



# ORGANIC FOOD MARKET IN INDIA

## Case In Point: Organic Fruits & Dairy Products

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a report by

**technopak**

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# Research Methodology

## Research Objective

To uncover the market potential of Organic food in India, understand the consumer attitudes around organic food products in India and to detail the current market dynamics and consumer behaviour specific to organic products fruits and dairy products.

## Research Tools

Quantitative consumer study was conducted in the following cities of India. A total of 1000 consumer interviews were conducted.

Consumer Segments	New Delhi	Mumbai	Bangalore	Pune	Chandigarh	Total
<i>City Type</i>	<i>Metro</i>	<i>Metro</i>	<i>Mini metro</i>	<i>Mini metro</i>	<i>Tier I</i>	
Socio-Economic Class – A1	150	150	100	100	100	600
Socio-Economic Class – A	100	100	50	50	50	350
Socio-Economic Class - B	10	10	10	10	10	50
<b>Total</b>	<b>260</b>	<b>260</b>	<b>160</b>	<b>160</b>	<b>160</b>	<b>1000</b>

Qualitative consumer study was conducted in the following cities of India. A total of 6 Focus Group Discussions were conducted.

City	Region	Socio Economic Group	Group Members	No. of FGD's
Mumbai	West	A	3 couple (6 members both genders)	2
New Delhi	North	A1		2
Pune	West	A1		1
		A		1
		<b>Total</b>		<b>6</b>

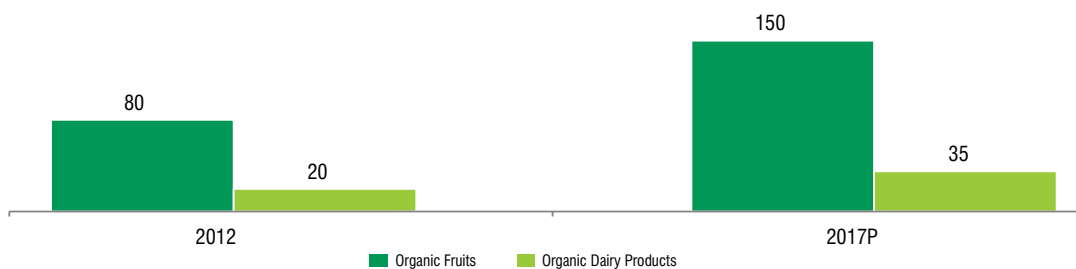
# Executive Summary

The Indian consumer is becoming more and more conscious about their health; the Indian market is offering increasing potential for health friendly food segments such as that of organic food. Organic food serves as a promising alternative for the population concerned about the consequences of high amounts of chemical infusions in food items – both in terms of self - consumption as well as the ill impact on the environment. The affinity of an individual towards consumption of organic food items is highly dependent on the awareness levels, spending capacity and accessibility available to the individual.

## Market Size:

The market for organic food is extremely nascent in India at present, with very few active brands and low penetration even among urban consumers. Estimated Market size of organic fruits and dairy products at present is US\$ 80 million and US\$ 20 million respectively. Organic fruits and dairy products are expected to grow at a CAGR of 13-14% and 10-11% respectively over the next five to six years

**Market Size – Current and Projected (US\$ million)**



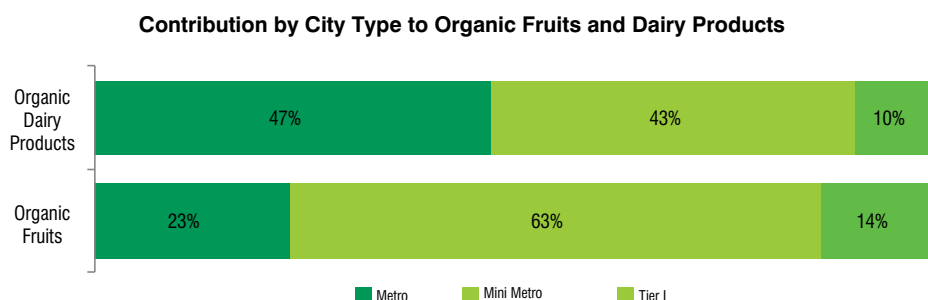
*Market size estimated for SEC A households for top 24 cities of India 1US\$ = INR 55*

## Market Size by Product Segments:

Apple, Mango, Orange and Banana, together account for the majority share in the overall market size of organic fruits at about 75-80%. Milk and Curd, together account for 45-50% of the overall market size of organic dairy products. These products are expected to continue being the more popular ones within their respective categories, over the next five to six years.

## Market Size by Geography:

Cities classified as Metro and Mini metro, together are major contributors to both organic fruits and organic dairy products (85-90%). This pattern is expected to continue over the next five to ten years, post which the trend may percolate to smaller cities in India (primarily Tier I cities).



Estimated basis SEC A households

Cities classified as Metro – Delhi and Mumbai;

Cities classified as Mini metro – Bangalore, Pune, Kolkata, Chennai, Hyderabad, Ahmedabad;

Cities classified as Tier I – Chandigarh, Kanpur, Vadodara, Indore, Kochi, Bhopal, Amritsar, Patna, Surat, Nagpur, Jaipur, Lucknow, Ludhiana, Coimbatore, Visakhapatnam and Madurai

### Penetration - Organic Fruits and Dairy Products:

Overall, organic food exhibits low penetration of 17% among SEC A households of India. Among consumers of organic food, organic fruits have a higher penetration (69%) compared to organic dairy products (53%). However, these penetration levels are very low compared to the affluence levels of these urban consumers

PENETRATION OF ORGANIC FOOD, FRUITS AND DAIRY PRODUCTS						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE: TOTAL	263	262	162	161	161	1009
Penetration: Organic Food	14%	12%	29%	25%	13%	17%
SAMPLE BASE: ORGANIC FOOD BUYERS	36	31	47	40	21	175
Penetration: Organic Fruits	61%	84%	72%	83%	29%	69%
Penetration: Absolute no. of organic fruits buyers	22	26	34	33	6	121
Penetration: Organic Dairy Products	47%	77%	26%	55%	86%	53%
Penetration: Absolute no. of organic dairy products buyers	17	24	12	22	18	93

The low penetration is a result of many factors some of them being internal to consumers while others are external to them. Internal factors include lack of knowledge and understanding of the organic food products among the consumers and price sensitivity. External factors include areas that consumers have to deal with such as - unfamiliar brands, imported vs. domestic brands, quality assurance about products, authenticity of claims & certifications, high price points and limited availability.

### Frequency of Purchase - Organic Fruits and Dairy Products:

The frequency of purchase is higher for regular varieties of both fruits and dairy products compared to the organic varieties. This corresponds with the low penetration, limited product availability and high price perception with regard to the organic products. The frequency of purchase is interlinked with many other factors that guide the purchase decision such as – price, availability, certifications, information etc. Therefore, addressing these factors is critical to increasing repeat purchases and improving trial purchases for organic products.

Overall, some of the organic fruits that are bought most frequently are – Banana, Orange, Pear and Pineapple.

FREQUENCY OF PURCHASE - ORGANIC FRUITS						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Apple	Once a month	Once a fortnight	Once a fortnight	Once in 3 months	Once a fortnight	Once a fortnight
Pomegranate	Once a month	Once a fortnight	Once a fortnight	Once in 6 months	Once a month	Once a month
Banana	Once a fortnight	Once a week	Once a week	Once a fortnight	Once a month	Once a week

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Mango	Once a fortnight	Once a month	Once a week	Once a month	Once a week	Once a fortnight
Orange	Once a fortnight	Once a week	Once a fortnight	Once a month	Once a week	<b>Once a week</b>
Litchi	Once in 3 months	Once a fortnight	Once a month	-	Once a month	Once a month
Pear	-	Once a fortnight	Once a week	-	-	<b>Once a week</b>
Watermelon	-	Once a week	Once a fortnight	Once in 3 months	Once a fortnight	Once a fortnight
Grapes	Once a month	Once a fortnight	Once a month	2 times a week	Once a month	Once a fortnight
Guava	Once a fortnight	Once a month	Once a fortnight	-	Once a fortnight	Once a fortnight
Cherry	Once a month	Once in 6 months	Once a month	Once in 6 months	-	Once a month
Pineapple	Once a fortnight	Once a week	Once a week	Once in 6 months	-	<b>Once a week</b>
Berries	-	Once a month	Once a month	-	-	Once a month

On the other hand, organic dairy products are typically bought more often than organic fruits, with organic milk being purchased most frequently i.e. once a week. Organic dairy products like ice cream, flavored milk and flavored yoghurt are still to make a foothold in the Indian households with no purchase incidence for them currently

FREQUENCY OF PURCHASE - ORGANIC DAIRY PRODUCTS						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Milk	-	Once a week	Once a week	Once a fortnight	Once a month	Once a week
Butter	Once a fortnight	Once a fortnight	Once a month	-	Once a fortnight	Once a fortnight
Cottage Cheese	Once a month	Once a fortnight	Once a fortnight	-	Once a week	Once a fortnight
Clarified Butter	-	Once a fortnight	Once a month	-	Once a month	Once a month
Curd	Once a week	Once a fortnight	Once a fortnight	Once a fortnight	Once a month	Once a fortnight
Cheese	Once a fortnight	Once a fortnight	Once a month	Once in 6 months	Once a fortnight	Once a fortnight

### Price of Purchase - Organic Fruits and Dairy Products:

Overall, consumers pay higher for organic varieties of fruits and dairy products compared to their regular varieties. The high prices do not allow these organic products to become part of regular household consumption as they greatly impact the month food budget. This consequently results in low purchase frequency among consumers of organic food and low penetration.

Consumers pay the highest price per purchase for Apple, Mango and Cherry compared to the other fruits.

AVERAGE PRICE PER PURCHASE - ORGANIC FRUITS (USD)						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Apple	4.3	2.7	2.7	4.1	2.6	3.4
Pomegranate	2.3	3.1	1.6	3	1.1	2.1
Banana	1.3	1.7	0.9	1.4	1.9	1.3
Mango	2.4	6.5	2.5	7.7	1.2	4.4
Orange	1.6	1.7	1.7	3	2.7	1.9
Litchi	0.6	2.5	2.5	-	1.4	2
Pear	-	3.1	1.9	-	-	2.1
Watermelon	1.4	1.7	1.5	2.5	0.6	1.5
Grapes	1	2.7	1.2	2.8	1.3	1.8
Guava	1.5	0.6	0.6	-	0.9	1
Cherry	1.4	3.4	3.4	3.4	-	3.1
Pineapple	1.5	1.9	0.4	3.9	-	1.5
Berries	-	2.3	3.4	-	-	2.7



Apart from Clarified Butter, the price paid for other organic dairy products is relatively lower than that of organic fruits – this despite that consumers buy these dairy products more often than the organic fruits.

AVERAGE PRICE PAID PER PURCHASE - ORGANIC DAIRY PRODUCTS (USD)						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Milk	-	1.5	0.5	0.8	0.9	1.1
Butter	1.1	1.9	2.2	-	0.5	1.3
Cottage Cheese	3.2	1.7	1.3	-	1.2	1.5
Clarified Butter	-	2.7	5.2	-	4.3	3.9
Curd	0.9	0.9	0.6	0.8	0.6	0.8
Cheese	0.8	2.1	1.5	1.9	0.9	1.3
Ice Cream	-	-	-	-	-	-
Flavored Milk	-	-	-	-	-	-
Flavored Yoghurt	-	-	-	-	-	-

### Quantity of Purchase - Organic Fruits and Dairy Products:

Consumers are still in experimental mode with regard to these two organic product segments. Therefore, low frequency goes hand in hand with less quantity of these products purchased in any visit to the retail store.

Overall, the consumers purchase organic fruits in moderate quantities, with Mango being one of the most bought fruit.

AVERAGE QUANTITY BOUGHT PER PURCHASE - ORGANIC FRUITS (Kilos)						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Apple	2	1.2	0.85	1.1	1.6	1.2
Pomegranate	1.5	1.3	0.7	1	0.6	0.9
Banana	1.5	1.1	0.9	1.5	1.1	1.1
Mango	1.6	3	1.4	2.9	2	2.2
Orange	1.5	0.9	0.8	1	1.5	1
Litchi	0.15	1	0.3	-	1.1	0.8
Pear	-	0.6	0.8	-	-	0.6
Watermelon	2.5	1	1.5	0.3	1.5	1.3
Grapes	0.5	1.2	0.3	0.8	1.3	0.8
Guava	0.9	0.3	0.6	-	2.5	1.3
Cherry	1.5	0.3	0.2	1.5	-	0.7
Pineapple	1.5	0.4	0.7	0.15	-	0.4
Berries	-	0.2	0.15	-	-	0.2

Overall, organic dairy products are purchased in quantities lower than those of the organic fruits.

AVERAGE QUANTITY BOUGHT PER PURCHASE - ORGANIC DAIRY PRODUCTS (kilos)						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Milk	-	1.3	0.8	1	1.3	1.2
Butter	0.3	1.3	0.4	-	0.15	0.5
Cottage Cheese	0.7	0.9	0.4	-	0.8	0.6
Clarified Butter	-	1.6	0.15	-	1.9	1.7
Curd	0.4	0.3	0.3	0.3	0.8	0.4
Cheese	0.2	0.6	0.3	0.3	0.4	0.4
Ice Cream	-	-	-	-	-	-
Flavored Milk	-	-	-	-	-	-
Flavored Yoghurt	-	-	-	-	-	-



**Place of Purchase - Organic Fruits and Dairy Products:**

Consumer behavior varies in terms of place of purchase between regular and organic varieties. While regular varieties are commonly purchased from any of the local retail options, the organic varieties on the other hand are purchased from organised stores – this pattern is a likely result of local stores not stocking organic varieties. Apart from that, consumers themselves prefer to purchase organic varieties from organised stores – they are skeptical about local neighborhood stores selling authentic products. They also enjoy the experience of shopping in organised stores for these organic products.

**Purchase Process - Organic Fruits and Dairy Products:**

These categories are characterised by high personal involvement from the consumers in deciding and buying – only a few products such as milk or other daily use dairy products are delivered regularly to the consumers' doorsteps by milkman or local retailers. For other products such as fruits, consumers prefer to touch & feel before purchasing them. This behavior is similar across regular and organic varieties of fruits and dairy products.

**Need Gap Assessment:**

The organic food market has three key areas of addressable need gaps basis the importance assigned and satisfaction derived by consumers to various parameters that play a role in purchase decision making.

Firstly, there are certain critical areas that have a significant impact on consumers' decision making namely – availability, price points, certifications and information. This area is currently characterised by 'high importance and low satisfaction' for consumers of organic food.

Second area of need gap is characterised by certain parameters that are seen as an integral part of the concept of organic food – health benefit, freshness and taste. These are the basic factors that need to be in place to induce purchase or enhance product experience – currently they are placed by consumers at 'high/ moderate importance and high/ moderate satisfaction'.

Third area of need gap is the least significant currently as it is characterised by 'low importance and low satisfaction'. These set of factors of – visual appeal and portion size/ quantity – can play an increasingly important role in future to enable multiple brands to differentiate themselves.

# Consumer Perception

Indian consumers are living in a dynamic world these days. They are continuously coming across new things in the world of food. Organic food is one such new phenomenon that is widely talked about but rarely understood.

## Organic Food Overall

While buyers of organic food like to try new categories, they are yet to feel convinced enough to completely overhaul their purchase patterns. The typical product categories that they prefer to purchase are usually perishable goods – fruits & vegetables and dairy products. This pattern hints towards consumers' concern regarding the quality of regular varieties currently available in these categories –as fresh products, the need for 'freshness' and 'quality' is paramount in consumers' minds.

**Types of Organic Food Preferred**

Organic Food						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	36	31	47	40	21	175
Vegetables	28%	26%	68%	20%	29%	37%
Fruits	39%	35%	21%	43%	14%	31%
Milk and Dairy products	14%	16%	0%	13%	33%	13%
Cereals and cereal products	17%	13%	0%	0%	24%	9%
Stimulants (sweets/ coffee/ tea/ cocoa)	0%	3%	0%	3%	0%	1%
Meat/ Poultry/ Seafood	0%	3%	0%	0%	0%	1%
Herbs	3%	3%	0%	0%	0%	1%
Processed / Bakery Products	0%	0%	0%	0%	0%	0%

*Respondents who have bought any organic food ever*

While organic food is certainly perceived as a healthy option, there is lack of clear understanding among consumers as regards their exact health impact. Recent debates in the public sphere about the freshness and quality of regular food products have made consumers more aware about the possible adverse effects of such products. Therefore, the health benefit they expect from organic food stem from the fact that organic products do not contain harmful chemicals or pesticides and are grown in hygienic conditions.

However, even considering the perceived health benefit, consumers are currently in a confused state of mind about the actual meaning and implication of "organic". They are also not clear about the difference offered by products labelled 'organic' or 'natural'. While a select few understand the 'organic' category in terms of factors related to its production, farming, packaging etc., overall there is a huge blank in consumers' minds about the same. This gap is even wider for non-users of organic food, i.e. people who have never bought any kind of organic food till date.

### Knowledge about organic food for non-users

Organic Food						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	227	231	115	121	140	834
Never Heard about it	29%	31%	9%	14%	34%	25%
Heard of it but not sure what it means	22%	36%	32%	42%	31%	32%
I know a little about what organic food means	45%	30%	53%	30%	31%	38%
I know a lot about organic food	4%	2%	6%	14%	4%	5%

Respondents who have never bought any organic food

In terms of the role of 'brands' in this segment, these are still early days and only a limited number of brands are available in the market. However, these companies are generally unfamiliar to the consumers, so they feel unsure about what they are actually buying. They find it easy to remember the names of the stores from where they buy organic food since these stores usually also double as the places from where they typically make their household purchases. Some store brands recollected by consumers of fruits and dairy products for instance are Reliance Fresh, Organic Bazaar, Organic Heritage, Namdhari's, Navdanya, Naturally Yours, Spencer's, Easy Day, Prakiti Aarogya Kendra, Sahakari Bhandar and Godrej Nature's Basket.

Due to the novel nature of this segment, consumers prefer to buy branded products as they lend some credibility, especially with respect to product quality. As a result, about 60% of organic food consumers buy branded food products:

### Branded vs. Non-branded purchase

Organic Food						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	36	31	47	40	21	175
Branded	64%	61%	45%	45%	95%	58%
Unbranded	25%	35%	28%	43%	5%	29%
No preference	11%	3%	28%	13%	0%	13%

Respondents who have bought any organic food ever

Further, nearly 40% of consumers assign high importance to 'brands' when buying organic food, but a similar percentage have no clear opinion on the significance of brands (neutral and no opinion).

### Importance of brand for organic food

Organic Food						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	36	31	47	40	21	175
Not important at all	0%	6%	0%	13%	5%	5%
Somewhat not important	3%	23%	11%	30%	33%	18%
Neutral	31%	19%	13%	13%	48%	22%
Somewhat important	33%	32%	28%	30%	10%	28%
Most important	22%	13%	6%	3%	5%	10%
No opinion	11%	6%	43%	13%	0%	18%

Respondents who have bought any organic food ever

There is a higher preference for Indian brands due to the consumers' perception that it adds familiarity in a segment which is otherwise very novel to them. Also, they feel that food products of international brands may not be as fresh since they have to be imported which increases the time they take to hit the market:

**Indian vs. International brands preference**

Organic Food						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	<b>36</b>	<b>31</b>	<b>47</b>	<b>40</b>	<b>21</b>	<b>175</b>
Indian	58%	87%	66%	93%	100%	<b>78%</b>
International	22%	10%	0%	0%	0%	6%
No preference	19%	3%	34%	8%	0%	15%

Respondents who have bought any organic food ever

**Organic fruits and dairy products**

In the recent past, a number of categories have opened up to organic product varieties. As a result, the number of organic product segments within food is increasing. However, in terms of the categories purchased by organic food consumers, fruits, vegetables and dairy products constitute the bulk, mirroring the pattern in regular food products.

**Types of organic food purchased**

Organic Food						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	<b>36</b>	<b>31</b>	<b>47</b>	<b>40</b>	<b>21</b>	<b>175</b>
Vegetable	36%	55%	87%	45%	52%	<b>57%</b>
Fruits	61%	84%	70%	83%	24%	<b>68%</b>
Milk and Dairy products	47%	74%	23%	53%	81%	<b>51%</b>
Cereals and cereal products	72%	32%	17%	3%	95%	37%
Stimulants (sweets/ coffee/ tea/ cocoa)	19%	3%	2%	10%	10%	9%
Meat/ Poultry/ Seafood	3%	10%	11%	10%	14%	9%
Herbs	28%	19%	23%	0%	0%	15%
Processed / Bakery Products	8%	3%	2%	3%	14%	5%

Respondents who have bought any organic food ever

**Buyers - Reasons for Purchase**

The main reasons stated by consumers for buying both organic fruits and dairy products are similar – health (both personal and family's), absence of harmful chemicals & pesticides, freshness and taste. Other factors that play a role in purchasing organic produce and dairy products include word of mouth (including recommendations from friends, relatives and store staff), specific health ailments & recommendations from medical practitioners, and a sense of environmental responsibility (as these are perceived as good for the environment in terms of eco-friendly production methods).

**Reasons for buying organic fruits**

Organic Fruits						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	<b>22</b>	<b>26</b>	<b>34</b>	<b>33</b>	<b>6</b>	<b>121</b>
It tastes better than non-organic fruits	45%	42%	6%	52%	17%	34%
Word of mouth	45%	15%	41%	0%	0%	23%
More fresh than non-organic fruits	50%	15%	29%	33%	83%	34%
Good for my health	91%	85%	85%	67%	100%	82%
Good for children s health	41%	23%	71%	33%	33%	43%
Don't contain pesticides/ chemicals	73%	62%	65%	45%	17%	58%
I like to experiment in food	0%	8%	15%	6%	0%	7%
Good for environment	27%	27%	26%	9%	0%	21%
It is considered trendy/ fashionable	0%	0%	6%	0%	0%	2%
Doctor's recommendation/ Health Ailment	23%	15%	0%	12%	0%	11%

Respondents who have bought any organic fruit ever

### Reasons For Buying Organic Dairy Product

ORGANIC DAIRY PRODUCTS						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	17	24	12	22	18	93
It tastes better than non-organic products	29%	46%	17%	59%	11%	35%
Word of mouth	29%	29%	42%	0%	0%	18%
More fresh than non-organic products	41%	29%	17%	41%	61%	39%
Good for my health	88%	75%	83%	86%	100%	86%
Good for children s health	18%	46%	83%	23%	33%	38%
Don't contain pesticides/ chemicals	59%	67%	42%	14%	17%	40%
I like to experiment in food	6%	13%	17%	0%	0%	6%
Good for environment	18%	8%	17%	0%	0%	8%
It is considered trendy/ fashionable	0%	4%	0%	0%	0%	1%
Doctor's recommendation/ Health Ailment	18%	8%	8%	9%	0%	9%

Respondents who have bought an organic dairy product ever

### Buyers - Challenges/ Problems Faced in Purchasing

Currently, consumers of organic fruits and dairy products face issues with the purchase process in terms of high prices, limited availability of these products, lack of standardization in certification and lack of sufficient information about this segment.

Availability is also a big challenge which results in low incidence of organic food products – both, in terms of trials and repeat purchases. Consequently, instead of travelling long distances to purchase less frequently stocked organic fruits or milk, consumers prefer to purchase their regular options from nearby locations. Also, while consumers believe that the high prices of organic products may be justified due to associated health benefits and freshness, their lack of surety about the latter makes the high prices pinch the wallet and prevents organic products from becoming a part of regular grocery purchases.

On the whole, the lack of awareness and knowledge about organic foods percolates within the category to organic fruits and dairy products as well. Consumers feel unsure of the authenticity of these products due to lack of standardization of certifications and claims made by the companies.

### Problems faced in / challenges of buying organic fruits

Organic Fruits						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	22	26	34	33	6	121
More expensive than non-organic fruits	41%	62%	74%	82%	17%	64%
No guarantee of quality / authenticity	18%	27%	26%	0%	83%	21%
Taste is not good as compared to non-organic fruits	18%	4%	3%	3%	17%	7%
Limited availability in market/ Difficult to find	73%	46%	47%	82%	33%	60%
Don't look good or appealing	9%	23%	9%	0%	0%	9%
Smaller size of organic fruit as compared to non-organic fruit	0%	12%	3%	15%	0%	7%
No certification of being organic	27%	35%	21%	9%	50%	23%
Limited information about organic fruits	50%	23%	24%	3%	0%	21%
Not Fresh as compared to non-organic fruits	0%	12%	9%	0%	0%	5%

Respondents who have bought an organic fruit ever

**Problems faced in / challenges of buying organic dairy products**

Organic Dairy Products						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	17	24	12	22	18	93
More expensive than non-organic dairy products	41%	71%	75%	91%	11%	59%
No guarantee of quality / authenticity	6%	29%	8%	0%	50%	19%
Taste is not as good as that of non-organic dairy products	18%	4%	8%	18%	0%	10%
Limited availability in market/ Difficult to find	59%	58%	25%	91%	67%	63%
No certification of being organic	6%	46%	25%	5%	39%	25%
Limited information about organic dairy products	35%	46%	42%	14%	0%	27%

Respondents who have bought an organic dairy product ever

**Non Buyers - Reasons for Not Purchasing**

Among non users of organic fruits and dairy products, the key factors that inhibit trial are high prices and low availability in the market. With the consumers' price perception already not in favour of these organic food products, the insufficient availability makes it even more daunting for them to even try out these products.

Lack of information and awareness about the products also prevents them for purchasing since they are not sure what they are paying for.

**Reasons for not buying organic fruits**

Organic Fruits						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	14	5	13	7	15	54
More expensive than non-organic fruits	43%	60%	92%	57%	20%	52%
No guarantee of quality / authenticity	57%	20%	0%	0%	67%	35%
Taste is not good as compared to non-organic fruits	7%	0%	0%	0%	7%	4%
Limited availability in market/ Difficult to find	64%	20%	92%	57%	87%	72%
Don't look good or appealing	0%	60%	23%	0%	0%	11%
Smaller size of organic fruit as compared to non-organic fruit	7%	0%	0%	14%	0%	4%
No certification of being organic	29%	20%	0%	0%	27%	17%
Limited information about organic fruits	50%	20%	0%	0%	7%	17%
Not Fresh as compared to non-organic fruits	0%	20%	31%	0%	0%	9%

Respondents who have never bought any organic fruit

**Reasons for not buying organic dairy products**

ORGANIC DAIRY PRODUCTS						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE	19	7	35	18	3	82
More expensive than non-organic dairy products	21%	71%	74%	50%	33%	55%
No guarantee of quality / authenticity	21%	29%	17%	11%	67%	20%
Taste is not good as compared to non-organic dairy products	0%	14%	3%	17%	0%	6%
Limited availability in market/ Difficult to find	84%	14%	63%	44%	67%	60%
No certification of being organic	21%	43%	9%	6%	67%	16%
Limited information about organic dairy products	74%	43%	23%	22%	33%	37%
Not Fresh as compared to non-organic dairy products	0%	0%	23%	11%	0%	12%

Respondents who have never bought any organic dairy product

# Fruits And Dairy Products-Consumption And Purchase

## Penetration

Overall, the penetration of organic food in India among SEC A households is very low at 17%. Bangalore and Pune exhibit higher than overall penetration at 29% and 25% respectively. However, fruits and dairy products have high penetration at 69% and 53% respectively. Therefore, among consumers of organic food, there is a high inclination towards these categories and repeat purchases.

For organic fruits, Mumbai and Pune have highest penetration levels compared to other cities while Chandigarh has the lowest penetration. For organic dairy products, on the other hand, the penetration is highest for Chandigarh followed by Mumbai. Therefore, consumer behavior is variable at present and it is too early for this category to exhibit definitive purchase patterns corresponding to the types of cities. However, this is also a positive indication, of the willingness of consumers to explore new food varieties through organic variants across both large cities like Mumbai and smaller ones like Pune and Chandigarh. The most purchased organic fruits are Apples (76%), followed by Mangoes (26%), Oranges (24%) and Bananas (28%).

Coming to organic dairy products, the most purchased products are Milk (55%), Curd (46%) and Cheese (24%). Valued-added dairy products such as Ice Creams, Flavored Milk and Flavored Yoghurt have not yet been explored by consumers (0% penetration).

PENETRATION OF ORGANIC FOOD, FRUITS AND DAIRY PRODUCTS						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
SAMPLE BASE: TOTAL	263	262	162	161	161	1009
<i>Penetration: Organic Food</i>	14%	12%	29%	25%	13%	17%
SAMPLE BASE: ORGANIC FOOD BUYERS	36	31	47	40	21	175
Vegetable	36%	55%	87%	45%	52%	57%
Fruits	61%	84%	72%	83%	29%	69%
Milk/Dairy products	47%	77%	26%	55%	86%	53%
Cereals and cereal products	72%	32%	17%	3%	95%	37%
Stimulants (sweets coffee tea and cocoa)	19%	3%	2%	10%	10%	9%
Meat Poultry Seafood	3%	10%	11%	10%	14%	9%
Herbs	28%	19%	23%	0%	0%	15%
Processed / Bakery Products	8%	3%	2%	3%	14%	5%
<b>SAMPLE BASE: ORGANIC FOOD BUYERS</b>	<b>36</b>	<b>31</b>	<b>47</b>	<b>40</b>	<b>21</b>	<b>175</b>
<i>Penetration: Organic Fruits</i>	61%	84%	72%	83%	29%	69%



<b>SAMPLE BASE: ORGANIC FRUIT BUYERS</b>	<b>22</b>	<b>26</b>	<b>34</b>	<b>33</b>	<b>6</b>	<b>121</b>
Apple	96%	46%	91%	67%	100%	76%
Mango	32%	27%	18%	21%	67%	26%
Orange	9%	23%	44%	9%	50%	24%
Pomegranate	23%	12%	29%	12%	50%	21%
Banana	41%	23%	38%	3%	83%	28%
Litchi	5%	15%	3%	0%	33%	7%
Pear	0%	12%	18%	0%	0%	7%
Watermelon	5%	27%	35%	3%	33%	19%
Grapes	9%	8%	9%	9%	67%	12%
Pineapple	5%	12%	6%	3%	17%	7%
Guava	9%	4%	3%	0%	33%	5%
Berries	0%	8%	3%	0%	0%	2%
Cherry	5%	4%	6%	3%	0%	4%
<b>SAMPLE BASE: ORGANIC FOOD BUYERS</b>	<b>36</b>	<b>31</b>	<b>47</b>	<b>40</b>	<b>21</b>	<b>175</b>
<i>Penetration: Organic Dairy Products</i>	47%	77%	26%	55%	86%	53%
<b>SAMPLE BASE: ORGANIC DAIRY PRODUCT BUYERS</b>	<b>17</b>	<b>24</b>	<b>12</b>	<b>22</b>	<b>18</b>	<b>93</b>
Milk	0%	88%	33%	41%	94%	55%
Curd	82%	38%	58%	32%	33%	46%
Cheese	29%	13%	33%	9%	44%	24%
Butter	24%	13%	25%	0%	22%	15%
Cottage Cheese	12%	8%	75%	0%	22%	18%
Ice Cream	0%	0%	0%	0%	0%	0%
Flavoured Milk	0%	0%	0%	0%	0%	0%
Flavoured Yogurt	0%	0%	0%	0%	0%	0%
Clarified Butter	0%	13%	8%	0%	33%	11%

Respondents from SEC A households

## CONSUMPTION AND PURCHASE BEHAVIOR – FRUITS

Regular (non organic) Fruits vs. Organic Fruits

### Frequency of Purchase

**All Season Fruits i.e. fruits available in market for at least 6 months in a given year (Apple, Pomegranate, Banana):** Apple is most popular fruit both within regular and organic varieties as majority of consumers buy it. The frequency of buying the regular varieties is higher than buying the organic varieties of these types of fruits. Availability round the year skews the purchases of regular varieties of these fruits to at least once in a week, whereas for organic varieties, the frequency is lower at once in a fortnight.

Highest purchase frequency for Mumbai

Frequency- Regular Apple						
	<b>Delhi</b>	<b>Mumbai</b>	<b>Bangalore</b>	<b>Pune</b>	<b>Chandigarh</b>	<b>Overall</b>
Sample Base	<b>238</b>	<b>250</b>	<b>162</b>	<b>117</b>	<b>142</b>	<b>909</b>
Daily	2%	13%	0%	7%	0%	5%
2-6 times a week	19%	26%	5%	0%	4%	14%
Once in a week	54%	46%	28%	20%	60%	44%
Once in a fortnight	23%	12%	54%	23%	24%	26%
Once in a month	2%	2%	10%	32%	12%	9%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	238	250	162	117	142	909
Once in a three months	0%	0%	2%	15%	0%	2%
Once in six months	0%	0.4%	0%	1%	1%	0.3%
Less often than once in six months	0%	0%	0%	1%	0%	0.1%
No mention	1%	0%	1%	1%	0%	0.4%
<b>Average Frequency</b>	<b>Once a week</b>	<b>2 times in a week</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a week</b>

Highest frequency for Mumbai and Bangalore

Frequency- Organic Apple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	21	12	31	22	6	92
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	3%	0%	0%	1%
Once in a week	5%	42%	10%	0%	67%	14%
Once in a fortnight	43%	25%	55%	18%	0%	36%
Once in a month	33%	17%	23%	9%	33%	22%
Once in a three months	14%	0%	3%	27%	0%	11%
Once in six months	5%	8%	3%	45%	0%	14%
Less often than once in six months	0%	8%	3%	0%	0%	2%
No mention	0%	0%	0.1%	0%	0%	0%
<b>Average Frequency</b>	<b>Once a month</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>Once in 3 months</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>

High purchase frequency for Mumbai

Frequency- Regular Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	120	199	123	30	56	528
Daily	0%	7%	1%	0%	0%	3%
2-6 times a week	3%	19%	6%	0%	5%	10%
Once in a week	21%	26%	7%	50%	11%	20%
Once in a fortnight	65%	21%	29%	13%	23%	33%
Once in a month	7%	14%	54%	0%	46%	24%
Once in a three months	5%	9%	2%	20%	9%	7%
Once in six months	0%	2%	0%	13%	5%	2%
Less often than once in six months	0%	4%	0%	0%	0%	1%
No mention	0%	1%	2%	3%	0%	1%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>Once a week</b>

Lower purchase frequency compared to regular variety

Frequency- Organic Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	10	4	3	25
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	33%	20%	0%	0%	12%
Once in a fortnight	40%	0%	40%	0%	0%	24%
Once in a month	60%	0%	40%	0%	100%	40%
Once in a three months	0%	67%	0%	0%	0%	8%
Once in six months	0%	0%	0%	100%	0%	16%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	<b>Once a month</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>Once in 6 months</b>	<b>Once a month</b>	<b>Once a month</b>

Highest purchase frequency for Mumbai

Frequency- Regular Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	229	244	157	84	118	832
Daily	5%	32%	3%	4%	3%	12%
2-6 times a week	25%	28%	18%	8%	26%	23%
Once in a week	52%	30%	65%	37%	34%	44%
Once in a fortnight	15%	7%	9%	12%	9%	10%
Once in a month	2%	2%	3%	32%	28%	9%
Once in a three months	0%	0%	1%	0%	0%	0.1%
Once in six months	0%	0.4%	0%	7%	0%	1%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0.4%	0.4%	1%	0%	0%	0.5%
<b>Average Frequency</b>	<b>Once a week</b>	<b>2 times in a week</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a week</b>	<b>2 times a week</b>

Highest purchase frequency for Mumbai and Bangalore

Frequency- Organic Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	9	6	13	1	5	34
Daily	0%	17%	8%	0%	0%	6%
2-6 times a week	0%	0%	8%	0%	0%	3%
Once in a week	11%	50%	15%	0%	0%	18%
Once in a fortnight	44%	17%	62%	100%	20%	41%
Once in a month	33%	0%	8%	0%	80%	26%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	17%	0%	0%	0%	3%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	11%	0%	0%	0%	0%	3%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a month</b>	<b>Once a week</b>

**Seasonal Fruits i.e. fruits available in market for 3 to 4 months in a given year (Mango, Orange, Litchi, Pear, Watermelon, Grapes, Guava, and Cherry):** The most popular seasonal fruits are Mango, Orange, Watermelon and Grapes. Being available for a limited number of months, majority of consumers purchase the regular varieties of these fruits once in a week. The organic varieties of these fruits are typically bought once in a fortnight to once in a month – relatively less often than ‘all season organic fruits’.

Highest purchase frequency for Delhi, Mumbai and Chandigarh

Frequency- Regular Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	248	231	159	68	134	840
Daily	0%	3%	0%	0%	0%	1%
2-6 times a week	17%	16%	6%	1%	4%	11%
Once in a week	57%	14%	35%	29%	69%	41%
Once in a fortnight	23%	13%	30%	22%	18%	20%
Once in a month	2%	9%	3%	6%	8%	5%
Once in a three months	0.4%	24%	1%	1%	0%	7%
Once in six months	0%	11%	20%	31%	1%	10%
Less often than once in six months	0.4%	11%	5%	7%	0%	5%
No mention	0%	0%	1%	1%	0%	0.4%
<b>Average Frequency</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a week</b>

Highest purchase frequency for Bangalore and Chandigarh

Frequency- Organic Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	7	7	6	7	4	31
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	17%	0%	0%	3%
Once in a week	14%	14%	0%	0%	75%	16%
Once in a fortnight	57%	0%	33%	43%	0%	29%
Once in a month	29%	0%	33%	0%	25%	16%
Once in a three months	0%	43%	0%	14%	0%	13%
Once in six months	0%	43%	0%	43%	0%	19%
Less often than once in six months	0%	0%	17%	0%	0%	3%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a month</b>	<b>Once a week</b>	<b>Once a month</b>	<b>Once a week</b>	<b>Once a fortnight</b>

Highest purchase frequency across most cities except Bangalore

Frequency- Regular Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	201	234	121	56	84	696
Daily	0%	3%	0%	0%	0%	1%
2-6 times a week	7%	23%	6%	4%	5%	12%
Once in a week	44%	38%	16%	59%	38%	37%
Once in a fortnight	45%	12%	52%	4%	32%	30%
Once in a month	4%	11%	22%	7%	25%	12%
Once in a three months	0%	9%	2%	16%	0%	5%
Once in six months	0%	2%	0%	5%	0%	1%
Less often than once in six months	0%	2%	2%	2%	0%	1%
No mention	0%	1%	1%	4%	0%	1%
<b>Average Frequency</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a week</b>

Highest purchase frequency for Mumbai and Chandigarh

Frequency- Organic Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	6	15	3	3	29
Daily	0%	17%	0%	0%	0%	3%
2-6 times a week	0%	0%	7%	0%	0%	3%
Once in a week	0%	50%	13%	0%	67%	24%
Once in a fortnight	100%	17%	60%	33%	0%	45%
Once in a month	0%	17%	7%	0%	33%	10%
Once in a three months	0%	0%	7%	0%	0%	3%
Once in six months	0%	0%	7%	67%	0%	10%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a month</b>	<b>Once a week</b>	<b>Once a week</b>

Overall, purchase frequency is once a week

Frequency- Regular Litchi						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	128	183	66	11	48	436
Daily	1%	5%	2%	0%	4%	3%
2-6 times a week	7%	16%	12%	0%	2%	11%
Once in a week	15%	17%	8%	91%	13%	17%
Once in a fortnight	50%	14%	21%	0%	17%	25%
Once in a month	18%	14%	35%	0%	52%	22%
Once in a three months	6%	14%	5%	0%	8%	9%
Once in six months	2%	9%	8%	0%	2%	6%
Less often than once in six months	0%	11%	6%	0%	0%	6%
No mention	2%	0%	5%	9%	2%	2%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a week</b>

Negligible incidence of organic Litchi across cities

Frequency- Organic Litchi						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	4	1	0	2	8
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	50%	0%	0%	0%	25%
Once in a fortnight	0%	0%	0%	0%	0%	0%
Once in a month	0%	0%	100%	0%	100%	38%
Once in a three months	100%	0%	0%	0%	0%	13%
Once in six months	0%	50%	0%	0%	0%	25%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	<b>Once in 3 months</b>	<b>Once a fortnight</b>	<b>Once a month</b>	-	<b>Once a month</b>	<b>Once a month</b>

Highest purchase frequency for Mumbai and Bangalore

Frequency- Regular Pear						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	99	182	57	2	38	378
Daily	0%	8%	5%	0%	0%	4%
2-6 times a week	4%	16%	4%	0%	0%	10%
Once in a week	24%	23%	12%	0%	42%	23%
Once in a fortnight	46%	18%	39%	0%	5%	27%
Once in a month	15%	12%	35%	0%	37%	19%
Once in a three months	8%	11%	2%	0%	13%	9%
Once in six months	0%	4%	0%	0%	3%	2%
Less often than once in six months	0%	8%	2%	0%	0%	4%
No mention	2%	1%	2%	100%	0%	2%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a week</b>	-	<b>Once a fortnight</b>	<b>Once a week</b>

Bangalore has a relatively higher incidence and purchase frequency for a category that otherwise has low incidence across cities

Frequency- Organic Pear						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	6	0	0	9
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	17%	0%	0%	10%
Once in a week	0%	33%	0%	0%	0%	10%
Once in a fortnight	0%	33%	83%	0%	0%	60%
Once in a month	0%	0%	0%	0%	0%	0%
Once in a three months	0%	33%	0%	0%	0%	10%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	10%
<b>Average Frequency</b>	-	<b>Once a fortnight</b>	<b>Once a week</b>	-	-	<b>Once a week</b>

Highest purchase frequency for Mumbai and Chandigarh

Frequency- Regular Watermelon						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	159	214	133	37	76	619
Daily	0%	7%	1%	0%	1%	3%
2-6 times a week	1%	7%	3%	3%	8%	5%
Once in a week	46%	26%	29%	8%	39%	32%
Once in a fortnight	41%	17%	44%	24%	28%	31%
Once in a month	8%	21%	20%	24%	21%	18%
Once in a three months	1%	4%	1%	14%	1%	3%
Once in six months	1%	7%	2%	27%	1%	5%
Less often than once in six months	1%	10%	0%	0%	0%	4%
No mention	2%	0.5%	1%	0%	0%	1%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a week</b>

Highest incidence in Bangalore and highest purchase frequency in Mumbai

Frequency- Organic Watermelon						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	7	12	1	2	23
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	8%	0%	0%	4%
Once in a week	0%	71%	17%	0%	50%	35%
Once in a fortnight	0%	0%	50%	0%	0%	26%
Once in a month	0%	0%	8%	0%	50%	9%
Once in a three months	0%	29%	17%	100%	0%	22%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	100%	0%	0%	0%	0%	4%
<b>Average Frequency</b>	<b>-</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once in 3 months</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>

Highest purchase frequency in Delhi and Mumbai

Frequency- Regular Grapes						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	207	210	138	31	98	684
Daily	0.5%	8%	3%	0%	1%	3%
2-6 times a week	3%	10%	4%	0%	2%	5%
Once in a week	35%	18%	7%	0%	24%	21%
Once in a fortnight	46%	24%	35%	6%	32%	33%
Once in a month	8%	11%	47%	16%	37%	21%
Once in a three months	2%	18%	3%	23%	3%	8%
Once in six months	0%	6%	0%	29%	1%	3%
Less often than once in six months	0%	4%	1%	13%	0%	2%
No mention	4%	0.5%	0%	13%	0%	2%
<b>Average Frequency</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once in 3 months</b>	<b>Once a fortnight</b>	<b>Once a week</b>



Low incidence across cities for organic grapes

Frequency- Organic Grapes						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	3	3	4	14
Daily	0%	0%	0%	33%	0%	7%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	50%	0%	0%	0%	7%
Once in a fortnight	50%	0%	33%	0%	0%	14%
Once in a month	0%	0%	33%	0%	75%	29%
Once in a three months	0%	50%	0%	33%	25%	21%
Once in six months	0%	0%	0%	33%	0%	7%
Less often than once in six months	0%	0%	33%	0%	0%	7%
No mention	50%	0%	0%	0%	0%	7%
<b>Average Frequency</b>	<b>Once a month</b>	<b>Once a fortnight</b>	<b>Once a month</b>	<b>2 times a week</b>	<b>Once a month</b>	<b>Once a fortnight</b>

Highest purchase frequency for Delhi and Mumbai

Frequency- Regular Guava						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	180	180	90	30	70	550
Daily	0%	7%	2%	0%	1%	3%
2-6 times a week	5%	14%	7%	0%	0%	7%
Once in a week	38%	18%	11%	0%	27%	24%
Once in a fortnight	44%	23%	16%	33%	39%	31%
Once in a month	8%	22%	43%	23%	27%	22%
Once in a three months	1%	6%	18%	17%	1%	6%
Once in six months	0%	2%	2%	20%	4%	3%
Less often than once in six months	1%	9%	0%	0%	0%	3%
No mention	3%	0%	1%	7%	0%	1%
<b>Average Frequency</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a month</b>	<b>Once a fortnight</b>	<b>Once a week</b>

Low incidence of organic guava across cities

Frequency- Organic Guava						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	1	1	0	2	6
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	0%	50%	0%	50%	17%
Once in a fortnight	100%	0%	0%	0%	0%	50%
Once in a month	0%	100%	0%	0%	0%	17%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	0%	0%	0%	50%	17%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	50%	0%	0%	0%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a month</b>	<b>Once a fortnight</b>	-	<b>Once a fortnight</b>	<b>Once a fortnight</b>

Highest purchase frequency for Mumbai

Frequency- Regular Cherry						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	80	139	50	10	43	322
Daily	1%	3%	4%	0%	2%	2%
2-6 times a week	6%	12%	6%	0%	5%	8%
Once in a week	16%	12%	2%	0%	16%	11%
Once in a fortnight	40%	14%	2%	10%	14%	18%
Once in a month	21%	16%	32%	30%	37%	23%
Once in a three months	6%	17%	34%	0%	19%	16%
Once in six months	4%	14%	10%	0%	2%	9%
Less often than once in six months	0%	13%	8%	60%	0%	9%
No mention	5%	1%	2%	0%	5%	2%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once in 3months</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>

Negligible incidence of organic cherry across cities

Frequency- Organic Cherry						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	1	2	1	0	5
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	0%	0%	0%	0%	0%
Once in a fortnight	0%	0%	50%	0%	0%	20%
Once in a month	100%	0%	0%	0%	0%	20%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	100%	0%	100%	0%	40%
Less often than once in six months	0%	0%	50%	0%	0%	20%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	<b>Once a month</b>	<b>Once in 6 months</b>	<b>Once a month</b>	<b>Once in 6 months</b>	<b>-</b>	<b>Once a month</b>

**Exotic Fruits i.e. fruits that are not as commonly available and not commonly part of household grocery purchase (Pineapple and Berries):** Overall, low incidence of these types of fruits with Pineapple being a more popular fruit over Berries. These are not yet an integral part of an Indian family's fruit basket. These are also not as readily available as the other types of fruits - they are available either at big markets or organized retail stores.

Highest frequency of purchase for Mumbai and Chandigarh

Frequency- Regular Pineapple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	84	196	105	24	26	435
Daily	0%	6%	3%	0%	0%	3%
2-6 times a week	2%	12%	5%	0%	12%	8%
Once in a week	23%	24%	3%	0%	12%	17%
Once in a fortnight	46%	26%	17%	25%	19%	27%
Once in a month	17%	14%	54%	33%	15%	25%
Once in a three months	6%	9%	15%	38%	38%	13%
Once in six months	2%	4%	1%	0%	4%	3%
Less often than once in six months	1%	5%	1%	0%	0%	3%
No mention	2%	1%	1%	4%	0%	1%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a month</b>	<b>Once a week</b>	<b>Once a week</b>

Overall, low incidence of organic Pineapple

Frequency- Organic Pineapple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	3	2	1	1	8
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	67%	50%	0%	0%	38%
Once in a fortnight	100%	0%	0%	0%	0%	13%
Once in a month	0%	0%	0%	0%	0%	0%
Once in a three months	0%	33%	0%	0%	0%	0%
Once in six months	0%	0%	0%	100%	0%	25%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	50%	0%	100%	25%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once in 6 months</b>	<b>-</b>	<b>Once a week</b>

Highest purchase frequency for Mumbai

Frequency- Regular Berries						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	44	62	26	0	11	143
Daily	0%	5%	0%	0%	0%	2%
2-6 times a week	5%	21%	12%	0%	0%	13%
Once in a week	7%	3%	12%	0%	0%	6%
Once in a fortnight	57%	13%	0%	0%	9%	24%
Once in a month	14%	15%	27%	0%	55%	20%
Once in a three months	5%	16%	42%	0%	9%	17%
Once in six months	5%	13%	4%	0%	18%	9%
Less often than once in six months	2%	15%	0%	0%	0%	7%
No mention	7%	0%	4%	0%	9%	3%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>-</b>	<b>Once a month</b>	<b>Once a fortnight</b>

Negligible level of incidence for organic Berries in view of low incidence of the regular Berries

Frequency- Organic Berries						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	2	1	0	0	3
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	0%	0%	0%	0%	0%
Once in a fortnight	0%	50%	0%	0%	0%	33%
Once in a month	0%	0%	100%	0%	0%	33%
Once in a three months	0%	50%	0%	0%	0%	33%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	<b>-</b>	<b>Once a month</b>	<b>Once a month</b>	<b>-</b>	<b>-</b>	<b>Once a month</b>

## Mode of Purchase

**All Season Fruits i.e. fruits available in market for at least 6 months in a given year (Apple, Pomegranate, Banana):** Fruits as a category is bought through their visual appeal and touch & feel. Therefore, consumers primarily buy them by going personally to the retail point of purchase (POP). Other modes of purchase such as home delivery by the retail POP are used only occasionally or in rare situations when a personal visit is not possible.

Personal visits are most common method of buying

Mode Of Buying- Regular Apple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	238	250	162	117	142	909
Go personally/someone goes to the shop to buy	96%	98%	98%	99%	100%	98%
Delivered regularly to house	0.4%	1%	1%	1%	0%	1%
Order by phone at the shop	3%	0%	1%	0%	0%	1%
Order online	0%	0.4%	0%	0%	0%	0.1%
No mention	1%	0%	1%	0%	0%	0.4%

In Mumbai, home delivery for organic Apples forms a significant mode of purchase (16%), through phone or online ordering

Mode Of Buying- Organic Apple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	21	12	31	22	6	92
Go personally/someone goes to the shop to buy	86%	83%	97%	91%	100%	91%
Delivered regularly to house	0%	8%	3%	0%	0%	2%
Order by phone at the shop	0%	8%	0%	9%	0%	3%
Order online	0%	0%	0%	0%	0%	0%
No mention	14%	0%	0%	0%	0%	3%

Personal visits are most common method of buying

Mode Of Buying- Regular Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	120	199	123	30	56	528
Go personally/someone goes to the shop to buy	98%	94%	97%	97%	100%	96%
Delivered regularly to house	1%	3%	2%	0%	0%	2%
Order by phone at the shop	0%	0.5%	0%	0%	0%	0.2%
Order online	0%	2%	0%	0%	0%	1%
No mention	2%	0.5%	2%	3%	0%	1%

Personal visits are most common method of buying

Mode Of Buying- Organic Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	10	4	3	25
Go personally/someone goes to the shop to buy	100%	100%	100%	100%	100%	100%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Personal visits are most common method of buying

Mode Of Buying- Regular Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	229	244	157	84	118	832
Go personally/someone goes to the shop to buy	99%	96%	97%	100%	100%	98%
Delivered regularly to house	0.4%	2%	2%	0%	0%	1%
Order by phone at the shop	0%	1%	0%	0%	0%	0.4%
Order online	0%	0.4%	0%	0%	0%	0.1%
No mention	1%	1%	1%	0%	0%	1%

Personal visits are most common method of buying – Bangalore has a significant percentage of consumers using home delivery through online ordering (8%)

Mode Of Buying- Organic Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	9	6	13	1	5	34
Go personally/someone goes to the shop to buy	89%	100%	92%	100%	100%	94%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	8%	0%	0%	3%
No mention	11%	0%	0%	0%	0%	3%

**Seasonal Fruits i.e. fruits available in market for 3 to 4 months in a given year (Mango, Orange, Litchi, Pear, Watermelon, Grapes, Guava, and Cherry):** Similar to the pattern noticed for 'all season fruits' above, the seasonal fruits are also typically purchased through personal visits to the retail POP. Since these fruits are available for only limited number of months, consumers prefer to get the best quality by visiting the retailers and selecting the fruits on their own. Few consumers use home delivery, and prefer to do so from their regular retail POPs for quality assurance.

Personal visits are most common method of buying

Mode Of Buying- Regular Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	248	231	159	68	134	840
Go personally/someone goes to the shop to buy	96%	97%	97%	100%	100%	98%
Delivered regularly to house	0.4%	2%	1%	0%	0%	1%
Order by phone at the shop	2%	1%	0%	0%	0%	1%
Order online	0%	0.4%	0%	0%	0%	0.1%
No mention	1%	0%	1%	0%	0%	0.5%

Home delivery through phone ordering is also a popular practice in Mumbai

Mode Of Buying- Organic Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	7	7	6	7	4	31
Go personally/someone goes to the shop to buy	71%	71%	100%	100%	100%	87%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	29%	0%	0%	0%	6%
Order online	0%	0%	0%	0%	0%	0%
No mention	29%	0%	0%	0%	0%	6%

Personal visits are most common method of buying – home delivery through phone ordering is also used by some consumers in Delhi and Pune

Mode Of Buying- Regular Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	201	234	121	56	84	696
Go personally/someone goes to the shop to buy	97%	98%	98%	89%	100%	97%
Delivered regularly to house	0.5%	1%	1%	0%	0%	1%
Order by phone at the shop	3%	0%	0%	9%	0%	2%
Order online	0%	0.4%	0%	0%	0%	0.3%
No mention	0%	1%	1%	2%	0%	0.4%

Personal visits are most common method of buying – some consumers in Mumbai prefer to get the oranges home delivered (34%)

Mode Of Buying- Organic Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	6	15	3	3	29
Go personally/someone goes to the shop to buy	100%	67%	100%	100%	100%	93%
Delivered regularly to house	0%	17%	0%	0%	0%	3%
Order by phone at the shop	0%	17%	0%	0%	0%	3%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Personal visits are most common method of buying – home delivery used by a few consumers in Delhi, Mumbai and Bangalore

Mode Of Buying- Regular Litchi						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	128	183	66	11	48	436
Go personally/someone goes to the shop to buy	94%	96%	95%	91%	100%	95%
Delivered regularly to house	1%	2%	2%	0%	0%	1%
Order by phone at the shop	0%	2%	0%	0%	0%	1%
Order online	1%	1%	0%	0%	0%	0.5%
No mention	5%	0%	3%	9%	0%	2%

Personal visits are most common method of buying

Mode Of Buying- Organic Litchi						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	4	1	0	2	8
Go personally/someone goes to the shop to buy	100%	75%	100%	0%	100%	88%
Delivered regularly to house	0%	25%	0%	0%	0%	13%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Personal visits are most common method of buying – some consumers in Delhi and Mumbai use home delivery for buying Pear

Mode Of Buying - Regular Pear						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	99	182	57	2	38	378
Go personally/someone goes to the shop to buy	95%	96%	100%	100%	100%	97%
Delivered regularly to house	1%	2%	0%	0%	0%	1%
Order by phone at the shop	0%	2%	0%	0%	0%	1%
Order online	1%	0%	0%	0%	0%	0.3%
No mention	29%	0%	0%	0%	0%	6%

Personal visits are most common method of buying

Mode Of Buying - Organic Pear						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	6	0	0	9
Go personally/someone goes to the shop to buy	0%	100%	100%	0%	0%	90%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	10%

Personal visits are most common method of buying – home delivery is used for buying Watermelon by some consumers in Delhi and Mumbai

Mode Of Buying - Regular Watermelon						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	159	214	133	37	76	619
Go personally/someone goes to the shop to buy	95%	96%	98%	97%	100%	97%
Delivered regularly to house	1%	2%	1%	0%	0%	1%
Order by phone at the shop	0%	1%	0%	0%	0%	0.3%
Order online	1%	0.5%	1%	0%	0%	1%
No mention	3%	0.5%	1%	3%	0%	1%

Personal visits are most common method of buying – only a few consumers in Bangalore show preference for home delivery for organic Watermelon

Mode Of Buying - Organic Watermelon						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	7	12	1	2	23
Go personally/someone goes to the shop to buy	100%	100%	92%	100%	100%	96%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	8%	0%	0%	4%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%



Personal visits are most common method of buying – few consumers in Delhi, Mumbai and Bangalore prefer to use home delivery service for buying Grapes

Mode Of Buying - Regular Grapes						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	207	210	138	31	98	684
Go personally/someone goes to the shop to buy	95%	95%	97%	100%	100%	96%
Delivered regularly to house	1%	2%	1%	0%	0%	1%
Order by phone at the shop	0%	2%	0%	0%	0%	1%
Order online	1%	0.5%	0%	0%	0%	0.4%
No mention	3%	0.5%	1%	0%	0%	1%

Personal visits are most common method of buying

Mode Of Buying - Organic Grapes						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	3	3	4	14
Go personally/someone goes to the shop to buy	100%	100%	100%	100%	75%	93%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	25%	7%

Personal visits are most common method of buying

Mode Of Buying - Regular Guava						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	180	180	90	30	70	550
Go personally/someone goes to the shop to buy	97%	98%	97%	100%	100%	98%
Delivered regularly to house	1%	1%	1%	0%	0%	1%
Order by phone at the shop	0%	1%	0%	0%	0%	0.4%
Order online	1%	0%	1%	0%	0%	0.4%
No mention	2%	0%	1%	0%	0%	1%

Personal visits are most common method of buying

Mode Of Buying - Organic Guava						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	1	1	0	2	6
Go personally/someone goes to the shop to buy	100%	100%	100%	0%	50%	83%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	50%	17%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Personal visits are most common method of buying – some consumers in Delhi, Mumbai and Bangalore prefer to use home delivery for buying Cherries, through phone or online ordering or as a regular practice

Mode Of Buying - Regular Cherry						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	80	139	50	10	43	322
Go personally/someone goes to the shop to buy	89%	93%	94%	100%	95%	93%
Delivered regularly to house	3%	4%	0%	0%	0%	2%
Order by phone at the shop	1%	2%	0%	0%	0%	1%
Order online	1%	1%	2%	0%	0%	1%
No mention	6%	0%	4%	0%	5%	3%

Personal visits are most common method of buying

Mode Of Buying - Organic Cherry						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	1	2	1	0	5
Go personally/someone goes to the shop to buy	100%	100%	100%	100%	0%	100%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

**Exotic Fruits i.e. fruits that are not as commonly available and not commonly part of household grocery purchase (Pineapple and Berries):** Since these fruits are bought on ad hoc and occasional basis, consumers prefer to buy them by personally visiting the retail POP.

Personal visits are most common method of buying – smaller number of consumers in Delhi, Mumbai and Bangalore use home delivery for buying Pineapple

Mode Of Buying- Regular Pineapple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	84	196	105	24	26	435
Go personally/someone goes to the shop to buy	94%	96%	98%	96%	100%	97%
Delivered regularly to house	1%	3%	1%	0%	0%	2%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	1%	0.5%	0%	0%	0%	0.5%
No mention	4%	0.5%	1%	4%	0%	1%

Personal visits are most common method of buying

Mode Of Buying - Organic Pineapple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	3	2	1	1	8
Go personally/someone goes to the shop to buy	100%	100%	50%	100%	0%	75%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	50%	0%	100%	25%

Personal visits are most common method of buying – some of the consumers in Delhi, Mumbai and Bangalore get Berries home delivered

Mode Of Buying- Regular Berries						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	44	62	26	0	11	143
Go personally/someone goes to the shop to buy	86%	95%	96%	0%	91%	92%
Delivered regularly to house	2%	3%	0%	0%	0%	2%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	2%	4%	0%	0%	1%
No mention	11%	0%	0%	0%	9%	4%

Personal visits are most common method of buying

Mode Of Buying - Organic Berries						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	2	1	0	0	3
Go personally/someone goes to the shop to buy	0%	100%	100%	0%	0%	100%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

## Place of Purchase

**All Season Fruits i.e. fruits available in market for at least 6 months in a given year (Apple, Pomegranate and Banana):** Place of purchase of these fruits varies for regular and organic varieties. The former are generally bought from local fruits & vegetables market or local neighborhood retail stores/vendors. On the other hand, the organic varieties of these fruits are typically bought from organised food retail stores either specialty or supermarkets. This could be a result of organic fruits being available itself at these types of retail stores instead of being as commonly available as regular fruits.

In Bangalore and Pune, many consumers prefer to buy Apples from either local supermarkets or specialty food stores

Place Of Buying - Regular Apple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	238	250	162	117	142	909
Local F&V market	12%	60%	2%	67%	59%	38%
Local/ Small neighborhood store	63%	12%	39%	5%	35%	33%
Local Supermarket (Unorganized, not a chain)	6%	13%	18%	6%	1%	9%
Speciality food stores (organized)	14%	5%	13%	21%	4%	11%
Supermarket - Organized and Branded	3%	10%	27%	1%	0%	8%
Hypermarket	1%	2%	0%	0%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	0.4%	0%	1%	0%	0%	0.3%

Majority consumers buy from organised retailers - specialty food stores or supermarkets

Place Of Buying - Organic Apple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	21	12	31	22	6	92
Local F&V market	14%	0%	3%	0%	67%	9%
Local/ Small neighborhood store	5%	0%	6%	0%	17%	4%
Local Supermarket (Unorganized, not a chain)	0%	17%	23%	0%	0%	10%
Speciality food stores (organized)	52%	17%	58%	41%	17%	45%
Supermarket - Organized and Branded	10%	67%	10%	45%	0%	25%
Hypermarket	19%	0%	0%	14%	0%	8%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Bangalore, significant percentage of consumers buys Pomegranate from local supermarket or specialty food store

Place Of Buying - Regular Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	120	199	123	30	56	528
Local F&V market	13%	64%	3%	70%	54%	38%
Local/ Small neighborhood store	62%	13%	33%	7%	34%	30%
Local Supermarket (Unorganized, not a chain)	5%	10%	19%	13%	5%	10%
Speciality food stores (organized)	18%	2%	13%	7%	5%	9%
Supermarket - Organized and Branded	3%	10%	31%	0%	0%	12%
Hypermarket	0%	2%	0%	0%	0%	1%
Online	0%	0%	0%	0%	2%	0.2%
No mention	0%	0%	2%	3%	0%	1%

Majority consumers buy from local supermarkets, specialty food stores or organised supermarkets

Place Of Buying - Organic Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	10	4	3	25
Local F&V market	0%	0%	0%	0%	100%	12%
Local/ Small neighborhood store	0%	33%	0%	0%	0%	4%
Local Supermarket (Unorganized, not a chain)	0%	33%	40%	0%	0%	20%
Speciality food stores (organized)	20%	0%	50%	0%	0%	24%
Supermarket - Organized and Branded	20%	33%	10%	100%	0%	28%
Hypermarket	60%	0%	0%	0%	0%	12%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Bangalore, significant percentage of consumers buys Banana from local supermarket or specialty food store

Place Of Buying - Regular Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	229	244	157	84	118	832
Local F&V market	14%	68%	3%	61%	53%	38%
Local/ Small neighborhood store	59%	12%	44%	21%	38%	36%
Local Supermarket (Unorganized, not a chain)	6%	9%	17%	5%	3%	8%
Speciality food stores (organized)	16%	2%	13%	13%	6%	10%
Supermarket - Organized and Branded	3%	8%	22%	0%	0%	7%
Hypermarket	1%	1%	0%	0%	0%	0.5%
Online	0%	0%	0%	0%	0%	0%
No mention	1%	0%	1%	0%	0%	0.4%

Majority consumers buy from organised retailers - specialty food stores or supermarkets

Place Of Buying- Organic Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	9	6	13	1	5	34
Local F&V market	0%	0%	15%	0%	60%	15%
Local/ Small neighborhood store	0%	0%	0%	0%	20%	3%
Local Supermarket (Unorganized, not a chain)	0%	17%	23%	0%	0%	12%
Speciality food stores (organized)	67%	0%	62%	0%	20%	44%
Supermarket - Organized and Branded	11%	83%	0%	0%	0%	18%
Hypermarket	11%	0%	0%	100%	0%	6%
Online	0%	0%	0%	0%	0%	0%
No mention	11%	0%	0%	0%	0%	3%

**Seasonal Fruits i.e. fruits available in market for 3 to 4 months in a given year (Mango, Orange, Litchi, Pear, Watermelon, Grapes, Guava, and Cherry):** Similar to the pattern observed for 'all season fruits', regular varieties of seasonal fruits are bought from local fruits & vegetables market or local neighborhood retail stores/ vendors. In contrast, the organic varieties of these fruits are bought from organised food retail stores either specialty or supermarkets.

In Bangalore and Pune, significant percentage of consumers buys Pomegranate from local supermarket or specialty food store

Place Of Buying - Regular Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	248	231	159	68	134	840
Local F&V market	13%	57%	4%	57%	53%	33%
Local/ Small neighborhood store	65%	13%	42%	6%	38%	37%
Local Supermarket (Unorganized, not a chain)	5%	12%	16%	10%	4%	9%
Speciality food stores (organized)	14%	7%	12%	18%	5%	10%
Supermarket - Organized and Branded	3%	10%	25%	1%	0%	8%
Hypermarket	1%	1%	0%	6%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0.4%	1%	1%	0%	0.5%

Majority consumers buy from organised retailers - specialty food stores or supermarkets

Place Of Buying - Organic Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	7	7	6	7	4	31
Local F&V market	14%	0%	0%	0%	75%	13%
Local/ Small neighborhood store	0%	29%	0%	0%	25%	10%
Local Supermarket (Unorganized, not a chain)	0%	29%	17%	0%	0%	10%
Speciality food stores (organized)	71%	14%	67%	0%	0%	32%
Supermarket - Organized and Branded	14%	29%	17%	43%	0%	23%
Hypermarket	0%	0%	0%	57%	0%	13%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Bangalore, majority consumers buy from local supermarkets, specialty food stores or organised supermarkets

Place Of Buying - Regular Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	201	234	121	56	84	696
Local F&V market	13%	63%	2%	70%	44%	36%
Local/ Small neighborhood store	63%	12%	32%	21%	51%	36%
Local Supermarket (Unorganized, not a chain)	4%	9%	20%	5%	1%	8%
Speciality food stores (organized)	16%	4%	14%	2%	4%	9%
Supermarket - Organized and Branded	2%	10%	31%	0%	0%	10%
Hypermarket	0.5%	1%	0%	0%	0%	0.4%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0.4%	0%	2%	0%	0.3%

Majority consumers buy from local supermarkets, specialty food stores or organised supermarkets

Place Of Buying- Organic Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	6	15	3	3	29
Local F&V market	0%	17%	0%	0%	100%	14%
Local/ Small neighborhood store	0%	0%	7%	0%	0%	3%
Local Supermarket (Unorganized, not a chain)	0%	17%	27%	0%	0%	17%
Speciality food stores (organized)	50%	17%	67%	33%	0%	45%
Supermarket - Organized and Branded	50%	50%	0%	33%	0%	17%
Hypermarket	0%	0%	0%	33%	0%	3%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Bangalore, significant percentage of consumers buys from local supermarkets or specialty food stores

Place Of Buying- Regular Litchi						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	128	183	66	11	48	436
Local F&V market	9%	67%	2%	91%	56%	39%
Local/ Small neighborhood store	64%	13%	48%	0%	40%	36%
Local Supermarket (Unorganized, not a chain)	4%	5%	26%	0%	0%	7%
Speciality food stores (organized)	19%	2%	14%	0%	2%	9%
Supermarket - Organized and Branded	2%	12%	8%	9%	0%	7%
Hypermarket	0%	1%	0%	0%	0%	0.5%
Online	0%	0%	0%	0%	0%	0%
No mention	3%	0%	3%	0%	2%	2%

No clear pattern as consumers buy from different kinds of retail stores like local fruits & vegetables markets, specialty food stores and organised supermarkets

Place Of Buying - Organic Litchi						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	4	1	0	2	8
Local F&V market	0%	0%	0%	0%	100%	25%
Local/ Small neighborhood store	0%	0%	0%	0%	0%	0%
Local Supermarket (Unorganized, not a chain)	0%	25%	0%	0%	0%	13%
Speciality food stores (organized)	100%	0%	100%	0%	0%	25%
Supermarket - Organized and Branded	0%	75%	0%	0%	0%	38%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Bangalore, majority consumers buy from local supermarkets or specialty food stores

Place Of Buying - Regular Pear						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	99	182	57	2	38	378
Local F&V market	13%	65%	2%	0%	68%	42%
Local/ Small neighborhood store	57%	12%	44%	100%	26%	30%
Local Supermarket (Unorganized, not a chain)	8%	5%	30%	0%	3%	9%
Speciality food stores (organized)	17%	5%	16%	0%	3%	10%
Supermarket - Organized and Branded	3%	9%	9%	0%	0%	7%
Hypermarket	0%	3%	0%	0%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	2%	1%	0%	0%	0%	1%

Majority consumers buy from organised retailers - specialty food stores or organised supermarkets

Place Of Buying - Organic Pear						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	6	0	0	9
Local F&V market	0%	0%	0%	0%	0%	0%
Local/ Small neighborhood store	0%	0%	0%	0%	0%	0%
Local Supermarket (Unorganized, not a chain)	0%	0%	17%	0%	0%	10%
Speciality food stores (organized)	0%	0%	67%	0%	0%	40%
Supermarket - Organized and Branded	0%	100%	17%	0%	0%	40%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	10%



In Bangalore, significant percentage of consumers buys from local supermarkets or specialty food stores

Place Of Buying - Regular Watermelon						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	159	214	133	37	76	619
Local F&V market	13%	63%	5%	46%	43%	34%
Local/ Small neighborhood store	57%	12%	38%	5%	47%	33%
Local Supermarket (Unorganized, not a chain)	7%	12%	19%	11%	3%	11%
Speciality food stores (organized)	16%	2%	14%	14%	5%	9%
Supermarket - Organized and Branded	4%	9%	23%	0%	0%	9%
Hypermarket	1%	1%	0%	24%	0%	2%
Online	0%	0%	0%	0%	0%	0%
No mention	2%	0%	1%	0%	1%	0%

Majority consumers buy from local supermarkets, specialty food stores or organised supermarkets

Place Of Buying - Organic Watermelon						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	7	12	1	2	23
Local F&V market	0%	0%	8%	0%	100%	13%
Local/ Small neighborhood store	0%	0%	0%	0%	0%	0%
Local Supermarket (Unorganized, not a chain)	0%	0%	42%	0%	0%	22%
Speciality food stores (organized)	100%	0%	50%	100%	0%	35%
Supermarket - Organized and Branded	0%	100%	0%	0%	0%	30%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Bangalore, significant percentage of consumers buys from local supermarkets or specialty food stores

Place Of Buying - Regular Grapes						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	207	210	138	31	98	684
Local F&V market	12%	67%	5%	55%	45%	34%
Local/ Small neighborhood store	61%	10%	37%	6%	47%	36%
Local Supermarket (Unorganized, not a chain)	5%	9%	17%	3%	2%	8%
Speciality food stores (organized)	14%	1%	14%	23%	6%	10%
Supermarket - Organized and Branded	3%	10%	26%	3%	0%	9%
Hypermarket	1%	1%	0%	10%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	4%	0.5%	1%	0%	0%	1%

No clear pattern as consumers buy from different kinds of retail stores like local fruits & vegetables markets, specialty food stores and organised supermarkets

Place Of Buying - Organic Grapes						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	3	3	4	14
Local F&V market	0%	0%	0%	0%	75%	21%
Local/ Small neighborhood store	0%	0%	0%	0%	25%	7%
Local Supermarket (Unorganized, not a chain)	0%	50%	0%	0%	0%	7%
Speciality food stores (organized)	100%	0%	67%	33%	0%	36%
Supermarket - Organized and Branded	0%	50%	33%	67%	0%	29%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Bangalore, significant percentage of consumers buys from local supermarkets or specialty food stores

Place Of Buying - Regular Guava						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	180	180	90	30	70	550
Local F&V market	15%	71%	7%	63%	51%	37%
Local/ Small neighborhood store	53%	16%	36%	33%	39%	35%
Local Supermarket (Unorganized, not a chain)	6%	10%	18%	0%	3%	9%
Speciality food stores (organized)	18%	2%	13%	0%	6%	9%
Supermarket - Organized and Branded	4%	1%	23%	0%	0%	7%
Hypermarket	1%	1%	0%	0%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	3%	0%	3%	3%	1%	2%

No clear pattern as consumers buy from different kinds of retail stores like local fruits & vegetables markets, local supermarkets, specialty food stores and organised supermarkets

Place Of Buying - Organic Guava						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	1	1	0	2	6
Local F&V market	0%	0%	0%	0%	100%	33%
Local/ Small neighborhood store	0%	0%	0%	0%	0%	0%
Local Supermarket (Unorganized, not a chain)	0%	0%	100%	0%	0%	17%
Speciality food stores (organized)	50%	0%	0%	0%	0%	17%
Supermarket - Organized and Branded	50%	100%	0%	0%	0%	33%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Bangalore, majority consumers buy from local supermarkets or specialty food stores

Place Of Buying - Regular Cherry						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	80	139	50	10	43	322
Local F&V market	3%	61%	6%	80%	40%	36%
Local/ Small neighborhood store	66%	9%	32%	0%	44%	31%
Local Supermarket (Unorganized, not a chain)	4%	10%	22%	10%	9%	10%
Speciality food stores (organized)	24%	4%	20%	0%	2%	11%
Supermarket - Organized and Branded	0%	13%	18%	10%	0%	8%
Hypermarket	0%	2%	0%	0%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	4%	0%	2%	0%	5%	2%

Majority of consumers buy from organised retailers – specialty food stores or supermarkets

Place Of Buying - Organic Cherry						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	1	2	1	0	5
Local F&V market	0%	0%	0%	0%	0%	0%
Local/ Small neighborhood store	0%	0%	0%	0%	0%	0%
Local Supermarket (Unorganized, not a chain)	0%	0%	0%	0%	0%	0%
Speciality food stores (organized)	100%	0%	100%	0%	0%	60%
Supermarket - Organized and Branded	0%	100%	0%	100%	0%	40%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

**Exotic Fruits i.e. fruits that are not as commonly available and not commonly part of household grocery purchase (Pineapple and Berries):** These fruits exhibit similar pattern as for other fruits mapped above - regular varieties of exotic fruits are bought from local fruits & vegetables market or local neighborhood retail stores/ vendors. On the other hand, the organic varieties of these fruits are bought from organised food retail stores either specialty or supermarkets.

In Bangalore, significant percentage of consumers buys from local supermarkets or specialty food stores

Place Of Buying- Regular Pineapple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	84	196	105	24	26	435
Local F&V market	6%	66%	7%	67%	31%	38%
Local/ Small neighborhood store	65%	9%	33%	8%	65%	29%
Local Supermarket (Unorganized, not a chain)	7%	10%	18%	0%	0%	10%
Speciality food stores (organized)	17%	4%	12%	21%	4%	9%
Supermarket - Organized and Branded	1%	11%	29%	0%	0%	12%
Hypermarket	0%	1%	0%	0%	0%	0.5%
Online	0%	0%	0%	0%	0%	0%
No mention	4%	0%	1%	4%	0%	1%

Majority consumers buy from local supermarkets, specialty food stores or organised supermarkets

Place Of Buying- Organic Pineapple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	3	2	1	1	8
Local F&V market	0%	0%	0%	0%	0%	0%
Local/ Small neighborhood store	0%	0%	0%	0%	0%	0%
Local Supermarket (Unorganized, not a chain)	0%	33%	50%	0%	0%	25%
Speciality food stores (organized)	100%	0%	0%	0%	0%	13%
Supermarket - Organized and Branded	0%	67%	0%	100%	0%	38%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	50%	0%	100%	25%

In Bangalore, similar percentage of consumers buys from local neighborhood stores and from local supermarkets/ specialty food stores

Place Of Buying - Regular Berries						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	44	62	26	0	11	143
Local F&V market	5%	61%	0%	0%	0%	28%
Local/ Small neighborhood store	70%	5%	46%	0%	64%	37%
Local Supermarket (Unorganized, not a chain)	5%	8%	19%	0%	0%	8%
Speciality food stores (organized)	11%	6%	27%	0%	27%	13%
Supermarket - Organized and Branded	0%	16%	8%	0%	0%	8%
Hypermarket	0%	3%	0%	0%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	9%	0%	0%	0%	9%	3%

Majority consumers buy from local supermarkets, specialty food stores or organised supermarkets

Place Of Buying - Organic Berries						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	2	1	0	0	3
Local F&V market	0%	0%	0%	0%	0%	0%
Local/ Small neighborhood store	0%	0%	0%	0%	0%	0%
Local Supermarket (Unorganized, not a chain)	0%	50%	0%	0%	0%	33%
Speciality food stores (organized)	0%	0%	100%	0%	0%	33%
Supermarket - Organized and Branded	0%	50%	0%	0%	0%	33%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

## Process of Purchase – Who goes to buy?

**All Season Fruits i.e. fruits available in market for at least 6 months in a given year (Apple, Pomegranate, Banana):** As observed earlier, fruits are mostly bought by consumers through personal visits to the retail stores. The stress on quality is further seen through involvement of the consumers themselves or their immediate family members with regard to going and buying these fruits. While regular varieties of these fruits are bought typically by one of the family members (husband/ wife or children), the organic varieties are mostly bought by the husband/ wife themselves and not children. Overall, within

married couples, the wife typically plays a more important role in purchase of fruits.

Purchase generally made by husband, wife or elder children - in Delhi and Pune, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Apple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	238	250	162	117	142	909
Self	53%	65%	94%	50%	58%	64%
Children	24%	20%	2%	19%	14%	17%
Spouse	10%	8%	2%	20%	24%	11%
Parents	12%	5%	1%	9%	4%	7%
Household Help	1%	2%	0%	2%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0.4%	0%	1%	1%	0%	0.4%

Purchase generally made by husband or wife themselves

Who Goes To Buy - Organic Apple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	21	12	31	22	6	92
Self	71%	83%	94%	55%	33%	74%
Children	0%	0%	0%	9%	17%	3%
Spouse	10%	8%	7%	14%	50%	12%
Parents	14%	8%	0%	23%	0%	10%
Household Help	5%	0%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Purchase generally made by husband, wife or elder children - in Delhi and Pune, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	120	199	123	30	56	528
Self	53%	63%	92%	63%	52%	66%
Children	23%	17%	2%	17%	16%	15%
Spouse	9%	16%	2%	7%	27%	12%
Parents	13%	3%	1%	10%	5%	5%
Household Help	2%	2%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	0%	3%	3%	0%	1%

Purchase generally made by husband or wife themselves

Who Goes To Buy- Organic Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	10	4	3	25
Self	80%	100%	100%	100%	33%	88%
Children	0%	0%	0%	0%	0%	0%
Spouse	20%	0%	0%	0%	67%	12%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Purchase generally made by husband, wife or elder children - in Delhi and Pune, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	229	244	157	84	118	832
Self	53%	63%	96%	46%	61%	64%
Children	21%	16%	2%	27%	14%	16%
Spouse	12%	16%	1%	15%	19%	13%
Parents	12%	2%	1%	10%	6%	6%
Household Help	2%	1%	0%	1%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	1%	1%	0%	0%	1%

Purchase generally made by husband or wife themselves

Who Goes To Buy- Organic Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	9	6	13	1	5	34
Self	89%	50%	100%	0%	40%	76%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	17%	0%	100%	60%	15%
Parents	0%	33%	0%	0%	0%	6%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	11%	0%	0%	0%	0%	3%

**Seasonal Fruits i.e. fruits available in market for 3 to 4 months in a given year (Mango, Orange, Litchi, Pear, Watermelon, Grapes, Guava, and Cherry):** Regular varieties of seasonal fruits are bought typically by any of the family members (husband/ wife, children or parents), while the organic varieties are mostly bought by the elder members of the family (husband/ wife or parents) and not children. Overall, within married couples, the wife typically plays a more important role in purchase of fruits.

In Delhi and Pune, parents play an important role in buying, as against the other cities

Who Goes To Buy - Regular Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	248	231	159	68	134	840
Self	53%	64%	92%	53%	59%	64%
Children	22%	19%	3%	15%	13%	16%
Spouse	11%	10%	3%	21%	22%	12%
Parents	12%	4%	1%	12%	5%	6%
Household Help	2%	2%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	0.4%	1%	0%	0%	1%

Purchase generally made by husband or wife themselves

Who Goes To Buy - Organic Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	7	7	6	7	4	31
Self	71%	86%	100%	57%	25%	71%
Children	0%	0%	0%	29%	0%	6%
Spouse	14%	14%	0%	14%	75%	19%
Parents	14%	0%	0%	0%	0%	3%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Delhi, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	201	234	121	56	84	696
Self	51%	68%	94%	59%	65%	66%
Children	24%	22%	2%	9%	11%	17%
Spouse	9%	6%	2%	18%	18%	9%
Parents	13%	4%	1%	5%	6%	6%
Household Help	2%	0.4%	0%	7%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0.5%	1%	0%	2%	0%	1%

Purchase generally made by husband or wife themselves

Who Goes To Buy - Organic Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	6	15	3	3	29
Self	100%	83%	93%	0%	33%	76%
Children	0%	0%	0%	33%	0%	3%
Spouse	0%	17%	7%	67%	67%	21%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Delhi, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Litchi						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	128	183	66	11	48	436
Self	52%	63%	92%	91%	58%	64%
Children	20%	17%	5%	0%	10%	15%
Spouse	8%	16%	0%	0%	25%	12%
Parents	15%	3%	0%	0%	6%	6%
Household Help	1%	1%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	5%	.5%	3%	9%	0%	2%

Purchase generally made by husband, wife or parents

Who Goes To Buy- Organic Litchi						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	4	1	0	2	8
Self	100%	75%	100%	0%	50%	75%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	50%	13%
Parents	0%	25%	0%	0%	0%	13%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

In Delhi and Chandigarh, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Pear						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	99	182	57	2	38	378
Self	49%	64%	100%	50%	53%	64%
Children	18%	19%	0%	0%	8%	15%
Spouse	10%	16%	0%	0%	29%	13%
Parents	15%	1%	0%	50%	11%	6%
Household Help	2%	1%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	5%	1%	0%	0%	0%	2%

Purchase generally made by husband/ wife

Who Goes To Buy - Organic Pear						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	6	0	0	9
Self	0%	100%	100%	0%	0%	100%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Purchase generally made by husband, wife or elder children - in Delhi, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Watermelon						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	159	214	133	37	76	619
Self	51%	68%	92%	62%	66%	68%
Children	21%	17%	1%	14%	12%	14%
Spouse	11%	12%	5%	19%	20%	11%
Parents	11%	2%	2%	5%	1%	4%
Household Help	1%	1%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	5%	0%	2%	0%	1%	2%

Purchase generally made by husband or wife themselves

Who Goes To Buy - Organic Watermelon						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	7	12	1	2	23
Self	0%	57%	92%	100%	50%	74%
Children	0%	0%	8%	0%	0%	4%
Spouse	0%	29%	0%	0%	50%	13%
Parents	0%	14%	0%	0%	0%	4%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	100%	0%	0%	0%	0%	4%



Purchase generally made by husband, wife or elder children - in Delhi and Pune, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Grapes						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	207	210	138	31	98	684
Self	51%	69%	94%	29%	61%	66%
Children	22%	17%	1%	26%	9%	14%
Spouse	12%	11%	1%	26%	23%	12%
Parents	11%	1%	1%	13%	6%	5%
Household Help	1%	1%	1%	6%	0%	1%
Friends/ Neighbours	0%	0.5%	0%	0%	0%	0.1%
No mention	3%	0.5%	1%	0%	0%	1%

Purchase generally made by husband or wife themselves

Who Goes To Buy - Organic Grapes						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	3	3	4	14
Self	50%	50%	100%	67%	50%	64%
Children	0%	0%	0%	33%	0%	7%
Spouse	0%	0%	0%	0%	50%	14%
Parents	0%	50%	0%	0%	0%	7%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	50%	0%	0%	0%	0%	7%

Purchase generally made by husband, wife or elder children - in Delhi, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Guava						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	180	180	90	30	70	550
Self	52%	71%	94%	50%	59%	66%
Children	20%	16%	1%	13%	14%	15%
Spouse	11%	10%	1%	27%	21%	11%
Parents	12%	2%	2%	7%	6%	6%
Household Help	2%	1%	0%	0%	0%	1%
Friends/ Neighbours	0%	1%	0%	0%	0%	0.2%
No mention	3%	0%	1%	3%	0%	1%

Purchase generally made by husband or wife themselves

Who Goes To Buy - Organic Guava						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	1	1	0	2	6
Self	100%	100%	100%	0%	50%	83%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	50%	17%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Purchase generally made by husband, wife or elder children - in Delhi and Pune, parents play an important role in buying as compared to other cities

Who Goes To Buy - Regular Cherry						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	80	139	50	10	43	322
Self	60%	68%	88%	10%	79%	69%
Children	14%	17%	6%	0%	7%	13%
Spouse	6%	14%	2%	40%	7%	10%
Parents	13%	1%	0%	10%	2%	4%
Household Help	3%	0%	2%	30%	0%	2%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	5%	1%	2%	10%	5%	3%

Purchase generally made by husband/wife or parents

Who Goes To Buy - Organic Cherry						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	1	2	1	0	5
Self	100%	100%	100%	0%	0%	80%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	0%	0%	100%	0%	20%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

**Exotic Fruits i.e. fruits that are not as commonly available and not commonly part of household grocery purchase (Pineapple and Berries):** Husband and wife play a key role in buying the exotic fruits both for regular and organic varieties. This can be attributed to the nature of these fruits being unfamiliar and occasional purchases. Overall, within married couples, the wife typically plays a more important role in purchase of fruits.

Purchase generally made by husband, wife or elder children - in Delhi, Pune and Chandigarh, parents also play an important role in buying

Who Goes To Buy - Regular Pineapple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	84	196	105	24	26	435
Self	57%	67%	92%	54%	69%	71%
Children	15%	17%	2%	4%	4%	12%
Spouse	5%	12%	2%	21%	15%	9%
Parents	17%	3%	1%	13%	12%	6%
Household Help	2%	0%	1%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	4%	.5%	2%	8%	0%	2%

Purchase generally made by husband or wife themselves

Who Goes To Buy - Organic Pineapple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	3	2	1	1	8
Self	100%	67%	50%	100%	0%	63%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	33%	0%	0%	0%	13%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	50%	0%	100%	25%

Purchase generally made by husband/ wife or elder children - parents play an important role in buying, in Delhi and Chandigarh

Who Goes To Buy - Regular Berries						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	44	62	26	0	11	143
Self	48%	73%	100%	0%	73%	70%
Children	16%	23%	0%	0%	9%	15%
Spouse	5%	5%	0%	0%	0%	3%
Parents	20%	0%	0%	0%	9%	7%
Household Help	2%	0%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	9%	0%	0%	0%	9%	3%

Purchase generally made by husband/ wife themselves

Who Goes To Buy - Organic Berries						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	2	1	0	0	3
Self	0%	100%	100%	0%	0%	100%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

## Process of Purchase – Who decides to buy?

**All Season Fruits i.e. fruits available in market for at least 6 months in a given year (Apple, Pomegranate, Banana):** The decision to purchase these fruits is typically taken by the husband/ wife with some influence of children and parents occasionally. The purchase decision is restricted to immediate family members. This corresponds with 'who goes to buy' to suggest that most often the person who decides to buy and the one who actually buys the fruits is the same. Overall, within married couples, the wife typically plays a more important role in the decision making for purchase of fruits.

Children play a role in decision making in Delhi and Pune; Spouse (husband or wife) plays a role in decision making in Pune and Chandigarh

Who Decides To Buy - Regular Apple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	238	250	162	117	142	909
Self	51%	70%	92%	37%	57%	63%
Children	24%	17%	5%	31%	15%	17%
Spouse	8%	6%	1%	21%	24%	11%
Parents	14%	6%	0%	11%	4%	8%
Household Help	1%	1%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	2%	0%	2%	1%	0%	1%

Spouse (husband or wife) and parents play a role in decision making in Delhi and Pune

Who Decides To Buy - Organic Apple						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	21	12	31	22	6	92
Self	76%	83%	97%	41%	33%	73%
Children	0%	0%	0%	9%	17%	3%
Spouse	10%	8%	3%	18%	50%	12%
Parents	14%	8%	0%	23%	0%	10%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	9%	0%	2%

Children play a role in decision making in Delhi and Pune; Spouse (husband or wife) plays a role in decision making in Chandigarh

Who Decides To Buy - Regular Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	120	199	123	30	56	528
Self	54%	68%	91%	53%	50%	68%
Children	21%	15%	0%	20%	18%	13%
Spouse	10%	11%	5%	13%	27%	11%
Parents	14%	4%	2%	10%	5%	6%
Household Help	0%	1%	0%	0%	0%	0.4%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	1%	2%	3%	0%	1%

Husband/ wife play key role in decision making

Who Decides To Buy - Organic Pomegranate						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	10	4	3	25
Self	60%	67%	100%	75%	33%	76%
Children	0%	0%	0%	0%	0%	0%
Spouse	20%	0%	0%	25%	67%	16%
Parents	20%	33%	0%	0%	0%	8%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Children play a role in decision making in Delhi and Pune

Who Decides To Buy - Regular Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	229	244	157	84	118	832
Self	53%	69%	92%	37%	60%	65%
Children	21%	16%	1%	37%	15%	17%
Spouse	10%	10%	4%	13%	19%	10%
Parents	14%	3%	1%	12%	6%	7%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	3%	2%	2%	1%	0%	2%

Husband/ wife play key role in decision making

Who Decides To Buy - Organic Banana						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	9	6	13	1	5	34
Self	89%	67%	100%	0%	40%	79%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	100%	60%	12%
Parents	0%	33%	0%	0%	0%	6%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	11%	0%	0%	0%	0%	3%

**Seasonal Fruits i.e. fruits available in market for 3 to 4 months in a given year (Mango, Orange, Litchi, Pear, Watermelon, Grapes, Guava, and Cherry):** Decision making for the purchase of regular varieties of seasonal fruits is typically done by husband/ wife or children, with parents playing a small role occasionally. For the organic varieties of seasonal fruits, the main decision makers are the husband and wife. Overall, within married couples, the wife typically plays a more important role in the decision making for purchase of fruits.

Husband/ wife and children are the important decision makers

Who Decides To Buy - Regular Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	248	231	159	68	134	840
Self	52%	70%	89%	51%	59%	65%
Children	23%	16%	2%	22%	13%	15%
Spouse	9%	9%	6%	13%	22%	11%
Parents	15%	4%	1%	12%	5%	7%
Household Help	1%	1%	0%	0%	0%	0.5%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0.4%	.9%	2%	1%	0%	1%

Husband and wife play a key role in purchase decision

Who Decides To Buy - Organic Mango						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	7	7	6	7	4	31
Self	86%	100%	100%	57%	25%	77%
Children	0%	0%	0%	29%	0%	6%
Spouse	0%	0%	0%	14%	75%	13%
Parents	14%	0%	0%	0%	0%	3%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Husband/ wife and children are the important decision makers

Who Decides To Buy - Regular Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	201	234	121	56	84	696
Self	50%	70%	93%	55%	65%	66%
Children	24%	18%	0%	18%	11%	16%
Spouse	9%	7%	6%	14%	18%	9%
Parents	15%	4%	2%	9%	6%	8%
Household Help	0.5%	0%	0%	0%	0%	0.1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	2%	0%	4%	0%	1%

Husband and wife play a key role in purchase decision

Who Decides To Buy - Organic Orange						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	6	15	3	3	29
Self	100%	67%	93%	0%	33%	72%
Children	0%	0%	0%	33%	0%	3%
Spouse	0%	33%	7%	67%	67%	24%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Husband/ wife and children are the important decision makers

WHO DECIDES TO BUY - REGULAR LITCHI						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	128	183	66	11	48	436
Self	52%	70%	85%	91%	56%	66%
Children	20%	17%	2%	0%	10%	14%
Spouse	9%	8%	9%	0%	25%	10%
Parents	14%	3%	2%	0%	6%	6%
Household Help	0%	.5%	0%	0%	0%	.2%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	5%	1%	3%	9%	2%	3%

Husband/ wife and parents are the important decision makers

WHO DECIDES TO BUY - ORGANIC LITCHI						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	4	1	0	2	8
Self	100%	75%	100%	0%	50%	75%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	50%	13%
Parents	0%	25%	0%	0%	0%	13%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Husband/ wife and children are the important decision makers

WHO DECIDES TO BUY - REGULAR PEAR						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	99	182	57	2	38	378
Self	51%	67%	89%	0%	50%	64%
Children	16%	17%	0%	50%	11%	14%
Spouse	12%	13%	9%	0%	29%	14%
Parents	18%	1%	2%	50%	11%	7%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	3%	2%	0%	0%	0%	2%

Husband/ wife play a key role in purchase decision – typically, the women make the decisions

WHO DECIDES TO BUY - ORGANIC PEAR						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	6	0	0	9
Self	0%	100%	100%	0%	0%	90%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	10%

Husband/ wife and children are the important decision makers

WHO DECIDES TO BUY - REGULAR WATERMELON						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	159	214	133	37	76	619
Self	53%	70%	91%	46%	64%	68%
Children	22%	16%	2%	27%	12%	15%
Spouse	9%	10%	4%	16%	21%	10%
Parents	10%	2%	2%	11%	1%	5%
Household Help	0%	0%	1%	0%	0%	0.2%
Friends/ Neighbours	1%	0%	0%	0%	0%	0.3%
No mention	4%	1%	1%	0%	1%	2%

Husband/ wife play a key role in purchase decision – typically, the women make the decisions

WHO DECIDES TO BUY - ORGANIC WATERMELON						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	7	12	1	2	23
Self	100%	71%	92%	100%	50%	83%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	50%	4%
Parents	0%	14%	8%	0%	0%	9%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	14%	0%	0%	0%	4%

Husband/ wife and children are the important decision makers

WHO DECIDES TO BUY - REGULAR GRAPES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	207	210	138	31	98	684
Self	57%	74%	93%	32%	61%	69%
Children	17%	16%	2%	29%	9%	13%
Spouse	10%	6%	2%	23%	23%	10%
Parents	12%	2%	2%	13%	6%	6%
Household Help	0.5%	0%	0%	0%	0%	0.1%
Friends/ Neighbours	1%	0.5%	0%	0%	0%	0.4%
No mention	2%	1%	1%	3%	0%	1%

Husband and wife play a key role in purchase decision

WHO DECIDES TO BUY - ORGANIC GRAPES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	3	3	4	14
Self	100%	50%	100%	67%	25%	64%
Children	0%	0%	0%	33%	0%	7%
Spouse	0%	0%	0%	0%	75%	21%
Parents	0%	50%	0%	0%	0%	7%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Husband/ wife and children are the important decision makers

WHO DECIDES TO BUY - REGULAR GUAVA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	180	180	90	30	70	550
Self	59%	72%	92%	40%	59%	67%
Children	13%	14%	1%	23%	14%	12%
Spouse	9%	10%	2%	23%	21%	11%
Parents	16%	2%	3%	13%	6%	8%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	1%	1%	0%	0%	0%	0.4%
No mention	3%	2%	1%	0%	0%	2%

Husband and wife play a key role in purchase decision

WHO DECIDES TO BUY - ORGANIC GUAVA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	1	1	0	2	6
Self	100%	100%	100%	0%	50%	83%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	50%	17%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%



Husband/ wife and children are the important decision makers – between husband and wife, it is typically the women who decide about the purchase

WHO DECIDES TO BUY - REGULAR CHERRY						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	80	139	50	10	43	322
Self	63%	73%	88%	0%	79%	71%
Children	10%	18%	0%	20%	7%	12%
Spouse	8%	6%	6%	30%	7%	7%
Parents	16%	1%	2%	50%	2%	7%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	4%	1%	4%	0%	5%	3%

Husband/ wife play a key role in purchase decision

WHO DECIDES TO BUY - ORGANIC CHERRY						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	1	2	1	0	5
Self	100%	100%	100%	0%	0%	80%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	0%	0%	100%	0%	20%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

**Exotic Fruits i.e. fruits that are not as commonly available and not commonly part of household grocery purchase (Pineapple and Berries):** Decision making for the purchase of regular varieties of exotic fruits is typically done by husband/ wife, children or parents. For the organic varieties of exotic fruits, the main decision makers are the husband or wife. Overall, within married couples, the wife typically plays a more important role in the decision making for purchase of fruits.

Immediate family members influence the purchase decision

WHO DECIDES TO BUY - REGULAR PINEAPPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	84	196	105	24	26	435
Self	64%	73%	91%	38%	69%	74%
Children	10%	16%	1%	17%	4%	11%
Spouse	6%	6%	4%	13%	15%	6%
Parents	18%	3%	3%	17%	12%	7%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	2%	1%	1%	17%	0%	2%

Husband and wife primarily make the purchase decision

WHO DECIDES TO BUY - ORGANIC PINEAPPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	3	2	1	1	8
Self	100%	100%	50%	0%	0%	63%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	100%	0%	13%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	50%	0%	100%	25%

Immediate family members influence the purchase decision

WHO DECIDES TO BUY - REGULAR BERRIES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	44	62	26	0	11	143
Self	55%	74%	96%	0%	73%	72%
Children	5%	19%	0%	0%	9%	10%
Spouse	7%	5%	4%	0%	0%	5%
Parents	23%	0%	0%	0%	9%	8%
Household Help	2%	0%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	9%	2%	0%	0%	9%	4%

Husband/ wife primarily make the purchase decision

WHO DECIDES TO BUY - ORGANIC BERRIES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	2	1	0	0	3
Self	0%	100%	100%	0%	0%	100%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

## Quantity of Purchase

**All Season Fruits i.e. fruits available in market for at least 6 months in a given year (Apple, Pomegranate, Banana):** Consumers generally buy these fruits in quantities of 1 to 2 kilos per purchase. The quantity purchased of regular varieties of these fruits is slightly more than that of the organic varieties. This implies that the purchase behaviour in terms of amount of fruits bought does not vary much between regular and organic fruits.

Overall, 1.3 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PER PURCHASE - REGULAR APPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	238	250	162	117	142	909
Upto 250 gms	0.4%	3%	0%	2%	0%	1%
251 gms - 500 gms	3%	5%	19%	3%	0%	6%
501 - 750 gms	3%	8%	0%	6%	1%	4%
751 gms - 1kg	13%	49%	70%	33%	6%	35%
1kg - 2kg	66%	28%	10%	43%	62%	42%
2kg -3kg	7%	7%	1%	9%	6%	6%
3-4kg	4%	0%	0%	0%	10%	3%
4kg - 5kg	1%	0.4%	0%	0%	8%	2%
More than 5Kg	0.4%	0%	0%	0%	7%	1%
No mention	1%	0%	1%	3%	0%	1%
<b>Average (in kilos)</b>	<b>1.5</b>	<b>1.1</b>	<b>0.86</b>	<b>1.2</b>	<b>2.2</b>	<b>1.3</b>

Overall, 1.2 kilos is bought per purchase – highest quantity bought in Delhi

QUANTITY PER PURCHASE - ORGANIC APPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	21	12	31	22	6	92
Upto 250 gms	0%	0%	0%	0%	0%	0%
251 gms - 500 gms	5%	0%	13%	0%	0%	5%
501 - 750 gms	0%	8%	0%	0%	0%	1%
751 gms - 1kg	0%	50%	81%	73%	0%	51%
1kg - 2kg	57%	33%	7%	23%	83%	30%
2kg -3kg	19%	8%	0%	5%	17%	8%
3-4kg	19%	0%	0%	0%	0%	4%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>2.0</b>	<b>1.2</b>	<b>0.85</b>	<b>1.1</b>	<b>1.6</b>	<b>1.2</b>

Overall, 1.1 kilos is bought per purchase – Delhi, Mumbai and Pune buy similar quantities per purchase

QUANTITY PER PURCHASE- REGULAR POMEGRANATE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	120	199	123	30	56	528
Upto 250 gms	0%	1%	0%	0%	0%	0.2%
251 gms - 500 gms	3%	13%	42%	7%	2%	16%
501 - 750 gms	15%	7%	37%	7%	25%	18%
751 gms - 1kg	27%	34%	15%	20%	13%	25%
1kg - 2kg	50%	32%	4%	53%	45%	32%
2kg -3kg	1%	4%	0%	0%	11%	3%
3-4kg	5%	10%	0%	7%	0%	5%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5kg	0%	0%	0%	0%	0%	0%
No mention	0%	2%	2%	7%	5%	2%
<b>Average (in kilos)</b>	<b>1.3</b>	<b>1.3</b>	<b>0.6</b>	<b>1.3</b>	<b>1.2</b>	<b>1.1</b>

Overall, 0.9 kilos is bought per purchase – highest quantity bought in Delhi

QUANTITY PER PURCHASE - ORGANIC POMEGRANATE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	10	4	3	25
Upto 250 gms	0%	0%	0%	0%	0%	0%
251 gms - 500 gms	0%	0%	20%	0%	0%	8%
501 - 750 gms	0%	0%	60%	0%	100%	36%
751 gms - 1kg	0%	33%	10%	75%	0%	20%
1kg - 2kg	100%	67%	10%	25%	0%	36%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>1.5</b>	<b>1.3</b>	<b>0.7</b>	<b>1.0</b>	<b>0.6</b>	<b>0.9</b>

Overall, 1.1 kilos is bought per purchase – highest quantity bought in Pune

QUANTITY PER PURCHASE - REGULAR BANANA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	229	244	157	84	118	832
Upto 250 gms	0.4%	4%	3%	1%	1%	2%
251 gms - 500 gms	6%	8%	18%	12%	1%	9%
501 - 750 gms	27%	17%	12%	0%	25%	18%
751 gms - 1kg	1%	2%	59%	0%	1%	12%
1kg - 2kg	63%	68%	4%	85%	72%	57%
2kg -3kg	1%	0%	1%	0%	1%	0.5%
3-4kg	0%	0%	2%	0%	0%	0.5%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5kg	0%	0%	0%	0%	0%	0.1%
No mention	2%	0%	1%	2%	0%	1%
<b>Average (in kilos)</b>	<b>1.1</b>	<b>1.1</b>	<b>0.8</b>	<b>1.3</b>	<b>1.2</b>	<b>1.1</b>

Overall, 1.1 kilos is bought per purchase – highest quantity bought in Delhi

QUANTITY PER PURCHASE - ORGANIC BANANA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	9	6	13	1	5	34
Upto 250 gms	0%	0%	0%	0%	0%	0%
251 gms - 500 gms	0%	0%	15%	0%	20%	9%
501 - 750 gms	0%	33%	15%	0%	20%	15%
751 gms - 1kg	0%	17%	62%	0%	0%	26%
1kg - 2kg	67%	50%	0%	100%	60%	38%
2kg -3kg	22%	0%	8%	0%	0%	9%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	11%	0%	0%	0%	0%	3%
<b>Average (in kilos)</b>	<b>1.5</b>	<b>1.1</b>	<b>0.9</b>	<b>1.5</b>	<b>1.1</b>	<b>1.1</b>

**Seasonal Fruits i.e. fruits available in market for 3 to 4 months in a given year (Mango, Orange, Litchi, Pear, Watermelon, Grapes, Guava, and Cherry):** Within regular varieties of seasonal fruits, Mango and Watermelon are bought in the largest quantities (both are summer season fruits in India). Within organic varieties of seasonal fruits, Mango, Watermelon and Guava are bought in largest quantities. There is no clear pattern in quantities purchased with regard to regular vs. organic fruits.

Overall, 1.8 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PER PURCHASE - REGULAR MANGO						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	248	231	159	68	134	840
Upto 250 gms	0.4%	1%	0%	0%	0%	1%
251 gms - 500 gms	1%	6%	1%	0%	0%	2%
501 - 750 gms	4%	5%	1%	3%	1%	3%
751 gms - 1kg	15%	19%	19%	3%	4%	14%
1kg - 2kg	71%	26%	55%	46%	64%	53%
2kg -3kg	6%	23%	18%	19%	4%	14%
3-4kg	4%	19%	4%	28%	17%	12%
4kg - 5kg	0%	0.4%	2%	0%	4%	1%
More than 5Kg	0%	0%	1%	0%	6%	1%
No mention	0%	0.4%	1%	1%	0%	0%
<b>Average (in kilos)</b>	<b>1.5</b>	<b>1.8</b>	<b>1.6</b>	<b>2.1</b>	<b>2.2</b>	<b>1.8</b>

Overall, 2.2 kilos is bought per purchase – highest quantity bought in Mumbai

QUANTITY PER PURCHASE - ORGANIC MANGO						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	7	7	6	7	4	31
Upto 250 gms	0%	0%	0%	0%	0%	0%
251 gms - 500 gms	14%	0%	0%	0%	0%	3%
501 - 750 gms	0%	0%	0%	0%	0%	0%
751 gms - 1kg	0%	0%	33%	0%	0%	6%
1kg - 2kg	57%	14%	50%	0%	75%	35%
2kg -3kg	29%	43%	17%	57%	0%	32%
3-4kg	0%	29%	0%	43%	25%	19%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	14%	0%	0%	0%	3%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>1.6</b>	<b>3.0</b>	<b>1.4</b>	<b>2.9</b>	<b>2.0</b>	<b>2.2</b>

Overall, 1.1 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PER PURCHASE - REGULAR ORANGE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	201	234	121	56	84	696
Upto 250 gms	0%	5%	4%	0%	0%	2%
251 gms - 500 gms	4%	7%	25%	11%	0%	9%
501 - 750 gms	12%	32%	6%	25%	0%	17%
751 gms - 1kg	26%	23%	55%	0%	13%	26%
1kg - 2kg	48%	28%	8%	61%	62%	37%
2kg -3kg	5%	2%	1%	0%	7%	3%
3-4kg	5%	1%	0%	0%	15%	4%
4kg - 5kg	0%	0%	0%	0%	2%	0%
More than 5kg	0%	0%	0%	0%	0%	0%
No mention	0%	1%	1%	4%	0%	1%
<b>Average (in kilos)</b>	<b>1.3</b>	<b>0.9</b>	<b>0.7</b>	<b>1.1</b>	<b>1.8</b>	<b>1.1</b>

Overall, 1.0 kilos is bought per purchase

QUANTITY PER PURCHASE - ORGANIC ORANGE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	6	15	3	3	29
Upto 250 gms	0%	0%	0%	0%	0%	0%
251 gms - 500 gms	0%	33%	13%	0%	0%	14%
501 - 750 gms	0%	17%	0%	33%	0%	7%
751 gms - 1kg	0%	0%	80%	33%	0%	45%
1kg - 2kg	100%	50%	7%	33%	100%	34%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>1.5</b>	<b>0.9</b>	<b>0.8</b>	<b>1.0</b>	<b>1.5</b>	<b>1.0</b>

Overall, 0.7 kilos is bought per purchase – highest quantity bought in Pune

QUANTITY PER PURCHASE – REGULAR LITCHI						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	128	183	66	11	48	436
Upto 250 gms	11%	57%	6%	0%	6%	29%
251 gms - 500 gms	5%	10%	20%	0%	19%	11%
501 - 750 gms	31%	6%	14%	0%	6%	14%
751 gms - 1kg	20%	17%	55%	0%	10%	22%
1kg - 2kg	26%	9%	2%	91%	56%	20%
2kg -3kg	4%	0.5%	0%	0%	2%	2%
3-4kg	1%	0%	0%	0%	0%	0.2%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5kg	0%	0%	0%	0%	0%	0%
No mention	2%	0.5%	5%	9%	0%	2%
<b>Average (in kilos)</b>	<b>0.9</b>	<b>0.4</b>	<b>0.6</b>	<b>1.3</b>	<b>1.1</b>	<b>0.7</b>

Overall, 0.8 kilos is bought per purchase

QUANTITY PER PURCHASE - ORGANIC LITCHI						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	4	1	0	2	8
Upto 250 gms	100%	0%	0%	0%	0%	0%
251 gms - 500 gms	0%	25%	100%	0%	0%	25%
501 - 750 gms	0%	0%	0%	0%	0%	0%
751 gms - 1kg	0%	25%	0%	0%	50%	25%
1kg - 2kg	0%	50%	0%	0%	50%	38%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	13%
<b>Average (in kilos)</b>	<b>0.15</b>	<b>1.0</b>	<b>0.3</b>	<b>0</b>	<b>1.1</b>	<b>0.8</b>

Overall, 1.0 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PER PURCHASE - REGULAR PEAR						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	99	182	57	2	38	378
Upto 250 gms	1%	5%	4%	0%	0%	4%
251 gms - 500 gms	4%	28%	11%	0%	8%	17%
501 - 750 gms	9%	15%	4%	100%	3%	10%
751 gms - 1kg	39%	34%	65%	0%	5%	37%
1kg - 2kg	38%	13%	14%	0%	47%	23%
2kg -3kg	2%	4%	0%	0%	11%	3%
3-4kg	3%	1%	2%	0%	26%	4%
4kg - 5kg	0%	1%	0%	0%	0%	0.3%
More than 5kg	0%	0%	0%	0%	0%	0%
No mention	3%	0%	2%	0%	0%	1%
<b>Average (in kilos)</b>	<b>1.1</b>	<b>0.8</b>	<b>0.9</b>	<b>0.6</b>	<b>1.9</b>	<b>1.0</b>

Overall, 0.6 kilos is bought per purchase

QUANTITY PER PURCHASE - ORGANIC PEAR						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	6	0	0	9
Upto 250 gms	0%	33%	0%	0%	0%	10%
251 gms - 500 gms	0%	33%	17%	0%	0%	20%
501 - 750 gms	0%	0%	0%	0%	0%	0%
751 gms - 1kg	0%	0%	83%	0%	0%	50%
1kg - 2kg	0%	33%	0%	0%	0%	10%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	10%
<b>Average (in kilos)</b>	<b>0</b>	<b>0.6</b>	<b>0.8</b>	<b>0</b>	<b>0</b>	<b>0.6</b>

Overall, 1.7 kilos is bought per purchase – highest quantity bought in Bangalore

QUANTITY PER PURCHASE - REGULAR WATERMELON						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	159	214	133	37	76	619
Upto 250 gms	1%	6%	0%	3%	4%	2%
251 gms - 500 gms	4%	45%	2%	54%	3%	21%
501 - 750 gms	5%	5%	1%	0%	9%	3%
751 gms - 1kg	6%	29%	26%	19%	37%	19%
1kg - 2kg	21%	13%	6%	14%	39%	17%
2kg -3kg	37%	1%	17%	5%	8%	19%
3-4kg	16%	1%	17%	0%	0%	9%
4kg - 5kg	4%	0%	22%	0%	0%	6%
More than 5kg	4%	0%	9%	0%	0%	3%
No mention	1%	0.5%	1%	5%	0%	1%
<b>Average (in kilos)</b>	<b>2.3</b>	<b>0.7</b>	<b>2.8</b>	<b>0.7</b>	<b>1.2</b>	<b>1.7</b>

Overall, 1.3 kilos is bought per purchase – highest quantity bought in Bangalore

QUANTITY PER PURCHASE - ORGANIC WATERMELON						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	7	12	1	2	23
Upto 250 gms	0%	0%	0%	0%	0%	0%
251 gms - 500 gms	0%	0%	0%	100%	0%	4%
501 - 750 gms	0%	14%	17%	0%	0%	13%
751 gms - 1kg	0%	71%	42%	0%	0%	43%
1kg - 2kg	0%	0%	8%	0%	100%	13%
2kg -3kg	100%	14%	25%	0%	0%	22%
3-4kg	0%	0%	8%	0%	0%	4%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>2.5</b>	<b>1.0</b>	<b>1.5</b>	<b>0.3</b>	<b>1.5</b>	<b>1.3</b>

Overall, 0.9 kilos is bought per purchase – highest quantity bought in Pune

QUANTITY PER PURCHASE - REGULAR GRAPES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	207	210	138	31	98	684
Upto 250 gms	6%	20%	4%	0%	1%	9%
251 gms - 500 gms	8%	20%	63%	13%	24%	26%
501 - 750 gms	25%	10%	18%	0%	11%	16%
751 gms - 1kg	25%	24%	12%	19%	7%	19%
1kg - 2kg	29%	21%	2%	52%	51%	25%
2kg -3kg	2%	3%	0%	6%	5%	3%
3-4kg	3%	1%	0%	10%	0%	2%
4kg - 5kg	0%	0.5%	0%	0%	0%	0.1%
More than 5kg	0.5%	0%	0%	0%	0%	0.1%
No mention	2%	0.5%	0%	0%	0%	1%
<b>Average (in kilos)</b>	<b>1.0</b>	<b>0.8</b>	<b>0.5</b>	<b>1.5</b>	<b>1.1</b>	<b>0.9</b>

Overall, 0.8 kilos is bought per purchase

QUANTITY PER PURCHASE - ORGANIC GRAPES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	3	3	4	14
Upto 250 gms	50%	0%	0%	33%	0%	14%
251 gms - 500 gms	0%	0%	100%	0%	0%	21%
501 - 750 gms	0%	0%	0%	0%	25%	7%
751 gms - 1kg	50%	50%	0%	33%	0%	21%
1kg - 2kg	0%	50%	0%	33%	75%	36%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>0.5</b>	<b>1.2</b>	<b>0.3</b>	<b>0.8</b>	<b>1.3</b>	<b>0.8</b>

Overall, 1.0 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PER PURCHASE - REGULAR GUAVA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	180	180	90	30	70	550
Upto 250 gms	1%	10%	17%	13%	1%	7%
251 gms - 500 gms	7%	17%	31%	20%	1%	14%
501 - 750 gms	9%	31%	31%	27%	1%	20%
751 gms - 1kg	23%	22%	9%	17%	21%	20%
1kg - 2kg	44%	20%	7%	20%	56%	30%
2kg -3kg	7%	1%	2%	0%	14%	5%
3-4kg	4%	0%	1%	0%	4%	2%
4kg - 5kg	1%	0%	0%	0%	0%	0.4%
More than 5kg	0%	0%	0%	0%	0%	0%
No mention	3%	0%	2%	3%	0%	1%
<b>Average (in kilos)</b>	<b>1.3</b>	<b>0.7</b>	<b>0.6</b>	<b>0.7</b>	<b>1.5</b>	<b>1.0</b>



Overall, 1.3 kilos is bought per purchase

QUANTITY PER PURCHASE - ORGANIC GUAVA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	1	1	0	2	6
Upto 250 gms	0%	0%	0%	0%	0%	0%
251 gms - 500 gms	50%	100%	0%	0%	0%	33%
501 - 750 gms	0%	0%	100%	0%	0%	17%
751 gms - 1kg	0%	0%	0%	0%	0%	0%
1kg - 2kg	50%	0%	0%	0%	50%	33%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	50%	17%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>0.9</b>	<b>0.3</b>	<b>0.6</b>	<b>0</b>	<b>2.5</b>	<b>1.3</b>

Overall, 0.6 kilos is bought per purchase – highest quantity bought in Delhi

QUANTITY PER PURCHASE - REGULAR CHERRY						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	80	139	50	10	43	322
Upto 250 gms	1%	31%	26%	50%	14%	21%
251 gms - 500 gms	9%	29%	10%	30%	28%	21%
501 - 750 gms	31%	11%	10%	0%	23%	17%
751 gms - 1kg	38%	17%	48%	10%	12%	26%
1kg - 2kg	11%	10%	0%	0%	9%	8%
2kg -3kg	0%	1%	0%	10%	7%	2%
3-4kg	1%	0%	0%	0%	2%	1%
4kg - 5kg	0%	1%	0%	0%	0%	0.3%
More than 5kg	3%	0%	0%	0%	0%	1%
No mention	6%	1%	6%	0%	5%	3%
<b>Average (in kilos)</b>	<b>0.9</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.7</b>	<b>0.6</b>

Overall, 0.7 kilos is bought per purchase

QUANTITY PER PURCHASE - ORGANIC CHERRY						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	1	2	1	0	5
Upto 250 gms	0%	0%	50%	0%	0%	20%
251 gms - 500 gms	0%	100%	50%	0%	0%	40%
501 - 750 gms	0%	0%	0%	0%	0%	0%
751 gms - 1kg	0%	0%	0%	0%	0%	0%
1kg - 2kg	100%	0%	0%	100%	0%	40%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>1.5</b>	<b>0.3</b>	<b>0.2</b>	<b>1.5</b>	<b>0</b>	<b>0.7</b>

**Exotic Fruits i.e. fruits that are not as commonly available and not commonly part of household grocery purchase (Pineapple and Berries):** Regular varieties of exotic fruits are typically bought in quantities of 600-700 grams. Organic varieties of these fruits are bought in much lesser quantities compared to regular varieties, since these fruits are seen as occasional purchases and the availability is a challenge for consumers.

Overall, 0.7 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PER PURCHASE - REGULAR PINEAPPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	84	196	105	24	26	435
Upto 250 gms	11%	46%	15%	42%	12%	30%
251 gms - 500 gms	4%	19%	9%	29%	0%	13%
501 - 750 gms	13%	9%	37%	0%	0%	16%
751 gms - 1kg	24%	12%	32%	8%	15%	19%
1kg - 2kg	43%	9%	4%	4%	62%	17%
2kg -3kg	2%	4%	0%	0%	12%	3%
3-4kg	0%	0.5%	0%	0%	0%	0.2%
4kg - 5kg	0%	0%	1%	0%	0%	0.2%
More than 5kg	0%	0%	1%	0%	0%	0.2%
No mention	4%	0.5%	1%	17%	0%	2%
<b>Average (in kilos)</b>	<b>1.0</b>	<b>0.5</b>	<b>0.7</b>	<b>0.3</b>	<b>1.3</b>	<b>0.7</b>

Overall, 0.4 kilos is bought per purchase – lower than regular variety

QUANTITY PER PURCHASE - ORGANIC PINEAPPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	3	2	1	1	8
Upto 250 gms	0%	33%	0%	100%	0%	25%
251 gms - 500 gms	0%	33%	0%	0%	0%	13%
501 - 750 gms	0%	0%	0%	0%	0%	13%
751 gms - 1kg	0%	33%	0%	0%	0%	25%
1kg - 2kg	100%	0%	50%	0%	0%	0%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	50%	0%	100%	25%
<b>Average (in kilos)</b>	<b>1.5</b>	<b>0.4</b>	<b>0.7</b>	<b>0.15</b>	<b>0</b>	<b>0.4</b>

Overall, 0.7 kilos is bought per purchase – highest quantity bought in Delhi

QUANTITY PER PURCHASE - REGULAR BERRIES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	44	62	26	0	11	143
Upto 250 gms	0%	32%	8%	0%	0%	15%
251 gms - 500 gms	11%	24%	19%	0%	64%	22%
501 - 750 gms	30%	16%	12%	0%	18%	20%
751 gms - 1kg	32%	8%	62%	0%	0%	24%
1kg - 2kg	14%	16%	0%	0%	9%	12%
2kg -3kg	2%	0%	0%	0%	0%	1%
3-4kg	2%	2%	0%	0%	0%	1%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5 kg	0%	0%	0%	0%	0%	0%
No mention	9%	2%	0%	0%	9%	4%
<b>Average (in kilos)</b>	<b>0.8</b>	<b>0.6</b>	<b>0.7</b>	<b>0</b>	<b>0.5</b>	<b>0.7</b>

Overall, 0.2 kilos is bought per purchase – lower than regular variety

QUANTITY PER PURCHASE - ORGANIC BERRIES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	2	1	0	0	3
Upto 250 gms	0%	50%	100%	0%	0%	67%
251 gms - 500 gms	0%	50%	0%	0%	0%	33%
501 - 750 gms	0%	0%	0%	0%	0%	0%
751 gms - 1kg	0%	0%	0%	0%	0%	0%
1kg - 2kg	0%	0%	0%	0%	0%	0%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
Average (in kilos)	0	0.2	0.15	0	0	0.2

## Price of Purchase

**All Season Fruits i.e. fruits available in market for at least 6 months in a given year (Apple, Pomegranate, Banana):** Apple exhibits the highest price paid among all the three fruits. Corresponding to consumers' perception about high prices of organic fruits, the average price per purchase is higher for organic varieties of these fruits as compared to the regular varieties.

Average price paid per purchase overall is Rs. 124 (\$2.3) – consumers in Chandigarh pay the highest

PRICE PER PURCHASE - REGULAR APPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	238	250	162	117	142	909
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0.4%	0%	4%	0%	1%
Rs 21 - Rs 30	0%	0.4%	0%	0%	0%	0.1%
Rs 31 - Rs 40	2%	2%	0%	3%	0%	1%
Rs 41 - Rs 50	3%	4%	2%	18%	1%	4%
Rs 51 - Rs 60	2%	6%	7%	0%	3%	4%
Rs 61 - Rs 70	1%	3%	8%	0%	7%	4%
Rs 71 - Rs 80	13%	7%	2%	2%	9%	7%
Rs 81 - Rs 90	9%	16%	18%	0%	13%	12%
Rs 91 - Rs 100	12%	8%	9%	4%	14%	10%
Rs 101 - Rs 125	15%	22%	9%	13%	5%	14%
Rs 126 - Rs 150	21%	14%	19%	23%	11%	17%
Rs 151 - Rs 175	4%	4%	14%	15%	11%	8%
Rs 176 - Rs 200	3%	8%	7%	9%	6%	7%
Rs 201 - Rs 225	11%	2%	2%	4%	4%	5%
Rs 226 - Rs 250	1%	2%	1%	3%	1%	1%
Rs 251 - Rs 275	1%	.4%	0%	0%	2%	1%
Rs 276 - Rs 300	1%	.4%	0%	1%	1%	1%
Rs 301 - Rs 350	0%	1%	0%	0%	4%	1%
Rs 351 - Rs 400	0%	0%	0%	0%	4%	1%
Rs 401 - Rs.450	0%	0%	0%	0%	4%	1%
Rs 451- Rs.500	0%	0.4%	0%	0%	0%	0.1%
>Rs 500	0%	0.4%	0%	0%	0%	0.1%
No mention	1%	0.4%	1%	1%	0%	1%
Average (INR)	122	116	116	121	151	124
Average (US \$)	2.2	2.1	2.1	2.2	2.7	2.3

1US\$ = INR 55

Average price paid per purchase overall is Rs. 187 (\$3.4) – consumers in Delhi pay the highest

PRICE PER PURCHASE - ORGANIC APPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	21	12	31	22	6	92
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	3%	0%	0%	1%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	17%	0%	0%	0%	2%
Rs 51 - Rs 60	0%	0%	0%	0%	0%	0%
Rs 61 - Rs 70	0%	0%	0%	0%	17%	1%
Rs 71 - Rs 80	5%	8%	0%	5%	0%	3%
Rs 81 - Rs 90	0%	8%	3%	0%	17%	3%
Rs 91 - Rs 100	0%	8%	3%	0%	0%	2%
Rs 101 - Rs 125	5%	0%	32%	0%	17%	13%
Rs 126 - Rs 150	5%	17%	13%	0%	0%	8%
Rs 151 - Rs 175	10%	17%	10%	18%	33%	14%
Rs 176 - Rs 200	33%	0%	13%	0%	0%	12%
Rs 201 - Rs 225	5%	8%	16%	23%	0%	13%
Rs 226 - Rs 250	5%	0%	3%	23%	0%	8%
Rs 251 - Rs 275	5%	8%	3%	9%	17%	7%
Rs 276 - Rs 300	10%	0%	0%	14%	0%	5%
Rs 301 - Rs 350	0%	8%	0%	9%	0%	3%
Rs 351 - Rs 400	14%	0%	0%	0%	0%	3%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	5%	0%	0%	0%	0%	1%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>234</b>	<b>146</b>	<b>151</b>	<b>228</b>	<b>142</b>	<b>187</b>
<b>Average (US \$)</b>	<b>4.3</b>	<b>2.7</b>	<b>2.7</b>	<b>4.1</b>	<b>2.6</b>	<b>3.4</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 89 (\$1.6) – consumers in Chandigarh pay the highest

PRICE PER PURCHASE - REGULAR POMEGRANATE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	120	199	123	30	56	528
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	1%	3%	2%	0%	2%	2%
Rs 21 - Rs 30	1%	7%	2%	7%	4%	4%
Rs 31 - Rs 40	7%	5%	2%	0%	0%	4%
Rs 41 - Rs 50	6%	6%	11%	3%	7%	7%
Rs 51 - Rs 60	8%	9%	14%	0%	9%	9%
Rs 61 - Rs 70	10%	6%	34%	43%	4%	15%
Rs 71 - Rs 80	11%	5%	19%	17%	16%	11%
Rs 81 - Rs 90	3%	9%	1%	10%	13%	6%
Rs 91 - Rs 100	22%	19%	2%	13%	7%	14%
Rs 101 - Rs 125	6%	11%	2%	0%	16%	7%
Rs 126 - Rs 150	20%	8%	6%	3%	4%	9%
Rs 151 - Rs 175	4%	7%	2%	0%	5%	5%
Rs 176 - Rs 200	3%	2%	2%	0%	2%	2%
Rs 201 - Rs 225	0%	2%	0%	0%	13%	2%
Rs 226 - Rs 250	0%	3%	0%	0%	0%	1%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	1%	0%	0%	0%	0%	0.2%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0.5%	0%	0%	0%	0.2%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	120	199	123	30	56	528
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0.5%	0%	0%	0%	0.2%
No mention	0%	2%	2%	3%	0%	1%
<b>Average (INR)</b>	<b>95</b>	<b>96</b>	<b>71</b>	<b>70</b>	<b>103</b>	<b>89</b>
<b>Average (US \$)</b>	<b>1.7</b>	<b>1.7</b>	<b>1.3</b>	<b>1.3</b>	<b>1.9</b>	<b>1.6</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 115 (\$2.1) – consumers in Pune pay the highest

PRICE PER PURCHASE - ORGANIC POMEGRANATE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	10	4	3	25
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	0%	0%	0%	67%	8%
Rs 51 - Rs 60	0%	0%	0%	0%	0%	0%
Rs 61 - Rs 70	0%	0%	30%	0%	0%	12%
Rs 71 - Rs 80	0%	0%	30%	0%	0%	12%
Rs 81 - Rs 90	0%	0%	10%	0%	33%	8%
Rs 91 - Rs 100	20%	0%	10%	0%	0%	8%
Rs 101 - Rs 125	20%	33%	0%	75%	0%	20%
Rs 126 - Rs 150	60%	0%	10%	0%	0%	16%
Rs 151 - Rs 175	0%	33%	10%	0%	0%	8%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	33%	0%	0%	0%	4%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	25%	0%	4%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>124</b>	<b>171</b>	<b>90</b>	<b>166</b>	<b>58</b>	<b>115</b>
<b>Average (US \$)</b>	<b>2.3</b>	<b>3.1</b>	<b>1.6</b>	<b>3.0</b>	<b>1.1</b>	<b>2.1</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 44 (\$0.8) – consumers in Chandigarh pay the highest

PRICE PER PURCHASE - REGULAR BANANA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	229	244	157	84	118	832
<Rs 10	2%	1%	1%	2%	0%	1%
Rs 10 - Rs 20	4%	16%	4%	2%	4%	7%
Rs 21 - Rs 30	19%	24%	16%	71%	6%	23%
Rs 31 - Rs 40	8%	21%	21%	19%	26%	18%
Rs 41 - Rs 50	52%	15%	44%	1%	14%	29%
Rs 51 - Rs 60	9%	12%	8%	0%	3%	8%
Rs 61 - Rs 70	1%	2%	1%	0%	5%	2%
Rs 71 - Rs 80	1%	2%	2%	1%	13%	3%
Rs 81 - Rs 90	0%	0.4%	1%	0%	3%	1%
Rs 91 - Rs 100	1%	3%	0%	0%	3%	2%
Rs 101 - Rs 125	0.4%	1%	0%	0%	3%	1%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	229	244	157	84	118	832
Rs 126 - Rs 150	0.4%	0.4%	0%	0%	6%	1%
Rs 151 - Rs 175	0%	0.4%	1%	0%	11%	2%
Rs 176 - Rs 200	0.4%	0.4%	0%	2%	3%	1%
Rs 201 - Rs 225	0%	0%	0%	0%	1%	0.1%
Rs 226 - Rs 250	0%	1%	0%	0%	0%	0.2%
Rs 251 - Rs 275	0%	0.4%	0%	0%	0%	0.1%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	2%	1%	2%	0%	0%	1%
<b>Average (INR)</b>	<b>41</b>	<b>41</b>	<b>40</b>	<b>31</b>	<b>73</b>	<b>44</b>
<b>Average (US \$)</b>	<b>0.7</b>	<b>0.7</b>	<b>0.7</b>	<b>0.6</b>	<b>1.3</b>	<b>0.8</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 71 (\$1.3) – consumers in Chandigarh pay the highest

PRICE PER PURCHASE - ORGANIC BANANA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	9	6	13	1	5	34
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	17%	0%	0%	0%	3%
Rs 21 - Rs 30	0%	0%	39%	0%	0%	15%
Rs 31 - Rs 40	22%	0%	0%	0%	0%	6%
Rs 41 - Rs 50	0%	33%	0%	0%	0%	6%
Rs 51 - Rs 60	11%	0%	31%	0%	20%	18%
Rs 61 - Rs 70	11%	0%	23%	0%	40%	18%
Rs 71 - Rs 80	22%	0%	8%	100%	0%	12%
Rs 81 - Rs 90	0%	0%	0%	0%	0%	0%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	17%	0%	0%	0%	3%
Rs 126 - Rs 150	0%	17%	0%	0%	0%	3%
Rs 151 - Rs 175	22%	0%	0%	0%	40%	12%
Rs 176 - Rs 200	0%	17%	0%	0%	0%	3%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	11%	0%	0%	0%	0%	3%
<b>Average (INR)</b>	<b>74</b>	<b>91</b>	<b>47</b>	<b>75</b>	<b>102</b>	<b>71</b>
<b>Average (US \$)</b>	<b>1.3</b>	<b>1.7</b>	<b>0.9</b>	<b>1.4</b>	<b>1.9</b>	<b>1.3</b>

1US\$ = INR 55

**Seasonal Fruits i.e. fruits available in market for 3 to 4 months in a given year (Mango, Orange, Litchi, Pear, Watermelon, Grapes, Guava, and Cherry):** Mango exhibits the highest price paid among all the seasonal fruits. Corresponding to consumers' perception about high prices of organic fruits, the average price per purchase is higher for organic varieties of these fruits as compared to the regular varieties.

Average price paid per purchase overall is Rs. 134 (\$2.4) – consumers in Mumbai pay the highest

PRICE PER PURCHASE - REGULAR MANGO						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	248	231	159	68	134	840
<Rs 10	0%	0.4%	0%	0%	0%	0.1%
Rs 10 - Rs 20	1%	0%	0%	0%	0%	0.4%
Rs 21 - Rs 30	0%	2%	1%	0%	1%	1%
Rs 31 - Rs 40	7%	2%	4%	0%	3%	4%
Rs 41 - Rs 50	7%	3%	4%	6%	19%	7%
Rs 51 - Rs 60	23%	2%	6%	0%	17%	11%
Rs 61 - Rs 70	21%	5%	4%	0%	5%	9%
Rs 71 - Rs 80	33%	4%	21%	0%	14%	17%
Rs 81 - Rs 90	6%	12%	9%	0%	13%	9%
Rs 91 - Rs 100	1%	1%	27%	6%	5%	7%
Rs 101 - Rs 125	1%	4%	7%	26%	2%	5%
Rs 126 - Rs 150	0%	6%	7%	0%	3%	3%
Rs 151 - Rs 175	0%	4%	1%	0%	3%	2%
Rs 176 - Rs 200	1%	4%	4%	0%	2%	3%
Rs 201 - Rs 225	0%	3%	1%	7%	2%	2%
Rs 226 - Rs 250	0%	5%	2%	24%	1%	4%
Rs 251 - Rs 275	0%	4%	0%	1%	1%	1%
Rs 276 - Rs 300	0%	5%	0%	13%	5%	3%
Rs 301 - Rs 350	0%	10%	0%	1%	2%	3%
Rs 351 - Rs 400	0%	9%	1%	0%	0%	3%
Rs 401 - Rs 450	0%	3%	1%	0%	0%	1%
Rs 451 - Rs 500	0%	4%	0%	1%	0%	1%
>Rs 500	0%	8%	0%	10%	0%	3%
No mention	0%	1%	1%	3%	0%	1%
<b>Average (INR)</b>	<b>65</b>	<b>229</b>	<b>98</b>	<b>218</b>	<b>98</b>	<b>134</b>
<b>Average (US \$)</b>	<b>1.2</b>	<b>4.2</b>	<b>1.8</b>	<b>4.0</b>	<b>1.8</b>	<b>2.4</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 242 (\$4.4) – consumers in Pune pay the highest

PRICE PER PURCHASE - ORGANIC MANGO						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	7	7	6	7	4	31
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	0%	0%	0%	50%	6%
Rs 51 - Rs 60	14%	0%	0%	0%	0%	3%
Rs 61 - Rs 70	0%	0%	0%	0%	0%	0%
Rs 71 - Rs 80	0%	0%	17%	0%	0%	3%
Rs 81 - Rs 90	14%	0%	0%	0%	50%	10%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	29%	14%	17%	0%	0%	13%
Rs 126 - Rs 150	14%	0%	33%	0%	0%	10%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	7	7	6	7	4	31
Rs 151 - Rs 175	0%	14%	17%	0%	0%	6%
Rs 176 - Rs 200	0%	14%	17%	0%	0%	6%
Rs 201 - Rs 225	29%	0%	0%	0%	0%	6%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	29%	0%	6%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	14%	0%	3%
Rs 451- Rs.500	0%	14%	0%	57%	0%	16%
>Rs 500	0%	43%	0%	0%	0%	10%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>133</b>	<b>359</b>	<b>136</b>	<b>425</b>	<b>65</b>	<b>242</b>
<b>Average (US \$)</b>	<b>2.4</b>	<b>6.5</b>	<b>2.5</b>	<b>7.7</b>	<b>1.2</b>	<b>4.4</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs.68 (\$1.2) – consumers in Chandigarh pay the highest

PRICE PER PURCHASE - REGULAR ORANGE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	201	234	121	56	84	696
<Rs 10	0%	3%	0%	0%	0%	1%
Rs 10 - Rs 20	.5%	1%	0%	16%	0%	2%
Rs 21 - Rs 30	4%	5%	10%	2%	1%	5%
Rs 31 - Rs 40	4%	5%	21%	13%	15%	10%
Rs 41 - Rs 50	20%	12%	21%	45%	18%	19%
Rs 51 - Rs 60	29%	13%	20%	0%	10%	18%
Rs 61 - Rs 70	14%	20%	9%	0%	6%	13%
Rs 71 - Rs 80	25%	12%	7%	0%	10%	14%
Rs 81 - Rs 90	1%	8%	7%	0%	7%	5%
Rs 91 - Rs 100	0%	3%	2%	14%	6%	3%
Rs 101 - Rs 125	1%	3%	0%	0%	6%	2%
Rs 126 - Rs 150	0%	7%	1%	2%	0%	3%
Rs 151 - Rs 175	0%	2%	0%	2%	2%	1%
Rs 176 - Rs 200	.5%	1%	0%	0%	1%	1%
Rs 201 - Rs 225	0%	1%	0%	0%	1%	1%
Rs 226 - Rs 250	0%	1%	0%	0%	2%	1%
Rs 251 - Rs 275	0%	0%	0%	0%	5%	1%
Rs 276 - Rs 300	0%	0%	0%	2%	2%	0.4%
Rs 301 - Rs 350	0%	0.4%	0%	0%	4%	1%
Rs 351 - Rs 400	0%	0%	0%	0%	4%	0.4%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0.4%	0%	0%	0%	0.1%
No mention	0%	1%	1%	5%	0%	1%
<b>Average (INR)</b>	<b>59</b>	<b>76</b>	<b>51</b>	<b>51</b>	<b>107</b>	<b>68</b>
<b>Average (US \$)</b>	<b>1.1</b>	<b>1.4</b>	<b>0.9</b>	<b>0.9</b>	<b>1.9</b>	<b>1.2</b>

1US\$ = INR 55



Average price paid per purchase overall is Rs. 105 (\$1.9) – consumers in Pune pay the highest

PRICE PER PURCHASE - ORGANIC ORANGE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	6	15	3	3	29
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	0%	7%	0%	0%	3%
Rs 51 - Rs 60	0%	33%	0%	0%	0%	7%
Rs 61 - Rs 70	0%	17%	7%	0%	0%	7%
Rs 71 - Rs 80	0%	0%	7%	0%	0%	3%
Rs 81 - Rs 90	50%	17%	0%	0%	0%	7%
Rs 91 - Rs 100	50%	0%	67%	0%	0%	38%
Rs 101 - Rs 125	0%	0%	7%	33%	33%	10%
Rs 126 - Rs 150	0%	17%	7%	0%	0%	7%
Rs 151 - Rs 175	0%	17%	0%	0%	67%	10%
Rs 176 - Rs 200	0%	0%	0%	67%	0%	7%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>90</b>	<b>94</b>	<b>93</b>	<b>163</b>	<b>146</b>	<b>105</b>
<b>Average (US \$)</b>	<b>1.6</b>	<b>1.7</b>	<b>1.7</b>	<b>3.0</b>	<b>2.7</b>	<b>1.9</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 71 (\$1.3) – consumers in Bangalore and Chandigarh pay the highest

PRICE PER PURCHASE - REGULAR LITCHI						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	128	183	66	11	48	436
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	3%	6%	5%	0%	0%	4%
Rs 21 - Rs 30	2%	11%	0%	0%	8%	6%
Rs 31 - Rs 40	14%	9%	5%	0%	8%	9%
Rs 41 - Rs 50	13%	17%	5%	91%	8%	15%
Rs 51 - Rs 60	16%	10%	6%	0%	13%	11%
Rs 61 - Rs 70	4%	5%	0%	0%	6%	4%
Rs 71 - Rs 80	15%	9%	9%	0%	10%	11%
Rs 81 - Rs 90	7%	3%	32%	0%	13%	10%
Rs 91 - Rs 100	13%	6%	20%	0%	6%	10%
Rs 101 - Rs 125	4%	11%	0%	0%	4%	6%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	128	183	66	11	48	436
Rs 126 - Rs 150	5%	7%	9%	0%	6%	6%
Rs 151 - Rs 175	0%	.5%	3%	0%	15%	2%
Rs 176 - Rs 200	1%	1%	0%	0%	0%	1%
Rs 201 - Rs 225	0%	1%	3%	0%	2%	1%
Rs 226 - Rs 250	0%	0.5%	0%	0%	0%	0.2%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	2%	2%	5%	9%	0%	3%
<b>Average (INR)</b>	<b>66</b>	<b>67</b>	<b>84</b>	<b>41</b>	<b>86</b>	<b>71</b>
<b>Average (US \$)</b>	<b>1.2</b>	<b>1.2</b>	<b>1.5</b>	<b>0.7</b>	<b>1.6</b>	<b>1.3</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 110 (\$2.0) – consumers in Mumbai and Bangalore pay the highest

PRICE PER PURCHASE - ORGANIC LITCHI						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	4	1	0	2	8
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	100%	0%	0%	0%	0%	13%
Rs 41 - Rs 50	0%	0%	0%	0%	0%	0%
Rs 51 - Rs 60	0%	0%	0%	0%	0%	0%
Rs 61 - Rs 70	0%	50%	0%	0%	50%	38%
Rs 71 - Rs 80	0%	0%	0%	0%	0%	0%
Rs 81 - Rs 90	0%	0%	0%	0%	50%	13%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	0%	0%	0%	0%	0%
Rs 126 - Rs 150	0%	0%	100%	0%	0%	13%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	50%	0%	0%	0%	25%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>35</b>	<b>139</b>	<b>138</b>	<b>0</b>	<b>75</b>	<b>110</b>
<b>Average (US \$)</b>	<b>0.6</b>	<b>2.5</b>	<b>2.5</b>	<b>0.0</b>	<b>1.4</b>	<b>2.0</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 75 (\$1.4) – consumers in Chandigarh pay the highest

PRICE PER PURCHASE - REGULAR PEAR						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	99	182	57	2	38	378
<Rs 10	0%	0%	2%	0%	0%	0.3%
Rs 10 - Rs 20	1%	1%	2%	0%	0%	1%
Rs 21 - Rs 30	2%	5%	0%	0%	0%	3%
Rs 31 - Rs 40	9%	7%	4%	0%	8%	7%
Rs 41 - Rs 50	16%	14%	2%	0%	11%	12%
Rs 51 - Rs 60	25%	12%	2%	100%	11%	14%
Rs 61 - Rs 70	8%	13%	5%	0%	13%	11%
Rs 71 - Rs 80	26%	21%	16%	0%	11%	21%
Rs 81 - Rs 90	8%	8%	37%	0%	0%	11%
Rs 91 - Rs 100	0%	7%	14%	0%	3%	6%
Rs 101 - Rs 125	0%	7%	4%	0%	5%	4%
Rs 126 - Rs 150	0%	2%	5%	0%	3%	2%
Rs 151 - Rs 175	0%	2%	4%	0%	8%	2%
Rs 176 - Rs 200	1%	0%	0%	0%	8%	1%
Rs 201 - Rs 225	0%	1%	2%	0%	13%	2%
Rs 226 - Rs 250	0%	0%	0%	0%	8%	1%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	2%	0%	0%	0.3%
No mention	3%	2%	2%	0%	0%	2%
<b>Average (INR)</b>	<b>59</b>	<b>69</b>	<b>93</b>	<b>55</b>	<b>116</b>	<b>75</b>
<b>Average (US \$)</b>	<b>1.1</b>	<b>1.3</b>	<b>1.7</b>	<b>1.0</b>	<b>2.1</b>	<b>1.4</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 115 (\$2.1) – consumers in Mumbai pay the highest

PRICE PER PURCHASE - ORGANIC PEAR						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	6	0	0	9
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	0%	17%	0%	0%	10%
Rs 51 - Rs 60	0%	0%	17%	0%	0%	10%
Rs 61 - Rs 70	0%	0%	0%	0%	0%	0%
Rs 71 - Rs 80	0%	33%	0%	0%	0%	10%
Rs 81 - Rs 90	0%	0%	0%	0%	0%	0%
Rs 91 - Rs 100	0%	0%	17%	0%	0%	10%
Rs 101 - Rs 125	0%	33%	17%	0%	0%	20%
Rs 126 - Rs 150	0%	0%	17%	0%	0%	10%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	6	0	0	9
Rs 176 - Rs 200	0%	0%	17%	0%	0%	10%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	33%	0%	0%	0%	10%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	10%
<b>Average (INR)</b>	<b>0</b>	<b>171</b>	<b>106</b>	<b>0</b>	<b>0</b>	<b>115</b>
<b>Average (US \$)</b>	<b>0.0</b>	<b>3.1</b>	<b>1.9</b>	<b>0.0</b>	<b>0.0</b>	<b>2.1</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 63 (\$1.1) – consumers in Pune pay the highest

PRICE PER PURCHASE - REGULAR WATERMELON						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	159	214	133	37	76	619
<Rs 10	0%	0.5%	2%	0%	0%	0.5%
Rs 10 - Rs 20	1%	0.5%	2%	8%	0%	1%
Rs 21 - Rs 30	6%	6%	3%	0%	7%	5%
Rs 31 - Rs 40	3%	13%	17%	22%	14%	12%
Rs 41 - Rs 50	8%	15%	18%	0%	28%	15%
Rs 51 - Rs 60	27%	21%	11%	0%	21%	19%
Rs 61 - Rs 70	19%	11%	11%	0%	5%	12%
Rs 71 - Rs 80	25%	8%	11%	0%	5%	12%
Rs 81 - Rs 90	3%	7%	3%	5%	8%	5%
Rs 91 - Rs 100	5%	7%	14%	38%	5%	10%
Rs 101 - Rs 125	0%	5%	7%	3%	3%	4%
Rs 126 - Rs 150	1%	3%	1%	14%	0%	2%
Rs 151 - Rs 175	0%	0.5%	0%	0%	3%	0.5%
Rs 176 - Rs 200	0%	0%	2%	0%	0%	0.3%
Rs 201 - Rs 225	0%	0%	0%	0%	1%	0.2%
Rs 226 - Rs 250	0%	0.5%	0%	0%	0%	0.2%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0.5%	0%	0%	0%	0.2%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	2%	1%	2%	11%	0%	2%
<b>Average (INR)</b>	<b>61</b>	<b>64</b>	<b>63</b>	<b>71</b>	<b>60</b>	<b>63</b>
<b>Average (US \$)</b>	<b>1.1</b>	<b>1.2</b>	<b>1.1</b>	<b>1.3</b>	<b>1.1</b>	<b>1.1</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 83 (\$1.5) – consumers in Pune pay the highest

PRICE PER PURCHASE - ORGANIC WATERMELON						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	7	12	1	2	23
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	14%	0%	0%	50%	9%
Rs 31 - Rs 40	0%	0%	17%	0%	0%	9%
Rs 41 - Rs 50	0%	0%	17%	0%	50%	13%
Rs 51 - Rs 60	0%	0%	17%	0%	0%	9%
Rs 61 - Rs 70	0%	14%	0%	0%	0%	4%
Rs 71 - Rs 80	100%	29%	8%	0%	0%	17%
Rs 81 - Rs 90	0%	0%	0%	0%	0%	0%
Rs 91 - Rs 100	0%	0%	8%	0%	0%	4%
Rs 101 - Rs 125	0%	14%	8%	0%	0%	9%
Rs 126 - Rs 150	0%	14%	25%	100%	0%	22%
Rs 151 - Rs 175	0%	14%	0%	0%	0%	4%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>75</b>	<b>93</b>	<b>81</b>	<b>138</b>	<b>35</b>	<b>83</b>
<b>Average (US \$)</b>	<b>1.4</b>	<b>1.7</b>	<b>1.5</b>	<b>2.5</b>	<b>0.6</b>	<b>1.5</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 63 (\$1.1) – consumers in Mumbai pay the highest

PRICE PER PURCHASE - REGULAR GRAPES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	207	210	138	31	98	684
<Rs 10	0%	0%	1%	0%	0%	0.3%
Rs 10 - Rs 20	5%	1%	1%	0%	5%	3%
Rs 21 - Rs 30	0.5%	7%	19%	0%	10%	7%
Rs 31 - Rs 40	7%	9%	46%	6%	8%	15%
Rs 41 - Rs 50	19%	10%	14%	26%	20%	16%
Rs 51 - Rs 60	29%	20%	7%	19%	8%	19%
Rs 61 - Rs 70	11%	10%	3%	0%	19%	10%
Rs 71 - Rs 80	8%	4%	6%	19%	8%	7%
Rs 81 - Rs 90	2%	6%	1%	6%	7%	4%
Rs 91 - Rs 100	14%	8%	1%	19%	1%	8%
Rs 101 - Rs 125	0.5%	3%	0%	0%	1%	1%
Rs 126 - Rs 150	0%	14%	1%	0%	5%	5%
Rs 151 - Rs 175	0.5%	2%	1%	0%	0%	1%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	207	210	138	31	98	684
Rs 176 - Rs 200	0%	2%	0%	0%	2%	1%
Rs 201 - Rs 225	0%	3%	0%	0%	3%	1%
Rs 226 - Rs 250	0%	0.5%	0%	0%	1%	0.3%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0.5%	0%	0%	0%	0.1%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	3%	1%	1%	3%	0%	2%
<b>Average (INR)</b>	<b>57</b>	<b>81</b>	<b>41</b>	<b>63</b>	<b>67</b>	<b>63</b>
<b>Average (US \$)</b>	<b>1.0</b>	<b>1.5</b>	<b>0.7</b>	<b>1.1</b>	<b>1.2</b>	<b>1.1</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 97 (\$1.8) – consumers in Pune pay the highest

PRICE PER PURCHASE - ORGANIC GRAPES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	3	3	4	14
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	50%	0%	33%	0%	0%	14%
Rs 51 - Rs 60	0%	0%	0%	0%	0%	0%
Rs 61 - Rs 70	50%	0%	33%	0%	50%	29%
Rs 71 - Rs 80	0%	0%	0%	0%	50%	14%
Rs 81 - Rs 90	0%	0%	0%	0%	0%	0%
Rs 91 - Rs 100	0%	0%	33%	0%	0%	7%
Rs 101 - Rs 125	0%	0%	0%	0%	0%	0%
Rs 126 - Rs 150	0%	50%	0%	33%	0%	14%
Rs 151 - Rs 175	0%	50%	0%	67%	0%	21%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>55</b>	<b>151</b>	<b>68</b>	<b>155</b>	<b>70</b>	<b>97</b>
<b>Average (US \$)</b>	<b>1.0</b>	<b>2.7</b>	<b>1.2</b>	<b>2.8</b>	<b>1.3</b>	<b>1.8</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 46 (\$0.8)– consumers in Chandigarh pay the highest

PRICE PER PURCHASE - REGULAR GUAVA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	180	180	90	30	70	550
<Rs 10	0%	1%	9%	10%	0%	2%
Rs 10 - Rs 20	6%	6%	22%	0%	1%	8%
Rs 21 - Rs 30	4%	21%	42%	60%	4%	19%
Rs 31 - Rs 40	13%	16%	11%	0%	30%	15%
Rs 41 - Rs 50	17%	13%	8%	13%	16%	14%
Rs 51 - Rs 60	34%	16%	1%	7%	16%	19%
Rs 61 - Rs 70	9%	7%	2%	3%	10%	7%
Rs 71 - Rs 80	7%	11%	2%	3%	7%	7%
Rs 81 - Rs 90	2%	3%	0%	0%	3%	2%
Rs 91 - Rs 100	4%	3%	1%	0%	4%	3%
Rs 101 - Rs 125	0%	2%	0%	0%	3%	1%
Rs 126 - Rs 150	0%	1%	0%	0%	1%	0%
Rs 151 - Rs 175	0%	1%	1%	0%	4%	1%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	1%	0%	0%	0%	0.2%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	4%	1%	0%	3%	0%	2%
<b>Average (INR)</b>	<b>49</b>	<b>49</b>	<b>28</b>	<b>30</b>	<b>58</b>	<b>46</b>
<b>Average (US \$)</b>	<b>0.9</b>	<b>0.9</b>	<b>0.5</b>	<b>0.5</b>	<b>1.1</b>	<b>0.8</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 55 (\$1.0) – higher price paid per purchase compared to regular variety

PRICE PER PURCHASE - ORGANIC GUAVA						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	1	1	0	2	6
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	100%	100%	0%	0%	33%
Rs 41 - Rs 50	0%	0%	0%	0%	50%	17%
Rs 51 - Rs 60	0%	0%	0%	0%	50%	17%
Rs 61 - Rs 70	0%	0%	0%	0%	0%	0%
Rs 71 - Rs 80	50%	0%	0%	0%	0%	17%
Rs 81 - Rs 90	50%	0%	0%	0%	0%	17%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	0%	0%	0%	0%	0%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	1	1	0	2	6
Rs 126 - Rs 150	0%	0%	0%	0%	0%	0%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs.500	0%	0%	0%	0%	0%	0%
> Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>80</b>	<b>35</b>	<b>35</b>	<b>0</b>	<b>50</b>	<b>55</b>
<b>Average (US \$)</b>	<b>1.5</b>	<b>0.6</b>	<b>0.6</b>	<b>0.0</b>	<b>0.9</b>	<b>1.0</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 81 (\$1.5) – consumers in Pune pay the highest

PRICE PER PURCHASE - REGULAR CHERRY						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	80	139	50	10	43	322
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	1%	4%	0%	0%	1%
Rs 21 - Rs 30	3%	9%	12%	0%	0%	6%
Rs 31 - Rs 40	9%	7%	6%	0%	9%	7%
Rs 41 - Rs 50	10%	6%	6%	0%	16%	8%
Rs 51 - Rs 60	19%	6%	4%	0%	23%	10%
Rs 61 - Rs 70	4%	7%	2%	50%	2%	7%
Rs 71 - Rs 80	16%	9%	8%	0%	26%	11%
Rs 81 - Rs 90	1%	5%	6%	0%	12%	5%
Rs 91 - Rs 100	29%	21%	14%	10%	7%	18%
Rs 101 - Rs 125	5%	8%	26%	0%	0%	7%
Rs 126 - Rs 150	0%	9%	4%	10%	0%	8%
Rs 151 - Rs 175	0%	3%	0%	0%	0%	2%
Rs 176 - Rs 200	0%	6%	0%	30%	0%	3%
Rs 201 - Rs 225	0%	1%	0%	0%	0%	0.3%
Rs 226 - Rs 250	0%	1%	2%	0%	0%	1%
Rs 251 - Rs 275	0%	0%	4%	0%	0%	1%
Rs 276 - Rs 300	0%	1%	0%	0%	0%	0.3%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	5%	2%	2%	0%	5%	3%
<b>Average (INR)</b>	<b>67</b>	<b>88</b>	<b>86</b>	<b>112</b>	<b>61</b>	<b>81</b>
<b>Average (US \$)</b>	<b>1.2</b>	<b>1.6</b>	<b>1.6</b>	<b>2.0</b>	<b>1.1</b>	<b>1.5</b>

1US\$ = INR 55



Average price paid per purchase overall is Rs. 169 (\$3.1) – higher price paid per purchase compared to regular variety

PRICE PER PURCHASE - ORGANIC CHERRY						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	1	2	1	0	5
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	0%	50%	0%	0%	20%
Rs 51 - Rs 60	0%	0%	0%	0%	0%	0%
Rs 61 - Rs 70	0%	0%	0%	0%	0%	0%
Rs 71 - Rs 80	100%	0%	0%	0%	0%	20%
Rs 81 - Rs 90	0%	0%	0%	0%	0%	0%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	0%	0%	0%	0%	0%
Rs 126 - Rs 150	0%	0%	0%	0%	0%	0%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%
Rs 176 - Rs 200	0%	100%	0%	100%	0%	20%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	20%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	50%	0%	0%	20%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>75</b>	<b>188</b>	<b>185</b>	<b>188</b>	<b>0</b>	<b>169</b>
<b>Average (US \$)</b>	<b>1.4</b>	<b>3.4</b>	<b>3.4</b>	<b>3.4</b>	<b>0.0</b>	<b>3.1</b>

1US\$ = INR 55

**Exotic Fruits i.e. fruits that are not as commonly available and not commonly part of household grocery purchase (Pineapple and Berries):** Consumers pay more for buying organic exotic fruits vis-à-vis the regular varieties of exotic fruits. This substantiates the consumers' price perception about the organic category being more expensive than the regular one.

Average price paid per purchase overall is Rs. 52 (\$0.9) – consumers in Delhi pay the highest

PRICE PER PURCHASE - REGULAR PINEAPPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	84	196	105	24	26	435
<Rs 10	0%	2%	2%	0%	0%	1%
Rs 10 - Rs 20	0%	1%	2%	0%	4%	1%
Rs 21 - Rs 30	0%	11%	15%	0%	12%	9%
Rs 31 - Rs 40	7%	28%	46%	33%	4%	27%
Rs 41 - Rs 50	8%	15%	25%	13%	15%	16%
Rs 51 - Rs 60	32%	12%	4%	38%	23%	16%
Rs 61 - Rs 70	14%	8%	2%	13%	8%	8%
Rs 71 - Rs 80	30%	8%	1%	0%	4%	10%

Rs 81 - Rs 90	1%	5%	3%	0%	23%	4%
Rs 91 - Rs 100	4%	3%	0%	0%	8%	3%
Rs 101 - Rs 125	1%	4%	0%	0%	0%	2%
Rs 126 - Rs 150	0%	3%	0%	0%	0%	1%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%
Rs 176 - Rs 200	0%	.5%	0%	0%	0%	.2%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0.5%	0%	0%	0%	0.2%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	2%	1%	1%	4%	0%	1%
<b>Average (INR)</b>	<b>61</b>	<b>55</b>	<b>38</b>	<b>46</b>	<b>59</b>	<b>52</b>
<b>Average (US \$)</b>	<b>1.1</b>	<b>1.0</b>	<b>0.7</b>	<b>0.8</b>	<b>1.1</b>	<b>0.9</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 82 (\$1.5) – higher price paid per purchase compared to regular variety

PRICE PER PURCHASE - ORGANIC PINEAPPLE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	1	3	2	1	1	8
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	33%	50%	0%	0%	25%
Rs 51 - Rs 60	0%	33%	0%	0%	0%	13%
Rs 61 - Rs 70	0%	0%	0%	0%	0%	0%
Rs 71 - Rs 80	0%	0%	0%	0%	0%	0%
Rs 81 - Rs 90	100%	0%	0%	0%	0%	13%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	0%	0%	0%	0%	0%
Rs 126 - Rs 150	0%	0%	0%	0%	0%	0%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	33%	0%	100%	0%	25%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	50%	0%	100%	25%
<b>Average (INR)</b>	<b>85</b>	<b>104</b>	<b>23</b>	<b>213</b>	<b>0</b>	<b>82</b>
<b>Average (US \$)</b>	<b>1.5</b>	<b>1.9</b>	<b>0.4</b>	<b>3.9</b>	<b>0.0</b>	<b>1.5</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 72 (\$1.3) – consumers in Bangalore pay the highest

PRICE PER PURCHASE - REGULAR BERRIES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	44	62	26	0	11	143
<Rs 10	0%	2%	0%	0%	0%	1%
Rs 10 - Rs 20	0%	5%	0%	0%	0%	2%
Rs 21 - Rs 30	0%	16%	0%	0%	0%	7%
Rs 31 - Rs 40	14%	5%	0%	0%	27%	8%
Rs 41 - Rs 50	7%	10%	8%	0%	27%	10%
Rs 51 - Rs 60	34%	5%	8%	0%	9%	15%
Rs 61 - Rs 70	0%	11%	8%	0%	0%	5%
Rs 71 - Rs 80	16%	13%	8%	0%	9%	13%
Rs 81 - Rs 90	0%	5%	15%	0%	9%	4%
Rs 91 - Rs 100	16%	11%	8%	0%	9%	13%
Rs 101 - Rs 125	5%	8%	27%	0%	0%	6%
Rs 126 - Rs 150	0%	6%	4%	0%	0%	8%
Rs 151 - Rs 175	0%	0%	12%	0%	0%	1%
Rs 176 - Rs 200	0%	2%	4%	0%	0%	3%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	1%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs 450	0%	0%	0%	0%	0%	0%
Rs 451 - Rs 500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	9%	2%	0%	0%	9%	4%
<b>Average (INR)</b>	<b>59</b>	<b>66</b>	<b>101</b>	<b>0</b>	<b>50</b>	<b>72</b>
<b>Average (US \$)</b>	<b>1.1</b>	<b>1.2</b>	<b>1.8</b>	<b>0.0</b>	<b>0.9</b>	<b>1.3</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 147 (\$2.7) – higher price paid per purchase compared to regular variety

PRICE PER PURCHASE - ORGANIC BERRIES						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	2	1	0	0	3
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	50%	0%	0%	0%	33%
Rs 21 - Rs 30	0%	0%	0%	0%	0%	0%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	0%	0%	0%	0%	0%
Rs 51 - Rs 60	0%	0%	0%	0%	0%	0%
Rs 61 - Rs 70	0%	0%	0%	0%	0%	0%
Rs 71 - Rs 80	0%	0%	0%	0%	0%	0%
Rs 81 - Rs 90	0%	0%	0%	0%	0%	0%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	0%	0%	0%	0%	0%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	2	1	0	0	3
Rs 126 - Rs 150	0%	0%	0%	0%	0%	0%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%
Rs 176 - Rs 200	0%	0%	100%	0%	0%	33%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	50%	0%	0%	0%	33%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>0</b>	<b>127</b>	<b>188</b>	<b>0</b>	<b>0</b>	<b>147</b>
<b>Average (US \$)</b>	<b>0.0</b>	<b>2.3</b>	<b>3.4</b>	<b>0.0</b>	<b>0.0</b>	<b>2.7</b>

1US\$ = INR 55

## Consumption And Purchase Behavior – Dairy Products:

*Regular (non organic) dairy products vs. Organic dairy products*

### Frequency of Purchase

**Regular Dairy Products i.e. part of standard household grocery purchases (Milk, Butter, Cottage Cheese and Clarified Butter):** Within regular varieties of these dairy products, milk has the highest purchase frequency since it is the most consumed dairy product in India. Organic milk as well is the most often purchased among these organic dairy products. Overall, the purchase frequency of regular varieties is higher than that of the organic varieties of these dairy products.

Overall purchase frequency is 3-4 times a week – majority buy it daily (88%)

FREQUENCY - REGULAR MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	243	256	160	150	157	966
Daily	77%	94%	97%	93%	83%	88%
2-6 times a week	17%	1%	3%	3%	6%	7%
Once in a week	3%	2%	0%	1%	6%	2%
Once in a fortnight	2%	2%	0%	0%	4%	2%
Once in a month	0%	0%	0%	0%	0%	0%
Once in a three months	0%	1%	0%	0%	0%	0.3%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	1%	0.4%	1%	3%	0%	1%
<b>Average Frequency</b>	<b>3-4 times a week</b>	<b>3-4 times a week</b>	<b>3-4 times a week</b>	<b>3-4 times a week</b>	<b>3-4 times a week</b>	<b>3-4 times a week</b>

Overall purchase frequency is once a week – majority buy it once in a month (43%)

FREQUENCY - ORGANIC MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	21	4	9	17	51
Daily	0%	19%	0%	0%	0%	8%
2-6 times a week	0%	0%	25%	11%	0%	4%
Once in a week	0%	19%	50%	0%	6%	14%
Once in a fortnight	0%	10%	25%	0%	12%	10%
Once in a month	0%	33%	0%	11%	82%	43%
Once in a three months	0%	19%	0%	67%	0%	20%
Once in six months	0%	0%	0%	11%	0%	2%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	-	Once a week	Once a week	Once a fortnight	Once a month	Once a week

Overall purchase frequency is once a week – highest frequency in Chandigarh

FREQUENCY - REGULAR BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	215	225	128	50	77	695
Daily	1%	4%	4%	0%	4%	3%
2-6 times a week	0%	4%	0%	0%	16%	3%
Once in a week	46%	31%	1%	36%	47%	32%
Once in a fortnight	34%	24%	30%	8%	19%	27%
Once in a month	13%	28%	60%	26%	10%	27%
Once in a three months	4%	5%	2%	26%	4%	5%
Once in six months	0%	0.4%	0%	0%	0%	0.1%
Less often than once in six months	0%	4%	0%	0%	0%	1%
No mention	1%	0.4%	3%	4%	0%	1%
<b>Average Frequency</b>	Once a week	Once a week	Once a fortnight	Once a fortnight	Once a week	Once a week

Overall purchase frequency is once a fortnight – lower than the frequency of regular variety

FREQUENCY - ORGANIC BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	4	3	3	0	4	14
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	25%	33%	0%	0%	50%	29%
Once in a fortnight	75%	33%	33%	0%	50%	50%
Once in a month	0%	33%	67%	0%	0%	21%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	Once a fortnight	Once a fortnight	Once a month	-	Once a fortnight	Once a fortnight

Overall purchase frequency is once a week – majority buy it once a fortnight (41%)

FREQUENCY - REGULAR COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	226	203	71	36	82	618
Daily	0.4%	1%	4%	0%	0%	1%
2-6 times a week	11%	4%	4%	0%	5%	7%
Once in a week	19%	33%	8%	33%	41%	26%
Once in a fortnight	55%	26%	63%	6%	39%	41%
Once in a month	12%	28%	13%	33%	15%	19%
Once in a three months	1%	0.5%	4%	6%	0%	1%
Once in six months	1%	0.5%	0%	14%	0%	1%
Less often than once in six months	0%	5%	0%	0%	0%	2%
No mention	1%	1%	3%	8%	0%	2%
<b>Average Frequency</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a week</b>

Overall purchase frequency is once a fortnight – majority buy it once a week (41%)

FREQUENCY - ORGANIC COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	9	0	4	17
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	50%	22%	0%	100%	41%
Once in a fortnight	50%	0%	56%	0%	0%	35%
Once in a month	50%	0%	22%	0%	0%	18%
Once in a three months	0%	50%	0%	0%	0%	6%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	<b>Once a month</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>-</b>	<b>Once a week</b>	<b>Once a fortnight</b>

Overall purchase frequency is once a fortnight – majority buy it once a month (72%)

FREQUENCY - REGULAR CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	203	210	138	32	96	679
Daily	1%	3%	1%	0%	2%	2%
2-6 times a week	0%	2%	1%	0%	1%	1%
Once in a week	4%	7%	1%	3%	0%	4%
Once in a fortnight	4%	3%	8%	0%	3%	4%
Once in a month	75%	58%	85%	94%	74%	72%
Once in a three months	8%	17%	3%	3%	17%	11%
Once in six months	3%	3%	0%	0%	3%	3%
Less often than once in six months	0.5%	7%	0%	0%	0%	2%
No mention	4%	0%	1%	0%	0%	1%
<b>Average Frequency</b>	<b>Once a month</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>Once a month</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>

Overall purchase frequency is once a month – lower than the frequency of regular variety

FREQUENCY - ORGANIC CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	1	0	6	10
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	33%	0%	0%	0%	10%
Once in a fortnight	0%	0%	0%	0%	0%	0%
Once in a month	0%	33%	100%	0%	100%	80%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	33%	0%	0%	0%	10%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
Average Frequency	-	Once a fortnight	Once a month	-	Once a month	Once a month

**Occasional Dairy Products i.e. part of regular household purchases but less often than first category (Curd and Cheese):** Curd (yoghurt) is bought more often than Cheese, for the regular variety. For both the products, the purchase frequency is higher for their regular variety compared to the organic variety

Overall purchase frequency is 2-3 times a week – majority buy it once a week (33%)

FREQUENCY - REGULAR CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	204	223	127	96	116	766
Daily	16%	24%	35%	0%	66%	27%
2-6 times a week	52%	17%	46%	5%	14%	29%
Once in a week	23%	41%	15%	78%	17%	33%
Once in a fortnight	7%	17%	1%	0%	3%	7%
Once in a month	1%	1%	2%	15%	0%	3%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0.4%	0%	0%	0%	0.1%
No mention	1%	0.4%	2%	2%	0%	1%
Average Frequency	2 times a week	2 times a week	2-3 times a week	Once a week	2-3 times a week	2 times a week

Overall purchase frequency is once a fortnight – majority buy it once a week (33%)

FREQUENCY - ORGANIC CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	14	9	7	7	6	43
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	21%	0%	0%	14%	0%	9%
Once in a week	50%	44%	29%	0%	17%	33%
Once in a fortnight	7%	22%	43%	0%	0%	14%
Once in a month	7%	22%	29%	14%	83%	26%
Once in a three months	14%	11%	0%	57%	0%	16%
Once in six months	0%	0%	0%	14%	0%	2%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
Average Frequency	Once a week	Once a fortnight	Once a fortnight	Once a fortnight	Once a month	Once a fortnight

Overall purchase frequency is once a week – majority buy it once a week (36%)

FREQUENCY - REGULAR CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	168	208	67	43	80	566
Daily	1%	5%	4%	0%	4%	3%
2-6 times a week	5%	7%	3%	0%	16%	7%
Once in a week	31%	38%	15%	67%	44%	36%
Once in a fortnight	43%	21%	39%	5%	26%	29%
Once in a month	14%	21%	36%	9%	8%	18%
Once in a three months	4%	4%	0%	12%	3%	4%
Once in six months	1%	0.5%	0%	7%	0%	1%
Less often than once in six months	0%	3%	0%	0%	0%	1%
No mention	1%	0.5%	3%	0%	0%	1%
<b>Average Frequency</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a week</b>	<b>Once a week</b>

Overall purchase frequency is once a fortnight – lower than the frequency of regular variety

FREQUENCY - ORGANIC CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	4	2	8	22
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	20%	33%	0%	0%	38%	23%
Once in a fortnight	40%	0%	50%	0%	63%	41%
Once in a month	0%	67%	50%	0%	0%	18%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	0%	0%	100%	0%	9%
Less often than once in six months	20%	0%	0%	0%	0%	5%
No mention	20%	0%	0%	0%	0%	5%
<b>Average Frequency</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>Once a month</b>	<b>Once in 6 months</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>

**Ad Hoc Dairy Products i.e. value added sweet dairy products that are not part of standard household grocery purchase (Ice Cream, Flavoured Milk and Flavoured Yoghurt):** For the regular variety of these products, average purchase frequency is once a week. There is no purchase incidence of the organic variety of these products.

Overall purchase frequency is once a week – highest frequency for Chandigarh

FREQUENCY - REGULAR ICE CREAM						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	245	217	135	67	112	776
Daily	2%	7%	1%	3%	33%	8%
2-6 times a week	38%	12%	2%	3%	32%	20%
Once in a week	36%	44%	7%	21%	27%	31%
Once in a fortnight	18%	18%	33%	4%	6%	18%
Once in a month	4%	18%	51%	37%	2%	18%
Once in a three months	0.4%	1%	4%	25%	0%	3%
Once in six months	0%	0%	0%	1%	0%	0.1%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	2%	1%	1%	4%	0%	2%
<b>Average Frequency</b>	<b>2 times in a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>Once a fortnight</b>	<b>2 times a week</b>	<b>Once a week</b>



No purchase incidence

FREQUENCY - ORGANIC ICE CREAM						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	0	0	0	0	0
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	0%	0%	0%	0%	0%
Once in a fortnight	0%	0%	0%	0%	0%	0%
Once in a month	0%	0%	0%	0%	0%	0%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	-	-	-	-	-	-

Overall purchase frequency is once a week – majority buy it once a fortnight (34%)

FREQUENCY - REGULAR FLAVORED MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	118	128	66	4	40	356
Daily	2%	5%	3%	0%	5%	3%
2-6 times a week	17%	6%	0%	0%	18%	10%
Once in a week	36%	24%	5%	0%	38%	26%
Once in a fortnight	27%	40%	48%	0%	13%	34%
Once in a month	8%	20%	30%	25%	20%	18%
Once in a three months	3%	2%	11%	0%	8%	4%
Once in six months	2%	1%	2%	0%	0%	1%
Less often than once in six months	0%	2%	0%	0%	0%	1%
No mention	5%	0%	2%	75%	0%	3%
<b>Average Frequency</b>	Once a week	Once a week	Once a fortnight	Once in 6 months	Once a week	Once a week

No purchase incidence

FREQUENCY - ORGANIC FLAVORED MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	0	0	0	0	0
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	0%	0%	0%	0%	0%
Once in a fortnight	0%	0%	0%	0%	0%	0%
Once in a month	0%	0%	0%	0%	0%	0%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	0	0	0	0	0	0

Overall purchase frequency is once a week – majority buy it once a fortnight (26%) No purchase incidence

FREQUENCY - REGULAR FLAVORED YOGURT						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	71	74	34	0	13	192
Daily	6%	1%	6%	0%	0%	4%
2-6 times a week	8%	16%	0%	0%	23%	11%
Once in a week	24%	30%	0%	0%	8%	21%
Once in a fortnight	34%	18%	32%	0%	15%	26%
Once in a month	14%	27%	38%	0%	15%	23%
Once in a three months	4%	3%	21%	0%	38%	9%
Once in six months	4%	4%	0%	0%	0%	3%
Less often than once in six months	1%	1%	0%	0%	0%	1%
No mention	4%	0%	3%	0%	0%	2%
<b>Average Frequency</b>	<b>Once a week</b>	<b>Once a week</b>	<b>Once a fortnight</b>	<b>-</b>	<b>Once a week</b>	<b>Once a week</b>

No purchase incidence

FREQUENCY - ORGANIC FLAVORED YOGURT						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	0	0	0	0	0
Daily	0%	0%	0%	0%	0%	0%
2-6 times a week	0%	0%	0%	0%	0%	0%
Once in a week	0%	0%	0%	0%	0%	0%
Once in a fortnight	0%	0%	0%	0%	0%	0%
Once in a month	0%	0%	0%	0%	0%	0%
Once in a three months	0%	0%	0%	0%	0%	0%
Once in six months	0%	0%	0%	0%	0%	0%
Less often than once in six months	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average Frequency</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

## Mode of Purchase

**Regular Dairy Products i.e. part of standard household grocery purchases (Milk, Butter, Cottage Cheese and Clarified Butter):** Similar to the purchase behaviour for fruits, in dairy products as well, consumers prefer personal involvement in the purchase of these products. However, there is an inclination to get these products home delivered either regularly through a fixed retailer or on occasional basis.

Across cities, significant percentage of consumers get milk delivered regularly at their homes

MODE OF BUYING - REGULAR MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	243	256	160	150	157	966
Go personally/someone goes to the shop to buy	95%	88%	46%	47%	95%	77%
Delivered regularly to house	5%	11%	53%	53%	5%	22%
Order by phone at the shop	0%	1%	0%	0%	0%	0.2%
Order online	0%	0.4%	0%	0%	0%	0.1%
No mention	0.4%	0.4%	1%	1%	0%	0.4%

In Mumbai, significant percentage of consumers gets organic milk delivered to their home by ordering over phone

MODE OF BUYING - ORGANIC MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	21	4	9	17	51
Go personally/someone goes to the shop to buy	0%	81%	100%	89%	94%	88%
Delivered regularly to house	0%	0%	0%	0%	6%	2%
Order by phone at the shop	0%	19%	0%	0%	0%	8%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	11%	0%	2%

Personal involvement is preferred mostly for this product

MODE OF BUYING - REGULAR BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	215	225	128	50	77	695
Go personally/someone goes to the shop to buy	96%	95%	98%	96%	100%	96%
Delivered regularly to house	1%	2%	1%	0%	0%	1%
Order by phone at the shop	0.5%	1%	1%	0%	0%	1%
Order online	0%	0.4%	0%	0%	0%	0.1%
No mention	2%	1%	1%	4%	0%	2%

Personal involvement is the only way of buying this product currently

MODE OF BUYING - ORGANIC BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	4	3	3	0	4	14
Go personally/someone goes to the shop to buy	100%	100%	100%	0%	100%	100%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Significant percentage of consumers in Mumbai prefer to have it home delivered either regularly or through phone/ online ordering occasionally

MODE OF BUYING - REGULAR COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	226	203	71	36	82	618
Go personally/someone goes to the shop to buy	97%	88%	97%	86%	100%	94%
Delivered regularly to house	1%	2%	1%	3%	0%	1%
Order by phone at the shop	0.4%	6%	1%	0%	0%	2%
Order online	0%	3%	0%	0%	0%	1%
No mention	1%	1%	0%	11%	0%	1%

Personal involvement is mostly preferred for this product

MODE OF BUYING - ORGANIC COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	9	0	4	17
Go personally/someone goes to the shop to buy	100%	50%	100%	0%	100%	94%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	50%	0%	0%	0%	6%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Significant percentage of consumers across cities (except Chandigarh) get this product regularly home delivered

MODE OF BUYING - REGULAR CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	203	210	138	32	96	679
Go personally/someone goes to the shop to buy	94%	94%	97%	97%	100%	96%
Delivered regularly to house	2%	2%	1%	3%	0%	2%
Order by phone at the shop	1%	1%	0%	0%	0%	1%
Order online	0%	1%	0%	0%	0%	0.3%
No mention	3%	1%	2%	0%	0%	2%

Personal involvement is the only way of buying this product currently

MODE OF BUYING - ORGANIC CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	1	0	6	10
Go personally/someone goes to the shop to buy	0%	100%	100%	0%	100%	100%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

**Occasional Dairy Products i.e. part of regular household purchases but less often than first category (Curd and Cheese):** Similar to the purchase behaviour for regular dairy products, these dairy products are also preferred to be bought through consumers' personal involvement. However, there is an inclination to get these products home delivered either regularly through a fixed retailer or on occasional basis.

Significant percentage of consumers in Bangalore, Pune and Chandigarh prefer to get this product regularly home delivered

MODE OF BUYING - REGULAR CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	204	223	127	96	116	766
Go personally/someone goes to the shop to buy	98%	96%	71%	95%	94%	92%
Delivered regularly to house	1%	1%	28%	5%	6%	7%
Order by phone at the shop	0%	0%	1%	0%	0%	0.1%
Order online	0%	2%	0%	0%	0%	1%
No mention	1%	1%	1%	0%	0%	1%

Personal involvement is mostly preferred for this product

MODE OF BUYING - ORGANIC CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	14	9	7	7	6	43
Go personally/someone goes to the shop to buy	100%	100%	100%	86%	100%	98%
Delivered regularly to house	0%	0%	0%	0%	0%	0%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	14%	0%	2%

Across cities (except Bangalore), significant percentage of consumers prefer regular home delivery of this product

MODE OF BUYING - REGULAR CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	168	208	67	43	80	566
Go personally/someone goes to the shop to buy	97%	93%	99%	95%	98%	96%
Delivered regularly to house	1%	2%	0%	5%	3%	2%
Order by phone at the shop	1%	2%	1%	0%	0%	1%
Order online	0%	1%	0%	0%	0%	1%
No mention	1%	2%	0%	0%	0%	1%

Personal involvement is mostly preferred for this product

MODE OF BUYING - ORGANIC CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	4	2	8	22
Go personally/someone goes to the shop to buy	80%	100%	100%	100%	88%	91%
Delivered regularly to house	0%	0%	0%	0%	13%	5%
Order by phone at the shop	0%	0%	0%	0%	0%	0%
Order online	0%	0%	0%	0%	0%	0%
No mention	20%	0%	0%	0%	0%	5%

**Ad Hoc Dairy Products i.e. value added sweet dairy products that are not part of standard household grocery purchase (Ice Cream, Flavoured Milk and Flavoured Yoghurt):** For these dairy products as well, consumers prefer personal involvement in the purchase process. However, there is an inclination to get these products home delivered either regularly through a fixed retailer or on occasional basis. No purchase incidence for organic ice cream, flavoured milk and flavoured yoghurt.

Home delivery of ice cream is preferred by some consumers in Delhi, Mumbai and Pune

MODE OF BUYING - REGULAR ICE CREAM						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	245	217	135	67	112	776
Go personally/someone goes to the shop to buy	95%	93%	99%	93%	99%	95%
Delivered regularly to house	2%	3%	1%	3%	1%	2%
Order by phone at the shop	0.4%	3%	0%	0%	0%	1%
Order online	0.4%	0.5%	0%	1%	0%	0.4%
No mention	2%	0.5%	0%	3%	0%	1%

Small percentage of consumers in Delhi, Mumbai and Bangalore prefer getting this product home delivered regularly

MODE OF BUYING - REGULAR FLAVORED MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	118	128	66	4	40	356
Go personally/someone goes to the shop to buy	92%	88%	98%	25%	100%	92%
Delivered regularly to house	3%	2%	2%	0%	0%	2%
Order by phone at the shop	0%	9%	0%	0%	0%	3%
Order online	1%	0%	0%	0%	0%	0.3%
No mention	4%	1%	0%	75%	0%	3%

Significant percentage of consumers in Delhi and Mumbai get this product home delivered, either regularly or occasionally through phone ordering

MODE OF BUYING - REGULAR FLAVORED YOGURT						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	71	74	34	0	13	192
Go personally/someone goes to the shop to buy	87%	81%	97%	0%	100%	88%
Delivered regularly to house	4%	0%	0%	0%	0%	2%
Order by phone at the shop	1%	18%	0%	0%	0%	7%
Order online	1%	0%	0%	0%	0%	1%
No mention	6%	1%	3%	0%	0%	3%

## Place of Purchase

**Regular Dairy Products i.e. part of standard household grocery purchases (Milk, Butter, Cottage Cheese and Clarified Butter):** Retail stores located in local markets are the most preferred places to buy the regular varieties of these dairy products. For these organic dairy products, on the other hand, consumers prefer to buy from specialty food stores.

Consumers prefer to buy from different kinds of retail stores located in local markets, such as – fruits & vegetables market, neighborhood store or supermarket

PLACE OF BUYING - REGULAR MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	243	256	160	150	157	966
Local F&V Market	4%	29%	6%	13%	6%	13%
Local/ Small neighborhood store	88%	53%	38%	15%	62%	55%
Local Supermarket (Unorganized, not a chain)	2%	6%	13%	58%	4%	14%
Speciality food stores (organized)	5%	2%	3%	12%	27%	8%
Supermarket - Organized and Branded	0%	9%	1%	0%	1%	3%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	1%	0%	40%	2%	0%	7%

Organised specialty stores or supermarkets are most preferred for this product

PLACE OF BUYING - ORGANIC MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	21	4	9	17	51
Local F&V Market	0%	0%	0%	11%	6%	4%
Local/ Small neighborhood store	0%	5%	0%	0%	41%	16%
Local Supermarket (Unorganized, not a chain)	0%	14%	50%	11%	6%	14%
Speciality food stores (organized)	0%	24%	50%	0%	29%	24%
Supermarket - Organized and Branded	0%	57%	0%	78%	6%	39%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	12%	4%

Preference to purchase this product from local neighborhood store or local supermarket

PLACE OF BUYING - REGULAR BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	215	225	128	50	77	695
Local F&V Market	3%	22%	4%	0%	8%	10%
Local/ Small neighborhood store	86%	39%	35%	14%	64%	54%
Local Supermarket (Unorganized, not a chain)	3%	20%	19%	66%	0%	16%
Speciality food stores (organized)	6%	6%	13%	8%	27%	10%
Supermarket - Organized and Branded	1%	11%	29%	0%	1%	9%
Hypermarket	0%	2%	0%	8%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	1%	0%	1%	4%	0%	1%

Organised specialty food stores are most preferred place followed by other kinds of retail stores (local or organised)

PLACE OF BUYING - ORGANIC BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	4	3	3	0	4	14
Local F&V Market	0%	0%	0%	0%	0%	0%
Local/ Small neighborhood store	25%	0%	0%	0%	50%	21%
Local Supermarket (Unorganized, not a chain)	0%	33%	67%	0%	0%	21%
Speciality food stores (organized)	25%	0%	33%	0%	50%	29%
Supermarket - Organized and Branded	25%	67%	0%	0%	0%	21%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	25%	0%	0%	0%	0%	7%

Local neighborhood store is the common place for buying this product

PLACE OF BUYING - REGULAR COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	226	203	71	36	82	618
Local F&V Market	3%	27%	6%	0%	5%	11%
Local/ Small neighborhood store	87%	40%	27%	14%	76%	59%
Local Supermarket (Unorganized, not a chain)	3%	15%	34%	67%	2%	14%
Speciality food stores (organized)	4%	6%	15%	8%	15%	8%
Supermarket - Organized and Branded	1%	10%	18%	0%	1%	6%
Hypermarket	0.4%	1%	0%	0%	0%	0.5%
Online	0%	0%	0%	0%	0%	0%
No mention	1%	1%	0%	11%	1%	2%

Organised speciality food stores are most common places for buying this product

PLACE OF BUYING - ORGANIC COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	9	0	4	17
Local F&V Market	0%	0%	0%	0%	0%	0%
Local/ Small neighborhood store	0%	0%	11%	0%	50%	18%
Local Supermarket (Unorganized, not a chain)	0%	50%	22%	0%	0%	18%
Speciality food stores (organized)	50%	0%	67%	0%	50%	53%
Supermarket - Organized and Branded	0%	50%	0%	0%	0%	6%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	50%	0%	0%	0%	0%	6%

Local neighborhood store or local supermarket are most common places to buy this product

PLACE OF BUYING - REGULAR CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	203	210	138	32	96	679
Local F&V Market	2%	21%	4%	0%	2%	9%
Local/ Small neighborhood store	88%	30%	35%	9%	61%	52%
Local Supermarket (Unorganized, not a chain)	3%	24%	18%	81%	4%	16%
Speciality food stores (organized)	2%	6%	9%	9%	31%	9%
Supermarket - Organized and Branded	3%	17%	33%	0%	0%	13%
Hypermarket	0%	1%	0%	0%	0%	0.4%
Online	0%	0%	0%	0%	1%	0.1%
No mention	1%	0%	1%	0%	0%	1%

Most consumers purchase this product from organised speciality food stores

PLACE OF BUYING - ORGANIC CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	1	0	6	10
Local F&V Market	0%	0%	0%	0%	17%	10%
Local/ Small neighborhood store	0%	0%	0%	0%	17%	10%
Local Supermarket (Unorganized, not a chain)	0%	33%	0%	0%	0%	10%
Speciality food stores (organized)	0%	33%	100%	0%	67%	60%
Supermarket - Organized and Branded	0%	33%	0%	0%	0%	10%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%



**Occasional Dairy Products i.e. part of regular household purchases but less often than first category (Curd and Cheese):** Similar to above dairy products, the regular varieties of these dairy products are also most often bought from stores located in nearby local markets. Consumers prefer to buy the organic varieties from organised retail stores.

Local neighborhood stores and local supermarkets are most common places of purchase for this product

PLACE OF BUYING - REGULAR CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	204	223	127	96	116	766
Local F&V Market	2%	26%	10%	5%	9%	12%
Local/ Small neighborhood store	90%	51%	40%	19%	52%	56%
Local Supermarket (Unorganized, not a chain)	3%	11%	16%	66%	6%	16%
Speciality food stores (organized)	3%	3%	7%	9%	33%	9%
Supermarket - Organized and Branded	0%	7%	3%	0%	1%	3%
Hypermarket	0%	1%	0%	0%	0%	0.3%
Online	0%	0%	0%	0%	0%	0%
No mention	1%	0.4%	24%	1%	0%	4%

No clear trend between local and organised retail stores for purchase of this product

PLACE OF BUYING - ORGANIC CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	14	9	7	7	6	43
Local F&V Market	0%	0%	0%	14%	0%	2%
Local/ Small neighborhood store	57%	0%	14%	0%	67%	30%
Local Supermarket (Unorganized, not a chain)	0%	11%	14%	0%	0%	5%
Speciality food stores (organized)	29%	22%	71%	0%	33%	30%
Supermarket - Organized and Branded	7%	67%	0%	86%	0%	30%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	7%	0%	0%	0%	0%	2%

Local retail stores most common places of purchase – local neighborhood store or local supermarket

PLACE OF BUYING - REGULAR CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	168	208	67	43	80	566
Local F&V Market	2%	25%	6%	7%	10%	12%
Local/ Small neighborhood store	87%	38%	27%	5%	59%	52%
Local Supermarket (Unorganized, not a chain)	3%	16%	33%	70%	1%	16%
Speciality food stores (organized)	6%	5%	21%	19%	30%	12%
Supermarket - Organized and Branded	1%	13%	13%	0%	0%	7%
Hypermarket	0%	2%	0%	0%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	1%	0.5%	0%	0%	0%	1%

Organised specialty food stores are most common places of purchase of this product

PLACE OF BUYING - ORGANIC CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	4	2	8	22
Local F&V Market	0%	0%	0%	0%	0%	0%
Local/ Small neighborhood store	40%	0%	0%	0%	25%	18%
Local Supermarket (Unorganized, not a chain)	0%	33%	0%	0%	13%	9%
Speciality food stores (organized)	0%	0%	100%	100%	50%	45%
Supermarket - Organized and Branded	0%	67%	0%	0%	13%	14%
Hypermarket	20%	0%	0%	0%	0%	5%
Online	0%	0%	0%	0%	0%	0%
No mention	40%	0%	0%	0%	0%	9%

**Ad Hoc Dairy Products i.e. value added sweet dairy products that are not part of standard household grocery purchase (Ice Cream, Flavoured Milk and Flavoured Yoghurt):** No purchase incidence of organic dairy products of this category. The regular varieties of these dairy products are most often purchased from local shops.

Local neighborhood store is the most common place of purchase followed by local supermarket

PLACE OF BUYING - REGULAR ICE CREAM						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	245	217	135	67	112	776
Local F&V Market	4%	27%	4%	3%	6%	11%
Local/ Small neighborhood store	89%	40%	60%	7%	82%	62%
Local Supermarket (Unorganized, not a chain)	2%	12%	15%	58%	3%	12%
Speciality food stores (organized)	5%	6%	7%	24%	9%	8%
Supermarket - Organized and Branded	0%	11%	12%	3%	0%	5%
Hypermarket	0%	4%	0%	0%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	1%	1%	1%	4%	0%	1%

Local neighborhood store is the most common place of purchase for this product

PLACE OF BUYING - REGULAR FLAVORED MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	118	128	66	4	40	356
Local F&V Market	3%	24%	3%	0%	5%	11%
Local/ Small neighborhood store	81%	35%	68%	0%	78%	61%
Local Supermarket (Unorganized, not a chain)	2%	20%	9%	0%	8%	10%
Speciality food stores (organized)	8%	6%	8%	0%	10%	7%
Supermarket - Organized and Branded	0%	13%	9%	0%	0%	6%
Hypermarket	0%	2%	0%	0%	0%	1%
Online	0%	0%	0%	0%	0%	0%
No mention	6%	0%	3%	100%	0%	4%

Majority consumers purchase this product from local neighborhood store, while a significant percentage also buy from local supermarket or organised specialty food store

PLACE OF BUYING - REGULAR FLAVORED YOGURT						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	71	74	34	0	13	192
Local F&V Market	6%	30%	0%	0%	69%	14%
Local/ Small neighborhood store	68%	23%	29%	0%	23%	44%
Local Supermarket (Unorganized, not a chain)	1%	18%	32%	0%	0%	15%
Speciality food stores (organized)	20%	15%	24%	0%	0%	17%
Supermarket - Organized and Branded	1%	15%	12%	0%	0%	8%
Hypermarket	0%	0%	0%	0%	0%	0%
Online	0%	0%	0%	0%	0%	0%
No mention	4%	0%	3%	0%	8%	3%

## Process of Purchase – Who goes to Buy?

**Regular Dairy Products i.e. part of standard household grocery purchases (Milk, Butter, Cottage Cheese and Clarified Butter):** For purchase of these kinds of dairy products, the husband/ wife (mostly the latter) play the key role and children also play a significant role.

Significant percentage of children are involved in making the purchase in Delhi, Mumbai and Chandigarh

WHO GOES TO BUY - REGULAR MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	243	256	160	150	157	966
Self	49%	62%	54%	45%	66%	55%
Children	28%	24%	0%	6%	18%	17%
Spouse	10%	6%	7%	15%	13%	10%
Parents	9%	5%	1%	21%	3%	7%
Household Help	2%	4%	0%	13%	0%	4%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	0%	38%	0%	0%	7%

Pune and Chandigarh see a significant involvement from children in making the purchase

WHO GOES TO BUY - ORGANIC MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	21	4	9	17	51
Self	0%	81%	100%	67%	41%	67%
Children	0%	0%	0%	22%	29%	14%
Spouse	0%	0%	0%	0%	29%	10%
Parents	0%	10%	0%	11%	0%	6%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	10%	0%	0%	0%	4%

Significantly high involvement from children in purchasing this product

WHO GOES TO BUY - REGULAR BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	215	225	128	50	77	695
Self	48%	65%	97%	62%	60%	65%
Children	29%	27%	0%	2%	22%	20%
Spouse	11%	5%	2%	16%	12%	8%
Parents	7%	3%	0%	16%	6%	5%
Household Help	3%	0.4%	1%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	2%	0%	0.1%
No mention	1%	0.4%	1%	2%	0%	1%

Primarily bought by husband/ wife (more often the latter)

WHO GOES TO BUY - ORGANIC BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	4	3	3	0	4	14
Self	100%	67%	100%	0%	75%	86%
Children	0%	0%	0%	0%	25%	7%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	33%	0%	0%	0%	7%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Significantly high involvement from children in purchasing this product

WHO GOES TO BUY - REGULAR COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	226	203	71	36	82	618
Self	46%	58%	97%	61%	70%	60%
Children	29%	21%	3%	0%	16%	20%
Spouse	13%	19%	0%	14%	9%	13%
Parents	10%	1%	0%	11%	6%	5%
Household Help	2%	0%	0%	3%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	1%	0%	11%	0%	1%

Primarily bought by husband/ wife (more often the latter)

WHO GOES TO BUY - ORGANIC COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	9	0	4	17
Self	100%	100%	100%	0%	25%	82%
Children	0%	0%	0%	0%	75%	18%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Significant involvement from children in purchasing this product

WHO GOES TO BUY - REGULAR CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	203	210	138	32	96	679
Self	45%	54%	94%	63%	64%	61%
Children	29%	24%	1%	0%	17%	19%
Spouse	13%	19%	3%	16%	15%	13%
Parents	10%	1%	0%	19%	5%	5%
Household Help	2%	2%	1%	3%	0%	2%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	0%	1%	0%	0%	0.4%

Significant involvement from children in purchasing this product in Chandigarh

WHO GOES TO BUY - ORGANIC CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	1	0	6	10
Self	0%	67%	100%	0%	50%	60%
Children	0%	0%	0%	0%	33%	20%
Spouse	0%	0%	0%	0%	17%	10%
Parents	0%	33%	0%	0%	0%	10%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

**Occasional Dairy Products i.e. part of regular household purchases but less often than first category (Curd and Cheese):** Immediate family members primarily husband/ wife are involved in the purchase. Children play a supporting role in making the purchases occasionally.

Significantly high involvement from children in purchasing this product

WHO GOES TO BUY - REGULAR CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	204	223	127	96	116	766
Self	49%	59%	69%	45%	59%	56%
Children	31%	27%	0%	6%	20%	20%
Spouse	10%	4%	7%	17%	17%	10%
Parents	8%	6%	1%	29%	3%	8%
Household Help	2%	3%	0%	3%	0%	2%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0.5%	1%	23%	0%	0%	4%

Primarily bought by husband/ wife (more often the latter)

WHO GOES TO BUY - ORGANIC CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	14	9	7	7	6	43
Self	86%	78%	100%	71%	50%	79%
Children	0%	0%	0%	29%	33%	9%
Spouse	14%	0%	0%	0%	17%	7%
Parents	0%	22%	0%	0%	0%	5%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Significant involvement from children in purchasing this product

WHO GOES TO BUY - REGULAR CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	168	208	67	43	80	566
Self	51%	65%	99%	65%	61%	64%
Children	32%	27%	0%	2%	16%	22%
Spouse	7%	3%	1%	16%	20%	7%
Parents	7%	4%	0%	16%	3%	5%
Household Help	3%	0.5%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	0.5%	0%	0%	0%	0.4%

Most of the immediate family members are involved in making the purchase of this product (except in Bangalore and Pune)

WHO GOES TO BUY - ORGANIC CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	4	2	8	22
Self	60%	67%	75%	0%	25%	45%
Children	0%	0%	0%	0%	38%	14%
Spouse	20%	0%	0%	0%	38%	18%
Parents	0%	33%	0%	100%	0%	14%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	20%	0%	25%	0%	0%	9%

**Ad Hoc Dairy Products i.e. value added sweet dairy products that are not part of standard household grocery purchase (Ice Cream, Flavoured Milk and Flavoured Yoghurt):** Primary responsibility of the purchase of these products rests with husband/ wife (mostly the latter). Occasionally, the children are also involved in the same. No purchase incidence of the organic varieties of these dairy products.

Children play a significant role in making the purchase especially in Delhi and Mumbai

WHO GOES TO BUY - REGULAR ICE CREAM						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	245	217	135	67	112	776
Self	52%	64%	81%	61%	71%	64%
Children	34%	25%	16%	6%	12%	23%
Spouse	7%	8%	3%	13%	16%	8%
Parents	6%	2%	0%	13%	2%	4%
Household Help	0.4%	0.5%	0%	1%	0%	0.4%
Friends/ Neighbours	0%	0%	0%	1%	0%	0.1%
No mention	1%	1%	0%	3%	0%	1%

Children play a significant role in making the purchase especially in Delhi

WHO GOES TO BUY - REGULAR FLAVORED MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	118	128	66	4	40	356
Self	54%	52%	77%	0%	63%	58%
Children	32%	23%	23%	0%	23%	26%
Spouse	3%	23%	0%	0%	15%	11%
Parents	4%	1%	0%	0%	0%	2%
Household Help	1%	0%	0%	0%	0%	0.3%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	6%	0%	0%	100%	0%	3%

Children play a significant role in making the purchase especially in Delhi and Mumbai

WHO GOES TO BUY - REGULAR FLAVORED YOGURT						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	71	74	34	0	13	192
Self	58%	66%	97%	0%	54%	68%
Children	28%	30%	0%	0%	46%	25%
Spouse	3%	1%	0%	0%	0%	2%
Parents	6%	3%	0%	0%	0%	3%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	6%	0%	3%	0%	0%	3%

## Process of Purchase – Who decides to buy?

**Regular Dairy Products i.e. part of standard household grocery purchases (Milk, Butter, Cottage Cheese and Clarified Butter):** The main decision makers are the husband and wife, with the latter being more involved typically. Children also have a say specifically in the purchase decision of the regular varieties of these dairy products.

Children play a significant role in the purchase decision, especially in Delhi and Mumbai

WHO DECIDES TO BUY - REGULAR MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	243	256	160	150	157	966
Self	46%	63%	88%	41%	66%	60%
Children	24%	23%	0%	2%	18%	15%
Spouse	10%	5%	4%	17%	13%	9%
Parents	18%	5%	2%	32%	4%	12%
Household Help	1%	4%	1%	7%	0%	2%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	0%	6%	0%	0%	1%

Purchase decision primarily taken by husband/wife for this product

WHO DECIDES TO BUY - ORGANIC MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	21	4	9	17	51
Self	0%	90%	100%	67%	41%	71%
Children	0%	0%	0%	22%	29%	14%
Spouse	0%	0%	0%	0%	29%	10%
Parents	0%	10%	0%	11%	0%	6%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Significant role of children in the purchase decision especially in Delhi and Mumbai

WHO DECIDES TO BUY - REGULAR BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	215	225	128	50	77	695
Self	47%	64%	91%	44%	61%	62%
Children	26%	27%	1%	2%	19%	19%
Spouse	10%	5%	5%	24%	12%	8%
Parents	14%	4%	2%	28%	8%	9%
Household Help	0.5%	0%	1%	0%	0%	0.3%
Friends/ Neighbours	0.5%	0%	0%	0%	0%	0.1%
No mention	1%	1%	1%	2%	0%	1%

Purchase decision primarily taken by husband/wife for this product

WHO DECIDES TO BUY - ORGANIC BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	4	3	3	0	4	14
Self	100%	67%	100%	0%	100%	93%
Children	0%	0%	0%	0%	0%	0%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	33%	0%	0%	0%	7%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Significant role of children in the purchase decision especially in Delhi and Mumbai

WHO DECIDES TO BUY - REGULAR COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	226	203	71	36	82	618
Self	49%	67%	86%	47%	70%	62%
Children	24%	24%	4%	0%	16%	19%
Spouse	10%	6%	8%	19%	9%	9%
Parents	15%	1%	1%	22%	6%	8%
Household Help	0.4%	0.5%	0%	0%	0%	0.3%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	1%	0%	11%	0%	1%



Purchase decision primarily taken by husband/wife for this product

WHO DECIDES TO BUY - ORGANIC COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	9	0	4	17
Self	100%	100%	100%	0%	50%	88%
Children	0%	0%	0%	0%	50%	12%
Spouse	0%	0%	0%	0%	0%	0%
Parents	0%	0%	0%	0%	0%	0%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Children play a significant role in the purchase decision, especially in Delhi and Mumbai

WHO DECIDES TO BUY - REGULAR CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	203	210	138	32	96	679
Self	50%	60%	91%	56%	64%	63%
Children	21%	24%	1%	0%	17%	16%
Spouse	10%	13%	4%	22%	15%	11%
Parents	15%	2%	4%	16%	5%	8%
Household Help	0.5%	1%	1%	6%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	3%	0.5%	1%	0%	0%	1%

Highest incidence in Chandigarh – purchase decision is split across husband, wife and children

WHO DECIDES TO BUY - ORGANIC CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	1	0	6	10
Self	0%	67%	100%	0%	50%	60%
Children	0%	0%	0%	0%	33%	20%
Spouse	0%	0%	0%	0%	17%	10%
Parents	0%	33%	0%	0%	0%	10%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

**Occasional Dairy Products i.e. part of regular household purchases but less often than first category (Curd and Cheese):** Similar to above dairy products, the main decision makers here as well are the husband and wife, with children being partly involved in the purchase decision of these dairy products.

Children are significantly involved role in the purchase decision, especially in Delhi and Mumbai

WHO DECIDES TO BUY - REGULAR CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	204	223	127	96	116	766
Self	46%	57%	90%	40%	61%	58%
Children	26%	28%	1%	4%	18%	19%
Spouse	11%	5%	6%	20%	17%	10%
Parents	16%	6%	2%	36%	3%	11%
Household Help	0%	3%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0.5%	1%	2%	0%	0%	1%

Purchase decision primarily taken by husband/wife for this product

WHO DECIDES TO BUY - ORGANIC CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	14	9	7	7	6	43
Self	86%	78%	100%	86%	67%	84%
Children	0%	0%	0%	14%	17%	5%
Spouse	14%	0%	0%	0%	17%	7%
Parents	0%	22%	0%	0%	0%	5%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%

Children are significantly involved role in the purchase decision, especially in Delhi and Mumbai

WHO DECIDES TO BUY - REGULAR CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	168	208	67	43	80	566
Self	49%	63%	88%	60%	63%	62%
Children	29%	25%	0%	2%	15%	20%
Spouse	8%	3%	10%	21%	20%	9%
Parents	14%	5%	1%	16%	3%	8%
Household Help	0%	3%	0%	0%	0%	1%
Friends/ Neighbours	1%	0%	0%	0%	0%	0.2%
No mention	1%	0.5%	0%	0%	0%	0.4%

Purchase decision split across the different members of immediate family specifically for Chandigarh

WHO DECIDES TO BUY - ORGANIC CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	4	2	8	22
Self	60%	67%	75%	0%	38%	50%
Children	0%	0%	0%	0%	25%	9%
Spouse	20%	0%	0%	0%	38%	18%
Parents	0%	33%	0%	100%	0%	14%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	20%	0%	25%	0%	0%	9%

**Ad Hoc Dairy Products i.e. value added sweet dairy products that are not part of standard household grocery purchase (Ice Cream, Flavoured Milk and Flavoured Yoghurt):** Husband and wife are the primary decision makers, with children also having a say in the purchase of the regular varieties of these dairy products. No purchase incidence of the organic varieties of these dairy products.

Most often purchase decision is made by husband/ wife; children participate in the decision making occasionally especially in Delhi and Mumbai

WHO DECIDES TO BUY - REGULAR ICE CREAM						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	245	217	135	67	112	776
Self	53%	64%	75%	58%	70%	63%
Children	33%	30%	18%	6%	12%	24%
Spouse	6%	3%	5%	18%	16%	7%
Parents	6%	2%	2%	15%	2%	4%
Household Help	0.4%	0%	0%	0%	0%	0.1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	1%	1%	0%	3%	1%	1%

Most often purchase decision is made by husband/ wife; children also play a significant role in the decision making especially in Delhi and Mumbai

WHO DECIDES TO BUY - REGULAR FLAVORED MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	118	128	66	4	40	356
Self	58%	54%	77%	0%	63%	60%
Children	30%	29%	21%	0%	23%	27%
Spouse	3%	16%	0%	0%	15%	8%
Parents	6%	2%	0%	0%	0%	3%
Household Help	0%	0%	0%	0%	0%	0%
Friends/ Neighbours	0%	0%	2%	0%	0%	0.3%
No mention	4%	0%	0%	100%	0%	3%

Most often purchase decision is made by husband/ wife

WHO DECIDES TO BUY - REGULAR FLAVORED YOGURT						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	71	74	34	0	13	192
Self	58%	64%	91%	0%	54%	66%
Children	27%	31%	0%	0%	46%	25%
Spouse	3%	1%	6%	0%	0%	3%
Parents	7%	4%	0%	0%	0%	4%
Household Help	1%	0%	0%	0%	0%	1%
Friends/ Neighbours	0%	0%	0%	0%	0%	0%
No mention	4%	0%	3%	0%	0%	2%

## Quantity of Purchase

**Regular Dairy Products i.e. part of standard household grocery purchases (Milk, Butter, Cottage Cheese and Clarified Butter):** Clarified butter and Milk are bought in largest quantities among all these dairy products. The quantity purchased is similar across these dairy products for their regular and organic varieties.

Overall, 1.3 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PURCHASED - REGULAR MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	243	256	160	150	157	966
Upto 250 gms	2%	3%	3%	1%	1%	2%
251 gms - 500 gms	4%	1%	3%	0%	2%	2%
501 - 750 gms	4%	2%	3%	5%	7%	4%
751 gms - 1kg	13%	36%	49%	50%	10%	30%
1kg - 2kg	68%	50%	34%	43%	63%	53%
2kg -3kg	6%	6%	6%	0%	7%	5%
3-4kg	1%	1%	2%	0%	7%	2%
4kg - 5kg	1%	2%	0%	0%	4%	1%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	1%	0%	0%	1%	0%	0.4%
Average (in kilos)	1.4	1.3	1.2	1.1	1.6	1.3

Overall, 1.2 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PURCHASED - ORGANIC MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	21	4	9	17	51
Upto 250 gms	0%	0%	0%	11%	0%	2%
251 gms - 500 gms	0%	0%	0%	0%	6%	2%
501 - 750 gms	0%	5%	0%	0%	12%	6%
751 gms - 1kg	0%	43%	100%	56%	18%	41%
1kg - 2kg	0%	43%	0%	33%	53%	41%
2kg -3kg	0%	5%	0%	0%	12%	6%
3-4kg	0%	5%	0%	0%	0%	2%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
Average (in kilos)	0	1.3	0.8	1.0	1.3	1.2

Overall, 0.4 kilos is bought per purchase – highest quantity bought in Delhi

QUANTITY PURCHASED - REGULAR BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	215	225	128	50	77	695
Upto 250 gms	10%	30%	22%	66%	35%	26%
251 gms - 500 gms	58%	44%	56%	20%	39%	48%
501 - 750 gms	18%	18%	10%	4%	6%	14%
751 gms - 1kg	4%	4%	9%	2%	5%	5%
1kg - 2kg	8%	2%	3%	4%	9%	5%
2kg -3kg	0%	0%	0%	0%	3%	0.3%
3-4kg	0%	0%	0%	0%	3%	0.3%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	1%	2%	0%	4%	0%	1%
Average (in kilos)	0.5	0.4	0.4	0.2	0.6	0.4

Overall, 0.5 kilos is bought per purchase

QUANTITY PURCHASED - ORGANIC BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	4	3	3	0	4	14
Upto 250 gms	25%	33%	33%	0%	100%	50%
251 gms - 500 gms	75%	33%	33%	0%	0%	36%
501 - 750 gms	0%	0%	33%	0%	0%	7%
751 gms - 1kg	0%	0%	0%	0%	0%	0%
1kg - 2kg	0%	0%	0%	0%	0%	0%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	33%	0%	0%	0%	7%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0.1%	0%	0%	0%
Average (in kilos)	0.3	1.3	0.4	0	0.15	0.5

Overall, 0.5 kilos is bought per purchase – highest quantity bought in Delhi

QUANTITY PURCHASED - REGULAR COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	226	203	71	36	82	618
Upto 250 gms	9%	24%	37%	53%	13%	20%
251 gms - 500 gms	38%	43%	55%	11%	33%	39%
501 - 750 gms	12%	22%	7%	6%	32%	17%
751 gms - 1kg	16%	6%	1%	8%	10%	10%
1kg - 2kg	19%	4%	0%	11%	7%	10%
2kg -3kg	4%	0%	0%	0%	4%	2%
3-4kg	0%	0%	0%	0%	1%	0.2%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0.5%	0%	0%	0%	0.2%
No mention	1%	0.5%	0%	11%	0%	1%
Average (in kilos)	0.7	0.4	0.3	0.4	0.6	0.5

Overall, 0.6 kilos is bought per purchase

QUANTITY PURCHASED - ORGANIC COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	2	2	9	0	4	17
Upto 250 gms	0%	0%	0%	0%	0%	0%
251 gms - 500 gms	0%	50%	78%	0%	0%	47%
501 - 750 gms	50%	0%	11%	0%	75%	29%
751 gms - 1kg	50%	0%	11%	0%	0%	12%
1kg - 2kg	0%	50%	0%	0%	25%	12%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
Average (in kilos)	0.7	0.9	0.4	0	0.8	0.6

Overall, 1.5 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PURCHASED - REGULAR CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	203	210	138	32	96	679
Upto 250 gms	3%	3%	4%	0%	0%	3%
251 gms - 500 gms	3%	10%	51%	0%	0%	14%
501 - 750 gms	2%	4%	5%	0%	0%	3%
751 gms - 1kg	12%	40%	28%	34%	3%	24%
1kg - 2kg	33%	34%	10%	66%	33%	30%
2kg -3kg	12%	7%	0%	0%	38%	11%
3-4kg	11%	1%	1%	0%	21%	7%
4kg - 5kg	10%	0.5%	1%	0%	2%	4%
More than 5Kg	7%	0.5%	0%	0%	3%	3%
No mention	4%	1%	1%	0%	0%	2%
Average (in kilos)	2.2	1.2	0.6	1.3	2.5	1.5

Overall, 1.7 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PURCHASED - ORGANIC CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	3	1	0	6	10
Upto 250 gms	0%	0%	100%	0%	17%	10%
251 gms - 500 gms	0%	0%	0%	0%	0%	10%
501 - 750 gms	0%	33%	0%	0%	0%	10%
751 gms - 1kg	0%	33%	0%	0%	0%	10%
1kg - 2kg	0%	0%	0%	0%	50%	30%
2kg -3kg	0%	0%	0%	0%	17%	10%
3-4kg	0%	33%	0%	0%	0%	10%
4kg - 5kg	0%	0%	0%	0%	17%	10%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>0</b>	<b>1.6</b>	<b>0.15</b>	<b>0</b>	<b>1.9</b>	<b>1.7</b>

**Occasional Dairy Products i.e. part of regular household purchases but less often than first category (Curd and Cheese):** These products are typically bought in average quantities of 400-600 grams per purchase. Organic varieties of these dairy products are bought in slightly lower quantities vis-à-vis the regular varieties.

Overall, 0.5 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PURCHASED - REGULAR CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	204	223	127	96	116	766
Upto 250 gms	8%	21%	24%	27%	13%	17%
251 gms - 500 gms	58%	40%	70%	55%	34%	51%
501 - 750 gms	25%	24%	3%	11%	30%	20%
751 gms - 1kg	4%	9%	3%	5%	12%	7%
1kg - 2kg	2%	6%	0%	1%	8%	4%
2kg -3kg	1%	0.4%	0%	0%	1%	1%
3-4kg	0%	0%	0%	0%	2%	0.3%
4kg - 5kg	0.5%	0%	0%	0%	1%	0.3%
More than 5Kg	0.5%	0%	0%	0%	0%	0.1%
No mention	0.5%	0.4%	0%	0%	0%	0.3%
<b>Average (in kilos)</b>	<b>0.5</b>	<b>0.5</b>	<b>0.3</b>	<b>0.4</b>	<b>0.6</b>	<b>0.5</b>

Overall, 0.4 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PURCHASED - ORGANIC CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	14	9	7	7	6	43
Upto 250 gms	7%	44%	0%	0%	17%	14%
251 gms - 500 gms	71%	33%	100%	100%	17%	65%
501 - 750 gms	21%	22%	0%	0%	33%	16%
751 gms - 1kg	0%	0%	0%	0%	0%	0%
1kg - 2kg	0%	0%	0%	0%	33%	5%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (in kilos)</b>	<b>0.4</b>	<b>0.3</b>	<b>0.3</b>	<b>0.3</b>	<b>0.8</b>	<b>0.4</b>

Overall, 0.5 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PURCHASED - REGULAR CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	168	208	67	43	80	566
Upto 250 gms	8%	25%	13%	42%	11%	18%
251 gms - 500 gms	59%	38%	54%	21%	33%	44%
501 - 750 gms	26%	24%	21%	12%	31%	24%
751 gms - 1kg	5%	1%	12%	19%	1%	5%
1kg - 2kg	1%	6%	0%	2%	16%	5%
2kg -3kg	1%	4%	0%	0%	4%	2%
3-4kg	0%	1%	0%	0%	4%	1%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	1%	0.5%	0%	5%	0%	1%
Average (in kilos)	0.5	0.5	0.4	0.4	0.8	0.5

Overall, 0.4 kilos is bought per purchase

QUANTITY PURCHASED - ORGANIC CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	5	3	4	2	8	22
Upto 250 gms	20%	0%	25%	0%	25%	18%
251 gms - 500 gms	60%	0%	75%	100%	13%	41%
501 - 750 gms	0%	100%	0%	0%	63%	36%
751 gms - 1kg	0%	0%	0%	0%	0%	0%
1kg - 2kg	0%	0%	0%	0%	0%	0%
2kg -3kg	0%	0%	0%	0%	0%	0%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	20%	0%	0%	0%	0%	5%
Average (in kilos)	0.2	0.6	0.3	0.3	0.4	0.4

**Ad Hoc Dairy Products i.e. value added sweet dairy products that are not part of standard household grocery purchase (Ice Cream, Flavoured Milk and Flavoured Yoghurt):** The average quantity purchased of the regular varieties of these dairy products varies between 300 – 400 grams. No purchase incidence of the organic varieties of these dairy products.

Overall, 0.3 kilos is bought per purchase – highest quantity bought in Pune

QUANTITY PURCHASED - REGULAR ICE CREAM						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	245	217	135	67	112	766
Upto 250 gms	87%	51%	51%	30%	82%	65%
251 gms - 500 gms	5%	19%	16%	1%	8%	11%
501 - 750 gms	0%	5%	5%	10%	5%	4%
751 gms - 1kg	3%	11%	21%	22%	4%	10%
1kg - 2kg	2%	14%	4%	33%	1%	8%
2kg -3kg	0.4%	0.5%	0%	0%	0%	0.26%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	2%	0%	2%	3%	0%	1%
Average (in kilos)	0.2	0.5	0.4	0.8	0.2	0.3

Overall, 0.3 kilos is bought per purchase – highest quantity bought in Chandigarh

QUANTITY PURCHASED - REGULAR FLAVORED MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	118	128	66	4	40	356
Upto 250 gms	69%	28%	47%	0%	38%	46%
251 gms - 500 gms	25%	51%	41%	0%	35%	38%
501 - 750 gms	0%	7%	5%	0%	13%	5%
751 gms - 1kg	2%	6%	6%	0%	13%	5%
1kg - 2kg	1%	7%	0%	0%	0%	3%
2kg -3kg	0%	1%	0%	0%	0%	0.3%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	3%	0.3%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	4%	0%	2%	100%	0%	3%
<b>Average (in kilos)</b>	<b>0.2</b>	<b>0.4</b>	<b>0.3</b>	<b>0</b>	<b>0.5</b>	<b>0.3</b>

Overall, 0.3 kilos is bought per purchase – highest quantity bought in Mumbai and Chandigarh

QUANTITY PURCHASED - REGULAR FLAVORED YOGURT						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	71	74	34	0	13	192
Upto 250 gms	79%	41%	56%	0%	46%	58%
251 gms - 500 gms	17%	38%	29%	0%	23%	28%
501 - 750 gms	0%	11%	0%	0%	23%	6%
751 gms - 1kg	0%	8%	6%	0%	0%	4%
1kg - 2kg	0%	1%	6%	0%	8%	2%
2kg -3kg	0%	1%	0%	0%	0%	1%
3-4kg	0%	0%	0%	0%	0%	0%
4kg - 5kg	0%	0%	0%	0%	0%	0%
More than 5Kg	0%	0%	0%	0%	0%	0%
No mention	4%	0%	3%	0%	0%	2%
<b>Average (in kilos)</b>	<b>0.2</b>	<b>0.4</b>	<b>0.3</b>	<b>0</b>	<b>0.4</b>	<b>0.3</b>

## Price of Purchase

**Regular Dairy Products i.e. part of standard household grocery purchases (Milk, Butter, Cottage Cheese and Clarified Butter):** Clarified Butter is purchased at highest price among all the other dairy products in this category. Except for Milk, the consumers pay higher prices for the regular varieties vis-à-vis the organic varieties of these dairy products.

Average price paid per purchase overall is Rs. 53(\$1.0) – consumers in Chandigarh pay the highest

PRICE PER PURCHASE - REGULAR MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	243	256	160	150	157	966
<Rs 10	0%	0.4%	1%	0%	0%	0.2%
Rs 10 - Rs 20	4%	2%	5%	0%	6%	3%
Rs 21 - Rs 30	5%	8%	53%	11%	6%	15%
Rs 31 - Rs 40	5%	5%	11%	63%	7%	15%
Rs 41 - Rs 50	14%	33%	14%	25%	11%	20%
Rs 51 - Rs 60	25%	26%	11%	0%	17%	17%
Rs 61 - Rs 70	14%	8%	0%	0%	20%	9%
Rs 71 - Rs 80	27%	4%	3%	0%	13%	10%
Rs 81 - Rs 90	1%	7%	1%	0%	4%	3%



	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	243	256	160	150	157	966
Rs 91 - Rs 100	1%	1%	1%	0%	4%	1%
Rs 101 - Rs 125	1%	2%	0%	0%	1%	1%
Rs 126 - Rs 150	0%	3%	0%	0%	1%	1%
Rs 151 - Rs 175	0%	0%	0%	0%	4%	1%
Rs 176 - Rs 200	2%	0%	0%	0%	3%	1%
Rs 201 - Rs 225	1%	1%	0%	0%	2%	1%
Rs 226 - Rs 250	0.4%	0.4%	0%	0%	0%	0.2%
Rs 251 - Rs 275	0%	0%	1%	0%	0%	0.1%
Rs 276 - Rs 300	0%	0.4%	0%	0%	0%	0.1%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	1%	0.4%	1%	1%	0%	1%
<b>Average (INR)</b>	<b>61</b>	<b>57</b>	<b>35</b>	<b>36</b>	<b>69</b>	<b>53</b>
<b>Average (US \$)</b>	<b>1.1</b>	<b>1.0</b>	<b>0.6</b>	<b>0.7</b>	<b>1.3</b>	<b>1.0</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 61 (\$1.1) – consumers in Mumbai pay the highest

PRICE PER PURCHASE - ORGANIC MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
Sample Base	0	21	4	9	17	51
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	5%	50%	0%	24%	14%
Rs 31 - Rs 40	0%	0%	50%	0%	18%	10%
Rs 41 - Rs 50	0%	19%	0%	89%	6%	25%
Rs 51 - Rs 60	0%	19%	0%	11%	24%	18%
Rs 61 - Rs 70	0%	24%	0%	0%	18%	16%
Rs 71 - Rs 80	0%	5%	0%	0%	6%	4%
Rs 81 - Rs 90	0%	0%	0%	0%	0%	0%
Rs 91 - Rs 100	0%	0%	0%	0%	6%	2%
Rs 101 - Rs 125	0%	14%	0%	0%	0%	6%
Rs 126 - Rs 150	0%	5%	0%	0%	0%	2%
Rs 151 - Rs 175	0%	5%	0%	0%	0%	2%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	5%	0%	0%	0%	2%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>0</b>	<b>83</b>	<b>30</b>	<b>46</b>	<b>49</b>	<b>61</b>
<b>Average (US \$)</b>	<b>0.0</b>	<b>1.5</b>	<b>0.5</b>	<b>0.8</b>	<b>0.9</b>	<b>1.1</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs.84 (\$1.5) – consumers in Bangalore pay the highest

PRICE PER PURCHASE - REGULAR BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>215</b>	<b>225</b>	<b>128</b>	<b>50</b>	<b>77</b>	<b>695</b>
<Rs 10	0%	0.4%	2%	0%	0%	0.4%
Rs 10 - Rs 20	1%	2%	0%	0%	1%	1%
Rs 21 - Rs 30	7%	5%	12%	8%	16%	8%
Rs 31 - Rs 40	6%	12%	1%	0%	16%	7%
Rs 41 - Rs 50	21%	10%	4%	10%	19%	14%
Rs 51 - Rs 60	18%	7%	2%	0%	26%	11%
Rs 61 - Rs 70	13%	11%	3%	0%	9%	9%
Rs 71 - Rs 80	5%	8%	5%	4%	5%	6%
Rs 81 - Rs 90	4%	4%	0%	0%	0%	3%
Rs 91 - Rs 100	3%	4%	8%	28%	3%	6%
Rs 101 - Rs 125	0%	9%	23%	28%	0%	9%
Rs 126 - Rs 150	19%	11%	16%	10%	5%	14%
Rs 151 - Rs 175	0%	7%	14%	0%	0%	5%
Rs 176 - Rs 200	0%	5%	2%	0%	0%	2%
Rs 201 - Rs 225	0.5%	1%	1%	6%	0%	1%
Rs 226 - Rs 250	0.5%	0%	1%	0%	0%	0.3%
Rs 251 - Rs 275	0%	1%	2%	0%	0%	1%
Rs 276 - Rs 300	0%	0.4%	0%	0%	0%	0.1%
Rs 301 - Rs 350	0%	0.4%	3%	0%	0%	1%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	1%	0%	0%	0.1%
>Rs 500	0%	0%	1%	0%	0%	0.1%
No mention	3%	2%	2%	6%	0%	2%
<b>Average (INR)</b>	<b>69</b>	<b>87</b>	<b>119</b>	<b>94</b>	<b>52</b>	<b>84</b>
<b>Average (US \$)</b>	<b>1.3</b>	<b>1.6</b>	<b>2.2</b>	<b>1.7</b>	<b>0.9</b>	<b>1.5</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs.74 (\$1.3)– lower than price paid for the regular variety

PRICE PER PURCHASE - ORGANIC BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>14</b>
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	50%	14%
Rs 31 - Rs 40	25%	0%	0%	0%	50%	21%
Rs 41 - Rs 50	0%	0%	0%	0%	0%	0%
Rs 51 - Rs 60	0%	0%	0%	0%	0%	0%
Rs 61 - Rs 70	50%	0%	0%	0%	0%	14%
Rs 71 - Rs 80	25%	0%	0%	0%	0%	7%
Rs 81 - Rs 90	0%	33%	0%	0%	0%	7%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	67%	67%	0%	0%	29%
Rs 126 - Rs 150	0%	0%	33%	0%	0%	7%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>14</b>
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>60</b>	<b>104</b>	<b>121</b>	<b>0</b>	<b>30</b>	<b>74</b>
<b>Average (US \$)</b>	<b>1.1</b>	<b>1.9</b>	<b>2.2</b>	<b>0.0</b>	<b>0.5</b>	<b>1.3</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 93 (\$1.7) – consumers in Delhi pay the highest

PRICE PER PURCHASE - REGULAR COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>226</b>	<b>203</b>	<b>71</b>	<b>36</b>	<b>82</b>	<b>618</b>
<Rs 10	0.4%	1%	0%	0%	0%	0.5%
Rs 10 - Rs 20	0%	1%	0%	0%	0%	0.3%
Rs 21 - Rs 30	0.4%	2%	1%	0%	0%	1%
Rs 31 - Rs 40	2%	5%	8%	0%	9%	4%
Rs 41 - Rs 50	8%	6%	41%	33%	4%	12%
Rs 51 - Rs 60	20%	5%	32%	3%	11%	15%
Rs 61 - Rs 70	7%	8%	7%	0%	22%	9%
Rs 71 - Rs 80	11%	9%	3%	3%	26%	11%
Rs 81 - Rs 90	8%	9%	0%	3%	16%	8%
Rs 91 - Rs 100	6%	13%	1%	8%	4%	8%
Rs 101 - Rs 125	8%	23%	0%	19%	1%	11%
Rs 126 - Rs 150	4%	8%	3%	0%	0%	4%
Rs 151 - Rs 175	5%	1%	1%	6%	5%	3%
Rs 176 - Rs 200	2%	1%	0%	11%	2%	2%
Rs 201 - Rs 225	7%	2%	0%	0%	0%	3%
Rs 226 - Rs 250	6%	3%	1%	0%	1%	3%
Rs 251 - Rs 275	4%	0%	0%	0%	0%	1%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0.4%	0%	0%	0%	0%	0.2%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	1%	0%	0%	0%	0.3%
No mention	1%	0.5%	0%	14%	0%	1%
<b>Average (INR)</b>	<b>107</b>	<b>98</b>	<b>57</b>	<b>81</b>	<b>78</b>	<b>93</b>
<b>Average (US \$)</b>	<b>1.9</b>	<b>1.8</b>	<b>1.0</b>	<b>1.5</b>	<b>1.4</b>	<b>1.7</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 85(\$1.5)– lower than price paid for the regular variety

PRICE PER PURCHASE - ORGANIC COTTAGE CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>2</b>	<b>2</b>	<b>9</b>	<b>0</b>	<b>4</b>	<b>17</b>
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	50%	0%	0%	0%	6%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	0%	44%	0%	0%	24%
Rs 51 - Rs 60	0%	0%	44%	0%	25%	29%
Rs 61 - Rs 70	0%	0%	0%	0%	50%	12%
Rs 71 - Rs 80	0%	0%	0%	0%	0%	0%
Rs 81 - Rs 90	0%	0%	0%	0%	25%	6%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	0%	0%	0%	0%	0%
Rs 126 - Rs 150	50%	0%	0%	0%	0%	6%
Rs 151 - Rs 175	0%	50%	0%	0%	0%	6%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	50%	0%	0%	0%	0%	6%
Rs 226 - Rs 250	0%	0%	11%	0%	0%	6%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>176</b>	<b>94</b>	<b>71</b>	<b>0</b>	<b>68</b>	<b>85</b>
<b>Average (US \$)</b>	<b>3.2</b>	<b>1.7</b>	<b>1.3</b>	<b>0.0</b>	<b>1.2</b>	<b>1.5</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 295(\$5.4)– consumers in Chandigarh pay the highest

PRICE PER PURCHASE - REGULAR CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>203</b>	<b>210</b>	<b>138</b>	<b>32</b>	<b>96</b>	<b>679</b>
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	1%	1%	0%	1%	1%
Rs 21 - Rs 30	1%	1%	1%	0%	2%	1%
Rs 31 - Rs 40	2%	1%	1%	0%	0%	1%
Rs 41 - Rs 50	0%	2%	2%	0%	0%	1%
Rs 51 - Rs 60	0%	2%	0%	0%	1%	1%
Rs 61 - Rs 70	0%	1%	0%	0%	1%	0.4%
Rs 71 - Rs 80	1%	1%	1%	0%	0%	1%
Rs 81 - Rs 90	2%	1%	1%	0%	0%	1%
Rs 91 - Rs 100	1%	0%	0%	0%	0%	0.4%
Rs 101 - Rs 125	2%	5%	1%	0%	1%	3%
Rs 126 - Rs 150	1%	10%	3%	0%	1%	4%
Rs 151 - Rs 175	2%	2%	20%	9%	1%	6%
Rs 176 - Rs 200	0.5%	2%	26%	28%	3%	8%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>203</b>	<b>210</b>	<b>138</b>	<b>32</b>	<b>96</b>	<b>679</b>
Rs 201 - Rs 225	0.5%	4%	4%	28%	8%	5%
Rs 226 - Rs 250	2%	8%	2%	3%	17%	6%
Rs 251 - Rs 275	1%	1%	17%	0%	3%	5%
Rs 276 - Rs 300	22%	8%	5%	0%	4%	11%
Rs 301 - Rs 350	12%	13%	8%	0%	3%	10%
Rs 351 - Rs 400	3%	15%	3%	13%	10%	8%
Rs 401 - Rs.450	6%	5%	0%	19%	8%	5%
Rs 451- Rs.500	5%	4%	0%	0%	9%	4%
>Rs 500	29%	10%	3%	0%	25%	16%
No mention	4%	1%	0%	0%	0%	2%
<b>Average (INR)</b>	<b>343</b>	<b>280</b>	<b>216</b>	<b>262</b>	<b>350</b>	<b>295</b>
<b>Average (US \$)</b>	<b>6.2</b>	<b>5.1</b>	<b>3.9</b>	<b>4.8</b>	<b>6.4</b>	<b>5.4</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 217 (\$3.9)– lower than price paid for the regular variety

PRICE PER PURCHASE - ORGANIC CLARIFIED BUTTER						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>6</b>	<b>10</b>
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	33%	0%	0%	0%	10%
Rs 31 - Rs 40	0%	0%	0%	0%	0%	0%
Rs 41 - Rs 50	0%	0%	0%	0%	0%	0%
Rs 51 - Rs 60	0%	0%	0%	0%	0%	0%
Rs 61 - Rs 70	0%	0%	0%	0%	0%	0%
Rs 71 - Rs 80	0%	0%	0%	0%	0%	0%
Rs 81 - Rs 90	0%	0%	0%	0%	0%	0%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	0%	0%	0%	0%	0%
Rs 126 - Rs 150	0%	0%	0%	0%	0%	0%
Rs 151 - Rs 175	0%	33%	0%	0%	0%	10%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	0%	0%	0%	50%	30%
Rs 226 - Rs 250	0%	0%	0%	0%	17%	10%
Rs 251 - Rs 275	0%	33%	0%	0%	17%	20%
Rs 276 - Rs 300	0%	0%	100%	0%	17%	20%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>0</b>	<b>150</b>	<b>288</b>	<b>0</b>	<b>238</b>	<b>217</b>
<b>Average (US \$)</b>	<b>0.0</b>	<b>2.7</b>	<b>5.2</b>	<b>0.0</b>	<b>4.3</b>	<b>3.9</b>

1US\$ = INR 55

**Occasional Dairy Products i.e. part of regular household purchases but less often than first category (Curd and Cheese):** Organic Curd on an average, is bought at a higher price than regular Curd, and vice versa for Cheese.

Average price paid per purchase overall is Rs.38 (\$0.7) – consumers in Pune pay the highest

PRICE PER PURCHASE - REGULAR CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>204</b>	<b>223</b>	<b>127</b>	<b>96</b>	<b>116</b>	<b>766</b>
<Rs 10	0.5%	1%	17%	0%	0%	3%
Rs 10 - Rs 20	13%	11%	31%	20%	10%	16%
Rs 21 - Rs 30	14%	19%	38%	21%	25%	22%
Rs 31 - Rs 40	51%	22%	9%	35%	21%	29%
Rs 41 - Rs 50	13%	27%	1%	4%	24%	16%
Rs 51 - Rs 60	2%	8%	0%	0%	4%	4%
Rs 61 - Rs 70	2%	4%	2%	0%	8%	3%
Rs 71 - Rs 80	2%	1%	0%	0%	1%	1%
Rs 81 - Rs 90	1%	2%	0%	0%	0%	1%
Rs 91 - Rs 100	0%	1%	1%	0%	2%	1%
Rs 101 - Rs 125	0%	0.4%	0%	0%	5%	1%
Rs 126 - Rs 150	0%	0%	0%	0%	0%	0%
Rs 151 - Rs 175	0%	0.4%	0%	0%	0%	0.1%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	0%	0%	19%	0%	2%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	1%	1%	1%	1%	0%	1%
<b>Average (INR)</b>	<b>34</b>	<b>39</b>	<b>21</b>	<b>62</b>	<b>41</b>	<b>38</b>
<b>Average (US \$)</b>	<b>0.6</b>	<b>0.7</b>	<b>0.4</b>	<b>1.1</b>	<b>0.7</b>	<b>0.7</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs.45 (\$0.8)– consumers in Delhi pay the highest

PRICE PER PURCHASE - ORGANIC CURD						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>14</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>43</b>
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	22%	0%	0%	0%	5%
Rs 21 - Rs 30	14%	11%	29%	0%	67%	21%
Rs 31 - Rs 40	0%	11%	43%	0%	0%	9%
Rs 41 - Rs 50	0%	22%	29%	86%	17%	26%
Rs 51 - Rs 60	71%	0%	0%	14%	17%	28%
Rs 61 - Rs 70	14%	22%	0%	0%	0%	9%
Rs 71 - Rs 80	0%	0%	0%	0%	0%	0%
Rs 81 - Rs 90	0%	0%	0%	0%	0%	0%
Rs 91 - Rs 100	0%	0%	0%	0%	0%	0%
Rs 101 - Rs 125	0%	11%	0%	0%	0%	2%
Rs 126 - Rs 150	0%	0%	0%	0%	0%	0%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%

	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>14</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>43</b>
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	0%	0%	0%	0%	0%	0%
<b>Average (INR)</b>	<b>52</b>	<b>47</b>	<b>35</b>	<b>46</b>	<b>33</b>	<b>45</b>
<b>Average (US \$)</b>	<b>0.9</b>	<b>0.9</b>	<b>0.6</b>	<b>0.8</b>	<b>0.6</b>	<b>0.8</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 78 (\$1.4)– consumers in Pune pay the highest

PRICE PER PURCHASE - REGULAR CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>168</b>	<b>208</b>	<b>67</b>	<b>43</b>	<b>80</b>	<b>566</b>
<Rs 10	0%	1%	1%	0%	0%	1%
Rs 10 - Rs 20	2%	1%	1%	12%	1%	2%
Rs 21 - Rs 30	0%	5%	3%	0%	4%	3%
Rs 31 - Rs 40	2%	9%	10%	7%	14%	8%
Rs 41 - Rs 50	8%	11%	15%	2%	10%	10%
Rs 51 - Rs 60	43%	16%	1%	2%	16%	21%
Rs 61 - Rs 70	20%	9%	0%	2%	18%	12%
Rs 71 - Rs 80	15%	9%	3%	5%	23%	12%
Rs 81 - Rs 90	5%	8%	31%	0%	0%	8%
Rs 91 - Rs 100	2%	6%	9%	23%	3%	6%
Rs 101 - Rs 125	1%	5%	10%	14%	3%	5%
Rs 126 - Rs 150	0%	7%	6%	5%	1%	4%
Rs 151 - Rs 175	0%	0%	0%	0%	6%	1%
Rs 176 - Rs 200	0%	4%	4%	0%	1%	2%
Rs 201 - Rs 225	0%	3%	3%	28%	0%	4%
Rs 226 - Rs 250	0%	1%	0%	0%	1%	1%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	1%	0%	0%	0%	1%
Rs 301 - Rs 350	0%	0.5%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0.5%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	2%	1%	0%	0%	0%	1%
<b>Average (INR)</b>	<b>60</b>	<b>85</b>	<b>84</b>	<b>115</b>	<b>70</b>	<b>78</b>
<b>Average (US \$)</b>	<b>1.1</b>	<b>1.5</b>	<b>1.5</b>	<b>2.1</b>	<b>1.3</b>	<b>1.4</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 69 (\$1.3)– consumers in Mumbai pay the highest

PRICE PER PURCHASE - ORGANIC CHEESE						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>22</b>
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	0%	0%	0%	0%	0%	0%
Rs 21 - Rs 30	0%	0%	0%	0%	13%	5%
Rs 31 - Rs 40	0%	0%	0%	0%	25%	9%
Rs 41 - Rs 50	20%	0%	25%	0%	25%	18%
Rs 51 - Rs 60	0%	0%	0%	0%	0%	0%
Rs 61 - Rs 70	0%	33%	0%	0%	25%	14%
Rs 71 - Rs 80	0%	0%	0%	0%	0%	0%
Rs 81 - Rs 90	20%	0%	25%	0%	13%	14%
Rs 91 - Rs 100	20%	0%	25%	50%	0%	14%
Rs 101 - Rs 125	0%	0%	25%	50%	0%	9%
Rs 126 - Rs 150	0%	67%	0%	0%	0%	9%
Rs 151 - Rs 175	0%	0%	0%	0%	0%	0%
Rs 176 - Rs 200	0%	0%	0%	0%	0%	0%
Rs 201 - Rs 225	0%	0%	0%	0%	0%	0%
Rs 226 - Rs 250	0%	0%	0%	0%	0%	0%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	40%	0%	0%	0%	0%	9%
<b>Average (INR)</b>	<b>45</b>	<b>114</b>	<b>85</b>	<b>104</b>	<b>50</b>	<b>69</b>
<b>Average (US \$)</b>	<b>0.8</b>	<b>2.1</b>	<b>1.5</b>	<b>1.9</b>	<b>0.9</b>	<b>1.3</b>

1US\$ = INR 55

**Ad Hoc Dairy Products i.e. value added sweet dairy products that are not part of standard household grocery purchase (Ice Cream, Flavoured Milk and Flavoured Yoghurt):** Average price paid per purchase is highest for Ice cream as compared to the other two dairy products in this segment. No purchase incidence of the organic varieties of these dairy products.

Average price paid per purchase overall is Rs. 78 (\$1.4)– consumers in Pune pay the highest

PRICE PER PURCHASE - REGULAR ICE CREAM						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>245</b>	<b>217</b>	<b>135</b>	<b>67</b>	<b>112</b>	<b>776</b>
<Rs 10	1%	1%	0%	0%	1%	1%
Rs 10 - Rs 20	13%	2%	2%	1%	27%	9%
Rs 21 - Rs 30	15%	5%	2%	3%	13%	9%
Rs 31 - Rs 40	20%	10%	7%	9%	13%	13%
Rs 41 - Rs 50	8%	12%	12%	9%	12%	10%
Rs 51 - Rs 60	7%	3%	7%	0%	7%	5%
Rs 61 - Rs 70	2%	8%	2%	0%	13%	5%
Rs 71 - Rs 80	16%	6%	13%	0%	7%	10%
Rs 81 - Rs 90	2%	3%	2%	0%	1%	2%
Rs 91 - Rs 100	11%	5%	15%	13%	1%	9%



	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>245</b>	<b>217</b>	<b>135</b>	<b>67</b>	<b>112</b>	<b>776</b>
Rs 101 - Rs 125	3%	7%	4%	9%	4%	5%
Rs 126 - Rs 150	0%	15%	16%	19%	2%	9%
Rs 151 - Rs 175	0%	6%	4%	10%	1%	3%
Rs 176 - Rs 200	0%	5%	6%	6%	0%	3%
Rs 201 - Rs 225	0%	1%	5%	13%	0%	2%
Rs 226 - Rs 250	0%	7%	1%	0%	0%	2%
Rs 251 - Rs 275	0%	0.5%	1%	0%	0%	0.3%
Rs 276 - Rs 300	0%	1%	0%	0%	0%	0.4%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0.5%	0%	0%	0%	0.1%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	1%	1%	0%	6%	0%	1%
<b>Average (INR)</b>	<b>49</b>	<b>104</b>	<b>101</b>	<b>115</b>	<b>44</b>	<b>78</b>
<b>Average (US \$)</b>	<b>0.9</b>	<b>1.9</b>	<b>1.8</b>	<b>2.1</b>	<b>0.8</b>	<b>1.4</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 47 (\$0.9) – consumers in Mumbai pay the highest

PRICE PER PURCHASE - REGULAR FLAVORED MILK						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>118</b>	<b>128</b>	<b>66</b>	<b>4</b>	<b>40</b>	<b>356</b>
<Rs 10	1%	1%	0%	0%	0%	1%
Rs 10 - Rs 20	13%	5%	18%	0%	10%	11%
Rs 21 - Rs 30	22%	9%	24%	0%	18%	17%
Rs 31 - Rs 40	12%	12%	5%	0%	15%	11%
Rs 41 - Rs 50	11%	25%	15%	0%	13%	17%
Rs 51 - Rs 60	27%	21%	12%	0%	8%	20%
Rs 61 - Rs 70	2%	6%	2%	0%	10%	4%
Rs 71 - Rs 80	5%	4%	14%	0%	15%	7%
Rs 81 - Rs 90	0%	4%	2%	0%	8%	3%
Rs 91 - Rs 100	1%	2%	3%	0%	0%	2%
Rs 101 - Rs 125	0%	3%	0%	0%	0%	1%
Rs 126 - Rs 150	0%	3%	0%	0%	0%	1%
Rs 151 - Rs 175	0%	2%	3%	0%	0%	1%
Rs 176 - Rs 200	0%	1%	0%	0%	0%	0.3%
Rs 201 - Rs 225	0%	0%	0%	0%	3%	0.3%
Rs 226 - Rs 250	0%	1%	0%	0%	0%	0.3%
Rs 251 - Rs 275	0%	0%	0%	0%	0%	0%
Rs 276 - Rs 300	0%	0%	0%	0%	0%	0%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	7%	0%	3%	100%	3%	4%
<b>Average (INR)</b>	<b>37</b>	<b>58</b>	<b>44</b>	<b>0</b>	<b>50</b>	<b>47</b>
<b>Average (US \$)</b>	<b>0.7</b>	<b>1.1</b>	<b>0.8</b>	<b>0.0</b>	<b>0.9</b>	<b>0.9</b>

1US\$ = INR 55

Average price paid per purchase overall is Rs. 56 (\$1.0) – consumers in Mumbai and Bangalore pay the highest

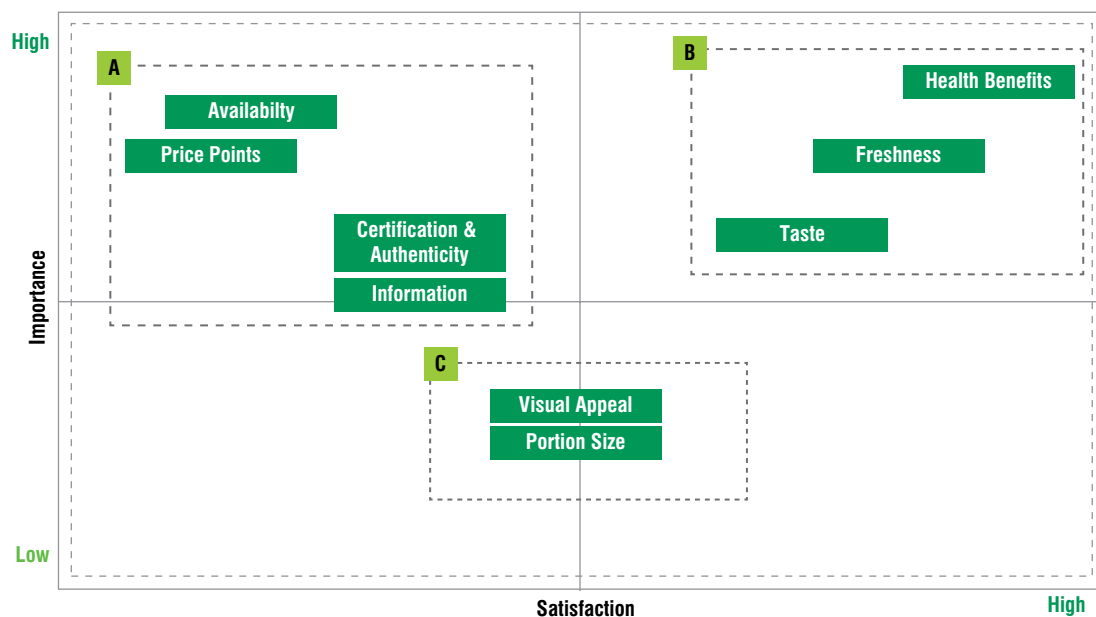
PRICE PER PURCHASE - REGULAR FLAVORED YOGURT						
	Delhi	Mumbai	Bangalore	Pune	Chandigarh	Overall
<b>Sample Base</b>	<b>71</b>	<b>74</b>	<b>34</b>	<b>0</b>	<b>13</b>	<b>192</b>
<Rs 10	0%	0%	0%	0%	0%	0%
Rs 10 - Rs 20	18%	4%	15%	0%	15%	12%
Rs 21 - Rs 30	38%	11%	32%	0%	23%	26%
Rs 31 - Rs 40	11%	16%	9%	0%	8%	13%
Rs 41 - Rs 50	17%	18%	0%	0%	15%	14%
Rs 51 - Rs 60	8%	5%	3%	0%	31%	8%
Rs 61 - Rs 70	0%	5%	0%	0%	0%	2%
Rs 71 - Rs 80	1%	4%	6%	0%	0%	3%
Rs 81 - Rs 90	0%	7%	0%	0%	0%	3%
Rs 91 - Rs 100	0%	4%	6%	0%	0%	3%
Rs 101 - Rs 125	0%	14%	9%	0%	0%	7%
Rs 126 - Rs 150	0%	4%	0%	0%	0%	2%
Rs 151 - Rs 175	0%	1%	0%	0%	0%	1%
Rs 176 - Rs 200	0%	1%	3%	0%	0%	1%
Rs 201 - Rs 225	0%	1%	0%	0%	0%	1%
Rs 226 - Rs 250	0%	1%	3%	0%	0%	1%
Rs 251 - Rs 275	0%	0%	9%	0%	0%	2%
Rs 276 - Rs 300	1%	1%	0%	0%	8%	2%
Rs 301 - Rs 350	0%	0%	0%	0%	0%	0%
Rs 351 - Rs 400	0%	0%	0%	0%	0%	0%
Rs 401 - Rs.450	0%	0%	0%	0%	0%	0%
Rs 451- Rs.500	0%	0%	0%	0%	0%	0%
>Rs 500	0%	0%	0%	0%	0%	0%
No mention	4%	1%	6%	0%	0%	3%
<b>Average (INR)</b>	<b>34</b>	<b>72</b>	<b>71</b>	<b>0</b>	<b>57</b>	<b>56</b>
<b>Average (US \$)</b>	<b>0.6</b>	<b>1.3</b>	<b>1.3</b>	<b>0.0</b>	<b>1.0</b>	<b>1.0</b>

1US\$ = INR 55

# Needs Gaps and Recommendations

Consumers take into account various factors while taking purchase decisions about organic food in general and fruits & dairy products in specific. The final purchase decision is based upon the importance of these factors in consumer's mind and how these factors are placed in the current organic market scenario.

## Deriving Market Need Gaps: Basis Key Decision Parameters



As depicted in the picture above, three clear spaces emerge in varying degrees of Need Gaps in the organic food sector:

### A. Critical aspects to be addressed

These factors have the potential to make or break a purchase decision. Presence or lack of these factors can significantly increase or reduce chances of consumers purchasing these products.

Factors	Buyers	Non Buyers
<b>Availability</b>	An important factor to drive repeat purchases – currently, poor & irregular availability often lead to switching back to non-organic varieties	Low availability limits exposure and therefore reduces possibility of trials by non users
<b>Price points</b>	Critical factor to encourage repeat purchases and experimentation with multiple products – currently, prices perceived as too high esp. when compared to non-organic varieties though associated health benefits make them see it as worth the money spent	High prices inhibit trial by them since they don't see a pertinent need to spend more than current spends on non-organic varieties
<b>Certification/ authenticity and Information</b>	Currently, this is a grey area in the organic market, with no assurance for consumers regarding the products authenticity and claims made by companies  Standardisation of quality parameters and certifications will help consumers to take decisions easily  Communicating to consumers about the concept of 'organic' and related benefits will enable them to make informed decisions	Critical factor to convert the non buyers by providing them with relevant and easy to understand information about the organic products  Standardisation of certifications and quality parameters will establish a sense of assurance to induce trials

## B. Important aspects to build on

These factors are basic requirements to consumers purchasing these products. They can also be seen as factors that can either propel consumers to try these products or they can enhance the experience of using these products.

Factors	Buyers	Non Buyers
<b>Health Benefit</b>	These consumers broadly understand the health benefits and have some understanding of the positive impact – therefore, they are likely to explore this category through their own will  However, there is lack of clarity on the exact benefits offered by replacing non-organic products with organic ones	These consumers have some or no idea about actual health benefits over non-organic variety – therefore, trial may not happen by self, but more through promotional offers or recommendations from known people  Need for a providing a strong case to non buyers to switch to organic products based on health platform
<b>Freshness</b>	They perceive organic products to be more fresh than non-organic varieties but limited stocks at retail stores defeat the perception	Freshness compared to non-organic varieties is not seen as a differentiator esp. since the non-organic varieties are more readily available
<b>Taste</b>	Don't perceive taste as an significant advantage factor over non-organic varieties – also taste not critical since they perceive it to be a healthier option	No experience of taste aspect since they have not bought/ tried organic yet

## C. Value-add aspects

These factors don't have a direct impact on consumers' purchase decision. The absence of these factors may not modify the purchase decision as much as the presence of them will.

Factors	Buyers	Non Buyers
<b>Visual Appeal</b>	Currently, there is not much focus on visual appeal for consumers since the basic requirements are still lacking  With greater repeat usage of organic products and greater penetration, this will an become important differentiator among many product and retail brands selling organic food products	No experience of this factor  Visual appeal to induce trials can be built in through packaging such as small packs priced competitively to encourage first time buyers
<b>Portion size/ Quantity</b>	Consumers buy similar quantity of organic vs. non-organic food products, implying that there is willingness to replace the latter with former, provided other factors of price, availability etc are addressed	Due to inherent perception about high prices, introduction of smaller sized packs will help induce trials

# About Technopak

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India's foremost consulting firm, with an experience of working with multiple organizations across various sectors. Founded on the principle of "concept to commissioning", we partner our clients to identify their maximum-value opportunities, provide solutions to their key challenges and help them create robust and high growth business models. We have the ability to be the strategic advisors providing customized solutions during the ideation phase, implementation guides through start-up assistance and be a trusted advisor overall.

With a team of established domain experts at work, Technopak builds and enhances business capabilities for leading Indian and international companies by offering end-to-end solutions that are unique due to our rich experience, strong industry relationships and a global footprint. Our team currently comprises 150+ skilled professionals from leading International and Indian technical and management institutes. Most of our consultants have hands-on industry experience in their fields of specialization and represent a wide variety of functional backgrounds. This enormous knowledge and talent pool enables Technopak to create special customized teams for each project depending upon the client requirements.

Technopak's services are focused in the following industries and sectors:

- Food & Agriculture
- Retail & Consumer Products
- Healthcare - Design
- Fashion - Textile & Apparel
- Education

## About Food & Agriculture Division

Technopak has a specialized Food & Agriculture division staffed by agribusiness specialists who have been practitioners in ensuring agribusiness delivery across diverse target audiences. The Food & Agriculture division is emerging as a thought leader in the field of Food & Agribusiness space. With expertise services in food processing and agriculture arena, we have benefited numerous clients with our unique solutions and services. We have also released many knowledge reports and assisted as knowledge partners in various well positioned food industry events at global and national levels

Our clients are leading Indian and international businesses, entrepreneurs, investment houses, multilateral development bodies and governments. Our key clients include Ministries of Food Processing Industries, Agriculture & processed Products Exports Development Authority (APEDA), International Finance Corporation (IFC), Honeywell International, Gopaljee Dairy Foods, Reliance Industries, Invest Ireland, Heritage Foods, Blue Star, Aditya Birla Group, KPR Group and many other Indian and international leaders

### **Multi-disciplinary team of experienced experts**

Technopak brings together highly relevant skills and competencies of technically qualified and experienced team of professionals in its Food and Agriculture team. The team consists of the professionals who understand the dynamics of agriculture sector and worked in the areas of agribusiness, food technology, microbiology, strategy development and have successfully helped various clients in their agri-project execution.

### **Understanding Agribusiness and food technologies**

Technopak has the qualified agribusiness and food consultants who besides having the best education in agribusiness and food technology (from MANAGE, GB Pant University of Agriculture, IIMs, etc.) also have industry operations experience. Over the years, Technopak has built a strong body of knowledge in agribusiness and food supply chain, productivity enhancement, technology, food processing which allows us to recommend the best practices and right benchmarks to our clients.

### **Expertise in data collection and analysis**

Technopak employs cutting-edge tools and methodologies for market survey, data collection and analysis both quantitative methods and qualitative methods. These have been developed and fine-tuned over several years to ensure best-fit results for our clients.

### **Experience of working in Agribusiness and Food Companies**

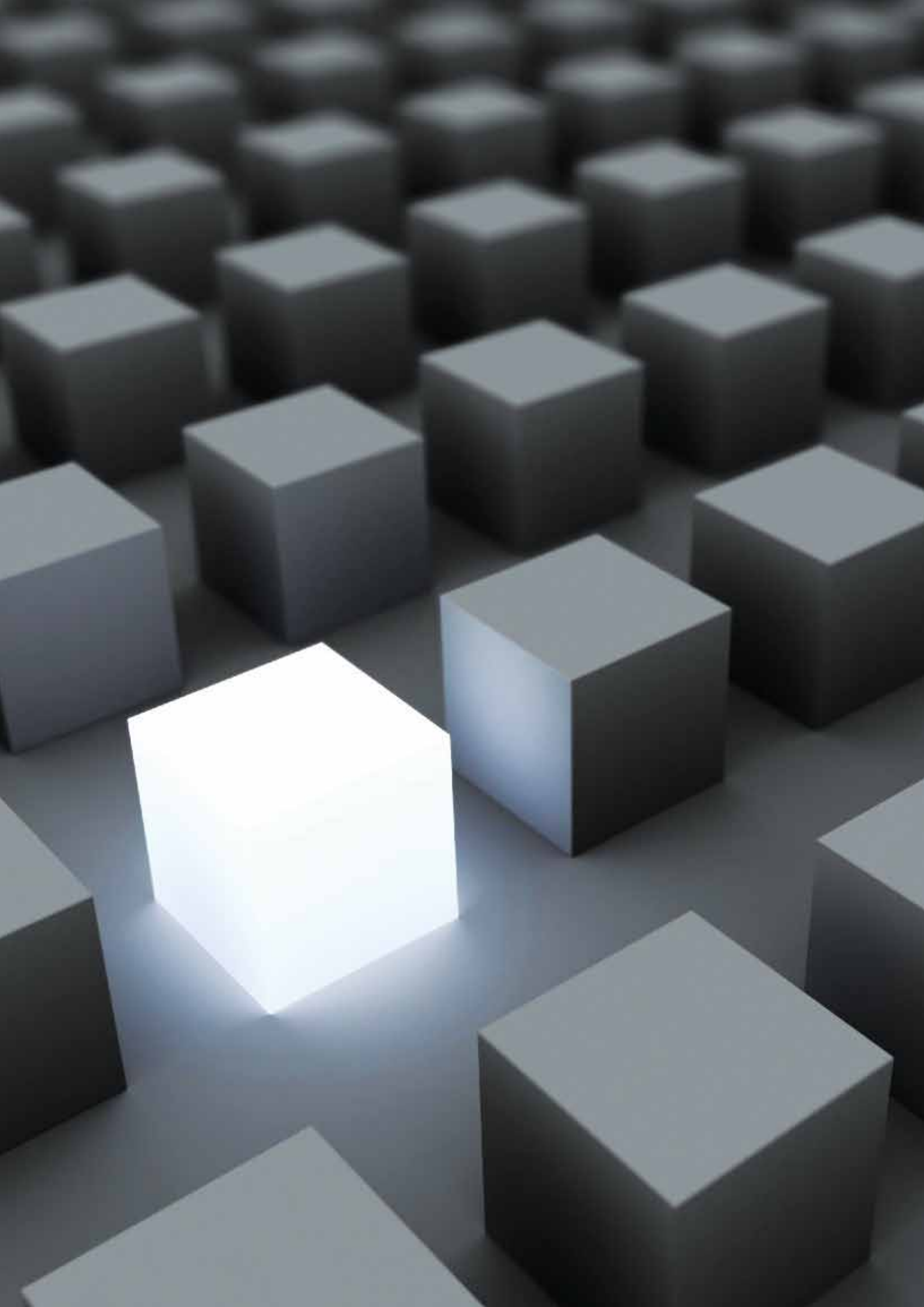
As a management consulting firm, Technopak has worked with various public and private sector organizations in agriculture and food sector. A key differentiation which sets Technopak apart is its ability to take forward the suggested strategic insights in the implementation phase. This approach ensures that Technopak's strategic recommendations are based on in-depth field analysis and have high-degree of implementation.

### **Strong working relationship with Government bodies**

Technopak has worked a lot with the Government and hence developed strong working relationships with its associated agencies and bodies.

### **Value Consulting**

Technopak works on the principle of 'Value consulting'. Our solutions from objective setting to final implementation are based on delivering quantified gains



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