

October 15, 2023

To
The Director
Bharati Vidyapeeth (Deemed to be University)
Department of Management Studies (Off Campus)
Plot KC-1, Sector – 03, Kharghar, Navi Mumbai
PIN- 410210

Marketing Research Proposal – Approval

Dear Sir,

This has reference to your marketing research proposal entitled “Analyzing the customer behavior and market opportunities for co-living space- COVIE BKC, in Bandra Kurla Complex, Mumbai” submitted on October 13, 2023. We are pleased to inform you that your research proposal has been approved. We value your commitment and believe this research output will contribute to the growth and success of launch of our COVIE BKC project.

However, we would like to emphasize the following conditions and instructions in order to ensure its success:

- Budget Sanction:** Rs, 1,00,000/- (A sum of Rs. One Lakh has been sanctioned for this project). Travelling & other local allowances for the survey will be paid additionally subject to submission of actual bills.
- Budget Management:** Any deviations or unforeseen expenses should be communicated immediately for proper documentation and resolution.
- Investigators:** As discussed for this said project the Principal Investigator is Dr. Premasish Roy and the Co-Investigators are Dr. Deepa Nair and Prof. Rikhi Yadav.
- Time Line:** The project has to be completed within a period of six months. The detailed report to be furnished with analysis and recommendations.
- Compliance with Legal and Ethical Standards:** It is imperative that all research activities comply with legal regulations and ethical standards.

We trust that you will adhere to these conditions and instructions to ensure the overall success of the Project. Should you have any questions or need further assistance, please do not hesitate to contact the undersigned directly.

We look forward to witnessing a successful research project.

Sincerely yours,

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COVIE WEST LLP

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COVIE NORTH LLP

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March 30, 2024

To
The Director
Bharati Vidyapeeth (Deemed to be University)
Department of Management Studies (Off Campus)
Plot KC-1, Sector – 03, Kharghar, Navi Mumbai
PIN- 410210

Marketing Research Project – Acknowledging Project Completion & Appreciation

Dear Sir,

We hereby acknowledge the receipt of your marketing research project report entitled “Analyzing the customer behavior and market opportunities for co-living space- COVIE BKC, in Bandra Kurla Complex, Mumbai” submitted on March 15, 2024. We appreciate the research team - the Principal Investigator **Dr.Premasish Roy**, Co-Investigators **Dr.Deepa Nair** and **Ms. Rikhi Yadav** and the MBA students team for completing the project successfully on time. It is indeed good to learn that the team has physically collected data from 430 respondents.

We appreciate the investigating team for publishing a research paper too related to the said project entitled “Burgeoning of co-living and co-working space for the Indian millennial – a quiver or a hunt for novel strategies!” in the “Journal of Indian Business Research Emerald Publishing Limited”.

It is believed that the project findings would certainly benefit the management in taking prudent business decisions and strategies. We value your commitment and research input.

Sincerely yours

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