

**Survey Coverage**

**TGI**

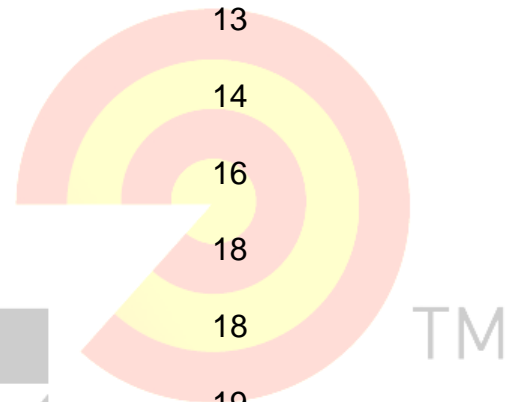
**TGI India 2010**



TM

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## Target Group Index - TGI

**TGI** – Target Group Index is a global network of single source market research surveys providing valuable and comparable consumer insights from over 60 countries across 5 continents.

TGI was first started in Great Britain in 1969 to provide the advertising and media industries with a means of describing and defining target groups for a broad spectrum of consumer goods and services. Through the last 40 years of evolution, TGI today with an annual sample of more than 700,000 across the continents has consolidated its position as a global standard for single source surveys. The global TGI network consists of over 60 markets worldwide, with a total of over 700,000 respondent interviews conducted annually. The studies for each national market are available for use right now, and they contain a huge breadth of information.

### **TGI in India**

Today, TGI in India is more widely used than ever to assist the understanding of target markets and to aid marketing and advertising decisions. Since its launch in 2001, TGI in India has gained acceptance from Brand Owners, Creative Agencies, Media Agencies, Media houses and has become an accepted currency for developing more efficient marketing strategies and advertising campaigns.

TGI India provides information and insights across a wide spectrum of product and service categories that touches upon the consumers from different demo-geographic backgrounds. It offers incisive understanding of their mindsets, special and individual habits, values and beliefs. This valuable and broad range of information assists marketers and advertisers in identifying the target group, create powerful strategies for them and communicate to them through proper channels. Almost all businesses will find something of value in TGI.

The insights offered by TGI cover:

- Product and brand usage in 18 sectors, typically
- containing a total of around 400 product groups and
- 3,000 brands
- Leisure activities
- Use of services
- Media exposure and preferences
- Attitudes and motivations
- Demographics

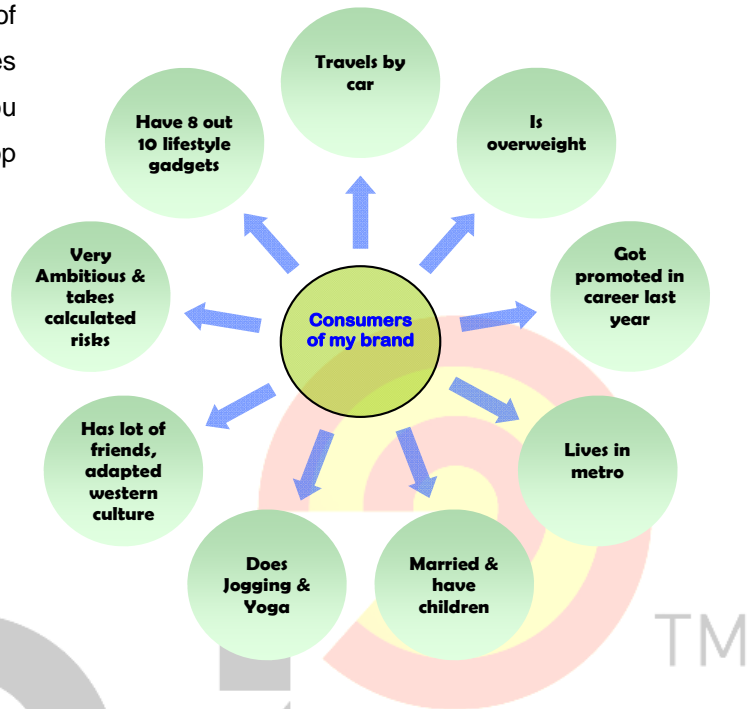
# TGI can be used in many different ways!!

TGI India provides an extremely broad array of information presenting virtually endless opportunities for market analysis and segmentation and helps you widen your consumer understanding and develop competitive strategies.

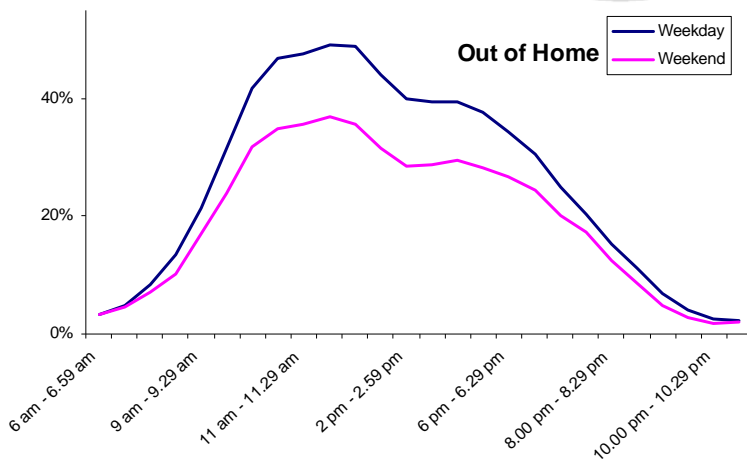
## Demographics Coverage – TGI India:-

Sample : 31000  
 Geography : Urban India  
 SEC : ABC  
 Age Group : 15 yrs – 55 yrs

TGI India covers information on every possible product / service that touches upon the lives of the consumers. It ranges from foods they consume, toiletries and cosmetics they use, alcoholic and non alcoholic drinks, snacks, cars and two-wheelers, holidaying, information related to finance and investments, electric and electronic gadgets, etc.



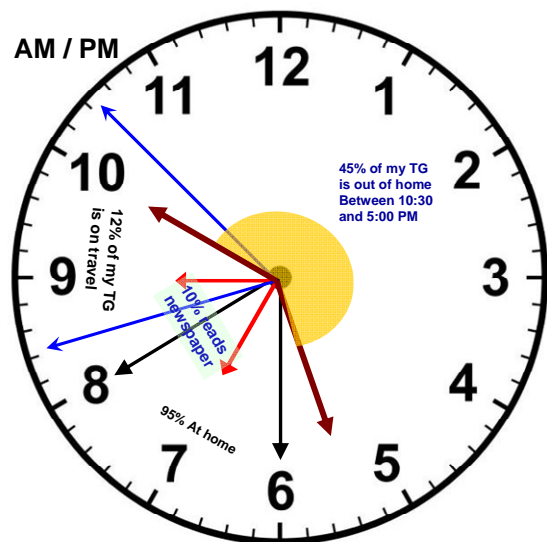
In short, TGI India provides information on 250 categories covering around 4000 brands. TGI being a *single source* study, one can establish a direct connect among various touch points of the same individual.



## Media touch points:-

TGI outlines the media consumption & habits of people. Both the traditional media like TV, Radio, Print, etc., as well as un-conventional media like internet, outdoor, cinema, mobile phone, etc., are covered in-depth. While all the standard information is made available in traditional media, the information available in neo media like internet, also is wide and deep.

TGI maps the time spent by an individual on a given day. This time spent detail helps markets not only to spot the right time and place to reach a particular TG but also in understanding how their TG manages their time. This information becomes more robust when habits of individuals are read along with the media information.

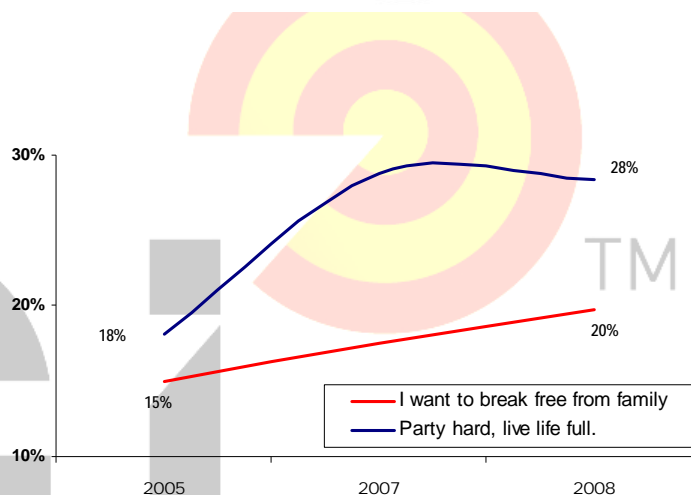


<b>Word of Mouth</b>		My Brand	My Competition
<b>On Toiletries &amp; Cosmetics Index</b>		11.7 Mn	7.6 Mn
Speak to large no of people	Connectors	160	125
Give a lot of information	Communicators	132	111
Likely to convince people	Sales	136	116
<b>Champions (those who do all three)</b>		148	114

*Base: SEC ABC, 15 yrs – 55 yrs, Urban India*

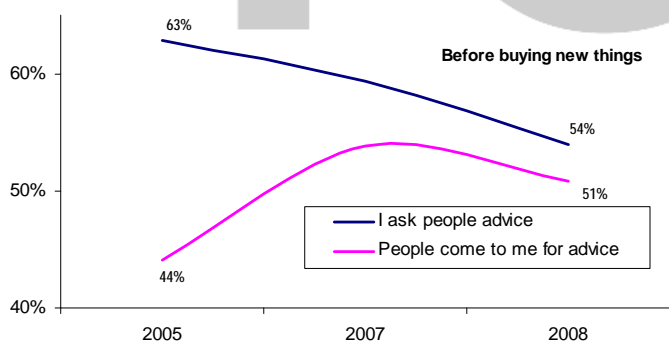
### Evolving Consumer:

TGI helps you map cognition to better understand attitudinal and behavioural responses of consumers. TGI India carries more than 250 attitudinal and behavioural statements to measure the deeper cognitive perception that influences consumer's attitude and subsequent behaviours.



### Recognizing Trends:-

Different people have different lifestyle patterns and our behavior changes as we go through different life-stages. Continuously transforming consumer's lifestyle, their expectations, activities, and their attitudes contribute a huge influence on their buying behavior. TGI database released at periodic intervals capture the finer and subtler transformation consumers go through. Different editions of TGI were released in 2001, 2003, 2005, 2007 and 2008. The field work for TGI 2010 is currently underway.



### Identifying Changing Sentiments\*

	2005	2007	2008
When I need information the first place I look is the internet	11%	12%	19%
I find my career satisfying	41%	32%	29%
In a job, money is more important than security	46%	54%	67%
I am very satisfied/happy with my standard of living	49%	41%	37%
I do not like the idea of being in debt	53%	45%	38%
Once I find a brand I like, I tend to stick to it	42%	37%	33%

\*Definitely agree

Base: SEC ABC, 15 yrs – 55 yrs, Urban India

### Segmentation:

Advanced users of TGI prefer using Cluster and Correspondence Analysis. Cluster Analysis helps in identifying underlying psychographic segments within a TG displaying how far a TG is homogenous or heterogeneous. Correspondence helps to understand graphically the association between brands or products and other variables like attitudes, behaviour, media, etc.

### Choices 3 Software

TGI database runs on a specially designed analysis software called Choices 3. Choices 3 enable subscribers to conduct powerful analysis on their own, ranging from simple cross-tabulations to complex multivariate segmentations. Whatever the priority: whether it is *consumer profiling, market segmentation, targeting, re-positioning, market entry, product development, brand insight, cross-promotions, media planning*..... TGI supports all.

### One Database – Multi-applications

Today, TGI in India is a widely accepted tool and is being used by wide range of clients for different reasons. Media Agencies use TGI for business pitches and developing strategies; Media houses like TV channels and publications uses TGI for enhancing their sales and getting new clients; Account Planners use TGI for deeper understanding and profiling of consumers; Advertisers use TGI for category and competition analysis and to derive robust strategies. TGI is surely one large database, with multiple applications.



INFORMATION AVAILABLE IN TGI

## **Demographic Information**

- ✓ **Gender** & Household status of the respondent
- ✓ **Age group** and age of last birthday
- ✓ **Marital** Status
- ✓ **Working** Status

### ✓ **Education**

- Highest Level Of Education Achieved
- Still Studying Towards Qualifications
- Computer education and other courses

### ✓ **Body Mass Index**

- Height
- Weight
- Segments

### ✓ **Languages**

- Read
- Write
- Speak

### ✓ **Social Classifications**

- National Social Grade
- TGI Socio Economic Levels (SEL)

### ✓ **Income**

- Total Family Income Before Tax
- Total Personal Income Before Tax

### ✓ **Household Composition**



- Number Of People In Household
  - Number Of Adults In Household (15-55)
  - Full Time Earners Working 30+ hours
  - Presence Of Children In Household
  - Number And Age Of Children
  - Own Children
- ✓ **Employment Status** Of Spouse/Partner
- ✓ **Home Ownership**
- Live In House Or Flat
- ✓ **Parent/Grandparent**
- ✓ Presence Of **Children/Grandchildren**
- ✓ Age Of Children/Grandchildren
- ✓ **Life Events**
- Experienced in the last 12 months
  - Expect to experience in the last 12 months
- ✓ **Geographical** Classifications
- By Standard Regions
  - By population strata classification – like 1 million + towns, 5 – 10 Lakh towns, etc.



## **Media Coverage**

- ✓ **Media Neutral Quintiles** – enabling direct comparison of consumers of two different media – for eg:  
Top 20% of Radio and Top 20% of Print
  
- ✓ **Print Media**
  - Newspapers
    - Dailies
    - Sunday Editions
      - AIR only
      - AIR & Frequency
  
  - Magazines
    - Bi-weekly
    - Weekly
    - Fortnightly
    - Monthly
    - Bi-monthly
    - Quarterly
  
  - Languages read
  - Place of reading
  - Time spent while reading on weekend and weekday
  - Number of days read in a week
  - Topics Of Interest
    - In newspapers
    - In magazines
  
- ✓ **Internet and Mobile phone**
  - Internet
    - Users Of Internet
    - How Often Access The Internet
    - Hours Spent In The Last Month,
    - Type of sites recalled



- Computers In Your Home
- Mobile Phones
- Home Telephones (Landline)

✓ **Radio**

- Radio
- BBC Radio
- Type of music preferred
- Radio Shows
- Station listened to in last 3 months/ 1 month/ 1 week
- Time spent on weekend, weekday; on radio and particular stations
- Type of program listened to
- Languages in which BBC World Service and FM listened to
- Frequency of listening to specific stations
- Place where radio is listened on weekends and weekdays
- Favourite FM channels

✓ **Television**

- How TV programs received
  - Through Terrestrial Antenna
  - DTH
  - Through Cable
- Television Viewing
  - Channels normally watch
  - Watched in the last 7 days
  - Watched in the last 6 months
  - Specially choose to watch
  - Watch because someone else is watching
  - Channels received but not watched
- All TV Channels
- Viewing by Day Parts



- Top 2 Favourite Channels – By genres
  - News
  - Movies
  - General Entertainment
  - Sports, etc
- Type of programmes
- Television Programmes
- Time spent
  - On weekdays
  - Weekends
- Time spent on weekends and weekdays,
- Favourite channels for news, reality shows, serials
- First channel when logged on
- Channels not watched received

✓ **Cinema**

- Cinema Visits
- Frequency
- Last Visited
- Type of movies
- Cinema Going
- Language watched, genre preferred,
- The person accompanying, number of people who went at last visit
- Number of films watched in last 3 months
- Activities done at a multiplex and amount of money spent there

✓ **Direct Mail**

- Received Direct Mail
- Volume
- Method Of Response



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- ✓ **Outdoor Advertising seen in last week**
  - Various outdoor touch points like Advertising on bus stops, trains, etc
  - No. of hours/ week by mode of transport
  - Frequency of using mode of transport
- ✓ **Promotions & Offers**
  - Responded to (last 12 months)
  - How responded
- ✓ **Celebrities and celebrity endorsements**
  - Celebrity association with various categories
  - Celebrity- Valued a lot/ valued earlier



- ✓ **Direct sales companies**
  - Any purchases made from such companies
  - Which company are purchases made from
  - Frequency of purchases
  - Type of product bought

- ✓ **Teleshopping**
  - Any purchases made in last 12 months
  - Frequency of purchase in last 12 months
  - Type of products bought

- ✓ **Word Of Mouth**
  - Products talked about in last 12 months
  - Posted comments/reviews on internet
  - Knowledge of product
  - Likely to convince others about product
    - Word of mouth segments
    - Clothes

- Food
- Household Products
- Pharmaceutical & Chemist Products
- Alcoholic Drinks
- Soft Drinks
- Toiletries
- Financial Services
- Cars
- TV/Audio & Visual Equipment
- Mobile Phones
- Holidays & Travel

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## **Communications & Internet**

### ✓ **Internet (Home/Elsewhere):**

- Use in last 12 months/ last 3 months
- When first accessed
- When last accessed
- How often Access the Internet
- Where Accessed
- Type of Connection
- Broadband Connection - Speed
- Internet Service Provider
- How often accessed internet - At Home/ Elsewhere
- How Many Hours Spent on the Internet in Last Month - At Home/Elsewhere
- Visit sites on
- Other Activities
- Online shopping
- Method of payment
- Sites Visited (Regularly/Occasionally)
- E-mail Providers
- Instant messenger service used
- Search engine used, subscription and connection details
- Data cards
- Amount spend per month
- Purpose of using internet
- Online gaming, using of e-cards, networking sites, matrimonial, blogs, entertainment, downloads, transactions
- Sites visited in different languages

### ✓ **Computers In Your Home**

- Ownership
- When obtained

- Desktop or laptop
- Cost
- Brand
- Main user
- Used for
- Hours used per week
- Factors influencing choice

✓ **Mobile Phones**

- People in Household Owning a Mobile Phone
- Intention to buy
- Number of mobiles
- Brand of Phone
- Network Used
- Length of Time with Current Network,
- Average monthly spend
- Who pays Bill
- Calls for business/personal
- Features in mobile phone - Have/Use
- What is downloaded
- Services subscribed to
- Receive adverts on mobile (From mobile provider/Others)
- How often respond to adverts (From mobile provider/Others)
- Switched Mobile Provider
- Network – Deciding Factors
- Roaming details
- How long have you been using mobile phone
- Reasons for using SMS

✓ **Home Telephones (Landline)**

- Number of lines



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- Company
- International Calls – Own Phone Last Month

✓ **Post Office**

- Used in last 12 months
- Frequency
- What used for



## Food

- ✓ Artificial Sweetener
- ✓ Atta
- ✓ Baby / Junior food
- ✓ Baby milk
- ✓ Biscuits
- ✓ Bread
- ✓ Breakfast cereals
- ✓ Butter
- ✓ Coffee
- ✓ Condensed milk
- ✓ Conserve
- ✓ Cooking oil
- ✓ Flavored milk in large tetra packs
- ✓ Frozen fish products
- ✓ Frozen vegetables
- ✓ Fruit juices in large tetra packs
- ✓ Ghee
- ✓ Ginger / Garlic paste
- ✓ Health food drinks
- ✓ Ice creams in tubs & blocks
- ✓ Instant noodles
- ✓ Jams / marmalade
- ✓ Low fat butter / margarine
- ✓ Microwave / pressure cook pop corn
- ✓ Milk
- ✓ Packet & tinned peanuts, cashew
- ✓ Packet branded spice powder
- ✓ Packet cheese / cheese spread
- ✓ Pasta

## Questions Including

*Usage*

*Type*

*Frequency*

*Brand*



- ✓ Pickles, chutney
- ✓ Pizza
- ✓ Powdered milk / whitener
- ✓ Ready meals - Chilled / frozen
- ✓ Salad dressing
- ✓ Salt
- ✓ Snack mixes
- ✓ Squashes / sherbets / concentrates
- ✓ Tea
- ✓ Tomato ketchup
- ✓ Tomato puree
- ✓ Vanaspati
- ✓ Yoghurt

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## Appliances and Other Household Durables

- ✓ Kitchen appliance brands
  - Combined Fridge/Freezer,
  - Fridge,
  - Freezer,
  - Electric Dishwasher,
  - Washing Machine,
  - Washer/Dryer,
  - Oven/Cooker,
  - Microwave Oven
- ✓ Other kitchen equipment
- ✓ Vacuum cleaners
- ✓ Furniture & beds
- ✓ Other floor coverings/tiles
- ✓ Bathroom fittings
- ✓ Modular kitchen cabinet
- ✓ Electric kitchen chimneys
- ✓ Branded furniture
- ✓ Fuel and others

## Pets and Pet food

- ✓ Ownership of pets
- ✓ Dog food: brands owned



## Toiletries and Cosmetics

### ✓ **Product usage (All)**

- Toothpaste
- Tooth powder
- Talcum powder
- Bathing soaps
- Liquid soap
- Shower gels
- Shampoos
- Hair conditioner
- Hair oil
- Hair and skin type
- Face moisturizing creams, lotions and cold cream
- Fairness creams
- Turmeric creams
- Body creams and lotions
- Cleansing creams, lotions and wipes
- Face washes and scrubs
- Hair sprays
- Hair styling gels, mousses and creams
- Hair colorants
- Henna/ Mehendi
- Deodorants/ anti perspirants
- Facial and tissues
- Perfumes
- Body sprays
- Facial bleach at home

### **Questions Including**

*Usage*

*Type*

*Frequency*

*Brand*



✓ **Product usage (Women)**

- Hand creams and lotions
- Razors and hair removing products
- Nail polish/ varnish
- Eye make up
- Face powder
- Foundation
- Lipstick
- Blushers and highlighters
- Sanitary napkins

✓ **Product usage (Men)**

- Razors
- Shaving cream/ soap/ foam
- After shave sprays and cologne

✓ **Beauty parlour/ Saloon visits**

- Expenditure on skin care products and cosmetics

IMGi



## Health and Pharmaceutical Products

- ✓ **Being health means**
  - Is it not having pain
  - Being physically / mentally in top form
- ✓ **Level of physical / mental alertness**
- ✓ **Faith in alternative medicines** like homeopathy, Ayurveda, etc
- ✓ **Practices for maintaining health**
- ✓ **Ailments & complaints** suffered
  - Allergy from pollen / dust
  - Arthritis
  - Asthma
  - Blocked nose
  - Chapped / cracked lips
  - Cholesterol
  - Colds
  - Coughs
  - Diarrhoea
  - Headaches
  - High blood pressure
  - Indigestion
  - Influenza
  - Insomnia / lack of sleep
  - Low blood pressure
  - Migraine
  - Piles
  - Pimples / acne
  - Rheumatism
  - Sinus
  - Sore throat
  - Spondilites / Back pain

*In the last 1 month*

*In the last 1 year*



- Viral fever

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✓ **OTC products used**

- Cold & flu remedies
- For Indigestion
- Constipation
- Medicated antiseptic cream
- Medicines for allergies
- Mouth wash & gargles
- Pain killers
- Rubs, balms & gels
- Throat lozenges

✓ **Other products**

- Antiseptic liquids for personal use
- Artificial sweeteners
- Condoms
- Vitamins & other supplements

**Questions Including**

*Usage*

*Type*

*Frequency*

*Brand*



TGI

## Shopping, Retail and Clothing

- ✓ **Shopping for groceries**
  - Frequency of visit
  - Type of outlet like supermarkets, local grocery shop / kirana, etc
  - Frequency of purchase
  - Monthly expenditure
  - Deciding factors
- ✓ **Shopping for fresh food**
- ✓ **Shopping Malls**
  - Frequency of visit
  - Activities in shopping malls
  - Shopping categories
- ✓ Visits to **bookshops / music shops**
- ✓ Supermarkets / Hypermarkets / Departmental stores
- ✓ **Clothing for Men / Women**
  - Usually wear to work
  - Usually wear at home
  - Brands of different types of ready made garments
  - Money spent in the last 1 year
- ✓ **Special sections on**
  - Winter clothing like body warmers / woolycot, etc
  - Jeans
  - Rubber / PVC / Slippers, Floaters
  - Shoes / Sandals
  - Sneakers / Sport shoes
  - Gifts
- ✓ **Expenditure On Skincare and Cosmetics**



- ✓ **Expenditure On Toiletries** and Cosmetics
- ✓ **Wine, Spirits, Beer & Lager for Home** Consumption (18+)
  - Frequency
  - Brands
- ✓ **Children's Toys and Games** Including Computer Games
  - Bought,
  - Frequency
  - Brands



## **Sports & Leisure**

- ✓ **Entertainment, what is?**
- ✓ **Sports & Leisure Activities:**
  - Take part
    - Play
    - Watch it on tv
  - Frequency
  - Individual Sports Activities
  - Outdoor Activities
- ✓ **Leisure Centres/**Gyms and Health Clubs****
  - Visited in last 12 months
  - Types visited
  - Frequency
- ✓ **Eating, Drinking**
  - Use
  - Frequency
  - Types,
  - Chains
- ✓ **Fast Foods**
  - Eaten & take away
  - Frequency,
  - Outlets visited
- ✓ **Coffee Shops**
- ✓ **Pubs & Bars**
- ✓ **Theatre / Play visits**
  - Exhibition & outings
  - Contemporary dance performances
  - Classical music concerts / recitals
  - Jazz concerts / performances



- Pop / rock concerts
- Art galleries / exhibitions

✓ **Theme parks**



## Sweet & Salty Snacks

- ✓ Assorted chocolate, chocolate in boxes, as bars & other chocolate items
- ✓ Mints and mouth fresheners
- ✓ Chewing gum
- ✓ Chocolate assortments and other boxed chocolates
- ✓ Ice cream bars, blocks, cones & sticks
- ✓ Potato crisps, wafers and corn snacks
- ✓ Other savoury snacks
- ✓ Packed and tinned cashew, nuts etc.
- ✓ Toffees, candies, lozenges

### Questions Including

*Usage*

*Place – At home / Outside*

*Frequency*

*Brand*

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## Tobacco Products

### ✓ Cigarettes

- Use
- Volume
- Frequency
- Type
- Brands

### ✓ Giving up smoking:

- Tried to give up in last 12 months
- Different Methods tried

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## Non-Alcoholic Drinks

- ✓ Instant Coffee
- ✓ Fresh Ground Coffee
- ✓ Tea Made From Tea Bags Incl.
- ✓ Milk Drinks (including Chocolate and Cocoa)
- ✓ Yoghurt Drinks
- ✓ Fruit Squashes and Cordials
- ✓ Ready-To-Drink Fruit and Vegetable Juices
- ✓ Fizzy Soft Drinks
- ✓ Bottled Mineral Water
- ✓ Fruit drink / juices
- ✓ Ready to drink flavoured milk and lassi
- ✓ Colas (like Pepsi, Coke)
- ✓ Other fizzy soft drinks (like Sprite, 7 up)
- ✓ Soda
- ✓ Bottled mineral water
- ✓ Tea
- ✓ Coffee
- ✓ Energy Drinks
- ✓ Glucose powder
- ✓ Fruits/Squashes/Cordials/Concentrates/Powders
- ✓ Iced Tea

## Questions Including

*Usage*

*Place – At home / Outside*

*Frequency*

*Brand*



## Alcoholic Drinks

- ✓ Alcoholic Drinks
- ✓ Beer
- ✓ Bottled Wine
- ✓ Vodka
- ✓ Gin
- ✓ Rum
- ✓ Pre-Mixed Spirits
- ✓ Whisky
- ✓ Brandy
- ✓ Liqueurs

## Questions Including

*Usage*

*Place – At home / Outside*

*Frequency*

*Brand*

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## **Motoring**

- ✓ **Car and two wheeler Ownership**
  - Buying intentions
  - Number of vehicles owned (Car)
  - Registration Year
  - Make and Model of the vehicle
  - Type of the vehicle
  - Size of Engine
  - Fuel Type
  - When Obtained
  - Engine Type
  - Main Driver
  - Who Responsible for the vehicle
  - Who decided Model
  - Who Paid for the vehicle
  - Cost of the vehicle
  - How did you pay for the vehicle
  - Where Purchased
  - Factors influencing purchase
  
- ✓ **Fuel - Petrol or Diesel**
  - Use, Volume, How Paid, Brands
  
- ✓ **Engine Oil (Car)**
  - Use, Volume, Brands
  
- ✓ **Tyres**
  
- ✓ **Car Hire (Self-Drive)**
  - Use, Frequency, Firms Hired From
  
- ✓ **Batteries**



- Decision maker
- Brand owned

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## Holidays and Travel

### ✓ **Last holiday details – within India / Out of India**

- Total number of holidays taken
- Month when holiday taken
- Advance booking
- Countries / towns visited
- Cost of holiday
- Number of family members this cost relates to
- Who went on holiday with
- Nights spent away
- Sources of information
- How booked
- Mode of travel
- Type of Accommodation

### ✓ **Air Travel**

- In last 12 months
- Reason For Travel
- Number of Trips
- Total Number Of Trips
- Class usually Travel
- Airlines Flown Business/Holiday Trips
- Important Factors Business/Holiday Trips

### ✓ **Air miles**

- Airlines travelled

### ✓ **Hotels**

- Stayed in Hotel in Last 12 Months
- Reason For Stay
- Frequency of Stay
- Which Hotel Chains



## **Financial Services**

### ✓ **Have Medical / Health Insurance**

- Type
- Company
- Paid by
- Spouse/Family Cover

### ✓ **Life Insurance**

- Value of premiums
- Coverage of family members
- Companies
- When Policy Taken Out
- Value of Policy
- Factors influencing the selection

### ✓ **Current & Savings Account**

- Number held
- Own/Joint Account
- Factors influencing Choice of Current/Savings Account
- Frequency of visiting the bank

### ✓ **Online Banking**

### ✓ **Credit Cards**

- Owned, Used Last 12 Months, Acquired Last 12 Months
- Frequency
- Credit Card Average Monthly Spend/How Balance Settled
- Factors Influencing Choice Of Credit Card
- Store, Retail & Service Cards
- Company

### ✓ **Investments in Stocks & Shares, Unit Trusts & Investment Trusts**

### ✓ **Loans**

- Have a loan



- Type of loan – personal, home, auto, etc
- Value and Purpose of loan
- Factors influencing the selection of loan provider.



REACH TGI INDIA TEAM AT:

IMRB INTERNATIONAL, Mumbai, India

[ashish.karnad@imrbint.com](mailto:ashish.karnad@imrbint.com)  
[magesh.poondi@imrbint.com](mailto:magesh.poondi@imrbint.com)

TM

**THANK YOU**