Subject:- Clarifications on the sample size with respect to the EOI for undertaking a study on consumption pattern of Caffeinated / Energy Drinks in India.

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With reference to Sub-Para No. 6.4 of the EOI document for undertaking a study on consumption pattern of Caffeinated / Energy Drinks in India, it is clarified here that;

1. 50% of the sample should be done randomly to know the penetration and profile of consumers of Caffeinated / Energy Drinks.
2. Rest 50% of the sample should be done purposive based on random selection.
3. It may be ensured that the data collection may be done in such a manner that the objectives of the study are fulfilled.

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Food Safety and Standards Authority of India