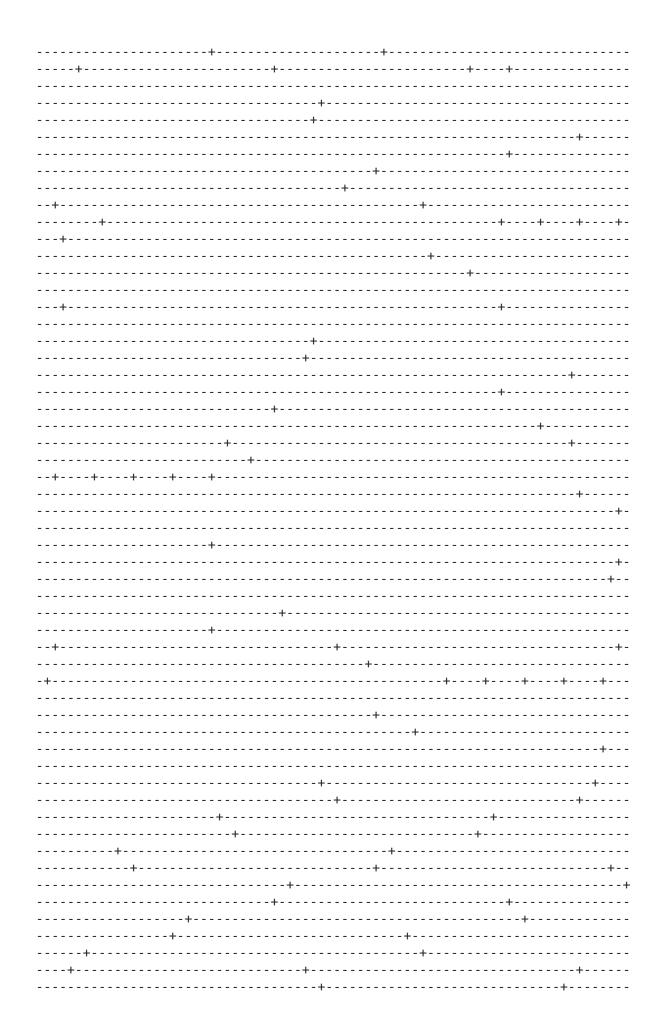
Concept OMax Life Insurance		
 Max Life Insurance	1	Concept 1Axis
<u>'</u> !	Concept 1Axis Max Life Insuran Concept 0Max Life Insurance	ce
Concept OMax Life Insurance	I	1
I I	Concept 0Max Life Insurance 	·
Rank 1 - Most liked Rank 3	1	liked
It feels refreshing It loc It feels international Male	Mum Post-graduate PhD /	doctorate
Professionals (Doctors, CA, Savings Account/ Current accou	Lawyers, etc.)\Private sector emnt	ployees
	I	Mut
ual funds West ance Intender FALSE Axis Metro	Metro Bank	Life Insur
	+	
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	+	
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	+	
T	1	F -





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| Max Li
| Max Life Insurance
fe Insurance
               | LIC
                                              | Max Life Insurance
ance
| Axis Bank
            | Axis Bank | Axis Bank
                                                    | Axis Ban
| Axis Bank
k | Axis Bank | Axis Bank | Axis Bank
| Axis Bank | Axis Bank |
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                          | | Neither easy nor difficult to unders
t ratio |
tand
| I somewhat like this
                                                                    I may or may not buy
                                                             | Both ar
e strong brand names in their respective segments |
| Both are known for superior products |
| It looks modern and professional | 1
| 3 | 2 | Somewhat 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 products |
| It looks modern and professional | 1
    | 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 OMax Life Insurance
                            | Concept OMax Life Insurance | Concept 1Axis
Max Life Insurance |
| Concept OMax Life Insurance |
                                                           | Concept 2
Max Life Insurance by Axis Bank |
                                                         | Concept 0Ma
                                               | Concept 2Max Life Insu
x Life Insurance |
                                             | Concept OMax Life Insura
rance by Axis Bank |
nce |
                                  | Concept 2Max Life Insurance by Axis
                                 | Concept OMax Life Insurance |
Bank |
Concept OMax Life Insurance |
                            | Concept OMax Life Insurance |
Rank 1 - Most liked
                   | Rank 3
                                          | Rank 4 - Least liked |
2 | 4 | 5 | 7 | 3 | 6 | 1 | It has a vibrant colour scheme
```

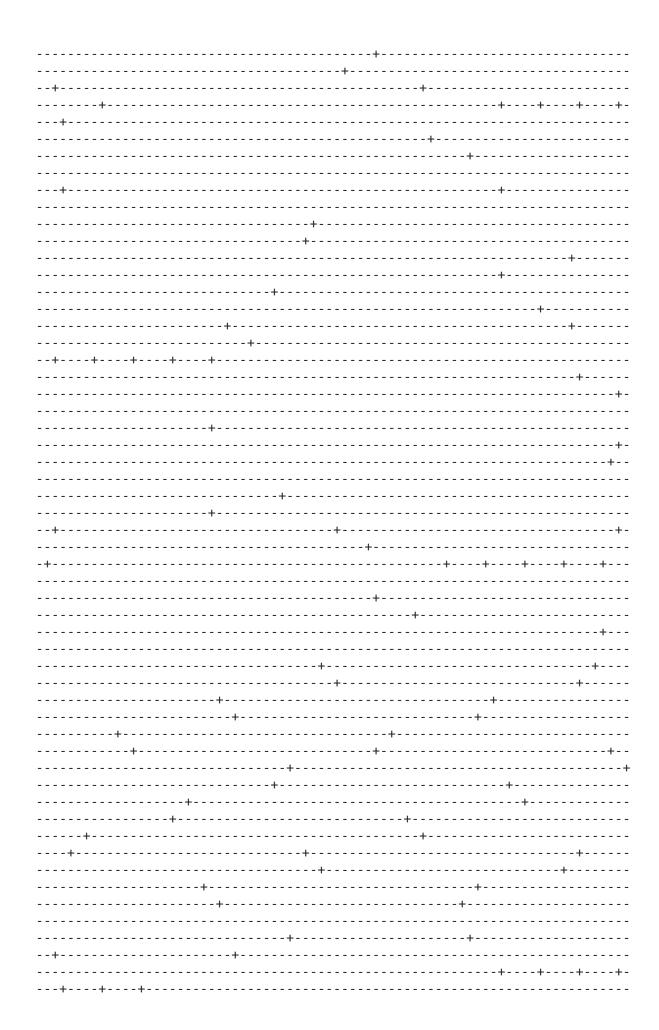
It feels refreshing bolder	I		It feels sharper and Mumbai
Male	' I	Graduate	Hambai
Self-employed / Entrepreneu		oraduate	1 1
Savings Account/ Current acco			1 1
I I			ı
West	 Metro		 Life Insurance Inten
der FALSE Axis Bank	1	1 1	-
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| Accept
                             429729203 | 2024-01-23 15:50:2
                 1.14514e+11 |
4 | 2024-01-23 16:32:34 | 152.58.208.28 |
           | 36-45 years
                                         | INR 2-5L
                                      | Online aggrega
| Yes
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
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| 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
| ICICI Bank | Axis Bank |
| HDFC Life Insurance
| Max Life Insurance
                     | Kotak Life Insurance
                                           | Kotak
Life Insurance
                | Max Life Insurance
                                      | Max Life Insur
           | Max Life Insurance
                                 | Max Life Insurance
ance
| HDFC Bank
l Axis Bank
                            | Axis Bank
                                          l Axis Ban
              l Axis Bank
                     | Kotak Mahindra Bank | Axis Bank
k
       | Axis Bank
| Axis Bank
                            | Association with a banking bra
              | Axis Bank
nd/ name
              | Customer reviews and word of mouth | Claim settlemen
t ratio |
                        | Neither easy nor difficult to unders
tand
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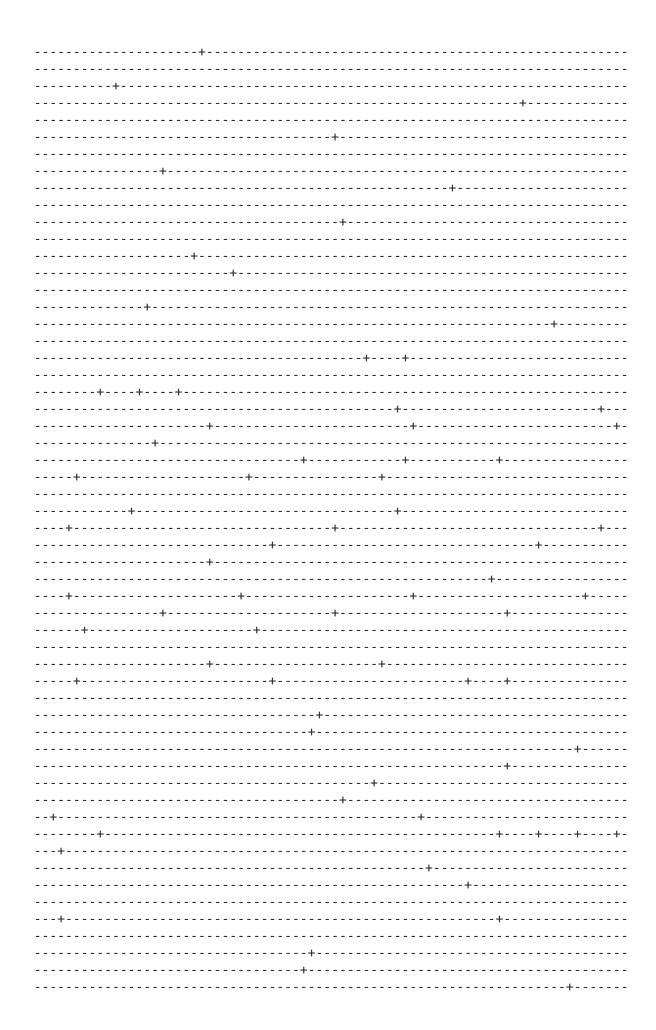
```
| Neither like nor dislike this insurance plan
I may buy
                                                                   | Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
| Both are known for superior customer service |
                                                   | 1 |
                                                            | 3 |
                                                                      l Som
ewhat new and different
| Somewhat relevant
| I may recommend
| Max Axis Life Insurance
                                                        | Very easy to under
stand
| I totally like this
                                                                           1
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 |
                                                   | 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
              | 1 | Slightly new and different
         | May or might not be relevant
| I may recommend
                                   | Concept 2Max Life Insurance by Axis Ban
                                                               | Concept 1Ax
k |
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank | Concept 3
Axis Life Insurance | Concept OMax 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 |
                                                                          I
Rank 4 - Least liked
                       | Rank 1 - Most liked | Rank 2
I Rank 3
6 | 4 | 2 | 7 | 1 | 3 | 5 | It has a vibrant colour scheme
                      | It looks modern and luxurious |
                         | The picture/ image looks cool | Mumbai
                                         | Post-graduate PhD / doctorate
| Male
| Self-employed / Entrepreneur
                                                                           Savings Account/ Current account
                | Credit Card | Loans (Home, auto, personal, business) |
                             | Metro
                                                      | Max Life Insurance
     | West
```

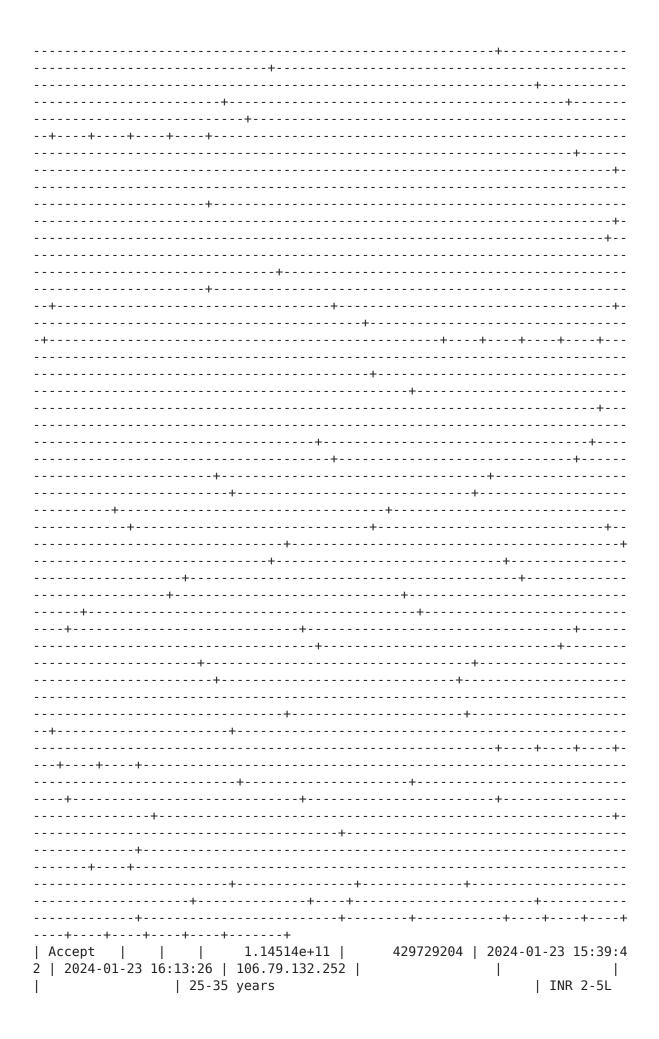
												Metro)
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                     1.14514e+11 |
                                    429729204 | 2024-01-23 16:15:4
| Accept
9 | 2024-01-23 16:35:52 | 106.79.134.12 |
              | 36-45 years
                                                   | INR 5.1-7L
| 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 (Bran
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-b3b8-98c1e9ee1919.png |
        | Spontaneous 3 (Brand 4)
| Spontaneous 2 (Brand 3) | Top of mind (Brand 1) | Spontaneous 1 (Brand
                      | 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
              | Max Life Insurance
                                         | Max Life Insurance
ance
| ICICI Bank
| ICICI Bank
                                                    | ICICI Ba
                 | ICICI Bank
                                   | ICICI Bank
         | ICICI Bank
                          | ICICI Bank
                                            | ICICI Bank
                 | ICICI Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                          | | Somewhat easy to understand
t ratio |
| 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
```

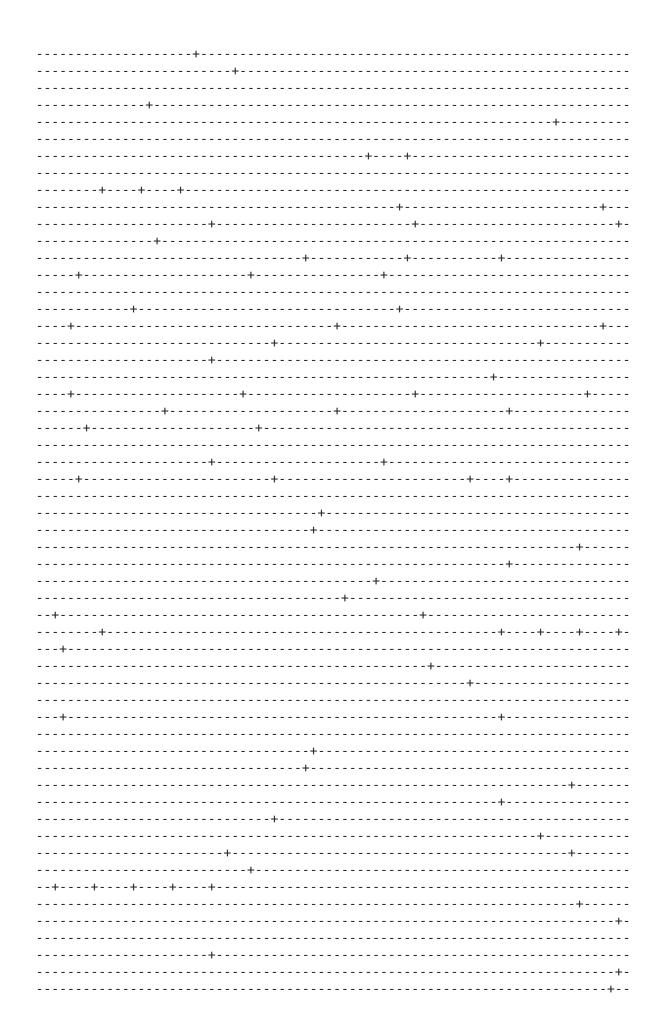
Max Axis Life Insurance	Neither easy nor d
ifficult to understand	
I somewhat like this	
I may buy	
	Max Lif
	is known for superior customer serv
<pre>ice It looks modern and professional </pre>	fferent
I may or may not buy	
It has a wide network of branches It is known for superior customer service 1 2 3 Extremely new and comewhat relevant I may recommend Concept OMax Life Insurance	i i
I I	
Concept	OMax Life Insurance
Concept 0Max Life Insurance	1
	Concept 1Axis
Max Life Insurance Concept OMax Life Insurance	
Max Life Insurance Concept 0Max Life Insurance Concept	Concept 1Axis
l Rank 1 - Most liked	
Rank 3	Rank 4 - Least liked a vibrant colour scheme
West Metro der FALSE Axis Bank	
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+	
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+	+
+	+
+-	+





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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/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 |
         | Spontaneous 1 (Brand 2)
| Spontaneous 3 (Brand 4) | Top of mind (Brand 1) | Spontaneous 2 (Brand
                                            | HDFC Bank
3) |
                           | Axis Bank |
| Max Life Insurance
                          | Max Life Insurance
| Max Life Insurance
                                                                 I HDFC L
ife Insurance
                       | Max Life Insurance
                                                        | ICICI Prudenti
al Life Insurance | Max Life Insurance
                                                  | Max Life Insurance
l Axis Bank
| Axis Bank
                                                               | Axis Ban
                     | Axis Bank
                                         | Axis Bank
           | Axis Bank
                       | Axis Bank
                                                | Axis Bank
| Axis Bank
                     l Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
t ratio |
                         | | Somewhat easy to understand
| I somewhat like this
                                                                        I may buy
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
I Somewhat relevant
| I may or may not recommend
| Max Axis Life Insurance
                                                      | Somewhat easy to u
nderstand
| Neither like nor dislike this insurance plan
I may buy
                                                                | Max Lif
e is a respected and well-known brand |
| It is known for superior products |
| It looks modern and professional | 1
    | 2 | | 3 | Somewhat new and different
| 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
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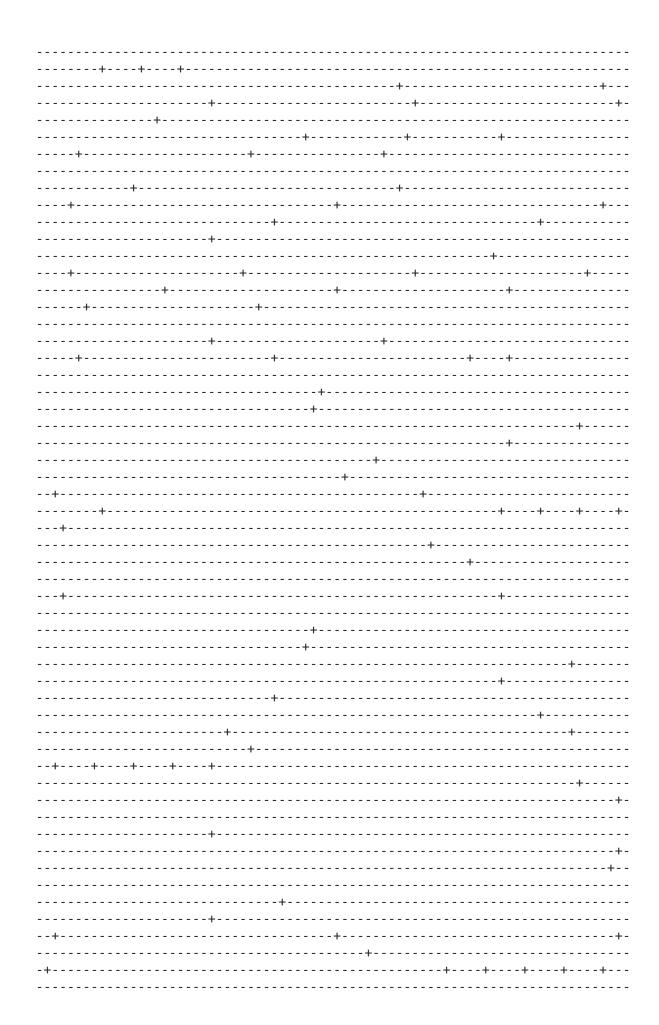
me is taken in the same line as HDFC anches	Axis na and ICICI It has a wide network of br
It looks modern and professional 2	
Concept OMax Life Insurance	
I I Conc	ept 0Max Life Insurance
Concept OMax Life Insurance Concept	1Axis Max Life Insurance Concept 1Axis
Max Life Insurance	
Concept OMax Life Insurance Max Life Insurance by Axis Bank	Concept 2 Concept 0Ma
x Life Insurance	
	Concept 1Axis
Max Life Insurance by Axis Bank	Concept 2 Rank 1 - Mo
1 -	Rank 4 - Least liked
7 6 4 5 3 2 1 It It feels refreshing It looks mode	rn and luxurious
 Male	Mumbai Graduate
Self-employed / Entrepreneur	
Savings Account/ Current account	
West Metro	Life Insurance Inten
der FALSE Axis Bank	
der FALSE Axis Bank	+
der FALSE Axis Bank	



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Accept 1.14514e+11 429729203 2024-01-23 15:03:1
7 2024-01-23 15:44:50 152.58.209.7
36-45 years More than
10L Yes, but I intend to buy a n
·
ew life insurance policy soon Online aggregators like Policybazaar, Coverf
ox, 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.c
om/survey/411433262/rte/b2b64086-c033-44c7-9a19-9b4314629379.png Max Life
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7743717e-83c9-4b5b-89bf-862da2e15704.png SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/e77bdd8f-0906-47a1-8da0-

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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
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| ICICI Prudential Life Insurance https://surveymonkey-assets.s3.amazonaws.c
om/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 | ICICI Prudential Life Insurance | Max Life Insur
                 | ICICI Prudential Life Insurance | ICICI Prudential Life
ance
Insurance | HDFC Bank
| Axis Bank
                     | Axis Bank
                                           | Axis Bank
                                                                | Axis Ban
                                 | Kotak Mahindra Bank | Axis Bank
k
            | Axis Bank
                                          | Association with a banking bra
| Axis Bank
                    | Axis Bank
nd/ 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 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
                                                  | 1 |
                                                          | 2 |
                                                                     | Som
ewhat new and different
| Somewhat relevant
| I will definitely recommend
| Max Axis Life Insurance
                                                       | Somewhat easy to u
nderstand
| Neither like nor dislike this insurance plan
                                                                          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
        | 3 | 2 | Very new and different
| Somewhat 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 is known for superior products | It is known for superior customer serv
ice |
                                      | 1
     2 3 | Very new and different
| May or might not be relevant
| I may or may not recommend
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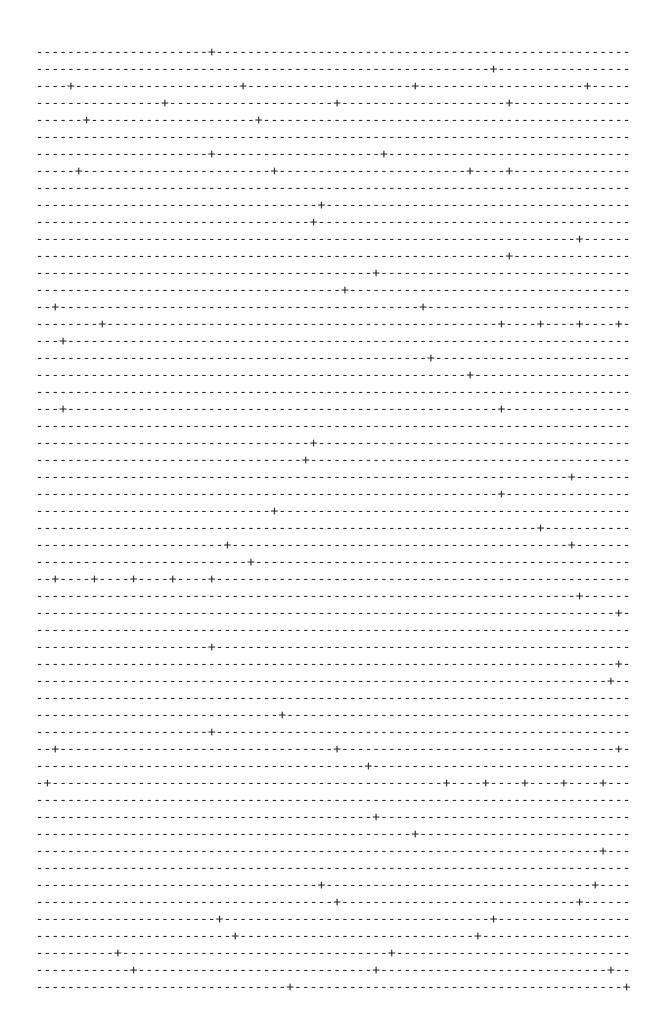
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Concept 3Axis Life Insurance	Concept 1Axis
Max Life Insurance	Concept 3Axi
s Life Insurance	Concept 1Axis Max Life Insu
rance Concept 2Max Life Insurance by A	axis Bank 1Axis Max Life Insurance Concept 2
Max Life Insurance by Axis Bank	Concept 0Ma
x Life Insurance	I
Concept 3Axis Life Insurance	
Concept 2Max Life Insurance by Axis Ba Concept 1Axis Max Life Insurance	ank Concept 3Axis Life Insurance
Concept 3Axis Life Insurance	Concept 1Axis
Max Life Insurance	Concept 3Axi
s Life Insurance Rank 4 - Least liked	
Rank 2 Rank 3	Rank 1 - Most liked
6 3 1 2 4 5 7 It has	
It looks modern	•
It feels international	Mumbai
Male	Graduate
Self-employed / Entrepreneur Savings Account/ Current account	I I
_	Home, auto, personal, business)
West Metro	·
der Online Axis Bank	•
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+	•
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          1.14514e+11 |
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   0 | 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/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 | Kotak Life Insurance https://surveymonkey-asse
ts.s3.amazonaws.com/survey/411433262/rte/359980d8-a697-449a-a162-f8a7aa3f479
f.png | LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rt
e/c74ca4b1-a236-491a-be80-ab99919d1f65.png |
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SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/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
                 | LIC
fe Insurance
                                                      | Max Life Insur
ance
              | SBI Life Insurance
                                             | SBI Life Insurance
| State Bank of India
k | State Bank of India | Axis Bank | State Bank of Indi
a | Axis Bank
                    | Axis Bank |
                   | 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 are successfully competing with major brands like HDFC and ICICI | Bo
th 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 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
   | 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 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 products |
| 1 | 3 | | | Somewhat new and different
| Completely relevant
| I may recommend
| Concept 1Axis Max Life Insurance |
                                                       | Concept 1Axis
Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
                           | Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance | Concept 0Max Life Insurance | Concept 1Axis
Max Life Insurance |
| Concept OMax Life Insurance |
| Concept 3Axis Life Insurance | Concept 0Max Life Insurance | Concept 1Axis
Max Life Insurance |
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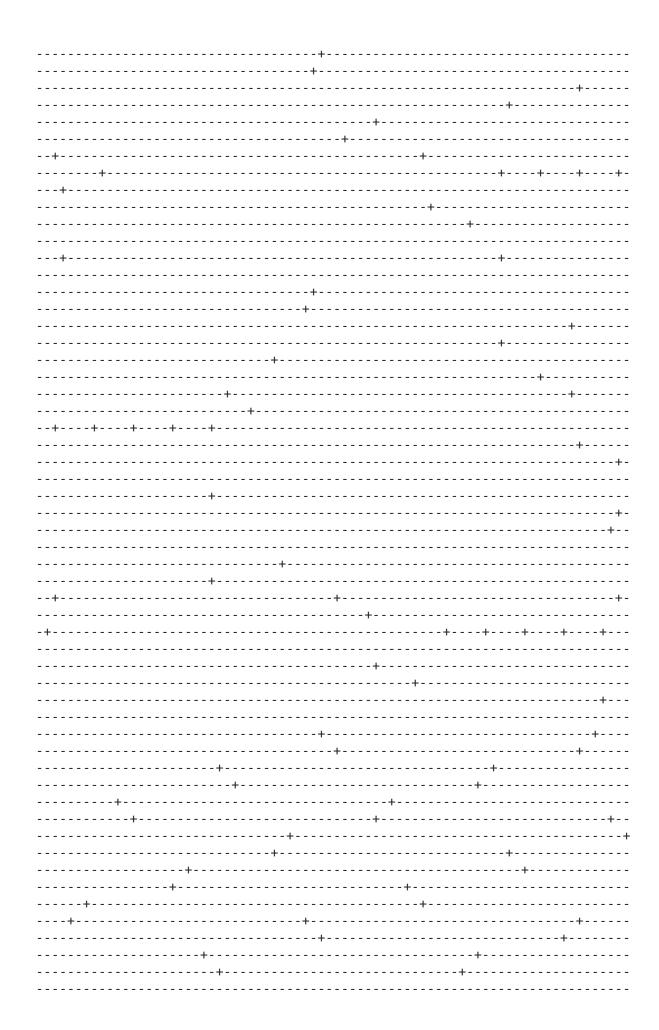
	: 3Axis Life In : 2Max Life Ins	surance		1Axis Ma ank l	x Lite in	surance 	1
Rank 2	21107 2110 2110	arance by	717125 20				
	- Most liked	l Rank 4	- Least	liked L	Rank 3		1
•	4 6 3	•		12.1.00			ı
	s refreshing	•	•	and luxu	rious I	t feels	sharper
bolder	5 1						Mumbai
Male '			•	Post-	graduate		
Profess	sionals (Doctor	s, CA, La	wyers, e	etc.)∖Pri	vate sect	or emplo	yees
Savings A	Account/ Curren	it account					
	Credi	t Card	Loans (F	lome, aut	o, person	al, busi	ness)
We		'	letro		L	ife Insu	rance I
der Oth	ners Axis Ban	ık					Metro
	++-						
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	+	•					
+						•	
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                          429729203 | 2024-01-23 15:03:0
| Accept |
        1.14514e+11 |
3 | 2024-01-23 15:44:12 | 152.58.209.7
          | 36-45 years
                                     | INR 7.1-10
                          | Yes, but I intend to buy a n
L
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc.
                          1
                            | 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.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 |
 SBI Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/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 Prudenti
al Life Insurance | ICICI Prudential Life Insurance | ICICI Prudential Life
Insurance | State Bank of India
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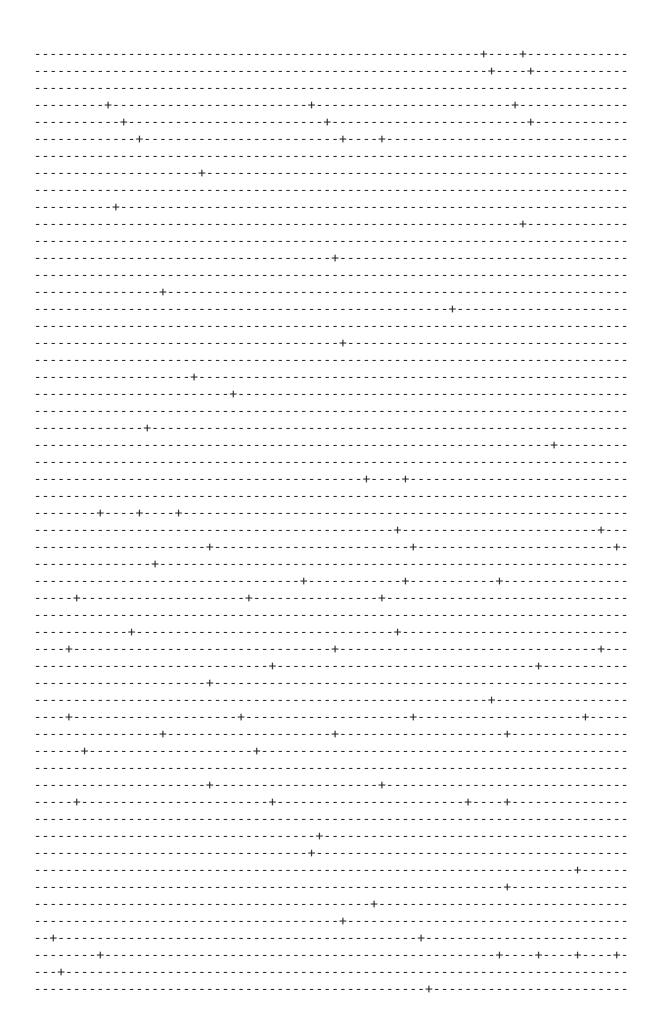
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| State Bank of India | Others
                                          | State Bank of India | Others
| State Bank of India | State Bank of India | State Bank of India | Others
| State Bank of India | Association with a banking brand/ name
                     | Customer reviews and word of mouth | Claim 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 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 |
                                                  | 3 | 2 | |
| 1
                                                                     | 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
                                          | It is known for superior custom
anches |
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 OMax 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
                                | Concept OMax Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
k |
                                | Concept OMax Life Insurance |
                                          | Concept 3Axis Life Insurance |
                                  | Concept 2Max Life Insurance by Axis Ban
k | Concept 3Axis Life Insurance | Rank 4 - Least liked
                      | Rank 1 - Most liked | Rank 3
| Rank 2
6 | 3 | 5 | 4 | 1 | 2 | 7 | It has a vibrant colour scheme
| It feels refreshing |
                        | The picture/ image looks cool | Mumbai
                                         | Graduate
| Male
```

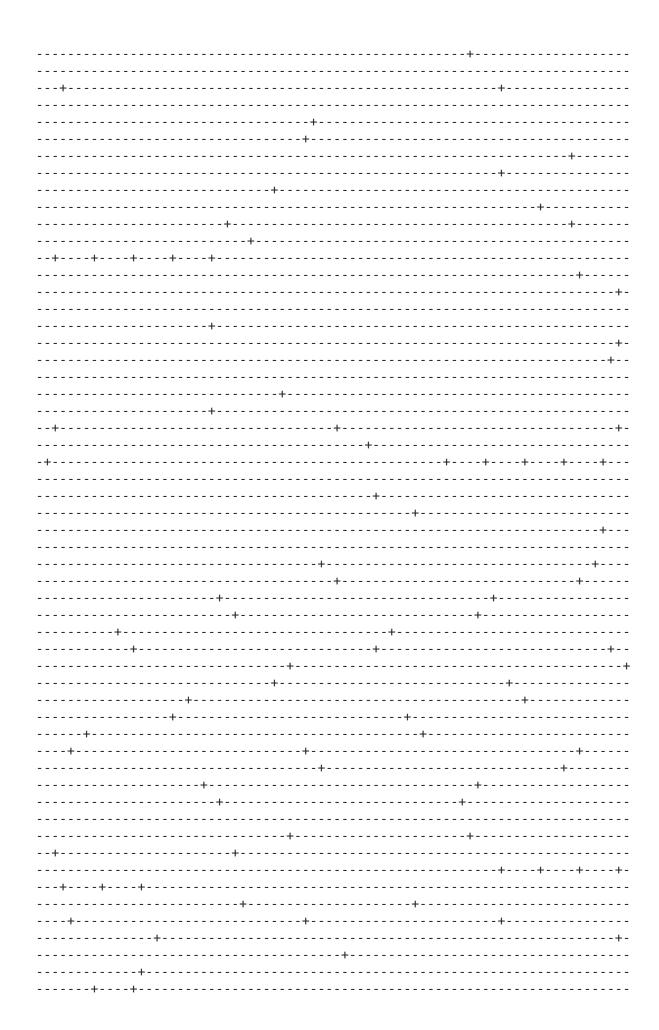
	ofessiona ngs Accou		rrent	acco	ount	t						
 	West	I				Loans Metro	(Home,	auto	, per	sonal, Life	business Insuranc	;) ce Inten
der	West Online	Othe	rs		Ī						Me	tro
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| Accept | | |
                  1.14514e+11 |
                                429729203 | 2024-01-23 14:10:3
8 | 2024-01-23 15:02:39 | 152.58.209.7 |
            | 36-45 years
                                             | INR 7.1-10
                                | Yes, but I intend to buy a n
ew life insurance policy soon | Online aggregators like Policybazaar, Coverf
ox, etc.
                                1
                                  | Spontaneous 1 (Brand 2)
| Spontaneous 2 (Brand 3) |
                  | Top of mind (Brand 1)
                                     | Spontaneous 3 (Brand
                       | 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 |
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 |
| HDFC Life insurance HDFC Life insurance
       | Top of mind (Brand 1)
| Spontaneous 2 (Brand 3) |
                                     | Spontaneous 3 (Brand
                                | HDFC Bank
4) | Spontaneous 1 (Brand 2) |
                 | Kotak Mahindra Bank |
 LIC
| HDFC Life Insurance
                        | ICICI Prudential Life Insurance | Bajaj
Allianz Life Insurance | HDFC Life Insurance
                                          | ICICI Prudenti
al 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 Ban
k | Kotak Mahindra Bank | Kotak Mahindra Bank |
| Insurance expertise |
                                          | Claim settlemen
t ratio | Branch/ office network | | Somewhat easy to understand
| I somewhat like this
I may buy
                                                I Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI |
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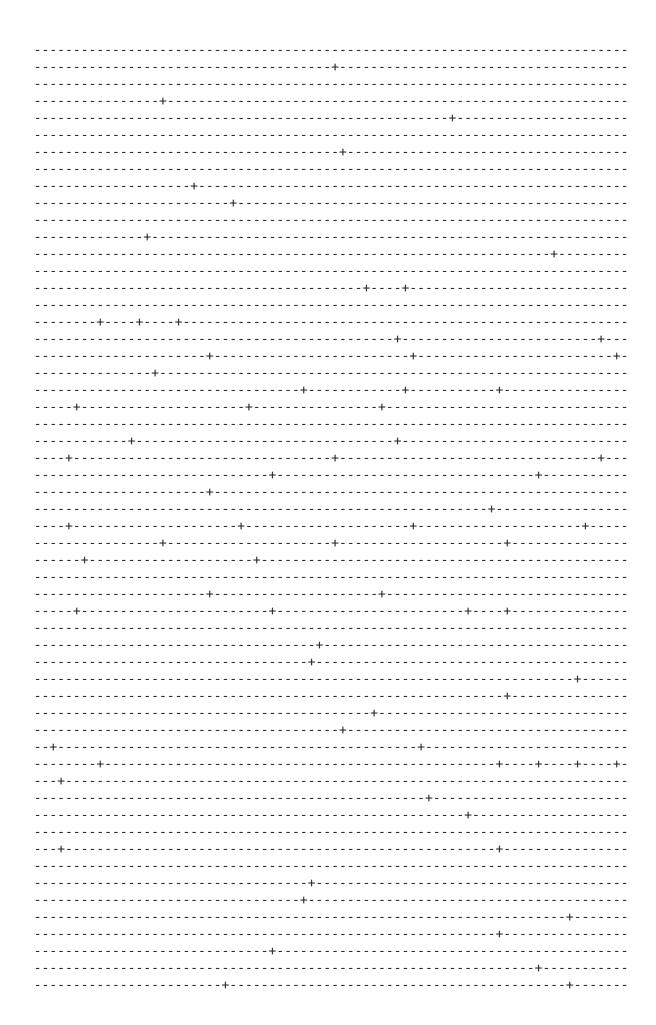
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| Both are known for superior customer service |
                                            | 1 | 3 | | Som
ewhat new and different
| Somewhat relevant
| I may recommend
I Max Axis Life Insurance
                                                | Neither 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 is known for superior customer serv
ice |
                                  | 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 na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
| 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 Ban
k | 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 2
Max Life Insurance by Axis Bank |
                              | Concept 2Max Life Insurance by Axis Ban
k | Concept 3Axis Life Insurance |
                                                       | Concept 1Ax
is Max Life Insurance |
                                                        | Concept 3
                                           | Concept 1Axis Max Life I
Axis Life Insurance |
nsurance |
                                             | Concept 3Axis Life Ins
urance | Rank 4 - Least liked
                    | Rank 2
| Rank 3
                                       | 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) |
                         | Metro
                                           | Life Insurance Inten
    | West
                        |  | | Metro |
der | Online | Others
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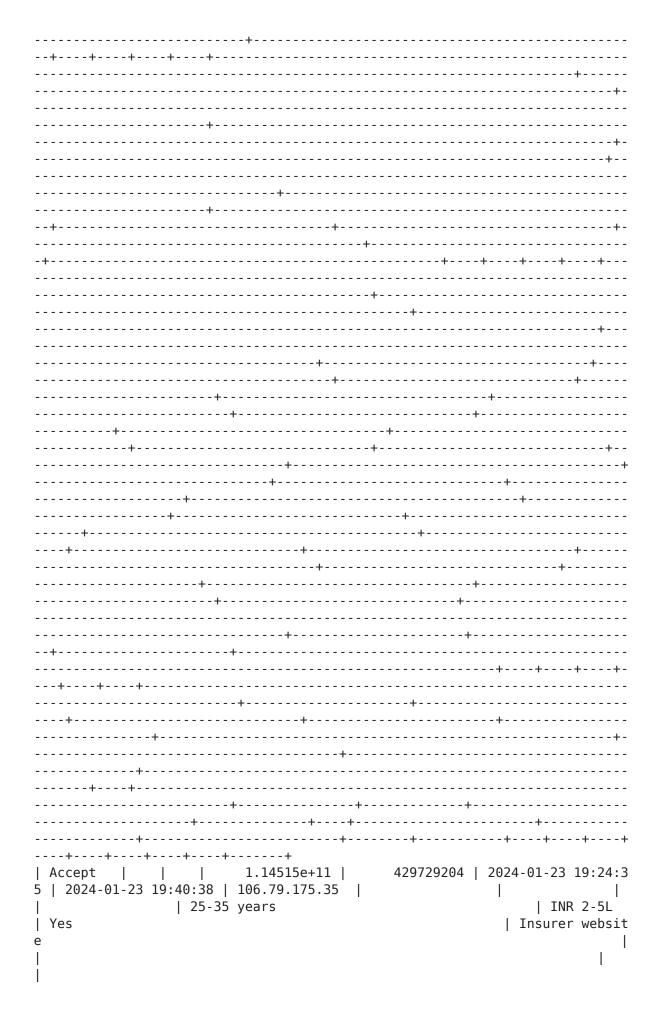




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| Accept | | |
                      1.14514e+11 |
                                       429729203 | 2024-01-23 14:10:3
4 | 2024-01-23 14:46:34 | 152.58.209.7 |
               | 46-50 years
                                                       I INR 7.1-10
                                       | 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
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bb23d8612890.png |
LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
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    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) |
                                        | State Bank of India |
| ICICI Bank | Axis Bank |
| LIC
| SBI Life Insurance
                            | LIC
                                                           | Max Li
                                                    | LIC
fe Insurance
                      | Max Life Insurance
| Max Life Insurance
                             | Max Life Insurance
                                                           | HDFC B
ank
                                                        | Axis Ban
                                      | Axis Bank
l Axis Bank
                 | Axis Bank
          | 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 I
| 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 I somewhat like this
                                                                 1
I may or may not buy
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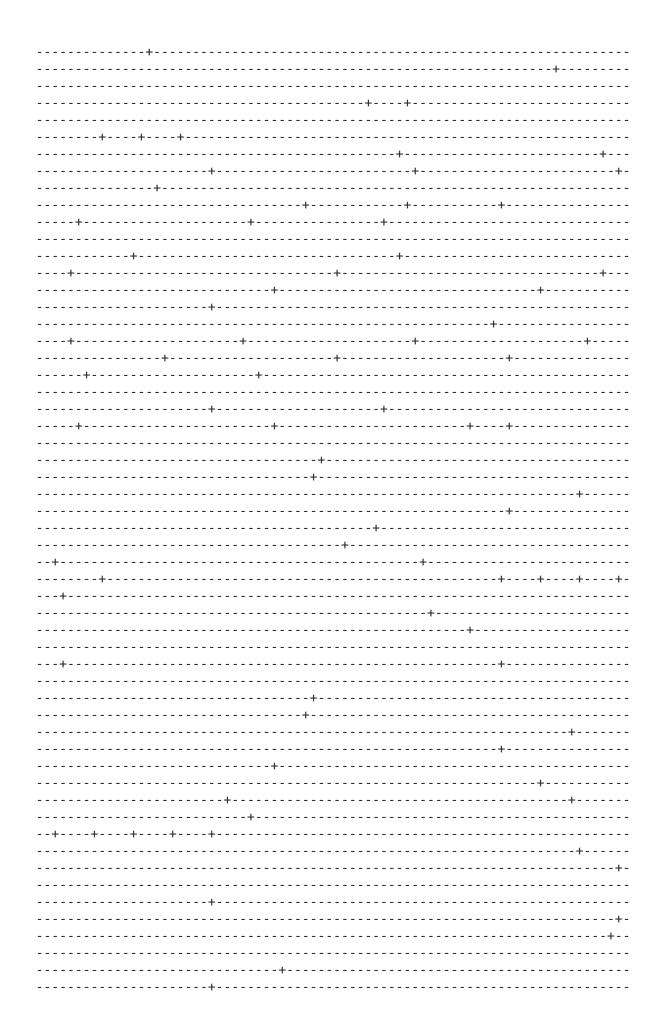
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| It is known for superior products | It is known for superior customer serv
ice | It looks modern and professional |
   | 2 | 3 | 1 | Somewhat new and different
| Somewhat relevant
| I may recommend
| Very easy to understand
| I totally like this
I will definitely buy
                                               | Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
                              | It is known for superior custom
                                | 3
er service |
| 2 | | 1 |
             | Somewhat new and different
| May or might not be relevant
| I may recommend
                         | Concept 2Max Life Insurance by Axis Ban
kΙ
| Concept 2Max Life Insurance by Axis Bank |
Concept OMax Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
| Concept 3Axis Life Insurance |
                                           | Concept 1Axis
Max Life Insurance |
| Concept OMax Life Insurance |
                                              | Concept 2
Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance | Concept 2Max Life Insurance by Axis Ban
k |
                       | Rank 3
| 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
                                             | Mumbai
bolder |
I Male
                             | Graduate
| Self-employed / Entrepreneur
                                                     Savings Account/ Current account
           | Credit Card | Loans (Home, auto, personal, business) |
                    | Metro
                                      | Life Insurance Inten
   | West
der | Online | Axis Bank |
+------
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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 Li
fe Insurance
                         | Max Life Insurance
                                                           | LIC
                                 | Max Life Insurance
| Max Life Insurance
                                                                   | ICICI
I HDFC Bank
                    | ICICI Bank
                                     | ICICI Bank
                                                               | ICICI Ba
           | HDFC Bank
nk
                                 | ICICI Bank
                                                      | ICICI Bank
                     | HDFC Bank
| HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                               | | Very easy to understand
t ratio |
| 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
                                                           | 2 |
                                                                     | Ver
                                                  | 3 |
y new and different
I 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
        | | | | Slightly new and different
| Completely not relevant
| I may not recommend
| Somewhat easy to understand
| Neither like nor dislike this insurance plan
                                                                         I may or may not buy
                                                                  I Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
anches |
```

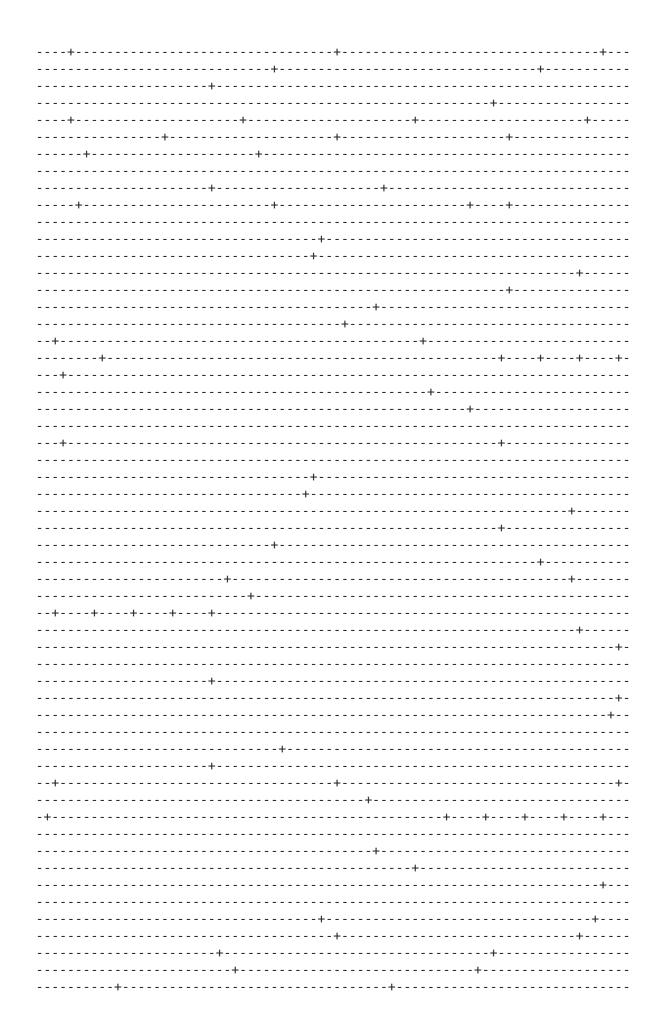
It looks modern and professional 1 2
Concept 1Axis Max Life Insurance Concept 2Max Life Insurance by Axis Ban k Concept 0Max Life Insurance
Concept OMax Life Insurance
Concept 2Max Life Insurance by Axis Ban k
Rank 1 - Most liked Rank 4 - Least liked Rank 2 2 6 7 4 5 3 1 It has a vibrant colour scheme It feels refreshing It looks modern and luxurious
+
+
+
+
•



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-----+
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----+
   429729204 | 2024-01-23 15:24:3
      1.14515e+11 |
Accept
5 | 2024-01-23 15:40:38 | 106.79.134.124 |
               I INR 2-5L
    | 36-45 years
| Yes
              | PhonePe, Payt
m, etc.
      | 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/411
433262/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 |
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| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/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 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 OMax Life Insurance
| Concept 1Axis Max Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
                                   | Concept 2Max Life Insurance by Axis Ban
k |
                                 | Concept OMax Life Insurance |
                                                                          Concept OMax Life Insurance |
```

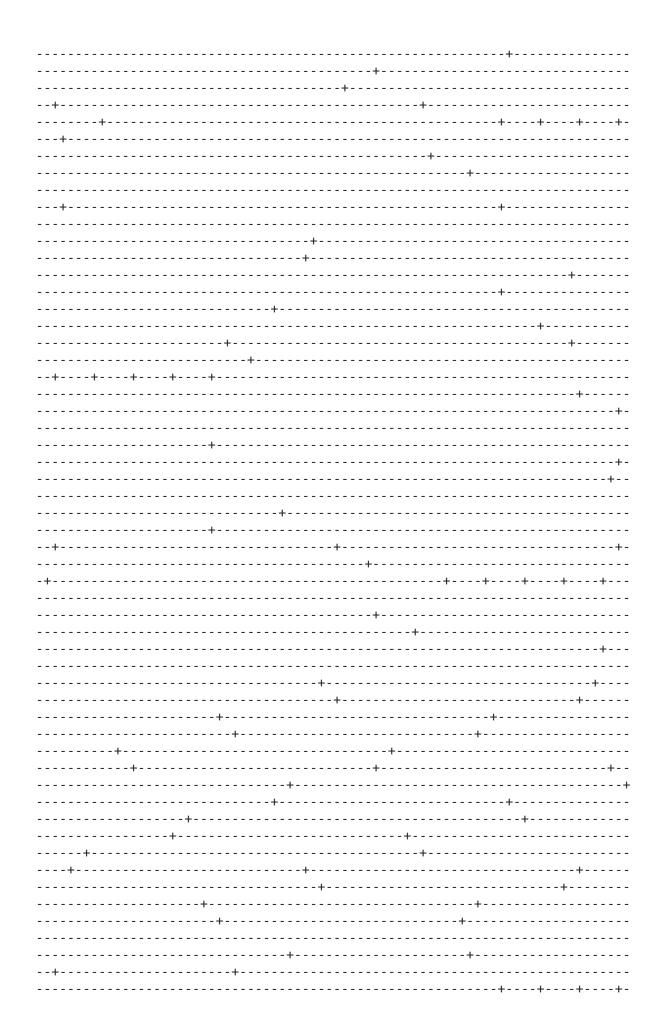
ļ	Concept OMax Life Insurance
R	Concept 2Max Life Insurance by Axis Ban Concept 0Max Life Insurance Concept 2Max Life Insurance by Axis Bank ank 4 - Least liked Rank 2 Rank 3 Rank 1 - Most liked
•	6 3 5 7 2 1 It has a vibrant colour scheme It looks modern and luxurious The picture/ image looks cool Mumbai Graduate
•	Home maker
5	avings Account/ Current account
+	
-	-++
	+++++
+	+++
-	+
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	·
	· · · · · · · · · · · · · · · · · · ·
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-	++
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-	+++
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-	++++
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  -----
----+----+
              1.14515e+11 |
                       429729204 | 2024-01-23 14:24:3
          5 | 2024-01-23 14:40:38 | 106.79.134.124 |
                                 | INR 2-5L
         | 36-45 years
                               | PhonePe, Payt
| Yes
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/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 2 (Brand 3)
             | Spontaneous 1 (Brand 2) | Top of mind (Brand 1)
 Spontaneous 3 (Brand 4) |
             | Kotak Mahindra Bank |
Max Life Insurance
I Max Life Insurance
                 | LIC
                                   | Max Li
             | LIC
fe Insurance
                               | Max Life Insur
         | Max Life Insurance
                           | Max Life Insurance
| Kotak Mahindra Bank
```

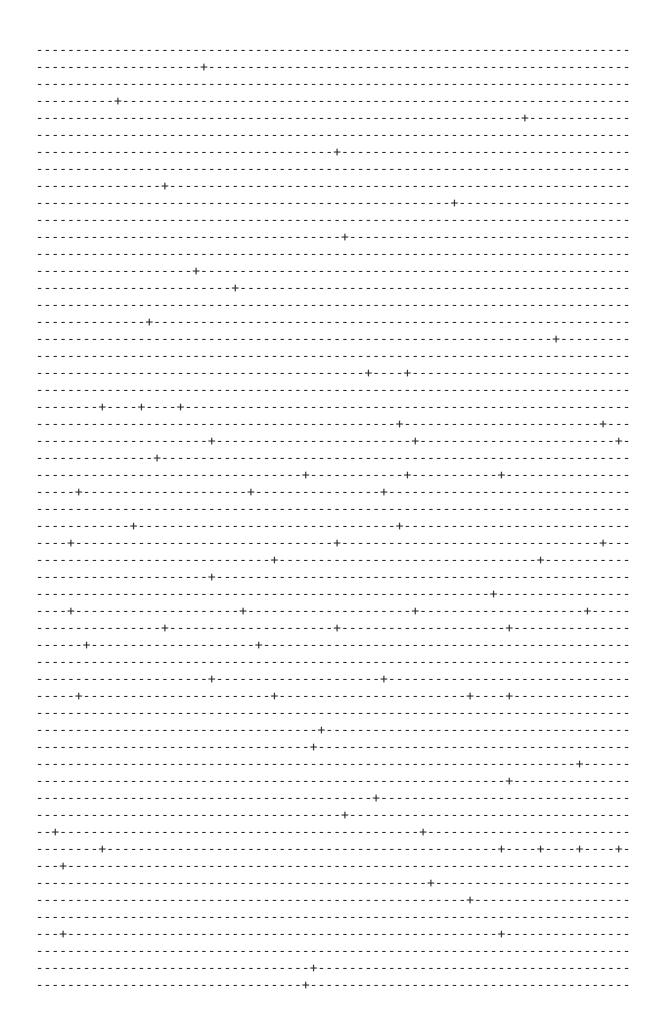
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| Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Ma
hindra Bank | Kotak Mahindra Bank | Kotak Mahindra Bank | Kotak Mahindra Ban
k | Kotak Mahindra Bank | Kotak Mahindra Bank |
| Insurance expertise | Customer reviews and word 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 |
| 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
     | 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 OMax Life Insurance
| Concept 2Max Life Insurance by Axis Bank |
                                 | Concept 2Max Life Insurance by Axis Ban
k |
                                | Concept OMax Life Insurance |
                                  | Concept 2Max Life Insurance by Axis Ban
                                                             | Concept 1Ax
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
                                                                | Concept 2
Max Life Insurance by Axis Bank |
                                                              | Concept OMa
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
```

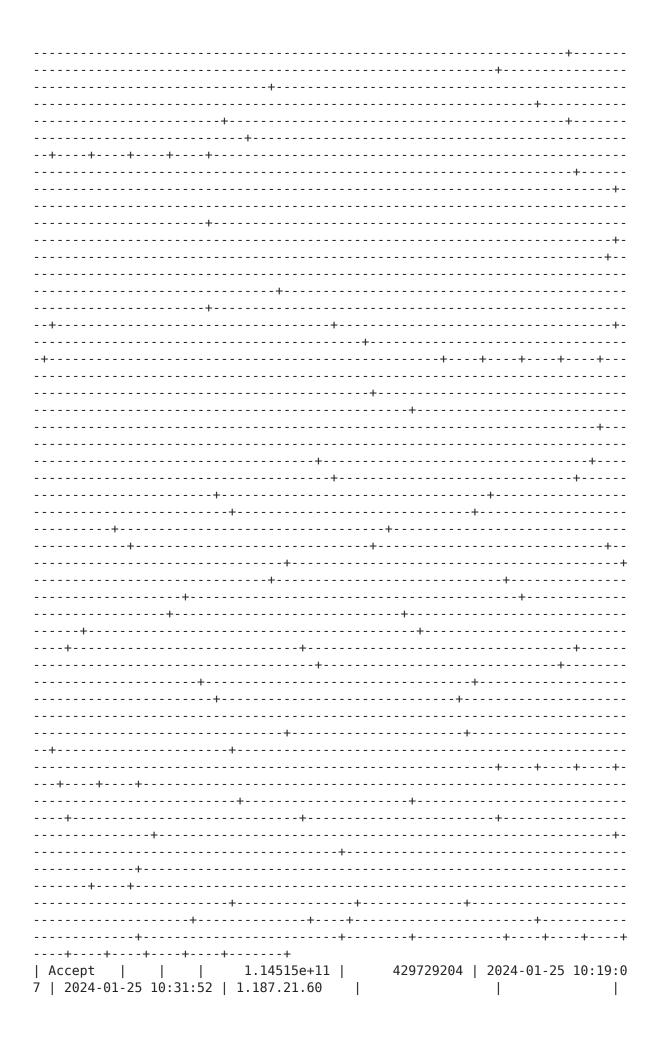
Wes		1 1	Met	ro I	ı	ı	 	Max L	ife Insu I Metro	ırance I
+										
· +										+ _
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+								+		
	-+			+					+	
	+			+	+-					
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			+						+	
		+								
								+		
+		+-				+				+
+										
+										
				-+						
										+



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----+
                                   429729204 | 2024-01-23 17:34:3
| Accept |
           1.14515e+11 |
5 | 2024-01-23 17:50:38 | 1.187.16.244 |
                                                 | INR 2-5L
             | 36-45 years
| 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 l
   2 | 3 | Somewhat new and different
| Completely relevant
```

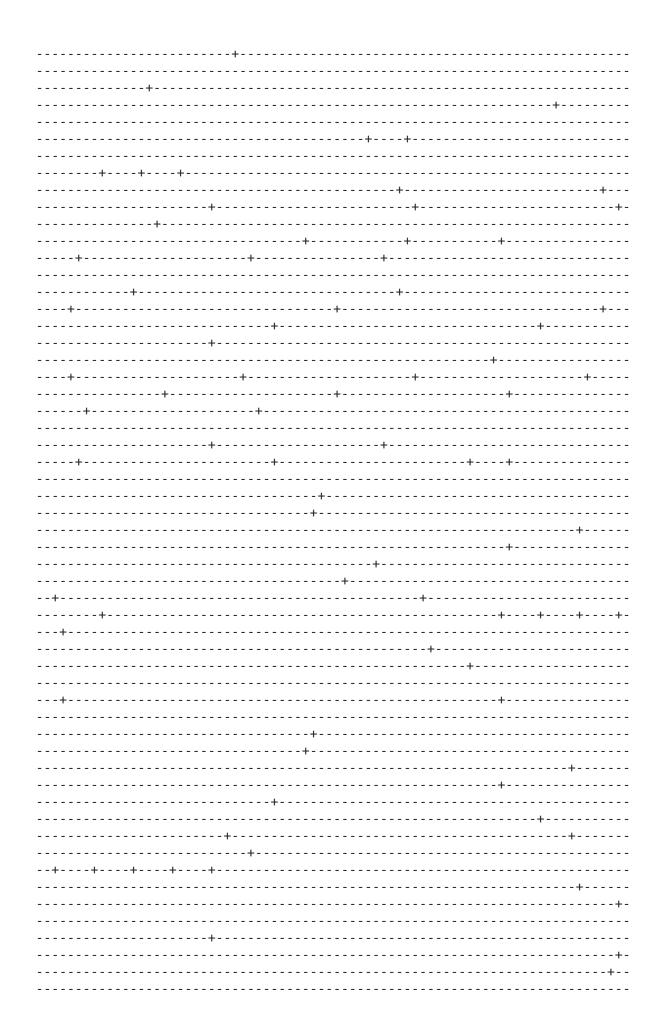
I may recommend	
Max Axis Life Insurance	Very difficult to
understand	
Neither like nor dislike this insurance plan	
I may or may not buy	
	Max Lif
e is a respected and well-known brand	
It is known f	or superior customer serv
ice It looks modern and professional 1	
2 3 Somewhat new and different	
Somewhat 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	l ,
Somewhat irrelevant	
I may or may not recommend	
Concept 1Axis Max Life Insurance	
	l .
Concept 2Max Life Insurance by Axis Bank	I
Concept 1Axis Max Life Insurance	
	Concept 1Axis
Max Life Insurance	ifo Turning I
Concept 1Axis Max L	ite insurance
Concept 2May Life Incurance by Avic Bank L	l I
Concept 2Max Life Insurance by Axis Bank	I
Concept 1Axis Max Life Insurance	L Concort 1Avis
Max Life Insurance	Concept 1Axis
Rank 4 - Least liked	I I
Rank 1 - Most liked Rank 3 Ran	ν o l
4 7 2 3 5 6 1	Ν 2
It looks modern and luxurio	us It feels sharner and
bolder It feels international	Mumbai
Male Graduate	·
Professionals (Doctors, CA, Lawyers, etc.)\Private	
Savings Account/ Current account	
	I
West Metro	Max Life Insurance
Online Others	
+	
+	
+	
+	+
+	
+	





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| 36-45 years
                                                                | INR 2-5L
 Yes
                                                            | Insurer websit
е
                          | Top of mind (Brand 1)
                          | Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand
3) | Spontaneous 1 (Brand 2) |
| 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 |
          | Top of mind (Brand 1)
                          | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
2) | Spontaneous 3 (Brand 4) |
                                              | HDFC Bank
            | Axis Bank |
 Max Life Insurance
                                  | Bajaj Allianz Life Insurance | Max Li
| Max Life Insurance
fe Insurance
                          | Max Life Insurance
                                                            | Max Life Insur
                 | Max Life Insurance
ance
                                                    | LIC
| Axis Bank
| HDFC Bank
                    | HDFC Bank
                                         | Axis Bank
                                                                | Axis Ban
            | HDFC Bank
                                  | HDFC Bank | HDFC Bank
k
                      | HDFC Bank
| HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                                | | Very easy to understand
t ratio |
| I somewhat like this
                                                                           1
I may 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
| Completely relevant
| I may recommend
I 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 | Somewhat new and different
| May or might not be relevant
| I may or may not recommend
| Very difficult to understand
| I somewhat dislike this
```

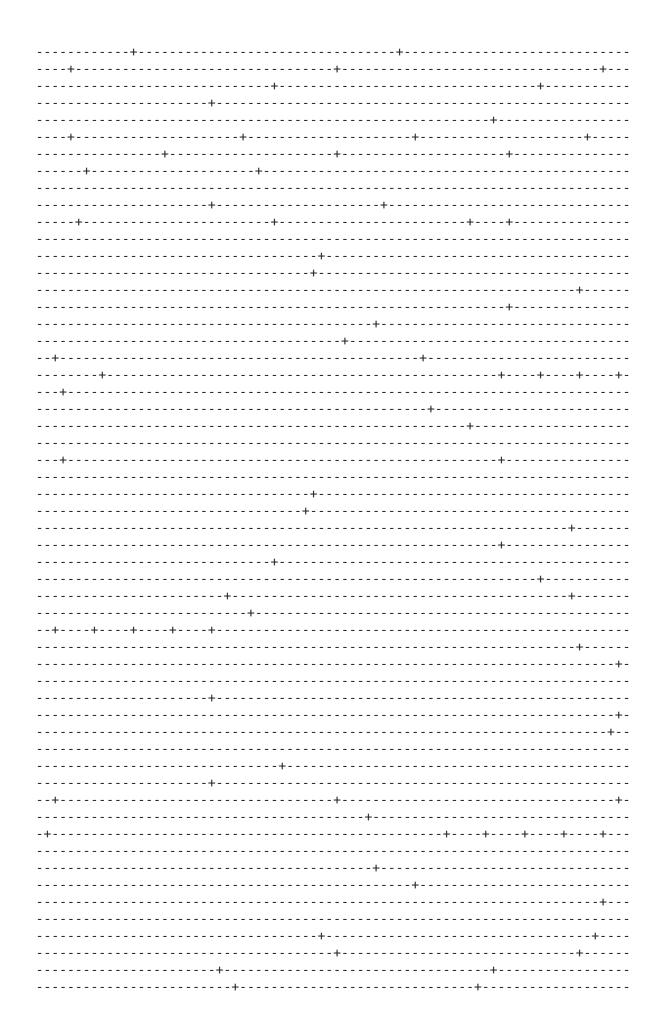
I may or may not buy		
It has a wide network of brancis known for superior customer: 1 2 3 Somewhat May or might not be relevant I may or may not recommend Concept OMax Life Insurance	·	cts It
j Mari kista Tananana k	Concep	ot 1Axis
Max Life Insurance		oncept 2
Max Life Insurance by Axis Bank x Life Insurance	•	cept 0Ma
Concept 2Max Life Insurance by	y Axis Bank Concept 2Max Life Insurance by A	 Axis Ban
k	Concept OMax Life Insurance	المداع المداد
•	Concept 2Max Life Insurance by A Rank 1 - Most liked - Least liked Rank 2 It has a vibrant colour scheme Sometime	Axis Ban
Female Self-employed / Entrepreneur Savings Account/ Current accoun	Graduate	1 1
<u> </u>		
Online Axis Bank	Metro Max Life Insu Metro	1
Online Axis Bank +++	Metro Max Life Insu 	 +-
Online Axis Bank	Metro Max Life Insu	 +-
Online Axis Bank	Metro Max Life Insu 	
Online Axis Bank	Metro Max Life Insu	 +-
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	
Online Axis Bank	Metro Max Life Insu	



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----+
            429729204 | 2024-01-23 19:24:3
    1.14515e+11 |
| Accept
  5 | 2024-01-23 19:50:38 | 1.187.16.246
                 | INR 2-5L
    | 25-35 years
                | Insurer websit
| Yes
е
       | 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/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 |
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| 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
                                              | HDFC Bank
2) |
             | Axis Bank |
| Max Life Insurance
| Bajaj Allianz Life Insurance | Max Life Insurance
                                                                    | Max Li
                          | Max Life Insurance
                                                            | Max Life Insur
                                                   | Max Life Insurance
ance
                 | Max Life Insurance
| Axis Bank
| Axis Bank
                      | Axis Bank
                                         | Axis Bank
                                                                  | Axis Ban
            | Axis Bank
                                 | Axis Bank
                                                      | Axis Bank
| Axis Bank
                      | Axis Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                                | | 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 |
     | 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 OMax Life Insurance
                                   | Concept 2Max Life Insurance by Axis Ban
                                                               | Concept 1Ax
is Max Life Insurance |
                                                                  Concept 2
Max Life Insurance by Axis Bank |
                                                               | Concept 0Ma
x Life Insurance |
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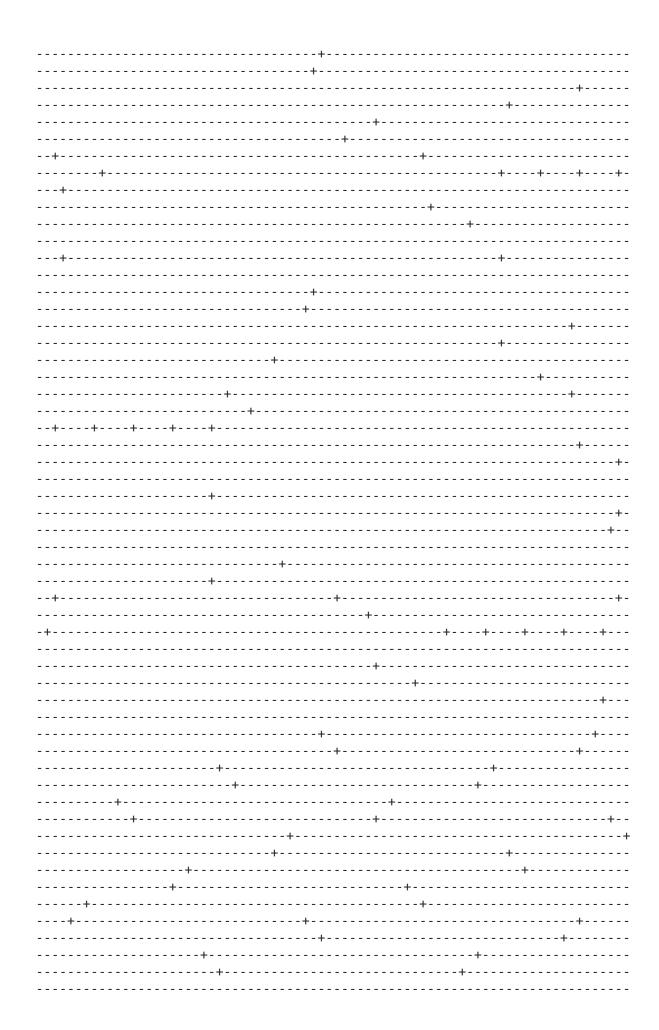
Concept 2Max Life Insurance by Axis Bank	1
Concept 3Axis Life Insurance	Concept 1Axis
Max Life Insurance by Axis Bank Rank 1 - Most liked Rank 4 - Least liked Rank 3 5 6 7 4 3 2 1 It has a vibrant colour se	Concept 2 Rank 2 cheme
	feels sharper and Mumbai
Self-employed / Entrepreneur Savings Account/ Current account	1 1
	Life Insurance Metro
+	++-
++	
+	
+-	+
+	
++	
+	
++	
+	
++	
++	
+	+
++++	+-
+	



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----+----+
                 1.14515e+11 |
| Accept |
         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
                             | 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
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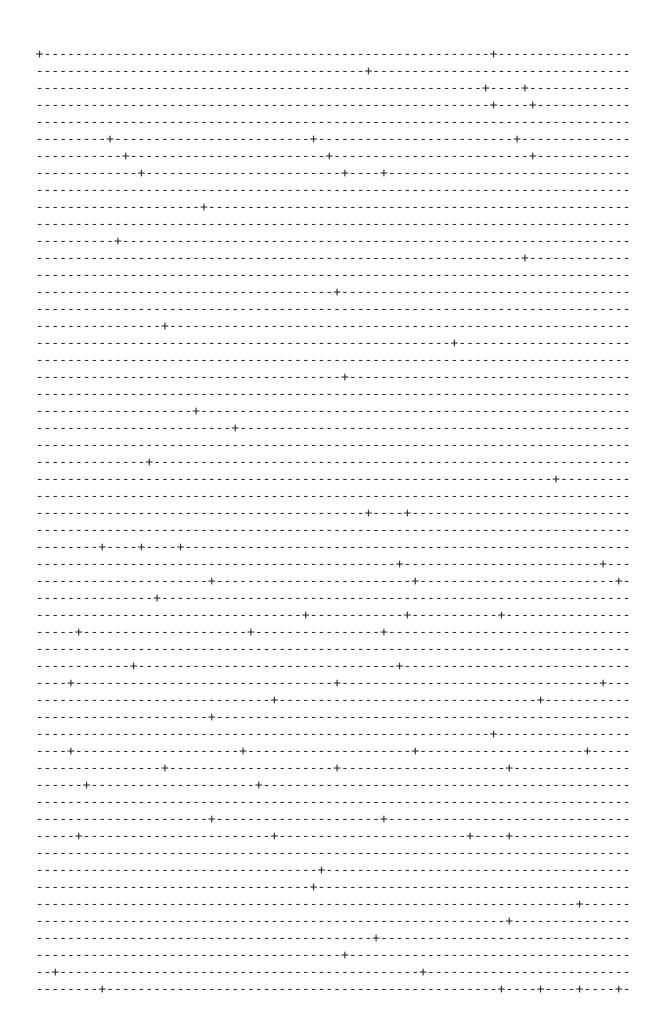
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Allianz Life Insurance | Bajaj Allianz Life Insurance | HDFC Bank
| HDFC Bank | ICICI Bank | HDFC Bank | HDFC Ban
k | ICICI Bank | ICICI Bank | HDFC Bank
| HDFC Bank | HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                           | | Very difficult to understand
t ratio |
| 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
                                                                      | Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
                                        | It is known for superior custom
anches |
er service |
| 2 | | 3 | | Extremely new and different
| Somewhat relevant
| I may not recommend
| Concept 1Axis Max Life Insurance |
                                                         | Concept 1Axis
Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
| Concept OMax Life Insurance |
| Concept 3Axis Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
| Concept 1Axis Max Life Insurance |
                                                         | Concept 1Axis
Max Life Insurance |
| Concept 3Axis Life Insurance |
                                                         | Concept 1Axis
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 sharper and
| It feels refreshing |
bolder |
                                                          | Mumbai
| Female
                                      | Graduate
```

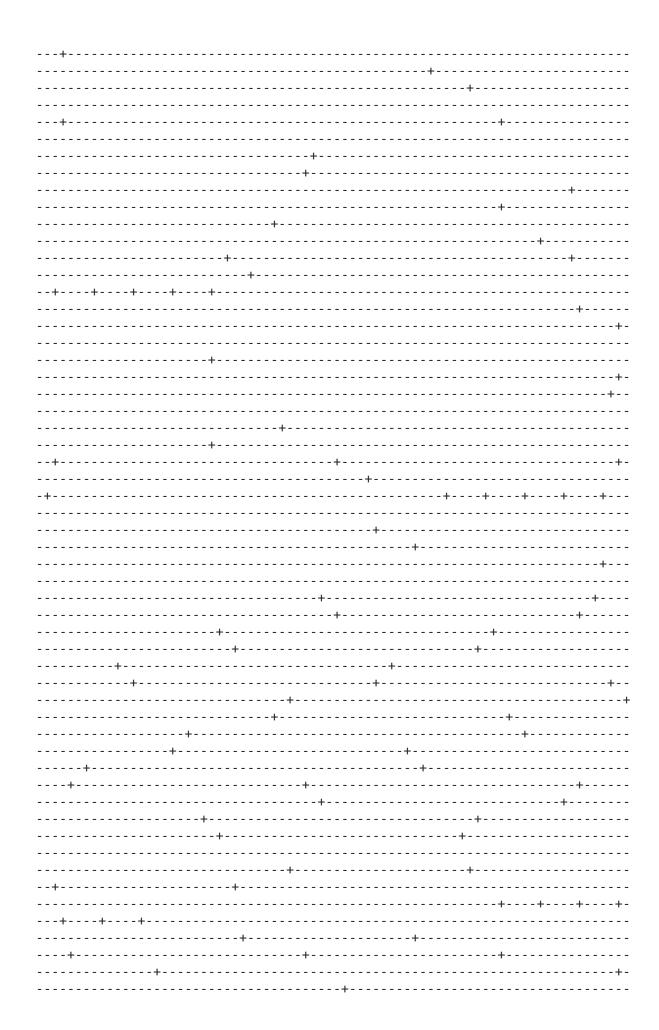
Home maker Savings Acco		t account				
•	 Axis Bank				Life Insura 	Metro
+		+	+			+-
					+	
					++	
					+	
	-+		+	+		
	+					
+-						
					+	
			-			
	+					
					+	
			+			
	+					
					+	
	-+					
				+		
	-			•		•
					+ 	
	+			+		
+			+			+
					+	
		+				
					+	



```
--+---+
                 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
                                          | Yes
L
 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
                                          | HDFC Bank
2) |
 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 Ban
                    | HDFC Bank
           I HDFC Bank
                               | HDFC Bank
                                                   | HDFC Bank
                                        | Association with a banking bra
| HDFC Bank
                    | HDFC Bank
nd/ name
| Insurance expertise |
                                                      | Claim settlemen
t ratio |
                                   | Very easy to understand
| I totally like this
                                                                     1
I will definitely buy
```

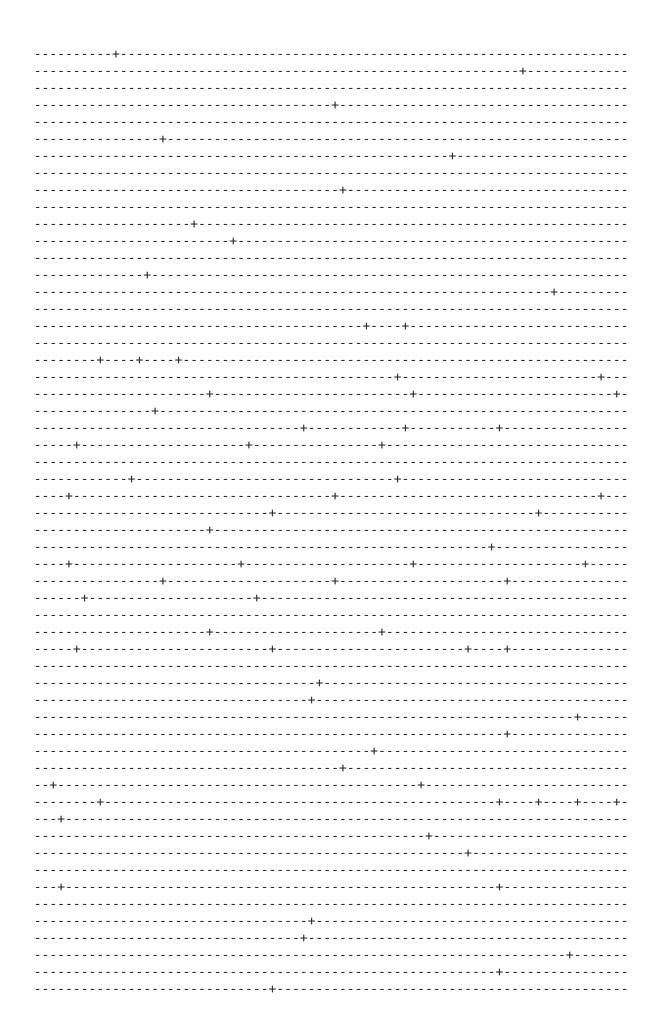
```
| Both ar
e strong brand names in their respective segments | Both are successfully co
mpeting with major brands like HDFC and ICICI
| Both are known for superior customer service |
| 2
                                             | 1 | | 3 |
                                                              | 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 |
known for superior customer service | It looks modern and professional |
       | 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 |
                                                                  Т
| 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
                                    | 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 | | | |
```





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-----
----+----+
| 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
101
                                         | 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 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
                                  | Very easy to understand
t ratio |
| 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 l
    | 3 | 2 | | Very new and different
| May or might not be relevant
| I may or may not recommend
I Max Axis Life Insurance
                                                  | Somewhat easy to u
nderstand
| I somewhat like this
```

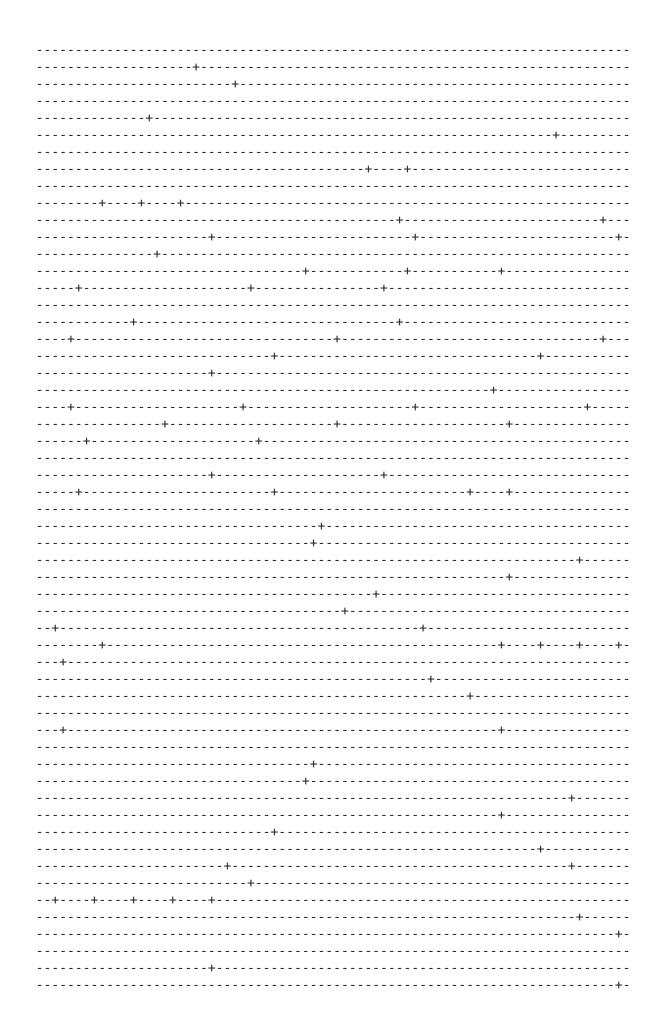
```
I may or may not buy
| It is known for superior products | It is known for superior customer serv
ice | It looks modern and professional |
   | 1 | 2 | 3 | Very new and different
| Somewhat relevant
| I may recommend
| Very easy to understand
| I totally like this
                                              I may buy
                                         | Axis na
me is taken in the same line as HDFC and ICICI | It has a wide network of br
| It looks modern and professional | 1
        | 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 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
| Public sector/ govt. employees
                                             Savings Account/ Current account
| Fixed deposit |
                                 | Max Life Insurance
   | West
                 l Metro
| FALSE | Others
                _____
```



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-----+-----
-----+
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----+
   429729203 | 2024-01-25 18:31:0
1.14516e+11 |
2 | 2024-01-25 18:47:11 | 157.50.61.134
     | INR 7.1-10
 | 25-35 years
   | No, but I intend to buy a li
fe insurance policy soon
```

```
| Spontaneous 2 (Brand 3) |
                                                    | Spontaneous 1 (Brand
                             | Top of mind (Brand 1) | Spontaneous 3 (Bran
2) |
d 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
                                                                           1
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 | | Very new and different
| May or might not be relevant
| I may recommend
| Max Axis Life Insurance
                                                        | Somewhat easy to u
nderstand
| Neither like nor dislike this insurance plan
I may buy
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 recommend
| Very easy to understand
| I somewhat like this
```

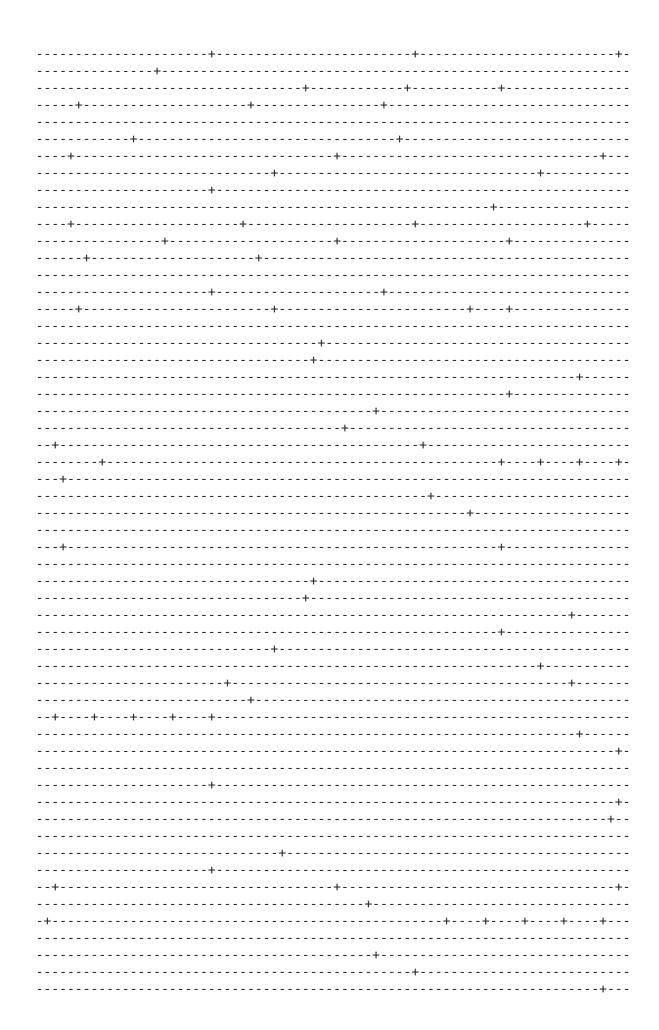
I may buy Axis na
me is taken in the same line as HDFC and ICICI It has a wide network of branches
1 3 Very new and different Somewhat relevant I may recommend
Concept 3Axis Life Insurance Concept 0Max Life Insurance Concept 2Max Life Insurance by Axis Bank Concept 1Axis Max Life Insurance
Concept 1Axis Max Life Insurance Concept 2
Max Life Insurance by Axis Bank Concept 3Axis Life Insurance Concept 1Axis Max Life Insurance
Concept 3Axis Life Insurance
Rank 3
Male
Credit Card Loans (Home, auto, personal, business) Mutual funds West Metro Life Insurance Intender FALSE Others Metro
+ - +++
+
++
++++
+++
· · · · · · · · · · · · · · · · · · ·
+
++
+++
+
+++



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-----+
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----+----+
               429729203 | 2024-01-25 16:03:0
| Accept |
    1.14516e+11 |
       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.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
               | SBI Life Insurance | SBI Life Insurance
rance
| State Bank of India
                    | Axis Bank | State Bank of India | State Ba
| Axis Bank
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
                               | | Somewhat easy to understand
| Neither like nor dislike this insurance plan
                                                                      I may buy
                                                               I 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
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 | 3 | Som
ewhat 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
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
| 1 | | 2 | Very new and different
| Somewhat relevant
| I will definitely recommend
                                 | Concept 2Max Life Insurance by Axis Ban
                                                           | Concept 1Ax
k |
```

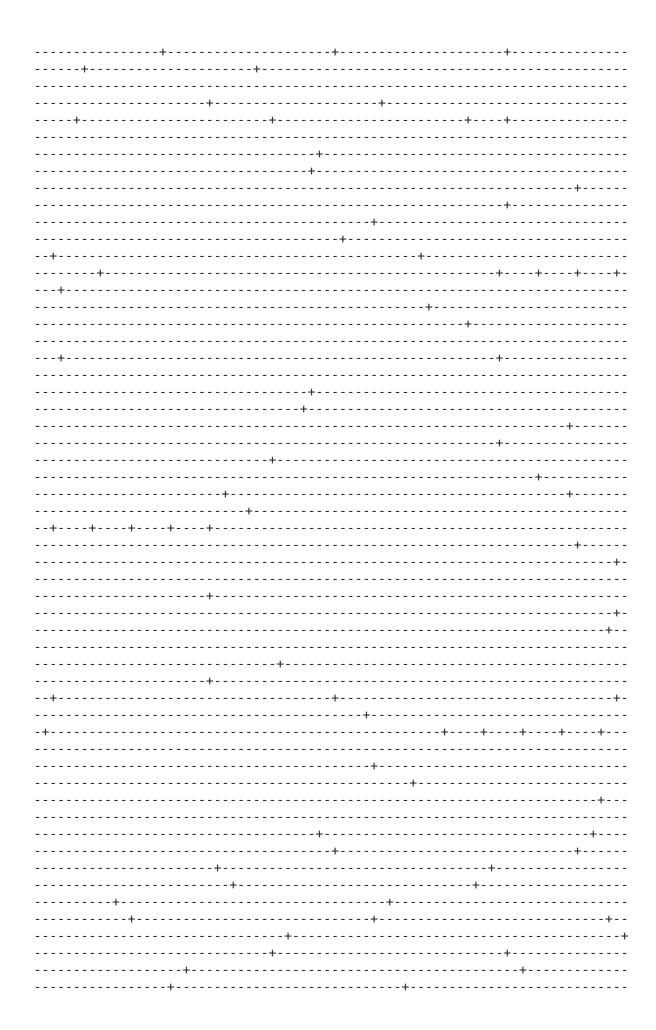
is Max Life Insurance Concept 2Max Life Insurance by Axis Bank
Concept 3Axis Life Insurance Concept 1Axis Max Life Insurance Concept 2Max Life Insurance by Axis Bank
Concept 2 Max Life Insurance by Axis Bank
Concept 3Axis Life Insurance Concept 1Axis Max Life Insurance Concept 3Axi s Life Insurance Concept 1Axis Max Life Insurance Concept 2Max Life Insurance by Axis Bank Rank 4 - Least liked
Rank 2
Professionals (Doctors, CA, Lawyers, etc.)\Private sector employees Savings Account/ Current account
Credit Card
+
+
+
+++
+++
++++
++
+
+
'
+
+
+
+++



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    ------
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 -----
 --+---+
    -
          1
             1.14516e+11 |
                      429729203 | 2024-01-25 16:03:0
5 | 2024-01-25 16:23:33 | 157.45.248.173 |
                               | More than
        | 25-35 years
101
                       | Yes
l 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/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 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
                                                 | Max Life Insurance
urance
               | Max Life Insurance
I HDFC Bank
                     | Kotak Mahindra Bank | Axis Bank
| Axis Bank
                                                                | Axis Ban
                         | Kotak Mahindra Bank | Axis Bank
           | Axis Bank
                                         | Association with a banking bra
| Axis Bank
                     | Axis Bank
nd/ name
                     | Customer reviews and word of mouth |
| Branch/ office network | | Very easy to understand
| I somewhat like this
                                                                         I will definitely buy
                                                                 I 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 |
                                                                   | Som
ewhat new and different
I 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 OMax 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 |
| Concept 2Max Life Insurance by Axis Bank | Concept 3Axis Life Insurance |
Concept OMax Life Insurance | Concept 1Axis Max Life Insurance |
                             | Concept OMax Life Insurance |
| Concept 2Max Life Insurance by Axis Bank |
                                                                        | Concept 1Axis Max Life Insurance |
```

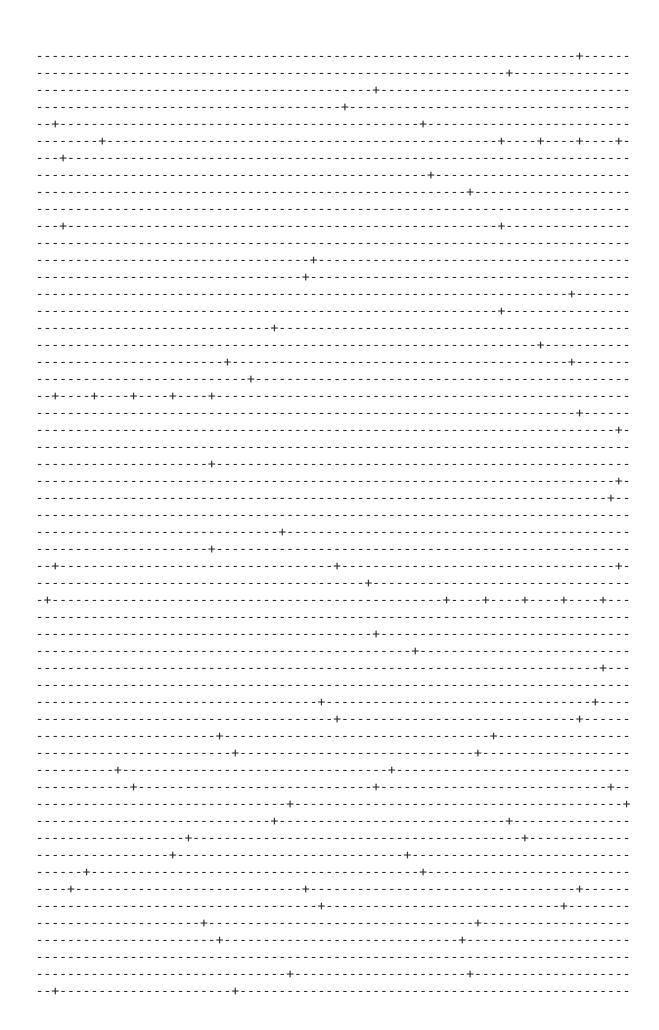
 Rank 1 - Most liked	Rank 2 Rank 4 - Least liked Rank 3	I
4 1 6 7 5	·	
It reets refreshing	<pre>It looks modern and luxurious The picture/ image looks cool Mumbai</pre>	
Male	Post-graduate PhD / doctor	ate
Self-employed / Entre		
Savings Account/ Curren		
	Loans (Home, auto, personal, business	
West Others Axis Bank	Metro Max Life Insu Metro	
	-+	
	+	
+	+	
	++	
	++	
	+	
	· · ·	
+-		
	+	
	+	
+		
	+	
	+	
		-
•		
	· · · · · · · · · · · · · · · · · · ·	
+		+
	+	
•		
	+	
+	+	-+



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   -----
           -----
----+----+
                     1.14516e+11
                                    429729203 | 2024-01-25 15:36:5
                6 | 2024-01-25 16:02:48 | 157.45.248.173 |
              | 36-45 years
                                                  | More than
                                    | No, but I intend to buy a li
fe insurance policy soon
    | Spontaneous 2 (Brand 3)
                                        | Spontaneous 1 (Brand
                      | Top of mind (Brand 1) | Spontaneous 3 (Bran
2) |
d 4) |
                        | HDFC Life insurance HDFC Life insuranc
e
| 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 |
       | Top of mind (Brand 1)
 Spontaneous 3 (Brand 4) |
                                         | Spontaneous 1 (Brand
2) | Spontaneous 2 (Brand 3) |
                                    I HDFC Bank
                                    | State Bank of India |
 LIC
| HDFC Life Insurance
                          | SBI Life Insurance
                                                     I HDFC L
ife Insurance
                    | LIC
                                               | HDFC Life Insu
              | HDFC Life Insurance
                                        | HDFC Life Insurance
rance
| 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
```

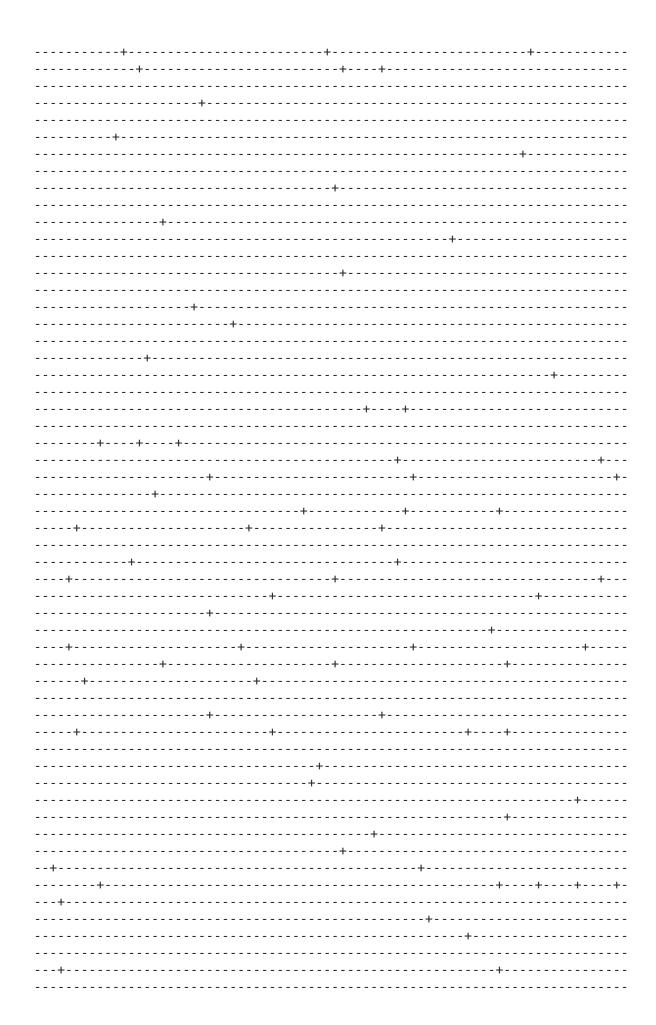
```
nd/ name
| Insurance expertise | Customer reviews and word of mouth |
                            | Somewhat easy to understand
| I somewhat like this
I may or may not buy
| Both are successfully competing with major brands like HDFC and ICICI | Bo
th are known for superior products | Both are known for superior customer se
rvice |
| 1 | 3 | 2 | | Somewhat new and different
| May or might not be relevant
| I may recommend
I Max Axis Life Insurance
                                                        | Very easy to under
| I somewhat like this
                                                                          Ι
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 |
| 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 OMax 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
I 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
```

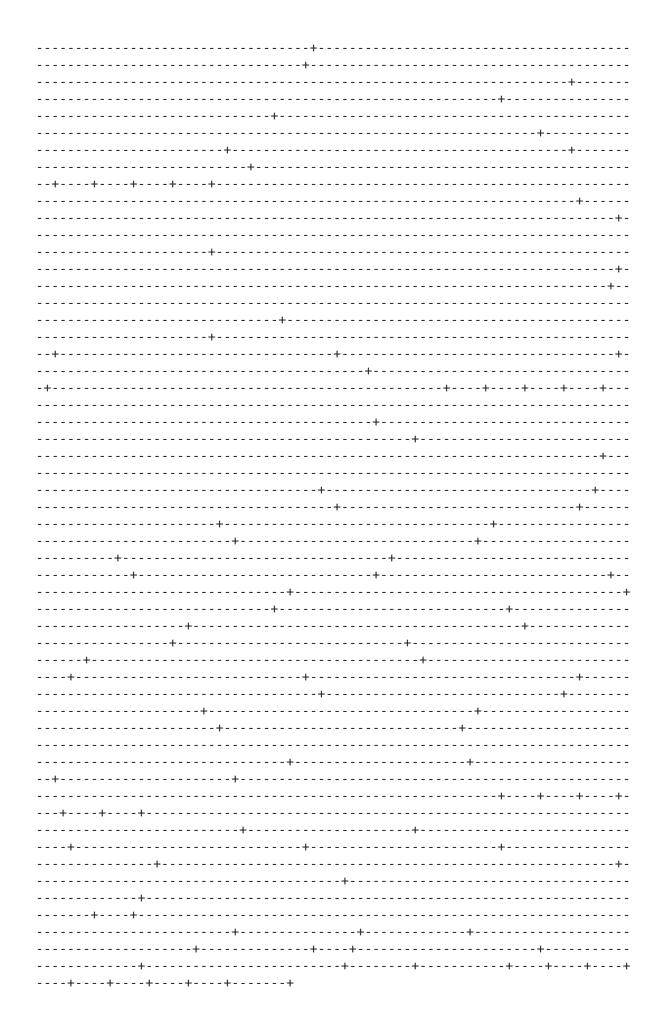
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                    1.14518e+11 |
                                   429729204 | 2024-01-29 14:23:4
l Accept
       3 | 2024-01-29 14:53:07 | 106.79.169.77 |
             | 25-35 years
                                                 | More than
101
                                   | Yes
I 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
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433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
       | Top of mind (Brand 1)
| Spontaneous 3 (Brand 4) | Spontaneous 2 (Brand 3) | Spontaneous 1 (Brand
                                   | HDFC Bank
2) |
| LIC
| HDFC Life Insurance
                          | LIC
                                                    | Max Li
fe Insurance
                    | LIC
                                              | Max Life Insur
ance
              | HDFC Life Insurance
                                        | LIC
| HDFC Bank
                                 | HDFC Bank
                                                  I HDFC Ban
I HDFC Bank
                 I 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
```

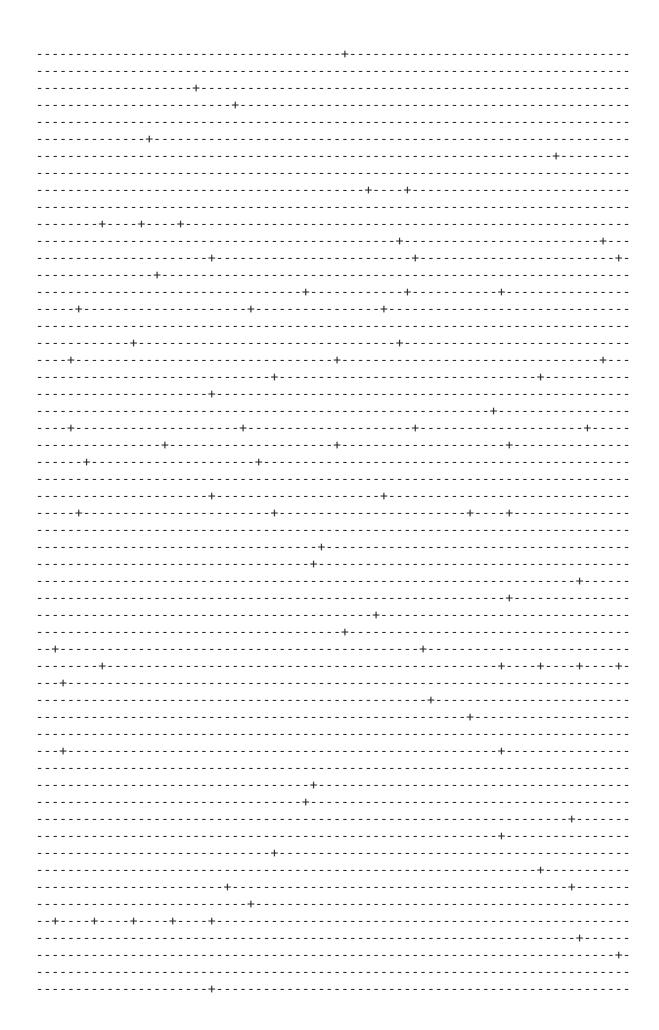
```
| Somewhat relevant
| I may recommend
I Max Axis Life Insurance
                                                   | Neither easy nor d
ifficult to understand
| Neither like nor dislike this insurance plan
                                                                    I may or may not buy
| 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
kΙ
                              | Concept OMax 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 OMax Life Insurance |
                                                         | Concept 2Ma
x Life Insurance by Axis Bank |
                                                       | Concept OMax
                                             | Concept 2Max Life Insura
Life Insurance |
nce by Axis Bank |
                                | Concept 2Max Life Insurance by Axis Ban
k |
| Concept 2Max Life Insurance by Axis Bank |
Rank 1 - Most liked
I 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
I Male
                                     | Post-graduate PhD / doctorate
| Self-employed / Entrepreneur
                                                                   - |
Savings Account/ Current account
                          | Metro
                                                 | Max Life Insurance
    West
| Others | Others
```





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1.14518e+11 |
                                             429729204 | 2024-01-29 14:26:1
0 | 2024-01-29 14:42:44 | 106.79.189.119 |
                 | 36-45 years
                                                               | More than
101
                                             | Yes
| Bank
     I 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/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
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| Max Life Insurance https://surveymonkey-assets.s3.amazonaws.com/survey/411
433262/rte/7743717e-83c9-4b5b-89bf-862da2e15704.png |
          | Spontaneous 2 (Brand 3)
| Spontaneous 1 (Brand 2) | Top of mind (Brand 1) | Spontaneous 3 (Brand
             | Axis Bank |
| LIC
| Max Life Insurance
                                 | Max Life Insurance
                                                                   | LIC
| LIC
                                 | LIC
                                                                   | LIC
| Max Life Insurance
                                 | Axis Bank
| Axis Bank
                     | Axis Bank
                                    | Axis Bank
                                                                 l Axis Ban
           | Axis Bank
                                 | Axis Bank
                                                       | Axis Bank
                                           | Association with a banking bra
| Axis Bank
                    | Axis Bank
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
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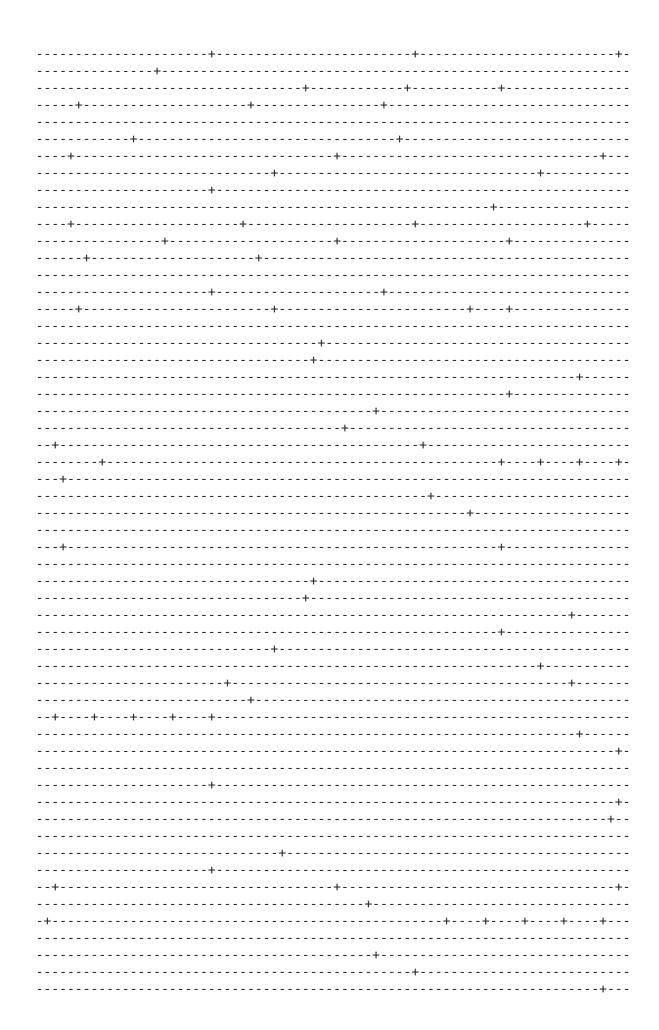
I may or may not recommend Somewhat difficult to understar Neither like nor dislike this is I may not buy		I
It has a wide network of branch is known for superior customer se 1	ervice It looks modern and professional	It
k is Max Life Insurance Concept 2 Concept 0Max Life Insurance Max Life Insurance by Axis Bank k	Concept 2Max Life Insurance by Axis Concept 2Max Life Insurance by Axis Bank Concep Concept 2Max Life Insurance by Axis Concept 0Max Life Insurance	1Ax t 2
 k 	Concept 2Max Life Insurance by Axis Concept 0Max Life Insurance	I Ban I
Rank 3 Rank 4 -	Rank 1 - Most liked - Least liked Rank 2 It has a vibrant colour scheme It feels sharper	and
Male Self-employed / Entrepreneur	Graduate	I
Male Self-employed / Entrepreneur Savings Account/ Current account 		 e
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate 	 - + -
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate 	 -+-
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate 	 - + -
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	 - + -
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate 	 - + -
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	 - + -
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	 - + -
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	
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Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	
Male Self-employed / Entrepreneur Savings Account/ Current account	Graduate	



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        429729204 | 2024-01-29 14:08:0
| Accept
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   6 | 2024-01-29 14:26:50 | 49.14.94.190
   | 36-45 years
            | More than
10L
        l Yes
I 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 |
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| LIC https://surveymonkey-assets.s3.amazonaws.com/survey/411433262/rte/c74c
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| 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
                                            | HDFC Bank
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                         | LIC
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ife Insurance
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| HDFC Bank
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I HDFC Bank
                       | HDFC Bank
           | HDFC Bank
                                               | HDFC Bank
| HDFC Bank
                     | HDFC Bank
| Insurance expertise | Customer reviews and word of mouth | Claim settlemen
                                | | Somewhat difficult to understand
t ratio |
| 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
I Somewhat irrelevant
| I may not 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
                                     | 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 Ban
is Max Life Insurance | Concept 2Max Life Insurance by Axis Bank |
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Concept OMax Life Insurance	Concept 2
Max Life Insurance by Axis Bank	Concept 0Ma
x Life Insurance	Concept 2Max Life Insu
rance by Axis Bank	
	Concept 2Max Life Insurance by Axis Ban
k I	Concept OMax Life Insurance
T T	
	Concept 2Max Life Insurance by Axis Ban
 k	I I I I I
Concept 2May Life Incurance by	Avic Pank I
Concept 2Max Life Insurance by	AXIS Dalik
Rank 2	Least Miled L Beals 2
Rank 1 - Most liked Rank 4	·
	It has a vibrant colour scheme
·	modern and luxurious
It feels international	Mumbai
Male	Graduate
Self-employed / Entrepreneur	
Savings Account/ Current account	
	Mut
ual funds West	Metro Max Life I
nsurance Others Others	
Metro	
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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)
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