

9th July '20

Mr. Pradeep Gupta
Axis My India Limited
631, Building No.6, 3rd Floor
Solitaire Corporate Park
Andheri East
Mumbai – 400 093

Dear Pradeepji,

I am happy to acknowledge and record our total satisfaction of the Tagros – Poultry Segment Market Research project which your organization Axis My India conducted for us.

We had commissioned such a market research for the first time in 3 most populated states (Uttar Pradesh, Maharashtra and Andhra Pradesh), representing "All of India", with the objective of understanding market opportunities for launching a new Insecticide / Product for Poultry (Chicken) in terms of market potentiality, market size, cost of existing solutions, pricing index for our product and supply chain pain points.

We were very impressed with your market understanding, operational and analytical expertise, in spite of Poultry being a difficult and unorganized business terrain.

We were extremely happy with your approach and methodology. It gave us a great & clear understanding of the All India Market Size, Pricing Prospects, Current Practices, Customers Mindset and present Pain Points.

So far I had only heard about the professional & stellar reputation that Axis My India carried. Through this project, we personally experienced this.

I wish Axis My India the very best and wish that your company / team wins many more accolades in the near future.

Yours, Sincerely



Parikshith Jhaver
Director