

To,
PEPSICO INDIA HOLDINGS PVT LTD

Date: 14- March- 2024

“Dear Sir/ Ma’am”

Kantar IMRB has conducted an independent claims study as follows:

Project Name: Red Nachos_PT 171440204-01

Areas covered: Delhi, Mumbai, Bangalore (As per database)

Population covered:

- 16 – 30 years
- Male/Female
- SEC A/B
- P1W consumer of branded Salty snacks, Aware of branded nachos; Trialist within P3M, Non-Rejecter of Spicy and Cheesy flavour
- P1M consumer of branded Nacho's category, Consumed branded nachos in P1M and frequency at least once in four weeks, Non-Rejecter of Spicy and Cheesy flavour nachos

No. of interviews done: Total- 1200

Sampling method: Purposive Sampling

Interview technique: Face-to-Face interviews.

Time period: FW run from 17th Nov'23 – 2nd Dec'23.

Kantar is a member of the Market Research Society of India (MRSI). All research projects conducted by Kantar conform to the MRSI Standards and the ICC/ESOMAR International Code of Marketing and Social Research Practice

Questions asked:

Q1- “Please tell us, which statement best describes how much do you like or dislike the TASTE of this product?”

Scale used:

Like Extremely
Like Very Much
Like Moderately
Like Slightly
Neither like nor Dislike
Dislike Slightly
Dislike Moderately
Dislike Very Much
Dislike Extremely

Kantar

Head Office: 3rd Floor, The Orb- Sahar, Village Marol, Andheri East, Mumbai 400 099. Tel- +91 (0) 22 5046 9900. Website: www.kantar.com. CIN: U99999MH1938PTC002771. Kantar IMRB is a part of Kantar group- the information and consulting division of WPP Plc. which operates through offices in 113 countries. In India, Kantar IMRB is a division of Hindustan Thompson Associates Private Limited. Regd. Office: A- Wing, Mhatre Pen Building, S.B.Marg, Dadar West, P.O. Bhavani Shankar, Mumbai-400 028, Maharashtra

Q2- “What is your opinion on the CHEESE TASTE of this product? Please select a phrase that best describes the extent to which you like or dislike the Cheese Taste.”

Scale used:

Like Extremely
Like Very Much
Like Moderately
Like Slightly
Neither like nor Dislike
Dislike Slightly
Dislike Moderately
Dislike Very Much
Dislike Extremely

Claims to be made:

- Our tastiest Nacho Cheese flavour

Disclaimer to be made:

1. *“Claim is in comparison with previous Doritos Nacho Cheese formulations in India. Claim based on independent research conducted by **Kantar** between **17th November 2023** to **2nd December 2023** for a sample of 1200 consumers - 16 – 30 years, Male/Female, SEC A/B, P1W consumer of branded Salty snacks, Aware of branded nachos; Trialist within P3M, Non-Rejecter of Spicy and Cheesy flavour, P1M consumer of branded Nacho’s category, Consumed branded nachos in P1M and frequency at least once in four weeks, Non-Rejecter of Spicy and Cheesy flavour nachos, in the representative Indian national territories of **Delhi, Mumbai and Bangalore.**”*
2. *“Comparison with previous Doritos Nacho Cheese formulations. Claim based on research conducted by Kantar IMRB during **Nov-Dec 2023** in Delhi, Mumbai and Bengaluru. For details, visit www.pepsnacks.com/doritos”.*

Our research yielded the findings as mentioned in the annexure.

Please note:

“This refers to Go-ahead requested by Kantar IMRB and confirmation given by PEPSICO INDIA HOLDINGS PVT LTD on 4th October 2023 whereby Kantar IMRB were required to conduct Product testing for Doritos.

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Kantar IMRB hereby states that the study was conducted successfully.

Kantar IMRB states that claims testing was conducted in the manner normally practiced in the industry and have sufficient back-up data in support of having conducted the claims testing and for the results as pronounced genuine.

As required, we give the above confirmation to be true.

Sub: Red Nachos_PT 171440204-01

This document records the terms of use in respect of the findings articulated by Kantar IMRB in the report of the above-mentioned Study conducted during **17th Nov'23 – 2nd Dec'23**.

The report is prepared by Kantar IMRB based on the findings of the above-mentioned study and Kantar IMRB takes complete responsibility as regards the authenticity of the study and data analysed.

PEPSICO INDIA HOLDINGS PVT LTD wishes to use the data from the Report in its marketing communications and undertakes the responsibility for the use of such data as per the following terms:

Use of Kantar IMRB Data

Use of certain specific data (claims statement") for the specific purpose (claims testing) outlined in Annexure attached to this letter.

1. Only the Data outlined in Annexure shall be used by client PEPSICO INDIA HOLDINGS PVT LTD.
2. The Data will only be used for the Purpose and for no other reason whatsoever.
3. While Kantar IMRB has provided the above written summary of some of the research findings, Kantar IMRB does not endorse any client claim.
4. PEPSICO INDIA HOLDINGS PVT LTD may not state or imply that Kantar IMRB is the source of the claim itself, nor use the Kantar IMRB name or Logo without formal written approval from Kantar IMRB.
5. Any citation to research conducted by Kantar IMRB must include the following: "PEPSICO INDIA HOLDINGS PVT LTD claim based on research conducted by Kantar IMRB, based on a study brief description."
6. Indemnification will apply as per the clause 8 of the MSA signed between Kantar IMRB and PepsiCo India Holdings Private Limited- executed on 26th Feb 2024

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7. Kantar IMRB has not checked, nor has any knowledge of any advertising or other laws or regulations which may affect Client PEPSICO INDIA HOLDINGS PVT LTD or anyone's right to use or publish the Data and client PEPSICO INDIA HOLDINGS PVT LTD confirm that Client PEPSICO INDIA HOLDINGS PVT LTD have or will consult Client PEPSICO INDIA HOLDINGS PVT LTD own legal, public relations and other advisors in this respect and will take sole responsibility for all such matters.
- This letter is valid for 12 months, 14th March 2024 – 14th March 2025.
 - In the event the claim or study are challenged by any consumer or authority or judicial, quasi-judicial body, including Advertising Standards Council of India, then PepsiCo may call upon the representatives of Kantar IMRB agency to provide sufficient data, information and appear in person before such authority/body to substantiate the study and claims. Costs whatever incurred by Kantar IMRB will be reimbursed by PepsiCo.

For PEPSICO INDIA HOLDINGS PVT LTD

For Kantar IMRB

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Signature

Name: Soumya Mohanty

Title: Senior Director, Clients and Quantitative, Insights

Date:

Place:

Kantar

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Annexure:

Overall Data (Initial Exposure)

No	Attributes tested	Panel 1+2- T2B (Like Extremely+ Like Very Much) %	Final claim Statement
2	Please tell us, which statement best describes how much do you like or dislike the TASTE of this product?	84%	Study shows 84% of the respondents liked the taste of the product during Initial exposure.
3	What is your opinion on the CHEESE TASTE of this product? Please select a phrase that best describes the extent to which you like or dislike the Cheese Taste.	83%	Study shows 83% of the respondents liked the cheese taste of the product during Initial exposure.

No	Attributes tested	Panel 3+4- T2B (Like Extremely+ Like Very Much) %	Final claim Statement
2	Please tell us, which statement best describes how much do you like or dislike the TASTE of this product?	87%	Study shows 87% of the respondents liked the taste of the product during Initial exposure.
3	What is your opinion on the CHEESE TASTE of this product? Please select a phrase that best describes the extent to which you like or dislike the Cheese Taste.	88%	Study shows 88% of the respondents liked the cheese taste of the product during Initial exposure.

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Overall Data (Repeat Exposure)

No	Attributes tested	Panel 1+2- T2B (Like Extremely+ Like Very Much) %	Final claim Statement
2	Please tell us, which statement best describes how much do you like or dislike the TASTE of this product?	82%	Study shows 82% of the respondents liked the taste of the product during repeat exposure.
3	What is your opinion on the CHEESE TASTE of this product? Please select a phrase that best describes the extent to which you like or dislike the Cheese Taste.	86%	Study shows 86% of the respondents liked the cheese taste of the product during repeat exposure.

No	Attributes tested	Panel 3+4- T2B (Like Extremely+ Like Very Much %	Final claim Statement
2	Please tell us, which statement best describes how much do you like or dislike the TASTE of this product?	88%	Study shows 88% of the respondents liked the taste of the product during repeat exposure.
3	What is your opinion on the CHEESE TASTE of this product? Please select a phrase that best describes the extent to which you like or dislike the Cheese Taste.	90%	Study shows 90% of the respondents liked the cheese taste of the product during repeat exposure.

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