

Choose Goodness: People's Choice Awards

Survey Report

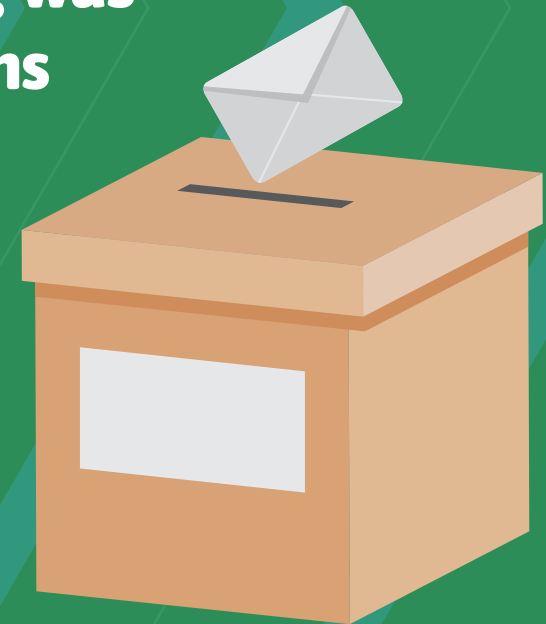


Introduction

The inaugural edition of the "Choose Goodness: People's Choice Awards" by Simpli Namdhari's marks a groundbreaking initiative in celebrating consumer favorites across various product categories. This unique award aims to recognize and honor top products, reflecting the diverse tastes and preferences of consumers nationwide.

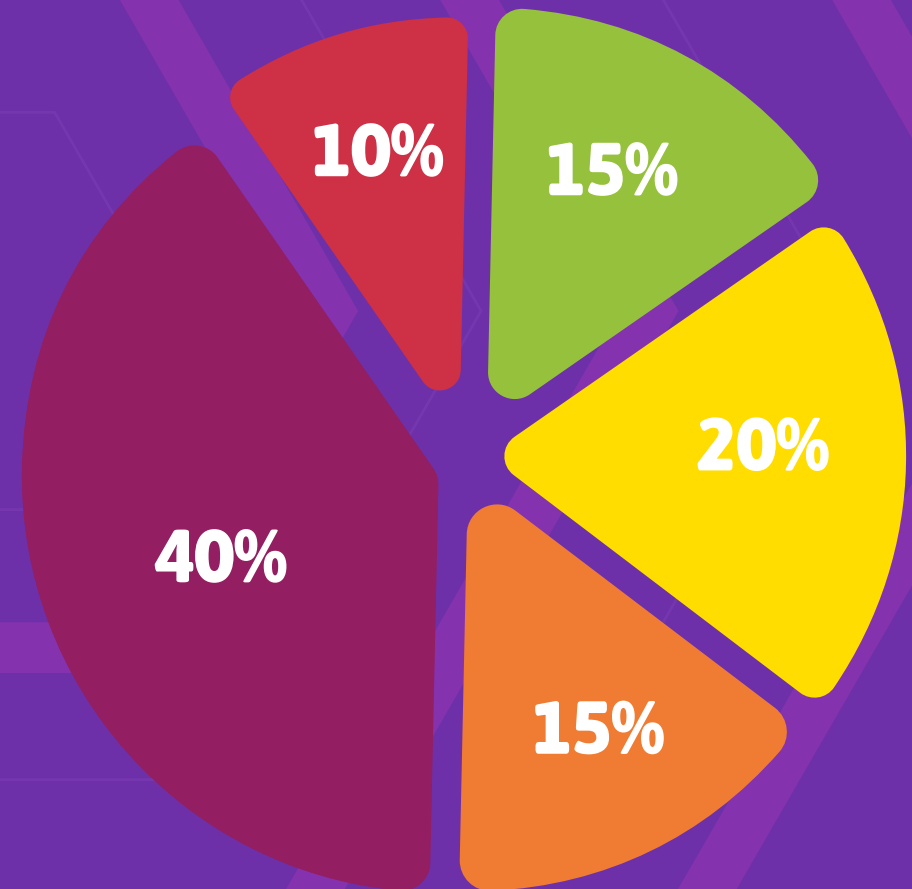
Survey Methodology

The survey, conducted across major cities in India, received an overwhelming response with a sample size of **17.75 lakh** participants. Voting was conducted on popular social media platforms like Facebook, Instagram, LinkedIn, Email & Whatsapp. The survey revealed fascinating insights into consumer preferences, highlighting the most beloved products in each category.



Sample Size

A total of 17.75 lakh individuals participated in the survey, with the distribution across cities as follows: Bangalore (40%), Chennai (10%), Delhi (15%), Hyderabad (20%), and Mumbai (15%).



Key Highlights



Mango emerged as the national favorite in the exotic fruit category, while pomegranate claimed the top spot among regular fruits.



Broccoli dominated the exotic vegetable category, while tomato emerged as the preferred choice among regular vegetables.

Sona masuri rice was crowned the national crush in the staples category, with whole wheat leading the pack in the wheat category.



Curd emerged as the top choice in the dairy category, and vegan ice cream stole the show in the vegan products category.



Dark chocolate emerged as the clear winner in the chocolate category, while cookies dominated the snacks category.

City-Based Insights

- ✓ Chennai showed a preference for Blueberries (35%) and Delhi for Hass avocado (30%) among exotic fruits.
- ✓ Bangalore and Chennai favored Watermelon Crimson Crush, while Delhi preferred Yelakki banana (39%) and Mumbai favored Apples (40%) among regular fruits.
- ✓ Mini Cucumbers were popular in Bangalore (29%) and Delhi (24%), while Iceberg Lettuces were favored in Hyderabad (24%) and Mumbai (23%) among exotic vegetables.
- ✓ Ooty Carrot was favored in Bangalore (23%) and Hyderabad (27%) among regular vegetables.
- ✓ Chennai led in choosing Sona Masuri rice with 60% of votes, while Bangalore opted for Organic Basmati rice (25%) and Delhi for Jeera Samba (30%) under the rice category.
- ✓ Bangalore led in choosing multi-grain Wheat (37%) under the wheat category.
- ✓ Chennai preferred Kabuli Channa (60%) and Delhi opted for Quinoa (37%) among millets.
- ✓ Mumbai showed a preference for Ghee (36%) alongside Curd in the dairy category.
- ✓ Hyderabad & Bangalore favored Vegan Protein Bar with 38% & 29% votes each
- ✓ Dates were favored in Bangalore (31%) and Pista in Chennai (29%) among dry fruits.
- ✓ Bangalore preferred Namkeens (27%), and Hyderabad favored Chips (32%) among snacks.
- ✓ Hyderabad showed a preference for skin glow Tea (34%) in the easy digest category.

The "Choose Goodness: People's Choice Awards" reflects the diverse preferences of consumers across different cities, highlighting the unique culinary preferences of each region.

Choose Goodness. Choose Simpli Namdhari's.

Simpli Namdhari's is a 100% veg omni channel retailer that brings a distinctive grocery experience. From fresh, residue-free fruits and vegetables grown on our very own farm in Bidadi, Karnataka, to the finest staples, grocery and household brands from across the world, placing a priority on fair trade and sustainable living.

With our first store opening in 2001, Simpli Namdhari's has built a loyal customer-base of over 6 lac customers in the last 2 decades across Bangalore & Hyderabad. Today, **our 26 stores offer refreshing shopping experiences, with** our ecommerce platform providing our customers a way to experience our high quality standards from the comfort of their homes.

The Namdhari's Group found its primary beginnings as

Namdhari Seeds in 1985 with contract seed production and pioneered various hybrid seed developments across the nation and the world, exporting the best quality seeds and produce across the globe under the name Namdhari Fresh. We are also committed to our vast family of farmers and female employees, and cherish our responsibility to our environment and society, providing healthcare, education, conveyance and more to our team, founding a hospital in Punjab, and sponsoring many young children with their passion in sports. Our academy has enabled a number of hockey players to join the Indian national team.



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