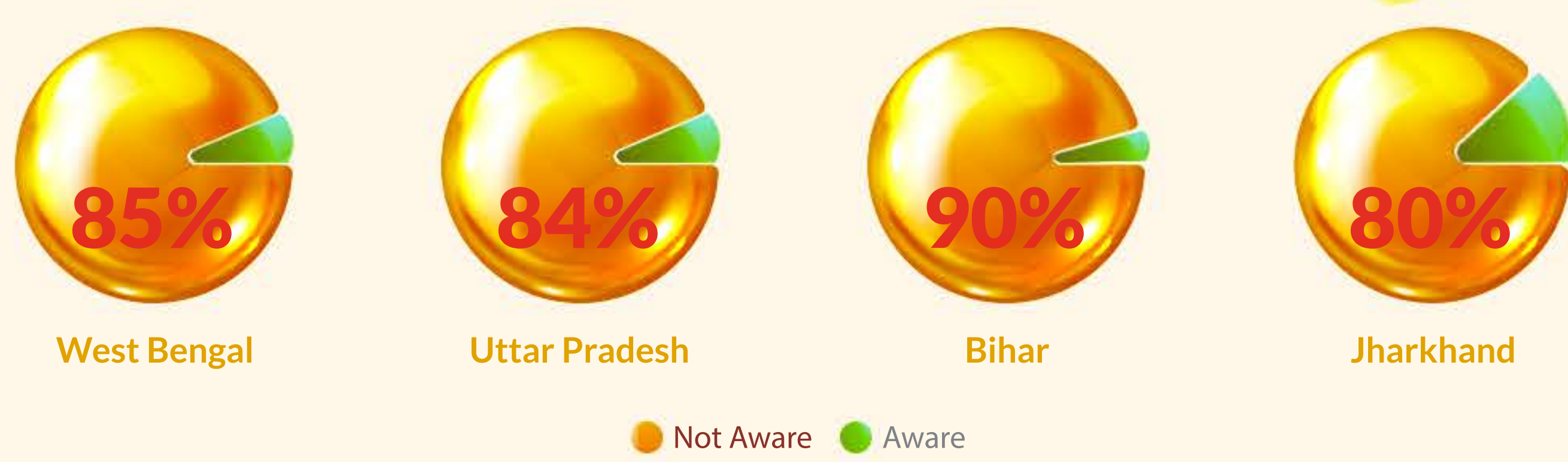




Mustard Oil Pungency Level Awareness

SURVEY

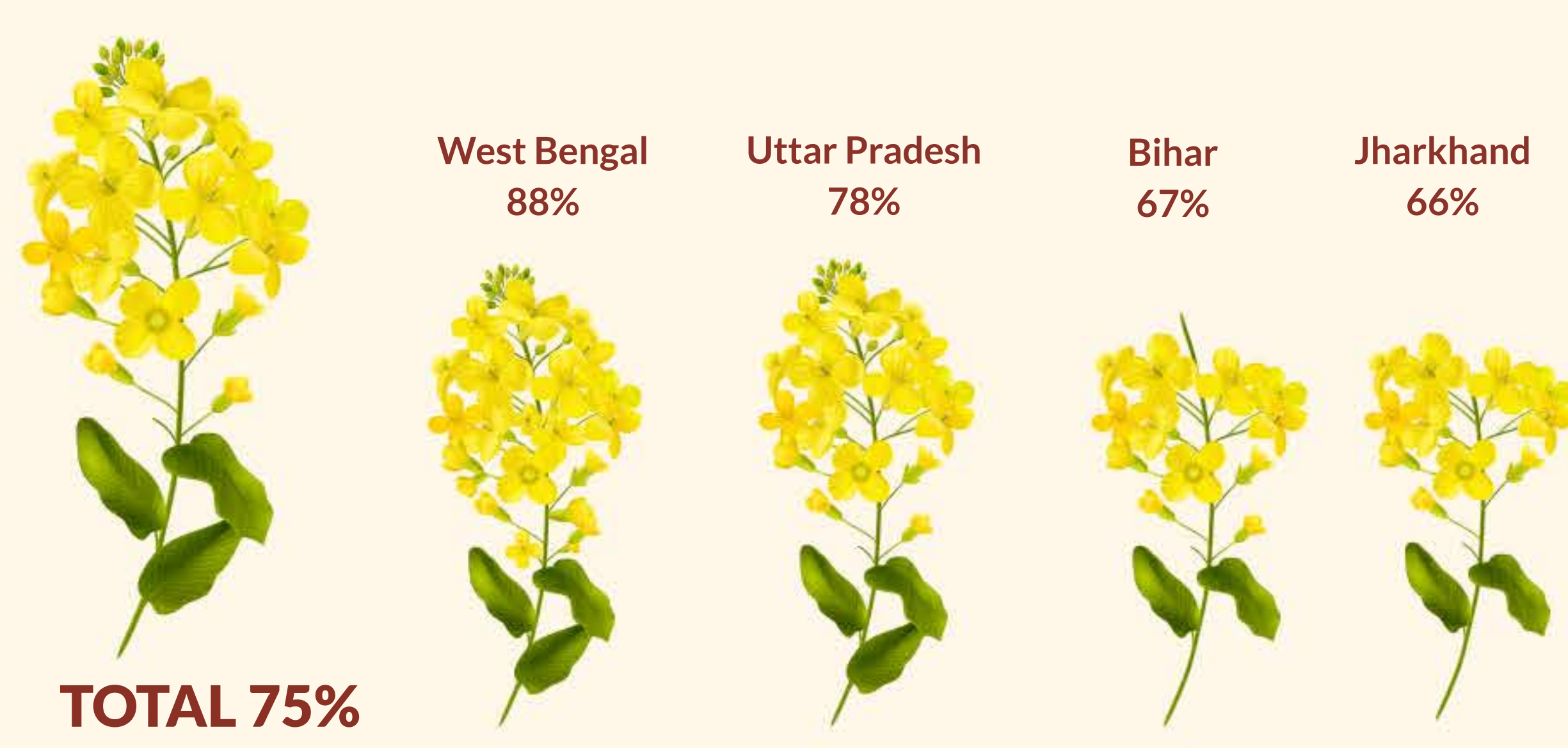
Majority of the users are **NOT AWARE** of the Level of Pungency, in **Mustard Oil**



Q. You must be aware that mustard oil is being used for the sharp pungency or Jhanjh/Dhaas that it imparts to cooked food.

Are you able to describe the level of pungency in form of High, Medium or Low – any levels such as 1-10 etc. for pungency of mustard oil?

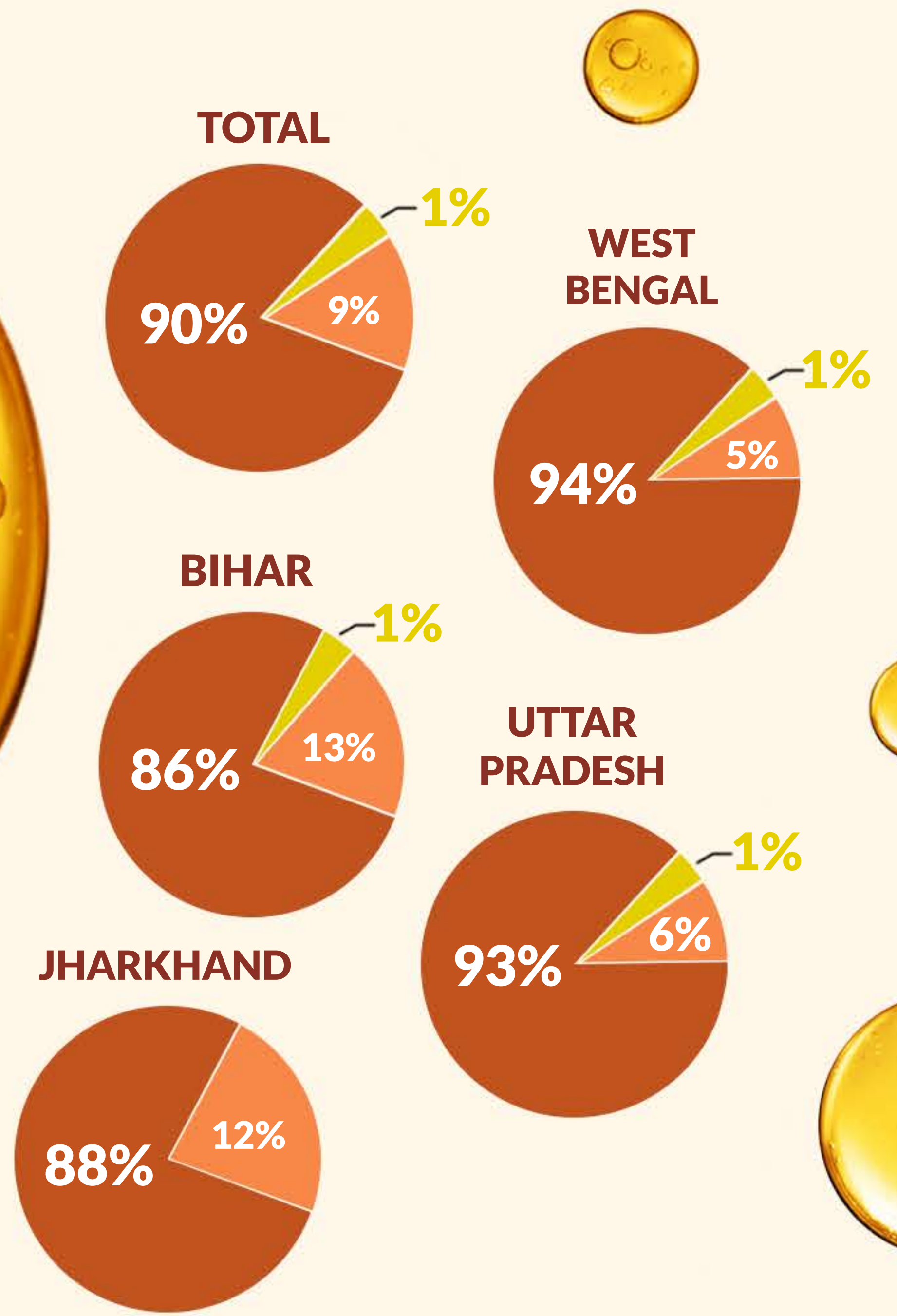
Majority of the users **WOULD WANT TO KNOW** the Level of Pungency, in **Mustard Oil**



Q. You mentioned that you don't know the pungency or Jhanjh level of your regular mustard oil.

Would you be interested to know the pungency or Jhanjh level of your mustard oil to make an informed decision while purchasing a brand?

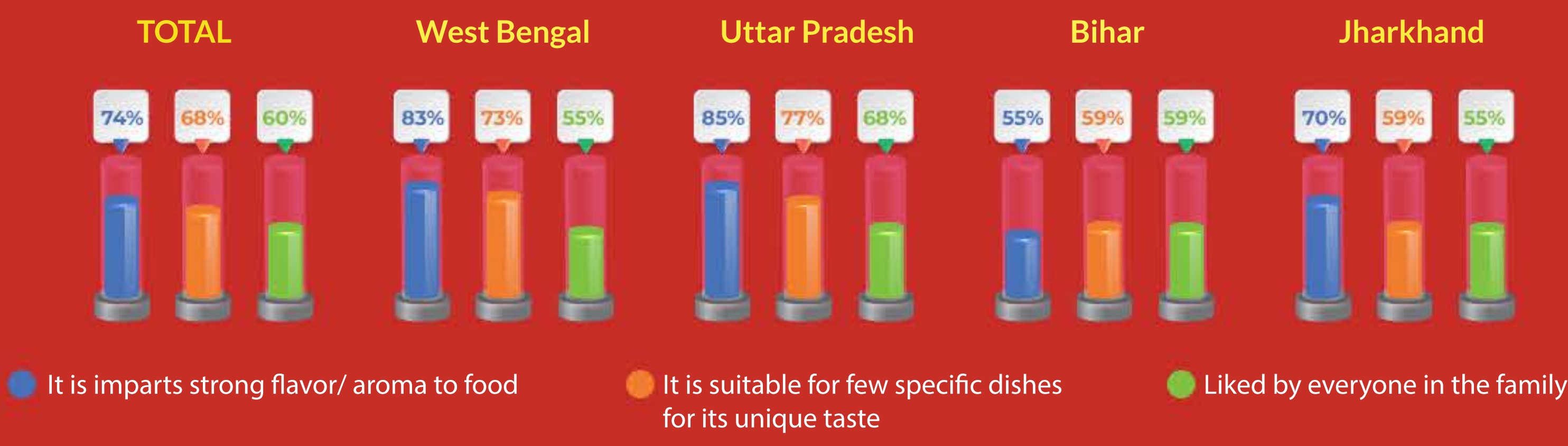
Majority of the users **ARE VERY LIKELY TO TRY** a brand of mustard oil that informs **Pungency Level** on its pack



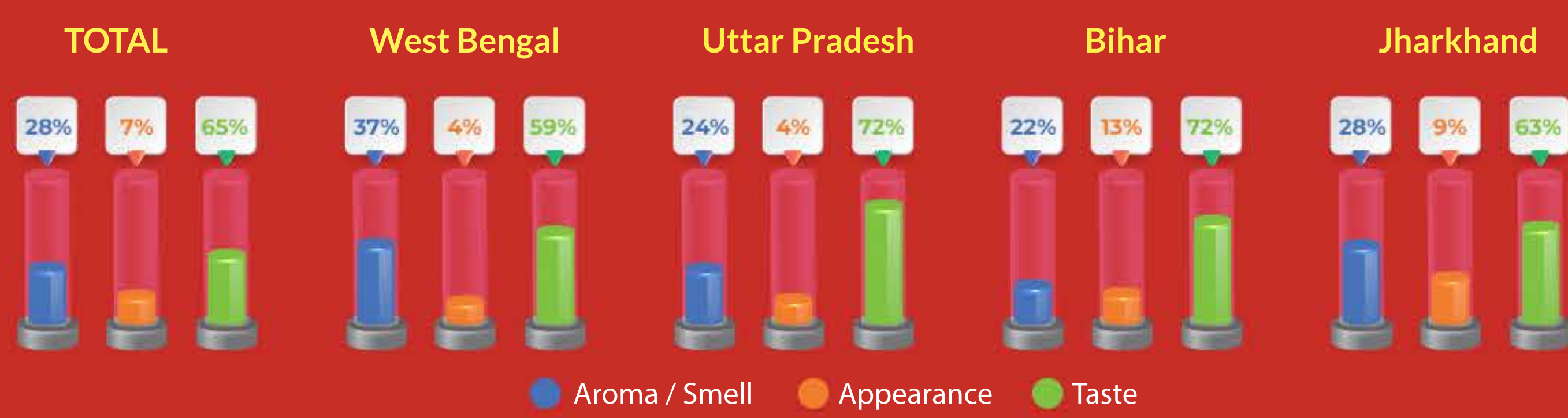
Q. How much willing you would be to try a mustard oil that informs about the pungency or Jhanjh level on its pack?

Most consumers believe Pungency in Mustard Oil, is important as it imparts – Strong flavour / aroma to food, followed by, suitability for specific dishes and liked by their family.

The best marker of cooked food – Taste

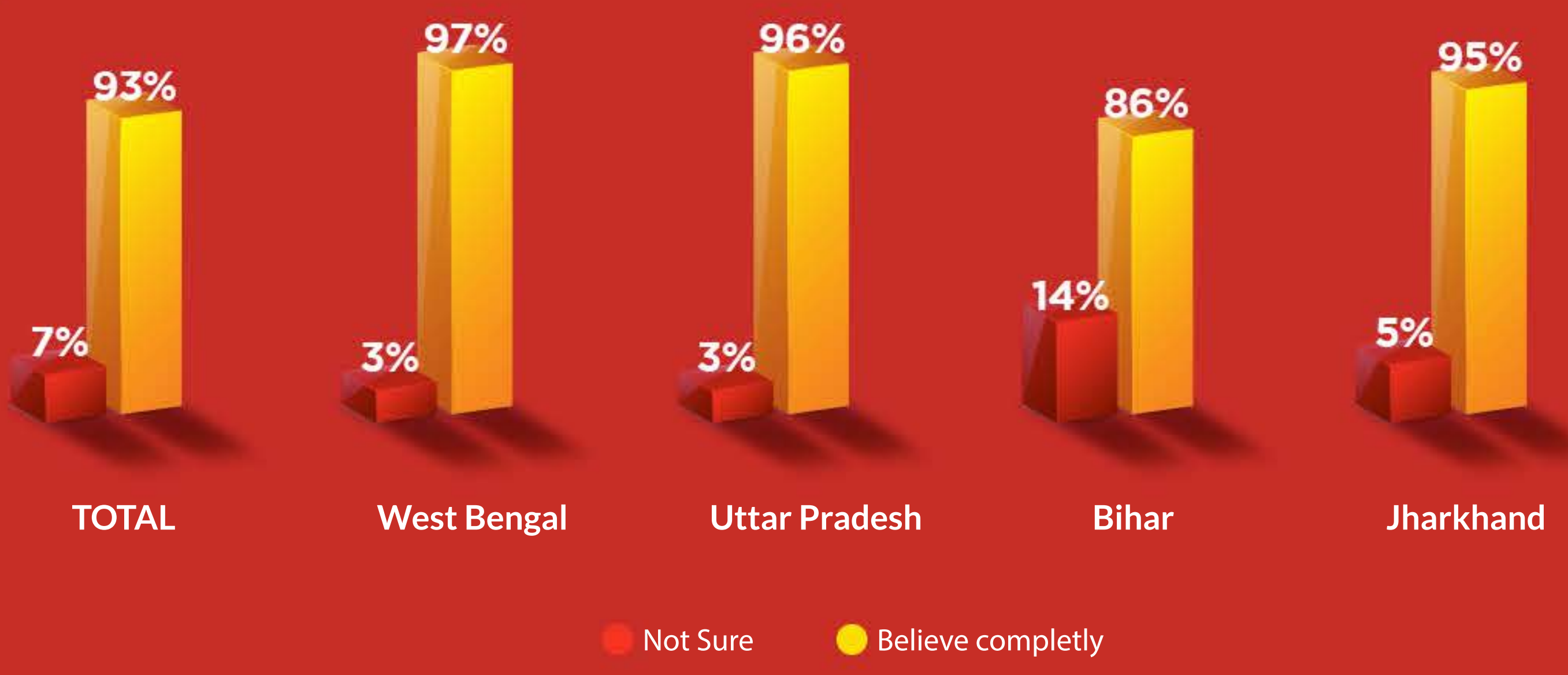


Q. Why is 'Pungency/ Jhanjh/ Dhaas' in mustard oil important for you in cooking



Majority of consumers believe that aroma/smell of cooking oil significantly elevates the experience of a meal.

Most have purchased cooking oil brand based on its aroma or flavor



Q. How much do you believe that aroma/ smell of a cooking oil can significantly elevate the experience of a meal?



Q. Please think and tell me have you ever purchased a cooking oil brand based on its aroma or flavor?