Option B fieldwork proposal

Quote reference B1. Prices cover the household shopping study described in the brief. All amounts are fictional INR values.

Per completed interview

Bengaluru: INR 760. Chennai: INR 820. Hyderabad: INR 780. These rates cover recruitment, interviewing, supervision, and routine quality checks.

Fixed services

Study setup: INR 24,000. A cleaned and labelled data file is included in setup at no extra charge. Travel across all three cities: INR 12,000.

Inclusions and exclusions

Participant incentives are excluded and paid by the study team. Tax is excluded from quoted amounts. No separate reporting or analysis is included.

Delivery and payment

Fieldwork and cleaned data: 18 working days after questionnaire approval. Payment: 50% of service fees at start and 50% on cleaned-data delivery.

Read the clarification note for the revised Chennai rate before using this quote.